



Tees Valley Joint Waste Management Strategy

Supporting Document - Waste Awareness and Minimisation

June 2008



Entec

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Document Revisions

No.	Details	Date
1	Draft Report	July 2007
2	Draft Report	August 2007
3	Draft Report	November 2007
4	Report for Public Consultation	January 2008
5	Final Report	June 2008



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Doc Reg No. 20083 RR05i5

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minimisation.doc

Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton on Tees Borough Councils

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Minimisation

June 2008

Entec UK Limited



Certificate No. FS 13881



Certificate No. EMS 69090

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1. Introduction

1.1 Overview

In January 2007 the Tees Valley Joint Strategy Unit commissioned Entec on behalf of the Authorities of Hartlepool Borough Council, Middlesbrough Borough Council, Redcar and Cleveland Borough Council and Stockton-on-Tees Borough Council to provide technical assistance in the development of its' Joint Municipal Waste Management Strategy (JMWMS). Darlington Borough Council joined this process later in the year. To inform the JMWMS development process Entec has produced a series of supplementary reports to provide technical waste management information.

This supplementary report provides an overview of waste minimisation and awareness and includes:

- A review of current research on attitudes and behaviour towards waste;
- Legislation and policies surrounding waste minimisation in the UK;
- Implications of UK waste minimisation policy for strategic waste management decisions in the Tees Valley;
- Current approaches that the Local Authorities in Tees Valley use to promote waste minimisation and to communicate waste awareness issues to the public;
- Identification of Best Practice Waste Minimisation and Prevention Initiatives from case studies and research;
- Recommendations for future waste minimisation initiatives and strategic joint working that could be used by Local Authorities in the Tees Valley.



1.2 Background

1.2.1 Waste Growth

The total amount of municipal waste in England has increased to an estimated 29.7 million tonnes in 2004/05 compared to 29.1 million tonnes in 2003/04, an increase of 2.1%. The average annual increase in municipal waste from 2000/01 to 2004/05 was 1.5%.¹

Historically the growth in waste has been linked to a growth in the Gross Domestic Product (GDP) in a consumer led society. In 2004 the Prudential reported that Britons waste around £80 billion in total on unused goods and services, with about a quarter of this cost relating to spoiled and unwanted food goods and a similar amount on unused luxury items (including toiletries, clothes, accessories and gadgets). A significant proportion of these items are likely to find their way into the household waste stream.

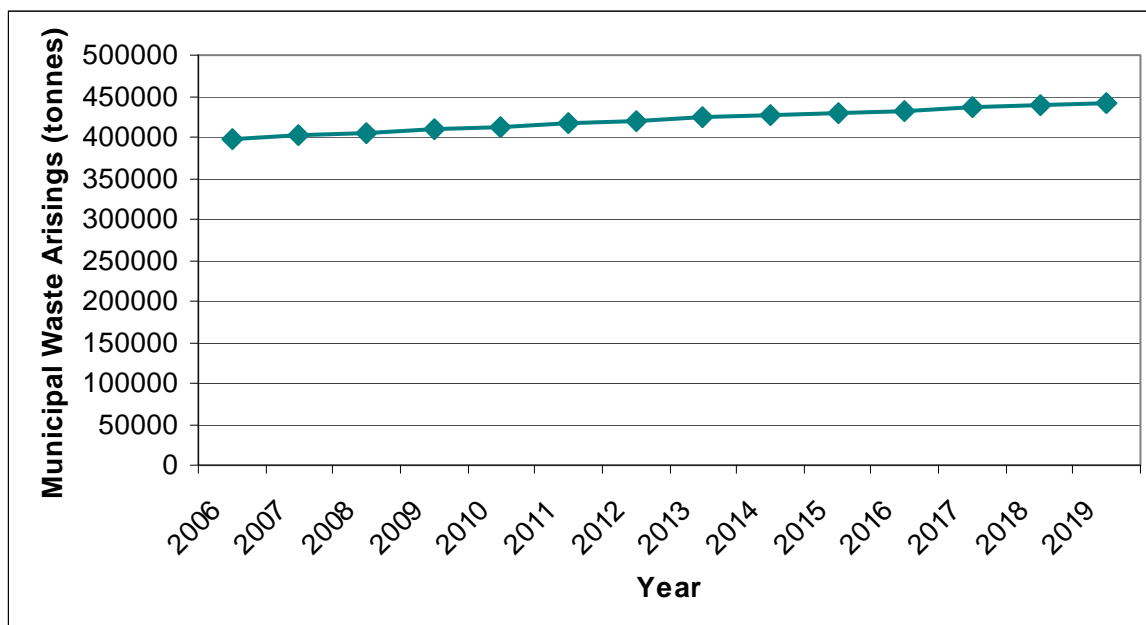
The increases in the total amount of waste may adversely affect the ability of authorities to meet Landfill Allowance Scheme targets.

The total amount of waste produced in the Tees Valley has been variable from year to year, owing to changes in services provided to householders, improved understanding of waste issues by households and improvements in data collection. Entec has recently reviewed the predicted growth in the Municipal Solid Waste (MSW) stream for the Draft Regional Spatial Strategy (RSS). In general terms the growth in waste arisings is assumed to grow in line with the predicted increase in the number of households, but with a gradual reduction in the total year on year annual growth associated with a reduction in the amount of waste generated at an individual household level. This document has been drafted to identify measures that may be employed by the authorities to meet, or where possible exceed, this future growth profile.

¹ http://www.recyclenow.com/facts/interesting_facts/recycling.html



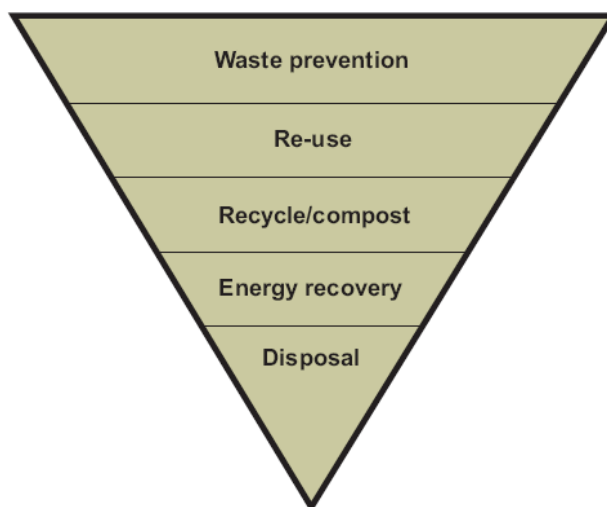
Figure 1.1 Predicted Municipal Waste Growth Profile



1.2.2 Waste Minimisation and Reuse

The UK Government seeks to move the management of waste up the Waste Hierarchy of minimisation, reuse, recycling and composting, and energy recovery with the final option identified as disposal. The Waste Hierarchy is illustrated in Figure 1.2.

Figure 1.2 The Waste Hierarchy



The term 'waste minimisation' is used to describe activities that aim to reduce the amount of waste that is generated at source. Waste minimisation is also commonly referred to as waste prevention or waste reduction.

The benefits identified from waste minimisation activities are:

- Reduction in the total quantity of waste that needs to be collected, treated and disposed by Local Authorities;
 - Reducing the impact of transport associated with collections;
 - Reducing reliance on waste management facilities;
 - Aiding authorities to meet targets, including landfill diversion and waste growth;
 - Reducing the associated costs.
- By weakening the link between waste and GDP, reducing the environmental impact associated with production and manufacturing;
- Encourage social inclusion and economic development through creating meaningful activity and training opportunities for the most disadvantaged in society.

1.2.3 Waste Awareness

Waste Awareness policies may influence the total amount of waste generated within an area and the effectiveness of initiatives and schemes. By introducing robust waste awareness initiatives an authority may increase the participation in and the success of waste minimisation and recycling and composting schemes.

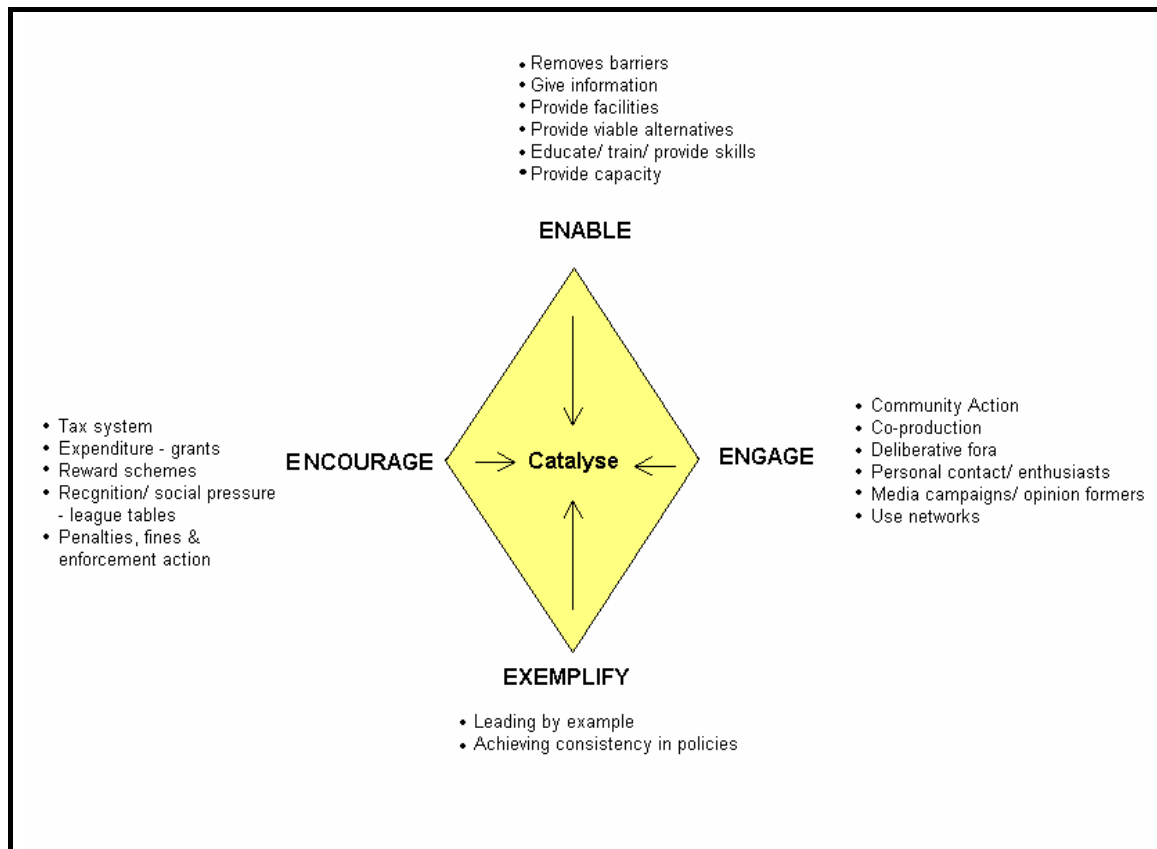
“Information does not necessarily lead to increased awareness, and increased awareness does not necessarily lead to action. Information provision, whether through advertisements, leaflets or labelling, must be backed up by other approaches”²

² Demos and the Green Alliance, for Defra, December 2003 'Carrots, sticks and sermons: influencing public behaviour for environmental goals'.



The Government's sustainable development strategy 'Securing the Future' recognises the need for an active and integrated approach to awareness raising issues to catalyse a change in habits. Figure 1.3 provides a model based on four principles to catalyse a change in behaviour. Different approaches are appropriate as attitudes and behaviours change over time.

Figure 1.3 Changing Behaviour



Source: 'Securing Our Future', the UK Government Sustainable Development Strategy, Defra March 05

1.2.4 Attitudes to Waste and Recycling

The MORI Social Research Institute conducted a study into public attitudes towards waste and recycling in England in 2002³. This study involved a review of twenty public opinion surveys

³ MORI, (2002), Public Attitudes Towards Recycling and Waste Management: http://www.mori.com/polls/2002/pdf/waste_recycling.pdf



and information generated from discussions at four public focus groups. The key findings were that:

- The average person in the UK is aware that recycling, composting and re-use are less harmful to the environment than landfill;
- The public know little about waste reduction, local recycling/re-use facilities, recycled products and the recycling process;
- Reducing harm to the environment motivates people to recycle;
- There is a general belief that Governments and retailers have a greater role in reducing the quantity of waste generated than the public;
- More members of the public would recycle if the service provided was easy to use, it took less time and the recycling containers took up less room;
- People that are encouraged to recycle in the workplace are more likely to recycle at home.

