

## **go! Recycle Right**

### **(Phase 1)**

Tackling recycle bin contamination across the Radford Triangle, Lenton Drives and Dunkirk. Includes a full waste audit of each visited address. Student and non-student addresses are part of the activity.

Campaign activity conducted across 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> October 2021.

#### **Headline stats**

Total number of household visits **1829\***. The project had a positive engagement rate of **48%** and Student Ambassadors successfully stickered **75%** of bins at households they visited.

*\*Some addresses visited on more than one occasion, many addresses visited had more than one recycle bin*

#### **What does positively engaged mean?**

Ambassadors have had a doorstep conversation with one or more of the residents and communicated key waste and recycling messages relating to the campaign. All addresses visited were provided with the new campaign flyer and encouraged to use the new QR code which links directly to NCC waste information pages.

#### **Summary of issues found and reported**

**40%** of the bins reviewed were recorded as being contaminated\*

A total of 224 issues were reported to CP/HMO for further action as there were evidenced potential licence issues.

Of the 158 issues reported to HMO 82% related to missing or broken bin lids.

*\*All addresses engaged with a contaminated bin were instructed how to decontaminate and prepare ready for collection.*

#### **What next?**

Second phase of the campaign is to revisit addresses attended during initial campaign and conduct further audit to see if there is an improvement.

Work with NCC waste management to evaluate the impact of the campaign activity, analysing contamination figures pre and post initial campaign and further analysis post second phase.

Work with NCC to establish the impact of the QR code facility.

Review of specific types of contamination.

Check with NCC Housing Licence and Compliance to see if reported facility issues have been improved.