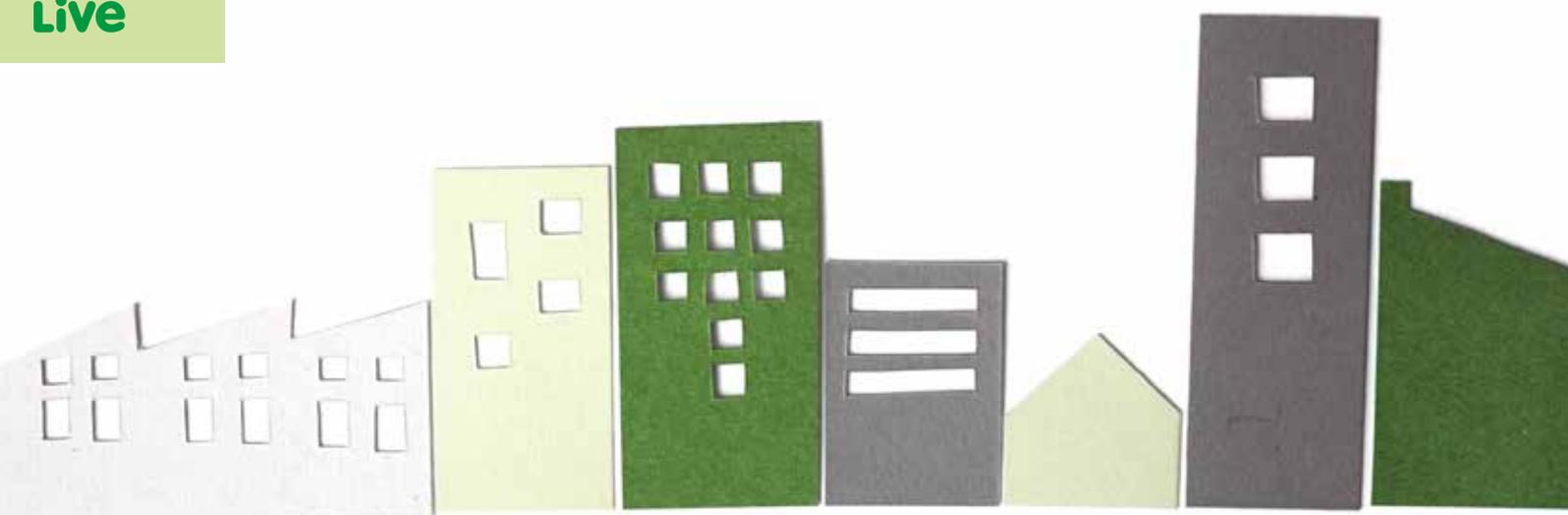


KEEP
BRITAIN
TIDY

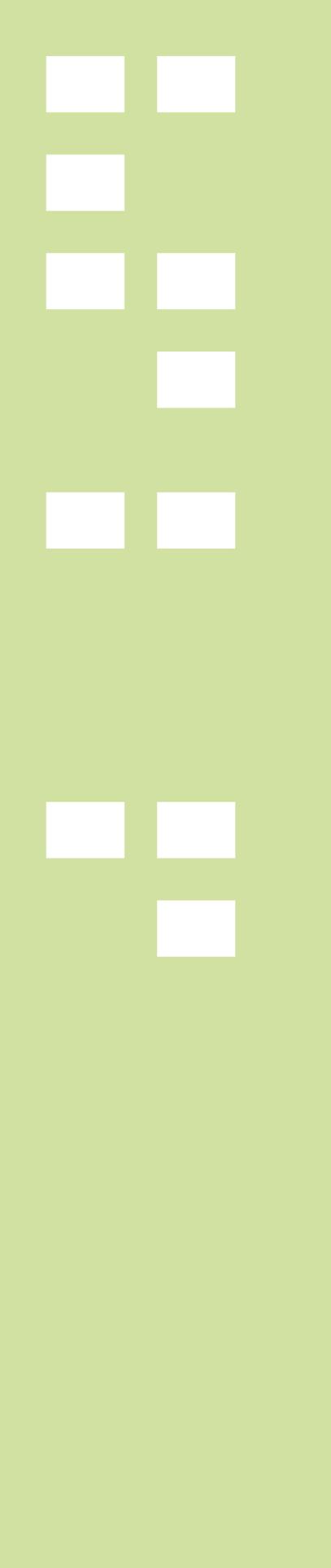
Love
where
YOU
Live



The Ur[bin] Issue

Working with communities to
improve urban recycling





Contents

4	Foreword
6	Executive summary
8	The Inquiry
8	Introduction
10	Methodology
12	Our findings
13	Engagement
18	Motivation
23	Infrastructure and service provision
30	Action plan
35	Acknowledgements

Foreword

Despite longer-term success in becoming a nation of recyclers, more recently England's recycling rates have begun to level off and could decline. On current trend, they are unlikely to reach the levels needed to become a truly resource efficient nation. Coupled with this concern are the differences seen in rates across the country and, in particular, the generally lower household recycling rates found in our towns and cities.

The question facing England is: what do we need to do to achieve a further step change in our national recycling rate to emulate the best performers in Europe? With the majority of our population living in urban areas, the answer is that we need to tackle the recycling challenges in our urban environment.

At SITA UK, we recognised this in 2010 when we commissioned a report that analysed international recycling experience for multi-occupancy households¹ – a distinctive and often dominating feature of our towns and cities.

Receiving the backing of our communities is vital if we are to address this challenge. Inspired by the community engagement approach successfully adopted by Keep Britain Tidy in its various waste-related programmes, we commissioned a community-led inquiry to reconnect with the general public on the challenge of increasing urban recycling, both in terms of quantity and quality.

We would like to thank Keep Britain Tidy for conducting this study and research consultancy BritainThinks for the work they have done in undertaking this research. Their expert planning and event facilitation have allowed the voice of our urban communities to be heard in this report – what they feel about recycling, what barriers they face and what they believe must be done to improve urban recycling rates. The actions identified place a responsibility on all parties involved in the waste management chain to work in partnership towards this goal – central and local government, businesses and the waste management sector, and indeed the communities themselves.

We are especially grateful to the participants of the citizens' juries and online poll, as well as the experts who generously gave their time and expertise to address the citizens' juries. Their contribution has been invaluable in guiding the juries' deliberations and in informing their action plans.

We hope you find this report interesting and welcome your thoughts on its findings.

David Palmer-Jones
Chief Executive Officer
SITA UK

¹ SITA UK, 2010. Looking up: International recycling experience for multi-occupancy households.
<http://www.sita.co.uk/downloads>

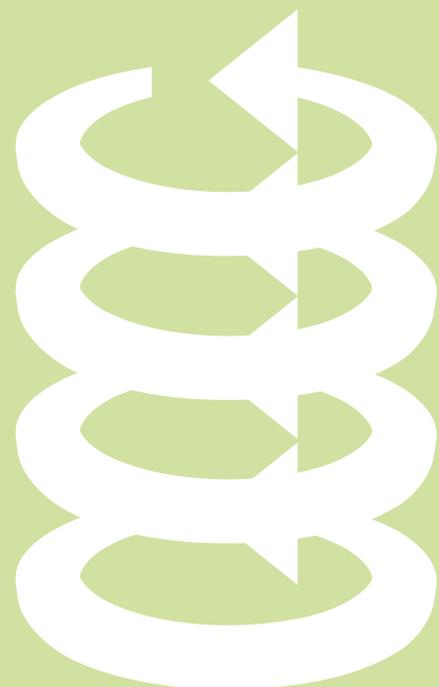
Through our campaigns, programmes and research on Litter and Waste over the last 60 years, Keep Britain Tidy has been in a unique position to recognise first-hand the changes that have happened across our society – the consequences of the type of things and the amounts we buy, the materials they're made from and how we can dispose of or recycle it. It is seen as litter on the street or rubbish created from the packaging or products discarded in the home, yet we recognise the importance and value of our resources and of ensuring that they are used, reused and recycled effectively to provide environmental, social and economic benefits.

That's why we were delighted to partner SITA UK for this research, as well as to demonstrate our shared concern for England's slowing recycling rates and in particular the low rates found in many urban areas.

This research hopefully will add renewed focus and energy to the issues surrounding urban recycling and provide a focal point for the different organisations and stakeholders to work together.

We hope to continue to provide a voice and a gateway for the general public to engage in and contribute to a resource resilient future and to champion the policies and infrastructure that will further enable this to be achieved.

Phil Barton
Chief Executive
Keep Britain Tidy



Executive summary

Diverting waste from landfill by improving the recycling rate of waste materials has driven the UK's waste management policies over the past two decades. This started with the introduction of landfill tax in 1996, followed by statutory household waste recycling targets in 2000 and landfill diversion targets set by the European Union.

