

WASTE WATCH RECYCLE FOR YOUR COMMUNITY CAMPAIGN INFORMATION

1. Activities

1.1 From its beginning in April 2009 to September 2011 the Recycle for Your Community Campaign, run by Waste Watch has had the following outputs:

Community Engagement

- a) 22,765 members of the public engaged through 268 events and roadshows
- b) 2,810 members of the public engaged through 174 Talks, workshops and tours
- c) 652 members of the public attended 6 Swap Shops
- d) Run 8 public tours of the Frog Island BioMRF

Schools

- a) Over 110 visits to primary and secondary schools providing assemblies and classroom activities
- b) Over 60 visits to MuRFy's World Education Centre
- c) 7 Love Food Hate Waste sessions to school classes
- d) 16 summer sessions with parents and children
- e) 9 consultations with schools facilities staff
- f) Attending regular education meetings with the boroughs directly and with HEEP and the Barking & Dagenham Millennium Centre
- g) Working on a programme of extended schools visits in 2011/12 which will total by March 2012:
 - (1) 19 Staff Training Sessions
 - (2) 57 visits to these 19 schools to carry out activities with all classes

Resident Engagement (Doorstepping)

- a) Made 250,000 visits to 205,000 households
- b) Spoken to 81,000 residents
- c) Achieved an average contact rate of 39.96%

2. Additional ELWA Funding

2.1 Overall the additional funding brings the Recycle for your Community campaign to a size where economies of scale can be achieved. With a larger staff team, increased time can continue to be dedicated to development, including:

- a) Supporting the overall development of the RFYC Partnership (ELWA, Shanks, the boroughs and Waste Watch Delivery Team), including support with 'Team Building'.
- b) Seeking new funding opportunities for the campaign and supporting the development of partnership funding bids.
- c) Identify issues at a strategic level and potential solutions.
- d) Identifying best practice in increasing recycling and waste minimisation from across the UK, sharing these and looking at possible application for the RFYC campaign.

2.2 Furthermore, the ELWA investment will fund:

An additional Community Engagement Officer which will enable the team to:

- a) Deliver an additional forty community and flats engagements events each year and forty talks and workshops with voluntary and community groups (reaching an additional 3,000 residents each year).
- b) Expand the volunteer programme to a further six residents, training and supporting the volunteers to lead an additional four workshops, donating an additional 100 hours of volunteer time each year.
- c) Expand the Frog Island Tour programme, offering an additional four Frog Island Tours for groups and residents each year.
- d) Expand the 'Give and Take' day programme, offering a minimum of four additional events per year (reaching an additional 400 residents).

Additional Resident Engagement and monitoring support which will enable the team to:

- e) Doorstep an additional 73,000 properties each year.
- f) Invest an additional £10k in monitoring and research activity (such as resident surveys, participation monitoring, waste audits) each year.

Additional Communications Support which will enable the team to produce:

- g) Two additional 'How to guides' developed and made available to groups online to run their own recycling and waste minimisation events and activities.
- h) 70,000 leaflets for boroughs each year to highlight particular issues.

Additional Resources budget for Schools and Communities

- i) To develop and purchase specific resources to support the delivery of work with schools and communities which support and reinforce key campaign messages.

3. Quotes and Feedback

3.1 Through engagement work with Communities and Schools the following quotes have been given as feedback to the Recycle for your Community Team.

Roadshows

"I am very happy you're here. You talked to me today, but then I can pass (information) on to other people I know."

Resident, East Ham Local Service Centre, London Borough of Newham. 14 September 2011

"[Cllr Canal] had seen you both at the Wanstead Festival and was extremely complimentary about you both, saying how enthusiastic and engaging you had been. He was extremely impressed and asked me to pass on his thanks."

Tom Lawrence - Recycling Manager - London Borough of Redbridge. 13 September 2011

"Can I firstly say a huge thank you for making Let's Get Rolling with East Ham Summer Festival such a success. I hope you found the day enjoyable and worthwhile and that you would consider taking part in similar events."

Kim Vasa, Community Leaders and Engagement Officer, London Borough of Newham. 17 September 2011

Talks and Workshops

"You've honestly converted me. I didn't believe things were recycled...it's actually really important."

