

M&S Glass Recycling Campaign



Aim and context:

Partnership work with private industry representatives British Glass and Leeds based retailer M&S to deliver a local campaign in north Leeds aimed at encouraging glass recycling.

The 4 week campaign in May 2017 was a pilot case study showcasing how retailers can promote consumer recycling behaviours and support Leeds' sustainability ambitions. 3 glass banks were located at the Moortown M&S store with the concept of a competition to be a #RecyclingHero and take selfies of friends and family recycling glass bottles and jars. Activity such as the dressing of the banks and the mail drop was funded by the private sector with inkind contribution from Leeds City Council including customer research, promotion and local support to the retailer.



Activity and results:

Press coverage across BBC Radio Leeds, Made in Leeds, Yorkshire Post/ Yorkshire Evening Post and food bloggers helped to share a positive and informative message to an estimated 244,000 listeners/ viewers.

Over 1,000 customers engaged with at the store with an online reach of over 40,000 on social media.

May 2017 saw 295 tonnes of glass captured within the 3 mile target zone of Moortown M&S, the highest recorded for the month of May in 4 years.

The 3 glass banks at the M&S site are consistently achieving 3-4 tonnes a month. Feedback from the store manager and customers was positive and the banks are now a permanent feature at the store.

This case study has enabled further conversations with other major retailers about introducing similar schemes at their stores in Leeds.

Paper and Cardboard Recycling Campaign



Aim and context:

September 2017 saw a 4 week recycling behaviour change campaign aimed at increasing awareness and improving the quality of paper and cardboard recycling.

Each year, a typical household in Leeds throws away over 82kg of paper/ card at a cost of £2.8m in disposal fees. Evidence suggests that the main items not being recycled are junk mail, food and internet purchase cardboard packaging.

The campaign engaged with local businesses and schools through a publicity event that involved creating 9 3D letters to form the campaign tag line 'Recycle Me'. A letter was given to each organisation asking them to get staff, parents and teachers to fill them with domestic paper and card. Supporting organisations included: Welcome to Yorkshire, Arup, University of Leeds, M&S, Central Square, Ruth Gorse Academy, Kirkstall Community Primary School and Broomfield South Specialist Learning Inclusive Centre. The letters were then re-united in the city centre as part of a public roadshow:



Activity and results:

The more a message is seen or received in different places, the more likely it is to have an effect and be acted on. This campaign was aimed to be seen an average of 3-4 times by the public of Leeds and included:

Lamppost banners seen by 5.3m	600 community centre posters	3,000+ social media engagements
3,358 Leeds Bins app downloads	4.9m views of 8 digital screens	10 liveried refuse vehicles
Bus adverts seen by 1.67m people	3D letters seen by 1,490 school teachers, parents and pupils and 2,670 visitors and members of the public	PR stunt interaction 12,485
295,000 flyers delivered to households		8 digital screens around the city seen by 4.9m people

The success of the campaign will be measured in terms of an improvement in paper/ cardboard weight collected and a decrease in poor quality recycling material (or contamination).

An initial public perception survey taken pre and post campaign has shown between a 2-10% positive shift in awareness of the good quality type of paper and card that can be recycled.

Paper and Cardboard Recycling Campaign



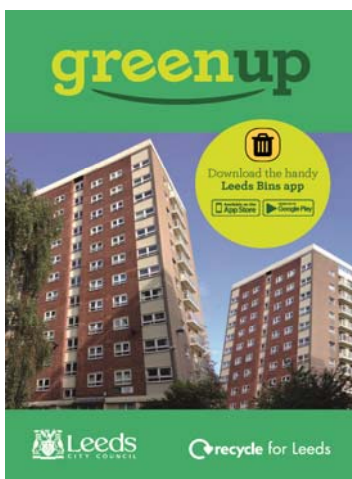
Aim and context:

The scheme aims to test if recycling behaviours can be encouraged through incentives, with neighbours and friends in the blocks coming together to win recycling awards, and thus creating a social norm to recycle.

A 12 month pilot scheme started in April 2017 trialling 7 blocks in East Leeds competing against one another on a monthly basis to improve their recycling rate. The tower block with the greatest improvement each month wins either a £1,000 communal prize or individual £10 vouchers (decided by the residents).

The blocks involved are:

- Barncroft Heights, Grange, Towers and Court (Killingbeck & Seacroft)
- Denbigh Heights and Croft (Gipton & Harehills)
- Roxby Close (Burmantofts & Richmond Hill)



greenup
 Registration Card
 Register today for Green Up rewards

Congratulations, your block of flats has been selected to take part in the trial recycling rewards scheme Green Up. If you'd like to take part and be in with a chance of winning prizes for recycling fill out your details below and post this card into the Green Up post-box in the entrance to your building.

Name

Address

Email

Contact number

Great, now let's get recycling! If you're not sure on what goes in your recycling bin download the handy Leeds Bins App.

Available on the App Store
 Get it on Google Play



Activity and Results:

Block residents sign up to the scheme and receive monthly newsletter updates on how the rewards competition is progressing alongside hints and tips on recycling.

The recycling bins are weighed weekly and the percentage differences in weight between months determines the winner – the block that has the largest percentage increase in their average bin weight wins.

28.3% sign up was registered across the blocks, which contain a total of 332 flats. A perception survey is underway to gauge whether social norms and recycling awareness have increased as a result of the scheme.

After 6 months, the pilot has shown recycling weights to fluctuate rather than showing definite trends, and a longer time frame should begin to show trends.

6 winners have been announced with the most successful block winning on 3 occasions and mainly opting for the communal prize of £1,000 to spend on improvements and social activities.

Revive Leeds – Kirkstall Road Re-Use Shop

Aim and context:

Revive Leeds is a partnership between SLATE, a local charity that provides meaningful work to those with learning disabilities, and St Vincent de Paul (SVP) who provide free help and support to the long term unemployed or disadvantaged and run the SVP advice centre on York Road. Following the success of their first re-use shop on the Seacroft recycling site, Revive were the successful applicants for the new re-use shop, which formed part of the wider £5.2m redevelopment of the Kirkstall Road household waste recycling site.



Activity and results:

Revive @Kirkstall opened in March 2017 and has achieved the following:

- Hit first year sales target (£156k) in just 8 months;
- 38.13 tonnes or 40,300 items re-used to the end of May;
- 10 individuals employed across 7FTEs;
- Recruited 1 apprentice;
- Provided placements for 2 students from Swarthmore College (16-19 years old);
- 10 volunteers a week working a total of approximately 120 hours a week;
- 4 volunteers progressed to employed roles – 1 apprentice and 3 part time sales assistants;
- Training provided to all staff and volunteers: customer services, basic manual handling.