By any measure, England's recycling performance in the new millennium has been a success. Starting from single-digit recycling rates in the late 1990s, **the decade between 2000/01 and 2009/10 saw a 235 per cent increase in household waste recycling.**

However, this spectacular year-on-year rate of increase is beginning to falter as the 'easier wins' are secured. **In 2012/13, England achieved a household waste recycling rate of 43.2 per cent against rates of 43 per cent in 2011/12 and 41 per cent in 2010/11.** While these national recycling rates are impressive, they still fall short of, say, the Netherlands (60 per cent), Belgium (56 per cent), Germany (62 per cent) and Austria (62 per cent).

The starting point for recycling is waste collection. The easier wins relate to waste collections in rural and semi-rural environments, where the relative availability of space and demographic stability have enabled local authorities to achieve higher recycling rates than in more challenging urban environments. It is no accident that local authority recycling rates above 60 per cent are dominated by rural authorities, with the lowest recycling performance band (14 - 30 per cent) dominated by urban authorities.

Lower levels of recycling in urban areas are not a new phenomenon and there have been many studies, recommendations and interventions over the years. Even so, levels remain frustratingly low. The twin factors of flat-lining recycling rates and poor performance in urban areas are why we decided to undertake this inquiry, which involved members of the public in seeking answers. We wanted to dig deeper into the issue alongside the general public and engage them in finding solutions.

The urban recycling inquiry took place through the spring of 2014, providing an opportunity – through 'citizens' juries' – for members of the public in the north and south of England to spend two days learning, deliberating and collaborating with a variety of experts on recycling. Ultimately, the aim was to put together a suggested action plan for improving urban recycling rates in their areas and to capture the sentiment behind those plans to apply to England more widely.

Keep Britain Tidy organised these events with the expert help of BritainThinks, specialists in deliberative research. Alongside the citizens' jury sessions, a representative online poll of 1,000 people was conducted to explore further some of the outcomes and insights from the juries – which enhanced many of their findings.

As our jurors were given the time and space to learn about recycling, we found it quickly empowered and motivated them to engage more with the subject. There is, however, still a necessity for the infrastructure, service provision and leadership from other stakeholders to be put in place to help improve and sustain recycling efforts. These findings from our citizens' juries were also reflected in our online poll of urban England.

Our research highlights that, to achieve higher urban household recycling rates in England, collaboration and continued dialogue are essential to explore, refine and build action through a mix of methods.

We need to work together if we are to progress and reach our desired destination of a nation with higher recycling rates of better quality, and a nation that is in a stronger position to face short-term and future resource challenges.

Importantly, we will have to build informed, motivated and enabled individuals and communities across England through collaboration between the experts and those at the very heart of our household recycling rates – the residents themselves – by making sure they are involved in the planning process.

Here are the 10 key actions that emerged from the citizens' juries. See [page 30](#) for more on why they are so important.

ACTION 1

Create a new and deeper public debate on the value of resources and waste.

ACTION 2

Continue to invest in communication.

ACTION 3

Profile the environmental, social and economic benefits of the waste and resources sector.

ACTION 4

Enable local authorities to introduce a tax rebate for recycling more and reducing waste.

ACTION 5

Rebuild trust in recycling and demonstrate local community benefits.

ACTION 6

An overarching framework is required to drive greater consistency in terms of waste and recycling infrastructure and service provision across England.

ACTION 7

Provide food waste collections for all households by 2016.

ACTION 8

City and town council planning requirements should include household recycling obligations for developers (particularly for flats).

ACTION 9

We need a revolution in the provision of recycling on the go.

ACTION 10

Eco-design for waste prevention and recycling.



This document presents an extensive summary of the inquiry and the online poll.

The full supporting reports are available online at www.sita.co.uk/downloads.

The inquiry

INTRODUCTION

Our society has made significant progress in embracing recycling as an everyday activity over the past 15 years, with national recycling rates increasing five-fold. In almost all local authorities in England, residents are now provided with a collection service for at least four materials (paper, metal, glass and plastics), and behind our recycling and reprocessing systems is an infrastructure that provides jobs and economic opportunities and supports a move towards a more circular economy.

Despite this success story, the annual rate of increase in household recycling rates in England has been slowing over the past three years to the most recent annual increase of just 0.2 per cent². Household recycling appears to be levelling off and it is clear much more could be achieved.

Urban areas on average have fallen behind rural areas in recycling rates, although wide differences in performance do exist across the country. A lack of space, less green waste and more transient populations are some of the reasons for our poorer urban performance. Nevertheless, we believe increasing the rate of urban recycling in England is possible and would realise significant economic, environmental and social benefits. This increase is also essential to help us move towards a circular economy and to become a more resource resilient nation.

Over the years, studies have been commissioned to understand why urban recycling is not achieving its potential and how we can enable greater recycling rates. Research has focused primarily on attitudinal surveys, focus groups and monitoring recycling participation. While findings have been useful and acted upon, many unanswered questions remain and people living in urban areas have had little hands-on involvement in the planning process.

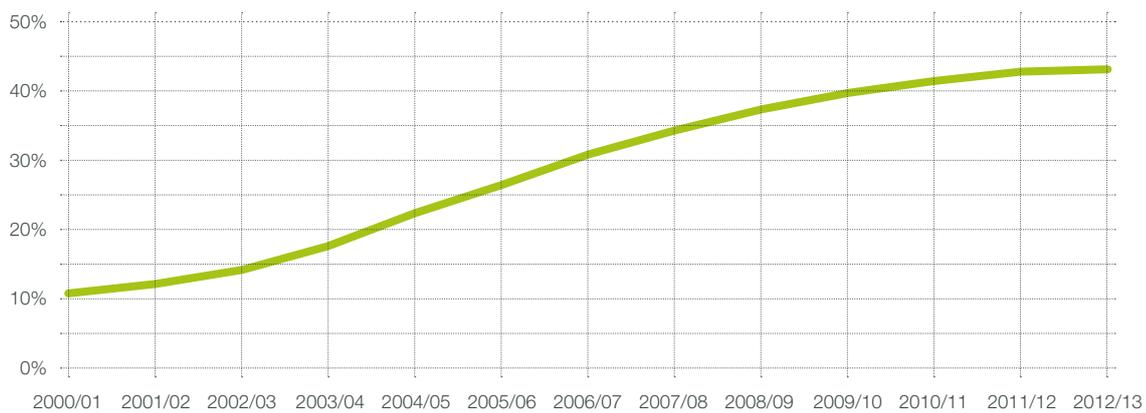
THE ANNUAL RATE OF INCREASE IN HOUSEHOLD RECYCLING RATES IN ENGLAND HAS BEEN SLOWING OVER THE PAST THREE YEARS TO THE MOST RECENT ANNUAL INCREASE OF JUST 0.2 PER CENT²

Working in partnership is increasingly recognised as vital to solving social and environmental issues. One group often missed, but vital to success, is the public. Their active involvement is needed alongside policy-makers and other stakeholders in the development and implementation of practical solutions. There is huge value to be gained from digging deeper into the public's understanding, attitudes and behaviour and engaging them in the co-design of solutions and calls to action for various audiences.

URBAN AREAS ON AVERAGE HAVE FALLEN BEHIND RURAL AREAS IN RECYCLING RATES

² Department for Environment, Food and Rural Affairs (Defra), 2013. Statistics on waste managed by local authorities in England in 2012/13. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/255610/Statistics_Note1.pdf

Household waste recycling rate in England



In this context, SITA UK and Keep Britain Tidy decided to undertake more deliberative research to explore in greater detail, with the general public, how we can increase and improve urban recycling. It was on this basis that we decided to hold an urban recycling inquiry involving the public.

Our inquiry aimed to answer the following questions:



What does the public currently think about recycling and why?



Which pieces of information and messages are the 'penny drop' moments that persuade citizens that recycling is a serious issue?



What does the public think we should do to increase urban recycling in England?

Through the inquiry, we aimed to gain greater insight into people's perspectives on these issues and into how their knowledge and attitudes changed as they took part in a process that led them towards a more informed understanding of recycling.

METHODOLOGY

Our urban recycling inquiry was held between February and May 2014. The inquiry consisted of two events, using citizens' juries, conducted in the north and south of England.

The jury sessions were followed up by an online poll. We wanted to explore how our findings were reflective of the wider population of England and, in particular, urban residents. So we conducted a representative poll of 1,000 households, with five questions based on the topics raised during the citizens' juries.

THE CITIZENS' JURIES

We ran two citizens' juries – one in Manchester (Manchester City Centre) and one in London (London Borough of Lewisham) – using an adapted citizens' jury approach where 12 local residents took part in each two-day jury session. Participants were selected via on-street recruitment and were screened to ensure that each group as a whole was broadly reflective of the local area: participants were drawn from living in a dense urban area with a spread of socio-economic backgrounds, ages, ethnicities and tenure (including home owners, private renters, and those living in social housing, flats and terraces), with an even gender split. They were unaware of the topic they would be discussing before arriving, so as not to influence initial views.

Additionally, observers and experts were on hand to help participants with questions on the topic and build knowledge through prepared 'information giving' sessions.

