

GROUNDWORK

CHANGING **PLACES** CHANGING **LIVES**



Changing Public Attitudes to Issues Surrounding Consumption, Waste and Recycling

Stephen Armstrong
Programme Manager – North of Region
Groundwork NE & Cumbria

Introduction

- » Groundwork NE & Cumbria
- » Partnerships and Projects
- » Case Studies
- » Successes and Learning
- » Questions



Partnerships

- » South Tyne and Wear Waste Management Partnership
- » Policy drivers
- » Infrastructure
- » North Tyneside Council
- » Sunderland City Council



Waste Awareness Partners



South Tyneside Council



North Tyneside Council



www.groundwork.org.uk/northeast

Why Partnership Working

- » To combine skills and work collaboratively
- » Support the infrastructure investment. and provide a better outcome for waste management practices across the region
- » To work collectively to provide an effective waste awareness service and education provision
- » To better inform communities
- » To change behaviour

Community

Engagement

- » What we do
 - » How we do it
 - » Policy and Strategy
 - » Outputs
 - 55,000 engagements
 - 450 school assemblies and workshops
 - 10,000 doorknocks and conversations
 - 600 community events.



St Mary's Primary, Sunderland

- » Classroom waste reduced from 75kg – 33kgs
- » Lunchtime waste reduced from 260kgs – 154kgs



North Tyneside Council: Rewards and Incentives Campaign

- » Rewards and Incentives
- » Focussing on food waste and washing squashing plastics
- » Incentivised pledging and regular prize draws
- » Playground Pledge Roadshows: whole school approach



Sunderland's Be a Better Recycler Programme

- One year campaign to increase awareness and improve household recycling
- 10,000 engaged, 102 community events, 50 schools, 1500 pledges
- Interest but confusion
- Increasing tonnages throughout campaign
- Importance of sustained campaigns



What Has Worked

- » Partnership
- » The personal approach
- » Family and school engagement
- » A mix is always necessary
- » Energy, commitment, patience

What We Have Learned

- » Sharing personal data is a problem
- » Biggest behaviour change often comes with one to one and group work
- » Targetting is important
- » Engagement of front line staff are crucial
- » Nationally recognised campaigns are helpful

Moving Forward

- Funding secured in line with residual waste treatment contract
- External funding and added value.
- External evaluation
- V&E Centre Coordinator Professional Doctorate Research Project
- Changing public attitudes and behaviour

Thank you

Any Questions?

Contact information:

Stephen Armstrong

stephen.armstrong@groundwork.org.uk