In 2002, Environment Campaigns (ENCAMS) conducted a study of the public attitudes towards recycling⁴. To identify the triggers and barriers to members of the public recycling their household waste ENCAMS held 24 focus group workshops and also interviewed 1000 members of the public. A summary of the findings is listed below:

- Triggers for recycling included the introduction of kerbside recycling schemes, TV programmes, parents behaviour and concern for the environment;
- Barriers to recycling include a lack of recycling services, limited space in the home for waste separation, perception that the separation of dry recyclables from the residual waste streams is an untidy and unhygienic process, limited time and a lack of knowledge regarding the recycling service offered in their area;
- Respondents stated that the provision of recycling services, information about the available recycling services, explanations of why recycling is necessary and 'waste-aware' education would encourage them to recycle more.

⁴ ENCAMS, (2002), Waste Segregation: <http://www.encams.org/uploads/publications/Wasteseg2002.pdf>



In 2005, WRAP reviewed recent research into the behaviour of the public towards recycling⁵ and concluded that:

- Recycling increases with age with residents above 35 being most likely to recycle;
- Affluent people generally recycle more although they also generally produce more waste;
- Access to garden determines the amount of organic waste generated by householders and the potential of home composting;
- Home-owners are more likely to recycle than those renting;
- Ethnic minority residents are generally less likely to recycle;
- Women are generally more likely to recycle than men;
- The profile of a typical high recycler is a person within the A, B, C1 socio-demographic groups, over 35, female, affluent and a home-owner;
- The profile of a typical non-recycler is a person within the C2, D, E socio-demographic groups, between 18 and 34, male, less affluent, living with a family and a renter.

Generally, national research into public attitudes towards recycling and waste suggests that there is a lack of understanding about the recycling process and scepticism about the importance of recycling. The public are often unaware of recycling services and facilities available in their local area. These knowledge gaps could be reduced by more effective communication.

The conclusions listed in this section about public attitudes and behaviour towards waste are based upon national surveys and may not relate in every respect to the Tees Valley. There are lots of factors that have not been considered in the national surveys that may influence the way in which people behave towards waste including:

- Refuse and recycling services and facilities provided in the area;
- The quality of service that is provided;
- Local culture;

⁵ WRAP, (2005), Developing Recycling Communications Campaigns - A Practical Toolkit, (WRAP: London).



- Life priorities.



2. Legislative Background

2.1 European

2.1.1 Introduction

This Section does not provide an exhaustive list of waste management legislation; instead it summarises legislation that specifically relates to waste minimisation which should be considered by the Tees Valley Authorities during the JWMS development process.

2.1.2 Waste Framework Directive (75/442/EEC)

Since the publication of the Waste Framework Directive (75/442/EEC) in 1975 the European Commission (EC) has produced a significant volume of legislation to promote sustainable waste management. This legislation is the driving force for ensuring EU Member States reduce their reliance on landfill and aim to improve recycling and composting and recovery rates.

This incorporates definitions on waste and includes requirements on Member States to introduce measures to prevent waste and provide facilities for the disposal and adequate of waste. Article 4 enacts the requirement to ensure that waste is recovered or disposed without harm endangering human health or harming the environment.

2.1.3 Landfill Directive (99/31/EC)

The overall aim of the European Landfill Directive is to prevent or reduce as far as possible negative environmental impacts from the disposal of waste in landfill. The Directive sets out targets, for EU Member States to reduce the quantity of biodegradable municipal waste disposed in landfill.

2.1.4 Thematic Strategy on the Prevention and Recycling of Waste

On 27 May 2003 the EC adopted a Communication 'Towards a Thematic Strategy on the Prevention and Recycling of Waste'⁶. The Communication was the first contribution to the

⁶ EC, (2003), Thematic Strategy on the Prevention and Recycling of Waste:
<http://europa.eu.int/comm/environment/waste/strategy.htm>.



development of a strategy that will cover both waste prevention and recycling in EU Member States. Waste prevention policies considered by the Communication include embedding sustainable waste management in the national curriculum and reducing packaging.

On 21st December 2005, the European Commission published the proposed 'Draft Thematic Strategy for the Prevention and Recycling of Waste'⁷. This identifies that although waste prevention has been the paramount objective of both national and EU waste management policies for many years, limited progress has been made so far in transforming this objective into practical action. It proposes the clarification of Member States' obligations to develop publicly available waste prevention programmes, in the context of sustainable production and consumption. These programmes should take into account national production and consumption patterns, their projected trends and their relation to economic growth. Action on waste prevention needs to be taken at all levels of government.

Annex IV of the proposed Strategy lists measures that can be used to encourage waste minimisation and includes:

- The promotion of research and development into the area of achieving cleaner and less wasteful products and technologies;
- The promotion of information on waste prevention techniques with a view to facilitate the implementation of Best Available Techniques by industry;
- Awareness campaigns and the provision of financial, decision making or other support to businesses;
- Voluntary agreements, consumer/producer panels or sectoral negotiations in order that the relevant businesses or industrial sectors set their own waste prevention plans or objectives or correct wasteful products or packaging;
- Economic instruments such as incentives for clean purchases or the institution of an obligatory payment by consumers for a given article or element of packaging that would otherwise be provided free of charge.

⁷ EC, (2005), Thematic Strategy for the Prevention and Recycling of waste:
http://europa.eu.int/comm/environment/waste/pdf/directive_waste_en.pdf



2.2 National

2.2.1 Introduction

The UK Government has transposed European legislation into national regulations, in particular it has transcribed the requirements to meet landfill diversion targets through the Waste Emissions Trading Act and the Landfill Allowance Trading Scheme. To encourage diversion of non-MSW from landfill the landfill tax escalator has been increased, with an annual increase of £8 per tonne introduced in April 2007.

The UK Government has produced the following legislation and policy to reduce the amount of waste disposed of in landfill.

2.2.2 National Waste Strategy for England and Wales 2000

The National Waste Strategy for England and Wales was published by the UK Government in 2000⁸ and has now been superseded by Waste Strategy 2007. In Part One, the Strategy stressed the importance of tackling the growth in waste, and required Local Authorities to:

- Recognise that reducing household waste arisings is a priority;
- Set challenging targets for waste minimisation backed up by action plans;
- Prove to auditors and inspectors that the targets set are challenging;
- Demonstrate continuous improvement to the reduction of waste.

The Government's Strategy Unit National Strategy Update published in July 2005 recommended that a review of waste Best Value Performance Indicator 84 (BVPI 84) should be carried out to provide incentives for Local Authorities to reduce waste arisings. BVPI 84⁹ measures:

⁸ DEFRA, (2000), National Waste Strategy for England and Wales:
<http://www.defra.gov.uk/environment/waste/strategy/cm4693/pdf/wastvol1.pdf>

⁹ ODPM, (2005), Best Value Performance Indicators 2005/06:

[Best Value Performance Indicators 2005/06: Guidance Document \(Amended 01/04/05\):
http://www.odpm.gov.uk/index.asp?id=1136118](http://www.odpm.gov.uk/index.asp?id=1136118)



‘The number of kilograms of household waste collected per head of population in the authority's area and the percentage increase or decrease in this amount compared to the previous financial year.’

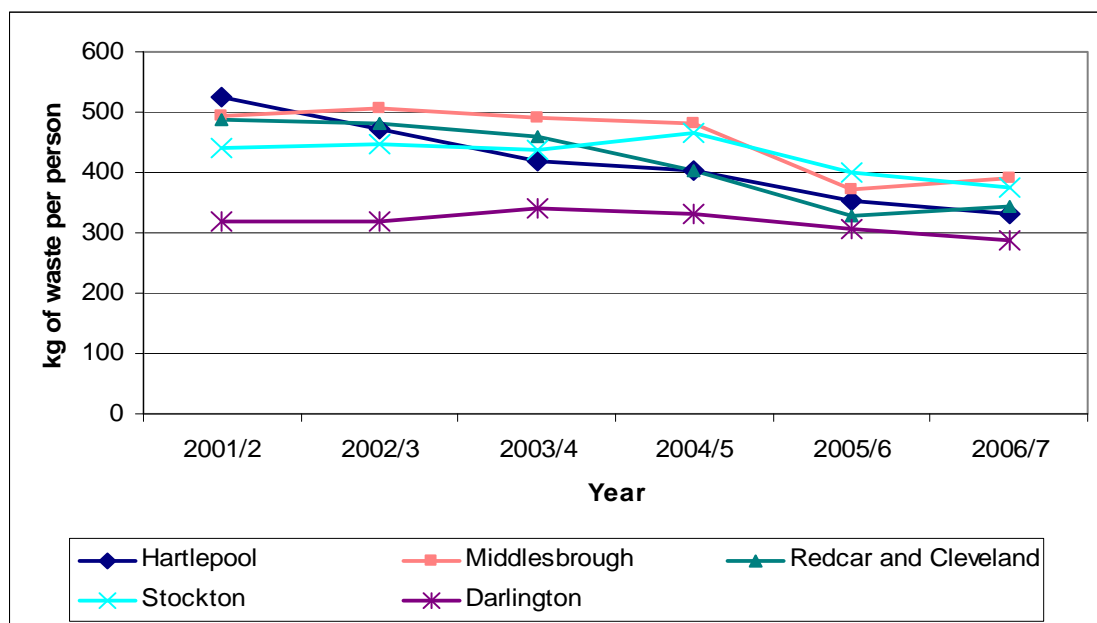
2.2.3 Waste Strategy for England 2007

The new Waste Strategy for England was published in May 2007 and sought to provide an update to the 2000 Waste Strategy and provided direction for future progress. In particular the Waste Strategy recognises the need to take account of waste within a broader carbon and resource policy framework.

The Waste Strategy included the following objective and targets:

‘A greater focus on waste prevention will be recognised through a new target to reduce the amount of household waste not re-used, recycled or composted from over 2.2 million tonnes in 2000 by 29% to 15.8 million tonnes in 2010 with an aspiration to reduce it to 12.2 million tonnes in 2020 – a reduction of 45%. This is equivalent to a fall of 50% per person (from 450kg per person in 2000 to 225kg in 2020).’

Figure 2.1 Kilograms of Residual Waste Per Person in the Tees Valley Authorities



Source: Current Waste Data from Tees Valley JSU



The Waste Strategy clearly identifies the importance of Waste Awareness and Prevention and in particular identifies the potential to:

- Extend the campaigns for recycling to awareness and action on reducing waste;
- Develop “Zero Waste Places” – this initiative will invite a number of places (including cities, towns and rural communities) to become exemplars of good environmental practice on all waste;
- Engage the third sector (a term used for the community and charitable sector) to assist local authorities through waste prevention, reuse and recycling;
- Reduce the use of single use shopping bags through retailer commitment;
- Provide more recycling bins in public places (also acts as a waste awareness measure);
- Place greater emphasis on promoting waste recycling and minimisation in schools.

In the Waste Strategy 2007, the Government proposed giving Local Authorities new powers to introduce financial incentives, or charges with charges applying to waste streams that householders do not segregate and householders who recycle receiving payments. A financial incentives scheme would be likely to be introduced slowly. Government proposals are that any charges made must be revenue neutral. They identify the success of pay per throw schemes in mainland Europe, which have resulted in a reduction in the amount of waste to landfill by 15%. Authorities would be able to design their own schemes as long as they meet the requirements of the regulations. The proposals would require householders to be provided with kerbside facilities to recycle at least five different waste streams (excluding garden waste).

The Strategy also identifies a role for local authorities in assisting businesses in reducing and recycling their waste streams through partnership with other organisations.



2.2.4 Waste Minimisation Act 1998

The Waste Minimisation Act, which became law in November 1998, allows each Local Authority to:

*'Do or arrange for the doing of, anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area.'*¹⁰

Under the Act Local Authorities are required to develop waste minimisation plans and campaigns, which may include plans to:

- Raise awareness about methods to reduce the quantity of direct mail (e.g. promotion of the Mailing Preference Service);
- Promote the use of refill schemes and encourage individuals to use organic box schemes, farm shops, farmers markets, ordinary markets and smaller markets which all help to reduce packaging;
- Publicise local community schemes that recycle/re-use furniture and household goods, bicycles, computers and tools;
- Work with businesses that have consumer information obligations under the Packaging and Packaging Waste Regulations (e.g. large retailers and schemes on behalf of retailers) and develop information on reduction, re-use and recycling for consumers.

2.3 Regional

2.3.1 Waste Minimisation Scoping Study for the North East

The North East Waste Regional Advisory Group (WRAG) commissioned work by MEL in 2006 to provide a regional focus for waste minimisation initiatives to support the successes of the kerbside recycling schemes. This report identifies that although there are some quality waste minimisation initiatives in place the ability of these schemes to prevent waste growth has not been fully explored. This report recommends an increased priority for the North East authorities along two interlinked themes of:

¹⁰ ODPM, (1998), Waste Minimisation Act: <http://www.opsi.gov.uk/acts/acts1998/19980044.htm>



- Waste Control – councils using their direct powers to reduce the waste they receive and increase recycling;
- Waste Minimisation – campaigns and initiatives to persuade the public to reduce and reuse more, to reduce waste arising from households.

