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Leicestershire Waste Partnership: Baseline Waste Prevention Research

Presentation of key results



Leicestershire Waste Prevention results

Presentation of key results

Our reference: 09123-v Final

Quality guarantee

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Preface

Leicestershire Waste Partnership (LWP) has established a high and well deserved national reputation for developing a strong evidence base to support its waste management strategy, and M·E·L Research has been a steady and committed business partner in this effort over several years.

Now LWP is embarking on a strategically important new avenue of research, into waste prevention. This takes forward one of the key themes of the Municipal Waste Management Strategy to:

- Manage materials in accordance with Waste management Hierarchy – In order of preference, prevention, re-use, recycle/compost, recovery, disposal- except where costs are prohibitive, or where the environmental consequences can be demonstrated to be negative

Waste prevention will play its part in delivering LATS (Landfill Allowances Trading Scheme) compliance for Leicestershire in as timely a manner as possible. This will involve the use of several interventions in the short, medium and long timescales.

This report establishes a baseline position of current attitudes, behaviour, motivations and barriers among the residents of Leicestershire towards waste prevention activities and campaigns delivered by the Waste Prevention & Reuse Project.

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Executive Summary

- E1 This piece of work forms part of the Waste Prevention Project which has been developed as part of the Leicestershire Waste Strategy. The aim of the Waste Prevention & Reuse Project is to introduce a series of measures which will reduce the amount of waste that goes either into landfill or waste treatment facilities, specifically by encouraging the reduction of waste produced through both behavioural and operational change
- E2 Defra (2009) carried out a review on waste prevention and found that there is no standard set of behaviours which is widely accepted as comprising 'household waste prevention'. In Practice, it covers anything from rejecting junk mail to reusing food leftovers; from home composting to donating electrical goods to charities; from buying second hand clothes to avoiding single-use bags. Unlike recycling – which is a more singular act – prevention comprises many small, individual behaviours.
- E3 A team of seven experienced surveyors were deployed to carry out a face to face questionnaire with a representative sample of Leicestershire residents. A training session with the surveyors took place to inform them about them about the research project. M·E·L staff delivered training on the survey and how best to carry it out with a total of 700 questionnaires being completed. In addition this document has qualitative research findings from three focus groups with known composters, non composters and real nappy users. Quotations from these groups have been used throughout the report.
- E4 Overall in Leicestershire 36% of respondents claimed to home compost with a variation by district with Oadby and Wigston respondents composting the most at 45% compared to 26% in Harborough. Countywide just 14% of respondents are committed composters compared to 19% nationally with large variations between districts. There are no significant differences between ACORN category and being committed to home composting.
- E5 Countywide less than 60% of respondents stated that home composting was very/fairly important to them. In Harborough 80% stated it was very/fairly important to them even though just over a quarter actually did compost (Lowest in Leicestershire).
- E6 In regards to communication campaigns just over one third of respondents had seen or heard a campaign encouraging them to compost in the last 12 months. There was no significant part of the population that had seen communications more than others (ACORN, age, gender, number per household etc).
- E7 Of those that had seen promotion two fifths had seen 'Leicestershire matters' with the next commonly cited being the subsidised bins from WRAP at 16%. The most common place they had seen promotion was in the council publications and the newspaper. Encouragingly over 70% of respondents found the information useful and over 90% understood it.

- E8 A small number of respondents stated that the communications had encouraged them to compost with one third stating the low costs bins were the reason followed by one quarter (33 respondents) stated nothing encouraged them.
- E8 Respondents were asked what they do with unwanted furniture and other household items with the main responses being they take it to the RHWS and give to charity. Less than 10% sell it, use Freecycle or use other reuse organisations. There is a possible behaviour variation between gender with a larger proportion of males using RHWS's and more females taking unwanted goods to charities. There are no other notable demographic differences in the results.
- E9 Age appears to determine behaviour with fewer 18-24s being aware of Mail Preference Services and products with reduced or no packaging. The 25-44's appear to be more aware of real nappies and waste free pack lunches for children than all the other groups.

Background

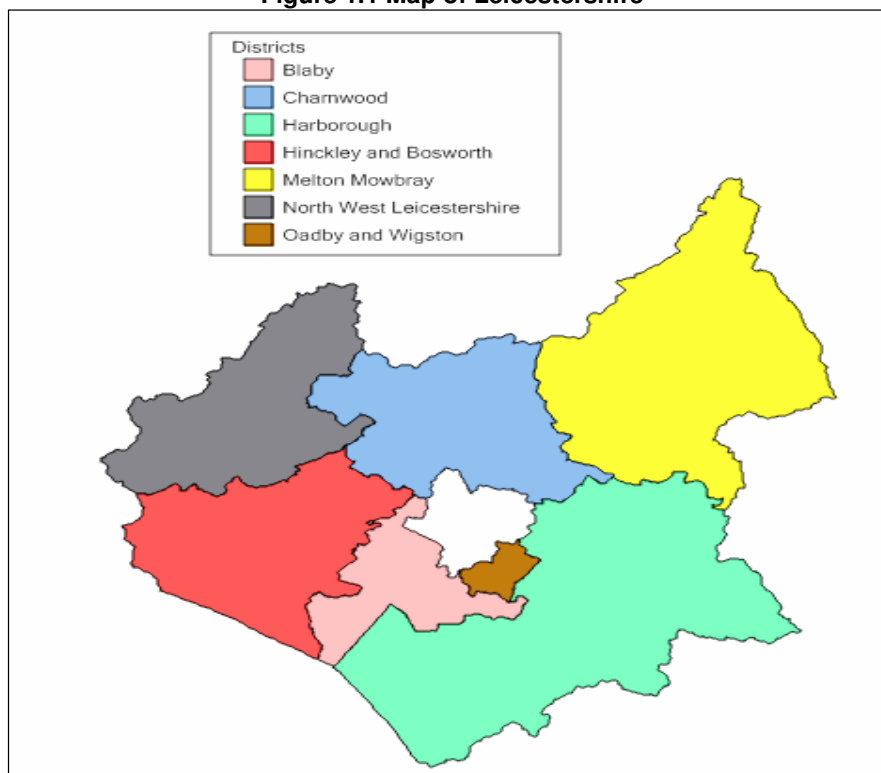
Leicestershire Waste Partnership covers an area of 776 square miles with a population of approximately 645,800 (according to 2008 estimates). Oadby and Wigston has by far the highest density of population, with Melton having the lowest density of population.

In Leicestershire, the management of waste is not the responsibility of just one organisation; within Leicestershire there are eight local authorities with some responsibility for waste, The County Council acts as the Waste Disposal Authority while the seven District or Borough Councils act as the Waste Collection Authority for their respective areas. Leicestershire Waste Partnership collectively works towards it's primary aim of improving the management of municipal waste in Leicestershire. Leicester City is an associate member as it has made its own arrangements for future waste management.

All of the District and Borough councils within Leicestershire are listed below:

- Blaby District Council
- Charwood Borough Council
- Harborough District Council
- Hinckley & Bosworth Borough Council
- Melton Borough Council
- North West Leicestershire District Council
- Oadby & Wigston Borough Council

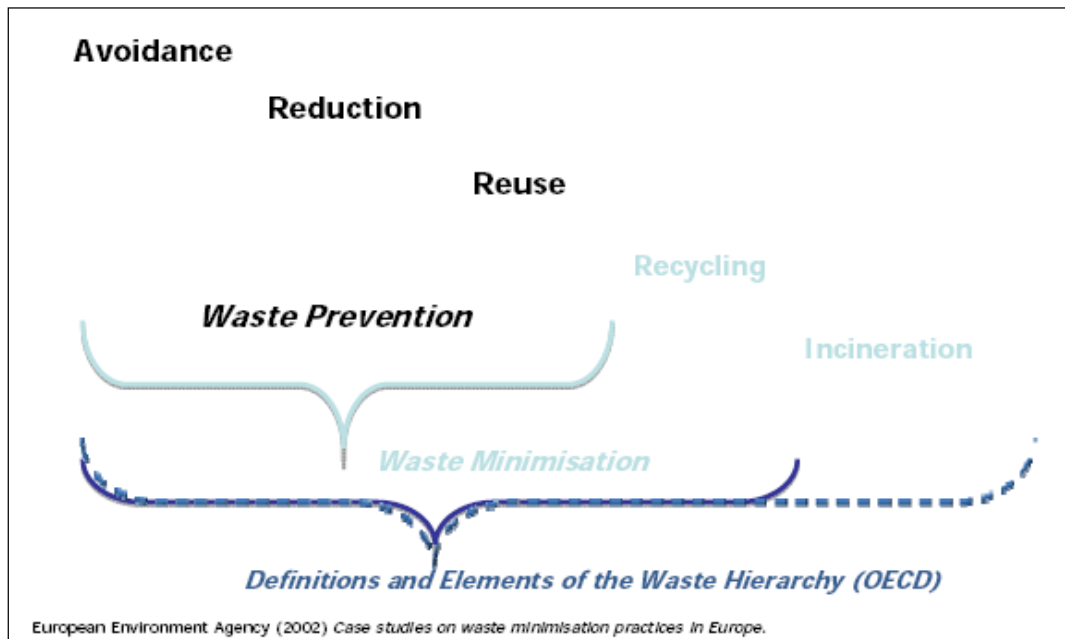
Figure 1.1 Map of Leicestershire



Objectives

This piece of work forms part of the Waste Prevention & Reuse Project which has been developed as part of the Leicestershire Waste Strategy. The aim of the Waste Prevention Project is to introduce a series of measures which will reduce the amount of waste that goes either into landfill or waste treatment facilities, specifically by encouraging the reduction of waste produced through both behavioural and operational change. See Figure 1.2 that illustrates waste prevention.

Figure 1.2: Waste prevention diagram (WRAP Website)



Defra (2009) carried out a review on waste prevention and found that there is no standard set of behaviours which is widely accepted as comprising 'household waste prevention'. In practice, it covers anything from rejecting junk mail to reusing food leftovers; from home composting to donating electrical goods to charities; from buying second hand clothes to avoiding single-use bags. Unlike recycling – which is a more singular act – prevention comprises many small, individual behaviours. Also unlike recycling, prevention behaviour tends to be private and invisible, so there is much less likelihood of a social norm developing. As yet there is no past research to compare the results to this report.

The overall purpose of the Benefits Assessment is to determine whether there has been a measurable and recognisable impact of the Waste Prevention & Reuse Project within Leicestershire in line with the project's aims. Measuring waste prevention is not straightforward - strictly speaking we cannot measure what is not created. There are, however, various ways to assess the impact of waste prevention activities.

The Benefits Assessment should establish a baseline position within Leicestershire with regards to waste prevention that enables key indicators to be identified, targets to be set and appropriate monitoring and reporting mechanisms to be recommended that allow for measuring performance against these indicators.

- Who is being reached with our campaigns
- How are they being reached/ What type of media works best
- What are people's behaviour/attitudes/motivations/barriers to each of the WP topics
- How effective the campaigns have been
- Recognition / awareness of campaigns
- Effectiveness of messages / What types of messages work best
- Have campaigns changed behaviour
- What could be done to improve them
- Correlations between ACORN grouping / Demographics (e.g. age, gender, ethnicity) / Geography (District)

1 Survey methods

A team of seven experienced surveyors were deployed to carry out the project. A training session with the surveyors took place to inform them about them about the research project. M·E·L staff delivered training on the survey and how best to carry it out.

If somebody was home, the surveyors explained the purpose of their visit and asked respondents to complete the questionnaire.

The procedures of the Market Research Society were followed which set out the following key conditions:

- Any statement made to secure co-operation and all assurances given to an informant shall be factually correct and honoured.
- No information which could be used to identify people shall be revealed to anyone, except to those who need it to check the validity of the data and those who are engaged in processing the data.
- Each interviewer must carry a means of identification that specifies his/her name and organisation. It should include a photograph and should be on display at all times.
- A leaflet giving the name of the organisation and a telephone number must be available for the informant so that he/she can check that the interview is genuine.

- If available, leave information explaining the principles of the research and a contact number for authorisation.
- There must be authorisation from the relevant body or department.
- The police must be notified that interviews are taking place.

The interviews took place between early afternoon until 19:00 on weekdays and between 10:00 and 19:00 on Saturdays.

In total 700 surveys were completed, 100 were completed in each district ensuring the sample gained was representative by ACORN and number of people per household. At the end of the questionnaire the surveyors noted down respondents details for in house staff to contact 10% for quality assurance purposes.

1.1 Data Entry and coding

Experienced trained data clerks based in our office in Birmingham entered data using specially developed SPSS entry forms. A tough and demanding data quality checking protocol to detect and eliminate errors was used. Staff are trained to a keystroke error rate standard of less than 0.01%. Logic and range checks were carried out to ensure operatives were performing to standard. Since the introduction of the SPSS package, data cleansing has been made much easier as only certain codes are allowed to be entered, and erroneous codes are rejected by the software package. All questionnaires were checked to ensure that there is a case entered onto the system as a matter of routine.

1.2 Focus groups

In addition to the face to face survey focus groups with known composters and non composters were undertaken and also with real nappy users to gain more insight into Leicestershire residents understanding, motivations and behaviours towards waste prevention initiatives. Inserts from the focus groups have been included where relevant throughout the report.

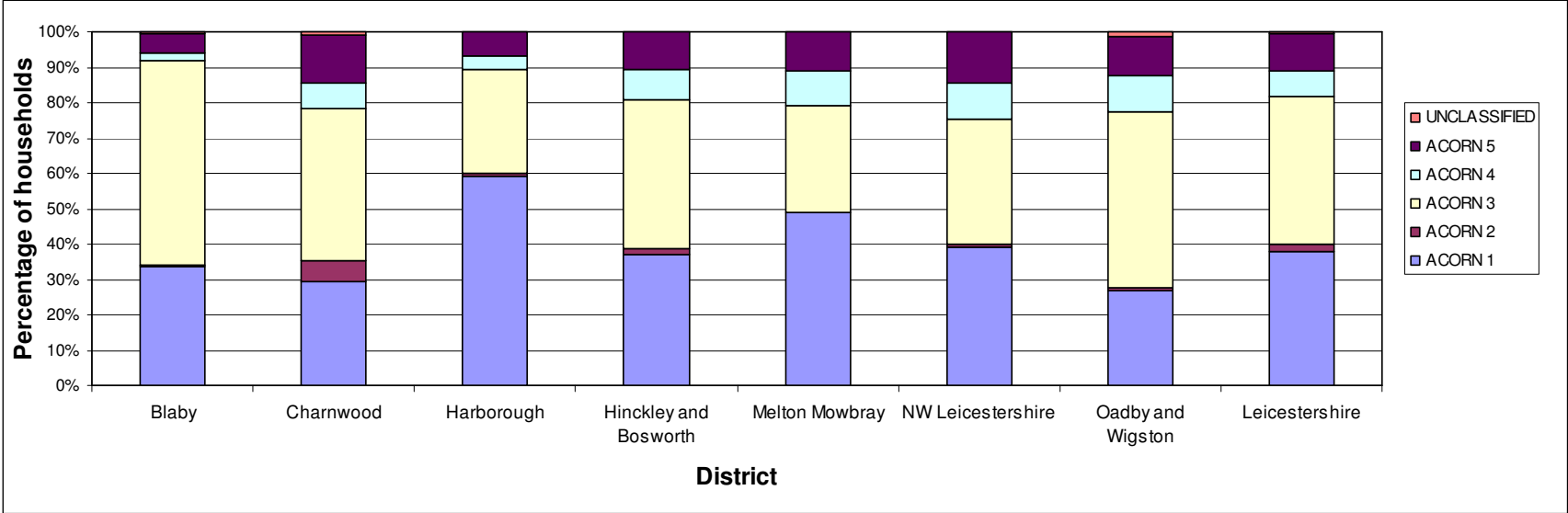
1.3 Demographic profile of Leicestershire

The ACORN profile of each district in the county varies widely with Harborough having the highest percentage of ACORN 1 at 59% compared to the lowest of 27% in Oadby and Wigston. ACORN 2 is minimal across all districts with ACORN 3 varying from 58% in Blaby to 29% in Harborough. Blaby and Harborough have a low percentage of ACORN 4 and 5 households compared to the other districts that should be taken into account when interpreting the results. The profiles are also presented graphically below.

Table 2.1: ACORN profile of Leicestershire districts

ACORN	Blaby	Charnwood	Harborough	Hinckley and Bosworth
1	33.7	29.4	59.1	37.2
2	0.3	5.8	0.7	1.7
3	57.8	43.1	29.4	41.9
4	2.1	7.5	3.9	8.6
5	5.6	13.5	6.9	10.7
Unclassified	0.4	0.8	0	0
ACORN	Melton Mowbray	NW Leicestershire	Oadby and Wigston	Leicestershire
1	48.8	39.3	26.7	37.9
2	0.3	0.9	1	2.1
3	29.9	35.2	49.8	41.6
4	9.9	10.2	10.2	7.3
5	11.1	14.4	11.1	10.8
Unclassified	0	0	1.2	0.4

Figure 2.1: ACORN profile of Leicestershire districts

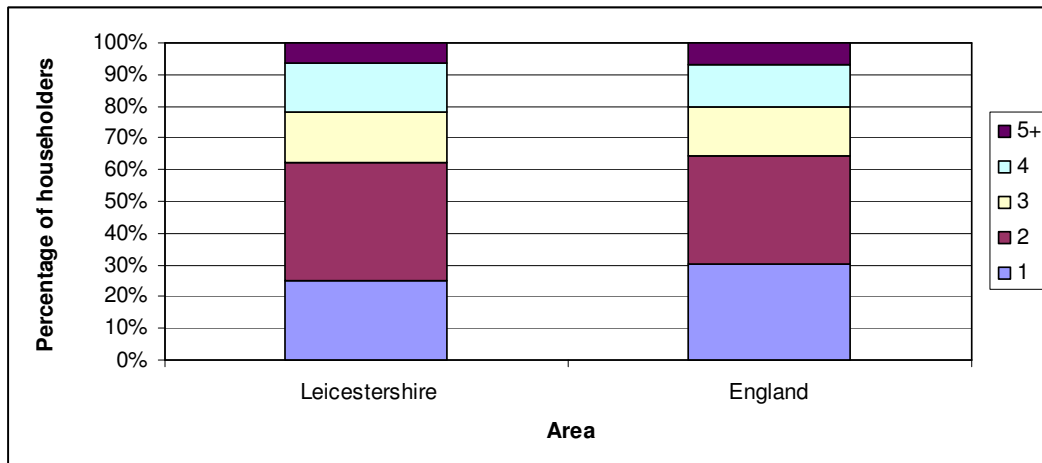


The number of householders is fairly similar to England. Figure 2.2 illustrates the similarity very clearly. There are 5%5 less living on their own compared to nationally.

