

CASE STUDY: Warwick District Council

Key Facts:

Campaign launched October 2015	Additional metals captured: 118kg (2.2kg/household)
Recycling scheme: Boxes and bags, sorted at kerbside. Collected fortnightly.	Metals capture rate increase: +28%
Number of households: 53,000 households	Value of additional metal: £17,700 (33p/household)
Total cost per household: 29p	Landfill saving @ £100/tonne: £11,870
Return on investment: 6 months	Additional value generated: £29,500 (55p/ household)
Funding partners: MetalMatters industry partnership Suez recycling and recovery UK	

Summary:

Working together, Alupro, Warwick District Council and SUEZ recycling and recovery UK delivered a communication campaign to increase metal recycling rates in the Warwick area. Results of the campaign were monitored over a 12 month period and just six months after the campaign was rolled out, kerbside recycling of metal packaging had increased by 28 per cent.

The campaign:

The Warwick MetalMatters campaign was launched in October 2015. Two leaflets were delivered six weeks apart, to all 53,000 households in the district. Each leaflet was designed to build awareness of what happens to metal packaging after collection and the benefits of recycling it. A reminder of the whole recycling service was also included in the leaflet.

The MetalMatters industry partnership and SUEZ recycling and recovery UK each contributed 50 per cent of the campaign costs, which worked out to just 29p per household. Alupro then managed the production of the two campaign leaflets and their delivery to residents.



During the campaign, the two leaflets were supported by a number of other communication channels. Warwick District Council organised local cinema advertising, social media messaging and press releases for each stage of the campaign.

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To further support the message, SUEZ, who manage the recycling collection service across the district, installed 10 campaign signage panels on collection vehicles that were servicing high density areas.

Results:

Results were analysed through a year on year comparison of materials on a quarterly basis, and it is evident that the amount of metal, and indeed total recyclable materials collected from kerbsides increased following the campaign.

The total recyclable tonnage peaked in the three months following the initial leaflet delivery, with a boost likely to have arisen from the delivery of the second leaflet. After six months, an increase of 28 per cent in kerbside recycling was recorded, and the additional revenue generated from this, along with landfill tax savings, meant that the money invested by MetalMatters and SUEZ was recouped within this timeframe.

The results of the campaign have been so positive for Warwick District Council, Alupro, the MetalMatters partnership and SUEZ, that Alupro commissioned the promotion of the case study to the industry in October 2016. This included a video case study (<https://www.youtube.com/watch?v=TvjZltSoejw>), CIWM articles and industry press coverage.

The success also prompted SUEZ and Warwick District Council to deliver a webinar (<http://www.letsrecycle.com/event/tis-the-season-to-recycle-engaging-your-residents-to-increase-recycling-participation-and-minimise-contamination/>), hosted by Let's Recycle, sharing learnings from the campaign and best practice with local authorities and a wider audience of businesses.

www.metalmatters.co.uk/case-studies/warwick

About MetalMatters:

MetalMatters was developed, and is funded, by the metal packaging manufacturing industry, reprocessors and fillers; and is delivered on their behalf by the Aluminium Packaging Recycling Organisation (Alupro). MetalMatters is the largest industry-funded recycling communications campaign.

Local campaigns are part-funded by local authorities and their waste collection partners.

Since 2012 MetalMatters campaigns have run in 74 local authorities, directly targeting over 4.5 million households.

Visit www.metalmatters.org.uk for campaign case studies and details of the funding partners.