Participants went on a journey as the days progressed. At the beginning, most had a low awareness and interest in recycling. As the days passed, knowledge and engagement quickly grew.

Over the two days, participants collaborated with each other and with local council representatives and invited experts to explore the different choices and systems behind recycling, as well as the underlying social, economic and environmental motivation for doing it. The second day culminated in the development, in groups, of an action plan to increase urban recycling in their localities. The 10 actions that emerged from the discussions revealed increased understanding and knowledge among the participants, insights into the feasibility of possible improvements, recognition that there is no single solution for increasing recycling and a developed sense of concern for the issues that make recycling important.



What is a citizens' jury?

A citizens' jury is an opportunity to understand where members of the public get to when they are given the time, space and information to consider an issue in real depth. They also offer a great opportunity for members of the public to engage with experts and stakeholders at the event itself.

They tend to take place over a reasonably long period of time (often two or more days) and involve a small group of citizens, recruited to reflect society more broadly in terms of age, gender, social class, region, etc.

Through a series of presentations, panel discussions, small group exercises and plenary debates, participants receive unbiased, factual briefings on the issue from experts in the policy area, as well as being exposed to arguments and perspectives from a wide range of voices and viewpoints. A crucial element and difference from many other types of research is that the participant jurors are able to question experts or the 'witnesses' present directly to build greater clarity and understanding on the topic, just like a real jury.

They are then asked to develop their own recommendations for the way forward.

Common outputs from these exercises include:

- ➕ **Citizens' criteria for making decisions on the issue.**
- ➕ **Prioritisation of key decisions or factors.**
- ➕ **New ideas, particularly for communicating the issues more effectively.**

Unlike other types of public engagement or consultation events, citizens' juries are moderated by external experts to ensure the process is fully objective.

The outputs from citizens' juries can stand alone as a research report, or work together with other research or policy analysis to develop a larger thought leadership position.



DAY ONE

Introductions and initial table discussions with participants on their pre-existing views and understanding of recycling, why we recycle, how recycling works and who is encouraging us to recycle.

Quiz to test and expand knowledge about recycling and waste issues where participants answered multiple choice questions in teams and were then shown the correct answers and given further explanatory information.

Presentations, table activities and discussions on:

- + 'Why we recycle' from Keep Britain Tidy.
- + 'How recycling works' from the Waste and Resources Action Programme (WRAP).
- + 'Barriers to urban recycling' from Keep Britain Tidy and a local authority representative.

Overnight task for participants to look at their own recycling bins in their homes / areas, thinking about how what they'd heard related to their own lives.

DAY TWO

Q&A session with experts.

Expert witnesses giving perspectives on recycling from local government, national government, business and the third sector were quizzed by participants on questions they had prepared the previous day on areas where they felt they needed more understanding.

Presentation of a variety of initiatives that can help to increase urban recycling, from infrastructure changes and the design of bins, to communication methods and reward schemes. Inspiration was also put in context with examples of two cities / urban areas where urban recycling rates were high and the methods they were using.

Writing action plans. Participants considered the different roles that government, local authorities, business and the community could play, and pulled together everything they had learnt to write an action plan for how to increase recycling rates in their local areas.

Our findings

Many of the participants involved in the citizens' juries went through an observable transition over the two days, from a feeling of disconnection with recycling to one of more connection and commitment. They moved from being aware but not fully engaged in recycling, to understanding many of the complexities and challenges. This simultaneously increased their desire to act and articulate what other stakeholders should be doing to help.

It quickly became apparent that there were three distinct but interlinking areas arising from our urban recycling inquiry.

- + **Engagement** – build knowledge, understanding and skills around recycling.
- + **Motivation** – make the benefits visible and local, promoting local care for the community.
- + **Infrastructure and service provision** – provide the enablers.

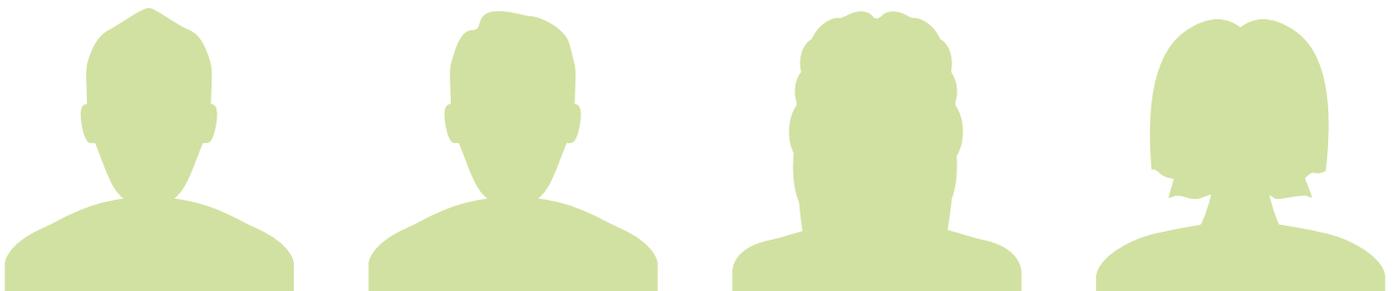
In this report, we have presented these findings by splitting them into two sections. Initially, we focus on 'the starting point' – that is, the knowledge, attitudes and perceptions of participants upon entering the room at the start of each citizens' jury. Then we look at the end of the second day, when they are feeling much more knowledgeable and confident after discussing recycling with each other and with expert stakeholders.

This allows us to explore and understand the transitions participants made as they became more connected and conscious about recycling.



Although the three areas are separated here, they do overlap and reinforce each other. For example, giving people more information about what happens to recycling in turn serves to motivate them to do more. Also, having the service provision, such as food waste collections, encourages the use of them. There is also the need for a leader to bring together the different players.

To achieve higher recycling rates, participants come to recognise that there is not only a combination of methods that can be used, but also that a mix of complementary actions is essential.



ENGAGEMENT

Common threads arose in the building of knowledge, understanding and skills of participants in each jury relating to the engagement and education of the public.



These related to questions such as:

What is recycling?

How do I recycle more effectively?

Why is it important?

What happens to my recycling once collected?

KEY FINDINGS

1 There was widespread confusion about the realities of recycling, what materials are recycled, where they go and what they become.

People felt that recycling happened behind closed doors and that they needed more detailed information to build their understanding and their trust in the system. This would also help them develop skills to recycle better.

2 Recycling seemed to have become an unconscious action with little thought given to it and disconnection was felt by many. Despite positive associations with recycling, there was little clarity as to why recycling is a good thing to do and what its benefits are.

This can translate into little action or the wrong type. Building and communicating understanding of the wider benefits of managing our natural resources and our waste better were felt to support greater realisation of the importance of recycling.

3 There was diminished public trust and support for recycling which was restored by working through the full process and talking about what recycled materials are made into, and how this helps society through more jobs and the green economy.

People felt disconnected from the organisations that facilitate the rest of the recycling chain, once materials are put out on the doorstep or deposited in a communal recycling bin.

4 There was recognition that our lifestyles and waste services have changed, meaning we have become more disconnected from stuff, our waste and its value. There are memories of 'make do and mend' from years gone by and of a thriftier, less wasteful society.

Greater life skills for reusing, repairing and recycling in and around the home – not necessarily due to concern for the environment, but born out of necessity and cultural norms – have been gradually eroded.

DAY ONE

ENGAGEMENT

UPON ENTERING THE ROOM

Participants' spontaneous responses and associations around recycling, captured at the start of the citizens' jury sessions, are presented below. These topics were further explored in group discussions to gain a better understanding of participants' pre-existing views and knowledge about recycling.

Good things about recycling

MANAGING CONSUMPTION
ENVIRONMENTALLY-FRIENDLY PRODUCTS
BREAKDOWN WASTE PRODUCTS SAVES ENERGY
 A CLEANER FUTURE FOR MY KIDS
 STOP WASTING PROTECTS RESOURCES LESS SUPERMARKET RUBBISH
REUSING MATERIALS
 LESS UNDERGROUND WASTE MAKE USE OF BOTTLE, TINS, PAPER
ECONOMICAL PRODUCTION SAVES US FROM WASTING
 SAFER PLACES FOR ANIMALS **SAVING OUR PLANET** REDUCES LANDFILL
SAVES MONEY **LESS RUBBISH**
 SAFER PLACES FOR KIDS POSITIVE THINKING ABOUT WIDER ENVIRONMENT
 USEFUL PRODUCE KEEPING THE STREETS CLEAN
BRINGING COMMUNITY TOGETHER
LESS WASTE SEPARATION OF LITTER
 KEEPING DISPOSABLE RUBBISH DOWN

Bad things about recycling

SENDING DANGER AND DIRT TO DEVELOPING COUNTRIES
BINS **WASHING RECYCLABLES**
 NO PLACE TO RECYCLE **SORTING AND SEPARATING BINS**
 NOT ORGANISED NOT ALWAYS PROFITABLE
SMELL **POOR INFORMATION**
TOO MUCH EFFORT NOT ALL CONTENTS OF RECYCLING BIN WILL BE RECYCLED
TIME CONSUMING FINES IMPOSED
 USE OF HARSH CHEMICALS
 ENCOURAGES PEOPLE TO DISPOSE OF THINGS THAT COULD BE REPAIRED
COMMERCIAL WASTE OFTEN GOES UNRECYCLED
CREATES UNEMPLOYMENT TOO MANY BINS **BIN STORAGE**
CARRYING BINS IT'S NOT AS EASY AS IT COULD BE

There was a clear divide between participants' views on good and bad things about recycling. Good things focused on 'bigger than self', even global or future benefits, while bad things highlighted the individual effort and hassle that goes into recycling. It is clear that a constant trade-off is being made between the effort for the individual and the broader more distant outcomes for society and the environment.