Table 2.2: Number of people per household in Leicestershire

Number per household	Leicestershire	England %
1 person	25.1%	30.1%
2 people	37.0%	34.2%
3 people	16.2%	15.4%
4 people	15.0%	13.3%
5+ people	6.5%	7.0%
Total	100%	100.0%

Figure 2.2: Number of people per household in Leicestershire



2 Generic survey key findings

The following section sets out the results of the County wide generic waste prevention survey. Cross-tabulations have been included where there are important findings. The tabulated results for the charts are in Appendix C, with the numbers of the relevant charts referenced.

2.1 Home Composting

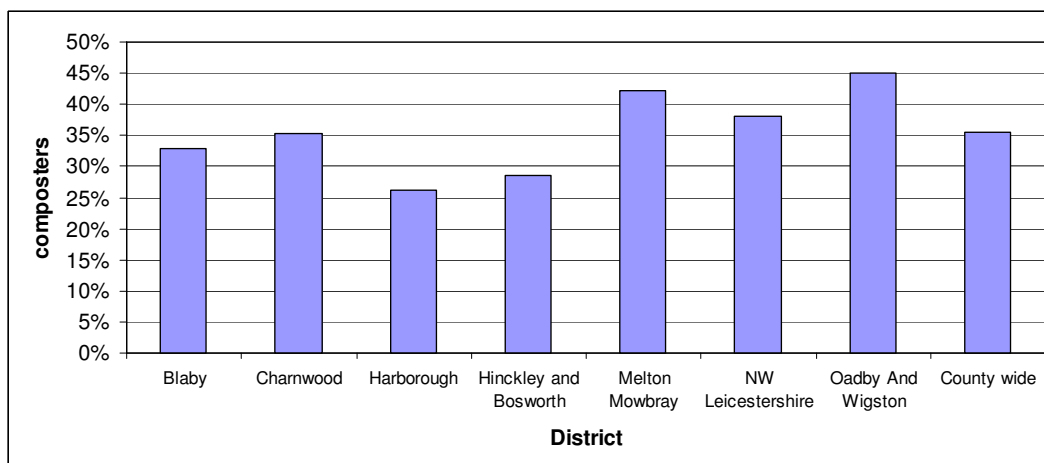
In this baseline evaluation 36% of respondents in Leicestershire stated that their household had composted waste at home in the last 12 months (Table 3.1).

Table 3.1: Home composters county wide

	Count	%
Composter	251	36%
Non-composter	455	64%
Total	706	100%

There is a variation by district with 45% of respondents claiming to home compost in Oadby and Wigston compared to 26% in Harborough. There is no significant variation by ACORN category but 38% of males claimed to have composted in the last 12 months, compared to 33% of females.

Figure 3.1: Home composters by district, see Table C1 for counts and percentages



2.2 Committed Home Composters

WRAP has developed a committed home composter metric and a respondent is classified as a 'committed composter' (CC) if they answer the following questions:

Which of the following statements best describes how important home composting is to your household generally?

'very or fairly important'

Which of the following statements best describes how much effort your household is prepared to put into home composting?

'everything or a lot'

Which of the following statements best describes how much your household composts at home?

'a lot'

Overall, 14% of respondents are classified as committed composters compared to 19% nationally. WRAP has calculated that committed composters save a total of 0.38 tonnes of CO₂e¹ per household per annum. With 14% classed as committed composters in Leicestershire, this represents an estimated 34,000 households in the county (based on 245,000 households) saving approximately 12,920 of CO₂e per annum of waste that would otherwise be disposed to landfill.

If the percentage of committed composters increased to the national levels of 19% an extra 12,000 households could be saving 0.38 tonnes of CO₂e calculating at 4,560 tonnes a year. In terms of calculating tonnage diverted from landfill WRAP have created guidance that can found at: http://www.wrap.org.uk/applications/waste_prevention_toolkit

Table 3.2: Committed composters

	Count	%
Committed composter	95	14%
Non-committed composter	611	86%
Total	706	100%

There were variations by district with only Melton Mowbray having a higher percentage of committed composters than the national average (20%). Just 6% of Blaby respondents are committed composters. When cross tabulated by ACORN there are smaller variations with

¹ The carbon dioxide equivalent (CO₂e) allows the different greenhouse gases to be compared on a like-for-like basis relative to one unit of CO₂. CO₂e is calculated by multiplying the emissions of each of the six greenhouse gases by its 100 year global warming potential (GWP).

ACORN 1 respondents being the most committed at 16% compared to 10% of ACORN 4. ACORN 2 has been discounted due to the small sample size in the research. In terms of differences between districts sample size may be a key factor with only 100 respondents surveyed in each. It is important to refer back to figure 2.1 that compares the ACORN profile of each district. In the case of Blaby 34% of respondents fall within ACORN 1 compared to 49% in Melton Mowbray and also 58% of respondents in Blaby fall into ACORN 3 compared to 30% in Melton Mowbray. These demographic differences may explain why commitment is different between the two districts but no firm conclusions can be drawn from this though.

Figure 3.2: Committed composters by district, see Table C2 for counts and percentages

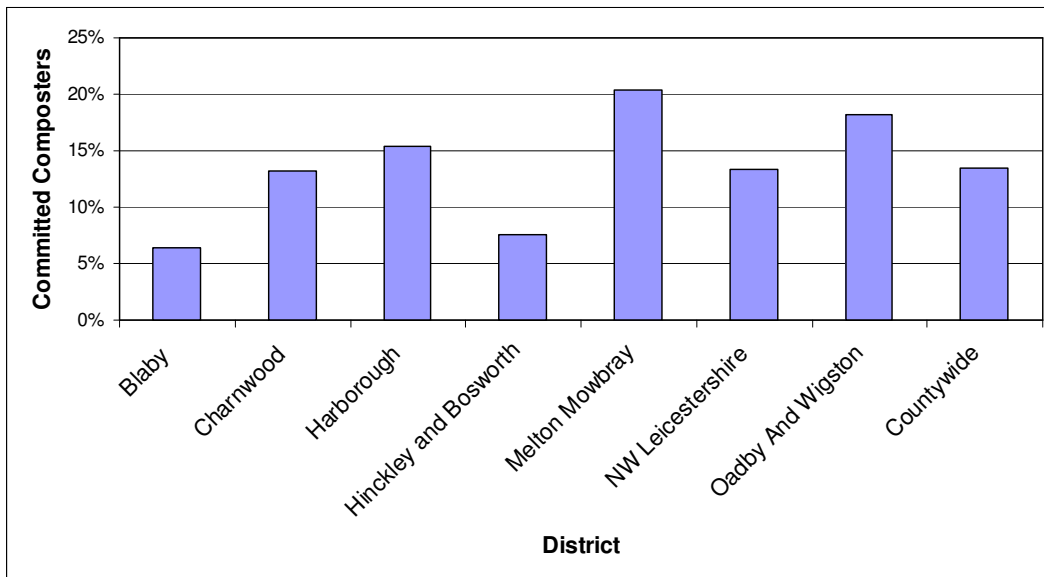
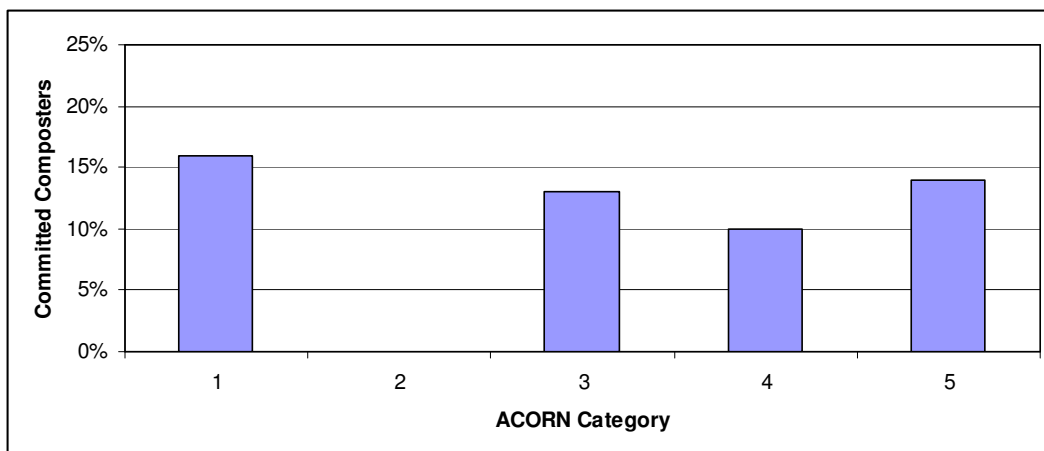
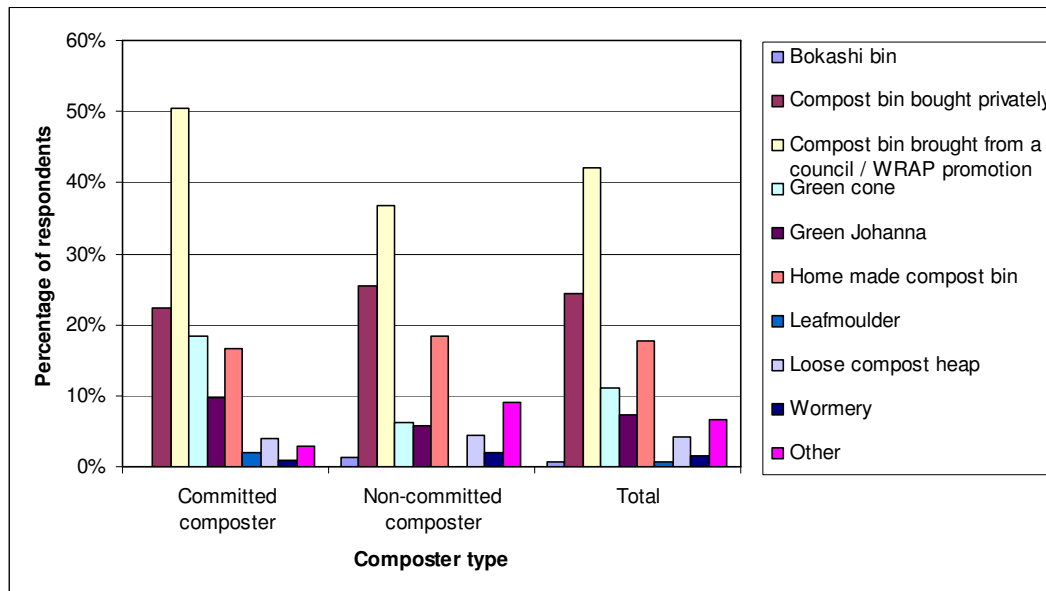


Figure 3.3: Committed composters by ACORN, see Table C3 for counts and percentages



Respondents were asked what type of container they used for home composting. Overall, two fifths (40%) stated they used a bin bought from the council/WRAP promotion; this was followed by a bin bought privately (24%) and a home-made bin (18%). Half of the committed composters used a bin bought from the council/WRAP compared to 37% of non-committed composters. Also 17 committed composters used a green cone, compared with 9 non-committed composters.

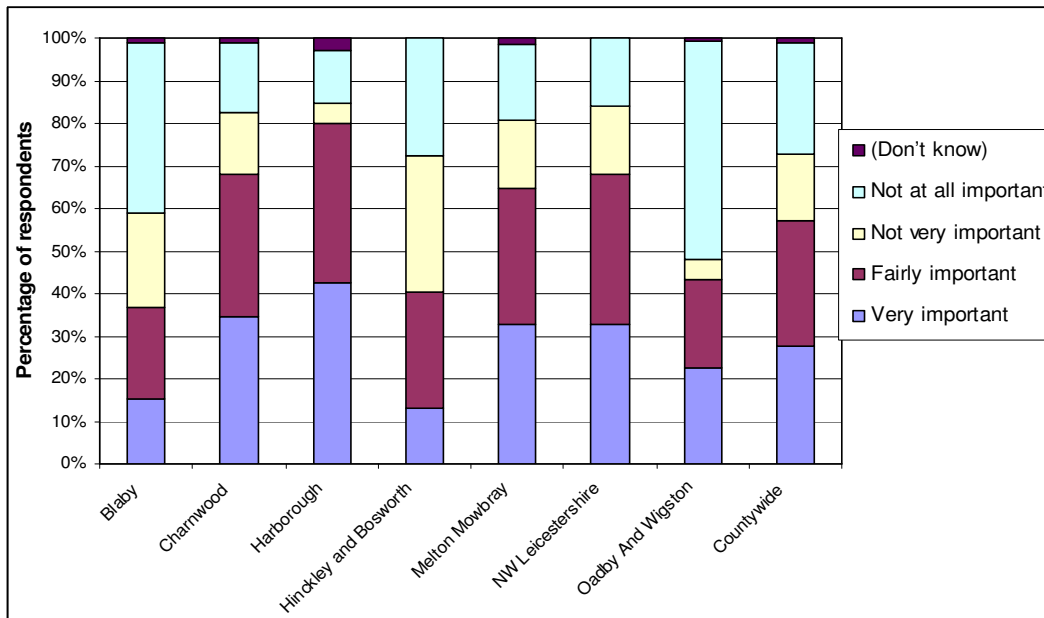
Figure 3.4: Container and composter type, see Table C4 for count and percentages



2.3 WRAP Metric Questions for committed composters

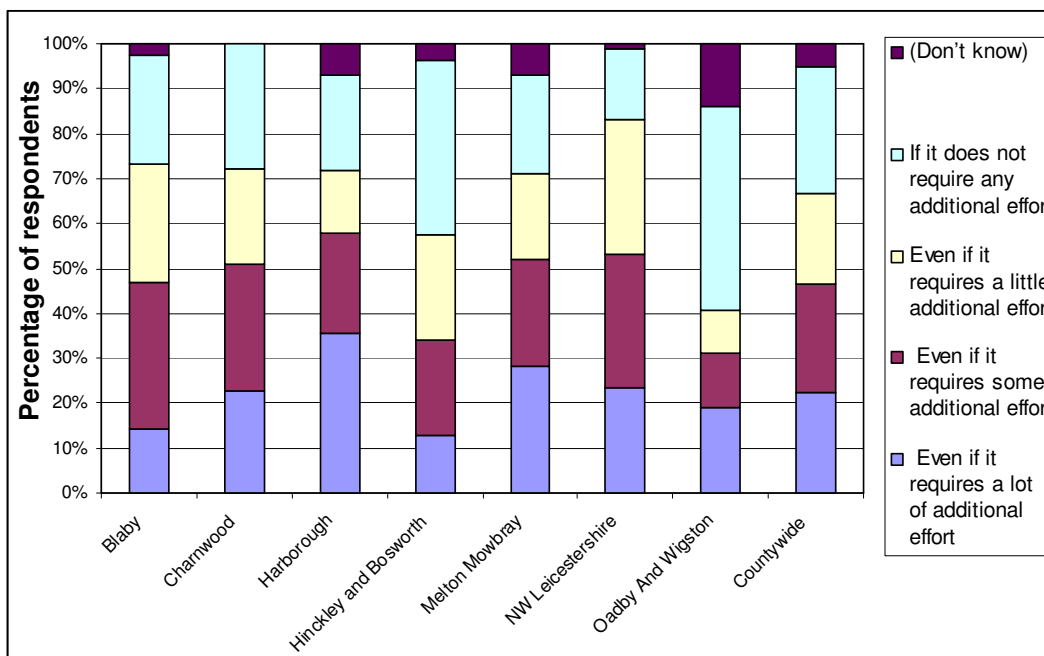
Even though only 15% of respondents are committed composters in Harborough, 80% stated that home composting was very/fairly important to them compared to 65% in Melton Mowbray who had the highest commitment at 20%. Also in Oadby and Wigston 44% stated it was very/fairly important but have a commitment of 18%. For Harborough, this suggests that there is a barrier to the uptake of composting as they feel it is more important than all the other districts.

Figure 3.5: How important is home composting to your household generally, see Table C5 for count and percentages



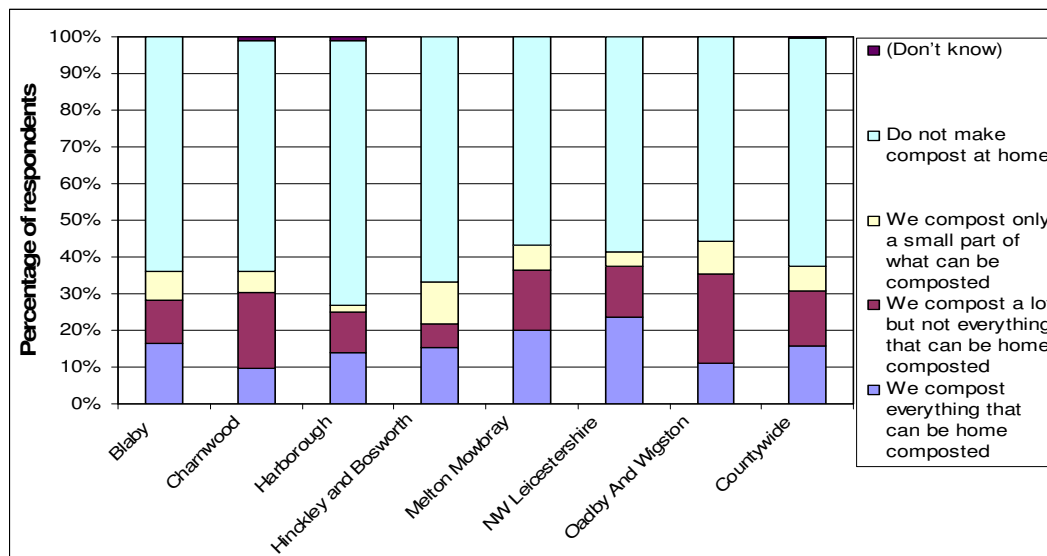
In Harborough, 57% of respondents stated that they are prepared to compost even if it requires a lot or some additional effort (the highest percentage of all districts), compared with 31% in Oadby and Wigston. Again this backs up the previous results in that Harborough should be composting more than other districts based on these results.

Figure 3.6: How much effort households are prepared to put into home composting, see Table C6 for count and percentages



Respondents were asked 'What best describes how much your household composts?' Harborough was the lowest for composters with 27% stating they compost to some extent. LWP officers should explore property type for instance no or small gardens. The results indicate that respondents think that they should do it but do not. Also, other factors maybe location of RHWS's and collection schemes but as stated before when cross tabulating by districts caution must be exercised on the sample size.

