

# The Waste Wise Armadale Project

## Final report

Changeworks Waste Prevention Team

February 2008

In 2007 Changeworks managed a community engagement project with the residents of Armadale in West Lothian called The Waste Wise Armadale Project. The project encouraged people in Armadale to Reduce, Reuse and Recycle, therefore reducing both the total amount of waste that the community was producing and how much it was sending to landfill.

This report provides a detailed account of the project, its highlights, successes and lessons for the future.

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## **1. Executive summary**

The Waste Wise Armadale Project helped reduce the amount of waste produced by the West Lothian community of Armadale over the summer and autumn of 2007. The project engaged with the local community and supported households to reduce the amount of waste they produce. An independent evaluation by SISTech shows the reduction in total amount of waste that the community was producing (their waste arisings) to be 6.1%.

The Waste Wise Armadale Project was managed by Changeworks, with funding from Increase and SEPA. West Lothian Council provided much in-kind support and back up for the project. The project was delivered by a Community Engagement Officer employed by Changeworks and having this expert in community engagement proved to be a major contributor to the project's success.

The Project aimed to reduce the amount of household waste produced in a community by engaging with them and providing opportunities to reduce their waste. These opportunities were themed around: the home and at the shops; in the garden; with the kids; and in the community. Opportunities included: home composting, smart shopping, stopping unwanted mail, recycling, using charity shops, using real nappies and waste free children's parties. At the same time the project was independently monitored and evaluated.

The Project was launched at the Armadale Gala Day, by driving a flatbed truck with 1.1 tonnes of rubbish through the high street as part of the Gala Day parade. All householders were given information on how to reduce their household waste and throughout the summer events took place to support residents. These included waste free lunches for schools, composting workshops, presence on the local Armadale website, superstore events and linking in with workshops for youths.

One area of Armadale benefited from a more intensive approach to engaging the community. In this case trained waste prevention advisors visited each home to talk about their options to reduce household waste. Households were encouraged to make a pledge to reduce their waste. Those that made pledges were then supported further to help them meet their commitments.

The independent evaluation by SISTech shows a clear reduction in the overall tonnage of waste produced by the community. However results for increased awareness of waste prevention measures are less clear, as while Armadale showed marked improvements in awareness, this was mirrored in the control community in Broxburn.

The results of the project show that through community engagement a community can make a significant reduction in the amount of waste that it produces.

## 2. Introduction

The Waste Wise Armadale Project was managed by Changeworks and funded by Increase, with additional support from SEPA and West Lothian Council. The project worked with the Armadale community to help them reduce the amount of household waste they produced.

### 2.1 Changeworks

Changeworks exists to improve quality of life and to protect the environment.

We work with passion, integrity and in collaboration to develop and deliver innovative projects and businesses that inspire and empower people and communities to make a difference.

Our activities

- Increase energy efficiency and the use of renewable sources of energy
- Prevent waste from going to landfill by reducing, reusing and recycling
- Promote methods of transport with low environmental impact

Resources for life

By providing people with the information they need to make choices that lessen their impact on the environment, we help them to lead safer, healthier, more fulfilled lives. By alleviating poverty and disadvantage we help to foster social justice and equality of opportunity. By using the earth's natural resources efficiently we help to protect the rich and diverse planet that is our home and to ensure that those resources are available for everyone, now and in the future.

By changing behaviour we make possible our vision: resources for life.

### 2.2 The need to reduce reuse and recycle – the context

Since the introduction of the National Waste Plan, the Scottish public has increasingly embraced the concept of recycling. Between 2000 and 2005, average household recycling rates in Scotland (including composting) have increased from 5% to 22.8%. More recently recycling rates are up to 29.8%<sup>1</sup>. Participation rates in kerbside collection schemes have risen as schemes have been rolled out, and more and more people are becoming used to kerbside recycling. However, despite this positive message, 82% of respondents in a recent Scottish survey (SWAG 2006) were unable to demonstrate an understanding of the Waste Aware message of reduce, reuse, recycle and only 22% of the public were actually reducing their household waste. Local authorities have focused almost exclusively on waste recycling and are only now beginning to address the question of waste prevention<sup>2</sup>. In West Lothian 92% of the population have recycling facilities and a SWAG survey (February 2005) indicated that 94% of council residents with recycling facilities used them. As waste arisings continue to grow year on year, the considerable challenge is to make waste prevention as familiar and practised a concept as recycling.

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<sup>1</sup> Figures released by the Scottish Environment Protection Agency show that Scotland's recycling and composting rate was 29.8% for the rolling year July 2006 to June 2007

<sup>2</sup> The Household Waste Prevention Action Plan (Scotland) defines waste prevention as follows:

- Strict avoidance - the complete prevention of waste generation by, for example, reducing unnecessary consumption
- Reduction - reducing waste by designing and consuming products which generate less waste
- Product re-use - re-using a product in its original form, for its original purpose or for an alternative use
- Qualitative waste prevention - reducing the hazardousness of waste

In 2005, Scotland generated 3,417,983 tonnes of municipal waste. With stable population levels, the annual growth of this figure is still 1.6%. This tonnage is growing every year, ensuring that the next generation will be required to manage an even greater volume of waste than we currently do.

This small but relentless growth is unsustainable in the modern context of resource use and has been recognised as such. The National Waste Plan requires 0% waste growth by 2010. The Lothian and Borders Area Waste Plan Best Practicable Environmental Option (BPEO) requires waste prevention to contribute an 8% reduction in waste arisings by 2020. In addition, retailers covering 92% of the groceries market in the UK have signed the Cortaulds Agreement with the intention of realising real reductions in the volume of packaging by 2010.

There is clearly a growing need to reduce the amount of waste that communities produce, in order not only to meet 0% waste growth by 2010 but also to reduce the current levels of waste that are going to landfill.



Figure 1: 1.1 tonnes of waste, the average amount thrown out by a household in a year

### 3 The Waste Wise Armadale Project

Armadale is ex-mining town in West Lothian with 9,063 inhabitants (2001 census). Armadale is now growing rapidly, with several housing developers building new estates and a new railway station to be opened. This is part of the Airdrie-Bathgate Rail Link in the south end of Armadale, which will re-establish the old railway link between Edinburgh and Airdrie.

At the start of this project, recycling facilities in Armadale consisted of a glass recycling bank and individual bins for households to recycle garden waste, paper, cardboard, cans and plastic bottles where this was viable (i.e. for houses rather than flats). The recycling rate for West Lothian as a whole is 34.5%

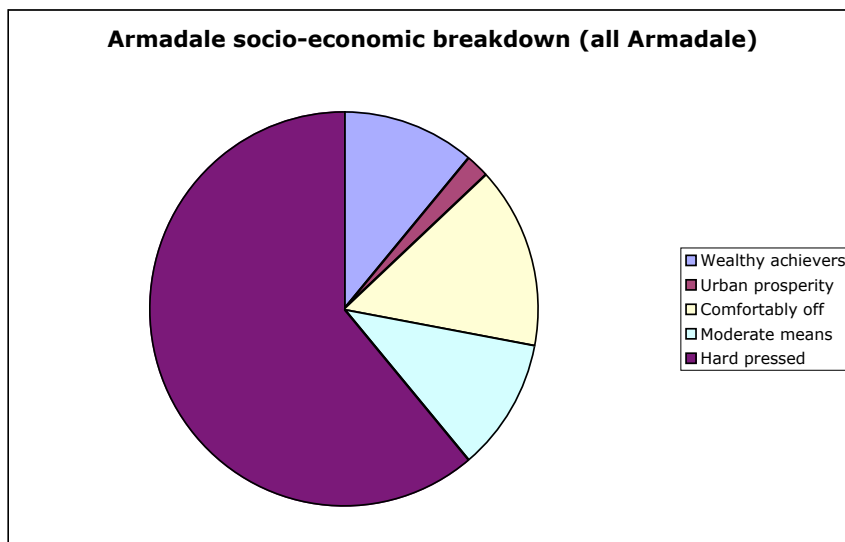
#### 3.1 Background to Armadale

Armadale was identified as a good community to work with and was chosen over other possible communities for the following reasons:

- The overlap between recycle, residual and green collections was total. This also makes the choice of a control area more straightforward.
- There is a diverse socio-economic profile for Armadale with a combination of privately owned new build and established mixed council and private housing stock. The impact of the intervention on different socio economic groups was identified as an important finding in the original application.
- Armadale has a larger population than the other communities that were considered, with four collection routes.

