

Case Study

London Borough of Southwark

Door knocking and participation rate survey

Background

Business Eco have developed a successful partnership work with the London Borough of Southwark (LBS) over the past two years. Business Eco has put together a range of programmes that have engaged many aspect of the recycling service. This has included door knocking and targeted door knocking to households and flats, participation rate surveys and recycling crew training.



Door Knocking Campaigns

Business Eco conducted a borough-wide door knocking campaign, contacting all properties serviced by the kerbside recycling scheme. The seven-week project saw over 50,000 households door knocked with residents consulted about their dry recyclables and green waste collections. Business Eco managed a recycling box and bag order service, whereby orders placed at the doorstep were delivered within two working days. **Business Eco delivered over 4,200 receptacles over the project**, which helped to sustain the 25% increase in recycling tonnages experienced after the first two weeks of the campaign. 11,460 of these households were identified as low and medium recyclers through PRS and were further targeted by campaigners. The effect of this targeting saw **recycling tonnages rise a further 25%** and recycling rates reach the highest point ever seen in the borough.

During the campaign **Business Eco celebrated door knocking its half millionth**



household. The lucky resident received a bottle of organic champagne and a visit from Councillor Richard Thomas and campaigner Maé Willis, providing excellent publicity for Southwark's recycling services.

Business Eco also contacted 10,000 and 16,750 properties on estates in two separate campaigns. The new door step recycling service was explained in full to residents and recycling bags provided on request. The effect of this saw **recycling rates seven times higher** on estate that had been door knocked and sustained tonnage increases for over seven months.

Participation Rate Survey

Business Eco successfully managed a **borough-wide participation rate survey (PRS) across 30 recycling rounds**. Twelve surveyors were employed to conduct a WRAP standard PRS over a four-week period. Surveyors worked in tandem with recycling crews, completing over 1,800 hours of work to collect and provide the London Borough of Southwark with accurate baseline data. The data collected provided Southwark with an insight into the recycling behaviour of every household using the kerbside service. This information has since been used to deliver a targeted door knocking campaign, which Business Eco managed on behalf of the council.



Crew Training

Business Eco engaged with LBSs front end staff – the recycling crew operatives. A total of 24 operatives were involved in hour long workshops that aimed to increase crews understanding of the need to recycle and the importance of their role within the scheme. All



attendees rated the workshop useful and felt they could now **happily engage with residents** to help them understand the service. The workshops provide invaluable insight from first hand experiences seen 'on the ground'. A final report brought back many quick win measures that LBS could introduce to improve the recycling service for their residents.