

Waste Watch Consultancy

With nearly 20 years experience in waste, recycling and sustainability, it's no wonder we're the experts. We've helped countless clients with diverse needs achieve their goals.

Here are just a few examples of the varied projects we have carried out. Why not find out what we could do for you?

To find out more contact Tina Gillies,

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Waste Watch Consultancy

We can help you achieve your recycling, reuse and minimisation goals.
We are leaders in delivering cost effective and practical solutions.

Our portfolio highlights some of our recent work in:

- Communications strategies and campaigns
- Doorstepping and customer awareness
- Training and research

We will tailor **our** work to **your** exact requirements. We can design innovative solutions to your waste challenges. We would be happy to arrange an initial, informal discussion of your needs with one of our senior consultants.

To arrange a meeting or to find out how we can help you ring Tina Gillies on 020 7549 0347 or email tina@wastewatch.org.uk.



Campaign strategy and implementation

Re3

The Re3 partnership, a consortium of three local authorities in the Berkshire area, had been working together on an informal basis for several years.

The partnership asked us to take the existing ‘Re3’ logo and create a cohesive communications strategy to help the authorities reach their challenging recycling targets in 2005/6.

Waste Watch developed an integrated strategy to guide the partnership through the next two years. We also implemented a wide ranging communications campaign including doorstepping, a multi media advertising campaign and project managed community engagement work as part of Community Recycling Services (CRS).



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Doorstepping

Hertfordshire County Council



The Hertfordshire Waste Partnership was aiming to increase residents' awareness and participation in the local kerbside recycling schemes.

The council was also looking for residents' feedback on the recycling schemes to identify where improvements could be made.

The mixed urban and rural nature of the county made this an exciting and challenging project. With 10 district and borough councils to cover, Waste Watch carried out an intensive six month doorstepping project using a team of 37 doorsteppers.

In total the team visited almost a quarter of a million households achieving a 39% contact rate.





Eco Alternatives Ltd

KAT – user manual

a guide to using the Kerbside Analysis Tool



Operational best practice

Kerbside Analysis Tool

The Kerbside Analysis Tool or KAT enables local authorities to project costs for a range of kerbside collection options.

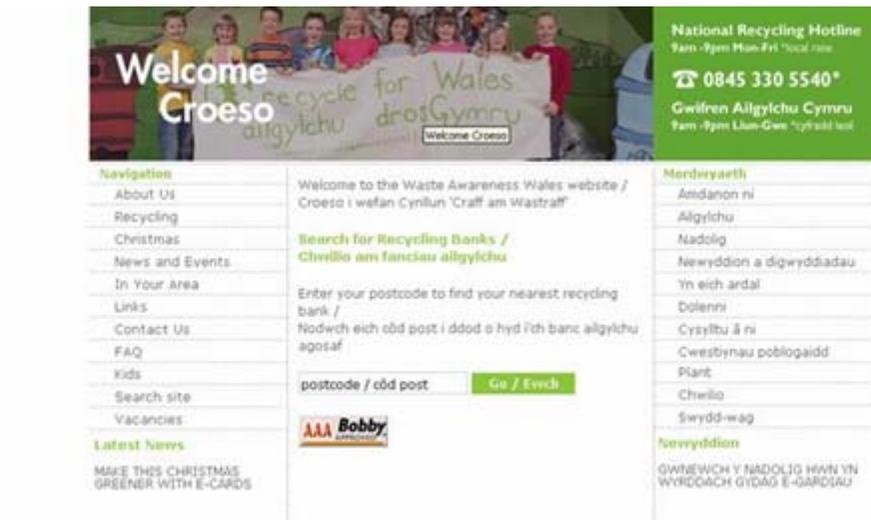
On this project, led by Dr Julia Hummel of Eco Alternatives Ltd, Waste Watch contributed to the development of the tool and its user manual.

This unique tool provides a straightforward method to project the required kerbside collection, infrastructure and associated costs. The information can be compared across several options allowing local authorities to make an informed decision on which method is best suited to them.