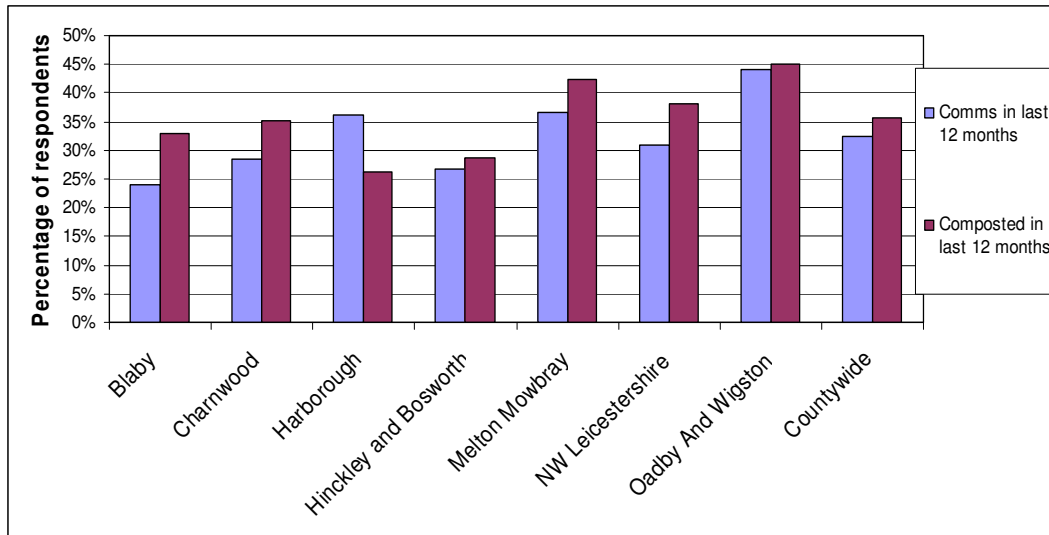
Figure 3.7: How much your household composts at home, see Table C7 for count and percentages



2.4 Home Composting Communication Recall

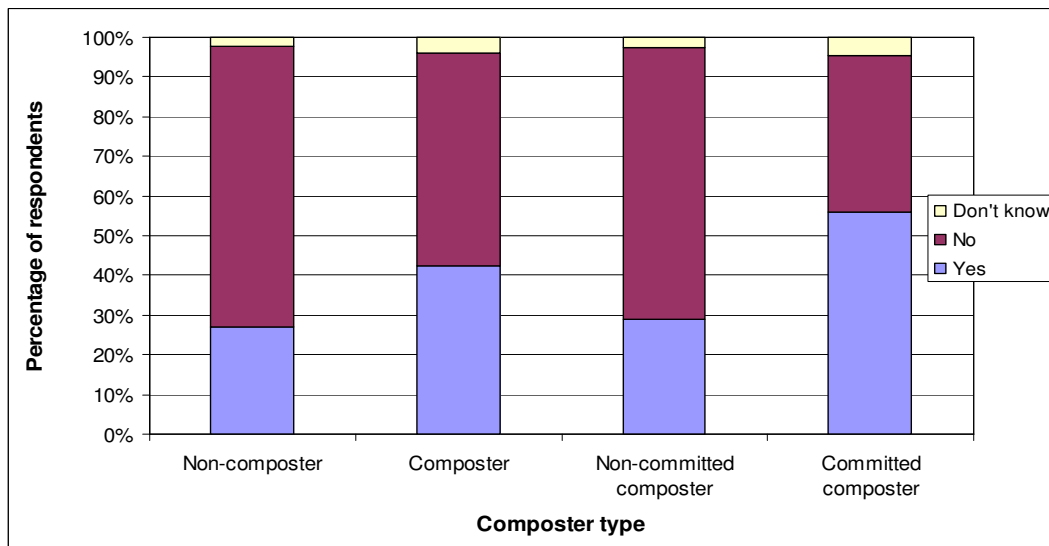
Respondents were asked if they had seen or heard any campaigns, promotions or advertising encouraging them to compost in the last year. Oadby and Wigston had the highest recall at 44% and also had the highest percentage claiming to compost in last 12 months. The trend continues Melton Mowbray (second highest for both). The lowest recall was for Blaby at 24% but 33% stated they composted in last 12 months suggestion that the sample have been composting for at least a year. Again Harborough are the outstanding results with 36% having recognition of composting campaigns in the last 12 months, but with 26% stated they have composted in the last 12 months. The results are difficult to interpret though and we can not suggest that having recognition has made respondents start to compost.

Figure 3.8: In the last 12 months, have you seen or heard of any campaigns or advertising encouraging you to compost, see Table C8 for count and percentages



Committed composters had the highest recall at 56% compared to 27% for non-composters (Figure 3.9).

Figure 3.9: Campaign recall by composter type, see Table C9 for count and percentages



Those respondents that could remember something were asked to recall the main communication method. As those with recall were only 225 respondents, caution should be exercised when interpreting the results. 'Leicestershire Matters' had the highest recall rate at 39% as the main promotion, followed by information about WRAP subsidised compost bins (Table 3.3).

Table 3.3: What is the main promotion about home composting you have seen or heard?

	Count	%
Leicestershire Matters	88	39%
Green Cone / Food Waste Digester promotion / campaign	25	11%
WRAP subsidised compost bins	36	16%
Master Composters	1	0%
Rot a Lot Composting Club	1	0%
Compost Awareness Week	5	2%
Other	46	20%
Can't remember	38	17%
Total	225	100%

For the 46 respondents who stated other promotions a tag cloud has been used to illustrate the key words that were noted down by the surveyors. The bigger the word the more commonly it was stated. Ignoring compost, it is clear that leaflet, magazine, school, post and TV were among the other promotions seen. These answers should have really been stated in the next answer though but indicates that one fifth of respondents cannot remember specific messages and only where they saw something about composting.

Tag Cloud 1: key words from



As stated above respondents with recall were asked where they had seen or heard the message and the highest recall was in a publication from the council (40%) followed by newspapers (22%) (Table 3.4).

From the focus groups

Participants were shown a list of communication methods and were asked to indicate which they thought were the most effective. Most methods were thought to be good ways to get the Waste Prevention messages across.

The top three of the listed means of communication were as follows:

- **Television was deemed to be the most effective method to communicate information about Waste Prevention**

There was a general consensus that the biggest influence is TV and SOAP operas in particular, where people would learn by example from characters on TV.

SOAPS seem to influence a whole swathe of cultural activity...I am talking about SOAPS so you can see [characters] going through that process...

It would get big exposure and get people talking about it...

- **The second most effective method was posters on buses**

Buses are good and they move around, people talk about them if they are striking enough

- **Local newspapers was deemed to be the third most effective method of communication**

One participant thought that messages about the cost to Council Tax payers, say of every ton of waste, should be shown on public transport and waste collection lorries to make people think about the amount they throw away. There was a strong belief amongst participants the message would have more impact if presented in a different way - people should know about the cost of **NOT** reducing waste. The message needs to be simple like clunk-click every trip.

Results from questionnaire continued

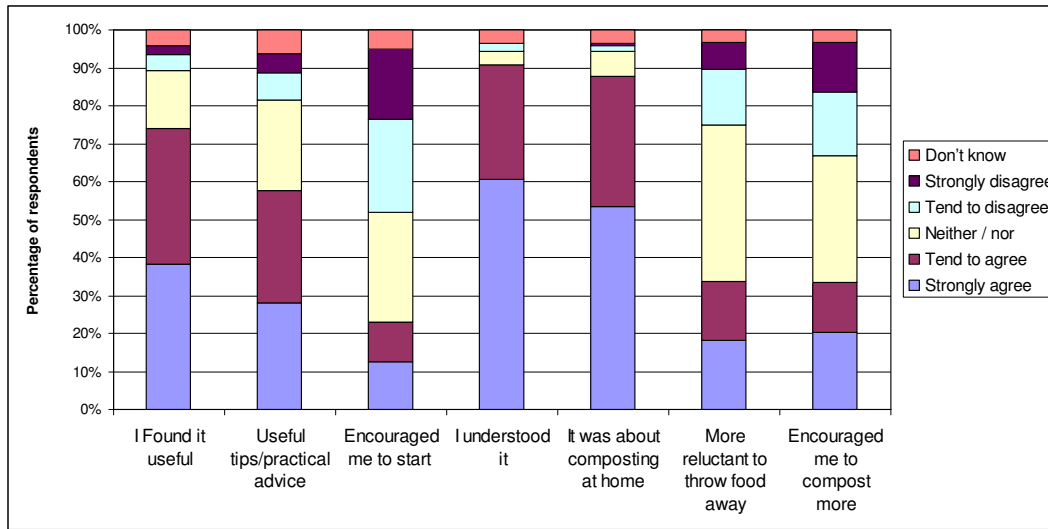
Table 3.4: Where have you seen or heard the messages?

	Count	%
Newspaper	39	22%
Magazine	29	16%
In a supermarket / shop	5	3%
On a website	3	2%
In a council publication	73	40%
On television	16	9%
On a billboard / outdoor sign	4	2%
Road shows	8	4%
Adverts on council mini-buses	9	5%
Other	37	21%
Can't remember / Don't know	8	4%
Total	181	100%

Respondents with recall were then asked a series of questions about the communications they had seen or heard. Caution should be used in the interpretation as only 183 answered the question. The results make interesting reading but do not take too much from them. Further research would need to be carried out.

- Firstly, three quarters (74%) stated that they strongly/tended to agree that they found the information useful
- Next, 57% strongly/tended to agree that they found it gave useful tips and practical advice on how to compost.
- One quarter (23%) strongly/tended to agree that it encouraged them to start composting
- The vast majority (90%) strongly/tended to agree that they understood the information
- This is backed up by 88% strongly/tending to agree it was about composting at home
- Just one third (33%) strongly/tended to agree it had made them more reluctant to throw food away
- Again, one third strongly/tended to agree that it encouraged them to compost more

Figure 3.10: Usefulness of campaign, see Table C10 for count and percentages



If respondents strongly/tended to agree with the 2nd, 3rd, 5th or 7th statement they were asked what encouraged them to compost: Just 137 answered the question so again no firm conclusions can be drawn from this

- One third (45 respondents) stated that the low cost/subsidised bin encouraged them to compost
- 33 respondents stated nothing

Table 3.5: What encouraged respondents to compost

	Count	%
A low cost / subsidised cost compost bin	45	33%
More information - a leaflet on how to compost	10	8%
Opportunity to attend a free composting workshop	1	1%
Information provided on a website	1	1%
Help with composting at home/ talk to local expert	3	2%
Nothing	33	24%
Other	42	31%
Don't know	12	8%
Total	137	100%

Home composting from focus group

All participants live in houses with gardens and the majority are members of the Rot-a- lot club.

Why do you compost?

They were asked why they compost and they responded with a list of reasons:

Composting is:

Good for the garden

Reuses the waste - saves putting peelings into the bin and therefore into landfill

I just hate waste, I am a real skin flint...so it satisfies that aspect of my character

....It's lunacy to put the waste into landfill where it will create methane and damage our environment...

I don't see why I should give valuable nutrients to the Council

As we might expect, there was a strong consensus that composting makes good sense. Most participants were experienced gardeners and have composted for many years. One participant was a keen gardener but regarded herself as inexperienced. She was keen to learn more about gardening and composting (e.g. drop in centres and gardening clubs).

What do you compost?

Participants said they compost various household waste products such as:

- Vegetable peelings
- Eggshells
- Contents of the vacuum cleaner
- Hair cuttings (in the spring the birds will come and take [hair] for nests)
- Feathers - contents of old duvets provide brown matter in compost.
- Chicken bedding
- Tea bags
- Coffee grounds and comfrey leaves (accelerates composting process)
- Paper (You can shred all your junk mail...in the winter fill it right up....it traps the air and keeps it going).
- Urine (to prevent the bin getting too dry)

What kind of composting bins do you use?

Participants use a range of composting bins.

Type of composting bin	Use and comments
Bokashi bin	Anaerobic process developed by the Japanese.... Used extensively in cities in flats.composts everything including meat. Used and recommended to others by one participant
Compost bin bought privately	
Compost bin bought from the Council	Black bins used by most participants. One called this bin a Dalek and doesn't like it Komp 250 used by one participant
Green cone	Used by several participants, one participant has two of these
Green Johanna	Used and recommended by one participant
Home-made compost bin	My composter is made from timber pallets....New Zealand composter.
Leafmoulder	
Loose compost heap	
Wormery	Used by one participant
Other	Used by all participants
Small bins for kitchen waste	One participant uses an old nappy bucket with a lid for kitchen peelings etc.

Anything you find difficult to compost?

Participants agree that leaves (oak leaved in particular) can be a problem as they take so long to break down. One said he would like large nets to contain the leaves.

Another said she would like a good garden shredder, one that would take big twigs, so that she could compost more garden waste.

The group discussed issues around cleanliness of waste containers in the kitchen. For example, some mentioned slime at the bottom of the containers. Various solutions were proposed by other members of the group, for example, using bio-degradable bags, kitchen roll/serviettes inside the bins to absorb moisture and get rid of bad smells. It can all go into the compost.

Can you quantify it?

Those attending the group said they had some responsibility for food shopping.

Participants agree that they prevent a good deal of waste going to landfill.

A lot – I could have [my wheelie bin] emptied every six weeks....

I take everything apart and I collect scrap metal and sell it.

I shop late at night and get things half price.

I cook less than I used to and save money.

The Rot-a-lot Club

Members say they receive a newsletter and discussed possibilities of running groups/workshops to share their experience with newcomers.

Kitchen Caddies

There was a clear favourite among the kitchen bins shown to the group – (need the name of this bin – the cream one that doesn't smell)

Promotional items

All of the promotional items were well-received.

Meal planner 10/10

Only buy what's on the list

The concept is excellent

Fridge thermometer 10/10

An excellent idea

Bag sealer 10/10

These are good but elastic bands and clothes pegs work as well.

Pasta measure 10/10

Interesting to see how small the measure is for one person

Supermarket trolley coin/key ring 10/10

This is a good design

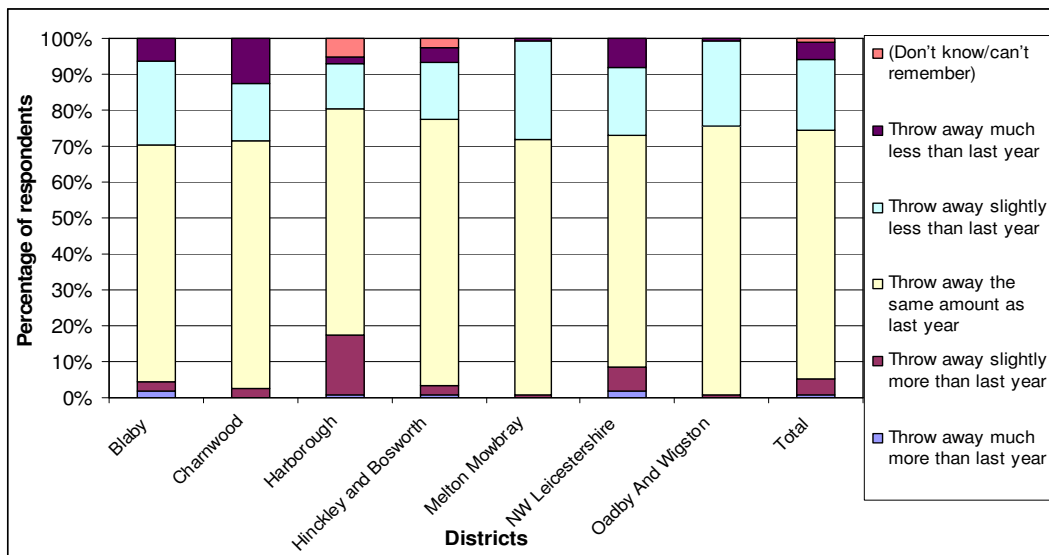
2.5 Food Waste

The following section is on food waste to determine if and why respondents throw away less food than a year ago. Firstly, all respondents were asked how much uneaten food they throw away now compared to this time last year.

There has been little change, with the majority (69%) stating that they throw the same amount away as a year ago. This varied slightly between districts with 75% of respondents in Oadby and Wigston stating they throw the same as last year compared to 63% in Harborough. In Charnwood and North West Leicestershire more than 10% stated they throw away less than a year ago. In Harborough 17% stated they throw away slightly more than last year. This may show that behaviour is becoming normalised with biggest changes at beginning and only gradual changes now.

A pre and post LFHW evaluation has also been carried out across the partnership. The post survey was completed in August 2009 with 71% of respondents stating that they throw away the same as last year that backs up this representative survey with just 2% difference.

Figure 3.11: Amount of uneaten food increased, decreased or stayed the same, see Table C11 for count and percentages



Respondents stating that they throw away less than last year were asked the following, 'Which of these reasons describes the steps you have taken which have resulted in your household throwing away less food than last year'. **(Caution should be exercised with the results as the sample size is just 170.)**

- The main reason is that respondents are more careful about what they buy (72%). In the LFHW 64% stated this
- Almost two fifths (38%) stated they have become better at planning meals so that food isn't wasted (40% for LFHW)
- The third most commonly cited answer at 29% is that respondents have become better at using leftovers (10% for LFHW campaign)

Table 3.6: Steps taken resulting in less food waste thrown away compared to post LFHW campaign survey

	Waste Prevention		Post LFHW	
	Count	%	Count	%
We are more careful about what we buy	122	72%	182	64%
We have become better at planning meals so that food isn't wasted	65	38%	114	40%
We have become better at using up food that is already in the fridge or cupboard before we buy more	45	26%	52	18%
We have become better at using leftovers	50	29%	27	10%
We are better at measuring the correct portion sizes so that we don't cook too much	30	18%	32	11%
We now understand date labels better	11	7%	19	7%
We have become better at using our freezer	22	13%	24	8%
We can make use of fruit and vegetables in new ways such as soups, smoothies and casseroles	30	18%	9	3%
We now make a list before we go shopping	40	23%	Not asked	
We now do a 'stock check' before we go shopping	37	22%		
We now store more fruit and vegetables in the fridge to prolong their life	24	14%		
Other	21	12%		
Don't know	0	0%		
Total	170	100%	285	100%

Those respondents that wasted less were asked 'Why do you throw away less food now?' (**Again the sample is low and caution should be exercised when interpreting the results.**) The three main reasons were:

- It is a waste of money at 61% (40% Post LFHW)
- I am more careful (36%) when the economy is so uncertain
- It's a waste of good food at 29% (18% for post LFHW)

Table 3.7: Why do you throw away less food waste now?