##### 3.1.1 Demographics

Armadale, as stated above, is a town with a background in mining. With the demise of the



mining industry in the latter part of the 20<sup>th</sup> century, the town's prosperity declined. It is now reviving, as the economic prosperity of recent years takes effect. This is seen in the level of new homes being built in Armadale and the proposed railway link to the community.

The demographics for Armadale are shown in the chart. This socio-economic breakdown

comes from Acorn with the community divided into five broad socio-economic groups. Clearly the most striking point is that the majority of Armadale residents are 'hard pressed' indicating that the community remains poor compared with national averages.

## 3.2 The aim of the Waste Wise Armadale Project

The overall objective of the project was to facilitate behavioural change in relation to waste prevention.

This was broken down into the following targets:

- To divert 190 tonnes of household waste from landfill over one year – a reduction of 1kg per week for every household (4,000) in Armadale
- A 7% overall reduction in household waste on the Thursday beat (1,160 households)
- A 2% reduction for the rest of the community, this would be demonstrated by static waste growth as waste arisings are growing nationally by 2%.
- To recruit ten active community advisers to champion the project and support its delivery
- To get 400 households on the Thursday collection route to adopt one or more waste prevention measures
- To get 600 households in the rest of the community to adopt one or more waste prevention measures
- To hold six workshops/action days in Armadale with a total of 120 participants adopting waste prevention measures

## 3.3 Methodology

To meet the considerable challenge this project presented, Changeworks chose to deliver a Waste Prevention Community Engagement and Support Programme. This provided comprehensive waste prevention opportunities, support and information to households in Armadale.

This ground-breaking programme is the first of its kind in Scotland to tackle large scale waste prevention in built up areas and has been designed to enable ease of replication and value for money. The project plan had three core elements as described below:

**Phase 1: Community engagement:** a two way dialogue between Changeworks and the community. This was an opportunity to introduce the programme and for the community to inform Changeworks on the most effective means of delivery.

**Phase 2: Delivering opportunity:** utilising volunteers recruited from the community to provide targeted waste prevention solutions through doorstep conversations with householders, waste related lifestyle workshops and regular bulletins

**Phase 3: Evaluation, feedback and follow up:** identifying what works and ensuring progress made within each community is consolidated and developed

At the core of the programme was the waste prevention toolkit that door-steppers used to assist householders to make changes that will achieve measurable waste prevention. The toolkit combined existing resources (e.g. Too Good To Waste), new resources, locally relevant waste prevention information and incentives such as real nappy trial packs.

Changeworks worked in partnership with SISTech (Scottish Institute for Sustainable Technology) who provided a comprehensive evaluation of the programme. SISTech bring considerable experience of the community engagement methodology through their delivery of the successful Stepchange programme. Stepchange promoted sustainable transport opportunities, operating in the majority of Scotland's local authority areas.

Changeworks has developed extensive experience in the field of waste prevention and since 2003 its waste projects team has focused exclusively on waste prevention, education and

information provision. Combined with substantial experience of recruiting and training volunteers, the organisation was ideally placed to deliver this innovative programme.

### **3.3.1 Project management**

Staff from Changeworks' Waste Prevention Team managed the project, with the help of a steering group which met on a monthly basis. The steering group was made up of both Changeworks staff and representatives from West Lothian Council's Waste Services team.

Delivery of the project was mainly undertaken by a full time Community Engagement Officer, employed by Changeworks for eight months. Further Changeworks and West Lothian Council staff provided specialised support, such as training door-steppers, education in schools, composting and using real nappies.

### **3.3.2 The marketing and communications strategy**

An essential part of the project was a robust marketing and communications strategy. This ensured that clear messages were delivered to Armadale residents, and done so in a consistent manner.

The strategy was far reaching and included the following considerations

- The project's objective and targets
- Background (the need to reduce waste)
- Identification of key stakeholders
- Project partners, their roles and responsibilities
- Key media
- Considerations
- Positioning
- Visual identity
- Key messaging
- Language
- Recommended tactics
- Monitoring

A copy of the strategy is provided in the appendix.

In practical terms, the strategy affected many of the ways the project was implemented. These are outlined in section 3.3.3 in further detail.

### **3.3.3 Community engagement and delivering the opportunity**

To facilitate the behavioural change that leads to waste reduction it was essential to engage the community. Changeworks adopted the model used by SISTech to initiate behavioural change in their Stepchange project. At its heart, this method targeted individuals through conversations that took place between trained advisors and members of the public. The conversations were tailored to the core values of each member of the public and encouraged them to identify ways they could do things differently. Changeworks used this approach in engaging the community during the door-stepping with key messages that were relevant to individual's lifestyles.

In order to check that the community engagement had the best possible chance of success, Changeworks checked the methodology against the DEFRA behavioural change model and that our project was in line with Community Scotland's National Standards for Community Engagement. Finally, Changeworks conducted an in-house SWOT analysis (strengths,

weaknesses, opportunities and threats) of the proposal to ensure that weaknesses or threats to the success of the project were addressed and that opportunities could be capitalised upon.

The DEFRA model uses the 4 E's, providing a comprehensive approach to behavioural change through Enabling, Encouraging, Engaging and Exemplifying. This provided a way of ensuring that Changeworks was covering the 4 E's. While the National Standards provide principles on which community engagement should be based to help improve the experience of all participants involved in community engagement to achieve the highest quality of process and results.

Changeworks engaged Armadale residents through a range of activities and process which can be summarised below:

- Initial contact with the community
- Developing a key resource and information materials
- The teaser campaign
- Launching the Waste Wise Armadale Project
- Engagement through door-stepping
- A programme of community events
- Communicating with the community - the whale scale and newsletters

These activities are described in further detail in the following sections.

#### **3.3.3.1 Initial contact with the community**

Once appointed and inducted into the position the Community Engagement Officer carried out the following initial tasks:

- Identified key community agencies and personnel
- Identified community support services and facilities
- Identified existing community actions and projects
- Facilitated a citizens panel focus group<sup>3</sup>
- Established communication/media links
- Established an Armadale community profile
- Identified programmed community events/celebrations
- Introduced the project strategy and its proposed objectives to key community personnel

These initial tasks provided engagement with the Armadale community at a variety of levels and through these contacts Changeworks was able to make sure that any conflicts or interest or threats to the waste Wise Armadale project could be addressed. The Citizens Panel proved to be a particularly valuable contact. Through the Citizens Panel, Changeworks was able to gauge local attitudes and opinions about the Waste Wise Armadale Project. The panel also help create the project's slogan 'a little from you, a lot for Armadale.'

#### **3.3.3.2 The key resource and other Information sheets**

Changeworks produced a booklet, the key resource, which gave everyone in Armadale the information they might need to reduce, reuse and recycle. It outlined the problems that society faces because it produces too much waste, made these problems relevant to Armadale and explained what individuals in the community could do to address these problems.

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<sup>3</sup> In West Lothian 1,500 people have volunteered to be on Citizen's Panels, which can come together to provide consultation on local issues.

The booklet was written to be very accessible and organised into four lifestyle areas, with helpful advice and information in each section:

- At home and at the shops
- In the garden
- With the kids
- In the community

### 3.3.3.3 The Teaser

Changeworks created a buzz before the launch through a teaser campaign. The project distributed a small sticker to every household in Armadale that said “The Waste Wise Armadale Project. Coming soon... play your part: decrease your waste. Remember to Reduce, Reuse, Recycle. A little from you: a lot for Armadale.” This raised awareness in the community that “something was going on” and enabled the project launch to have more impact and recognition.

### 3.3.3.4 Gala day launch

Waste Wise Armadale was launched to the public on 16 June 2007 at the Armadale Gala Day. A flatbed truck drove through the main street, as part of the town’s gala day procession



Figure 2: The Gala day parade The Waste Wise Armadale float wins best in category.

carrying one tonne of household rubbish. This represented the amount of rubbish that each household sends to landfill every year. The truck had a Waste Wise Armadale banner attached to the cage containing the rubbish and drew many comments from the 5,000 onlookers.

### 3.3.3.5 Intense engagement through door-stepping

In late June and early July waste advisors talked about reducing waste to householders who lived on the Thursday route for emptying household grey (residual) waste bins. Initially the plan was that

these waste advisors would be volunteers from the community. However insufficient volunteers were available so Changeworks employed people to carry out this work.