A free copy of the KAT instruction manual was provided to every local authority in England and Wales. This useful local authority resource has now been further developed by WRAP and Dr Hummel.



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Website development

Waste Awareness Wales

Waste Awareness Wales was developing its new campaign 'recycle for Wales/ailgylchu dros Gymru' and was looking for a high impact online presence to complement the planned media campaign.

Waste Watch worked with dynamic Cardiff based web agency, Sequence, to produce three targeted websites. The first, a consumer site, aimed to provide a one stop shop for recycling information – presented in a clear and engaging way. Alongside this a children's site was developed providing fun facts and interactive quizzes to interest younger users. In addition a partners' site to support local authorities and other partners was provided.

All three websites are fully bilingual and achieved the 'Triple A' accessibility standard, making them accessible to all users.



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Doorstepping

London Borough of Ealing

Ealing Council wanted to raise awareness of recycling and increase participation in its kerbside collection scheme.

The council approached Waste Watch to carry out a doorstepping project which would engage residents with the kerbside scheme.

Waste Watch recruited, trained and managed a dedicated doorstepping team across the two campaign phases; summer/autumn 2004 and spring/summer 2005.

The campaign, which was funded by the London Recycling Fund, targeted households identified as low to medium recyclers.

In total Waste Watch visited over 124,000 households with an average contact rate of 40%. The campaign contributed to an increase in participation of 11%.



Rubbish: the problem on your doorstep



 recycle
for Cambridgeshire and Peterborough

RECAP
Recycling in Cambridgeshire and Peterborough

Public consultation

RECAP Partnership

The Cambridgeshire and Peterborough Waste partnership (RECAP) was updating its waste strategy and wanted to assess public views on current and proposed waste facilities.

Working as part of Community Recycling Services (CRS), Waste Watch co-delivered a series of public consultation exercises including six consultation workshops. One workshop was held in each district and examined opinions on the current services provided, identified gaps in those services and assessed peoples' views on the proposed new waste technologies.

Alongside this, Waste Watch undertook almost 120 one-to-one interviews with residents in areas identified as 'low performing'. The interviews identified perceived barriers to recycling. From this, recommendations were made to improve participation in these areas.



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Research

Waste & Resources Action Programme (WRAP) ROTATE team

Working as part of Community Recycling Services (CRS), Waste Watch co-facilitated a project across three local authority areas to identify key issues in the home that prevent people from recycling. Waste Watch undertook research in the Reading area. Initially three discussion groups were carried out, examining attitudes to recycling, recycling behaviour and barriers and motivations. Each session consisted of eight or nine participants and recruitment aimed to ensure representation across a range of demographic groups.

From the groups we identified nine people who were happy to receive a home visit. These visits examined their recycling behaviour and any barriers relating to the sorting and storage of recyclables in the home. Recommendations for improvements were made and follow up visits were carried out to assess their impact.



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Training - doorstepping

Student Force for Sustainability (SFS)

Alongside our highly successful doorstepping projects, Waste Watch also provides training for other doorstepping teams.

Waste Watch carried out comprehensive health and safety training for Student Force for Sustainability doorsteppers. We also advised on Student Force for Sustainability's proposed methodologies for doorstepping and participation monitoring.

In addition Waste Watch Consultants were available to provide ad-hoc advice and support for the duration of the project.

Waste Watch also provided support and guidance on production of the final project report. This included obtaining and analysing tonnage data from the seven local authorities involved in the project.





Event management

Royal Borough of Kingston Upon Thames

The Royal Borough of Kingston Upon Thames was introducing its orange sack recycling collection scheme to four estates across the borough.

Our brief was to design and manage a series of launch events that would engage residents and inform them about the scheme. The borough aimed to target local people through their children. To achieve this Waste Watch delivered a range of child focused activities including craft activities using reclaimed materials. The Waste Watch team was joined by Recycling Ricky, a recycling mascot, who helped keep the children entertained.

“It has been a pleasure to work with Waste Watch and we would have no hesitation in recommending them to other local authorities and organisations” Emma Owen, Recycling Officer.