	Waste prevention		Post LFHW	
	Count	%	Count	%
I am more careful when the economy is so uncertain	61	36%	Not asked	
It's a waste of my money	103	61%	760	40%
It's bad for the environment	33	20%	255	14%
It makes me feel guilty	20	12%	200	11%
It's dirty/makes the bin smell	7	4%	69	34%
It makes me feel that I haven't planned very well	8	5%	74	4%
I can't afford to throw away food	24	14%	122	7%
It makes me feel like I've wasted my time	6	4%	28	2%
It's a waste of good food	50	29%	338	18%
Other (PLEASE SPECIFY)	38	22%	31	2%
Don't know (DO NOT PROMPT]	1	1%	2	0%
Total	169	100%	955	100%

From the third focus groups some interesting quotes were made regarding reducing food. Two participants were retired and two were unemployed so all were dealing with a substantial reduction in their household income.

There's been a big lifestyle change in the last four months...when I was working we had takeaways.... And suddenly you on £64 a week.....nothing else...Quite frankly you go back to basics...we buy mince and cook 3 lots of it....we eat the same thing over a seven day period so you know exactly what you are going out to buy... I do actually spend a lot less as I wander around looking for bargains....I wont spend over a certain amount....I look for the cheapest...you can shave pounds off the bill.

We do the same. I know what day of the week according to what's on the plate except one day when my wife gets the recipe book out.....

£50 K down to £14K. It's certainly life changing. I've been unemployed for 10 months

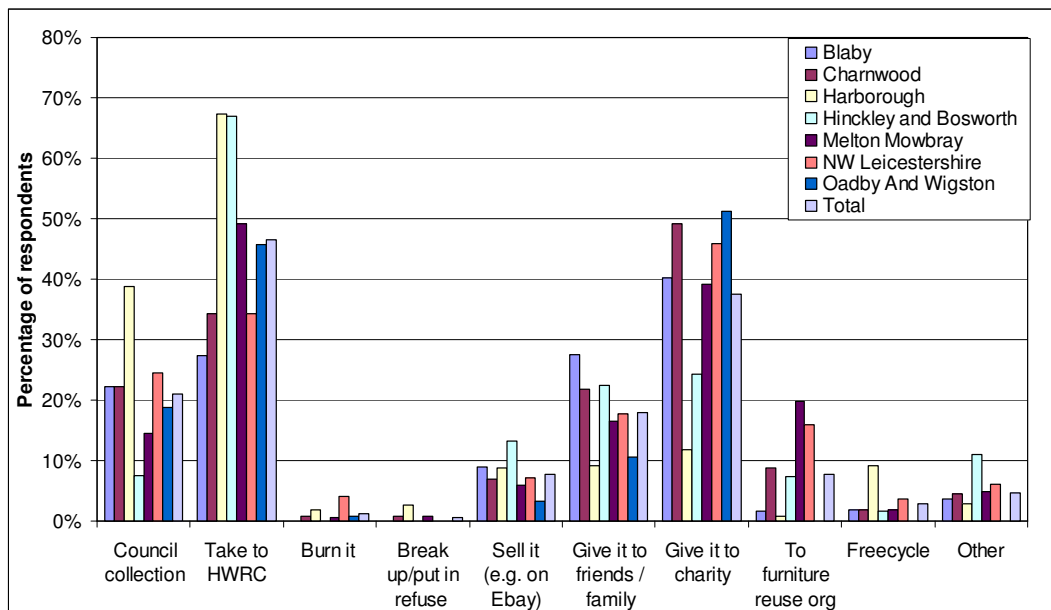
It clearly show that if reduction needs to happen it can, but also affects quality of life

2.6 Other Waste Prevention Initiatives

The following section is on the reuse of household waste. Firstly, respondents were asked **‘if you have any unwanted reusable furniture or other household items, what do you do with it?’**

- Almost half (47%) stated they take reusable items to the HWRC. There are considerable variations between districts with 67% in Harborough and Hinckley and Bosworth using HWRCs compared to 27% in Blaby. This may be due to proximity of RHWS's in the districts
- Next 38% give reusable items to charity, again there is variations between district with 51% in Oadby and Wigston and just 12% in Harborough.
- The third most common method was contacting the council to arrange a collection at 21%. In Harborough 39% use this method compared to just 8% in Hinckley and Bosworth. This is likely to be because Harborough does not have a Furniture Reuse Operation (FRO), while Hinckley & Bosworth have a very active FRO. They both operate a charged Bulky Collection Service.

Figure 3.12: What respondents do with unwanted reusable furniture or other household items, see Table C12 for count and percentages



There were few socio-demographic variations to note, except that there seem to be gender differences in reuse behaviour:

- A larger proportion of males (54%) use the HWRC than females (40%)
- A larger proportion of females (41%) give to charity than males (34%)
- Finally, a larger proportion of females (24%) contact the council to arrange a collection than males (18%). At present there are no statistics to compare against

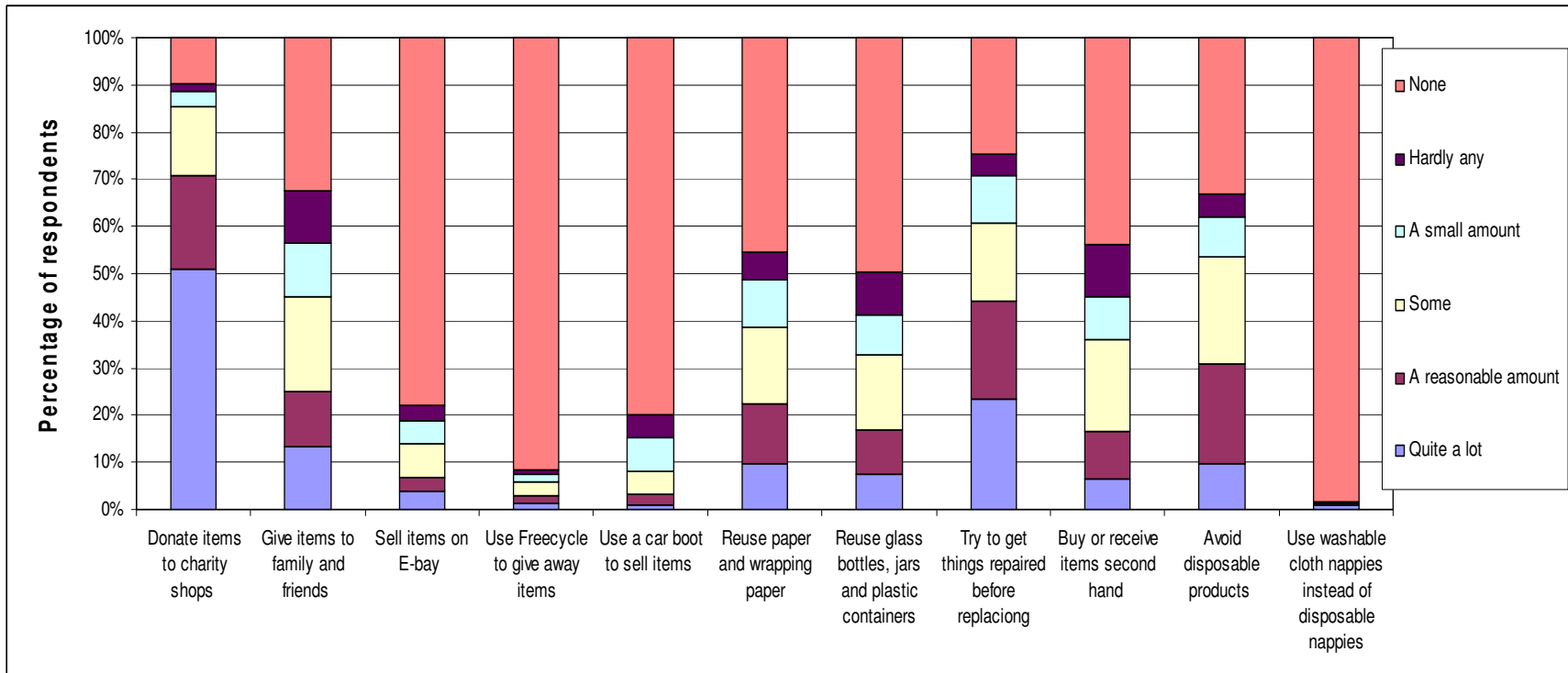
Table 3.8: If you have any unwanted REUSABLE furniture or other household items, what do you do with it?

	Male		Female		Total	
	Count	%	Count	%	Count	%
Contact council to arrange collection	60	18%	89	24%	148	21%
Take to HWRC	181	54%	146	40%	327	47%
Burn it	5	1%	3	1%	8	1%
Break up and put in refuse	2	1%	2	1%	4	1%
Sell it (e.g. on Ebay)	26	8%	29	8%	55	8%
Give it to friends / family	54	16%	74	20%	127	18%
Give it to charity	114	34%	150	41%	264	38%
Give to a furniture reuse organisation	22	6%	33	9%	55	8%
Freecycle	9	3%	10	3%	19	3%
Other	18	6%	15	4%	34	5%
	336		368		703	

Respondents were asked 'To what extent does your household do any of the following with items such as clothes, books, toys, CDs etc'

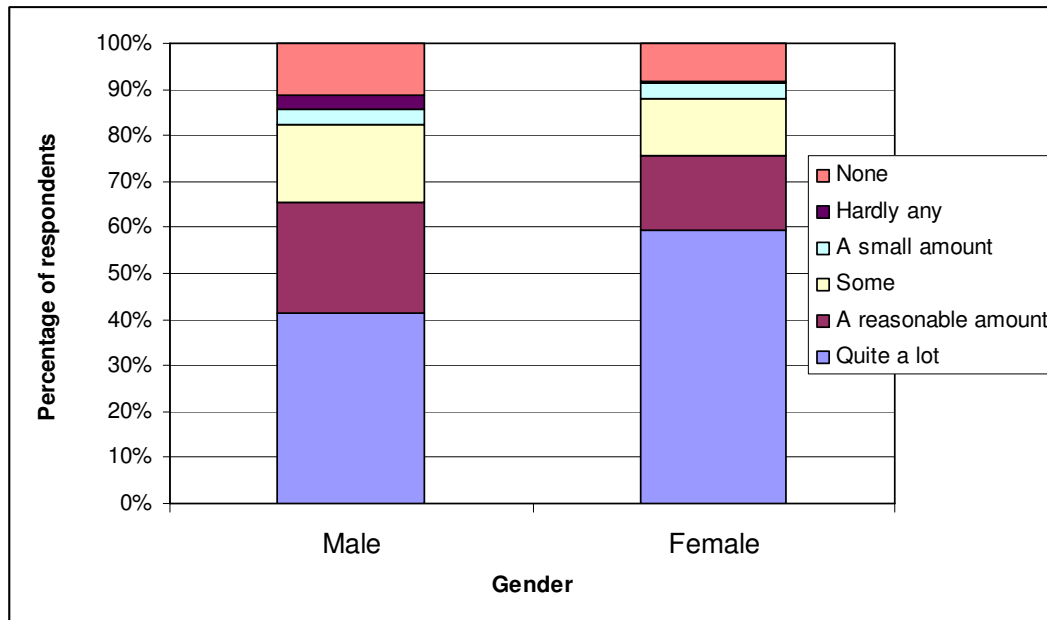
- Firstly, the majority (71%) stated they donate items to charity shops quite a lot/a reasonable amount
- One quarter (25%) give items to family and friends quite a lot/a reasonable amount. Almost one third (32%) do not give any to them
- The majority (78%) **do not** use ebay, or free cycle (91%), or car boot sales (80%)
- Almost half do not re-use paper/wrapping paper, glass, jars and plastic containers
- Over two fifths (44%) try quite a lot/a reasonable amount to repair items before replacing them, one quarter do not though.
- Over two fifths (44%) never buy or receive second hand items.
- Almost one third (31%) avoid disposable products and buy re-usable items Quite a lot/reasonable amount.

Figure 3.13: To what extent does your household do any of the following with items such as clothes, books, toys, CDs etc, see Table C13 for count and percentages



When cross-tabulated by gender there are differences in reuse behaviour. For instance 75% of females donate items to charity quite a lot/a reasonable amount compared to 65% of males.

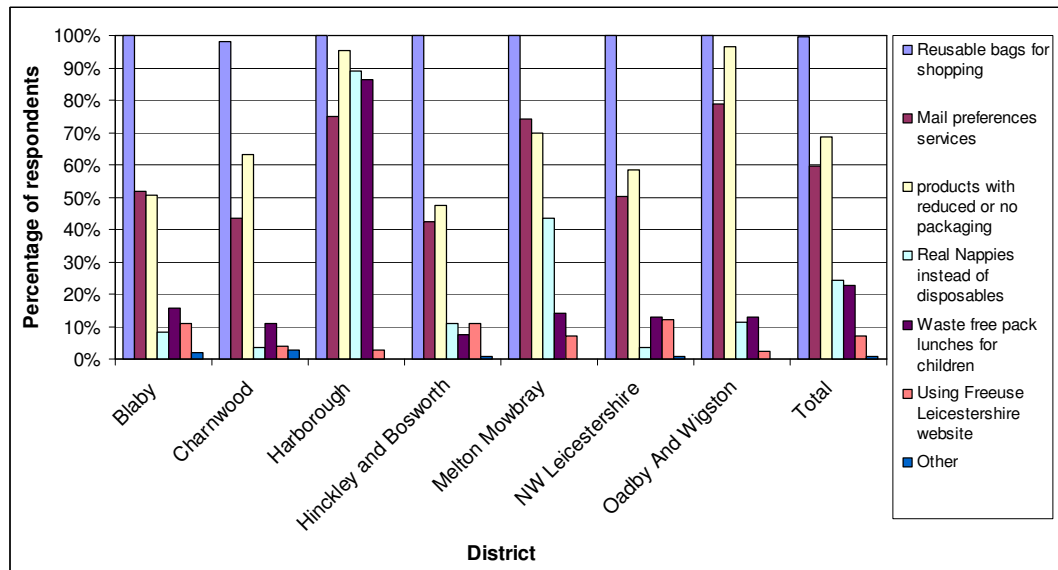
Figure 3.14: Donating items to charity shops that no longer have a use for by gender, see Table C14 for count and percentages



Respondents were asked if they were aware of other waste prevention initiatives:

- All respondents are aware of reusable bags for shopping
- Three fifths are aware of signing up to mail preference services to reduce junk mail. Oadby and Wigston had the highest awareness at 79% compared to Charnwood at 43%
- Just over two thirds (69%) are aware of buying products with reduced or no packaging. Oadby and Wigston had the highest awareness at 97% compared to under half (47%) for Hinckley and Bosworth
- Just 7% are aware of the Freeuse Leicestershire website. There are no significant variations between districts

Figure 3.15: Awareness of waste prevention practice by district, see Table C15 for count and percentages.



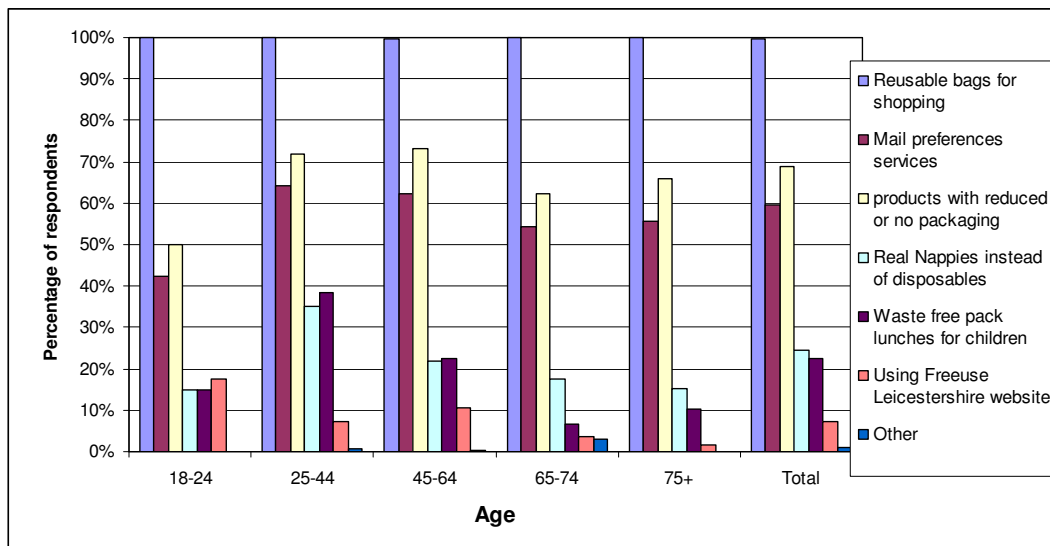
There is a slight gender difference in awareness for some of the initiatives:

- Three quarters (74%) of females are aware of the products with reduced/no packaging compared to 63% of males
- Over a quarter of females (27%) are aware of real nappies compared to 21% of males
- Finally, more females (26%) are aware of the waste free lunch for children than males (18%)

Table 3.9: Awareness of waste prevention practice by gender?

	Male		Female		Total	
	Count	%	Count	%	Count	%
Reusable bags for shopping	322	99%	366	100%	688	100%
Mail preferences services	194	60%	218	59%	412	60%
Products with reduced or no packaging	204	63%	272	74%	476	69%
Real Nappies instead of disposables	68	21%	100	27%	168	24%
Waste free pack lunches for children	59	18%	96	26%	155	23%
Using Freeuse Leicestershire website	26	8%	24	7%	50	7%
Other	3	1%	4	1%	6	1%
Total	324	100%	366	100%	690	100%

Figure 3.16: Awareness of waste prevention practice by age, see Table C16 for count and percentages



Respondents were asked whether they actually practiced any of the waste prevention activities mentioned

- The majority in all districts used reusable bags
- In Harborough respondents were claiming that they are more likely to sign up to MPS, buy products with reduced packaging and also make waste free lunches
- Females are more likely to buy products with less packaging and make waste free lunches.
- There does not seem to be any major differences by age but there are some small ones such as younger groups more likely to use the Freecycle website and make waste free lunches.

Interestingly, participants from the composters focus group provided two different perspectives on the packaging issue: the producer and the consumer perspectives. This clash of perspectives produced a vigorous debate about packaging.

Whilst it was generally accepted that there needs to be a reduction of packaging by manufacturers, two participants put forward issues from the point of view of food producers and retailers, pressing the point that goods must be packaged.

Packaging always comes up. I am a bee keeper and in an ideal world people would come to me and I would tip honey into their hand and they would go away. I have to buy packaging. Products have to be packaged in an acceptable way.

