

Norfolk Waste Partnership's approach to
minimising household waste by reducing
recycling contamination
&
County-wide initiatives to minimise
household waste by facilitating
repair and reuse

*Alun Housago
Norfolk County Council*



Generic campaigns low impact – high cost



It takes just **one** nappy to contaminate your recycling!
Your recycling bin could be rejected if you put the wrong items in it



Targeting by theme
moderate impact - moderate cost

Targeting by population segments and theme

- focus the resource where it has most impact

Recycling competence levels	Percent of population	Profile – tend towards having one or more of the characteristics below	Messages						
			a) Instructions – what, when and how to recycle. Details of services and how to use	b) Explanations – what is recycling? Why should you do it? What are the benefits to people and the environment?	c) Dispel myths – education about what is good & bad in recycling & waste disposal	d) How it works – what happens to recyclables once collected	e) Feedback and thanks – How we are doing compared to everywhere else	f) Saving cash – what is the cost of recycling, waste disposal, tax etc	
1. Recycling unaware Just not on their radar, no idea about it at all	6%	ACORN categories: 2, 4 (urban prosperity and modest means) Age: 18-24 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet; single parent	Leaflets, calendars, bin / box stickers, contamination tags						
2. Aware but inactive Know about it but have not seriously contemplated doing it		ACORN categories: 2, 4 (urban prosperity and modest means) Age: 18-34 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet; single parent		Door knocking & leaflets, local displays, events, adverts – TV & local radio, local newspapers, outdoor					
3. Contemplated but not engaged May have dabbled, possibly elsewhere, may do occasionally, drifted back	23%	ACORN categories: 2, 4, 5 (urban prosperity, modest means and hard pressed) Age: 18-34 Property: Terrace, bungalow Lifecycle: Solitary retiree, single parent							
4. Unreliable Recycle but sometimes forget, or miss out, recycle opportunistically not regularly		ACORN categories: 3, 5 (comfortably off and hard pressed) Age: 35-54 Property: Bungalow, terrace, semi-detached Lifecycle: Solitary retiree, solitary adult worker		Leaflets, newsletters / Council newspaper, local PR					
5. Trying their best Usually take part, recycle 'staple' items but confused about other items	41%	ACORN categories: 3, 5, 2 (comfortably off, hard pressed and urban prosperity) Age: 35-54 Property: Semi-detached, bungalow Lifecycle: Full nest couple with kids, solitary retiree				Vehicle livery, PR, newsletters, Council newspaper, advertorials, events / displays			
6. Broadly competent Reliable and regular but may still miss out some materials or collections	30%	ACORN categories: 1, 2 (affluent achievers and urban prosperity) Age: 55 and above Property: Detached, semi-detached Lifecycle: Empty nest, couple with no kids					PR, newsletters, Council newspaper, advertorials, events/ displays		
7. 'The Complete Recycler' Recycle all available items of all recyclable materials all of the time		ACORN categories: 1 (affluent achievers) Age: 55-64 Property: Detached Lifecycle: Empty nest, children living elsewhere						PR, newsletters, Council newspaper, advertorials	