A team of 8 trained community engagement advisers were employed on a short term contact to hold structured conversations with a targeted area of the Armadale community (approx 2500 households). Prior to the doorstep visit every household in Armadale (estimated at 5150) received a key resource.

Householders were invited to make a pledge to reduce their household waste by 1 kg a week by acting on the advice in the key resource. Those households who made pledges were re-

visited in September to find out whether they were sustaining their pledge and to provide further support to help them reduce their waste

### **3.3.3.6 Community events**

Over the summer period a number of community events took place which sustained the Reduce Reuse Recycle message and helped keep the Waste Wise Armadale Project in the public's eye. These included:

#### The Dale Experience

A youth workshop and display of community initiatives and local available projects. A successful Waste Wise competition was staged inviting those in attendance to guess the number of aluminium cans contained in a crushed can block accompanied the project display. Attendance was estimated in excess of 300.

#### Compost workshops

Two workshops were provided at the Mill Garden Centre, Armadale.

#### Superstore open days

Three half-day promotions were staged at Tesco's Bathgate (1 event) and Scotmid Armadale (2). Sixty-one people were engaged in a waste discussion while many observed the display or collected resource information.

The recoil banners provided a backdrop for the display.

#### Waste Wise recoil banners

Between June and early July the Waste Wise Armadale recoil display banners were rotated between the following Armadale facilities: Scotmid, Library and West Lothian Council's Community Information Service office. For the remainder of the time (July to October) they were displayed in Scotmid. The banners were constantly in a position to be observed by large numbers of the community.

#### The schools waste free lunch competition

During three weeks this event took place in Armadale, St Anthony's and Eastertoun Primary Schools. The event was aimed at encouraging pupils to minimise waste associated with packaging, wrapping and food. This very successful event involved over 800 pupils who reduced their waste by an average of 26 grams per pupil.

#### Waste Wise cloth display banners

Three cloth banners that were prepared for the Gala Day and continuing promotional displays were hung from the front fence of a Soil Mechanics East Main Street, a local business. This was opposite the exit point of the local fuel/service station/car wash, from mid July to October. Each banner provided a Waste Wise message. Advice has been received that traffic movements past the display point exceed 3000 per day.

#### Armadale Academy

Waste Wise resources were provided for Environmental Study classes as a teaching resource.

#### Linlithgow Bridge Primary

Waste Wise resources were also provided for Environmental Study as a teaching resource. (Linlithgow Bridge is situated next to Linlithgow.)

#### Eastertoun Primary

Waste Wise resources were also provided for the schools Eco study group.

#### Armadale 1<sup>st</sup> Girls Brigade

Waste Wise resources were provided to assist the company study for its Girls Brigade Community Service Badge.

### Mayfield Community House

The Mayfield area Community House was opened in Early September. While it was not part of the engagement area resource kits were made available for distribution to local residents in late October.

### Resource distribution points

These were generally points that attracted large numbers of residents such as the medical and community centre, The Goth (a famous local public house), the library and the Council's Community Information Service office. As well wherever the recoil display banners were sited the Project's Key Resource, the booklet 'A better environment a better future' was provided.

#### **3.3.3.7 The newsletter and the whale scale**

The Waste Wise Armadale Project needed a way to tell the community about forthcoming events and opportunities to reduce their waste. The project also needed a simple way to feedback to the community on its waste reduction progress. To inform the community about forthcoming events the project sent out a regular newsletter which kept the community up to date with forthcoming events. To keep the community up to date with their progress the project published what soon became known as the Whale Scale

This provided an essential aspect of continuing communication and engagement with the community to maintain the impetus of the Waste Wise Project. The newsletter generally

coincided with the fortnightly distribution of the Whale Scale posters. The newsletter provided a range of community waste prevention actions associated with the Whale's message, project information such as workshops and other relevant national or regional news associated with waste. The newsletter was sent either electronically to interested individuals or agencies. The hard copy was delivered to 47 Whale display points about Armadale as well as local schools.

#### The Whale Scale

As part of communicating and motivating the community to carry out fortnightly waste minimisation actions, residents needed to see their progress.

Due to financial constraints particularly the cost of advertising in the local media, a low cost method was sought that would have consistent and regular exposure in the community.

This bought about the design of the Armadale Whale Scale.

The relationship of a whale to the Waste Wise Armadale Project was because a blue whale weighs approximately the same as the weight of waste that the



Figure 3: The Whale scale encourages everyone to reduce their waste

Project was aiming to divert from the landfill. The image of using the whale was also aligned to environmental and health issues surrounding pollution of the planet.

In determining how and what the community of Armadale was achieving it was decided that the fortnightly grey bin (residual waste) weights would be used. West Lothian as with other local authorities, is required to weigh all incoming waste on arrival at any transfer station. The fortnightly weights were then forwarded to the Projects Engagement Officer. A running total was kept from the first week following the completion of the door-stepping phase.

Prior to that the previous four fortnightly bin collection weights were aggregated to provide an average figure to measure the on-going fortnightly collections. A very simple uncomplicated graphic image (or cartoon type) whale was developed to fit within the Waste Wise A4 pre-printed template/letterhead. Its success was due to its simple image appealing to most who observed its message. Three basic formats were drawn to illustrate the following moods:

- A disconsolate whale – being unhappy that fortnightly targets were not met.
- A non-descript whale – indicating a static response and no variation.
- A happy whale – illustrating a level of success.

Along with the graphic image and the heading: The Armadale Whale Scale also gave a brief message that indicated that week's achievement. As an example of one fortnights waste reduction the message read: "Great, well done, best ever yet!" to "Not good, worst result to date." Space on the template also permitted a small voice bubble to be included. Here a message was recorded indicating the Whale's feeling, such as: "Armadale, I knew you could do it," or "I'm so unhappy," in respect of a poor result, with the Whale shedding tears.

Each fortnight the Whale's image and its message was transposed onto the template and distributed and posted in 47 businesses about Armadale. Each business was chosen because of its high profile and foot-traffic or where the owner created social contact and/or conversation. Copies were also distributed to local schools.

The Whale's message was updated every other Wednesday. Community responses indicated that the message:

- was simple, humorous and appealing
- provided an effective focus towards the Project
- encouraged ownership and pride in Armadale.

As an example of local business support for the project, two business owners who did not permit any form of advertising (either not for profit or commercial) welcomed the Whale to be displayed in their premises. Several others who permitted only non-profit and local advertising also welcomed the Whale. The Project's Engagement Officer found there was an air of excitement when delivering the Whale as the community looked forward to its latest message.

With each additional fortnight that the Whale was displayed feedback from the community at workshops or promotional events increased with the Whale being signalled out as an effective means to distribute and promote the projects message.

### 3.3.3.8 Other aspects of the campaign

#### The Waste Wise image

The colours and promotional format chosen proved to be very effective with the community clearly recognising them as the Waste Wise Armadale Project. As part of planning they were designed to avoid an alignment any specific football team. The project title also was required to avoid using “waste wise” singularly as it had recently been copy-written as a company name.

To help identify project staff and volunteers, clothing and support equipment were provided which had the projects branding.

Clothing:

- Short sleeve knit tops (black or grey).
- Baseball cap (red)
- Fleece jacket (black or grey)

Support materials:

- A4 Folio
- Shoulder carry bag

The branded clothing and cap provided a ready identification and an association with the project during the community engagement and at presentations (e.g. at Scot-mid, Tesco, Dale Experience, Gala Day etc.). From a safety perspective, the easily recognisable red baseball cap also allowed staff to be observed from some distance while moving from house to house during the doorstepping.

The support equipment (A4 folio and carry bag) allowed a hard working surface (the folio) for staff to record details on during household visits while the shoulder bag allowed resource materials to be on hand and distributed where required.

#### Project competitions

Two competitions were staged, one in conjunction with the Dale Experience, targeted at local youth and in one conjunction with the Armadale Gala Day event.

To attract young people to the Dale Experience display there was a “guess the number of crushed cans” competition with five qualifying waste related questions on the entry form. The answers were available off the display panels. Obtaining the qualifying questions from the display panels proved to be a little difficult for a number of participants. Guessing the number of crushed cans proved to be a successful format and attracted much interest. An Apple ipod was offered as a prize to the person who either guessed or was closest to the number of cans in the pack.

A similar competition was planned for the Gala Sports Day. However the qualifying question was reduced to one question, with entrants being asked to state the amount of waste an average family created in one year (1.1 tonne) and guess the number of cans in a large crushed can block. This competition offered a 17in flat screen TV and four £25 grocery vouchers plus runner up prizes of three double and treble A battery chargers.