The recommendations of this report are explored more fully in Section 4.

2.3.2 North East Regional Waste Awareness Initiative

The North East Regional Waste Awareness Initiative (NERWAI) was instigated to promote waste awareness and minimisation. In 2007 the Initiative has employed a Regional Waste Awareness officer to develop and facilitate implementation of regional waste awareness projects. Initial achievements include carrying out a gap analysis and undertaking baseline monitoring. This project has been developed by a cross-sectoral steering group including Local Authority officers to coordinate regional waste awareness messages and campaigns, dovetailing into national and local messages. The project works with partners in the public, private and voluntary sectors.

On the basis of the gap analysis and priorities of core funders, the following initial priorities have been agreed:

- Waste reduction and reuse messaging;
- Key stage 3 educational activities, particularly within the geography and science curriculum, under the global heading of sustainability;
- Voluntary and community sector engagement in waste which is currently limited with a lack of coordination;
- General awareness activities focusing on increasing recycling of packaging wastes streams, with particular focus on urban areas.

The NERWAI coordinator is currently working on the following tasks, to improve the coordination between the activities within the Region:

- Continuing gathering of baseline data;
- Developing a media strategy;
- Beginning development of a Key stage 3 education programme;



- Investigate funding opportunities;
- Make contact with Community Waste Network North East to increase cooperation and avoid duplication;
- Developing an Action Plan for the period from April 2008-April 2009.

2.4 Local

2.4.1 Current Tees Valley JWMS

The current Tees Valley Joint Waste Management Strategy (JWMS) was written for the Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton Authorities. This reports that an inventory of municipal wastes was taken from a sample of homes within the Cleveland area in 1999/2000. This identified that the average Cleveland household leaves out 0.95 tonnes of residual waste per year for collections. This average weight increases to over 1 tonne where wastes collected at Civic Amenity Sites and from other household sources is included.

The Current Tees Valley JWMS also identifies the following activities:

- Participation in the North East Regional Waste Awareness Initiative

The strategy provided the following targets:

- Target 1: Waste stabilisation per capita at or below 2010/11 levels;
- Target 2: Total household waste generated to be stabilised at or below 2010/11 levels after 2010;
- Target 3: 15% of all householders to be making compost at their homes by 2005 and 20% by 2010.



3. Current Waste Prevention and Minimisation Initiatives

3.1 Introduction

The Tees Valley Authorities currently invest resources in a number of Waste Prevention and Minimisation initiatives. The Authorities also support a number of community based organisations and charities and utilise nationwide campaigns.

The Tees Valley Authorities currently meet regularly to discuss waste minimisation and prevention work and to share successes in two groups; the Recycling Officer Meeting Tees Valley and Eco-School Advisors Tees Valley. The Recycling Officer meeting allows relevant staff to discuss waste minimisation and prevention activities and to share experiences of successful campaigns.

The Eco-Schools meeting allows officers from a variety of organisations who contribute to the Eco-Schools programme to meet and coordinate activities. This forum also allows officers to share good practice. In addition to this group there is a Regional Eco-Schools group who meet with the primary purpose of sharing good practice. There is currently one representative from Middlesbrough Environmental City (MEC) that attends this meeting, feeding back information to the Tees Valley group.

3.2 National Campaigns

3.2.1 Recycle Now Campaign

The Tees Valley authorities currently use the resources of the nationwide 'RecycleNow' campaign. This is a national and local campaign to increase recycling and general waste awareness. This integrates campaigns with local activity to increase participation rates. The Tees Valley authorities use the available campaign material for the production of local campaign material. Details on individual authority campaigns are provided in the following sections.



It is difficult to measure the effect of recycling communications strategies as these are not likely to occur in isolation, i.e. alongside the introduction of schemes and there is often a lack of monitoring specific to assessing the effects of schemes. The Key Performance Indicator Report¹¹ produced by RecycleNow, March 2004, reports on a number of campaigns. This includes identifying that the recycling rate in Wales has gone from around 9% at the start of the campaign to around 15% in 2003/04. The campaign in Wales was a multi-message campaign and enabled local authorities to use generic templates to add local messages for unique infrastructure. There was no information available in this report on the ability of authorities to reduce the amount of waste by using waste awareness campaigns.

3.2.2 Eco-Schools

The Eco-Schools schemes have been developed to help children become more effective citizens by encouraging them to take responsibility for the future of their own environment. It encourages schools to look at how it impacts on the environment and how it can manage its activities to be more sustainable. This scheme is run internationally by the Foundation for Environmental Education (FEE) and is administered in England by Environmental Campaigns (ENCAMS). An important part of this scheme is waste awareness and recycling initiatives. The current Joint Waste Management Strategy identifies a number of successful local and national initiatives to promote waste awareness and environmental education. More details on the successes of the eco-schools programme is provided within the detail in each of the authority areas.

3.3 North East Regional Waste Awareness Initiative (NERWAI)

The North East Regional Waste Awareness Initiative (NERWAI) was instigated to promote waste awareness and minimisation. To date the initiative has employed a Regional Waste Awareness officer to carry out a gap analysis and undertake baseline monitoring. This project has been developed by local authority officers to coordinate regional waste awareness messages and campaigns, dovetailing into national and local messages. The project works with partners in the public, private and voluntary sectors. The initiative has employed a full time Regional coordinator since April who has been tasked with initially carrying out a gap analysis and baseline monitoring of waste awareness measures that are currently carried out within the North East region.

¹¹ http://www.recyclenowpartners.org.uk/research_fun_facts/research_reports.html



The following gaps/ needs have been identified to date from the review of the baseline activities for the North East region as follows:

- Key stage 3 educational activities, particularly within the geography and science curriculum, under the global heading of sustainability;
- Voluntary and community sector involvement in waste which is currently limited with a lack of coordination;
- Waste reduction support for Small to Medium Enterprises (SMEs), with the potential development of a waste reduction awards scheme for SMEs;
- General awareness activities focusing on participation and contamination, with particular focus on urban areas.

The NERWAI coordinator is currently working on the following tasks, to improve the coordination between the activities within the Region:

- Gathering of baseline data;
- Meeting with recycling and waste officers throughout the Region;
- Research into current and past activities;
- Identifying areas of good practice in waste awareness;
- Investigate funding opportunities;
- Make contact with Community Waste Network North East to increase cooperation and avoid duplication.

3.4 Joint Working

3.4.1 Incentive Schemes

The 'Message in a Bottle' scheme operated between October 2005 and January 2006 by the Tees Valley authorities. This scheme encouraged participation in both the kerbside recycling scheme and the bring banks by providing a weekly draw based on entry forms placed within bottles. Weekly winners received £50 and were entered into a Grand final draw to win a dream holiday.



This scheme was part of the nationwide Household Waste Incentives Pilot Scheme. The results of this promotion have been analysed¹² and it was identified that the incentive offered did not have a significant influence on the behaviour of householders, with almost identical patterns of recycling over the 6-month period with the previous year. Therefore the higher levels of recycling observed during this period could not be directly attributed to the incentive scheme. One of the major issues identified with the success of this promotion was co-ordination across the five separate authorities.

3.5 Darlington

3.5.1 Darlington Home Composting

Darlington Borough Council (BC) provide householders with subsidised home composters from the National WRAP scheme. Home Composting is advertised through a variety of media and allows householders to deal with their green waste in a sustainable manner. Darlington BC provide information on their website about how to use home composters and provides links with the 'Safe Gardening Website'.

3.5.2 Darlington Schools

Darlington BC works closely with schools to increase waste awareness and provide recycling collections and support. Darlington BC helped a group of students at Beaumont Hill Technology College set up a can recycling scheme. The group were provided with t-shirts to help them get across the recycling message to their peers and presented with a certificate to mark the achievement of successfully introducing this scheme.

Darlington BC's Waste Minimisation and Recycling Officer has also worked with school pupils to create musical instruments out of junk and performed at the Annual Big Recycle Roadshow.

3.5.3 Furniture Reuse and Recycling

Darlington BC encourages residents to contact FRADE or Kings Church Furniture Recycling Scheme if they have furniture they no longer want. FRADE and Kings Church both provide collection services within Darlington and then provide suitable furniture at a low cost for

¹² Evaluation of the Household Waste Incentives Pilot Scheme Final Report to Defra (Waste Strategy Division) Appendix 1: North east July 2006 AEAT.



purchase by low income families. Information on these services are provided on Darlington's website.

3.5.4 Real Nappy Campaign

Darlington BC is currently developing their Real Nappy Campaign. Hoping to provide money-off vouchers to new mothers to encourage the use of reusable nappies. Currently Darlington BC's website contains links to both the Real Nappy Campaign and the Women's Environment Network and includes a list of 'Frequently Asked Questions'.

3.5.5 Darlington Recycling and Waste Awareness Communications

Town Crier Magazine

Darlington BC uses the council newspaper, the Town Crier, to communicate with the community in regards to waste and recycling issues and recycling levels achieved. Past articles have included specific awareness campaigns; which have included reminding people to recycle when they have barbeques and to recycle their empties during the World Cup. Darlington BC also promote their services on this website, including their upgraded HWRC and changes to collection schedules. Darlington BC uses this medium to carry out residents' surveys. These surveys seek to determine current resident behaviour and attitudes to recycling and composting.

Darlington BC uses the national 'RecycleNow' branding and include a link to the National website from their recycling website.

Big Recycle Roadshow

Darlington BC has an annual Big Recycle Roadshow. In 2007 the roadshow was run in conjunction with CarbonNeutral North East and the Climate Dome which uses interactive exhibits to show how climate change is caused and what can be done about it. The Roadshow in 2007 was the biggest to date and offered Darlington's shoppers a variety of green themed giveaways and competitions as well as information on recycling and home composting and the Real Nappy Campaign. As mentioned above school children who had made musical instruments out



of junk performed, alongside a local arts group. Street Scene Man also appeared to encourage the public to think about their local environment and consider signing up as Street Champions.

3.5.6 Recycle for Darlington website

Darlington BC's website was launched in June 2006 and provides useful information for householders. This allows householders to search under their house number and postcode to identify their collection days and provides information on how householders can receive assisted collections.



This includes details on how to sign up to the Mailing Preference Service (MPS) including a link to their website. The MPS is a free service which allows consumers to have their names and home addresses in the UK removed from (or indeed added) to lists used by the industry.

There is also a section for schools and a 'Frequently Asked Questions' section.

3.6 Hartlepool

3.6.1 Hartlepool Community Composting Scheme

This scheme collected material from householders within deprived wards of Hartlepool Borough Council (BC) and was funded by the European Regional Development Fund (ERDF). These collections can be carried out using special bio-degradable bags that may be purchased from the Hartlepool Civic Centre. Their garden waste is collected on a fortnightly basis to a central site with the compost then processed by volunteers. The compost which is produced is made available to and distributed back to scheme members free of charge. This scheme reported 21 tonnes were collected in 2005 after running for 8 months.

2006/07 was the final year of the 'Hartlepool Community Composting Scheme', where residents paid a fee and Hartlepool BC collected their green waste. This scheme has been taken over by the green waste collection scheme which is free and extends across the whole Borough.



3.6.2 Hartlepool Eco Schools

Hartlepool BC has rolled out the Eco School recycling to over 29 schools in the Borough. The aim of the Eco Schools programme is to make environmental awareness and action an intrinsic part of the life and ethos of the school, both for pupils and staff.

The Eco Schools programme is a Europe-wide project designed to encourage whole-school action for the environment. It is a recognised award scheme, rewarding and accrediting schools that have made a commitment to continuously improving their environmental performance. It is also a learning resource, raising awareness of environmental issues through activities that link to curriculum subjects.

Currently Hartlepool BC's provide Eco-Schools with paper recycling, however, the council intend to introduce a variety of materials in the future.

They have also delivered Schools Waste Awareness Training (SWAT) an educational schools programme through WRAP funding

3.6.3 Yellow Pages Recycling

Yellow Woods Challenge is an educational campaign for schools to recycle old Yellow Pages directories and help increase woodland in England. The competition is nationwide and is run by Yellow Pages, working with the Woodland Trust. This national campaign was supported by Hartlepool BC to ensure that the services were in place to allow schools to participate in the competition. School children took part in the scheme by either bringing old Yellow Pages to school when the new edition was delivered or they were able to recycle them using the kerbside recycling box removing the covers of the Yellow Pages to bring to school to take part in the competition. Yellow Pages offered cash prizes for the most directories recycled per pupil and for the most improved school. This campaign was supported by recycling and woodland conservation education and with a campaign mascot.



The campaign ran in 2006/07 and due to its success Hartlepool BC intends to continue the campaign in 2007/08. Fiona Srogi from Hartlepool BC is currently collating the results of this scheme.