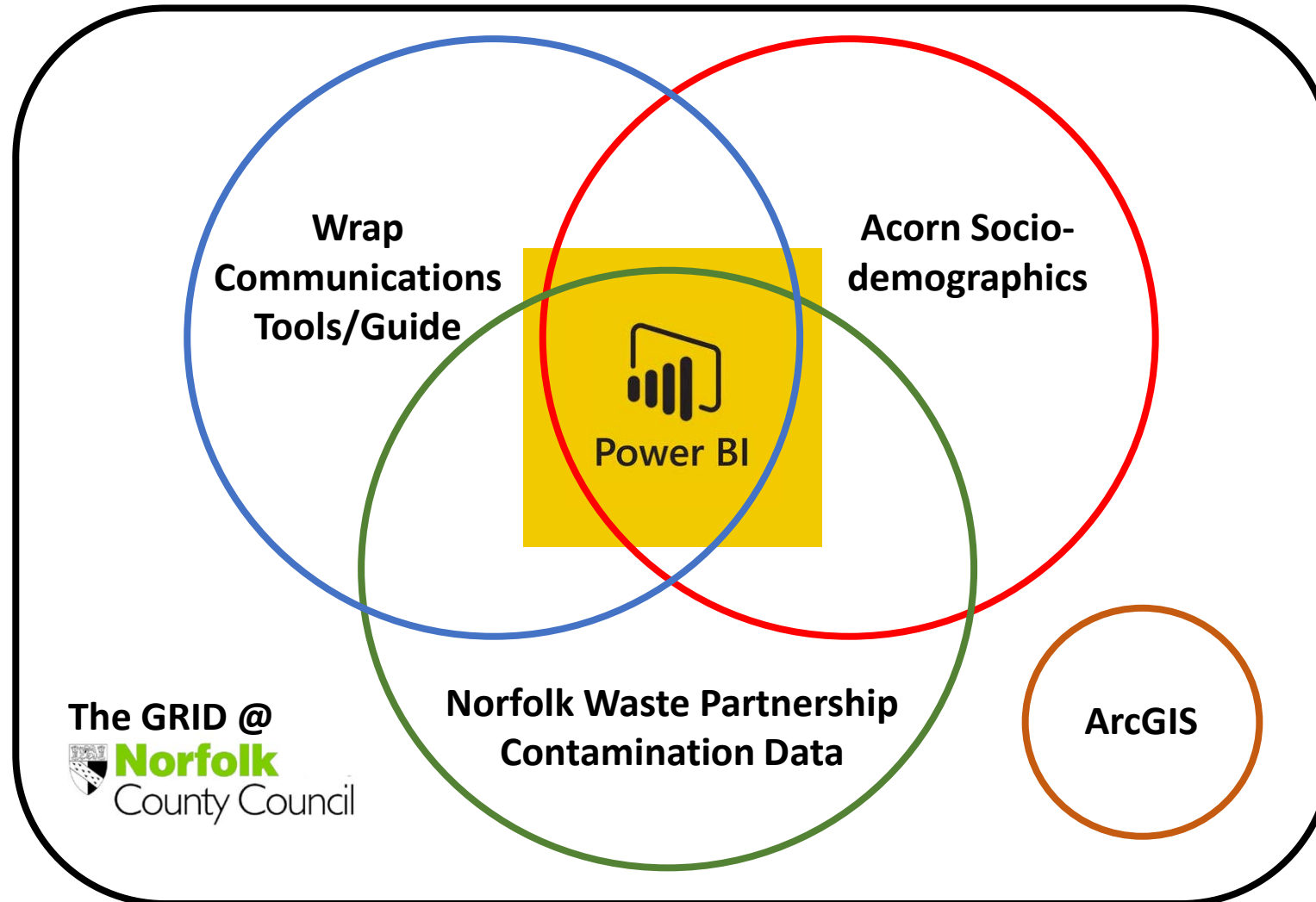


Targeted communications and interventions using acorn

- Powerful consumer classification that segments the UK population
- Analysis of demographic data, social factors, population and consumer behaviour, it provides precise information and an understanding of different types of people
- Valuable behaviour insights to target, acquire and develop customer relationships and improve service delivery and participation



Making the most of our data and systems



Select District or Leave blank for all Norfolk
Norwich District (B)