With the Gala Sports Day being cancelled a display incorporating the competition and utilising the two Waste Wise recoil banners was displayed at the Armadale Scotmid store. To encourage greater participation, the competition was extended to 30 July 2007 and was moved between the Scotmid store, the Armadale Library and the Council Community Information Service office. Overall the competition attracted some 300 entries. This was considerably short of the number which had been expected for the Gala Sports.

Once the competition closed a presentation to winners was staged with the assistance of the manager at Armadale's Scotmid shop. The West Lothian Courier published a photograph of the presentation of prizes to the winners of both the Dale Experience and the Gala Day competitions.

#### Working with the media

**West Lothian Courier:** The Courier (a weekly local community newspaper) was very willing and receptive to publishing Waste Wise projects and events. The Courier published a number of articles with photographs to highlight various stages of the project. All published items had a major impact on making the community aware of Waste Wise. Individual activity updates also appeared regularly in the Courier's 'What's on' column.

**The Herald and Post:** This free community newspaper tended to be more reticent to highlight Waste Wise activities. It did however publish one major article.

**www.armadale.org.uk:** As an excellent voluntary community initiative Armadale residents Rosie and John Wells have created a web site for local information<sup>4</sup>. The site highlights community projects, events and provides local information. The website provided a page dedicated to the Waste Wise Armadale Project, promoting the Waste Wise message in Armadale and its activities, and a link back to the Changeworks' website where further information was available. The site has attracted much interest from near and far. Rosie and John advise that during the Waste Wise Project their web site saw a dramatic increase in hits with many accessing the Waste Wise page.

#### Other resources

A range of other printed resources were prepared and printed when needed and included in the Resource Pack. These surrounded specific activities such as "Waste Free Children's Birthday Parties," "West Lothian Recycling Points," "Composting", etc.

With the Waste Wise logo used as a header, the community recognised these materials as an essential part of the projects message.

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<sup>4</sup> \* 29,815 Armadale web page hits as at 25 October 2007.

## **4 Results**

Results are broken down into two subsections. The first subsection (4.1) provides a summary of the independent evaluation carried out by SISTech. The second subsection (4.2) gives an account of the results from doorstepping householders on the Thursday (Beat 9) route.

### **4.1 SISTech evaluation**

#### **4.1.1 Overview**

SISTech were involved from the early stages of what would become the Waste Wise Armadale project in a project evaluation role. SISTech was required to draw on previous assessment work on projects (such as the Scottish Executive funded stepchange programme) to develop and undertake a project assessment and to report on the results.

The assessment approach adopted was based on two key methods, namely:

- Gathering data from West Lothian Council on the quantities of waste being collected from households in the target and control areas before, during and after the main intervention phase of the project
- A door-to-door survey in the target and control areas to examine public awareness and understanding, carried out before and after the main intervention phase of the project

This work was carried out between February and November of 2007. A full discussion of the methodology and results are given in the Appendix to this report.

The assessments were carried out in defined areas based on waste collection routes, or 'beats'. Waste collection in Armadale is covered by four main collection routes known collectively as Beat 9 and the Thursday collection from this beat became the target area for the campaign. The door-to-door survey was carried out on this Thursday route, and also in a control group in nearby Broxburn. The tonnage analysis was carried out for three areas, namely the Thursday route in Beat 9, Beat 9 as a whole, and also the control area in Broxburn.

#### **4.1.2 Tonnage Analysis**

##### **4.1.2.1 Overview**

In order to assess the effects of the campaign a tonnage assessment was carried out on the three areas:

- Armadale Beat 9 Thursday (the target area)
- Armadale Beat 9 all days (Monday to Thursday inclusive)
- Broxburn (the control group).

It should be noted that the second area defined includes the target group.

The tonnage assessment involved gathering data from West Lothian Council refuse collectors on the quantity of waste being collected from households. Armadale and Broxburn both operate a three bin system – one bin for recyclates (plastic bottles, cans etc) which is

coloured blue; one bin for garden waste (coloured brown) and finally a bin for the remaining household waste (referred to as the grey bin). SISTech was able to obtain data for all three colours of bin.

#### 4.1.2.2 Sampling issues

There were few difficulties with obtaining the data from West Lothian Council however at the analysis stage it was found that there were some issues relating to the quality of the data. Waste data can fluctuate for a number of reasons, some to do with householder behaviour and some to do with operational problems around waste collection. The quantity of waste produced by households can change for a number of reasons which might include holidays (where householders may be away for a period, or people might be visiting) or good weather (where gardening waste might increase). Operational problems, for example a waste collection vehicle breaking down, might lead to there being no waste collected on a particular day, or an excessively high tonnage being recorded elsewhere. Occasionally these factors can coincide, for example Christmas may see higher levels of waste produced but more infrequent collections.

For this reason it was necessary to check the data for unusual or non-representative values during the assessment. More details on how this was carried out can be found in the full report in the appendix.

#### 4.1.2.3 Waste tonnage analysis

The tonnage analysis was carried out by examining two eight-week periods. One of these periods was prior to the campaign, and one was post-campaign. The two periods occupied the same weeks of 2006 and 2007 to reduce the effects of seasonal fluctuations.

A summary of the data produced by the analysis can be seen in Table 0-1.

Table 0-1 Tonnage assessment summary

	Target area	Armadale Beat 9	Control Area
<b>Waste collected per household per week</b>			
<b>Before the campaign</b>			
Grey	10.72 kg	14.46 kg	9.30 kg
Blue	2.53 kg	3.48 kg	2.40 kg
Brown	2.87 kg	3.78 kg	2.94 kg
<b>Total</b>	<b>16.12 kg</b>	<b>21.72 kg</b>	<b>14.64 kg</b>
<b>After the campaign</b>			
Grey	9.73 kg	14.13 kg	9.73 kg
Blue	3.26 kg	4.29 kg	2.89 kg
Brown	2.15 kg	3.63 kg	3.51 kg
<b>Total</b>	<b>15.14 kg</b>	<b>22.05 kg</b>	<b>16.13 kg</b>
<b>Change between 2006 and 2007</b>			
Grey	-9.24 %	-2.30 %	+4.62 %
	-0.99 kg	-0.33 kg	+0.43 kg
Blue	+28.82 %	+23.34 %	+20.83 %
	+0.73 kg	+0.81 kg	+0.49 kg
Brown	-25.1%	-4.0%	+19.4%
	-0.72 kg	-0.15 kg	+0.57 kg
<b>Total change</b>	<b>-6.1%</b>	<b>+1.5%</b>	<b>+10.2%</b>

	<b>-0.98 kg</b>	<b>+0.33 kg</b>	<b>+1.49 kg</b>
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The assessment also looked at how the proportion of recyclate (blue and brown bin waste) had changed relative to overall waste collected. This summary is shown in Table 0-2.

Table 0-2 Change in proportion of recyclate to total waste collected

<b>Proportion of recyclate to total waste</b>	<b>Target area</b>	<b>Armadale Beat 9</b>	<b>Control Area</b>
Phase 1	<b>33.5%</b>	<b>33.4%</b>	<b>36.5%</b>
Phase 2	<b>35.7%</b>	<b>35.9%</b>	<b>39.7%</b>
<b>Change in proportion</b>	<b>+2.2%</b>	<b>+2.5%</b>	<b>+3.2%</b>

Examining Table 0-1 and Table 0-2 a number of points can be seen.

- The target area has seen a reduction in total waste collected of -0.98kg per household per week. Armadale Beat 9 waste has increased, but not as much as in the control group.
- Both the target group and Armadale Beat 9 have seen a reduction in grey bin waste. This has increased in the control group.
- The target area saw the largest relative increase in blue bin waste (although this was smaller in absolute terms than in Armadale as a whole)
- The target area saw the largest reduction in brown bin waste
- The largest increase in proportion of recyclate to total waste was seen in the control group, and the smallest in the target area. However, this effect was due to the large increase in brown bin waste in the control area, which was reduced elsewhere

In general these points appear to support the expected results in that the greatest effects have been seen in the target areas, with a lesser effect in Armadale as a whole, and lesser still (or none) in the control area. The exception is the change in recyclate proportion, which is attributable solely to the brown bin increase in the control area.

There are a number of important issues to consider however when examining these results.