I work for the major multiples... and based on information gained working on projects with multiples and manufacturers, I can assure you that they don't spend money unwillingly on packaging but it is not for the consumer benefit, it is for the supply chain benefit. If we change the supply chain – if we go direct to the honey producer with our jar and we say please fill this jar we will reduce packaging and change behaviours right the way through the chain.

As consumers, members of the group accept that there needs to be some packaging but defended their view that every individual can do a lot to reduce the amount of waste that goes into landfill. As individuals they choose not to buy any products with excessive packaging.

The point we were making is that as consumers we can choose products with less packaging.

You can go to the supermarkets and get vegetables that are not packaged...

Or you can go to your local vegetable shop if it still survives or market garden or wherever and buy without any packaging at all...

That's what I do

We have a choice

Figure 3.17: Waste prevention practice by district, see Table C17 for count and percentages

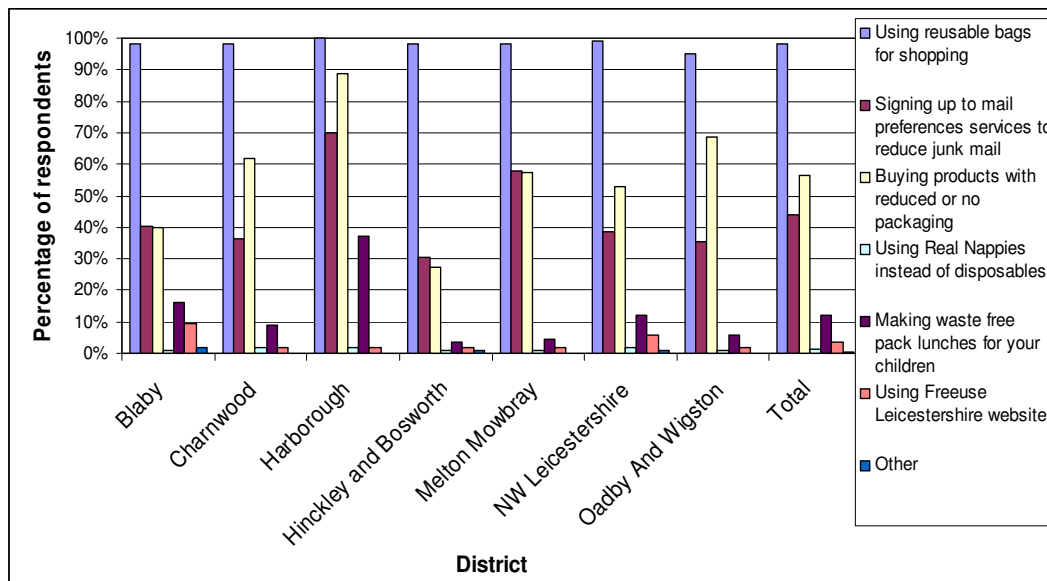
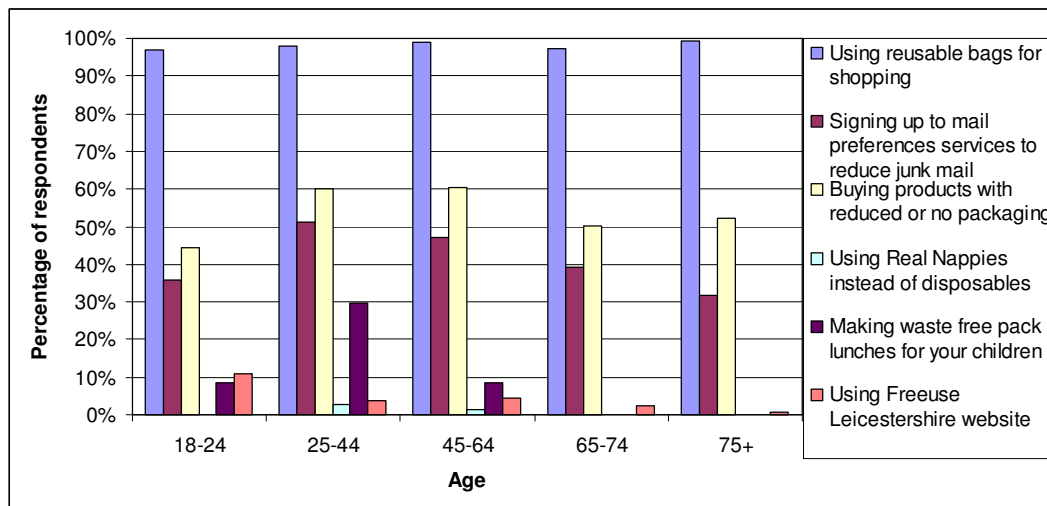


Table 3.10: Waste prevention practice by gender

	Male		Female		Total	
	Count	%	Count	%	Count	%
Using reusable bags for shopping	313	98%	356	98%	669	98%
Signing up to mail preferences services to reduce junk mail	145	46%	155	43%	300	44%
Buying products with reduced or no packaging	160	50%	227	62%	387	57%
Using Real Nappies instead of disposables	3	1%	6	2%	9	1%
Making waste free pack lunches for your children	25	8%	58	16%	83	12%
Using Freeuse Leicestershire website	11	3%	13	4%	23	3%
Other	2	1%	2	0%	4	1%

Figure 3.18: Waste prevention practice Do you do any of the waste initiatives by age, see Table C18 for count and percentages

One participant from the focus groups thought that the best way to get WP messages through to people was **'through the pocket...'** He thought that if the Council charged for waste collection by weight people would make more effort to reduce waste.

Others in the group thought this idea would encourage people to 'fly tip'. One participant cited Belgium as an example of where charging by weight does not work.

In Belgium....streams/ditches full of black plastic bags and rats because they charge for collecting waste, so people resist it by fly dumping.

I wouldn't like that. We need to find ways to motivate people to want to do it.

You want carrots not sticks

Within this group there were two examples of problems within households where one person is committed and the other has no interest.

I live with my wife and she does not subscribe to ethos driving reuse and recycling. There is a digester; there is a box for waste in the kitchen. I fill it, she doesn't, if she does, she fills it with paper and there is not a lot of sense in that...she has no interest...the reality is there is no interest to learn...to understand, to deliver.

I have that problem ...the understanding is that you are going to spend all you day doing it, that's not a problemit has to become a habit and it is no extra work.

...It's hard for them to change.

One participant thought that young people were the best chance to make changes for the benefit of the environment.

It makes me think it's the young where we have the best chance of getting the message through.

Another disagreed, saying *'It's the young who are dropping their litter on the streets....'*

Summary

As stated in the background comparing these results to any past research is difficult due to limited work carried out in this area.

Home Composting

Overall in Leicestershire 36% of respondents claimed to home compost with a variation by district with Oadby and Wigston composting the most at 45% compared to 26% in Harborough. Just 14% of respondents are committed composters compared to 19% nationally with large variations between districts. There is no significant differences between ACORN category and being committed to home composting. Countywide less than 60% of respondents stated that home composting was very/fairly important to them. In Harborough 80% stated it was very/fairly important to them even though just over a quarter actually did compost (Lowest in Leicestershire).

These results are difficult to interpret as there does not seem to be a link to why this could be. The sample size may be the possible reason as only 100 respondents were surveyed in each district so therefore a countywide perspective should be viewed rather than individual districts.

In regards to communication campaigns just over one third of respondents had seen or heard a campaign encouraging them to compost in the last 12 months that may suggest that if more respondents had seen the campaigns, more may take up home composting. There was no significant part of the population that had seen communication more than others (ACORN, age, gender, number per household etc).

Of those that had seen promotion two fifths had seen 'Leicestershire matters' with the next commonly cited being the subsidised bins from WRAP at 16%. The most common place they had seen promotion was in the council publications and the newspaper. Encouragingly over 70% of respondents found the information useful and over 90% understood it.

A small number of respondents stated that the communications had encourage them to compost with one third starting the low costs bins were the reason followed by one quarter (33 respondents) stated nothing encouraged them.

Food waste

The majority of respondents are throwing away the same amount of food compared to this time last year suggesting behaviour is becoming normalised with the biggest changes at the beginning and only gradual changes now. To understand food waste behaviour in more detail LWP commissioned a separated pre and post LFHW evaluation that should be refereed to more detail.

Other waste prevention initiatives

Respondents were asked what they do with unwanted furniture and other household items with the main answers being they take it to the HWRC and give to charity. In Harborough just less than 40% used a council collection compared to just over 20% countywide. Less than 10% sell it, use free-cycle or use other re-use organisations. There is a possible behaviour variation between genders with a larger proportion of males using HWRCs and more females taking unwanted goods to charities. There are no other notable demographic differences in the results.

All respondents are aware of reusable bags for shopping, 60% are aware of Mail Preference Services, almost 70% are aware of products with reduced or no packaging. Recall of real nappies and waste free lunches was lower at just over 20%. Less than 10% were aware of the Leicestershire Free use website.

Age appears to determine behaviour with fewer 18-24s being aware of Mail Preference Services and products with reduced or no packaging. The 25-44's appear to be more aware of real nappies and waste free pack lunches for children than all the other groups.

Notes from final contract meeting

On the 23rd February 2010 Elaine Kerrell and Ian Stone from M E L Research and James O'Brien and Anna Low from LCC had a final project meeting to discuss the report and project overall. Below set out the main discussions that took place.

Real nappies

Elaine referred to the work in Scotland where Bounty Packs are not given out in hospitals and stated this was due to the Chief Executive of the NHS being knowledgeable on waste prevention. In addition there has been some work carried out at Surrey University that should be referred to.

It was agreed that there was a need for more Real Nappy volunteers across the County as there are only two at present.

In addition tonnages diverted from landfill was discussed at length and how best to calculate it. It was deemed that LCC was being conservative in its projection of tonnages saved through the scheme.

For lending kits: The highlands conversion calculations in Leicestershire was 63% compared to 74% in the highlands. It was agreed that LCC needs to look at data for all lending kits over the year to re-calculate tonnages.

Finally, Elaine was to provide any reports available to compare with other areas to help in designing a campaign.

Other waste prevention initiatives

It was agreed that the Harborough results may be anomalies, therefore in appendix H the postcodes have been mapped to help provide a better understanding of composting behaviours.

In total £250k has been spent on the waste prevention campaigns and it was estimated with the help of this report that LCC would save that money on disposal by the end of next financial year.

The baseline has been set for LCC with;

- Real nappies users
- LFHW metric
- Composting metric
- Reusable bags
- Re-use scheme

It was suggested that next year the campaign is repeated but to focus on the lower performers in regards to waste prevention initiatives based on the research carried out in this report and by the LCC.

Finally it was suggested that focus groups recruitment should be carried out by external agencies in the future.

Appendix A: Questionnaire

ACORN CATEGORY

Good morning/afternoon, my name is ----- and I work for M·E·L Research.

We are conducting the survey on behalf of Leicestershire County Council and Leicestershire Waste Partnership. They are interested in your opinions on reducing rubbish, as they want to encourage the use of fewer resources and to limit our reliance on landfill. Do you have a few minutes to answer some quick questions?

[INTERVIEWER: Give explanation if needed. The partnership includes the councils of Blaby, Charnwood, Harborough, Hinckley & Bosworth, Melton, NW Leicestershire and Oadby & Wigston].

HOME COMPOSTING

[INTERVIEWER: The first section is about home composting that means AT HOME and NOT in a council garden waste collection]

Q1	Has your household composted any of its waste at home in the last 12 months (e.g. garden waste, and uncooked fruit and vegetable waste) (SELECT ONE ONLY ✓)			CONTINUE TO Q2
	Yes	1	GO TO Q6	
	No <i>(check first whether they have a garden – if not, code as No Garden (4))</i>	2		
	Don't know <i>(DO NOT READ OUT)</i>	3		
	No garden	4		

Q2	Which of the following statements best describes how important home composting is to your household generally? (SHOWCARD A - SELECT ONE ONLY ✓)	
	Very important	1
	Fairly important	2
	Not very important	3
	Not at all important	4
	(Don't know)	5

Q3	Which of the following statements best describes how much effort your household is prepared to put into home composting? (SHOWCARD B - SELECT ONE ONLY ✓)	
	We are prepared to compost at home even if it requires a lot of additional effort	1
	We are prepared to compost at home even if it requires some additional effort	2
	We are prepared to compost at home even if it requires a little additional effort	3

We are prepared to compost at home only if it does not require any additional effort	4
(Don't know)	5

Q4	Which of the following statements best describes how much your household composts at home? (SHOWCARD C - SELECT ONE ONLY) ✓		
We compost everything that can be home composted	1	CONTINUE TO Q5	
We compost a lot but not everything that can be home composted	2		
We compost only a small part of what can be composted	3		
Do not make compost at home	4	GO TO Q6	
(Don't know)	5		

Q5	Can you tell us what sort of container, if any, you use for home composting? (DO NOT READ OUT - SELECT ALL THAT APPLY) ✓	
	Bokashi bin	1
	Compost bin bought privately	2
	Compost bin brought from a council / WRAP promotion	3
	Green cone	4
	Green Johanna	5
	Home made compost bin	6
	Leafmoulder	7
	Loose compost heap	8
	Wormery	9
	Other (PLEASE SPECIFY)	10

[INTERVIEWER: To help us understand about our waste prevention campaigns, please tell us...]

Q6	In the last 12 months, have you seen or heard of any campaigns, promotions or advertising encouraging you to compost? (SELECT ONE ONLY) ✓		
	Yes	1	Continue to Q7
	No	2	Go to Q11 (Food waste section)
	Don't know/can't remember (DO NOT PROMPT)	3	

Q7	What promotions about home composting have you seen or heard? (DO NOT READ OUT - SELECT ALL THAT APPLY ✓)	
	Leicestershire Matters	1
	Green Cone / Food Waste Digester promotion / campaign	2
	WRAP subsidised compost bins	3
	Master Composters	4
	Rot a Lot Composting Club	5
	Compost Awareness Week	6
	Other (PLEASE SPECIFY)	7
	Can't remember (DO NOT PROMPT)	8

Q8	Of those that you identified, where have you seen or heard any of these messages? (DO NOT READ OUT - SELECT ALL THAT APPLY ✓)	
	Newspaper	1
	Magazine	2
	In a supermarket / shop	3
	On a website	4
	In a council publication	5
	On television	6
	On a billboard / outdoor sign	7
	Road shows	8
	Adverts on council mini-buses	9
	Other (PLEASE SPECIFY)	10
	Can't remember / Don't know (DO NOT PROMPT)	11

Q 9	Thinking about what you have seen/heard, please tell me how strongly you agree or disagree with the following statements: (<i>SHOWCARD D - SELECT ONE FOR EACH STATEMENT</i>)					
	Strongly agree	Tend to agree	Neither / nor	Tend to disagree	Strongly disagree	Don't know
I found it useful	1	2	3	4	5	6
It gave me useful tips and practical advice on how to compost	1	2	3	4	5	6
It encouraged me to start composting	1	2	3	4	5	6
I understood it	1	2	3	4	5	6
It was about composting at home	1	2	3	4	5	6
It has made me more reluctant to throw food away	1	2	3	4	5	6
It encouraged me to compost more	1	2	3	4	5	6

INTERVIEWER: If respondent mentions composting and strongly/tends to agree, CONTINUE TO Q10, otherwise go to Q11.

Q10	What did encourage you to compost? (<i>SHOW CARD E - SELECT ALL THAT APPLY ✓</i>)		
A low cost / subsidised cost compost bin	1	Help with composting at home / talk to local expert	5
More information – a leaflet on how to compost	2	Nothing	6
Opportunity to attend a free composting workshop	3	Other (PLEASE SPECIFY)	7
Information provided on a website	4	Don't know (DO NOT PROMPT)	8

FOOD WASTE

[INTERVIEWER: The next section is on food waste]

Q11	Compared with this time last year, would you say that the amount of uneaten food that you throw away has increased, decreased or stayed the same? Do you.... (<i>SHOWCARD F - SELECT ONLY ONE ✓</i>)		
Throw away much more than last year	1	Go to Question 14	
Throw away slightly more than last year	2		
Throw away the same amount as last year	3		
Throw away slightly less than last year	4	Continue with questionnaire	
Throw away much less than last year	5		
(Don't know/can't remember)	6	Go to Question 14	

Q12	Which of these reasons describes the steps you have taken which have resulted in your household throwing away less food than last year? (SHOW CARD G - SELECT ALL THAT APPLY ✓)	
	We are more careful about what we buy	1
	WE HAVE BECOME BETTER AT PLANNING MEALS SO THAT FOOD ISN'T WASTED	2
	We have become better at using up food that is already in the fridge or cupboard before we buy more	3
	We have become better at using leftovers	4
	We are better at measuring the correct portion sizes so that we don't cook too much	5
	We now understand date labels better	6
	We have become better at using our freezer	7
	We can make use of fruit and vegetables in new ways such as soups, smoothies and casseroles	8
	We now make a list before we go shopping	9
	We now do a 'stock check' before we go shopping	10
	We now store more fruit and vegetables in the fridge to prolong their life	11
	Other (PLEASE SPECIFY)	12
	(Don't know)	13

Q13	Why do you throw away less food waste now? (DO NOT PROMPT-SELECT ALL THAT APPLY ✓)	
	I am more careful when the economy is so uncertain	1
	It's a waste of my money	2
	It's bad for the environment	3
	It makes me feel guilty	4
	It's dirty/makes the bin smell	5
	It makes me feel that I haven't planned very well	6
	I can't afford to throw away food	7
	It makes me feel like I've wasted my time	8
	It's a waste of good food	9
	Other (PLEASE SPECIFY)	10
	Don't know (DO NOT PROMPT)	11

WASTE PREVENTION

[INTERVIEWER: The following questions are about waste prevention]

[NOTES: reusable or bulky household waste could include furniture, large electrical items (eg fridges / washing machines), or electronics (eg computers). Other reusable household items includes things like clothes, bric a brac, toys and books]

Q14	If you have any unwanted REUSABLE furniture or other household items, what do you do with it? (DO NOT PROMPT –SELECT ALL THAT APPLY ✓)	
Contact the council to arrange for them to collect it (bulky waste)		1
Take it to the household waste recycling centre (tip)		2
Burn it on a bonfire		3
Break it up and put it in the refuse bin		4
Sell it (e.g. on Ebay)		5
Give it to friends / family		6
Give it to charity		7
Give to a furniture reuse organisation		8
Freecycle		9
Other (PLEASE SPECIFY)		10