3.6.4 Hartlepool Recycling and Waste Awareness Communications

The Big Recycle Stand

Hartlepool BC is committed to effectively communicating changes to their waste management service. Their communications strategy includes 'The Big Recycle Stand'. This is a stand which is positioned within public areas to provide information to the public regarding recycling and to advertise the new schemes. They also carry out a series of evening Question and Answer sessions which are open to all residents as phases of recycling services are rolled out. 'The Big Recycle Stand' will be on display during 'Big Recycle Week', the horticultural show, compost week and up and coming events leading up to Christmas.

Waste Awareness Activities

Hartlepool BC is carrying out a number of activities to promote waste minimisation and recycling awareness across the Borough. The following advertisements and branding have been established:

3.6.5 Communications

Hartlepool BC carries out a number of activities to promote waste minimisation and recycling awareness across the Borough. The following advertisements and branding have been established:

- Yearly calendar;
- The 'Big Recycle' Stand;
- 'Big Recycle Week';
- Radio campaign;
- Bus advertising;
- Sponsorship of Roundabouts and Environmental Roundabout Annual Event;
- Promotional Materials;
- Leaflets advertising services and waste awareness;



- Resident Association articles;
- Council Newspaper “Hartbeat”;
- Use of national ‘Recycle Now’ branding;
- Instructional recycling waste collection and recycling stickers for wheeled bins;
- Recycling boxes and bags;
- Bus panels and shelter panel advertising;
- Annual recycling calendar for every property;
- Door knocking to encourage participation in our kerbside recycling services;
- Website with information about waste and recycling services;
- Vehicle advertising;
- Recycling Mascots (Hartlepool Heroes).



The Authority uses these forms of media to encourage and educate the public with regards to current waste minimisation and recycling schemes across the Borough. Alongside these media tools Hartlepool BC intend to develop literature to reinforce Alternate Weekly Collections (AWCs).

They have a constant dialogue with members of the community through a number of specific groups, including; Residents Associations, ‘Talking Communities’, neighbourhood consultative forums, ‘Housing Hartlepool’, and other Registered landlords. They also work with neighbourhood managers to promote waste awareness.

3.6.6 Hartlepool Unwanted Mail

Hartlepool BC is taking forward a new initiative in 2007/08 to reduce unwanted mail being delivered to households across the Borough. Paper waste makes up a significant proportion of household residual waste composition and therefore reducing this source can contribute biodegradable landfill diversion. Hartlepool BC proposes to provide residents with a ‘No Junk Mail’ sticker, which the public can put on their letter boxes. This sticker will provide details of how to register with Royal Mail to prevent delivery of unaddressed leaflets.



3.6.7 Hartlepool Home Composting

Hartlepool BC also provides Home Composters to residents through the RecycleNow campaign. Their website contains more information on the merits of the Home Composting scheme, the type and price of containers that are available and provides a phone number for the WRAP orderline. The website also provides a link to the RecycleNow homepage and in this way ties in with the national campaign. 3



different sized composting bins are available to all residents in Hartlepool, which can be ordered via the council website or via the telephone. In addition, Hartlepool BC has a WRAP Home Composting advisor available for attending meetings and special events.

3.7 Middlesbrough

3.7.1 Middlesbrough Environmental City

Middlesbrough Environmental City (MEC) is a local charity that delivers a series of projects with partners to promote environmental development alongside economic and social regeneration. MEC leads on Local Agenda 21 on behalf of Middlesbrough Borough Council (BC). MEC delivers Eco-Schools in Middlesbrough which is delivered in partnership with Middlesbrough BC, Groundwork South Tees, Tees Valley Wildlife Trust and the Tees Forest. MEC employ an Eco-Schools Education Officer by December 2006 25 schools in Middlesbrough were signed up to the scheme. Currently paper is collected from the 25 participating Eco Schools, which contributes to Middlesbrough's kerbside reyclate collection.

MEC also deliver a successful project 'Turn to Compost' which encourages home and community composting schemes and encourages participation in the green waste kerbside collection schemes. This is delivered in partnership with Middlesbrough Partnership who include Middlesbrough BC in the delivery of specified goals in terms of the Local Area Agreement. 'Turn to Compost' was launched in 2005 and has provided 2,800 compost bins. This project now incorporates the availability of home composting bins from the national RecycleNow campaign. MEC have developed a Home Composting handbook.



The 'Turn to Compost' project is continuing to operate alongside the national scheme and works with local community organisations such as local allotment associations and schools to develop on-site facilities for the composting of their green waste. The project will also provide OCN accredited training on home composting in 2007. The project also operates a regular greenbag kerbside collection scheme for the collection of green waste which is taken to four central sites for windrow composting. The compost is then re-distributed to residents contributing in the scheme.

3.7.2 Middlesbrough Waste Awareness

Resources

Middlesbrough BC has recently identified a requirement for Waste Awareness Officers to be evolved in education initiatives throughout the borough. This requirement has been identified through a realisation that the collection rates for recycling schemes can vary widely between wards, based on local demographics and socio-economic groupings.

Middlesbrough BC has addressed the need to monitor participation and collection rates to identify the success of education, promotion and publicity. One recycling participation survey has been carried out for Middlesbrough BC with a second participation survey following the borough's communication campaign. The participation surveys are funded through WRAP.



Campaigns

Under Defra's Waste Implementation Programme, funding has been made available to WRAP for communications and awareness work directly focusing on increasing participation in recycling and waste minimisation initiatives in England. The Behavioural Change Local Fund (BCLF) has provided Middlesbrough BC with funding for the following initiatives:

- Waste aware leaflets;
- Instructional recycling stickers for wheelie bins and recycling boxes and bags;
- Vehicle advertisements;



- Signage in Household Waste Recycling Centres;
- Newspaper advertisements (Evening Gazette).

Middlesbrough BC has taken on the national branding of 'Recycle for Middlesbrough' for their council slogan.

3.7.3 Middlesbrough Home Composting

Middlesbrough BC provides subsidised home composting bins through the RecycleNow campaign. Home Composting enquiries on the website are redirected to the RecycleNow website and are provided with local information. Home Composters may be purchased directly from the site.

Middlesbrough BC has a Home Composting advisor from MEC who is available to give talks and presentations and attends related events to encourage good practice within Home Composting. As mentioned before WRAP also provide a Composting Adviser for the North East area.

The integration of the service with the RecycleNow campaign provides Middlesbrough BC with a clear link with national awareness issues and the resources of the national campaign. The RecycleNow site provides a wealth of information regarding Home Composting and produces a Home Composting newsletter which is available to householders via mail or e-mail.

3.7.4 Middlesbrough Community Reuse Projects

Middlesbrough BC and Stockton BC's HWRC site provides an opportunity for community reuse projects to reuse furniture. Furniture Reclamation & Delivery Enterprise (F.R.A.D.E) and Settlement Furniture Services (SFS) work in partnership to provide collections of unwanted furniture, electrical and white goods that are in working order (including fridges and cookers), refurbishes and distributes them to the community. They reduce waste going to landfill sites, improving the local environment and providing affordable furniture and white goods for eligible customers.



3.8 Redcar and Cleveland

3.8.1 Redcar and Cleveland Home Composting

Redcar and Cleveland Borough Council (BC) provides subsidised home composting bins in 3 different sizes. Redcar and Cleveland BC are working with WRAP for this initiative and it is in co-ordination with The RecycleNow Composting Campaign. Bins may be purchased by householders using an online ordering form.

Alongside this scheme Redcar and Cleveland BC provides an online and hard copy guide to Home Composting. This helps householders to compost successfully and provides information on what materials may be composted and what should be avoided. The Authority has a Community Waste Liaison Officer who deals with public composting enquiries alongside support from the North East Composting Adviser supplied by WRAP.

3.8.2 Redcar and Cleveland Eco Schools

Redcar and Cleveland BC has engaged 24 Eco Schools via Renewable Energy School Trial (REST). Eco Schools is a programme for promoting environmental awareness in a way that links to many curriculum subjects, including citizenship, personal, social and health education (PSHE) and education for sustainable development. As mentioned before it is also an award scheme that will raise the profile of your school in the wider community.

The Eco Schools process works by involving the whole school (pupils, teachers, non-teaching staff and governors) together with members of the local community (parents, the local authority, the media and local businesses). It will encourage teamwork and help to create a shared understanding of what it takes to run a school in a way that respects and enhances the environment. The Eco Schools in Redcar and Cleveland are currently provided with paper recycling with a plastic recycling option. The Authority plans to introduce cardboard to this scheme in 2007/08.

3.8.3 Redcar and Cleveland Recycling and Waste Awareness Communications

Redcar and Cleveland BC is carrying out a number of activities to promote waste minimisation and recycling awareness across the Borough. The following advertisements and branding have been established:



- Yearly calendar;
- Radio campaign;
- Bus and bus shelter advertising;
- Newspaper advertising ('East Cleveland Advertiser' and 'Local Answer');
- Recycling Mascots (Ollie and Monty);
- Branding ('Recycle For Redcar and Cleveland').



Alongside these various forms of advertising media, Redcar and Cleveland BC regularly provide presentations to Community Groups on request and a 'Recycling Surgery' across the Borough to local residents. The success of the 4 week radio campaign is monitored via recycling tonnage rates for 4 weeks following the campaign. Redcar and Cleveland BC has noted that recycling rate tonnages do increase in conjunction with the launch of recycling campaign.

3.8.4 Redcar and Cleveland Waste Awareness

Redcar and Cleveland BC has three funded positions which promote recycling, composting and waste minimisation in the borough. This consists of one Community Waste Liaison Officer and two Assistant Community Waste Liaison Officers.

3.8.5 Redcar and Cleveland Reusable Nappies

Redcar and Cleveland BC promote the use of modern washable nappies on the 'A-Z of Recycling' and 'Environment and Recycling' on their website in conjunction with 'People, Progress, Pride' council magazine. The reusable nappy campaign has advisers within Redcar and Cleveland BC and via the Real Nappy campaign supported by WRAP.

The 'A-Z of Recycling' is a useful tool to search for recycling information from aerosol cans to mobile phones which promotes recycling and waste minimisation to the public.



3.9 Stockton-on-Tees

3.9.1 Stockton-on-Tees Home Composting

Stockton on Tees Borough Council (BC) provides a similar service to Middlesbrough BC as outlined in Section 3.5.3 with regards to the purchasing and support of Home Composting schemes through the RecycleNow website. However, no link is available for the RecycleNow website from the Stockton BC website, rather enquiries are directed to phone the council where presumably they are redirected to the RecycleNow site. The Home Composting advisor is available in the Stockton area as is provided to Middlesbrough BC.



At times throughout the year, the council gives away free soil improver to Stockton residents from the Haverton Hill Household Waste Recycling Facility. The soil improver has been produced at a local 'on-farm' composting facility from green waste collected by the Authority from around 36,000 homes in the Borough.

3.9.2 Stockton-on-Tees Eco Schools

Stockton on Tees BC is working with over 50 schools across the borough on Recycling initiatives and 37 schools are currently registered and working towards an eco school award.

Schools are currently working through the Eco Schools programme and have started making environmental changes in the school (recycling, energy, visible appearance of school grounds, nature and growing area etc). Schools have also held 'clean up days' where parents were asked along to help increase press coverage in local newspapers.

Stockton on Tees BC provides a fortnightly paper recycling collections for schools, which are in line with the boroughs current collection operations. The Authority is not planning to increase the variety of materials being collected, however they actively encourage and advise on waste minimisation and recycling of other waste materials although some schools have independently arranged for additional waste streams to be recycled.



3.9.3 Real Nappies

Stockton on Tees BC has an officer responsible for the promotion of the real nappies within the authority area. This officer links with the Real Nappy campaign and helps with the running of the 'Nappachino' mornings. These are coffee mornings that encourage new mothers to provide advice and support in regards to real nappy usage. Information on real nappies and subsidised real nappies for purchase are available at the Environment Centre (see Section 3.7.4). This project was supported by the Interreg Making Waste Work Project.

3.9.4 Environment Centre

Stockton on Tees BC operates an environmental shop known as the 'Care for Your Area Environment Centre'. The centre is a council owned environmental 'one-stop shop' facility. Staff at the centre can give advice on energy efficiency measures such as;

- Cavity Wall and Loft Insulation;
- Grants;
- Fuel Comparisons;
- Low Energy Light Bulbs.

The Centre also sells a wide range of energy efficiency and Environmental Products i.e bulbs, solar powered products, water butts, bird feeders, ladybird towers, hedgehog boxes, real nappies plus many more.

In addition to energy advice the Environment Centre provides help with recycling, refuse collection, street cleansing, grounds maintenance and highway maintenance.