- The assessment of change in waste production is based on two eight-week periods before and after the campaign. It is possible that these periods may have included some unrepresentative data points which may have affected the estimated tonnages per household. An attempt was made to minimise this by comparing these data to those for previous weeks in order to identify any erroneous values. In some cases values were disregarded where they were considered to be unrepresentative.
- During the course of the project there was a change to the regime for collecting the blue bin. This changed from 2-weekly in winter and 4-weekly in summer to continual 2-weekly collection. There is little doubt that this contributed significantly to the increased blue bin collection tonnages. However, the campaign was aimed primarily at waste reduction and this is reflected in the grey bin reduction
- The brown bin is particularly susceptible to fluctuations as it is largely reliant on weather and its effects on garden growth
- There were incomplete data sets for some of the periods under consideration and estimates had to be extrapolated from the available data
- Many of the items targeted by the campaign are light in weight (e.g. plastics), and so can be difficult to pick up in this type of analysis
- During the course of the project there were some reports of house building which could have increased tonnages from certain areas, although the overall effect on the tonnage analysis was perceived to be negligible

#### **4.1.2.4 Assessment against strategic aims**

A number of strategic aims were identified early in the project against which success could be measured, namely:

- To divert 190 tonnes of household waste from landfill over one year – a reduction of 1kg per week for every household (4,000) in Armadale

- A 7% overall reduction in household waste on the Thursday beat (1,160 households)
- A 2% reduction for the rest of the community (2,900 households)

### **Aim 1**

To assess the first aim, an analysis was made of the quantities of waste being collected over the whole of Beat 9 – which covers around 85% of the households in Armadale.

Unfortunately when looking at the grey bin statistics for this beat the estimated reduction – or diversion from landfill – only came to 63.56 tonnes over the course of the year (although if this was extrapolated to include the additional 15% of Armadale not covered by Beat 9 it would rise to around 74 tonnes). It should be noted, however, that the target area, Beat 9 Thursday, had greater reductions in the contents of the grey bin than the control area in Broxburn.

### **Aim 2**

The second aim was to reduce household waste in the target group by 7%. In this case household waste is taken to mean everything that is produced by the household – irrespective of whether it is put in the grey, blue or brown bin.

Results of the tonnage assessment indicated that over the period of study the target group managed to attain a reduction of 6.11% in one year. While falling short of the desired target of 7% this is still a significant result. Over the same period the control area in Broxburn saw an increase in overall household waste production.

### **Aim 3**

The third aim was to achieve a 2% reduction across the rest of Armadale outwith the target group. Unfortunately the analysis of the tonnage from the rest of Armadale showed an increase in the household waste production. Similarly to the earlier case, however, this was largely due to considerable increases in the amounts of waste collected in the blue bin compared to the previous year. This effect could be attributable to the change in collection regime.

### 4.1.3 Door-to-door surveying

The second component of the assessment methodology was to carry out a door-to-door survey examining the understanding of householders about waste reduction before and after the campaign.

The survey questionnaire was developed through discussions between SISTech, Changeworks, West Lothian Council and the Scottish Waste Awareness Group. The survey was intended to cover a number of subjects to do with the waste hierarchy but was also designed to gather some information of use to West Lothian Council, for example barriers to recycling.

The first phase of the survey was carried out between 17th April and 4th May 2007. The second phase consisted of revisiting those houses which had completed a survey in the first phase, and had agreed to being revisited. This second phase was carried out between October 29th and November 16th 2007.

The results from the surveying work were varied – while there were some improvements in particular areas of the survey work they were not as marked and as wide ranging as would have been hoped. However, there were some positive points raised by the survey, and some lessons learnt as a result.

One of the key issues with the survey was the relatively low numbers of completed surveys returned from the door-to-door visits. The survey design required houses to complete a survey in Phase 1 and then to be revisited in Phase 2 for a follow up interview. Responses in the two phases were lower than expected however, as shown in the table below:

	Before	After
Armadale	221	90
Broxburn	207	70

The low response rate meant that any observed differences before and after had to be very pronounced in order for use to have confidence that they were statistically significant. A discussion of some of the reasons for this is included in the full evaluation report.

#### 4.1.3.1 Key outcomes from the survey

Key messages to come out of the survey were as follows:

- When householders were asked if they had heard of the waste hierarchy there was an increase of 23.1% before and after the campaign, compared with an increase in the control group of 11.4%
- When asked ways of reducing the amount of household waste the Armadale survey saw a drop of 8.2% of respondents who could identify **no** ways to reduce the amount of waste they produce
- When asked about awareness of any campaign concerning the Reduce, Reuse, Recycle message there was an increase of 34.3% in Armadale compared to an increase of 10.7% in Broxburn
- When asked if householders could remember what the campaign concerned 15.6% named the Waste Wise Armadale campaign without any prompting

These are the key gains which were identified as being statistically significant in the survey – there were, however, two smaller gains which merit mention

- When asked which of the reduce, reuse and recycle options was the most effective Armadale saw a modest increase in identification of waste reduction compared to Broxburn
- There was a greater increase of awareness in Armadale of the “Home Aid” charity which collects unwanted household items and distributes them to those in need

It should be noted, however, that these gains were small compared to the other issues highlighted and so consideration of their accuracy should be cautious.

#### **4.1.4 Conclusions**

Taken in parallel the two assessment components illustrate the successes of the Waste Wise campaign in Armadale.

**Overall the amount of waste produced by those households who received the maximum intervention has reduced to a greater degree than elsewhere.** This reduction has been seen in total waste from all types of bin, but also from the grey bin alone – the major contributor to landfill.

**Recycling also increased over the course of the campaign.** The amount of recyclates collected in the blue bin increased to a greater extent in the target area than elsewhere – despite recycling not being the primary focus of the campaign. Clearly the increased waste hierarchy message was conveyed by the Waste Wise Armadale project.

**Speaking to householders about their waste habits also showed a higher awareness** of the waste hierarchy and a better understanding of the ways in which waste can be reduced.

## **4.2 Results from doorstepping**

### **4.2.1 Summary of community engagement (door stepping) statistics:**

#### **4.2.1.1 Community engagement advisers**

As mentioned in 3.3.3.5 a team of eight people were employed under a short-term contract for a 40 hour period over 10 days. The first two days involved training with a trial household contact period on the second day, concluding with a debrief at the end of the second day. Advisers were employed based on flexibility, an interest in environmental issues, plus that they were outward, with a friendly nature.

#### **4.2.1.2 Community engagement – the doorstep conversation**

On Friday 29<sup>th</sup> June the advisers commenced their task to engage the targeted area of Armadale containing approximately 1082 households (Area One). It was estimated that this would be completed within 8 days. Where there was a no contact with the householder a second visit was made.

The advisers completed the first contacts after 3.5 days. The second visits to those absent were made after 5 pm and/or left to the following Saturday in an attempt to ensure contact was made at a time when people would be at home.

A second area of Armadale was then door-stepped. This contained 1579 more households (it became known as Area Two). Research control areas were marked to ensure Advisers did not visit these streets to avoid any likely bias occurring with SISTech's evaluation.

The planned visits during Thursday 28<sup>th</sup> to Friday 29<sup>th</sup> co-incided with the last week of the school year. The second week Saturday 30<sup>th</sup> June to Saturday 6<sup>th</sup> July was the first week of the schools summer break. It was obvious to the advisors that many families had left for their summer holidays immediately after the end of the school term.

All households in Area One (excepting the trial area – East Main/Wood Terrace) where a 'nil initial contact' was made, were revisited. Statistics showed of the 1082 (Area One) households contact was made with a total of 545 households. Contact was deemed to be where a door was opened and a conversation commenced. A nil contact was where no door response occurred with the householder. Nil contacts occurred with 537 households.

Where contact was made with a household these were further broken down to record if the householder expressed or discussed an interest in the Waste Wise Project, as distinct from a householder expressing no interest or a wish not to be involved in the project. Statistical records for Area One record that of those householders showing an interest in the Waste Wise Project from door contacts (545) were 399 (73%).

For contacts with Area Two (1579 households visited) the nil response was 793 households slightly greater than where a doorstep response (door opened) occurred (786 households). Where a door response happened 468 households indicated an interest (and/or offered a pledge) in Waste Wise (59%). All 1579 households were visited with approximately 80% of 'nil contact' households (Area Two) receiving a second visit. Because of financial constraints and the need to end this phase, it was not possible to complete the revisit programme. It should also be noted that in Area Two difficulties were experienced by the advisors with accessing housing blocks due to unclear street numbering/street layouts. This occurred mainly in Woodend Way.