"Recycling makes it a cleaner future for my kids and allows them to learn about the effects of their waste."

LEWISHAM

"People have busy lifestyles and it can be difficult to recycle."

MANCHESTER

Participants also inherently knew that recycling was a good thing, but were less able to explain how the 'future might be cleaner' and the role recycling would play in this ideal. There was also a strong connection, from some participants, between reusing materials and memories of a 'make do and mend' mentality from years gone by or of a thriftier and less wasteful society – which they linked to reducing waste and reusing resources. This was not, though, necessarily for sustainability or other environmental reasons.

Finally, there was, as one might expect, general condemnation of residual waste or rubbish – *'it looks and smells bad, takes up space and is wasteful'*. Reducing rubbish was therefore seen as a good thing to do.

"During the Depression and the War, you would pay a deposit to borrow a bottle and then bring it back later. When that generation, which had real austerity, started dying out, people stopped these schemes."

LEWISHAM

"It is important to reuse what is available, while it is available."

LEWISHAM

"Recycling makes use of old bottles, tins and paper."

MANCHESTER

There was confusion from many of the participants about what recycling really means in practice. Although positive associations and reasons to recycle were cited, there was little clarity on why recycling was good or of the wider benefits.

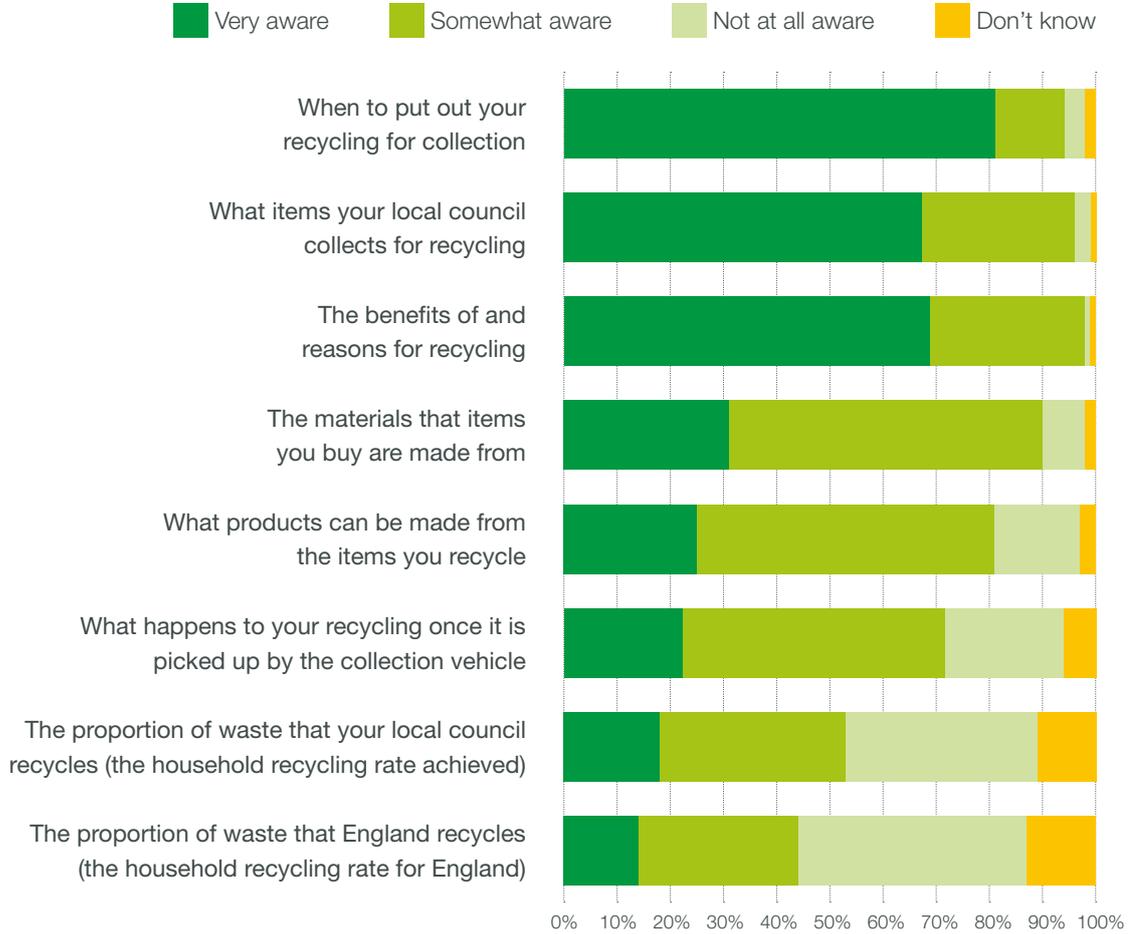
In our online poll of urban inhabitants in England, we wanted to explore further some of these initial viewpoints from our jurors about recycling.



ENGAGEMENT

POLL QUESTION ONE

How would you rate your **level of awareness** of the following statements?



The responses to poll question one mirror our findings from the citizens' juries. Most respondents claimed to be very aware of when to put out their recycling and more than half were aware of what to put out and the benefits. Conversely, fewer than a third of participants were very aware of what happens to their recycling once it is collected and what it can be made into. Finally, only 18 per cent of respondents said they were very aware of the proportion of waste that their local council recycled and even fewer for England as a whole.

With further analysis of the polling data, those who recycled 'sometimes' or didn't recycle at all seemed to have significantly lower awareness of, and confidence in, some of the more basic aspects of recycling, such as when to put out their recycling and the items their council collected.

DAY
TWO

ENGAGEMENT

A MORE ENGAGED RECYCLER

By the second day, through a series of activities, participants had begun to form a fuller understanding of recycling in England and built on their initial assertions that it was good for the environment, society and even the economy.

As participants learned more, there was a sense and realisation that recycling had moved further away from them, become formalised, more disconnected and invisible. There was also a sense that some participants recycled because they were told to do so by their council, with little awareness of the true reasons for needing to recycle and what actually happened to their recycling.

“I didn’t care, to be honest, before yesterday. When you do know, you do take interest.”

LEWISHAM

“I feel bad that I have had to come to an event like this to find out about the importance of recycling.”

MANCHESTER

Some facts and statistics presented over the two days stood out and seemed to move participants’ thinking towards greater awareness and understanding of the wider benefits of recycling. A strong indication was given by participants that more information was needed, which focused not just on how to recycle but also explained what happens to the materials collected and the reasons for recycling. Furthermore, the reasons for recycling should support the broader benefits as well as offering a greater focus on the individual or local community benefits.

When given more information around recycling, how it works and what actually happens to the materials, participants began to understand the system and the wider scale of the issues around recycling. One compelling example that chimed with participants’ own behaviour and experiences was seeing that a quarter of a typical household’s waste is food waste. Hearing this led many participants without food waste collections to say this was the single best thing their council could do to help them recycle more.

“Considering the quantity of food produced and consumed, it surprised me how much was wasted.”

LEWISHAM

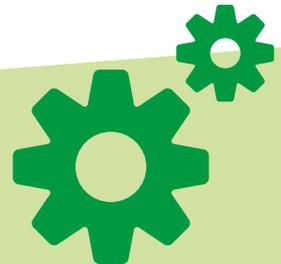
Their own experience of hearing all the information during the two days was something they were keen to reflect in their action plan. Many felt they had missed or forgotten information about recycling that they may have received from their local council, or felt it had got lost in a daily barrage of communication materials. Not only had they realised it was important that people knew about recycling in more detail, but they recognised the difficulties councils and others faced in trying to get people to engage with it in the first place. Participants also realised it would need to be the responsibility of a range of parties and require different techniques to reach urban residents.

“Communicating information is important to make people aware that things are going to get harder when we run out of resources.”

MANCHESTER

Action points from
the end of the second day

- + Provide clear information to the general public across England.
- + Teach recycling in schools and embed the topic within the curriculum.
- + Make increasing recycling a national government priority (and responsibility) alongside improving public understanding of recycling and the ability to recycle – for example, through laws for businesses.
- + Responsibilities of local authorities are clear and they should look to find more effective ways of communicating with residents to engage communities.
- + Communicate via peer-to-peer interaction – use ‘recycling champions’, volunteers and community groups to build trust and instigate community action.