Contamination Percentage Selector
0.00 0.40

Audit 2016-2017

Rec Rounds Selected
1

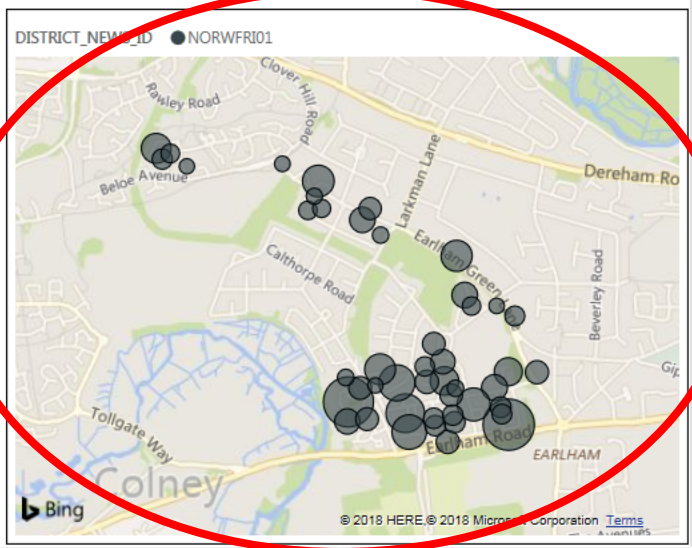
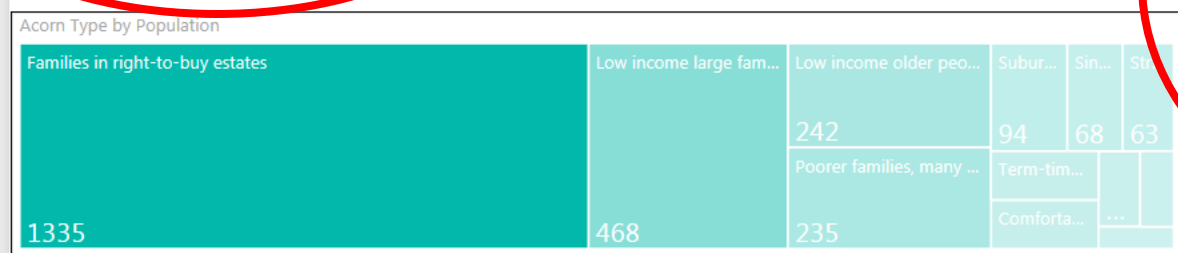
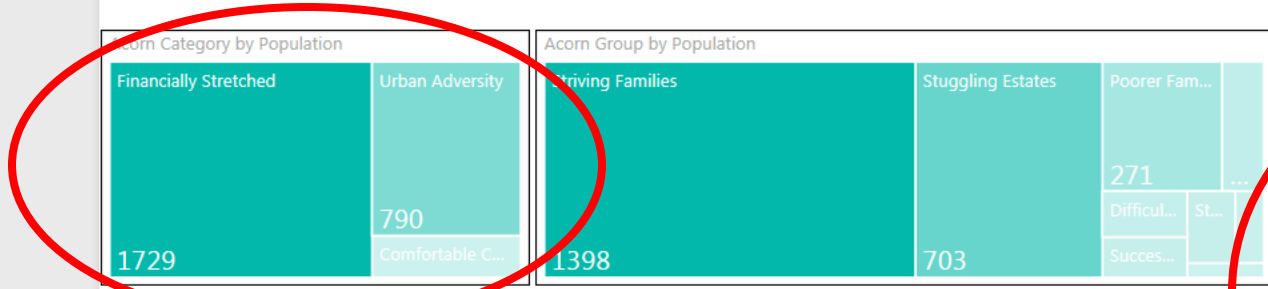
Postcodes Selected
46

Area Population Selected
2709

DISTRICT_NEWS_ID	Reject_pc	Ins_kg	Waste_kg	Above_target?	BAGS_kg	NEWS_kg	MIXB_kg	CARD_kg	FERR_kg	ALUM_kg	MIXG_kg	PF...
NORWFR101	0.20	96.60	58.90	Y	48.89	37.25	6.67	29.15	9.32	5.95	84.69	
Total		296.60	58.90		48.89	37.25	6.67	29.15	9.32	5.95	84.69	

- NEWS_District
- (blank)
- NORWFR101
- NORWFR102
- NORWFR103
- NORWFR104
- NORWFR105
- NORWFR107
- NORWFR108
- NORWFR109
- NORWFR110
- NORWFR111