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Engaging black and minority ethnic communities in recycling activity



Targeting hard to reach groups

Waste & Resources Action Programme (WRAP) ROTATE Team

With increasingly tough targets to meet, many local authorities are looking to engage with residents from minority sectors of the community.

WRAP's ROTATE team was looking to provide local authorities with guidelines on how to engage residents from black and minority ethnic communities.

Waste Watch drew on good practice from around the country to deliver a clear, concise step-by-step guide for local authorities. The guidance offers practical advice on identifying groups, developing community engagement projects and tailoring recycling campaigns and messages.

The guide is available to download free from the WRAP website (www.wrap.org.uk) and has had an excellent response from its target audience.



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Campaign strategy and implementation

London Borough of Barking & Dagenham

The London Borough of Barking & Dagenham was experiencing low levels of recycling and facing tough challenges to meet its statutory targets. Waste Watch was engaged by the borough to develop a communications strategy and short term campaign which would encourage residents to recycle more.

Following a comprehensive audit process, Waste Watch produced a strategy designed to maximise participation, whilst ensuring any communications work was consistent with existing regional and national campaigns.

In implementing the campaign our approach was to target medium recyclers with material specific messages. The aim of the campaign was to encourage residents already participating to recycle a broader range of materials, more often.



Training – front line staff

Hampshire County Council

The Recycle for Hampshire campaign aims to encourage residents to recycle more, more often. In addition, the Behavioural Change Strategy, developed by Hampshire's Project Integra also seeks to address internal processes and procedures in order to provide an effective and consistent service for residents.

Waste Watch were appointed to deliver training for collection crew and contact centre staff for authorities in the south of Hampshire. In conjunction with Project Integra, Waste Watch designed and delivered tailored training sessions to over 200 recycling collections crews and contact centre staff across six districts. The aim of the training was to engage with staff and help them to understand the importance of their role in delivering the Behavioural Change Strategy. The sessions looked at the benefits of recycling, contamination issues and communicating with residents. They were also a key opportunity for obtaining feedback from front-line staff.

A range of techniques was used to deliver the training including videos, presentations, group discussion and interactive exercises.





Waste audits

Driving Standards Agency

The Driving Standards Agency was aiming to reduce the environmental impact of its offices. For expert advice, it turned to Waste Watch.

Waste Watch conducted comprehensive waste audits at five of the agency's sites, examining the use and disposal of a range of materials including paper, IT equipment, plastic cups and office furniture. We also looked at their procurement procedures.

From this thorough research, Waste Watch produced a practical report identifying the main environmental impacts with effective recommendations for reductions. In addition we identified how the Driving Standards Agency could procure goods and services more sustainably and engage staff in the new programmes.