MOTIVATION

Over the two days, there were clear changes in the attitudes and motivation of jurors in each session. Greater clarity was achieved through learning more about the benefits of recycling and through considering their own and wider motivations in relation to it. The jurors began to understand that knowing more about the topic could influence future attitudes and action towards it.

KEY FINDINGS

- 1** There was a lack of trust in their local council and many felt there was little positive feedback from councils in thanking residents for their recycling efforts or on progress made locally or nationally.

There was a feeling of mistrust in councils and their reasons for engaging residents in recycling and what any monetary benefits may be used for. Low knowledge of local or national performance in recycling was seen, with no recollection of any positive reinforcement, particularly any progress made locally. Communication was felt to help motivate people to put more effort into their recycling, alongside balanced, honest communication about the challenge still faced.

- 2** There was found to be little motivation to put more effort into recycling, because people were unable to see the local or wider benefits that recycling led to.

However, once the environmental and financial benefits of recycling waste rather than sending it to landfill were translated into examples of tangible local benefits, either financially (such as a tax or service rebate) or through visible improvements to their local environment and community, this was seen to be a large motivator.



DAY ONE

MOTIVATION

UPON ENTERING THE ROOM

Despite the initial underlying positive feelings from participants towards recycling and the environment, when motivations were explored further, there was also a sense that many just took part in recycling as it was something that people ‘had to do’ or ‘were told to do’. Many participants thought that pressure from the council was the primary motivating factor for recycling for most people.

“We recycle because we are told to. Why do we suddenly feel this urge? Apart from this punitive element, is there something in us now? Not really sure.”

LEWISHAM

“Sometimes you get jaded and stop for a while [recycling], so you need constant encouragement.”

MANCHESTER

Participants commonly referred to the lack of visibility in their local area of the benefits from their efforts to recycle, compounded by a lack of positive feedback thanking residents. Participants did not know how well their local council or the UK was doing or if there were any local or national targets for recycling.

“The council tells us to recycle, but then they don’t make it easy for us to do it and then punish us for not doing it!”

MANCHESTER

“We put in a lot of effort, but we don’t get any thank-yous for it; no appreciation.”

MANCHESTER

“In my area, people definitely do not recycle close to 50 per cent.”

LEWISHAM

Interestingly, in comparing themselves with other more rural areas or countries, such as Wales, that recycle more than urban areas in England, participants felt that rural areas would have a greater connection to nature and a stronger sense of community which, in turn, would encourage recycling and promote care for their local area.

“There is more of a sense of community in rural locations. Different environments make a difference to recycling habits.”

MANCHESTER

Participants did not have a sense of how recycling was good for the economy and jobs. In particular, there was no awareness of the economics of the recycling industry. Participants were surprised to learn that councils have to pay to send waste to landfill and that selling recyclate can earn councils money or be used to offset costs. Learning this was key to getting participants thinking about the benefits that could be gained if England were to recycle more, as well as questioning where this money went and how it could be used in the future.

“Some of the money saved in landfill tax could be reinvested back into local communities for recycling engagement.”

LEWISHAM

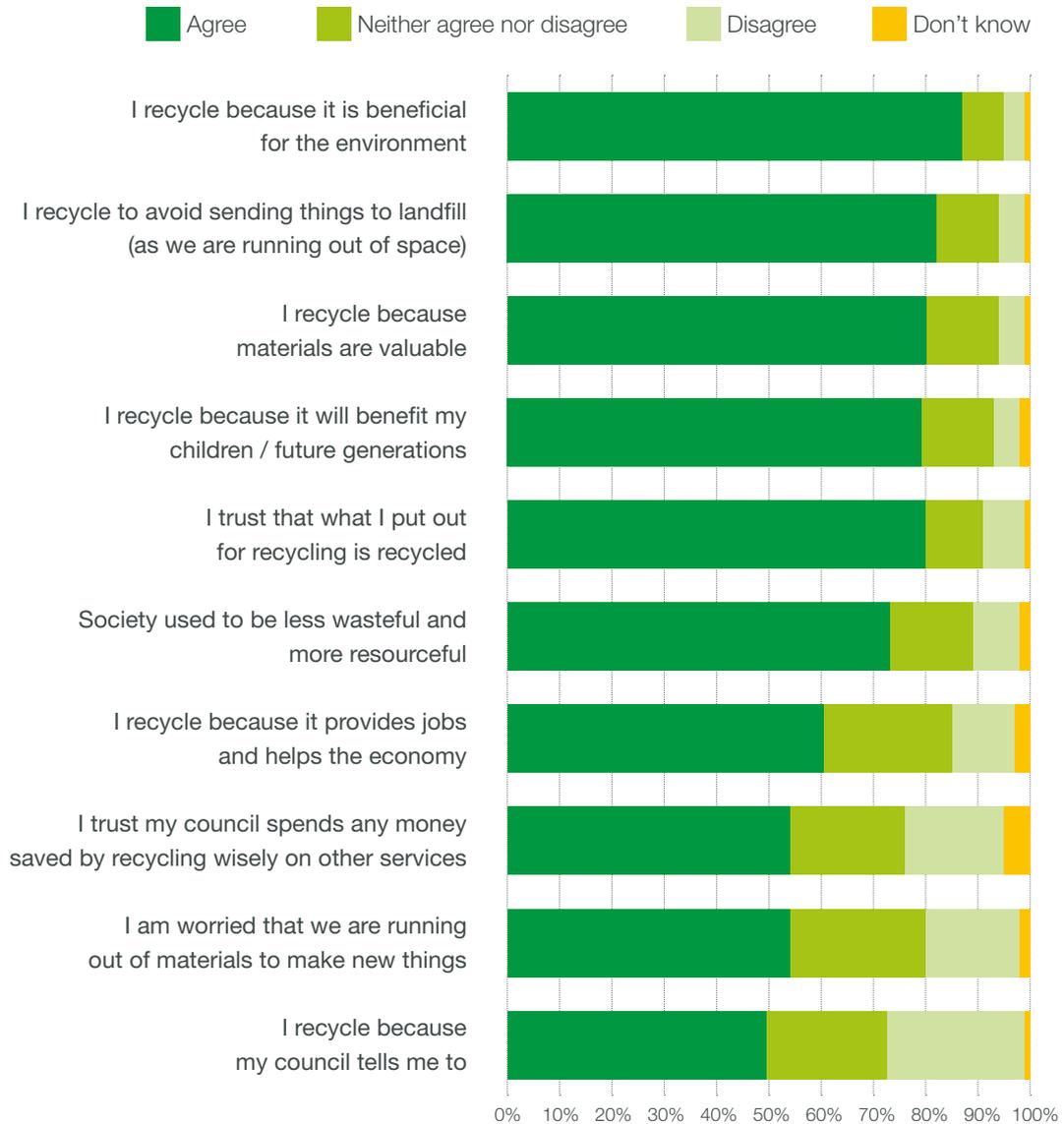
“We should spread the important messages: recycling creates jobs and saves money!”

LEWISHAM

To explore these different starting motivations and attitudes to recycling, we asked participants in our online poll the extent to which they agreed or disagreed with a variety of statements.

MOTIVATION POLL QUESTION TWO

When thinking about **recycling**, to what extent do you agree or disagree with the following statements?



Here again, many of the responses in poll question two echoed the participants' starting point in the citizens' juries, with the highest responses agreeing that it is important to recycle because it benefits the environment (87 per cent), avoids sending things to landfill (82 per cent) and is beneficial for children and future generations (80 per cent).

As with our juries, the area of recycling providing jobs and helping the economy seems to be a middling motivator for the poll participants. This perhaps needs further explanation as to what kinds of jobs are created, and how they are created, with 61 per cent in agreement.

Although polling suggests people recognise the value of materials, there is less recognition that this is connected to reducing resources — 54 per cent agreed that they recycled because they were worried that we are running out of materials to make new things with. This is also in line with the jury participants' understanding of why we recycle.

Responses relating to their councils were lower, with 54 per cent agreeing that they trusted that their local council spent the money saved by recycling wisely on other services.

DAY
TWO

MOTIVATION

A MORE ENGAGED RECYCLER

The most compelling arguments during the citizens' juries for encouraging greater recycling seemed to be:

- + We're running out of landfill.
- + It saves money (particularly in the context of the local area).
- + We're running out of resources.
- + There are targets to meet.

"To encourage recycling, they should spread the important messages, like how landfill is filling up."

LEWISHAM

"We're unique – the type of stuff we dispose of in this country. We throw things out indiscriminately, while people across the world fight for the resources just to live."

LEWISHAM

When shown, and after discussing, various initiatives that other councils, cities or countries had implemented to improve recycling, participants quickly agreed that giving more positive reinforcement to residents could increase motivation to improve recycling efforts.

"People want to know where recycling is going and what we are achieving."

MANCHESTER

"It's not going to mean anything to the general public when they talk about billions of pounds. It's best to show that we can put money into the community or an industry."