Postcode	Pop	HH	Description
NR5 8RB	48	17	Comfortably-off families in modern housing
NR5 9BA	12	6	Comfortably-off families in modern housing
NR5 8BY	27	8	Families in right-to-buy estates
NR5 8HA	53	21	Families in right-to-buy estates
NR5 8HG	67	22	Families in right-to-buy estates
NR5 8HH	133	50	Families in right-to-buy estates
NR5 8HJ	41	15	Families in right-to-buy estates
NR5 8HL	78	29	Families in right-to-buy estates
NR5 8HN	199	71	Families in right-to-buy estates
NR5 8HP	112	41	Families in right-to-buy estates
Total	2709	1025	



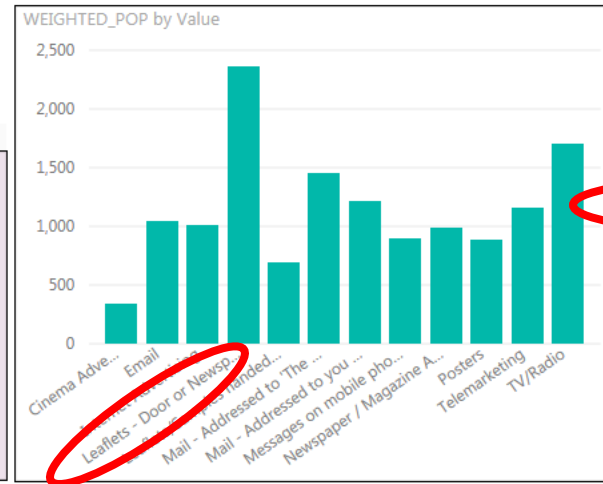
Select District or Leave blank for all Norfolk
Norwich District (B)

Period
2016-2017

Indicators Variable
 MARKETING CHANN...

- Action
- Age
- Attitude
- Attitudes
- Benefits
- Books Read
- Car Ownership
- Channels Received**
- Charities
- Children in household

Rejection Percent
0.00 0.40



Postcodes Selected: **46**
Weighted Population Selected: **13,748.10**
Area Population Selected: **2709**

NEWS_District...	Postcode	Pop	HH	Description
<input type="checkbox"/> (Blank)				
<input checked="" type="checkbox"/> NORWFR101	NR5 8HN	199	71	Families in right-to-buy estates
<input type="checkbox"/> NORWFR102	NR5 8BJ	193	72	Low income large families in social rent
<input type="checkbox"/> NORWFR103	NR5 8HH	133	50	Families in right-to-buy estates
<input type="checkbox"/> NORWFR104	NR5 8JE	120	45	Families in right-to-buy estates
<input type="checkbox"/> NORWFR105	NR5 8HP	112	41	Families in right-to-buy estates
<input type="checkbox"/> NORWFR107	NR5 8HT	104	39	Low income older people in smaller ser
<input type="checkbox"/> NORWFR108	NR5 8RD	97	39	Poorer families, many children, terraced
<input type="checkbox"/> NORWFR109	NR5 8HF	94	37	Suburban semis, conventional attitudes
<input type="checkbox"/> NORWFR110	NR5 8HZ	93	40	Low income large families in social rent
<input type="checkbox"/> NORWFR111	NR5 9BE	87	30	Poorer families, many children, terraced
<input type="checkbox"/> NORWFR112	NR5 8JF	84	28	Families in right-to-buy estates
Total		2709	1025	