Q15	To what extent does your household do any of the following with items such as clothes, books, toys, CDs etc (SHOWCARD H – SELECT ALL THAT APPLY ✓)						
		Quite a lot	A reasonable amount	Some	A small amount	Hardly any	None
A	Donate items to charity shops you no longer have a use for	1	2	3	4	5	6
B	Give items to family and friends you no longer have a use for	1	2	3	4	5	6
C	Sell items on E-bay you no longer have a use for	1	2	3	4	5	6
D	Use Freecycle to give away items you no longer have a use for	1	2	3	4	5	6
E	Use a car boot to sell items you no longer have a use for	1	2	3	4	5	6
F	Reuse paper and wrapping paper	1	2	3	4	5	6
G	Reuse glass bottles, jars and plastic containers	1	2	3	4	5	6
H	Try to get things repaired before deciding to replace them	1	2	3	4	5	6
I	Buy or receive items second hand (e.g. from a charity shop, family and friends, Freecycle)	1	2	3	4	5	6
J	Avoid disposable products and buy products that can be used again and again instead	1	2	3	4	5	6
K	Use washable cloth nappies instead of disposable nappies for your child (if applicable)	1	2	3	4	5	6
L	Other (please specify)	1	2	3	4	5	6

Q16	a. Are you aware of any other waste prevention activities?			
	b. Do you do any of them?			
	(SHOWCARD I – SELECT ALL THAT APPLY ✓)			
			Aware	Use
		Using reusable bags for shopping	1	1
		Signing up to mail preferences services to reduce junk mail	2	2
		Buying products with reduced or no packaging	3	3
		Using Real Nappies instead of disposables	4	4
		Making waste free pack lunches for your children	5	5
	Using Freeuse Leicestershire website	6	6	
	Other (PLEASE SPECIFY)	7	7	

DEMOGRAPHICS

We would like some information about you and your household that will help us to understand the survey results. The information will be treated confidentially

Q17	How many people live in your household (including yourself)?			
	(PUT NUMBER IN RELEVANT BOX)			
	Adults	<input type="text"/> 1	Children 18 and under	<input type="text"/> 2

Q18	What type of household do you live in? (SHOWCARD J - SELECT ONE ONLY ✓)			
	One person household	1	Couple, no children	4
	Couple with children at home	2	Lone parent with children at home	5
	Other household with children	3	Other household: all adults	6
	Other type of household		(PLEASE SPECIFY)	
	7			

Q19	What type of dwelling do you live in? (SHOWCARD K – SELECT ONE ONLY ✓)		
	Detached house or bungalow	1	Flat, maisonette or apartment: In a

		purpose-built block of flats	
Terraced house or bungalow	2	Flat, maisonette or apartment: part of a converted or shared house	5
Semi-detached house or bungalow	3	Flat, maisonette or apartment: In a commercial building	6
Other type of dwelling (PLEASE SPECIFY) 7			

Q20	Can I ask you which group you fall into? (SHOWCARD L – SELECT ONE ONLY ✓)				
White	British	1	Asian/ Asian British	Indian	8
	Irish	2		Pakistani	9
	Other White Group	3		Bangladeshi	10
Mixed	White & Black Caribbean	4		Other Asian Group	11
	White & Black African	5	Black/Black British	Caribbean	12
	White & Asian	6		African	13
	Other Mixed Group	7		Other Black Group	14
Other	Chinese	15	Other	(PLEASE SPECIFY)	16
	(Refused)	17			

Q21	To which age group do you belong? (SHOWCARD M - SELECT ONE ONLY ✓)										
18-24	1	25-44	2	45-64	3	65-74	4	75+	5	(REFUSED)	6

FURTHER CONSULTATION

We are looking at doing some further consultation around the issues we've talked about in this survey. It is likely to be in the form of a focus group and we would give participants a £25 voucher to cover their expenses.

Q22	Would you be interested in taking part in future consultations? (SELECT ONE ONLY ✓)		
Yes	1	No	2 (GO TO NEXT SECTION)

Q23	One of the groups may look at the use of real nappies. Do you have any children that currently wear nappies (SELECT ONE ONLY ✓)		
Yes	1 (GO TO Q24)	No	2 (GO TO NEXT SECTION)

Q24	Do your children wear real nappies (<i>SELECT ONE ONLY</i> ✓)		
	Yes	1	No
			2

QUALITY CHECKING PROCEDURE

As part of our quality checking process, some of the people who answered the survey will be selected at random to check that they really were interviewed. Could I please take your name and telephone number so that you can be called if necessary? This will not be passed to anyone else, unless you have said that you would be interested in future consultation.

Respondent name							
Telephone number							
Postcode							
Gender	Male	1	Female	2			

Appendix B: ACORN Categories

ACORN stands for 'A Classification of Residential Neighbourhoods' and is a three-tier taxonomic classification scheme developed by the consumer research agency CACI. The table below shows a simple verbal description for the five principal ACORN Categories 1 to 5, and the 17 subsidiary ACORN Groups organised within the five primary Categories.

ACORN Categories	ACORN Groups
1 - Affluent Achievers	1.A - Wealthy Executives 1.B - Affluent Greys 1.C - Flourishing Families
2 - Urban Prosperity	2.D - Prosperous Professionals 2.E - Educated Urbanites 2.F - Aspiring Singles
3 - Comfortably Off	3.G - Starting Out 3.H - Secure Families 3.I - Settled Suburbia 3.J - Prudent Pensioners
4 - Modest Means	4.K - Asian Communities 4.L - Post Industrial Families 4.M - Blue Collar Roots
5 - Hard Pressed	5.N - Struggling Families 5.O - Burdened Singles 5.P - High Rise Hardship 5.Q - Inner City Adversity

Appendix C: Raw results tables

Table C1: Home composters by district; see Figure 3.1 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Composter	32	33%	36	35%	25	26%	30	29%
Non-composter	66	67%	65	65%	71	74%	75	71%
Total	98	100%	101	100%	97	100%	106	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Composter	43	42%	38	38%	46	45%	251	36%
Non-composter	59	58%	61	62%	57	55%	455	64%
Total	103	100%	99	100%	103	100%	706	100%

Table C2: Committed composters by district, see figure 3.2 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Committed composter	6	6%	13	13%	15	15%	8	8%
Non-committed composter	92	94%	87	87%	82	85%	97	92%
Total	98	100%	101	100%	97	100%	106	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Committed composter	21	20%	13	13%	19	18%	95	14%
Non-committed composter	82	80%	86	87%	84	82%	611	86%
Total	103	100%	99	100%	103	100%	706	100%

Table C3: Committed composters by district; see Figure 3.3 for graphical presentation

	Acorn Category					
	1		2		3	
	Count	%	Count	%	Count	%
Committed composter	43	16%	0	0%	38	13%
Non-committed composter	228	84%	12	100%	258	87%
Total	271	100%	12	100%	297	100%

	Acorn Category					
	4		5		Total	
	Count	%	Count	%	Count	%
Committed composter	5	10%	9	12%	95	14%
Non-committed composter	49	90%	63	88%	611	86%
Total	54	100%	72	100%	706	100%

Table C4: Container and composter type, see Figure 3.4 for graphical presentation

	Committed composter		Non-committed composter		Total	
	Count	%	Count	%	Count	%
Bokashi bin	0	0%	2	1%	2	1%
Compost bin bought privately	20	22%	36	26%	56	24%
Compost bin brought from a council / WRAP promotion	46	50%	51	37%	97	42%
Green cone	17	18%	9	6%	25	11%
Green Johanna	9	10%	8	6%	17	7%
Home made compost bin	15	17%	26	18%	41	18%
Leafmoulder	2	2%	0	0%	2	1%
Loose compost heap	4	4%	6	4%	10	4%
Wormery	1	1%	3	2%	4	2%
Other (PLEASE SPECIFY)	3	3%	13	9%	15	7%
Total	91	100%	139	100%	230	100%

Table C5: How important is home composting to your household generally, see 3.5 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Very important	15	15%	32	35%	41	42%	13	13%
Fairly important	21	21%	31	33%	36	38%	26	27%
Not very important	22	22%	14	15%	4	5%	31	32%
Not at all important	39	40%	15	16%	12	13%	27	27%
(Don't know)	1	1%	1	1%	3	3%	0	0%
Total	98	100%	93	100%	96	100%	96	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Very important	33	33%	30	33%	23	23%	187	28%
Fairly important	31	32%	33	35%	21	21%	200	29%
Not very important	16	16%	15	16%	5	5%	107	16%
Not at all important	17	18%	15	16%	53	51%	178	26%
(Don't know)	2	2%	0	0%	1	1%	7	1%
Total	99	100%	93	100%	103	100%	678	100%

Table C6: How much effort households are prepared to put into home composting, see 3.6 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Even if it requires a lot of additional effort	14	14%	21	23%	34	35%	13	13%
Even if it requires some additional effort	32	33%	26	28%	22	22%	20	21%
Even if it requires a little additional effort	26	26%	20	21%	13	14%	23	24%
If it does not require any additional effort	24	24%	26	28%	20	21%	37	39%
(Don't know)	3	3%	0	0%	7	7%	4	4%
Total	98	100%	94	100%	96	100%	96	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Even if it requires a lot of additional effort	27	28%	22	23%	20	19%	151	22%
Even if it requires some additional effort	23	24%	28	30%	12	12%	163	24%
Even if it requires a little additional effort	18	19%	28	30%	10	10%	138	20%
If it does not require any additional effort	21	22%	15	16%	47	45%	190	28%
(Don't know)	7	7%	1	1%	14	14%	35	5%
Total	96	100%	93	100%	103	100%	676	100%

Table C7: How much your household composts at home composting, see 3.7 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
We compost everything that can be home composted	16	16%	9	10%	13	14%	14	15%
We compost a lot but not everything that can be home composted	11	12%	19	20%	10	11%	6	7%
We compost only a small part of what can be composted	8	8%	5	6%	2	2%	11	11%
Do not make compost at home	62	64%	57	63%	69	72%	63	67%
(Don't know)	0	0%	1	1%	1	1%	0	0%
Total	97	100%	91	100%	95	100%	94	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
We compost everything that can be home composted	20	20%	21	24%	11	11%	105	16%
We compost a lot but not everything that can be home composted	16	16%	13	14%	25	24%	100	15%
We compost only a small part of what can be composted	7	7%	4	4%	9	9%	45	7%
Do not make compost at home	56	57%	53	58%	57	56%	417	62%
(Don't know)	0	0%	0	0%	0	0%	2	0%
Total	98	100%	91	100%	103	100%	669	100%

Table C8: In the last 12 months, have you seen or heard of any campaigns or advertising encouraging you to compost, see figure 3.8 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Yes	24	24%	26	29%	35	36%	28	27%
No	74	76%	60	66%	57	59%	75	71%
Don't know/can't remember	0	0%	5	6%	4	5%	3	3%
Total	98	100%	91	100%	96	100%	106	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Yes	37	37%	30	31%	45	44%	225	33%
No	60	59%	65	66%	57	55%	447	65%
Don't know/can't remember	4	4%	3	3%	1	1%	20	3%
Total	102	100%	97	100%	103	100%	693	100%

Table C9: Campaign recall by composter type, see figure 3.9 for graphical presentation

	Composter		Non-composter		Committed composter		Non-committed composter		Total	
	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	104	42%	122	27%	51	56%	174	29%	225	33%
No	131	54%	316	71%	36	39%	411	68%	447	65%
Don't know	10	4%	11	2%	4	5%	16	3%	20	3%
Total	244	100%	449	100%	92	100%	601	100%	693	100%

Table C10: Usefulness of campaign, see figure 3.10 for graphical presentation

	I Found it useful		Gave useful tips/practical advice		Encouraged me to start		I understood it		It was about composting at home		Made me more reluctant to throw food away		It encouraged me to compost more	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Strongly agree	70	38%	51	28%	23	12%	112	60%	99	53%	33	18%	37	20%
Tend to agree	66	36%	54	29%	19	11%	56	30%	64	35%	28	15%	24	13%
Neither / nor	28	15%	44	24%	53	29%	7	4%	12	7%	75	41%	61	34%
Tend to disagree	8	4%	13	7%	45	24%	3	2%	3	1%	26	14%	30	17%
Strongly disagree	4	2%	10	5%	34	18%	0	0%	1	0%	13	7%	24	13%
Don't know	8	4%	11	6%	10	5%	7	4%	7	4%	6	3%	6	3%
Total	183	100%	183	100%	183	100%	185	100%	185	100%	182	100%	181	100%

Table C11: Compared with this time last year, would you say that the amount of uneaten food that you throw away has increased, decreased or stayed the same? see figure 3.11 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Throw away much more than last year	2	2%	0	0%	1	1%	1	1%
Throw away slightly more than last year	2	2%	3	3%	16	17%	3	2%
Throw away the same amount as last year	65	66%	69	69%	60	63%	78	74%
Throw away slightly less than last year	23	23%	16	16%	12	13%	17	16%
Throw away much less than last year	6	6%	13	12%	2	2%	4	4%
(Don't know/can't remember)	0	0%	0	0%	5	5%	3	3%
Total	98	100%	101	100%	96	100%	106	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Throw away much more than last year	0	0%	2	2%	0	0%	5	1%
Throw away slightly more than last year	1	1%	7	7%	1	1%	32	5%
Throw away the same amount as last year	73	71%	64	64%	77	75%	486	69%
Throw away slightly less than last year	28	27%	19	19%	24	24%	139	20%
Throw away much less than last year	1	1%	8	8%	1	1%	35	5%
(Don't know/can't remember)	0	0%	0	0%	0	0%	8	1%
Total	103	100%	99	100%	103	100%	705	100%

Table C12: If you have any unwanted REUSABLE furniture or other household items, what do you do it? See figure 3.12 for graphical presentation

	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Contact the council to arrange for them to collect it (bulky waste)	22	22%	22	22%	38	39%	8	8%
Take it to the household waste recycling centre (tip)	27	27%	35	34%	65	67%	71	67%
Burn it on a bonfire	0	0%	1	1%	2	2%	0	0%
Break it up and put it in the refuse bin	0	0%	1	1%	3	3%	0	0%
Sell it (e.g. on Ebay)	9	9%	7	7%	9	9%	14	13%
Give it to friends / family	27	28%	22	22%	9	9%	24	22%
Give it to charity	39	40%	50	49%	12	12%	26	24%
Give to a furniture reuse organisation	2	2%	9	9%	1	1%	8	7%
Freecycle	2	2%	2	2%	9	9%	2	2%
Other (PLEASE SPECIFY)	4	4%	5	4%	3	3%	12	11%
	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Contact the council to arrange for them to collect it (bulky waste)	15	15%	24	24%	19	19%	148	21%
Take it to the household waste recycling centre (tip)	51	49%	34	34%	47	46%	329	47%
Burn it on a bonfire	1	1%	4	4%	1	1%	8	1%
Break it up and put it in the refuse bin	1	1%	0	0%	0	0%	4	1%
Sell it (e.g. on Ebay)	6	6%	7	7%	3	3%	55	8%
Give it to friends / family	17	16%	18	18%	11	11%	127	18%
Give it to charity	40	39%	45	46%	53	51%	265	38%
Give to a furniture reuse organisation	20	20%	16	16%	0	0%	55	8%
Freecycle	2	2%	4	4%	0	0%	19	3%
Other (PLEASE SPECIFY)	5	5%	6	6%	0	0%	34	5%

Table C13: To what extent does your household do any of the following with items such as clothes, books, toys, CDs, see figure 3.13 for graphical presentation

	Donate items to charity shops you no longer have a use for		Give items to family and friends you no longer have a use for		Sell items on E-bay you no longer have a use for		Use Freecycle to give away items you no longer have a use for		Use a car boot to sell items you no longer have a use for		Reuse paper and wrapping paper	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Quite a lot	359	51%	93	13%	27	4%	9	1%	8	1%	67	10%
A reasonable amount	140	20%	83	12%	22	3%	12	2%	15	2%	88	13%
Some	103	15%	141	20%	49	7%	20	3%	35	5%	114	16%
A small amount	23	3%	80	11%	34	5%	12	2%	49	7%	70	10%
Hardly any	12	2%	79	11%	24	3%	7	1%	34	5%	41	6%
None	68	10%	228	32%	548	78%	643	91%	561	80%	319	46%
Total	706	100%	704	100%	704	100%	703	100%	701	100%	700	100%

	Reuse glass bottles, jars and plastic containers		Try to get things repaired before deciding to replace them		Buy or receive items second hand (e.g. from a charity shop, family and friends, Freecycle)		Avoid disposable products and buy products that can be used again and again instead		Use washable cloth nappies instead of disposable nappies for your child (if applicable)		Other	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Quite a lot	52	7%	163	23%	45	6%	68	10%	6	1%	7	5%
A reasonable amount	66	9%	144	21%	71	10%	147	21%	1	0%	9	6%
Some	111	16%	117	17%	137	19%	159	23%	3	0%	10	6%
A small amount	58	8%	69	10%	66	9%	59	8%	0	0%	1	1%
Hardly any	63	9%	32	5%	77	11%	36	5%	1	0%	0	0%
None	348	50%	172	25%	309	44%	232	33%	673	98%	129	83%
Total	698	100%	696	100%	703	100%	701	100%	684	100%	156	100%

Table C14: Donating items to charity shops that no longer have a use for by gender, see figure 3.14 for graphical presentation

	Male		Female		Total	
	Count	%	Count	%	Count	%
Quite a lot	139	41%	218	59%	357	51%
A reasonable amount	80	24%	60	16%	140	20%
Some	58	17%	46	12%	103	15%
A small amount	10	3%	13	4%	23	3%
Hardly any	11	3%	1	0%	12	2%
None	37	11%	30	8%	68	10%
Total	336	100%	368	100%	703	100%

Table C15: Are you aware of any other waste prevention activities by district? see figure 3.15 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Using reusable bags for shopping	94	100%	93	98%	96	100%	104	100%
Signing up to mail preferences services to reduce junk mail	49	52%	41	43%	72	75%	44	42%
Buying products with reduced or no packaging	47	50%	60	63%	92	95%	49	47%
Using Real Nappies instead of disposables	8	8%	3	4%	85	89%	11	11%
Making waste free pack lunches for your children	15	16%	10	11%	83	86%	8	8%
Using Freeuse Leicestershire website	10	11%	4	4%	3	3%	11	11%
Other	2	2%	3	3%	0	0%	1	1%
Total	94	100%	95	100%	96	100%	104	100%

	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Using reusable bags for shopping	103	100%	99	100%	103	100%	691	100%
Signing up to mail preferences services to reduce junk mail	76	74%	50	50%	81	79%	413	60%
Buying products with reduced or no packaging	72	70%	58	58%	99	97%	477	69%
Using Real Nappies instead of disposables	45	44%	4	4%	12	11%	168	24%
Making waste free pack lunches for your children	14	14%	13	13%	13	13%	156	23%
Using Freeuse Leicestershire website	7	7%	12	12%	3	2%	50	7%
Other	0	0%	1	1%	0	0%	6	1%
Total	103	100%	99	100%	103	100%	693	100%