3.9.5 Furniture Recycling

Stockton on Tees BC encourages householders to donate unwanted furniture to charity for reuse rather than simply discarding these items. 'The Shed' is a facility located at Haverton Hill Energy from Waste facility which allows the public to drop off unwanted furniture for reconditioning through the organisation FRADE. The furniture is then made available to disadvantaged families providing an important social service to the local community. The Shed receives donations by drop off in addition the council advertise FRADE's details on their website, including the phone number.



3.9.6 Recycle Your Bike

Stockton on Tees BC operated a 'Recycle your Bike' campaign which encouraged householders to bring bicycles to various locations throughout the borough for reconditioning. This enabled old bicycles to be reused and prevented disposal of unwanted bikes. This campaign operated a roadshow and was advertised prior to taking place within an area.

3.9.7 Yellow Pages Recycling

Stockton on Tees BC currently promotes Yellow Pages recycling in schools and also advertise the ability for householders to place this within the kerbside collection box for recycling.

3.9.8 Stockton-on-Tees Recycling and Waste Awareness Communications

Stockton-on-Tees BC is carrying out a number of activities to promote waste minimisation and recycling awareness across the Borough. The following advertisements and branding have been established;

- Recycling calendar and booklet for every property within Stockton;
- Door knocking campaigns;
- 'Ward by ward communications campaign' (more details below);
- National branding – 'Recycle for Stockton'.

Ward by Ward Communications Campaign

Stockton on Tees BC delivers a coordinated communications campaign on a ward by ward basis. This targets resources in one area at a time and aims to make a measurable impact in an area. This campaign is operated over a 2-3 week time period and includes the following activities:

- Roadshows;
- Door Knocking;
- Advertising.



3.10 Community Reuse Projects

3.10.1 Introduction

As well as Authority led initiatives it is also useful to identify other Waste Minimisation and Prevention Initiatives that are led by the community or voluntary sector. The community sector has traditionally had an important role to play in the provision of Waste Prevention and Minimisation initiatives, in particular in initiatives that also have a social aspect either by providing training for the long-term unemployed or for providing goods to low income families. These initiatives range from traditional charity shops to reuse and recycling initiatives dealing with old furniture and white goods.

3.10.2 Furniture Reuse Schemes

Settlement Furniture Services (SFS)

SFS collect unwanted furniture and white goods and are based in Hartlepool and Middlesbrough through the 'Recycling for Reuse' project. The project refurbishes goods and sells these on to eligible customers within the community. SFS employ a development worker who provides education, awareness raising and promotional visits. This project provides a useful service to the community and diverts bulky wastes from landfill.

Furniture Reclamation and Delivery Enterprise (FRADE)

FRADE is a social enterprise that collects unwanted furniture and electricals (with the exception of washing machines) and sells these onto low income families for a small fee. This project currently operates within Middlesbrough and Stockton. This project provides a useful service to the community and diverts bulky wastes from landfill.



4. Waste Awareness

4.1 National Waste Awareness Campaign

The Tees Valley Authorities all utilise the resources of the national 'Recycle Now' campaign, using the available branding and images to tie in local campaigns. This allows householders to identify that they are part of a national movement to encourage recycling. The Waste Strategy 2007 identifies that the number of people who consider themselves to be 'committed recyclers' has risen to 57% from 45% before the campaign.

The Government is committed, through the Waste Strategy, to:

- Continue the national campaign to boost the number of committed recyclers;
- Target harder to reach areas and light recyclers;
- Support individual local authority campaigns to increase public participation;
- Extend waste prevention approaches;
- Provide funding for community groups for communications to increase participation.

4.2 Local Waste Awareness Campaigns

As identified in Section 4.1 above, the individual Authorities have each separately developed Waste Awareness identities and messages using the National Campaign. Some of the partner Authorities also extended their campaigns to include other local messages and identities, investing significant funds in the development of additional branding. The use of these local messages and branding will continue.

4.3 Sub-Regional Waste Awareness Campaigns

The development of sub-regional waste awareness campaigns may provide a number of significant benefits, both economic and practical. The Waste Strategy 2007 continues to emphasise the potential benefits that may be gained through joint working, with an indication that this will become increasingly significant with additional guidance to be issued by Defra on



joint working. In particular, it has been identified by Urban Mines¹³ that the ability to work together on Waste Awareness and Prevention measures will ensure joint working mechanisms are in place to develop joint working within other areas, e.g. collections.

Joint working may be carried out at different levels depending on the political will of the individual authorities. Examples are:

- Joint specific initiatives with the partner authorities retaining their individual identify, e.g. 'Message in a Bottle Scheme' ;
- The development of a sub-regional identity that may be utilised for a number of initiatives that are identified to be appropriate for a sub-regional audience, e.g. No Junk Mail, SMART shopping initiatives;
- The development of a sub-regional identity that is utilised on all waste awareness materials alongside local identities to ensure high recognition rates by residents.

It is recognised that the following disbenefits may reduce the political will to develop a sub-regional identity:

- Potential for confusion with additional brands;
- Fear that Local Authorities may lose their individual identities;
- Lack of agreement on what constitutes a sub-regional identity, is Tees Valley a recognised geographical area, or is the Tees Valley City Region the primary consideration?

Currently the partner Authorities has a stated preference to continue the use of individual recycling messages. It is therefore recommended that the authorities continue to explore ways in which they can work together whilst retaining their individual identities.

4.4 Communication Tools Options



As part of the waste awareness plan development process, the most appropriate communication tools need to be chosen. The selection of communication tools is influenced by the purpose of the waste minimisation and awareness initiatives, the information that needs to be communicated, target audiences and resource constraints.

¹³ Urban Mines 'Review of Joint Waste Management Arrangements and Strategy' February 2005.




Table 4.1 describes eighteen communication tools that could be used by Local Authorities to promote waste awareness. A successful public Communications Strategy should comprise a co-ordinated mix of these communication tools to increase the probability that waste minimisation and awareness initiatives result in a change in public behaviour.

Table 4.1 Waste Awareness Communication Tool Options


Type of Communication	Tool	Description
Direct marketing	Direct mail 	<p>Direct mail is a form of direct marketing and involves distributing advertisements, through the letterbox.</p> <p>Examples include service or waste stream specific leaflets, personally addressed letters, inserts in Local Authority and Parish newsletters or inserts in free newspapers.</p>
	Doorstepping 	<p>'Doorstepping' is a direct marketing approach using face-to-face contact with householders or customers on their doorstep.</p> <p>The best practise guidelines for doorstepping can be found in the 2004 report published by Waste Watch and Greater London Authority partners¹⁴.</p>
	Displays and exhibitions	<p>Portable displays are used at public venues including supermarkets, libraries, community halls, council-owned buildings, and offices to present information. Portable displays include posters, leaflets and promotional merchandise.</p> <p>In addition, Local Authority representatives can use exhibitions to</p>

¹⁴ Waste Watch and Greater London Authority Partners, (2004), Raising Awareness through Doorstepping - Best Practise Guidelines: http://www.london.gov.uk/gla/publications/environment/Doorstepping_Best_Practice_Report_finaldoc3.pdf



Type of Communication	Tool	Description
		provide face-to-face information.
	Road shows	Exhibits advertising waste awareness are used at local road show e.g. Country Fair. Local Authority representatives often provide face-to-face information and promote services, competitions and local waste awareness initiatives through road shows.
Media advertisement	Broadcast media advertisements	Broadcast media advertisements on location television or radio stations are an effective way of raising waste awareness. Advertisements can range from short and simple messages to interviews with Local Authority waste officers and programmes
	Press advertisements	Press advertisements are paid for messages that appear in printed publications e.g. newspapers and magazines.
Promotional Material	 <p>Informative pick-up literature</p>	Informative pick-up literature is placed in public areas where they can be 'picked up' by members of the public e.g. the civic centre reception area, libraries, doctor surgeries, etc. Literature is also set out on tables at promotional events. This literature includes leaflets, pamphlets and booklets and is used to provide general information with regards to sustainable waste management practise or specific waste streams e.g. nappies.



Type of Communication	Tool	Description
	Merchandise 	Merchandise are distributed at promotional events and given out during doorstepping to promote waste awareness brands and messages. Products include stickers (for collection vessels, boxes and wheeled bins), calendars, stationary made from recycled material, magnets, re-usable bags, etc.
	Recycling Wheel	A Recycling Wheel includes a list of all the waste types that may be generated in a household and is designed to help residents dispose of their waste in an environmentally friendly way. By spinning the wheel round they can find the correct reuse, recycling or disposal route for a wide selection of items, including individual authority details on which colour bin the material can be placed within. Broxtowe Borough Council has developed a Recycling Wheel. Discussions with the authority identified that this awareness material was well liked by householders. The wheel itself was designed by a local company with the cost for the last batch of printing costing £7160 in September 2005 for 50,000 wheels.
	Posters/ bill board advertisements	Posters placed in indoor areas e.g. school halls, outdoor areas e.g. on billboards or adshels ¹⁵ are used to advertise 'simple' waste awareness messages.
	Vehicle/equipment signage	Signs are put on waste collection vehicles and equipment e.g. kerbside recycling receptacles to promote

¹⁵ Adshels can be defined as poster sites usually found at bus shelters, stations and in town centres.



Type of Communication	Tool	Description
		common waste awareness branding and key messages.
Local Authority Interaction	Website information	Websites are used to advertise waste awareness and to provide detailed information about local services and waste streams.
	Telephone helpline	Dedicated telephone numbers are given out to residents to provide them with access to waste related information from a Local Authority representative.
Education	Open days and site tours	Open days and site tours are held to provide accessible information about the waste management industry.
	Targeted education	This includes conducting presentations, workshops and training.
	Education Centres	Dedicated education centres (including mobile buses) are used to hold displays and hold workshops to educate people of all ages on sustainable waste management.
Miscellaneous	Competitions/Incentives	Competitions are used to generate publicity for recycling schemes and waste awareness initiatives.
	Mascots	Mascots are used to raise publicity and advertise waste awareness at local events.
	Celebrity endorsement	Celebrity endorsement of a waste awareness campaign enables Local Authorities to use photographs and statements from the celebrity within informative and promotional literature. In addition, celebrities attend local events and road shows.



The target audience should be considered when making decisions about the type of communication tool to be used as part of a specific waste minimisation and awareness initiative. Table 4.2 presents the applicability of each communication tool listed in Table 4.1 to the potential target audiences within a Local Authority.

Table 4.2 Applicability of Communication Tools to Target Audience Segments

Communication Tool	Household	School	Community Group	Business	Other Individuals
Direct mail	✓	✓ Limited use	✓	✓	
Doorstepping	✓			✓	
Displays and exhibitions	✓	✓	✓	✓	✓
Road shows	✓		✓		✓
Broadcast media advertisements	✓				✓
Press advertisements	✓	✓	✓	✓	✓
Informative pick-up literature	✓	✓ Limited use	✓	✓	✓
Merchandise	✓	✓	✓	✓	✓
Posters/ bill board advertisements	✓	✓	✓	✓	✓
Vehicle/equipment signage	✓				
Website information	✓	✓	✓	✓	✓
Telephone helpline	✓	✓	✓	✓	✓
Open days and site tours	✓	✓	✓	✓	✓
Targeted	✓	✓	✓	✓	✓



Communication Tool	Household	School	Community Group	Business	Other Individuals
education					
Education Centres	✓	✓	✓	✓	✓
Competitions	✓	✓	✓	✓	✓
Mascots	✓	✓	✓	✓	✓
Celebrity endorsement	✓	✓	✓	✓	✓

4.4.1 Pledge Schemes

Recycle Pledge Schemes have been usefully employed by a number of authorities to commit householders to recycling. These schemes are normally employed as a type of incentive scheme. North East Derbyshire District Council encourages householders to complete an online 'Recycle for Schools Pledge'. Families who sign up to the pledge can recycle for any school in North East Derbyshire, with every pledge equating to prizes for the chosen school.

Schools in Lancashire District were asked to enlist its pupils into a 'county-wide army' of young campaigners to persuade their family, friends and neighbours to recycle in 2004. Every school was given a 'pledge booklet' for pupils to use to gain pledges. Pupils who get the most pledges won prizes for themselves and for their school. Every pupil collecting three pledges won a free pass to Blackpool's Sea Life centre, with the pupil winning the most pledges receiving a portable CD player.

A pledge scheme was carried out in distinct areas within Bath and North East Somerset Council between October 2005 and March 2006. Residents living in three blocks of flats in Keynsham increased the amount of waste they recycled by 52% as a result of the project. During the scheme 10,000 households were targeted by recycling advisors and asked to sign a recycling pledge. 'Pledgers' were then entered into a monthly prize draw through participating in the mini-recycling centres at flats or by displaying a 'recycling pledge' sticker on their recycling box.



