



**KEEP  
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TIDY.**

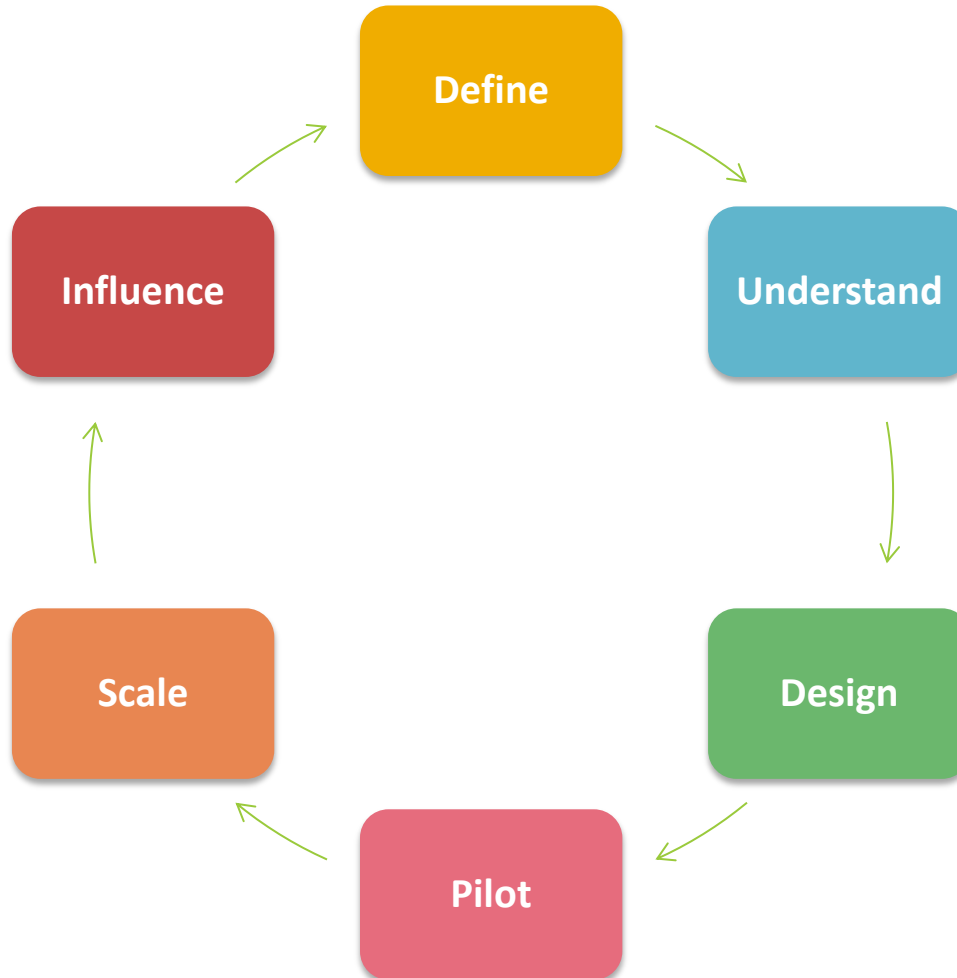


# Using behavioural insights to reduce waste in Havering

A pilot to minimise residual waste

**10 September 2019**

# OUR APPROACH



*'The design and development of new approaches towards change that benefit society'*

Keep Britain Tidy



# **SCOPING STUDY: KEY FINDINGS**

# THE ISSUE

- LB Havering currently pays £130 per tonne to dispose of waste regardless of whether it is refuse or recycling.
- The aim of the project is to reduce total waste collected from households in high waste producing areas.

# SCOPING STUDY

- What element of kerbside waste arisings to address?
- What section of the population to target?
- What intervention options?

# KERBSIDE WASTE ARISING AND COSTS

- £73....the average annual disposal/treatment cost per household, of which, £17.50 comprises avoidable food waste.
- Other potential savings:
  - Diligent home composting – £8 per per household/year
  - Disposable nappies – £2.50 per household/year
  - Plastic film – almost £3 per household/year
  - Textiles – £1.40 per household/year