Results are summarised in a table in section 4.2.1.4

#### **4.2.1.3 Community engagement - the pledge**

After an opening conversation, advisers continued the dialogue to draw out particular interests of the household and possible actions. Householders were invited to provide a pledge and state the actions that they would take to reduce, reuse or recycle. The Pledge can be regarded as the crux of the project. Many householders viewed the pledge not only as a commitment but also a challenge.

Where door responses occurred householders fell into three categories. Those that indicated no interest; those that indicated support for the three R's but were not prepared to commit to a pledge and those that completed a pledge. On a number of occasions, a householder's pride of Armadale, and its position as an above average recycling community swayed their decision to participate.

Some 4.5 hours was lost over the 10-day period due to inclement weather

#### **4.2.1.4 Summary statistics**

<u>Initial Visit - Area One and Two</u>	
Total number of houses visited	2661
Total number of houses visited with no contact	1330
Total number of houses visited where a doorstep response occurred*	1331
Number of pledges received	451
Total number of houses where a discussion about waste reduction occurred	807
Pledge % received per total number of houses visited where a doorstep response occurred *	33.88%
*Door Response percentage	

<u>Initial visit - summary of total pledges received</u>	
Area one and two	451
Received by post, streets not visited (9), unclear details (6)	15
Total pledges received	466

<u>Revisit summary</u>	
Area one and two – pledges received	451
Received by post / streets not visited (6 pledges unclear, not included in revisits)	9
Total to be revisited	460
Number of households continuing pledge	281
Number of households pledge discontinued	57
Number households with no contact	122

The Initial visit shows that there was a 50% contact rate with households where the door was opened and a conversation took place. Once the Adviser ascertained if there was interest in the Waste Wise Project this was recorded (WWA Interest/Discussion Occurred). In many cases while the Waste Wise Project was supported and discussed householders, for a variety of reasons, declined to make a pledge commitment.

The percentage of pledges received has been measured against all door responses (33.88%). If it was measured against door responses where a Waste Wise conversation occurred this would increase to 55.89%. Pledges received by post that also included streets not visited and a number of pledges with unclear details (16) have not been included in the above Initial Visit Summary percentage response.

As shown in the Total Summary 466 pledges were received.

During the Revisit Phase all households where a “nil response” occurred on the first visit, a follow up visit occurred in an attempt to engage with each pledge contributor. Unfortunately this was not possible in 122 cases. These included Pledges received either by post or from streets not visited.

#### **4.2.1.5 The pledge revisit process**

Four advisers were retained for a six day period at the end of August, to visit the 460 households who had made pledges. The process revolved around having the householder acknowledging their pledge commitment and questioned and/or discussing any issues or difficulties they were experiencing. Additional resources were also provided where requested. Of these households, 117 (or 25.95%) were not at home during the re-visits.

Some difficulties were experienced where the initial person who completed and managed the household pledge waste minimisation role was not at home. Where this was the case, the person who answered the door, tended to avoid taking any responsibility or did not wish to further discuss the issue. These were marked as not verified and recorded as a discontinued pledge. By far the greater numbers were due to households either losing interest or due to ill health. Other responses were due to the house being vacant or the previous tenant shifting. There were a small number of cases where the householder was deceased. The number of discontinued pledges was 57 (20.25% of the total received).

The advisers also had an opportunity to communicate project actions, workshop information and waste minimisation actions occurring such as the Whale Scale. Feedback given to advisers was that the Waste Wise project was encouraging community pride with a wish to see Armadale climb higher in recycling statistical levels within Scotland. Advisers also sought an opinion on how each householder saw the Waste Wise Armadale Project. Over 92% spoken to wished the project to carry on in a format that would further encourage and remind residents to “reduce, reuse, recycle,” and that the project was good for Armadale.

## **5 Exit strategy - options for handing over to the community**

By the time the Waste Wise Armadale project was nearing completion in September, it became clear that there was considerable interest in Armadale about the project and that it was important to provide some continuity once Changeworks' involvement was completed.

Changeworks consulted with West Lothian Council about how to effectively hand over to the community and a meeting was arranged for senior West Lothian Council staff and other community leaders. At this meeting it was agreed that West Lothian Council would take on responsibility for promoting the Waste Wise Armadale Project message (such as their resources would permit) and that a presentation could be made by Changeworks at the next Local Area Committee to ensure waste reduction and the Waste Wise Armadale Project fed into the committee's deliberations about Armadale.

Finally a letter was written to Armadale residents thanking them for their involvement in Waste Wise Armadale, letting them know that the pilot project phase was over, and that it was now 'over to Armadale' to ensure that the project continued.

## **6 Discussion**

### **6.1 Strategic recommendations for the future**

The Waste Wise Armadale Project has demonstrated community engagement works. It showed that the amount of waste going to landfill will reduce by working with local communities to persuade residents to make behavioural changes. However, as DEFRA said in their recent report on environmental behaviour,<sup>5</sup> securing long-term change is a long-term process rather than a single event. There is an ongoing need to continue to engage with communities over a long period of time to ensure that waste arisings reduce over the longer term.

Changeworks recommends an ongoing commitment to addressing waste prevention through engaging with local communities. Local Authorities could include an annual programme of engaging local communities through door-stepping and providing waste prevention opportunities as part of their waste prevention strategies. This would ensure that there was a continual effort to engage people and change their behaviour and could be resourced in many cases by expanding the remit of current staff (e.g. recycling advisors and waste enforcement staff).

The model of engagement used in Armadale provides a good starting point for securing changes in waste behaviour. With the lessons that have been learnt from this work, along with a commitment to continual improvement of the community engagement process, long-term changes in levels of waste arisings are achievable.

Finally, the decision to employ an expert in community engagement was an important factor in the success of the project. It enabled the Waste Wise Armadale Project to maximise its presence and engagement with the community of Armadale. As such this has to be an essential consideration for any further work of this nature.

### **6.2 Operational recommendations for the future**

#### **6.2.1 Project timing**

As part of future planning when carrying out the engagement (door-stepping) task in the community, any clash with the school summer break should be avoided. As well school holidays, a majority of the community activity clubs in Armadale went into summer recess and did not resume until late September. It was noticeable that in late September requests increased for Waste Wise resources and project contributions. It was unfortunate that from mid-October as the requests appeared to increase the Waste Wise Project was commencing its closure phase.

It would also appear that after the Project launch, it took some 10/12 weeks for the project to become well established and its objectives widely known in the community. By extending the time the project was engaging through community events and activities before the exit phase, the project could achieve greater impact.

These issues had been anticipated, but the nature of the funding meant that the project needed to be completed within a specific timeframe.

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<sup>5</sup> A framework for pro environmental behaviour, pub DEFRA, Jan 2008.

**Recommendation:** consider the timing of your project and how it fits with the local calendar and any funding constraints

### **6.2.2 Partnership - working with West Lothian Council**

The Waste Wise Armadale Project partnership between Changeworks and the West Lothian Council was an amicable one with the Council contributing through the provision of office space, communications/IT and support materials as well as access to local information and data. The Projects Engagement Officer (contracted to Changeworks as the employer) was based with Council Waste Strategy staff.

While Changeworks has a clear policy regarding project branding, through its communications strategy, there was some dissatisfaction expressed by Council staff regarding the lack of equal logo exposure on Waste Wise promotional material. Obviously in future, in setting project participation agreements this needs to be clarified at the outset.

**Recommendation:** ensure partners' expectations and operational matters are clarified at the start of a project

### **6.2.3 Project objectives and the pledge process**

In the period of the project about 300 new homes were built in Armadale. With households producing an average of 1.1 tonnes of waste per annum, this will significantly affect the amount of waste diversion that the project can achieve, compared to the target of reducing waste by 190 tonnes over the year.

**Recommendation:** factor in any trends that will affect your results at the project planning stage.

### **6.2.4 Individual household measurement chart**

Householders who made pledges may have been motivated further if they had a chart to weigh (or otherwise measure) the amount of waste they produced. It is likely that this would have provided an ongoing record, increased motivation and further illustrated to that household the amount of waste that they created.