5. Waste Minimisation

5.1 North East Region Waste Minimisation Scoping Study Recommendations (MEL)

5.1.1 Introduction

MEL worked on behalf of the North East Waste Regional Advisory Group (WRAG) and the North East councils to identify waste minimisation options. This identified that the NE councils have implemented kerbside recycling services and have invested in improvements in Household Waste Recycling Centres (HWRCs) to expand the amount of recycling and reuse facilities that are available to householders and significant progress has been made in improving recycling rates within the region. However, it was recognised that significant improvement could be made in regard to reducing the amount of household waste produced.

This report identifies six Waste Control and Minimisation Options as follows:

- Implement Alternate Weekly Collection;
- Switch to Smaller Containers;
- Reduce your Household's Food Waste;
- Reuse Unwanted Furniture;
- Make the most of your local Charity Shops;
- Reuse more via Internet and Ebay.

Table 5.1 below identifies the relative cost and impact of introducing some of the most effective Waste Control and Minimisation options.



Table 5.1 Council Waste Control Option Assessment

Council Waste Control Options	Reduces waste/ £££s BVPI 84	LATS impact	Recycling/ BVPI 82	Behaviour Combined change score achieved
Alternate Weekly Waste Collections	*****	****	****	**** 17
Smaller/ controlled waste containers for residual waste	***	***	**	*** 11
Change to Weekly Kerbside Recycling (if fortnightly monthly)	**	***	***	*** 11
Green Waste Charging/ Control	*****	***	Varies	*** 11
Bulky Waste Charging/ Control	***	**	*	*** 9
Side waste/ close bins/ HMOs and trade waste controls	**	**	**	** 8
Further HWRC site controls	**	**	**	** 8

Source: North East Region Waste Minimisation Scoping Study (MEL, 2006)

5.1.2 Alternate Weekly Collections

Alternate Weekly Collections have been successfully implemented in Redcar and Cleveland BC and Hartlepool BC. Redcar and Cleveland BC introduced their alternate weekly collections in



2004 and these are now available to all suitable premises within the authority. Since October 2007 Hartlepool BC has provided all suitable properties with Alternate Weekly Collections. For Redcar and Cleveland BC and Hartlepool BC the introduction of these services has both raised significantly the levels of recycling and composting and also in Hartlepool BC's case has reduced the total waste arisings. The success of these schemes has been as a result of a raft of policies introduced to ensure proper participation in the scheme, including policies on larger bins for larger families and side waste control (waste that is presented for collection outwith the normal container provided).

Alternate Weekly Collections are addressed in more detail within the Kerbside Collections Best Practice report on different waste collection techniques. This document identifies the impact that waste awareness raising has on the success of delivering this service.

Policies which may support the implementation of the introduction of an Alternate Weekly Collection may be considered a waste minimisation measure. Policies may include:

- No side waste (i.e. additional waste not placed within the wheeled bin);
- Policies on larger bins for larger families with proper implementation;
- Policies on replacing 'stolen' bins;
- Policies on allowing the purchase of additional capacity;
- Enforcement techniques:
- Lids to be properly shut;
- Identification of contamination within recycling collections.

5.1.3 Switch to Smaller Containers

Switching to smaller containers as a waste minimisation technique restricts the amount of waste that can be collected. The Environmental Protection Act allows for the provision of different sized containers by authorities. Smaller containers may be provided for either residual waste or recycling waste streams. Smaller containers may either be provided as standard or on an opt-in basis.



Enviros' Waste Prevention report¹⁶ identifies the provision of smaller containers as a suitable method of restricting collection volumes. This report cites the 1997 Audit Commission report which demonstrated using CIPFA Statistics that the introduction of 240 litre wheeled bins which replaced black sacks increased the quantity of bin waste generated by an average of about 15%, with this increased quantity sustained over the longer term. Although it was recognised that this increase may be due in part to additional wastes being placed in the bin rather than being taken to Civic Amenity Sites (CAS), no knock on reduction in the amount of waste taken to CAS was identified by this study. The conclusion of this study was that people actually dispose of more waste when they have a convenient method of disposing of this waste, possible due to the fact that there is less incentive to reduce packaging or make compost at home.

Darlington BC currently provides residual waste collections using a black sack scheme which may act to limit the amount of residual waste that is collected. However, looking at Best Value Performance Indicator 84, which identifies the amount of household waste collected per capita, this does not appear to agree with this assessment.

Table 5.2 contrasts two different case studies where authorities have introduced smaller containers as standard.

Table 5.2 Case Studies using Smaller Containers

	Emersons Green	Blaby District Council	Reigate and Banstead Council
Area	Emersons Green housing development in South Gloucestershire	Blaby District Council	Reigate and Banstead, Surrey
Number of Participating Households	3,100	All of council area	All of council area
Previous refuse collection	New housing development	Replaced black sacks	Replaced black sacks

¹⁶ International Waste Prevention and Reduction Practice, Enviros 2004.



	Emersons Green	Blaby District Council	Reigate and Banstead Council
Standard Bin Size	140 litre wheeled bin	140 litre wheeled bin	140 litre wheeled bin
Additional Capacity	Request larger 240 litre wheeled bin	240 litre and 360 litre wheeled bin for annual charge and pre-paid extra waste sacks.	Purchase of 240 litre wheeled bin. White pre-paid refuse sack for infrequent extra waste with up to 5 allowed to be presented at any one time.
Kerbside Collections	Weekly Refuse Collection with Kerbside Recycling, home composting and real nappy initiatives	140 litre wheeled bin for paper recycling, and cans, glass and plastics recycling with chargeable green waste collection	Weekly Refuse Collection with Kerbside Recycling, home composting and real nappy initiatives
Recycling Rates	20%	40%	34%
Additional Successes	Waste Minimisation Project of the Year 1999; 72% households agreed to smaller containers; 37% households free home composter.		Participation in kerbside recycling at 34%.
Current position	The Emersons Green project was superseded by introduction of Alternate Weekly Collections and the preference to have all residents on the same scheme.	Entec sought views from the council who identified that there was a potential to introduce alternate weekly collections with a weekly food waste collection	Introducing annual charge for 240 litre wheeled bins.



	Emersons Green	Blaby District Council	Reigate and Banstead Council
Reference	http://www.defra.gov.uk/environment/waste/management/guidance/mwms/pdf/mwms.pdf	http://www.blaby.gov.uk/ccm/navigation/environment/rubbish--waste-and-recycling/	http://www.reigate-banstead.gov.uk/public/Environment/Waste_Recycling/Collecting_Refuse/your_dustbin.asp

The provision of smaller containers may have a number of drawbacks:

- Cost associated with provision of new containers;
- Perception by the general public that council is being wasteful by replacing old containers;
- May not be compatible with other measures, i.e. Alternate Weekly Collections;
- Requirement for policies for larger bins;
- Success may not be as great as predicted as smaller households may not currently fill containers provided (i.e. smaller households may only present containers fortnightly or may not fill bins);
- Lack of evidence regarding the success of implementing similar schemes.

The stakeholder consultation workshop identified that this waste minimisation technique was not preferred within the Tees Valley. However, it was considered that the introduction of new containers may benefit from consideration of the range of container sizes that are available for users.

5.1.4 Reduce Your Households Food Waste

Encouraging households to reduce the amount of food waste that they generate may include a number of measures:

- Encouraging home composting;
- Raise awareness of smart shopping (although this covers a range of activities).





WRAP has recently launched a consumer facing campaign 'Love Food, hate waste' to raise awareness of the need to reduce the amount of food that consumers throw away. The campaign highlights some of the quick and easy things that consumers can do to reduce the amount of food thrown away and has a website containing;

- Useful tips and tools;
- Fabulous recipes;
- Comments from celebrities and food writers.

Home Composting

The Tees Valley Authorities all provide subsidised Home Composters through WRAP on a request basis to individuals.

The success of these schemes in minimising the amount of waste available has traditionally been difficult to measure the roll-out of home composting schemes has frequently been carried out in tandem with other changes to waste services. Research carried out shows that home composting bins provided to households under the national WRAP scheme, which includes a package of support including Home Composter Advisors, are diverting on average 220kg per household per year. Unsupported Composting bins, issued before 2002 are certified as diverting in the region of 60kg per household per year. The nationwide mix of new and existing Home Composters resulted in an average diversion of 145 kg per household per year. The higher figure given for new Home Composting bins is a result of the supporting information provided with the bins and the availability of expert advice, which leads to greater certainty in the amount of material diverted.



Box 1 SMART Shopping Case Study

Southwark Council has developed a SMART (Save Money And Reduce Trash) shopping guide which was distributed to householders with a reusable 'SMART SHOP' shopping bag. This booklet contained information to encourage householders to reduce waste associated with modern purchasing habits, including:

Facts on current levels of waste generation within Southwark;

Top Tips for shopping for groceries and household items;

Details on where to SMART shop – this included the concept of 'food miles', widening the agenda of the campaign beyond waste issues; and

Information on what can be done to deal with waste when it arises; and

Information on Home Composting and Community Composting Schemes.

Southwark's Waste Minimisation Strategy¹⁷ identifies that the SMART Shopping campaign has the potential to reduce overall waste arisings by 270 tonnes. This figure was calculated as the campaign is targeted for 60% of the waste stream and assuming that 5% of Southwark households are influenced by the campaign resulting in a 10% packaging waste reduction by 5% of households. This methodology was based on that presented in the Waste Prevention toolkit. However, it was stressed that influencing changes in behaviour is a long term process and that the impact of certain initiatives may not be realised immediately.

Website:

<http://www.southwark.gov.uk/YourServices/environment/wasteminimisation/smartshopping.html>

5.1.5 Reuse Unwanted Furniture

Encouraging the reuse of unwanted furniture may be supported through either the provision of facilities at Household Waste Recycling Centres for the collection and storage of furniture or the delivery or facilitation of schemes that provide collections from householders of unwanted furniture (i.e. through the bulky waste collection service).



Table 5.3 contrasts the current

¹⁷ Waste Minimisation Strategy for the London Borough of Southwark 2006 - 2009



furniture initiative that is in operation within the Tees Valley F.R.A.D.E. and Settlement Furniture Services with other case studies.

Table 5.3 Case Studies – Furniture Reuse

	SFS	FRADE	Edinburgh Furniture Initiative	Furniture Matters
Location	Hartlepool, Middlesbrough, and Redcar and Cleveland	Stockton	Edinburgh	Morecombe and Lancaster
Collections	Household Collections and from HWRC collections	Household Collections and the 'Shed' at Haverton Hill HWRC and Warehouse in Darlington	Reuse Cabins on HWRCs and household collections	'Bulky Matters' collection service
Waste Types	Furniture and White Goods	Furniture and electricals	Furniture	Furniture (household and office), paint, bicycles,
Partnering		'The Shed' was provided by Stockton Borough council in collaboration with Sita Tees Valley and Middlesbrough Council.	Multi-partnership approach with 10 community based partners and City of Edinburgh Council	'Bulky Matters' set up by Partnership of Lancaster City Council and Furniture Matters. Work with Fire Service to provide free testing of electric blankets.



	SFS	FRADE	Edinburgh Furniture Initiative	Furniture Matters
Successes			Best Community Waste Initiative award in 2006. 8,900 items for reuse.	Since 1999 collected 38,000 items of unwanted bulky waste for reuse, 9000 items of unwanted office furniture, 65000 litres of paint and 1000 bicycles
Tonnage Diverted	Small tonnage (not quantified)	In the region of 160 tons per annum	Since 2005 163.5 tonnes diverted from landfill	40% reuse or recycling of bulky waste stream.
Website	n/a	n/a	http://www.homeless-ecsh.org/pa/efi.htm	http://www.lancaster.gov.uk/PressRelease.asp?id=SXEAFAB-A78045D7

5.1.6 Make the Most of Local Charity Shops

Charity shops that collect and sell unwanted items are a traditional reuse activity with the original purpose of raising money for the charity. The ability of this service to divert waste from landfill and promote reuse is now widely recognised. The general public may be more willing to support charities rather than authorities and as they may be keen to support these schemes.



Box 2 Generous Cities Case Study

Generous Cities is a project carried out by ChangeWorks in Edinburgh with a message to encourage Edinburgh residents to donate, buy from and volunteer for charity shops and reuse projects to help raise money for good causes, but will also contributing to reuse and recycling as well. The project aims to make Edinburgh the most Generous City in Europe. Edinburgh residents help charities raise an estimated £1 million a year by donating and buying from the city's charity shops and at least 3,000 tonnes of household items are diverted from landfill every year by charities with shops and projects in Edinburgh.

This project encourages individuals, community groups and voluntary organisations to support charity shops within Edinburgh. It produces an Edinburgh Charity Map, covering over 35 charities with shops and projects in Edinburgh. This is a free map that tells Edinburgh residents the 'What, Where, How and Why' of donating, buying and volunteering and is available in charity shops. The cost of printing and distributing 20,000 charity maps is calculated as £6780 with the potential to increase the amount of goods to charity shops predicted as 500 tonnes a year.