# **A PILOT TO MINIMISE RESIDUAL WASTE**



# THE CURRENT PICTURE IN HAVERING



*Source: Yellow Advertiser*

# RESIDENT-LED WASTE MINIMISATION PILOT

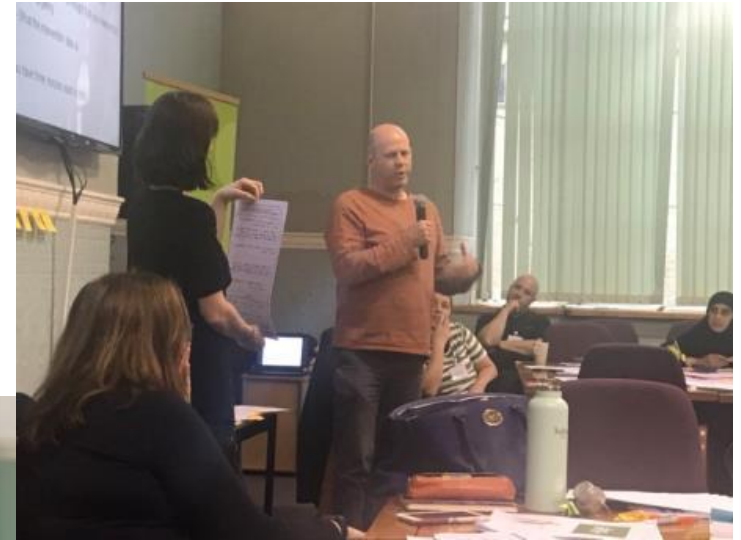
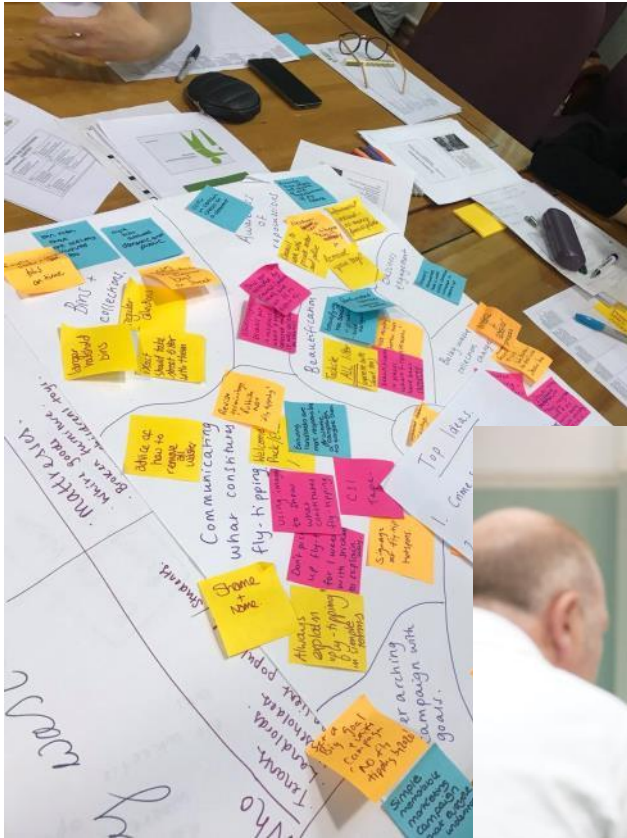
Restrict the number of refuse bags that can be presented on collection day (two bags allowed for refuse, unlimited bags for recycling)

- **Engage** households in lead-up to and throughout intervention
- **Nudge** households through the provision of enough bags for the duration of the intervention (13 weeks = 26 bags)
- **Provide feedback** to households that present more than two bags on collection day.

# TARGET ROUNDS

Ward name and collection round	Intervention version	No. of h'holds
<b>Round A:</b> L1 Heaton (Tues)	Restricted waste + basic comms	1,287
<b>Round B:</b> L10 Harold Wood (Tues)	Control for Round A	1,050
<b>Round C:</b> L2 Rainham & Wennington (Fri)	Restricted waste + basic comms + additional engagement	1,274
<b>Round D:</b> L13 Mawneys (Mon)	Control for Round C	1,381

# CO-DESIGNED BY RESIDENTS



# CO-DESIGN WORKSHOPS

- 16 residents (eight per intervention target round)
- Recruited to represent high waste households and demographic profile of Havering
- £125 cash incentive

# CO-DESIGN WORKSHOPS

- Workshop 1: understanding the issues, priming participants – deliberative approach.
- Diary task: Reflecting on sources of waste, key decision moments, opportunities and advice for others.
- Workshop 2: co-designing communications and engagement approaches.

# PILOT DELIVERY

- **Phase 1 (July to Sept):** Workshops and diary task with local residents
- **Phase Two (Sept to Oct):** Design of communications and engagement approaches to be used in the intervention pilot
- **Phase 3 (Nov, Dec and Jan):** Intervention – two bags trial

# MONITORING & EVALUATION

Monitoring to include:

- waste tonnages (Serco)
- count of bags presented by each household (Serco)
- doorstep perceptions surveys during last month of intervention: 50 per target area – 100 in total (Keep Britain Tidy)
- group interviews with key LB Havering/Serco operative staff (Keep Britain Tidy)



# RESULTS TO DATE

# PARTICIPANT PROFILE

- Mix of household sizes and composition, though almost half live with children U18
- All high waste households – one household 10-12 bags per week
- Amount of waste generated in relation to household size was mixed – e.g. couple who generate four general waste bags p/w
- Mostly living in semi-detached and detached housing
- Majority own their home
- Mix of Mosaic profiles

# KEY INSIGHTS FROM WORKSHOP 1

- Food waste and food packaging seen as the major contributors.
- Perceived lack of choice or options at purchase point.
- Key barriers to waste minimisation include:
  - Convenience
  - Higher cost of packaging-free options
  - Lack of knowledge around waste prevention techniques
  - Lack of storage for bulk-buying
  - Awareness of what can be recycled in the orange sacks
  - Limitations around what can be recycled in orange sacks.

# KEY INSIGHTS FROM WORKSHOP 1

- Majority felt that it was important to reduce waste.
- Shock at amount of money spent on managing waste.
- Generally a positive response to the two bag trial – most felt it was a good idea.
- Concern around what this would mean for larger households – felt this would be a key sticking point for other residents.

# KEY INSIGHTS FROM WORKSHOP 2

- Diary challenge
- Further feedback on the two bag trial
- Intervention ideas and tips for other residents
- Communications ideas:
  - Communicating about the trial
  - Providing feedback to households
  - Christmas

# Next steps

- **Phase Two (Sept to Oct):** Design of communications and engagement approaches to be used in the intervention pilot.
- **Phase 3 (Nov, Dec and Jan):** Intervention – two bag trial.

# QUESTIONS?



# THANK YOU