Attendee, RRR Talk, Collier Row Methodist Church Friday Club

"Thank you for Friday; the Brownies had a great time. They loved the recycle game and squirrel game which we will continue to play"

Sharon, Brown Owl, 6th Upminster Brownies

"Thank you for today, the ladies said they found it very interesting"

Liz Graham, Childminding Development Officer, London Borough of Barking & Dagenham

"The two RFYC events in our local hall have been of great interest to the local community. Libi and the team have been very obliging in attending our Saturday morning session free of charge.

From feedback I have had it has encouraged people to think about unnecessary waste and their resolve to continue to recycle. From my point of view it has reinforced my support of something I do and also made clear the yes and no items.

The publicity given out at these events are also helpful reminders. The fridge magnet and flyers have been especially useful. The flyer "yes and no" list for example is now displayed continually on our community notice board.

At Manor Park Village we look forward to meeting again with the RFYC team next year. We are going to have a street party in 2012. One of the requests from residents is that we ask RFYC to attend, Libi has agreed."

Anna Dragonetti, Manor Park Village, London Borough of Newham (a group with whom we have run a RR talk and a Swap Shop)

"Thank you for coming in and speaking to the students. We all really enjoyed the session and I can positively say we all learnt something new about recycling. Many thanks once again for making our topic on recycling that much more interesting"

Ferial Desai, Newham College English as a Second Language (ESOL) Lecturer. April 2011

"I would like to thank you once again for giving such an excellent presentation to our ESOL 19+ students. The students have commented that they found the talk very informative and were surprised by some of the facts."

Jacqui Manning Redbridge College ESOL Lecturer. May 2011

"It was informative, presented in an interesting way, I was impressed overall"

"There should be more workshops, it was an eye opener, very interesting"

Anonymous evaluation forms from the LBH Waste Awareness Week Waste Minimisation Workshops. February 2011

Swap shops

"Many thanks again to you and your team for your fantastic event today. It would be great to continue to include your events in the future."

Rosie Fuller, Families Programme Officer, Valentines Mansion

Litter Picks:

On Sunday 3rd July 2011 we ran a Litter Pick at one of our Valentines Mansions Swap Shops with Apex Primary School. Children and parents from the school joined us on a litter pick around Valentines Park, Ilford.

"The event was a great learning experience for our children. It gave the children a practical opportunity to practice what our religion Islam preaches and give back to the community. One of the children commented 'It was fun, I liked it'. Another child noticed the next day, rubbish on the street next to the school and mentioned 'why don't we pick up the rubbish here?' We would like to take this further by implementing a clean up on a regular basis around the school locality"

Meherun Hamid, Head Teacher, Apex Primary School, London Borough of Redbridge

Summer competition feedback

200 people entered the competition, with around 165 providing feedback. Responses gathered from the entry forms were positive:

- a) 61% said they had seen the RFYC Team around before
- b) 98% said they got the information they needed
- c) 86% said they learnt something new from the RFYC Team
- d) The most common aspects that residents found 'interesting or useful' were what can and/or cannot be recycled at home (particularly regarding the types of plastic that are recyclable), composting and food waste information and junk mail prevention.
- e) When asked what was missing from the event or roadshow, the most common response was 'nothing' (50% of the 37 responses).
- f) Other comments included: '*great service*', '*fabulous idea*' and '*knowledgeable and friendly staff*'. One resident from the London Borough of Barking & Dagenham commented that she wanted to "*...maintain a good quality of life while still doing my bit for the environment, and save money through small changes, and help to make a big difference to the environment.*"

Education

About a MuRFy's world visit: "I think all year groups should visit and learn from the centre. The education packs proved very popular with my class!"

Georgina Ross, Calverton Primary School, London Borough of Newham

"Thank you for coming in to the school. Mr. Nicholson [the head teacher] was very positive about the recycling project...thank you again for all you've done for our school so far."

Mignon Reynolds, Year 4 Teacher, Grafton Junior School (LBBD). June 2011

"We've had very positive responses to your assembly from pupils and staff so thank you very much for your time and very professional delivery."

Nina Gill, Calverton Primary School, LBN. June 2011

"As the workshop was brilliantly planned Lana's calm, positive nature kept the children focused and involved. Lovely! "

Bal Jheeta, Upton Cross Primary School, LBN. 24 January

"[The workshop] was interesting, lively and interactive...it was very well received. Thank you."

Mrs Abeledo, Ardleigh Green Junior School, LBH. 2 February

"Very well presented, lots of pace and different activities. Worked very well for a frequently poorly behaved mixture of classes who on this occasion were kept interested. We would like another visit."

Jim Cohen, Lister Community School, LBN. 3 March