**Recommendation:** consider ways that show householders their own contribution to reducing waste in the community

### **6.2.5 Project base**

The Waste Wise Armadale Project could have gained greater project exposure and increased its community identity by having the project's Engagement Officer based in Armadale itself, rather than West Lothian Council's office near Bathgate. If budgetary allowance had been made to temporarily lease one of the vacant premises the benefits would have been:

- Maximum main street project exposure and visibility (with the project branding decorating the shop front).
- A main street shop frontage would further contribute to community ownership i.e. the project being seen as part of the community.
- Direct main street access for the community to contact project staff.
- Space to display and store project resources (difficulties were experienced with these issues relating to the work space offered).
- Meeting space for the project management team.

- An opportunity to use volunteers to staff an enquiries desk.
- A base for engagement advisers to meet and shelter from the rain during the door stepping phase.
- A base for engagement advisers during the door stepping phase to take a meal break.

While the West Lothian Council offer of a work space was valuable, that included telephone, internet access and photocopying, the constant travel that occurred between Bathgate and Armadale was time consuming.

Apart from using the Council Community Information Service office when it was available, local meetings were generally held in the community centre, which incurred a charge. Rain breaks during the door stepping phase were either spent in the support vehicle or time out was taken in a local café. On several occasions due to project materials being used up during the door stepping phase, it was necessary to return to Bathgate for more supplies. The Bathgate office had limited storage for project materials which meant resources were either stored in Changeworks' Edinburgh office or in the Deans Waste Strategy store (a further 3 miles distant).

Of course it remains to be seen whether the benefits of being in the community are more important than those of being in the same office as the Council's Waste Strategy Team. However, it is clear that strong connections with the community and links with the Waste Strategy Team are both important and desirable.

**Recommendation:** provide a base for staff within the community that can also be used to store materials.

#### **6.2.6 Transportation**

An important requirement for the door-stepping phase was the use of a 10-seater mini bus to transport engagement advisers about Armadale. It also provided space (although limited) to store the resources required and allow Advisers to replace those distributed throughout the day.

**Recommendation:** consider transport requirements at the project start up

#### **6.2.7 Using other council staff**

The Council employed two Enforcement Officers who deal with waste issues over the district, which includes Armadale. It would have been useful to brief these staff members during the planning stage, on the objectives of the Waste Wise Armadale Project. They would have been able to encourage residents in Armadale, to reduce, reuse and recycle, as part of their role they regularly respond to householders requesting larger grey bins. In many cases those people who request larger bins could solve their waste problems through reducing, re-using and recycling

The staff who are employed on a day-to-day basis to collect waste, have built up a considerable knowledge of the districts that they work in. They are able to identify individual households who do not follow the 3 R's and particularly those that do not correctly separate recyclables correctly into their blue and brown bins.

To be effective with the 3 R's message it would appear that these households need to be targeted if the waste message is to be addressed effectively.

**Recommendation:** consider how existing staff can be used as part of the overall strategy to help reduce waste.

### **6.2.8 Implementing the project**

As part of engaging the community a successful process to identify community resources, activities, agencies and personnel is needed. The community of Armadale is well serviced by a number of active and enthusiastic volunteers managing a range of community groups and activities.

In marketing terms, which is slightly incongruous with waste prevention a locally based hard hitting campaign to encourage uncooperative residents to participate was needed. This required continual exposure through hard copy and local promotional mediums to maintain the message of waste prevention within the community and would have come at a cost. The residents who needed to be targeted could be identified by the waste collection staff.

The current interest of the news media in issues associated with global warming and carbon foot printing was not fully exploited. But to achieve this would have been at a greater cost. It does appear that some of these publicity peaks such as the TV programme “Dumped” may have had a marked effect on waste minimisation in Armadale for the period immediately after the programme was screened. It also appears that due to an informative major news article, which appeared in a local delivered free newspaper, congratulating the Armadale community on their achievements, the following collection period was down considerably.

**Recommendation:** Engaging with households who are not initially receptive to waste prevention messages requires a concerted effort and can be enhanced by using intelligence from Council Leaders or other staff who are dealing with the public’s household waste

### **6.2.9 Concluding the project**

During the later revisit stage, households who provided a commitment (pledge) to reduce, reuse, recycle, were asked an open question about the future of Waste Wise in Armadale. The majority (92%) felt that Waste Wise should continue in Armadale. Comments ranged from “its good for Armadale” to “people need a continual reminder to recycle” to those much more concerned about depleting resources and waste.

Because the Waste Wise Armadale Project was externally planned, managed and imposed on the community there was no objective to have the community involved in management of the project. Planned as a pilot project, the aim was to carry out a pre-project analysis of community attitudes, implement the project and finally complete a post analysis. To help provide an objective the figure of reducing 190 tonne of waste from the landfill was set, to be achieved over a 12-month period. This figure was measured from the projects implementation until 6 months after the community engagement period has ceased. One obvious concern is that with less active promotion of the waste wise prevention message the target figure of 190 tonne may not be achieved.

Although the Waste Wise Armadale Project was not proposed as a community development initiative it is recommended that future projects of this type involve the community in primary discussions and planning to instigate and implement such projects. Agencies such as Changeworks and the Council could provide the professional guidance and resource support. This would allow the project to continue on as long as support and a community desire was evident. Using a developmental approach would allow the community to manage

their own issues while for support agencies, the costs are less and staff resources are better utilised.

Finally, there is no doubt that the project has made an impact within the Armadale community. This was in no small part, due to the support from members of the community, in particular: Rosie's web page (the Well's family Armadale web page), Council staff at the library, the Community Education Centre and the Council's Community Information Service. Other individuals were Alex Horne (the community council chairman), Scott Mackay (Armadale Community Trust) and Joe McIndoe (Armadale Traders Group).

**Recommendation:** community development can provide local ownership of a project

#### **6.2.10 Recycling versus reduce and reuse**

Project staff observed that that the message people are most knowledgeable about is recycling. Much more education will be required to get the community to understand that reduce and reuse are preferred options with recycling as a third option where reduce and reuse are not possible.

**Recommendation:** further public education is required to get across the need for reduce and reuse

#### **6.2.11 Project engagement officer**

The data generated from the door-stepping was in itself a major task to log and analyse, taking many hours. The time spent on this task could have been better spent working on project outcomes in the community, with the task of logging information falling to a clerical officer.

As indicated elsewhere much valuable time was spent commuting between Armadale and the work base at Bathgate.

**Recommendation:** the Project Engagement Officer's time is a valuable resource and resources need to be organised to maximise this resource.

#### **6.2.12 Information technology**

The community engagement officer was based in West Lothian Council's offices at Whitehill and typically came into the Changeworks office once a week. Changeworks provided a portable computer and mobile phone. West Lothian Council provided a landline and internet access.

It took a few weeks to get email working correctly. However the major problem that the community engagement officer faced to get access to computer files on the Changeworks server. This was the main storage location for all Changeworks files and any future project will need to consider how data is shared by staff without them needing to be in the same office.

**Recommendation:** IT allows fast communications with a main office. Ensure systems are in place to allow good communication and, if appropriate, file sharing.

## **7 Conclusions**

The main conclusion of this report is that by engaging with a community and providing a range of waste reduction opportunities, it is possible to raise the community's awareness of waste prevention and reduce the amount of waste that the community produces.

This approach to waste reduction is not used greatly and there is considerable scope for placing more emphasis on waste prevention through community engagement, moving up the waste hierarchy by placing greater emphasis on reducing waste rather than recycling, and so moving away from dealing with waste once it is generated to community based strategies for addressing the root of problem.

Clearly by delivering a door-stepping programme that uses accessible information based on individual lifestyles and motivations, supported by a communications campaign that delivers a clear message, the total waste arisings can be reduced.

With the lessons that have been learnt in Armadale, Changeworks believes there is real scope to change behaviour through ongoing community engagement.

In order to make further reductions to total waste arisings further intensive campaigns for community engagement are needed. These need consistent messaging at both the national and local authority level, with ongoing community engagement and door stepping going on a rotating basis.

## Appendix: marketing and communications strategy

### Objectives and targets

- To divert 190 tonnes of household waste from landfill over one year – a reduction of 1kg per week for every household (4,000) in Armadale
- A 7% overall reduction in household waste on the Thursday beat (1,160 households)
- A 2% reduction for the rest of the community (2,900 households)
- To recruit ten active community advisers to champion the project and support its delivery
- To get 400 households on the Thursday collection route to adopt one or more waste prevention measures
- To get 600 households in the rest of the community to adopt one or more waste prevention measures
- To hold six workshops/action days in Armadale with a total of 120 participants adopting waste prevention measures

### Background

In 2003 – 04 Scottish households produced 2.66 million tonnes of waste (1.1 tonnes per household). This figure is increasing at about 2 per cent a year. Despite recycling figures of around 25% future generations will inherit a growing waste management legacy unless there is greater emphasis on reduce and reuse. The National Waste Plan stipulates that there should be 0 per cent waste growth by 2010.