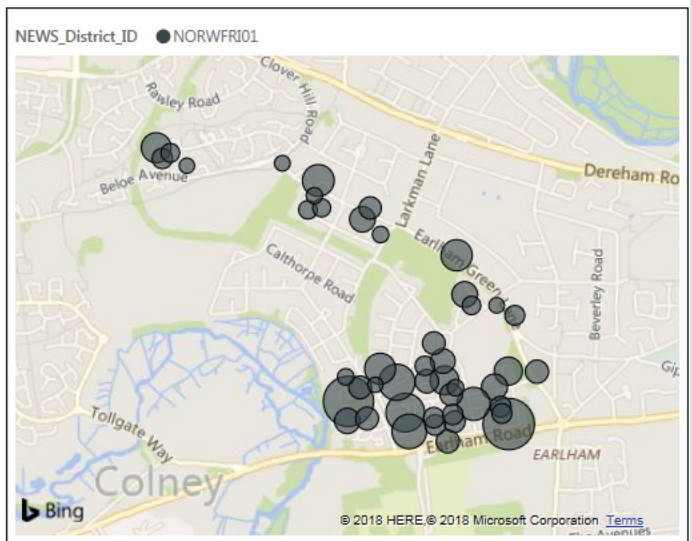
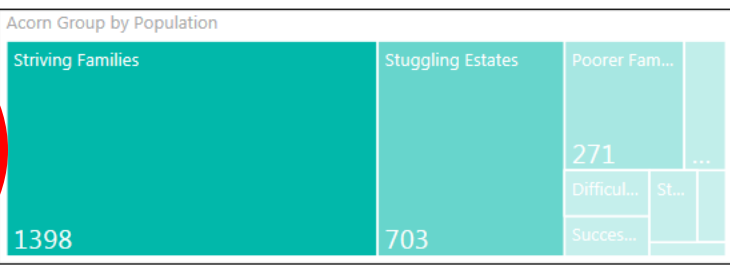


Table 1: Relevance of each communications message and media, to people at each Recycling Competence Level:

Recycling Competence Level (1 to 7)	Description	Messages					
		a) Instructions – what, when and how to recycle. Details of service and how to use it	b) Explanations – what is recycling? Why should you do it? What are the benefits to people and the environment?	c) Dispel myths – education about what is good & bad in recycling & waste disposal	d) How it works – what happens to recyclables once collected	e) Feedback and thanks – How we are doing compared to everywhere else	f) Saving cash – what is the cost of recycling, waste disposal, LATS etc
1. Recycling unaware	Just not on their radar, no idea about it at all ACORN: 2, 4 Age: 18-24 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet; single parent	Leaflets, Calendars Bin/box stickers Contamination tags					
2. Aware but inactive	Know about it but have not seriously contemplated doing it ACORN: 2, 4 Age: 18-34 Property: Flats, terrace, maisonette Lifecycle: Young single, no kids yet; single parent		Door knocking & leaflets, Local displays events, Adverts - TV & local radio, local newspapers, outdoor				
3. Contemplated but not engaged	May have dabbled, possibly elsewhere, may do occasionally, drifted back ACORN: 2, 5 Age: 18-34 Property: Terrace, bungalow Lifecycle: Solitary retiree, single parent						
4. Unreliable	Recycle but sometimes forget, or miss out, recycle opportunistically not regularly ACORN: 5 Age: 35-54 Property: Bungalow, terrace, semi-detached Lifecycle: Solitary retiree, solitary adult worker			Leaflets, Newsletters/council newspaper, Local PR			
5. Trying their best	Usually take part, recycle 'staple' items but confused about other items ACORN: 5 Age: 35-54 Property: Semi-detached, bungalow Lifecycle: Full nest couple with kids, solitary retiree				Vehicle livery, PR Newsletters, Council newspaper, Advertorials, Events/displays		
6. Broadly competent	Reliable and regular but may still miss out some materials or collections ACORN: 1, 2 Age: 55+ Property: Detached, semi-detached Lifecycle: Empty nest, couple with no kids					PR, Newsletters, Council newspaper, Advertorials, Events/displays	
7. 'The Complete Recycler'	Recycle all available items of all recyclable materials all of the time ACORN: 1 Age: 55-64 Property: Detached Lifecycle: Empty nest, children living elsewhere						PR, Newsletters, Council newspaper, Advertorials

Facilitating reuse and repair

Free-standing bulky household items, white goods, small electricals and bric-a-brac

WCA kerbside prices vary but start at £10 per item (non-WEEE sent for disposal)

WDA Recycling Centres (20 sites, free, unlimited) some have reuse shops selling smaller items ~2% reuse

Numerous national and independent third sector organisations offering reuse via many different models

What's ahead?

