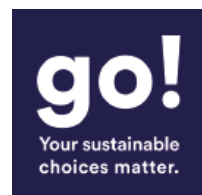


## go! Recycle Right

### Phase Two Impact Report



**go! Recycle Right** is a University of Nottingham led campaign that aims to educate residents about the Nottingham City Council recycling scheme and encourage good general waste management. Ultimately, the main objective is to reduce the amount of recycling bins rejected for collection due to contamination and improve the overall quality of recycling.

#### WHERE?

Main areas covered by the campaign include Radford Triangle, Lenton Drives and Dunkirk. Phase two covered all areas visited in phase one to enable a comparison and measure impact. However, in phase two, approximately 302 new and additional properties were visited and exposed to the campaign for the first time.

#### WHEN?

Between 1<sup>st</sup> March and 17<sup>th</sup> March 2022 approximately four months after phase one.

#### WHAT?

To ensure a consistent and fair comparison the phase two activity was as similar to phase one as possible. However, the Student Ambassadors undertaking the audits during phase two were significantly more experienced and increasingly critical when examining recycling.

The activity included:

- Waste audit (how many tenants, how many bins, quality / issues of facilities)
- Recycling audit (is the recycling bin contaminated and by what)
- Affixing an information campaign sticker with QR code to the wheelie bin lid
- Direct engagement with residents to address any issues
- Where appropriate, follow-up email to all residents with further information
- Any facility issues reported to the NCC Housing Licence and Compliance team (HMO)

#### HEADLINE STATS:

	PHASE ONE	PHASE TWO
Number of property visits	1829	2131
Positive direct engagement*	48%	35%
Recycling bin contaminated	40%	33%
Issues reported to NCC HMO	158	195**

*\*Defined as in-person engagement to address issues and receipt of info flyer with QR code*

*\*\* Some of these issues may be unresolved tasks from phase one*

## DETAILED STATS, CONTEXT and SUMMARY

The threshold and definition of 'contaminated' recorded as part of this campaign was high and often exceeds that of the waste collection crews. We record bins as contaminated that still may be collected and not rejected.

The statistics reflect all houses visited as part of the campaign, student and non-student. Nottingham Trent University students living in the area received the initial engagement from ambassadors but would not have received any follow-up information via email.

In total, across both phases of the campaign, over 3,000 campaign information stickers with QR code have been affixed to the lids of recycling bins.

The main sources of contamination combined across both phases were plastic bags and takeaway boxes. Soft plastics such as food wrappers and cling film followed this.

The lower positive engagement rate in phase two is because of the time of year whereas more students are at their Nottingham address in October (phase one).

Engagement with the QR code peaks during the campaign periods and drops outside of the activity delivery. Overall engagement with the QR code is relatively low.

## NEXT STEPS

The overall reduction in contaminated bins by 7% is positive and justifies continuing the campaign for at least another academic year. However, there is scope for more significant improvements and we recommend:

1. **Ensure every house has the correct number and type of wheelie bins.** Without the means to recycle and manage waste properly, there will always be a practical and physical obstacle that engagement, education and awareness cannot overcome.
2. **Ensure wheelie bins are not broken and properly labelled.** Bins with missing lids are subject to contamination by passers-by. Broken bins have a negative impact on general streetscape. Unmarked bins create confusion.
3. **Coordinate and streamline bin collection days.** To avoid confusion it would be helpful if certain areas had the same bin collection day and type.
4. **Ensure internal bins match the external wheelie bins.** This might mean that a kitchen has a clearly labelled two-bin system, one general and one recycling.
5. **Ongoing delivery of the recycling campaign.** As opposed to specific one off periods, ensure there is a constant offer to challenge issues and support ongoing recycling.
6. **Explore NCC statistics.** To properly measure impact consistently, it is necessary to examine the NCC collection and contamination statistics.