Doorstepping and participation monitoring

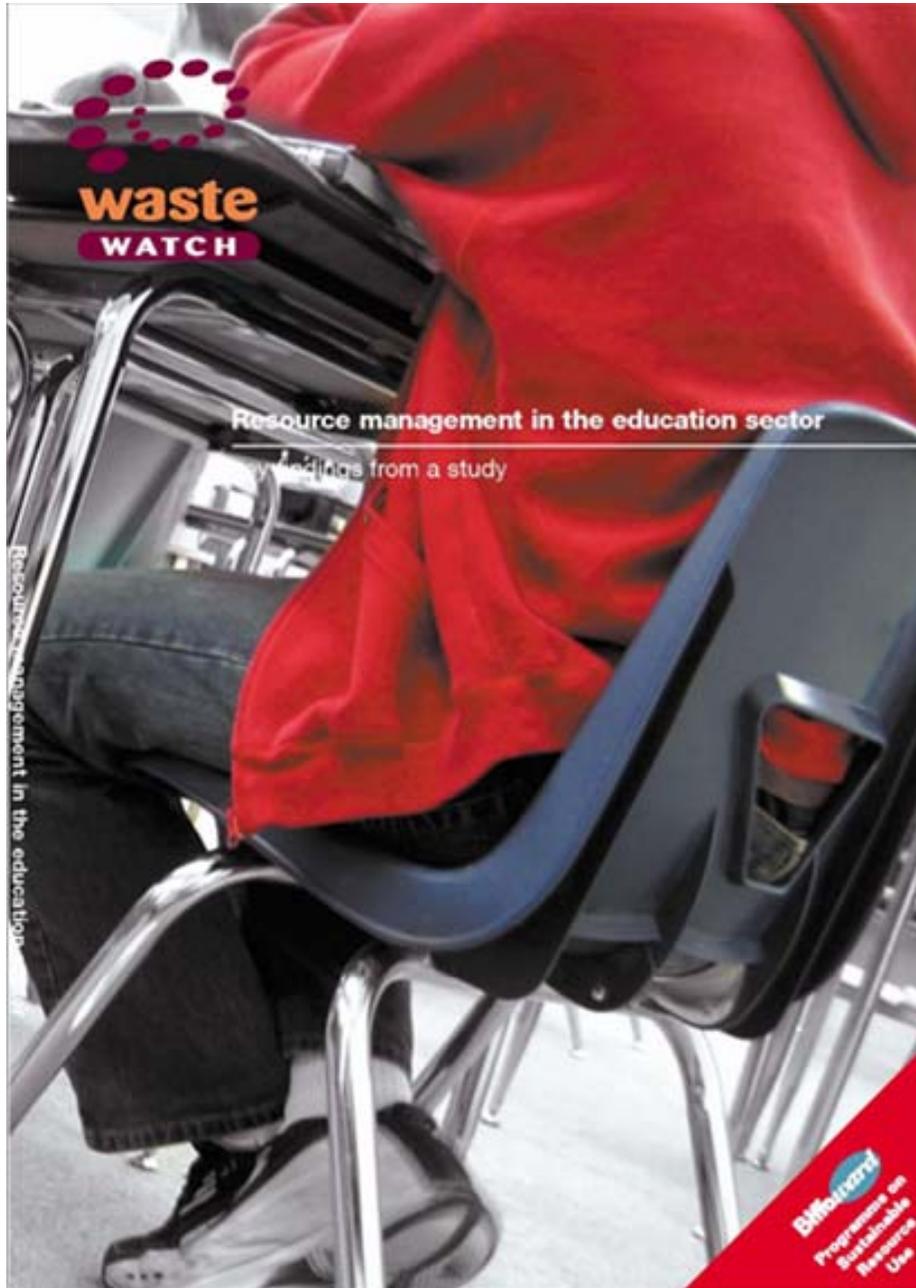
London Borough of Hounslow

The London Borough of Hounslow was facing tough recycling targets and looking to increase awareness of recycling and participation in the kerbside scheme.

To help them achieve their goals Waste Watch conducted three phases of doorstepping throughout 2004/5.

To ensure the results were measured effectively, pre and post doorstepping participation monitoring was conducted.

In total almost 166,500 households were visited with a contact rate of 57%. The doorstepping campaigns were successful in engaging residents and achieving up to 33% increase in participation.



Environmental impact assessment

Education Mass Balance Report

As part of the Biffaward Sustainable Resource use programme, Waste Watch undertook a mass balance assessment of resource use in the education sector.

The project, funded by Biffaward, analysed resource use in 96 education establishments, from primary schools to universities.

Colleges and universities were found to produce more waste per student, although a greater proportion is recycled.

The resulting report gave an analysis of the findings along with examples of good practice and practical recommendations to help education establishments improve their resource management.





Research

Department for Environment, Food and Rural Affairs (Defra) WIP LASU “Recycling for flats” report

Providing effective recycling services for residents in high density housing is a challenge for many local authorities.

The Defra Local Authority Support Unit co-commissioned Waste Watch to produce a series of case studies on recycling and composting schemes designed for flat dwellers.

Waste Watch identified 19 suitable case studies, including three international examples. Waste Watch then undertook a comprehensive information gathering exercise for each scheme. From this, case study profiles and best practice recommendations were developed. The report is available to download from Defra’s LASU website (<http://lasupport.defra.gov.uk>).