MANCHESTER

Examples of incentives were viewed on different levels. On the one hand, participants felt they were good, particularly after learning that recycling could save money for the council. But, on the other hand, there was scepticism around complicated points schemes. For many, the preferred approach was a designated 'reward' to invest in local community assets, particularly around flats. This would enable rewards to relate visibly to local environmental improvements – in parks, playgrounds and open spaces.

Furthermore, the question was raised as to whether any savings could be directly passed on to householders. There was reluctance from participants to pay directly for their waste (and pay less when it is reduced) through a 'pay as you throw' scheme. Conversely, when this was reframed positively as a council tax rebate paid back to the household at the end of the year in proportion to their recycling efforts, there was widespread support.

"If we save money for them, they should show us that they appreciate us by doing something for the community."

MANCHESTER

"Incentives are something you want to see visually."

LEWISHAM

The questions participants formed for the experts also served to reflect the values and motivations explored during the first day, highlighting their concerns over recycling and their new knowledge of resources, landfill and the associated costs. Some were linked to participants' fears about sustainability and the future of recycling. These issues were invariably seen through the prism of the impact on participants' children and grandchildren – *'What could have been done differently 50 years ago to avoid getting to where we are now?'*, *'What will it be like for my children's children?'*, *'How full of landfill is Britain going to be for my grandchildren?'*

Other questions also explored potential solutions, particularly focusing on the balance of incentives and punishments – *'Will it ever be a crime not to recycle?'*, *'How can you offer more rewards to people who do recycle more?'*, *'Why can't we see the local benefits of recycling?'*

MOTIVATION Actions from the end of the second day

- + Build better motivations to recycle.
- + Use more direct, localised feedback and rewards for better recycling rates via communication of the rising rates or through council tax bill rebates.
- + Reward rising recycling rates at a community level, through local authority investment in neighbourhood amenities (parks, trees, playgrounds etc). Connect recycling to visible improvements made to the local environment.

To compare these findings with the wider urban population, we asked our online poll participants what might motivate them to recycle more.

MOTIVATION POLL QUESTION THREE

When thinking about what may **motivate you** to recycle more, to what extent do you agree or disagree with the following statements?

■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Don't know



Again, in poll question three, the strongest motivators to improve recycling were found to be forms of direct individual feedback (through rewards), alongside local provision for the collection of a greater range of items. While still of interest, poll respondents considered that translating rewards into points to spend in local shops was less appealing, which was in agreement with our jurors' view.

Interestingly, there were no clear differences in our poll between local, national and global benefits having an effect on motivation, although there was a slight preference for more local or national benefits. As with our jury participants, an improved local environment was important, but there was an understanding of how this was part of the bigger picture.

INFRASTRUCTURE AND SERVICE PROVISION

Although a desire to recycle more may be fostered through improvements to public understanding and motivation, this attitude can be lost or wasted if the right infrastructure and service provision is not in place to encourage, support and sustain their engagement. At the most basic level, people need access to a good standard of service that enables recycling, and this needs to be defined and regulated.

KEY FINDINGS

- 1** There is frustration over the complexity of recycling systems and specific design aspects.

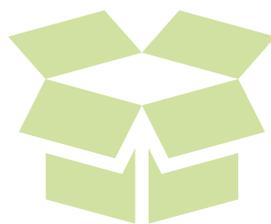
This is particularly the case around recycling bins in and outside the home. People felt they needed more support to understand and use the system, either through improved communications or design.

- 2** Confusion is caused because of the variety of services and collection systems provided, and varying standards and levels of maintenance in different areas and for different types of accommodation.

There was also felt to be inconsistency in provision and messages and actions inside and outside the home, with little opportunity to recycle when on the go.

- 3** People find the different types of packaging – alongside the amounts they are confronted with from businesses and, in particular, supermarkets – inconvenient and confusing.

Particular focus was given to the responsibility of businesses and manufacturers to reduce packaging and improve labelling, alongside more locally relevant information on what can be recycled and what the recycling becomes, in order to support increasing recycling rates.



UPON ENTERING THE ROOM

From the outset, participants were very aware of the day-to-day difficulties they faced with their local recycling provision and of the actions they could or could not take as a consequence. Opening discussions featured complaints about the number of bins and the time taken to separate items, as well as the associated smells.

“It’s time-consuming; people are not ignorant, but it’s tricky and an extra chore to fit in.”

MANCHESTER

While most participants recycled to some extent and have some understanding of why it is a good thing to do, there are some clear barriers to recycling more, primarily related to the perceived difficulties of recycling.

“Why are they making it complicated for people trying to do the right thing?”

LEWISHAM

“Understanding what’s what and where to put it gets in the way of people recycling.”

LEWISHAM

Clear frustrations were felt across the board, by those with street or kerbside services and those with communal recycling in flats, over the complexity of recycling systems and infrastructure design. Common questions included ‘*Why are there so many bins?*’ and ‘*Does it have to take up so much space in and around the home?*’. There seemed to be, however, a greater variety of provision as well as reported difficulties for those living in flats, because recycling challenges and solutions are typically more site-specific. The distances to walk to recycling bins and the poor maintenance of communal bins were all discussed with frustration.

“People just don’t know what can be recycled.”

MANCHESTER

“Some places make residents separate glasses, plastic, paper etc. It doesn’t look nice. Homes and living spaces are getting smaller, so there’s not a lot of room left for this.”

LEWISHAM

“On my estate, there are 160 bins all higgledy-piggledy. I have to drag my bins through the front of the house. It’s not easy.”

MANCHESTER

“I have to carry my recycling all the way down three floors and then it takes even more time to organise it all into the different sections.”

LEWISHAM

Confusion is also heightened by the difference in services provided in different areas and different collection systems: ‘*Why in some areas can people recycle their food waste while not in others?*’, ‘*Why can you put all your recyclables in one bin in some places and you need to separate in others?*’.

“No-one has anywhere to dispose of food waste except the waste bin.”

LEWISHAM

Recycling at home was also intuitively translated to recycling when out and about or recycling on the go. Participants felt further confusion about this and recognised a lack of consistency in messages on the importance of recycling through the limited availability of recycling facilities on the street to reinforce positive actions in the home.

“When I walk around, I don’t see a recycling bin, so what am I supposed to do? Why should I recycle? This is sending out the wrong message and people think ‘what’s the point?’. Need to join up recycling at home and out and about.”

LEWISHAM

“Why is it OK to put stuff in a rubbish bin on the street, but not at home?”

LEWISHAM

The starting point for many was also to note how much more waste there was now than in the past and the resultant need for them to throw out more in the first place. Many participants attributed these changes to increased amounts and types of packaging from manufacturers and supermarkets.

“Major companies need to do more to help – they produce most of this rubbish.”

LEWISHAM

“You buy a bag of apples that’s wrapped up in plastic and then you put it in another bag to take it home. You’re constantly wrapping plastic into plastic!”

MANCHESTER

We tested these findings with the wider urban population of England and asked them in the online poll how they felt about recycling and the related services, in both their local area and in England. Respondents’ strongest response, with four out of five people in agreement, was related to there being too much packaging on products.

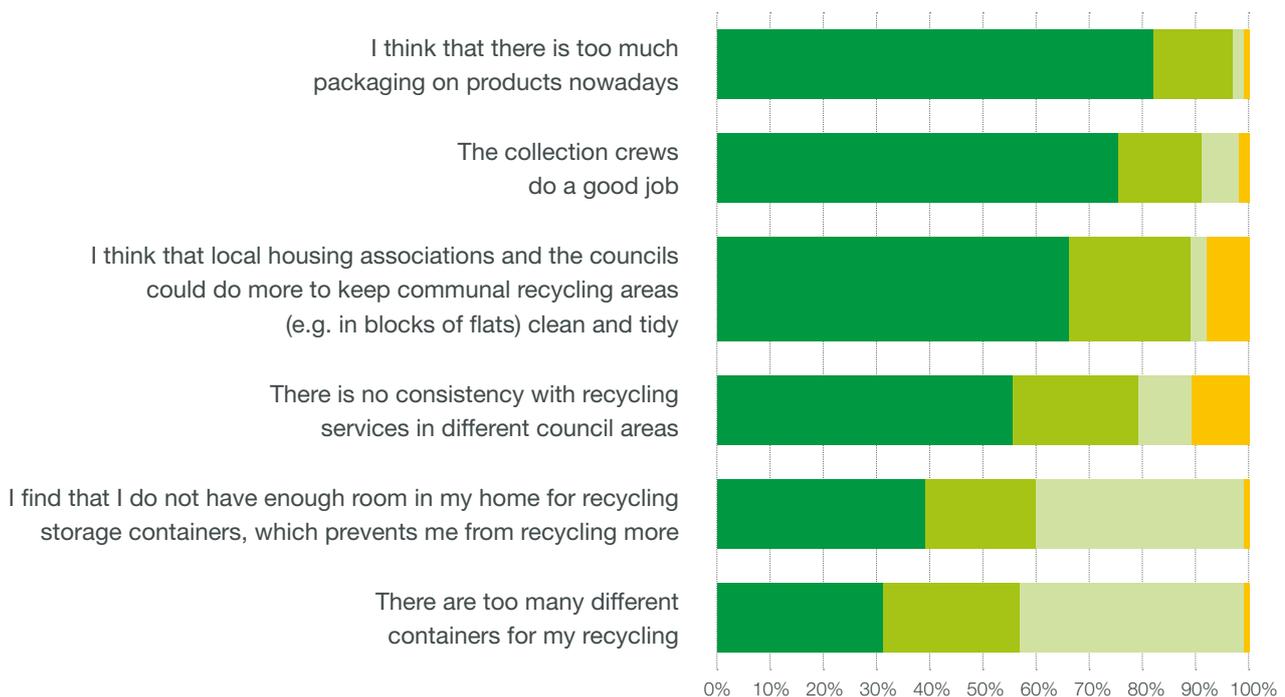


INFRASTRUCTURE AND SERVICE PROVISION

POLL QUESTION FOUR

How do you feel about **recycling** and the **related services** in both your **local area** and in **England**? Please indicate the extent to which you agree or disagree with each of the following statements.

