

Summary Report – Recycle Week 2011

Introduction

Recycle Week (RW) is a national, annual event run by Waste And Resource Action Programme (WRAP), this year RW ran from 20th- 26th June 2011. Our aim is to increase recycling in Greater Manchester from the current rate of 34% to 50% by 2015. Recycle Week is an ideal vehicle to communicate the key recycling messages to residents, in a focused and interactive way. The week's theme was recycling at 'Home and Away'. 'Home', focussed on the resident's kerbside collection and 'Away' focussed on what can be recycled at Household Waste Recycling Centres (HWRCs).

Online Profile - Webpage

Target: 700 web hits on R4GM Homepage over RW 2011

1. 716 web hits on the Homepage during RW
2. During the month of June the Recycle Pledge and RW pages received 2957 web hits. Constituting 62% of the traffic to the R4GM website for the month of June.

Facebook

During the month of June 2011 we have had 16 new page 'likes' (increase of 18%). 12,461 post views (an increase of 81%) and 2,102 active monthly users (an increase of 252%). The majority of activity happened in the week leading up to RW and RW itself.



Recycle Pledge

Residents were encouraged to pledge to recycle more and waste less, defined by a number of actions and incentivised by a prize draw. There was one winner per district, prize of £100 shopping voucher. The Pledge was made available to residents throughout month of June 2011 at HWRCs, online and at community roadshows. The pledge continues online at www.recycleforegreatermanchester.com

Target: 700 Recycle pledges

1. At the end of the Prize Draw competition 3rd July 2011 1245 pledges had been made online, at events and via post.
2. To date 1,309 Recycle pledges have been made.

District Engagement Activities

In partnership with the districts, Recycle for Greater Manchester developed two activities district Waste Collection Authorities (WCAs) could get involved in and support;

1. Community Roadshow and;
2. Street Recycling Challenge (SRC)

Five districts engaged with residents at Community roadshows, each district put on varying numbers of roadshows at locations such as supermarkets town centres and civic/community centres.

Target: 100 residents engaged at each event

1. An average of 150 residents engaged at each roadshow.

Stockport MBC organised a Street Recycling Challenge, the first in Greater Manchester. 40 households were targeted in the low performing area of Adswold, 20 on Neston Grove and 20 on Rostherene Rd and a door knocking

exercise made face to face contact with 72% of residents during Recycle Week. The remaining 28% of households were posted an information pack about the challenge. Neston Grove was the winning street but it was a close run challenge - the split was 52% to Neston Grove and 48% to Rostherne Road, this equates to 24 bins full of recycling for Neston Grove and 22 bins full for Rostherne Road.

Target: to involve two residential streets in the Recycling Challenge.

1. two streets engaged in the Challenge and the bin put out rate increased from 32% to 50 % after the challenge.

Recycling rates

Figures from all HWRCs in Greater Manchester showed an increase in materials recycled 'Away' at HWRCs during RW compared to the rest of June 2011, and compared to the previous year 2010. This could be due to many variables and not just the communications campaign and it's theme of Home and Away; however we have now established baseline data for comparison year on year, to measure the success of RW in the future.

Table to show HWRC recycling rates and landfill avoidance for June

	W/C 06.06		w/c 13.06		w/c 20.06 Recycle Week		w/c 27.06	
	2011	2010	2011	2010	2011	2010	2011	2010
Site dry recycling %	37.33	40.36	40.14	41.75	41.48	38.91	40.63	41.17
Landfill Avoidance %	66.55	61.34	67.80	62.33	69.25	62.11	67.70	63.90

The kerbside recycling collections showed no difference in trends for the month of June 2011, compared to the previous two years data collected from the start of the contract.

Key Successes

- The SRC and Recycle Pledge were 2 of the biggest successes of RW with an increase of 12% in bin put out rates during the SRC in Stockport. Face to face contact with residents was high (78%) during promotion ensuring the key messages were delivered and the residents were incentivised and engaged.
- The Pledge also attracted a high number of visitors to the website with 2349 visits to the pledge page alone during the month of June 2011. It was also a good event engagement tool and acted as an extra incentive/reward to visitors of HWRCs.



Full report available on request