The project also suggests holding a 'Donation Day' where people are encouraged to bring in a few items for a charity, with these items weighed together before being transferred to the charity shop. They also suggest holding a 'Charity Shop Challenge' competition where entrants take pictures of themselves dressed in a charity shop outfit with the date and place where the items were bought.

The scheme has improved links between charity shops and local authorities and has allowed charities to access other services for the diversion of unusable donations from landfill through local authority recycling. This has included allowing charities to access Community Recycling Centres and through links with community service teams. The project also encourages charities to implement standardised, ongoing data collection.

Generous City is funded by the Big Lottery through Transforming Waste Scotland, the City of Edinburgh Council and the Scottish Environmental Protection Agency.

Website: <http://www.changeworks.org.uk/content.php?linkid=28>

5.1.7 Reuse More Via the Internet

The ability of Authorities to utilise new techniques for the reuse of waste is a potential growth area. There are a number of Reuse initiatives available on the internet which authorities may publicise to encourage householders to make materials available to other users.



Box 3 eFreeko

eFreeko is an intranet based recycling resource that is publicised by the City of Edinburgh Council. eFreeko was started with the intention of creating a huge online national database of things that people no longer require. Instead of sending unwanted items to landfill people offer them to others. The site has been designed to allow members to add unwanted materials to the website and any registered user may request this item, paying only for the postage and packaging.

Box 4 Freecycle

The Freecycle Network, a non profit, grass roots movement of people interested in 'keeping reusable stuff out of landfills, reducing consumerism, and building local communities.'

Local groups are moderated by a local volunteer who facilitate the local group and membership is free.

The network was started in May 2003 to promote waste reduction in Tucson's downtown and help save desert landscapes. Currently Freecycle groups are available within the partner Authorities areas through local Cleveland, Durham and North Yorkshire Freecycle groups.



Waste Prevention Toolkit

The National Resource and Waste Forum (NRWF)¹⁸ and the Department of Food, Environment and Rural Affairs (DEFRA)¹⁹ have reviewed waste prevention and re-use initiatives conducted in other countries and published research regarding the potential reductions in household waste arisings that could be achieved. The key findings are summarised below:

- A 10% change from disposable nappies to re-usable nappies could reduce the total household waste arisings by between 0.2% and 0.5%;
- A 10% to 20% increase in the number of householders registering on the Mail Preference List could reduce the total household waste arisings by between 0.2% and 0.4%;
- If an extra 25% of households were encouraged to home/community compost 150 kg of household waste each year the total household waste arisings could be reduced by between 1% and 3%;
- If 20% to 40% of bulky waste produced by households could be sent to community re-use schemes the total household waste arisings could be reduced by between 1% and 2%;
- If packaging producers could reduce the weight of packaging by 10% the total household waste arisings could be reduced by 2%;
- Through the implementation of a combination of waste prevention and re-use initiatives the total household waste arisings could be reduced by between 3% and 7.5%;
- A Local Authority that generates 300,000 tonnes of waste per year may reduce household waste arisings by between 9,000 and 22,500 tonnes per year by implementing waste prevention and re-use initiatives. If a cost of £40 is avoided for every tonne of waste that is not disposed of then a Local Authority producing 300,000 tonnes of waste per year could save at least £360,000 per year.

¹⁸ NRWF, (2004), PART A: Household Waste Prevention Toolkit: http://www.the-environment-council.org.uk/templates/mn_template.asp?id=52

¹⁹ DEFRA, (2004), International Waste Prevention and Reduction Practice: Final Report: <http://www.defra.gov.uk/environment/waste/wip/wastemin/enviros-wasteprevent.pdf>



More recently WRAP have identified that Home Composters divert on average 145 kg per household per annum, this equates to nearly 15-20% of the total household waste stream. This assumes that home composters are supported by other initiatives to encourage the effective use of these.

Table 5.4 Assessment of Waste Prevention Activities²⁰

Activities	Impact (%)	Ease	Timescales	Longevity	Capex	Opex	Overall Score
Community & Home composting	H (1-3%)	H	H	M	M	H	8
Supply chain packaging workshops	M (0.5 - 1%)	M	H	H	H	M	7
Trading Standard officer training	M (0.5 - 1%)	M	H	H	H	L/M	7
Refillable Packaging – investigate options	M (0.5 - 1%)	L	M	H	L	M	5
Guidance on local action against ‘unwanted’ mail	L (0.1– 0.5%)	H	H	H	H	H	7
Investigate measures to be applied to producers of ‘unwanted mail’	M (0.5 - 1%)	M	M	H	M	H	6
Support to business on Product Eco-Design	M (0.5 - 1%)	M	H	H	H	M	7
Investigate (supply	L (0.1–	M/L	M	H	H	M	5

²⁰ Towards a UK Framework for Waste Prevention, National Resource and Waste Forum http://www.sepa.org.uk/pdf/nws/prevention/phase_1_report.pdf



Activities	Impact (%)	Ease	Timescales	Longevity	Capex	Opex	Overall Score
side) measures to moderate growth in single use products	0.5%)						
Investigate labelling for product durability and life extension	L (0.1–0.5%)	L	M/L	H	H	M	5
Develop business model for product service system business	M (0.5 - 1%)	M	M	H	H	L/M	6
Coordinated local reuse and refurbishment activities	M (0.5 - 1%)	M/L?	H/M?	H	M	H/M?	6
Local campaigns for raising awareness	Prerequisite for other activities						

Table note: Impact is potential diversion of total waste stream and then other aspects are identified as High, Medium or Low and an overall score given.

5.3 Third Sector

The Third Sector, which includes the community and charitable sectors, may play an important role in the delivery of Waste Minimisation projects. These projects may provide useful services for their local communities, frequently providing additional support to local communities through the provision of reusable or recycled goods or through the provision of training and employment.



Box 5 Case Study – Waste Wise Armadale Project

The Waste Wise Armadale Project is a new waste prevention project which is focussed on the community of Armadale within West Lothian. This project is delivered in partnership with West Lothian Council and aims to decrease the amount of waste each household produces, so that families, businesses and the local community can benefit from a better environment. The project aims to reduce the amount of waste produced by every household in Armadale by 1kg a week and would reduce the amount of waste the community produced by about 200 tonnes in a year. The stated aims of the project are:

- Bringing together volunteers and waste experts at home, at work and in the community to make a real difference.
- Decreasing the amount of waste we produce – by getting as good at reducing and reusing as we are at recycling;
- Working together to change our behaviour towards waste;
- Increasing our recycling rates even further by continuing to use our three bin recycling scheme;
- Building on the progress our schools have made in the Eco Schools programme;
- Giving people more skills and knowledge to become a leading community in Scotland on waste prevention; and
- This project will link to a number of other initiatives, including Real Nappy and Home Composting schemes. The Project will use doorstep conversations between householders and trained volunteers as ‘soft interventions’ to connect waste prevention opportunities to the householder’s values and interests to encourage action.

Website: <http://www.changeworks.org.uk/content.php?linkid=353>

Textile recycling can be offered through both doorstep collections, through bring sites and through charity shops. The Tees Valley Authorities currently offer textile recycling through a combination of these measures. There is the potential to increase the amount of textiles collected by the Authorities. In particular, Darlington BC has an agreement with the Great North Air Ambulance for the provision of a doorstep textile recycling collection in return the Authority pays the charity Recycling Credits. Recycling Credits are payments made by Local Authorities



to charities and other organisations that provide recycling and composting services within the Local Authority area and reflects the net savings made by the Authority in terms of collection and processing costs.

Box 6 Case Study – Great North Air Ambulance Textile Recycling

The Great North Air Ambulance entered into a three year Service Level agreement with Hambleton District Council to provide a doorstep textile recycling collection service throughout the District. This was to enable the charity to raise regular funds. The service incurred no cost for the Council and was predicted to provide an income in the region of £9,000 per annum from the recycling credit claimed from the County Council.

Box 7 Case Study – SpringBack Mattress Recycling Project

SpringBack is a mattresses recycling project based in Fife, contracted for mattresses collections for Fife, Clackmannan, Falkirk, Stirling and City of Edinburgh authorities. The scheme also has private customers, including: the Scottish Prison Service, universities, bed manufacturers and Habitat. SpringBack is the third social enterprise project operated by FEAT Enterprises, a registered charity. This project links with both current community furniture projects, for beds and mattresses that can not be reused, and with the local authorities where councils provide facilities for the separate collection of this waste stream at their Household Waste Recycling Centres. The project involves the collection and deconstruction of beds into their constituent parts. The individual waste streams are then baled and stored awaiting recycling. The constituent parts of the mattresses where foam, cotton, steel, plastic and wood all of which are recycled. Deconstruction was originally carried out by hand but is now carried out using the 'world's first non-shredding deconstruction machine'.

This project was funded in part by the Scottish Executive and the National Lottery's Transforming Waste programme. The successes of the project to date include recycling 36,603 units diverting 800 tonnes from landfill. The introduction of the machinery means that the costs are now on a par with disposal to landfill.

Website: <http://www.scotland.gov.uk/Topics/SustainableDevelopment/20501>



Box 8 Case Study – Spruce Carpets

Spruce Carpets was set up in 2005 as a social enterprise/ community business formed to recycle domestic carpets based in Glasgow. The organisation accepts and collects donations of carpet in fairly good condition from the greater Glasgow area. These are then cleaned, trimmed and refurbished for sale. The organisation aims to divert 70 tonnes from landfill every year, create worthwhile volunteering jobs and training opportunities and assist recently re-housed people to settle into their new homes more quickly. Start up funding was received from a number of organisations, with the aim of the company to become self sufficient and expand beyond Glasgow.

Website: <http://www.sprucecarpets.org.uk>

Box 9 Case Study – TREATS Store

The Resources Equipments and Toy (TREAT) Store is an award winning toy library in Dorset, operated by Dorset County Council. This is a facility which accepts unwanted toys and other resources (including cots, high chairs etc.) in good condition and makes them available to its members through a loan system similar to that used in a library for a small charge. This service is so successful that it has been developed into a 'TREATS on TAP', which has established a series of TREATS Access Points across Dorset to make the service accessible to more people.

Website: <http://www.dorsetforyou.com/index.jsp?articleid=2635>



6. Monitoring and Evaluation

6.1 Monitoring and Evaluation

To establish whether waste minimisation and awareness initiatives have been effective in influencing the target audience's attitude and behaviour towards waste and reducing the amount of waste individuals produce, the impact of the initiative needs to be assessed. It is important to consider how individual waste minimisation and awareness initiatives will be monitored and evaluated whilst developing a plan for these initiatives. Results from initiative monitoring and evaluation can be used to improve the initiative and to develop future initiatives.

Measurement of the effectiveness of a waste minimisation and awareness initiative is difficult as there are a number of other factors that can influence the attitude and behaviour of the public towards waste and the amount of waste generated by an individual during the time period covered by an initiative such as the introduction of a recycling scheme.

Table 5.5 presents a selection of the monitoring and evaluation approaches, which can be used to identify the effectiveness and success of waste minimisation and awareness initiatives. It would be useful for the Tees Valley to benchmark the success of different campaigns within the partner authority area. Benchmarking of campaigns may be carried out by the Recycling Officers Group (ROG). Attention should be given to the need to collect information on the basis of a smaller unit than the Local Authority Area, for example a community, a ward or a residential unit.

The cost, staff required and the funding available for initiative monitoring and evaluation should be considered during the planning of a specific waste minimisation and awareness initiatives to ensure that adequate monitoring of the success of projects can be assessed. For more information please refer to the guidance toolkit about recycling communication campaigns available on the Recycle Now Partners website (www.recyclenowpartners.org.uk) and from WRAP (www.wrap.org.uk/local_authorities/toolkits_good_practice/monitoring_and_evaluation_guidance/index.html).



Table 5.5 Monitoring and Evaluation Approaches

Approach	Example(s)
Measurement of waste arisings	Measuring the total waste arisings per person per year, as collected by the Local Authority; or, Conducting a waste composition analysis study for the waste generated by the target audience before and after the initiative has taken place to identify reductions of specific materials.
Measurement of waste minimisation, re-use or recycling scheme participation or capture	Measuring the participation or capture of materials related to specific waste awareness campaigns, either geographically targeted or materials targeted. Monitoring the participation in a waste minimisation scheme before and after the initiative; or, Recording the number of compost bins or re-usable nappies requested for home composting and re-usable nappy schemes.
Measurement of the number of individuals reached by the campaign.	Recording the number of recycling call centre calls, online or postal queries that were public responses to an initiative; or, Recording the number of people that request leaflets/merchandise/information packs about an initiative.
Measurement of changes in attitudes behaviour towards waste	Interviewing individuals face-to-face before and after the initiative and recording feedback i.e via focus groups, doorstepping, or talking to individuals in public areas; Distributing a postal survey to the target audience before and after the initiative; or, Conducting a telephone survey with the target audience before and after the initiative.