**Table C16: Are you aware of any other waste prevention activities by age? , see figure 3.16
for graphical presentation**

	18-24		25-44		45-64		65-74		75+	
	Count	%	Count	%	Count	%	Count	%	Count	%
Reusable bags for shopping	33	100%	217	100%	206	100%	122	100%	107	100%
Mail preferences services	14	42%	139	64%	129	62%	66	54%	60	56%
products with reduced or no packaging	17	50%	156	72%	151	73%	76	62%	71	66%
Real Nappies instead of disposables	5	15%	76	35%	45	22%	22	18%	16	15%
Waste free pack lunches for children	5	15%	83	38%	46	22%	8	7%	11	10%
Using Freeuse Leicestershire website	6	18%	16	7%	22	11%	4	4%	2	2%
Other	0	0%	2	1%	1	0%	4	3%	0	0%
Total	33	100%	217	100%	207	100%	122	100%	107	100%

Table C17: Do you do any of the waste initiatives by age, see figure 3.17 for graphical presentation

	District							
	Blaby		Charnwood		Harborough		Hinckley and Bosworth	
	Count	%	Count	%	Count	%	Count	%
Using reusable bags for shopping	90	98%	92	98%	94	100%	100	98%
Signing up to mail preferences services to reduce junk mail	37	40%	34	36%	66	70%	31	30%
Buying products with reduced or no packaging	36	40%	58	62%	84	89%	28	28%
Using Real Nappies instead of disposables	1	1%	2	2%	2	2%	1	1%
Making waste free pack lunches for your children	15	16%	9	9%	35	37%	4	3%
Using Freeuse Leicestershire website	9	9%	2	2%	2	2%	2	2%
Other	2	2%	0	0%	0	0%	1	1%
Total	92	100%	94	100%	94	100%	102	100%
	District							
	Melton Mowbray		NW Leicestershire		Oadby And Wigston		Total	
	Count	%	Count	%	Count	%	Count	%
Using reusable bags for shopping	100	98%	98	99%	98	95%	672	98%
Signing up to mail preferences services to reduce junk mail	59	58%	38	39%	36	35%	301	44%
Buying products with reduced or no packaging	58	57%	52	53%	71	69%	387	57%
Using Real Nappies instead of disposables	1	1%	2	2%	1	1%	9	1%
Making waste free pack lunches for your children	4	4%	12	12%	6	6%	84	12%
Using Freeuse Leicestershire website	2	2%	6	6%	2	2%	23	3%
Other	0	0%	1	1%	0	0%	4	1%
Total	101	100%	99	100%	103	100%	685	100%

Table C18: Do you do any of the waste initiatives by age, see table C18 for count and percentages.

	18-24		25-44		45-64		65-74		75+	
	Count	%	Count	%	Count	%	Count	%	Count	%
Using reusable bags for shopping	29	97%	211	98%	203	99%	117	97%	106	99%
Signing up to mail preferences services to reduce junk mail	11	36%	111	51%	97	47%	47	39%	34	32%
Buying products with reduced or no packaging	13	44%	130	60%	124	61%	61	50%	56	52%
Using Real Nappies instead of disposables	0	0%	6	3%	3	1%	0	0%	0	0%
Making waste free pack lunches for your children	3	8%	64	30%	18	9%	0	0%	0	0%
Using Freeuse Leicestershire website	3	11%	8	4%	9	4%	3	2%	1	1%
Other	0	0%	2	1%	0	0%	2	2%	0	0%

Appendix D: Real nappy users focus group

**Leicestershire County Council &
the Leicestershire Waste
Partnership Focus Groups**

Real Nappy Users Field Report.

December 2009

Introduction

- Research/consultation undertaken on behalf of Leicestershire County Council & the Leicestershire Waste Partnership included four residents' focus groups.
- The first focus group with users of real nappies took place on 15th December 2009 at 6.30 – 8.00pm in Glenfield, Leicestershire.
- Participants were selected from survey respondents who indicated their willingness to take part in further consultation.
- Participants were given £25 in cash as a 'thankyou' for attending and to cover travel and childcare expenses.
- Six participants (five women and one man) aged between 26 and 40 years took part in the group discussion.
- Between them participants have 9 children aged between 4 months and 15 years. Of these, 6 children are aged three years or under and wearing nappies some of the time.
- All participants except one (who refused to provide demographic information) indicated their ethnicity as White British.
- All participants except one work full or part-time.

Waste Prevention

The theme guide included a section on Waste Prevention (WP) to gauge participants' attitudes, behaviour, and their awareness of WP initiatives in the County. Generally, real nappy users showed a good understanding of WP and appear to be proactive in their behaviour.

Essentially, they see waste prevention as behaviour that does not create waste.

Cutting down on what you throw away, not creating the waste in the first place.

Reusing and not letting it go to waste...

Buying just what you need...

Looking for products with less packaging

Not creating waste in the manufacturing process – cars, toys, electrical goods...

Several participants said they try to avoid creating waste by buying items second hand from charity shops and Ebay or reusing via Freecycle.

I needed a baby seat for the bath and it was on my doorstep a day later...

When our children were born, we didn't buy anything for the first year and a half...

I bought everything second hand

I buy second hand to cut down on energy in the manufacturing process. I always buy cars that are 10 years old as it's already devalued

A further example of WP behaviour amongst these participants is the avoidance of buying anything with excess packaging.

I don't have apples wrapped in polystyrene and covered in plastic...

Why do cereals come in bags and boxes?

All participants indicated that they had got into the habit of reusing carrier bags when they go shopping.

Participants also mentioned buying only what they need rather than storing food in the deep freeze.

[People] have huge fridge freezers and buy extra things just in case.... It makes people feel better but we don't necessarily need it...

Using refill packs was mentioned but participants reported difficulties in accessing products and issues around value for money.

*Refills – you can't get them, only coffee
Often the refills are more expensive than buying the whole thing...*

There was a general consensus in the group that their WP behaviour is a lifestyle choice though one participant disagreed,

No... My lifestyle takes preference. I do what I can but as soon as it impacts on my lifestyle... I take my own bags to supermarkets and that sort of thing.

Waste Prevention Initiatives

When asked if they could name any specific waste prevention initiatives, participants mentioned that they had seen Love Food Hate Waste posters on local buses. Participants were able to describe the images but were unable to name the actual campaign.

*People looking like a lamb...
...and broccoli.*

When show cards were used as prompts, most participants said they had seen the posters/advertisements in public places such as on buses and in doctors' surgeries.

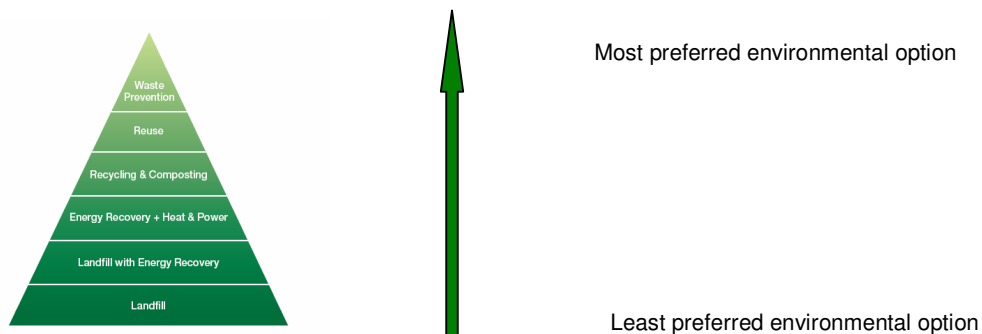
- **Reusable Bags** – all participants said they take their own bags to supermarkets when shopping but agree that this was driven by the supermarkets rather than any county-wide campaigns. One participant said he uses a cardboard box rather than a carrier bag.
- Four participants said they had heard of the **Love Food Hate Waste** initiative and were able to describe the posters.
- **Packaging** - again, participants prefer not to buy any goods with excess packaging but this behaviour was not driven by any particular WP initiative.
- **Reuse** – participants said they reuse as much as they can and use FreeCycle, Ebay and charity shops to avoid throwing things away. However, none had seen any promotional material.
- **Real nappies** – participants said they had seen the Real Nappies poster in the doctor's surgery.
- All participants had seen the **Home Composting** literature/posters.

- Again participants said they had not seen the ‘**No Junk Mail**’ advertisements.

Communications

- When participants were asked to indicate from a list their top three most effective measures for communicating WP messages the clear winner was **adverts on buses** as participants thought that everyone would see them.
- **Local papers (including the Leicester Mercury), Leicestershire Matters Magazine, and adverts on Council waste collection vehicles** were equally popular.
- **Parish Newsletters, the Council website, Leicestershire Villages, District/Borough Council Magazine, Local radio, and Adverts on council mini-buses** were also acknowledged as useful means of communication.

Leicestershire’s waste hierarchy



No one in the group disagreed with the waste hierarchy diagram though they had not seen it before.

There was general agreement in the group that the WP message generally and real nappies in particular should be reaching a broader audience. One participant in particular was concerned that LCC was not reaching the demographics they should be reaching.

If you look at health campaigns and so on, the message is getting through to us but it's not getting through to everyone. Have a look at the FG tonight!

Participants agreed that they were the ‘converted’ and reiterated the importance of getting the message through to non users of real nappies. They generally believe that there are people who are unaware and/or apathetic about environmental matters and recognise the problem of getting the message through to them.

You need to be targeting people who are making little changes... [say] this is one thing you can easily do...we don't expect you to do loads. Like the carrier bags...

Real nappy initiatives

All participants were aware of the cashback and nappy lending schemes operated by Leicestershire County Council. They had all taken advantage of the cashback scheme but the £30 was considered a bonus as they said they would have used real nappies anyway.

Participants were aware of other schemes such as Real Nappy Week and Nappochino having seen the literature in doctors' surgeries. However, for them the main source of information appears to be the Internet and word of mouth. Participants said they had friends who had used real nappies and thought that 'word of mouth' was the best recommendation.

They appear unimpressed by some of the current initiatives, particularly as most of them work during the day.

The campaigns are no good - specifically the nappy ones... That lunchtime event - is that going to appeal to a wider audience? No it wouldn't, would it?.

There was a strong consensus that people need to be made aware of the cost of using disposable nappies.

I don't think people think about [the cost].

You need to say, 'This is what it costs'. I work in purchasing and worked out that [using real nappies] would save about £5K

They also thought more could be done by health professionals to promote use of real nappies.

If midwives go to their visits and did a sales pitch for real nappies vs disposables..

The nappy lady who comes round and ...they tend to have one type of nappy they don't say this is good for this and that is good for that etc.

In order to get the message through, participants thought that people need positive role models - celebrities such as pop stars - to be seen to be using real nappies and make it trendy. One participant thought that perhaps getting the major designers to create a trendy brand of nappies may appeal to a younger audience.

Have a good role model I believe that's the answer.

You need endorsement from a celebrity.

*You could get Adidas interested...
Or DKNY?*

Participants were concerned about the bigger picture and thought more could be done on a national level.

Why is this a county wide scheme and not a national scheme? It is a national problem in my opinion.

Real Nappies

The majority of participants said that they made the decision to use real nappies just before the baby was born. Only one said that the decision was made 5 weeks after the birth.

We decided we would go with real nappies but not sure which one.

In the majority of cases the decision to use real nappies was made jointly between mother and father. One single parent said that it was her decision and she had used real nappies for her first child.

The main motivation for using real nappies is the waste. Participants were concerned about the amount of nappies, liners, plastic bags, and poo going into landfill.

It's not just the nappy – there's the plastic bag as well and the wipes

You've got too care about [the environmental impact]... Think about all that poo. Putting poo in the bin into landfill sites...people would be horrified.

People know about [real nappies] but they may not know they are easy to use and cost effective and help the environment...

It's also the chemicals that go into the disposables

Information

Participants had sought information about using real nappies on the Internet and spoken to people they know who had used them.

I think people are not aware of the different options, the only reason I know is the internet.

I've got friends who use [real nappies], that's how I heard about it.

My friends have been influenced by me. 15 or 20 people who now use them since we have.

If the parents are using them... we are spreading the word – I tell pregnant women whether they want to hear it or not.

Availability

The availability of real nappies appears to be an issue. One participant said that there was a limited range of real nappies available in the large retail outlets (e.g. Mothercare). The majority of participants bought their nappies on-line either new or second hand.

From a business perspective, participants recognised that real nappy manufacturers tend to be small businesses and would need to see a profit.

Problem is a lot of internet companies are very small and might be run from someone's garage. ...if there is no money in it they won't do it...

Cost

All participants agreed that the initial cost of buying real nappies was likely to be prohibitive for a lot of people. Generally, participants agreed that babies would need 24 nappies to start with which would cost about £300. They estimate that the cost was probably cheaper than buying disposables but that cost would be spread over a period of time. This was seen as particularly relevant for people on low incomes.

You will save money in the long term...

... that's the main problem you've got to have the capital.

You have to have the money in the first place...

Although participants had taken advantage of the £30 cash back offer, they considered this to be a small bonus rather than an incentive.

I didn't start using [real nappies] to get the money...

In order to reach the 'non-converted' they thought that there would need to be a loan or hire purchase scheme to help people on low incomes.

Cost is an obstacle, giving out samples, or if there was some way the council could get the VAT reduced...

Or you could rent [nappies] for £3 or £4 a week.

If you offered people a loan set for the first year...

Image

Participants thought that the target audience may have misconceptions about using real nappies. Real nappies appear to have come a long way since the days of the terry squares but one participant said she still had her old terry nappies from when her older son was born. It was generally agreed that people may be stuck with this outdated image.

You have to make it cool - people want to do what's trendy and modern...and if you have a role model, if someone's on telly and she says I use these.

I'm in my forties but most people here are in their thirties - you need to get younger people in their twenties or even teenagers using them.

It's a problem – people see reusable nappies as a bit yucky but we use liners, it's not like you've got a bin full of poeey nappies

People associate real nappies with the earth mother image. I didn't breast feed I'm not that way inclined... people think the two things go hand in hand...people are worried about what people think

Using real nappies was seen as a little less convenient than using disposable nappies. Real nappy users, and in particular working parents, said that they had to be organised to ensure that they maintained a fresh supply of nappies but this was a simple matter of switching on the washing machine.

Getting the nappies dry was regarded as a potential problem as some take longer to dry than others and they recognised that not everyone has a tumble drier.

I have to remember to wash the nappies overnight – that would put people off...

If I lived in a small flat with nowhere to dry them I wouldn't [use real nappies]...I'll hold my hands up and say I wouldn't...

The wraps take forever to dry – I don't use them in the winter

Type of nappies

The criteria for choosing the type of nappy is based on the comfort and fit, the ease of use, the nappy must be leakproof and easy to wash and dry. The initial purchase of real nappies appears to be a hefty outlay and participants reported that they made some expensive mistakes at first.

It takes you a while... I wanted nappies ready to go when he was born...

Finding out which ones right...there are so many varieties we ended buying more

People worry about getting it wrong. I was in the baby changing rooms and there was a guy in there and he said, 'Which way round does this go?'

It was generally agreed that 'bum genius' is the best type of nappy.

Bum genius – I read the reviews but you've got to be interested to find that out...

[Men]...only use bum genius because that's the one you can cope with

One participant also uses reusable wipes and liners.

Tescos have embroidered flannels and we use those, you put it in the same bag as the washing and hang them out to dry

When do you use real nappies?

All six participants are committed users of real nappies and use them most of the time. Four out of six use disposables at night and only one participant uses disposables at childcare.

Participants said that they use real nappies wherever they have access to a washing machine and drier. This can be a problem on holidays if they cannot be sure about the washing and drying facilities available.

Even a night or two away we would use disposables – depends on washing and drying facilities

Appendix E: Composter participants focus group

**Leicestershire County Council &
the Leicestershire Waste
Partnership Focus Groups**

Composters Field Report.

December 2009

Introduction

- Research/consultation undertaken on behalf of Leicestershire County Council & the Leicestershire Waste Partnership included four residents' focus groups.
- The second focus group with committed composters took place on 17th December 2009 at 2.30-4.00pm in Braunstone Civic Centre, Leicestershire.
- Participants were selected from survey respondents who indicated their willingness to take part in further consultation. CHECK THIS!!!!
- Participants were given £25 in cash as a 'thankyou' for attending and to cover travel and childcare expenses.
- Seven participants (three women and four men) took part in the group discussion.
- All participants were aged between 45 and 64 years and indicated their ethnicity as White British.
- The majority of participants (n=5) are retired. One participant works part-time, and one works full time.

Waste Prevention

This group of committed composters was knowledgeable about environmental issues in general. The concept of waste prevention was meaningful to them and they spoke of reducing the amount of waste that is destined for landfill and in turn reducing costs for the consumer. For them, waste prevention is a lifestyle choice involving a particular 'mindset' involving everyday habits that reduce/remove waste and save energy.

For me WP is an umbrella term for [a range of activities]. I want to leave as little footprint as possible.

Between them, participants listed a range of examples of their waste prevention practices.

Waste prevention is:

Buying stuff with less packaging

Reusing (carrier bags, jam jars, paper)

'Not spending money where I don't need to...'

Consumers - Only buy what you can eat

Retailers - Only stock what you can sell

Minimising what is put out for collection...

Buying stuff with less packaging

Interestingly, participants provided two different perspectives on the packaging issue: the producer and the consumer perspectives. This clash of perspectives produced a vigorous debate about packaging.

Whilst it was generally accepted that there needs to be a reduction of packaging by manufacturers, two participants put forward issues from the point of view of food producers and retailers, pressing the point that goods must be packaged.

Packaging always comes up. I am a bee keeper and in an ideal world people would come to me and I would tip honey into their hand and they would go away. I have to buy packaging. Products have to be packaged in an acceptable way.

I work for the major multiples... and based on information gained working on projects with multiples and manufacturers, I can assure you that they don't spend money unwillingly on packaging but it is not for the consumer benefit, it is for the supply chain benefit. If we change the supply chain – if we go direct to the honey producer with our jar and we say please fill this jar we will reduce packaging and change behaviours right the way through the chain.

As consumers, members of the group accept that there needs to be some packaging but defended their view that every individual can do a lot to reduce the amount of waste that goes into landfill. As individuals they choose not to buy any products with excessive packaging.

The point we were making is that as consumers we can choose products with less packaging.

You can go to the supermarkets and get vegetables that are not packaged...

Or you can go to your local vegetable shop if it still survives or market garden or wherever and buy without any packaging at all...