■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Don't know



Three out of four surveyed felt that the collection crews did a good job in their local area, but 66 per cent thought that local housing associations and councils could do more to keep communal recycling areas (for example, in blocks of flats) clean and tidy. The lack of cleanliness of recycling areas was a common discussion by the juries. The recognised inconsistency in recycling was also a concern for more than half of those surveyed.

When we looked at the data from responses in more detail by housing type, we could see that, as with our jurors, some issues were more prominent for flats. For example, there was agreement that they had little room in their home for recycling storage containers, which prevented them from recycling more. For most of the other questions, however, there was little variation in response and similar feelings were expressed across the board.

DAY
TWOINFRASTRUCTURE AND
SERVICE PROVISION

A MORE ENGAGED RECYCLER

Three main elements seemed to develop the participants' understanding and awareness of recycling infrastructure and service provision:

- + A presentation on how recycling works (once it left the kerbside).
- + The chance to form and ask specific questions to an array of experts.
- + An inspiration pack that outlined various examples of initiatives developed to improve recycling.

These all served to widen participants' consideration of the various stakeholders, steps and choices involved throughout the recycling system – from the design, material choice and manufacture of the packaging, their own actions in and around the home and then the following stages of collection, recycling and reprocessing, through to the re-use of materials in a new product. This gave them the tools to make choices about initiatives they thought would be effective or those that could be useful if approached in a certain way.

Participants felt bin design, cleanliness and location were important, especially for those living in flats. They explored the impact regular cleaning of their bins would have, whether an underground bin would be more appealing and whether 'nudge' techniques and better signage could increase recycling. For example, would putting images of a landfill site on black bins and smiley faces / green spaces on recycling bins work? These nudge cues could also be as simple as saying 'Does it really need to go here?' on black bins and 'Thank you!' on green ones.

After hearing the wider implications of recycling during day one of the inquiry, participant questions to the experts created an opportunity to explore them in more detail. The questions highlighted concerns over who was responsible for making the improvements and what the long-term implications of not increasing recycling rates would be.

"What will happen if we don't reach our targets? Are our targets ambitious enough? How did we get to the point of there being no joined-up, national approach to recycling?"

"What is the one thing that your organisation is doing to help us reach the 50 per cent target? What does the Department for Environment, Food and Rural Affairs do to make sure it's easier for councils and for people to get higher recycling rates? Does the council have a local target? Why not? How many people are there in each council focusing on this?"

Alongside government and local authorities, the role of businesses (primarily supermarkets) was discussed again in terms of how they could support infrastructure and the dissemination of information to the public through improved, uniform and clearer labelling. Many of the questions to the expert witnesses covered these observations and concerns.

"Why do we need so many types of plastic in the first place? Why can't we ensure that packaging has to be made from recyclable materials? Can we offer incentives to make producers take more responsibility? Why don't supermarkets help us to do more, like recycling batteries and clothes?"

Reducing overall waste was also seen as inextricably linked to increasing the rate of recycling by participants – it's all about helping people to understand more about what they're throwing away – and reducing the size and amount of packaging. Promotions that entice consumers to buy more than needed were also discussed.

"Businesses need to use less packaging – that's the main issue."

LEWISHAM

INFRASTRUCTURE AND SERVICE PROVISION

Actions from the end of the second day

- + Improve bin design – for example, in-house compartment bins for kitchens and bathrooms and infrastructure to transport recycling to communal bins (and the bins and surrounding area themselves).
- + Make sure housing associations and local authorities take responsibility for keeping communal recycling areas clean and tidy, alongside factoring maintenance and storage into planning for new builds.
- + Use imagery on bins to remind people what goes where, alongside messages thanking them for recycling or challenging them when putting items in general waste.
- + Increase recycling collections – with weekly recycling collections versus fortnightly general waste collections and food waste recycling provision.
- + Businesses (primarily supermarkets) should improve and use clearer, uniform labelling on products, both for improving the ability to recycle and to prevent waste. They should reduce the size and amount of packaging, alongside the promotions that entice consumers to buy more than needed.



In our online poll, we tested these findings to see if they were mirrored at a broader level. We asked people what actions they felt would be effective to increase recycling rates. We found clear support for all the initiatives suggested during the citizens' juries, with particular high support for improved packaging for recycling (91 per cent) and increasing the amount of items or materials that can be recycled in their local area (90 per cent). Alongside this, as in the jury sessions, other popular methods included: money back on council tax for reducing waste and recycling more (88 per cent) and standardising the recycling services across councils in England (86 per cent).

INFRASTRUCTURE AND SERVICE PROVISION

POLL QUESTION FIVE

There are many ways to **increase recycling rates** – to what extent do you think each of the examples given below could be effective?



Results for urban respondents combined under Effective, Not effective, Don't know.

Action plan

Our urban recycling inquiry found that participants had positive views and perceptions about the need to recycle and the benefits of doing so. Yet, even so, there is a disconnection with recycling, a lack of skills and a lack of service provision to be able to do it and do it well, with no real drive for many to recycle more or better. The impact that changes to our society have had on the amount we buy, consume and discard is recognised – but, without time to reflect, learn more, deliberate and understand the implications, it had become the accepted norm for many of the participants in our study.

Through being part of these citizens' juries, participants travelled on a journey and established a closer and more personal relationship around the complicated issue of improving urban recycling. Given the time and space to build their knowledge and skills, motivation and clarity of the associated benefits, they were empowered to commit more readily to a path that naturally leads to better recycling. Finally, when participants feel supported in understanding the infrastructure choices and mix of services provided in their local area, as well as having the trust that these have been designed with the best possible local solution in mind, their journey to becoming a better recycler can continue steadily onwards.

Not only do these findings have practical implications and recommendation areas to be explored in further detail, but they have also highlighted the importance of continuing an open dialogue involving stakeholders throughout the sector and, most importantly, members of the public themselves. While we are unlikely to be able to engage the general public across England to the same extent as those participating in our inquiry, there are some common messages and recommendations that we feel would significantly change our attitudes on recycling.

ENGAGEMENT

ACTION

1

Create a new and deeper public debate on the value of resources and waste

People are not just disconnected from recycling, but also from the increasing resource challenges that threaten our society and economy. Stakeholders, led by national government – including local authorities, the third sector, businesses and schools – need to come together to communicate a more consistent message on recycling and to rebuild the connection between the public, natural resources and our waste. This must go further in relation to our resources, where they come from, where they go and what they become. At a local and global level, people need to understand both the personal and societal benefits.

ACTION

2

Continue to invest in communication

Across the country, councils are facing challenging times in terms of budget cuts, so we need to ensure that short-term savings are not made at the expense of long-term benefits. Communication should continue to be at the heart of increasing recycling, utilising the expertise and research developed over time. Not only do we need to continue to invest in communication, but we also need to be better at getting messages across to the public, exploring new techniques via social media alongside more traditional and targeted local campaigns, and engaging support from local community organisations or through national coverage. Ultimately, our natural resources are reducing too and the imperative for action is becoming ever more prominent.

ACTION

3

Profile the environmental, social and economic benefits of the waste and resource sector

The waste and resource sector still seems to suffer from a low public profile and lack of recognition of the important and innovative role it plays in our economy and environment. Government should support the repositioning of the waste and resource sector, not just as another service, but one that is good for the environment. We have to demonstrate the additional strengths of recycling and the circular economy for future investment, job creation and skill development, and for the positive contribution they make to a sustainable economy. We should also shine a light on the personal touch and the many positive stories within the industry. We need to reinvigorate the positive aspects associated with waste recycling, creative re-use and sharing within the community.