Quantitative data can be collected on recycling and minimisation schemes – a whole range of data may be collected including participation rates, capture rates, quantity of materials collected, contamination rates and number of complaints per round. This type of data is easy to compare between Authorities and over time, but does not explain ‘why’. Qualitative data can be collected, which may seek the views of customers on current services and attitudes. This may provide information on why individuals participate in some services and not others and what their views are on a range of issues, and may indicate the likely success of introducing new schemes. This data is more difficult to collect and will require an investment in regards to speaking to householders either on their doorstep, through postal or telephone surveys. This type of data may be more difficult to analyse and may show different results from any quantitative research due to different behaviour in responding to such questionnaires than



actual behaviour. Choosing between qualitative and quantitative research will be dependent on what the aim of the research is.

To enable cost and time savings to be realised Authorities may decide to carry out surveys from a representative proportion of the population rather than from the whole population within an area. Surveys are most likely to be carried out by Authorities on householders rather than the wider population. A representative sample of a population is a small selection that should mirror the target population. WRAP²¹ recommend that you need to firstly decide which characteristics of the target population are likely to have the most influence on the topic you are investigating, for example if you want to investigate HWRC usage which you think may be affected by car ownership you should ensure that the representative sample has the same proportion of car owners to non-car owners as the total population. This will ensure that bias is minimised within the representative sample.

In addition WRAP recommend that minimum sample of 1,100 people is required if any generalisations to the wider population are to be made. This minimum sample refers to responses rather than the number of people surveyed and is regardless of the size of population. More information on sample sizes, levels of confidence and precision can be found in the WRAP guidance referred to above.

²¹ www.wrap.org.uk/downloads/Chapter_2_Monitoring_Awareness_Claimed_Behaviour_and_Satisfaction1.c2e6b08a.pdf



7. Recommendations

7.1 Waste Awareness and Minimisation Budgets

It is recognised that the Tees Valley Authorities have invested significantly in the provision of kerbside recycling services and alongside this they have provided considerable financial investment in the communication of new services. It is of particular importance that the Tees Valley Authorities consider the financial implications of the introduction of new services and that adequate resource is budgeted for to ensure the effective communication of these services.

Although, the Tees Valley Authorities have provided funding for the communication of new services, additional funding for additional waste awareness and minimisation campaigns appears to be somewhat limited. It is important that significant funding is available for these services in light of the continued growth in the waste stream.

A separate budget for waste awareness and minimisation initiatives should be set up to ensure that these services are not crowded out financially by operational requirements. Improving the monitoring and evaluation of services will allow the relevant officers to provide evidence of the importance of these schemes.

7.2 Supporting New Collection Services

Intensive waste awareness campaigns are needed when new collection services are introduced. This is of particular importance with the introduction of potentially contentious new recycling schemes, for example, Alternate Weekly Collections and kitchen waste collections. These new services may require intensive waste awareness campaigns and the potential costs should be identified at an early stage alongside detailed planning. The development of campaigns may be useful at a sub-regional level and through joint working, allowing for the sharing of ideas and potentially resources.

Where possible the Authorities should use the resources provided by the National 'RecycleNow' Campaign. Indeed, where collections of kitchen waste are identified as a suitable solution for the sub-region it may be appropriate to contact the 'RecycleNow' campaign at an early stage to identify what is being done at this time to increase understanding of the general public and to identify particular issues that may arise, especially with regards to the variety of concerns that may be expressed by householders including smells, vermin, treatment methods etc.



7.3 **Unwanted Mail Campaign**

The Recycling Officer's Group are currently considering a sub-regional unwanted mail campaign. This type of campaign will benefit from a co-ordinated approach as it may require discussions with a number of organisations including the Post Office and the Direct Mail advertisers, and will reduce costs associated with the marketing materials required for the campaign. The delivery of this initiative may be successful at either an individual Authority level or as a joint initiative.

7.4 **Smart Shopping Initiatives**

The ability of Smart Shopping initiatives to deliver waste minimisation and raise waste awareness within the spectrum of waste awareness projects may provide an important contribution. Again, this initiative may be usefully delivered across the sub-region; recognising that people make purchases within all the sub-region authorities. This may also provide savings by avoiding duplication of effort with regards to discussions with supermarkets and shops and any marketing materials produced.

7.5 **Waste Awareness and Minimisation Website**

The amount of information contained on the Authorities' websites should be enhanced in regards to the identification of services that individuals can use to reuse or recycle unwanted goods. This information should be up to date and provided in an accessible format. The Authorities may also provide information on the websites of their community partners. This may include contact details for organisations, and information on the support provided by the council. This may also be beneficial through the association of the Authorities with community based initiatives. Websites may include links to community sector groups, online recycling games or resources for schools.

Improvements in resources available on the internet should be made at either an individual or at a sub-regional level. Waste Awareness and Minimisation web pages may be linked to an existing web based reuse project.

7.6 **Targeted Waste Awareness Campaigns**

Targeting campaigns within specific areas has the advantage of focussing resources on one area and may also provide increased potential for measuring success, especially where target



areas correspond to collection routes. The techniques currently employed by Stockton Council to target campaigns on a ward basis may be considered a useful technique to be employed at a sub-regional level. In addition the example of the Armadale project that is to be carried out in West Lothian provides another model for this type of campaign but aims to achieve results over a longer timescale and with greater support from the local community with regard to volunteering.

7.7 Recycle Pledge Schemes

Utilising pledges may be a useful tool to encourage householders to recycle. This type of campaign may be enhanced through including incentive measures in the scheme. Encouraging householders to sign a pledge may be carried out through door knocking exercise, through online forms or through school pupils. Incentive schemes associated with pledges must be carefully administered and must ensure that proper measures are in place to ensure that participating households are eligible for prizes/ rewards.

7.8 Supporting Third Sector Projects

As identified in Section 5 the Third Sector (including community sector and charitable organisations) can provide an invaluable resource for local authorities, especially with regard to the development of waste awareness and minimisation projects. The partner Authorities currently work closely with a number of Third Sector organisations to provide reuse projects, providing both an environmental and a social service to the local communities. However, the potential for the authorities to work with the Third sector is currently under utilised when compared with other regions. This is related to a regional deficiency in Third sector organisations which is highlighted by the collapse of both the Community Recycling Network North East (CRNNE) and the Community Waste Network North East (CWNNE).

The partner Authorities should actively seek to work more closely with this sector, recognising the recommendations of the Waste Strategy 2007 and the potential environmental and social benefits of encouraging this sector. Closer working may be encouraged through a specific remit for the ROG to investigate the potential to develop links with this sector and identify potential projects to support. In addition, the Authorities should consider greater use of the Recycling Credits scheme to support the operational costs associated with Third Sector recycling projects.

The collapse of the CWNNE has been superseded by Resource Network North East (ResNET) which will seek to act as a material exchange for waste streams from a range of different



organisations and projects. In addition, it will provide Chartered Institute of Waste Management Training in Waste Awareness. ResNET may also gain funding to provide a regional community waste network directory. The partner Authorities should actively support the work of this group and provide links to the services that it provides through their websites.

7.9 Provision of Storage Space at Household Waste Recycling Centres (HWRCs)

Authorities can usefully provide a collection point for the storage of materials for authorities that may be taken to community groups for reuse. For example, through the provision of Reuse cabins and staff to monitor materials placed within these facilities. In simple terms this may entail the provision of a container for the separate collection of goods for reuse. Middlesbrough BC and Stockton on Tees BC both currently link with the community sector for the diversion of furniture waste from the residual waste stream at the Haverton Hill HWRC. These schemes also provide significant social benefits, including providing furniture to disadvantaged families and provide useful training in furniture reconditioning.

7.10 Home Composting

Local Authorities in the Tees Valley plan to continue and increase promotion of existing home composting schemes and to raise public awareness of home composting.

Currently there is some variation in the methods used to promote Home Composting within the region. There may be merit in having a more consistent approach to advertising within the region. In particular the amount of information provided on the Middlesbrough BC and Stockton BC websites is minimal. The lack of provision of a link to the RecycleNow homepage by Stockton may be unhelpful in allowing users to gain further information on the schemes available.

Redcar and Cleveland BC has only recently introduced a Home Composting scheme that relies more on local branding although this still ties in with the RecycleNow campaign.

The effectiveness of the Home Composting advisor by the two authorities should be assessed and the wider provision of this facility identified. The provision of a dedicated Home Composting advisor for the Tees Valley should be assessed in light of the achievements to date.



7.11 Opportunities for Joint Working

The Authorities have developed individual awareness campaigns and have invested in a variety of different branding, logos and mascots. It has been suggested that this may confuse residents by sending out individual messages rather than promoting good practice overall. Current practice has required significant investment in individual branding techniques based upon the national recycle now theme. These are currently acceptable to the residents, therefore it is not considered appropriate to change completely the identity of current waste awareness campaigns to a Tees Valley wide campaign. However, it is considered there may be significant gains to be made in joint working in some specific initiatives.

The development of sub-regional initiatives may result in savings and reduce the requirement for replication of work. It may also allow the Authorities to have combined purchasing or bargaining power. It is recognised that there is currently no aspiration within the Authorities to develop a sub-regional identity, however, this should not prevent joint working on specific initiatives with individual local identities retained. The potential to develop a joint working initiative, under a Tees Valley wide brand should be kept under review.

7.12 Recycling Officers Group

The Authorities are currently meeting together to discuss current initiatives and to identify successes through the Recycling Officers Group (ROG). This arrangement should continue and be enhanced were possible. The Waste Manager Group (WMG) should develop a specific remit for the ROG and set clearly defined tasks for the group with specified timescales. This would include costs for materials, staff time required and the lead Authority for individual projects. This should be submitted to the WMG for comment and approval, including a commitment on budget and resources available.

The timing of the WMG and the ROG meetings should be such that the recommendations from the ROG may be assessed at the WMG with decisions made at this level. It is recommended that the Action Plan that forms part of this Waste Strategy is developed into a specific Action Plan for the ROG. The ROG Action Plan may include a specific remit to identify future areas for joint working. It is anticipated that the ROG should identify waste activities that may benefit for joint working, in what specific ways the authorities may work together, what individual responsibilities may be for each authority and identify the potential benefits and disbenefits of joint working.



The ROG should also include within their remit a requirement to engage further with the Third sector, both cultivating organisations that are currently operational within the sub-region and proactively identifying future third party partners. In particular the presence of Renew Tees Valley on the ROG may be utilised to enhance links with the Third sector, and may help develop links between the two groups.

The ROG should develop a benchmarking role to compare the successes of different schemes introduced throughout the Tees Valley authority. Benchmarking should include the relative successes of schemes through an agreed monitoring process, the associated costs with a campaign and assessing any particular problems that were encountered during the delivery. This benchmarking process would allow everyone to identify the most successful Waste Awareness and Minimisation campaigns and ensure cost effectiveness.

7.13 **North East Waste Region Waste Awareness Initiative**

The Tees Valley Authorities should continue to work with and support the NERWAI and the Regional Co-ordinator. This Initiative will have an important central role of coordinating work within the Region and will be an important resource for the Tees Valley Authorities to draw from. In particular, the aims of the NERWAI to link with the private and third sector will be beneficial for the authorities and may increase the opportunities that are available in terms of additional resource or output for materials. In addition, the NERWAI may be able to obtain funding from sources not available to the Authorities to carry out specific campaigns. The NERWAI coordinator aims to produce an Action Plan and the Authorities should ensure that this is coordinated with the planned activities that they intend to carry out to ensure the maximum benefit is obtained for all parties.

7.14 **Third Sector**

The ROG should be encouraged to identify opportunities of working more closely with the Third Sector, both current partners and potential future partners. Links with the Third Sector may be assisted through the presence of Renew Tees Valley on the group. The partner Authorities should support the work of other organisations that support the Third Sector and actively promote these organisations through their websites.



7.15 Monitoring

Identifying the success of individual Waste Minimisation and Prevention schemes may be difficult owing to the number of factors affecting the total amount of waste. However, the monitoring of the success of waste minimisation and prevention measures will allow the authorities to identify the relative success of campaigns and enable the justification of future spend. Discussions around the potential for future monitoring are recommended within the joint working group. The success of campaigns may be measured in a number of ways including:

- Participation rate surveys;
- Identification of increased capture of targeted waste streams;
- Identification of increased recycling in targeted areas;
- Number of attendees;
- Number of pledges signed.

7.16 Resource

Currently, there is variation between the Authorities in terms of type and resource afforded to campaigns. To meet the onerous targets outlined in the Waste Strategy 2007 and to ensure the continued success of the recycling collection schemes it is of paramount importance that sufficient resources are made available.