Waste Wise Armadale will provide comprehensive waste prevention opportunities to 4,000 households in Armadale, West Lothian. It will link with and promote existing initiatives such as The Real Nappy Project, £6 compost bins and furniture reuse, as well as tackling new issues such as excessive food waste.

The community was chosen as the refuse collection regime supports the monitoring of project impacts on tonnage diversion and because of its size and socio-economic mix. For refuse collection Armadale is split into four areas: each with its own collection day. The Thursday beat is closest to reflecting the socio-economic average for Armadale.

The key feature of the project is the use of doorstep conversations between householders on the Thursday beat and trained volunteer communicators. These 'soft interventions' will provide waste prevention opportunities linked to the householder's core values and interests. A toolkit of new and existing materials, including a dedicated 'key resource', will support these conversations.

### Key stakeholders

Armadale residents

4,000 householders

1,160 householders (Thursday beat)

ACORN profile:

	Category 1	Category 2	Category 3	Category 4	Category 5
<b>ACORN target</b>	<b>11%</b>	<b>2%</b>	<b>15%</b>	<b>11%</b>	<b>61%</b>
<b>Thursday beat</b>	15%	7%	10%	13%	55%

Schools  
Community Groups  
Changeworks  
West Lothian Council  
SISTech  
INCREASE (funder)  
Key media  
Opinion formers (potential funders)

## **Project partners and roles/responsibilities**

### **Changeworks**

Project planning and management; project staffing including dedicated Community Engagement Officer; campaign co-ordination; delivery of doorstep conversations; volunteer recruitment, training, support and management

### **SISTech**

Evaluation (pre- and post-intervention); analysis of tonnage data

### **West Lothian Council**

Tonnage data (historical and ongoing); input and support for campaign planning, delivery and communications

### **Key media**

#### Herald and Post

Editorial copy deadline 5 pm Monday  
Advertising copy deadline 5 pm Friday  
Coverage – all West Lothian  
Delivered to homes (not available in shops)  
Published each Thursday

#### *West Lothian Courier*

Editorial copy deadline is 1pm Wednesday  
Advertising copy deadline is 3pm Tuesday  
Coverage – all West Lothian  
Delivered to homes and available in shops  
Paper published Thursday

#### Scottish Press Association

#### Talk 107

*Radio Forth (inc Forth Action)*  
*BBC Radio Scotland*  
*Real Radio*  
*bbc.co.uk/Scotland*  
*letsrecycle.com*  
*wasteawarescotland.org.uk*

## **Considerations**

1. The concept of waste prevention (reduce, reuse) is poorly understood

2. Perceived barriers to participation (to be determined by Paul and Sistech research)
3. Ability of volunteers
4. Tight budget - £23k
5. Religious/sporting affiliations (visual identity)
6. Green backlash – normalising green behaviours
7. Ownership – a strong community
8. Don't want to affect negatively the area's strong recycling rates

## Positioning

Brand: The Waste Wise Armadale Project

Essence: A better environment for a better future, *a little bit from you: a lot for Armadale.*

Hierarchy: Supporter style

Partners/funders: INCREASE, West Lothian Council

## Visual identity

A mark based on text, rather than an image

No strapline will be incorporated to allow for future flexibility – potential rollout to other areas e.g. WasteWise Falkirk and tailored brand essence accordingly

Not too sophisticated or subtle

The typeface should be strong and modern, but not formal like Times New Roman

Appealing to all

### Colours

Bright – but avoid orange, blue, green (consideration 5)

Probably not green at all (consideration 6)

### Emotions

Positive, powerful, proud, strong, ownership

### Style

Bold, not wishy-washy, weak or spindly

### Symbol

Possibly the use of an established symbol beside the text e.g. a tick

Something to stress the positive nature of the project

Wise is the word to emphasise (smart), rather than waste

### Usage

Print, clothing, bags, sticker, vehicle, shop front!

## Key messaging

- Working together (a strong community) to change our behaviour towards waste
- Decreasing the amount of waste we produce - “just 1kg less a week”
- Doing this through waste prevention: reducing and reusing - “getting as good at reducing and reusing as we are at recycling”
- Increasing recycling rates even further – by continuing to use the three-bin scheme
- Building on the progress our schools have made in the Eco Schools programme
- Giving people the skills, knowledge and information they need to become a leading community on Scotland on waste

- Bringing together volunteers and waste experts at home, at work and in the community to make a real difference – a better environment for a better future

## Language

Bright

Friendly

Everyday

Fun

Normal

Positive

Encouraging ownership

Use of personal pronouns: our community, our local environment, our future

No 'green' jargon

No 'report speak'

Illustrative examples:

Decreasing your household's waste by just 1kg a week (about two boxes of cereal) could help to prevent 200 tonnes (or one blue whale) of waste a year from going to landfill.

Always try to include the impact of each paper communication on each paper communication e.g. these support sheets are printed on demand to save paper, and are available for download from [www.changeworks.org.uk](http://www.changeworks.org.uk)

## Recommended tactics

- Pre-campaign/volunteer recruitment – 2 April to 20 May
- Phase 1: teaser/awareness raising - 21 May to 15 June
- Phase 2: delivery – 16 June (launch day) to 9 Sept
- Phase 3: follow-up – 10 Sept – 30 Sept
- Post-campaign – 1 October – x December
- Ongoing

Marketing comms	Details	£	Status
Logo development		409	Complete
Key resource 16pp booklet	5,000 off	2,651	Complete
	Delivery		In progress
A5 Folder	2,000 off	1,517	Signed off
Info sheet: 'Grass Cycling'	A4 template	298	
Info sheet: 'Waste-Free Children's Parties'	"	-	
Info sheet: 'Wormeries, Bokashi Systems and Food Digesters'	"	-	
Info sheet: 'Volunteering' Labels	"	-	Complete
List: 'West Lothian Charity Shops'	"	-	
List: 'West Lothian Recycling Centres and Points'	"	-	
Corporate stationery			Signed off
Letterheads (A5) & comps slips	5,000 off	630	
	5,000 off		
Letter		-	
Poster (blank) A4	500 off	567	Complete
Teaser sticker (All households)	5,000	1,415	Complete
	Delivery		
Clothing for volunteers:			Complete
Fleece jacket		260	
T-shirts		167	
Cap		149.50	
Bag		161.25	
Conference folders		124.75	
Origination		65	
Screen		30	
TOTAL		957.50	
Too Good To Waste	2,000 off	2,200	Signed off
Promotional item for schools	?	?	?
<b>Electronic comms</b>			
CW web pages:			

Project			Complete
Householders			
Community Groups			
Info for Rosie's community website			Complete
<b>Internal comms</b>			
Newsy email updates		-	
<b>Press/PR</b>			
Call for volunteers			
Release		-	Complete
Article		-	-
Advert	H&P WLC	190.20 297	Published
<b>Launch</b>			
Release + photocall		-	
Article		-	
Gala Day Advert			
<b>Newsletter articles</b>			
Resources for Life		-	Complete
WL Council n'letter		-	
WL Council n'paper		-	
100 <sup>th</sup> conversation			
Release + photocall		-	
<b>Thank you and update</b>			
Release		-	
Article		-	
<b>Final findings</b>			
Release		-	
Article		-	
Regular figures (weekly) - thermometer		-	
<b>Events/conferences</b>			
Community groups			
West Lothian Council Citizens' Panel	23 April - Armadale Community Education Centre		Complete
Project Support Group	20 April		Complete
Recoil banner	Design Production	298 420	
Youth Expo	19 May	55 (iPOD)	Complete
Drop-ins			
Project briefing (local opinion formers)	5 June – Community Centre	-	
Gala day	Saturday 16 June		
Workshop programme			
Presentation programme			

Bring to school day			
Final findings			

## Monitoring

### Quantitative

Number of:

Volunteers recruited

Workshops held

Participants at workshops

Information sheets/leaflets etc. distributed

Media coverage

Website hits

Pledge cards returned

Tonnage – as per objectives and targets (West Lothian Council data)

### Qualitative

Behaviour changes – as per objectives and targets (SISTech post-intervention evaluation)