MOTIVATION

ACTION

4

Enable local authorities to introduce a tax rebate for recycling more and reducing waste

There is clear evidence from other countries that more effective methods to motivate recycling exist and should be encouraged by the government. Adoption of a council tax rebate for recycling more and reducing waste should be considered further. Current successful examples of paying directly for what you throw away have been demonstrated to be successful in other countries as an approach to increasing recycling and reducing waste³. While 'pay as you throw' has received some negative media interest and is currently illegal in England, our inquiry showed that, if you frame it positively as a council tax rebate at the end of the year, people are broadly supportive.

Fiscal incentives can be a compelling motivator, especially when people understand that we are already paying for our waste through our council tax and that reducing the amount of waste they throw away could enable them to get money back from the council at the end of the year. Therefore, we would urge the government to enable councils to implement council tax rebate schemes for reducing waste.

ACTION

5

Rebuild trust in recycling and demonstrate local community benefits

It is important for councils, national government and other stakeholders to rebuild trust in their actions and policies to support recycling. This has to start with local authorities, where our polling results showed almost half of residents do not trust that local authorities spend effectively the savings they make from recycling. Councils need to be open and transparent about the financial challenges they are facing.

A particular action that would support this would be to invest in reward schemes that provide tangible local community feedback. If reward schemes are used, local authorities should consider them in conjunction with feeding back progress, thanking people for their recycling efforts and, importantly, translating positive effort into tangible benefits for the local environment and community, such as parks and green spaces.

³ Eunomia, 2011. A comparative study on economic instruments promoting waste prevention. [http://www.eunomia.co.uk/shopimages/Waste Prevention Final Report 23.12.2011.pdf](http://www.eunomia.co.uk/shopimages/Waste%20Prevention%20Final%20Report%2023.12.2011.pdf)

INFRASTRUCTURE AND SERVICE PROVISION

ACTION

6

An overarching framework is required to drive greater consistency in terms of waste and recycling infrastructure and service provision across England

Government should provide bold leadership on improving infrastructure and services, providing greater clarity and guidance through overarching frameworks that require greater consistency of materials collected. Very importantly, there needs to be clear recognition of targets, especially with the potential of a 70 per cent household recycling target being introduced⁴, and the need to reach, exceed and develop new ones to galvanise England to become a more resource efficient country.

After many years of positive increases in recycling and a nationwide focus, the current context of the Department for Environment, Food and Rural Affairs (Defra) stepping away from waste policy, and recent publications focusing on the responsibilities of businesses towards waste, leaves a gap in responsibility and leadership. Who will then provide direction and frameworks, drive consistency and be a focal point? This is needed not only for local authorities to have support and guidance in communicating and integrating their local service provision, but also for businesses, because without a long-term strategy towards waste and resources in England, investment uncertainty remains.

Government and local authorities should seek to reduce the complexity of recycling and move towards a more consistent approach in terms of materials collected and branding, both to improve recycling tonnages and reduce contamination. Government leadership is required to encourage local authorities to enact a framework towards more consistent recycling.

We need to find a much better balance between localisation and the devolvement of decisions and choices on recycling, combining local insight and knowledge with a national framework that the public and businesses can easily understand.

ACTION

7

Provide food waste collections for all households by 2016

According to the Waste and Resources Action Programme (WRAP), the proportion of food waste collected from households is lower than any other commonly collected material and the service provision is lower too. Coupled with this, food has a larger environmental impact than any other material⁵. Our inquiry found strong support for food waste collections and better material provision overall. England should at the very least aim towards a food waste collection for all households by the end of 2016.

ACTION

8

City and town council planning requirements should include household recycling obligations for developers (particularly for flats)

We need greater early stage planning, retrofit consideration and support for urban environments – especially multiple-occupancy buildings like flats, which require additional investment and support to enable recycling. Housing associations or local authorities should be required to reach higher standards in keeping areas clean and tidy, as well as factoring recycling infrastructure into new builds and planning to greater extent. We believe that more can be done in terms of service requirements at the early design stages both within and outside the home, coupled with targeted support in encouraging residents in poor performing neighbourhoods to recycle more.

⁴ European Commission, forthcoming Circular Economy Package.

⁵ Marcus Gover, 2014. Presenting at Westminster Energy, Transport and Waste Forum.

ACTION

9

We need a revolution in the provision of recycling on the go

Importantly, household recycling should be coupled with a new national recycling on the go service, because increasingly people are also eating and drinking out of the home, on the street or in the park. This is also evidenced by increases in littering of ready-to-eat food and drinks⁶. In urban areas with higher densities of fast-food outlets, workplaces and people all increase the amount eaten on the go (and therefore the packaging). The ability to recycle on the go thus becomes ever more important.

ACTION

10

Eco-design for waste prevention and recycling

We need more consideration of the materials we make, buy, consume and throw away. New business models need to be explored that can support easier recycling and reduce waste, enabling the public to make better choices and be part of a move not just towards a more circular economy, but towards one that recognises limits to finite resources.

There are clearly recognised roles for business in supporting increased recycling, with direct links from the products made and sold to the waste that ends up in people's general waste bins or recycling. Here, voluntary initiatives such as the Courtauld Commitment⁷ have served to decrease the amount of packaging waste and, more recently, there has been a growth in transparency and in the recognition of responsibilities on reporting of food waste outside the supply chain from supermarkets. But this needs to continue and be supported.

Manufacturers and retailers need to provide more and clearer information related to the recyclability of their products and showcase the wide variety of inspiring products and packaging that can be made from recycled materials. If we are to restore public trust and support for recycling, more effort is required from local authorities and other organisations to demonstrate where their recyclate goes and what happens to it – for example, by following the Resource Association's End Destinations of Recycling Charter⁸ alongside clearer product labelling where the 'good news story' of recycling exists.

⁶ Keep Britain Tidy, 2013. How clean is England? The local Environmental Quality Survey of England 2012/13.

⁷ The Courtauld Commitment is a voluntary agreement aimed at improving resource efficiency and reducing waste within the UK grocery sector. The Waste and Resources Action Programme (WRAP) is responsible for the agreement. <http://www.wrap.org.uk/courtauld>

⁸ Resource Association, 2012. End Destinations of Recycling Charter. <http://www.resourceassociation.com/about-charter>

CONCLUSIONS

All these implications suggest that we need to cultivate a continued dialogue around urban recycling within the community. We need to strengthen the understanding of recycling, be ambitious in trying to communicate some of the issues and reasons behind recycling and provide more evidence of where recycling goes.

The inquiry has demonstrated that a citizens' jury deliberative approach, facilitating dialogue between stakeholders, is a powerful way of gathering insights and ideas on the complex issue of urban recycling. It can serve the dual benefit of being both an opportunity to bring together representatives across all sectors to build trust, understanding and motivation, and to plan together for the right education, motivators, infrastructure and mix of service provision. This approach could be used by others to develop more national or local insights and solutions.

Industry, government and communities need to work together if we are to progress and reach our desired and vital destination of a nation with higher recycling rates of better quality, one that is in a better position to face the resource challenges both in the short term and in the future. We need to develop informed, motivated and enabled individuals and communities across England through continually collaborating with the experts at the very heart of our household recycling rates, the residents and the general public.



Acknowledgements

SITA UK and Keep Britain Tidy would like to thank all the participants and organisers involved in our urban recycling inquiry held in Manchester and the London Borough of Lewisham.

Firstly, we thank the BritainThinks team for its professional support and guidance in the design, execution and initial analysis of the citizens' juries.

Particular thanks go to our expert witnesses who presented throughout the two-day jury sessions. They were on hand to assist in the development of the action plan, and their honest input, support and enthusiasm were invaluable in building participants' knowledge.

We would also like to recognise the wealth of research, reports and insights around waste and recycling that are available from around the world. These were vital in providing information, inspiration, examples of urban recycling systems and possible solutions.

Perhaps most importantly, we are grateful to the members of the public who took part in our citizens' juries, spending two days with us, learning about and discussing urban recycling and creating an action plan for their local area. It is from days and encounters such as these that stakeholders from across the sector can have renewed hope in the future of urban recycling, through engaging with the general public and seeing their knowledge and enthusiasm grow, and thus being able to work on ways to support an increase in recycling in England.

Sean Ryan

Department for Environment,
Food and Rural Affairs (Defra)

Jenny Robinson

Waste and Resources Action Programme (WRAP)

Beverley Simonson

Waste and Resources Action Programme (WRAP)

Fiona Worrall

Manchester City Council

Charmaine Hughes

Manchester City Council

Kristina Jansons-Binns

London Borough of Lewisham

Gemma Scott

London Waste and Recycling Board (LWARB)

Athena Kugblenu

London Waste and Recycling Board (LWARB)

Ray Georgeson

Resource Association

Chris Dow

Closed Loop Recycling

Iain Ferguson

The Co-operative Food

Aaron Fawcett

The Co-operative Food

Lucy Danger

EMERGE Recycling

Karen Cannard

The Rubbish Diet



This report is printed on 100% recycled material

SITA UK, SITA House, Grenfell Road
Maidenhead, Berkshire SL6 1ES

www.sita.co.uk