Bin genie

online resource (www.norfolkrecycles.com)

Norfolk Assistance Scheme

Adult Social Services welfare fund

Create Norfolk Reuse Network

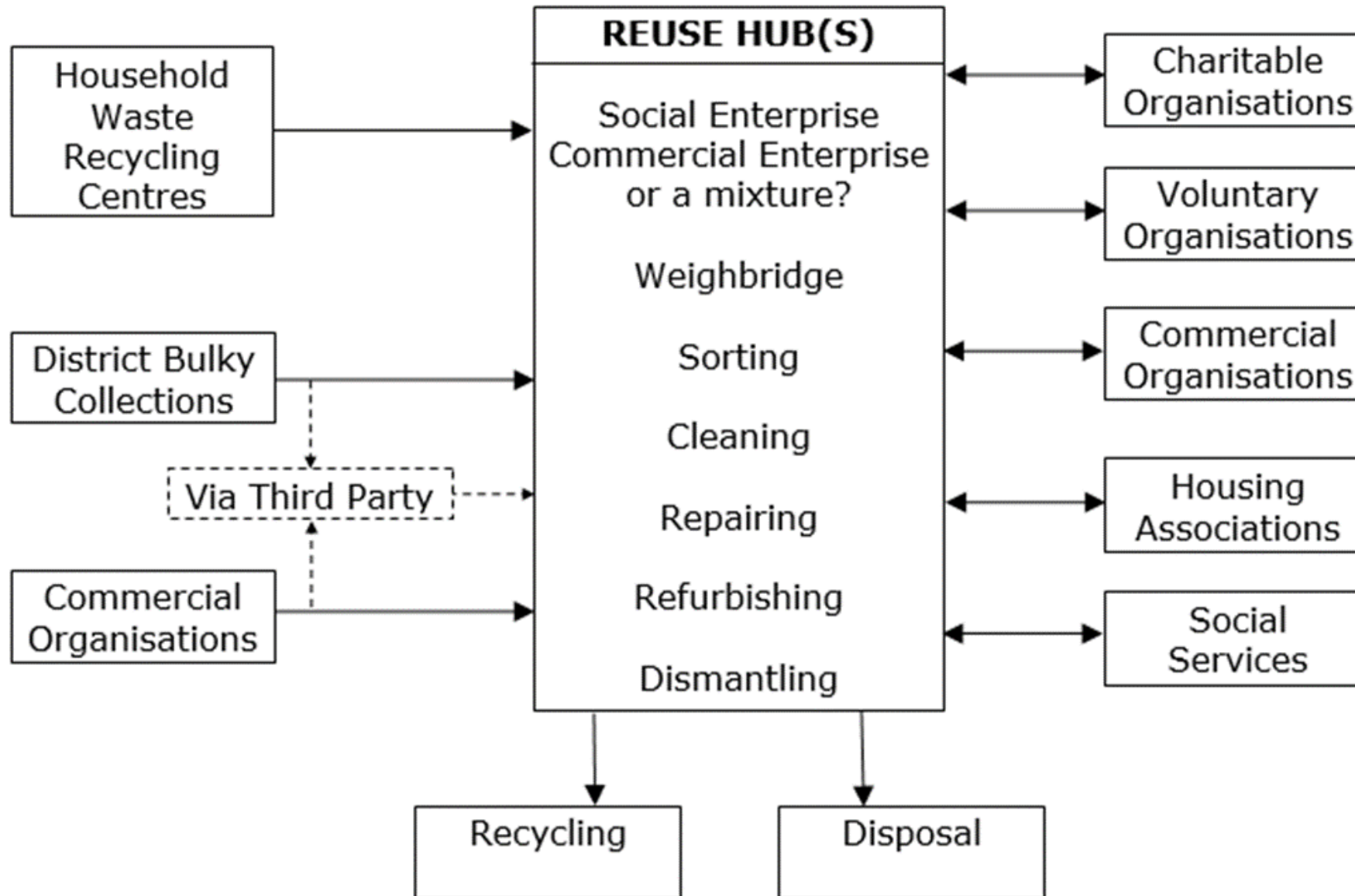
Work in progress

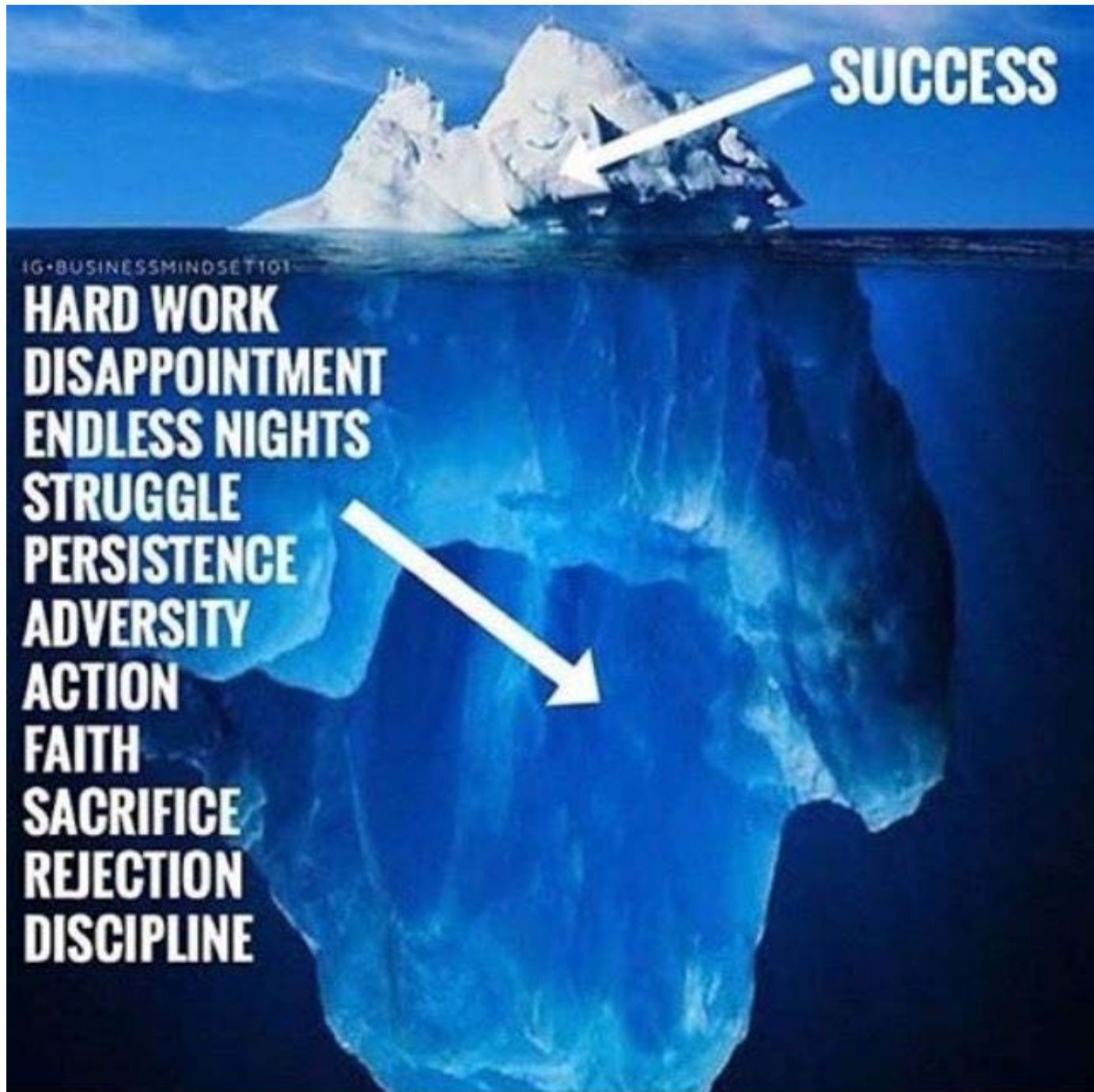
Resource and Waste Strategy

Opportunities to remove barriers to reuse of offer incentives



What might success look like?





Conclusion

There's still much work to be done!

Thanks for listening

alun.housago@norfolk.gov.uk