That's what I do

We have a choice

Reusing

Participants mentioned reusing items such as carrier bags when you go to the supermarket as an example of waste prevention.

One participant pointed out that 'the ordinary housewife can reuse a lot of things...' As a keen jam maker, she said that she reuses jam jars and buys new lids for the jars.

'... you go to a shop to get a jam jar... and it's cheaper to go to the supermarket and buy a pot of jam... ...I know people, who as a group buy jars and they collect from other neighbours and they buy new tops.'

The same participant keeps chickens. She shreds paper and reuses it as bedding for her chickens, and it then goes into the compost.

The discussion then went on to explore policy decisions around reusing and recycling.

It goes back to the original argument in parliament....recycling and I cannot understand why we went recycle rather than reuse...

The government gets taxes from [glass] manufacturers and they need to have scrap glass.... Is it cheap? No. But it is cheaper for them to buy scrap glass than it is for the consumer to reuse the product. They can't do without the glass, they can't sell anything, and they go out of business and the government doesn't get the taxes. It's not the right thing for the overall good, but the government needs the taxes, it's what the government wants.

Participants thought that bottles and cans could carry a returnable deposit to encourage recycling and reusing of materials.

There should be deposits on bottles....

In the States they get 5 cents for cans...

Consumers - Only buy what you can eat

These participants appear to be careful spenders only buying what they eat, thus minimising the amount of food waste and saving energy on storage.

Look at stuff you buy and store it in the fridge. Storing stuff in the freezers is just as wasteful if you consider the cost of running the freezer...

Retailers - Only stock what you can sell

Retailers came under fire from this group for throwing away food that is deemed unfit for human consumption. They referred to old practices of some supermarkets that would give out-of-date food to charities and local communities and were critical of the new practices of throwing it away.

Cooked food – you see whole chickens being thrown away....

It amazes me that [supermarkets] order so much stuff

There has been a change in legislation...used to be given to homeless people....The only way you can get it now is to climb into the skips and take it out....

[Retailers] cover/contaminate the food with a dye [I watched a programme recently] to show it has been thrown away...to show it is not fit for human consumption.

I have worked in hot rooms... Food is safe for about three times more than the actual shelf life...

WP Initiatives

Without prompts, participants were unable to name any WP initiatives but one or two participants were able to describe the '**Love Food Hate Waste**' posters they had seen on buses.

When shown the promotional literature, participants said they had seen all but the FreeUse literature.

FreeUse - Doesn't ring any bells for me - FreeCycle I know of....

The 'Love Food Hate Waste' posters provoked a good deal of discussion and the '**Isn't it sad?**' message was thought to be particularly effective.

Communicating the messages about waste prevention

One participant thought that the best way to get WP messages through to people was '**through the pocket...**' He thought that if the Council charged for waste collection by weight people would make more effort to reduce waste.

Others in the group thought this idea would encourage people to 'fly tip'. One participant cited Belgium as an example of where charging by weight does not work.

In Belgium....streams/ditches full of black plastic bags and rats because they charge for collecting waste, so people resist it by fly dumping.

I wouldn't like that. We need to find ways to motivate people to want to do it.

You want carrots not sticks

Within this group there were two examples of problems within households where one person is committed and the other has not interest.

I live with my wife and she does not subscribe to ethos driving reuse and recycling. There is a digester, there is a box for waste in the kitchen. I fill it, she doesn't, if she does, she fills it with paper and there is not a lot of sense in that...she has no interest...the reality is there is no interest to learn...to understand, to deliver.

I have that problem ...the understanding is that you are going to spend all you day doing it, that's not a problemit has to become a habit and it is no extra work.

...It's hard for them to change.

One participant thought that young people were the best chance to make changes for the benefit of the environment.

It makes me think it's the young where we have the best chance of getting the message through.

Another disagreed, saying 'It's the young who are dropping their litter on the streets....'

Communication of WP messages

Participants were shown a list of communication methods and were asked to indicate which they thought were the most effective. Most methods were thought to be good ways to get the Waste Prevention messages across.

The top three of the listed means of communication were as follows:

- **Television was deemed to be the most effective method to communicate information about Waste Prevention.**

There was a general consensus that the biggest influence is TV and SOAP operas in particular, where people would learn by example from characters on TV.

SOAPS seem to influence a whole swathe of cultural activity...I am talking about SOAPS so you can see [characters] going through that process...

It would get big exposure and get people talking about it...

- **The second most effective method was posters on buses.**

Buses are good and they move around, people talk about them if they are striking enough

- **Local newspapers was deemed to be the third most effective method of communication.**

One participant thought that messages about the cost to Council Tax payers, say of every ton of waste, should be shown on public transport and waste collection lorries to make people think about the amount they throw away. There was a strong belief amongst participants the message would have more impact if presented in a different way - people should know about the cost of **NOT** reducing waste. The message needs to be simple like clunk-click every trip.

How do you treat your waste?

Participants were asked to comment on how they dispose of particular household items. They said much would depend on the condition of the item and whether it could be passed on to other users. The table below provides some ideas.

Items	Disposal method
Clothes	<p>Recycle, give to charity but depends on the item and its condition</p> <p>Charity bags / Hundreds of bags come through the front door</p> <p>I deliver bagsful of old clothes to charity shops....</p> <p>EBAY – we buy and sell</p> <p>If the materials can be used as something else, people want costumes for local productions (Leicestershire Victorian Dancing).</p> <p>Old sheets made into dusters</p>
Books	<p>Charity shops</p> <p>Local clubs, linking French and English and use the books to teach French students about English life.</p> <p>Keep them - I cant understand why anyone would part with a book I keep them it keeps my house warm</p> <p>Sell cookery books at car boot sales.</p>
Toys	<p>Charity shops</p> <p>Don't throw them away – tend to keep them for when children come to visit.</p>
CDs	<p>CDs can go to charity shops</p> <p>Video tapes - you cant give them away ...they won't take them....</p> <p>It costs money to get rid of them (charity shops have to pay to get the bins emptied??)</p> <p>No use if no more VHS machines...can be turned into DVDs but quality not always good and it is expensive to have done professionally</p> <p>You have a licence and could transfer to a different media</p>
Unwanted furniture	<p>Charities (e.g. MIND shop)</p> <p>Salvation Army - use for refugees, homeless.</p> <p>Problem with furniture with fabric as it has to have the fire label still on it....</p> <p>Have just discovered Freecycle so would consider using that.</p> <p>Brown furniture difficult to dispose of as nobody wants it.</p> <p>.... My mum died and I had to clear the house ----you could not give way the furniture. I sent it to an auction and they sold for £20 and I only got £2 after commission.</p>
Other household items. E.g: Electrical items and batteries	<p>Other household items are taken to the local recycling centre/tip</p>

LCC Waste Hierarchy

Preferred Environmental Option



Least preferred Environmental Option

Participants liked the idea of the Waste Hierarchy but had not seen it before.

One participant commented that,

'there is an energy waste issue that doesn't show on [the diagram], it is about switching off lights etc, but the attitude that drives that...it is a finite resource. There's only so much energy to go round...'

Another thought that people did not regard energy in that way, 'when it comes to gas and electricity, people use what they need...'

Other group members agreed that much more could be done to inform the public about energy and cost saving.

*People can be educated to use less...
...And still be comfortable...
Use of standby switches cost money
The only driver is money...
If people could be shown how they would save money...
It would be more meaningful...*

The group also believes that people could do more to save energy by buying appliances that use less energy, and consider solar energy in new buildings. The group was sceptical about wind turbines as they believe it is the wrong solution. Having said all that, one participant commented that we need to be careful not to think that things are so bad we can't do anything.

Home composting

All participants live in houses with gardens and the majority are members of the Rot-a- lot club.

Why do you compost?

They were asked why they compost and they responded with a list of reasons:

Composting is:

Good for the garden

Reuses the waste - saves putting peelings into the bin and therefore into landfill

I just hate waste, I am a real skin flint...so it satisfies that aspect of my character

....It's lunacy to put the waste into landfill where it will create methane and damage our environment...

I don't see why I should give valuable nutrients to the Council

As we might expect, there was a strong consensus that composting makes good sense. Most participants were experienced gardeners and have composted for many years. One participant was a keen gardener but regarded herself as inexperienced. She was keen to learn more about gardening and composting (e.g. drop in centres and gardening clubs).

What do you compost?

Participants said they compost various household waste products such as:

- Vegetable peelings
- Eggshells
- Contents of the vacuum cleaner
- Hair cuttings (in the spring the birds will come and take [hair] for nests)
- Feathers - contents of old duvets provide brown matter in compost.
- Chicken bedding
- Tea bags
- Coffee grounds and comfrey leaves (accelerates composting process)
- Paper (You can shred all your junk mail...in the winter fill it right up....it traps the air and keeps it going).
- Urine (to prevent the bin getting too dry)

What kind of composting bins do you use??

Participants use a range of composting bins.

Type of composting bin	Use and comments
Bokashi bin	Anaerobic process developed by the Japanese.... Used extensively in cities in flats.composts everything including meat. Used and recommended to others by one participant
Compost bin bought privately	
Compost bin bought from the Council	Black bins used by most participants. One called this bin a Dalek and doesn't like it Komp 250 used by one participant
Green cone	Used by several participants, one participant has two of these
Green Johanna	Used and recommended by one participant
Home-made compost bin	My composter is made from timber pallets....New Zealand composter.
Leafmoulder	
Loose compost heap	
Wormery	Used by one participant
Other	Used by all participants
Small bins for kitchen waste	One participant uses an old nappy bucket with a lid for kitchen peelings etc.

Anything you find difficult to compost?

Participants agree that leaves (oak leaved in particular) can be a problem as they take so long to break down. One said he would like large nets to contain the leaves.

Another said she would like a good garden shredder, one that would take big twigs, so that she could compost more garden waste.

The group discussed issues around cleanliness of waste containers in the kitchen. For example, some mentioned slime at the bottom of the containers. Various solutions were proposed by other members of the group, for example, using bio-degradable bags, kitchen roll/serviettes inside the bins to absorb moisture and get rid of bad smells. It can all go into the compost.

Can you quantify it?

Those attending the group said they had some responsibility for food shopping.

Participants agree that they prevent a good deal of waste going to landfill.

A lot – I could have [my wheelie bin] emptied every six weeks....

I take everything apart and I collect scrap metal and sell it.

I shop late at night and get things half price.

I cook less than I used to and save money.

The Rot-a-lot Club

Members say they receive a newsletter and discussed possibilities of running groups/workshops to share their experience with newcomers.

Kitchen Caddies

There was a clear favourite among the kitchen bins shown to the group – (need the name of this bin – the cream one that doesn't smell)

Promotional items

All of the promotional items were well-received.

Meal planner 10/10

Only buy what's on the list
The concept is excellent

Fridge thermometer 10/10

An excellent idea

Bag sealer 10/10

These are good but elastic bands and clothes pegs work as well.

Pasta measure 10/10

Interesting to see how small the measure is for one person

Supermarket trolley coin/key ring 10/10

This is a good design

Appendix F: Non- Composter participants focus group

**Leicestershire County Council &
the Leicestershire Waste
Partnership Focus Groups**

**Non-Committed Composters
Field Report.**

January 2010

Introduction

- Research/consultation undertaken on behalf of Leicestershire County Council & the Leicestershire Waste Partnership included four residents' focus groups.
- The third focus group with non-committed composters took place on Tuesday 19th January 2010 at 6.30 – 8 pm in Glenfield, Leicestershire.
- Participants were selected from survey² respondents who indicated their willingness to take part in further consultation. Data analysis identified the group participants as non-committed composters.
- Participants were given £25 in cash as a 'thankyou' for attending and to cover travel and childcare expenses.
- Four male participants took part in the group discussion.
- Two participants were aged 65+ years, one aged 55 – 64 years and one aged 25 – 44 years. All indicated their ethnicity as White British.
- Two participants were retired from paid employment and two were unemployed.
- All participants live in houses with gardens.
- Two of them live in two-person households, one lives in a four-person household, and one lives alone.
- All have some responsibility for shopping and preparation of food.

Waste Prevention

Participants appeared to be reasonably aware of environmental issues. The concept of waste prevention was meaningful to them and they spoke of controlling the amount of waste they produce at source by being careful what they buy.

I do the shopping and I can speak first hand on the issue of waste...to me it's very interesting...I go shopping with a list...that controls waste at source... a lot of people don't

*We do the same we go shopping and buy just what's on the list...
We are on a very tight budget*

I tried to define what WP is all about. What you buy it seems to me – an area I call shopping education.

² A survey of ????

One participant lives on his own and does not use a list but said he shops carefully and lives frugally.

I don't need a list as I am on my own... I'll have simple beans on toast with an egg on top

Two participants were retired and two were unemployed so all were dealing with a substantial reduction in their household income.

There's been a big lifestyle change in the last four months...when I was working we had takeaways.... And suddenly you on £64 a week.....nothing else...Quite frankly you go back to basics...we buy mince and cook 3 lots of it....we eat the same thing over a seven day period so you know exactly what you are going out to buy... I do actually spend a lot less as I wander around looking for bargains....I wont spend over a certain amount....I look for the cheapest...you can shave pounds off the bill.

We do the same. I know what day of the week according to what's on the plate except one day when my wife gets the recipe book out....

£50 K down to £14K. It's certainly life changing. I've been unemployed for 10 months

Between them, participants listed a range of examples of their waste prevention practices. They held strong views about food waste which appear to be based on the ways they were brought up.

Years ago, you'd walk down the steps to the larder where you kept milk and butter and there'd be a pig at the bottom of the garden.

Storage

Participants said that they are very careful about storing food so that they do not throw anything away.

When you get it, what happens to it? Poor storage leads to food rotting. It may seem obvious, maintaining a proper temp...

Participants also agreed that food should be properly wrapped so that it remains edible.

Cheese gets curled up at the edges...it goes hard if not wrapped properly and you have to cut it off...

One participant said that he freezes batches of food to save on the amount of cooking. Others in the group said that they mainly use fresh food and tend to use the freezer only for emergencies.

I have a small upright freezer...

I have a freezer in the garage

The freezer is just for emergencies

Using leftovers

Generally, participants said they do not waste much food at all. One said that when the family comes to visit and there is leftover food it is used up to make another meal.

When the family come at the weekend and if there's any leftover ham it goes into a risotto the next day

Another said they make soups and smoothies out of leftover fruit and vegetables.

Reusing

Participants said they have formed a habit of reusing carrier bags when they go to the supermarket. One said he even takes time to mend the 'bags for life' rather than take them back to the supermarket for a replacement.

WP Initiatives

Participants said they have not noticed many of the WP initiatives.

One said he had seen the **Real Nappies** campaign and tried to persuade his daughter to use them when his granddaughter was born but she declined saying that she was too busy. Only one participant had heard about the '**Reuse it**' campaign.

I have heard mend it sell it donate it –on the radio I think

One participant had seen a '**Love food hate waste**' poster on a bus, but three others had not. They recall seeing messages at the local Recycling Centre and on the collection wagons but could not pinpoint which ones.

They were critical of the posters promoting the campaigns.

You are not seeing [the poster], that's the point

[The poster] needs to be on the back of a bus

Might have appeared on my retina....

It's a bland statement that's rubbish marketing

Participants did mention some memorable catchphrases from the past:

Dig for victory

Walls have ears

Sainsbury's motto, 'Take an old bag shopping' stuck in your mind.

Communication of WP messages

Participants were shown a list of communication methods and were asked to indicate which they thought were the most effective. Most methods were thought to be good ways to get the Waste Prevention messages across. Participants thought that the **best** methods of communicating messages about waste prevention were:

- Supermarkets/ shops or on television
- Parish Newsletters / District/Borough Council Magazine
- Billboards and outdoor signs
- Local radio

How do you treat your waste?

Participants were asked to comment on how they dispose of particular household items. They said much would depend on the condition of the item and whether it could be sold or passed on to other users.

Items	Disposal method
Clothes	If clothes are very old and worn, participants said they would be burned or binned. If items are in a reasonable condition they would be given away or remade into fancy dress outfits. All participants said that materials are reused where possible, either cut into squares and used as rags/dusters.
Books	Books tend to be given away to be used by others (e.g. doctors surgeries). One father of two children said he has used Freecycle to swap his children's educational books.
Toys	Old toys tend to be handed down to younger children in the family until they fall apart. One participant said he would sell items on Ebay 'if they were any good'.
CDs	One participant said he uses old CDs as bidscarers in the garden and another said he has used them for coasters.
Unwanted furniture	Participants all said that they would sell old furniture if possible. One mentioned an organisation called SOFA that would arrange collection then reuse the items.
Other household items. E.g: Electrical items and batteries	Electrical items would generally be taken to the local tip to be taken apart and its parts reused. One participant mentioned that his local authority provides bags for discarded batteries.

LCC Waste Hierarchy

Participants had not seen the Waste Hierarchy diagram before. One participant commented that the triangle should be inverted so that a greater mass is prevented than goes into landfill.

Another thought that 'Power could go up the list a bit'. He was concerned about the supply and cost of power.

I said to [my power provider] it would be easier for you to loan me the money to fit a solar panel and I could sell the power back to the national grid. It would reduce the burden of need on this small country's resources...at the moment we are burning gas that we are importing from Russia.

Home composting

All participants live in houses with gardens and have some or all the responsibility for the preparation of food. Three out of four said they compost kitchen waste at home. The other said that although he composted garden waste, the Council collection service dealt with all household waste.

I have a wheelie bin for garden waste...I don't compost anything. I have bins for everything and it works very well. Potato peelings go in the bin.

One participant who composts kitchen waste said that he had a waste disposal unit at his previous house in London that helped to reduce the amount of food waste.

It made a difference, you just put the muncher on... ..It's more economical to deal with waste down the sink, it gets fed back into the land, at the moment black plastic bags sit in the ground...

Why do you compost?

Three out of four participants agreed that composting prevents a good deal of waste going to landfill. Two out of four participants said they compost kitchen waste to put on the garden.

I have a clay garden and use a lot of compost to break down the soil

One participant who said he did not compost said that his wife would not tolerate any food waste in the kitchen.

My wife is not prepared to have any food waste in the kitchen. My vegetable peelings go straight in the bin.

What do you compost?

Participants said they compost mainly vegetable peelings.

What's difficult to compost?

Participants said they do not have any difficulty with the disposal of anything in particular. However, one said that the biggest problem was using up the compost.

My father in law's throughput [of compost] is better than mine...it will sit there till the spring

What kind of composting bins do you use??

Those participants who say they compost use composting bins that they called 'daleks' bought from the Council.

There was an offer, two for £13. I had one and my father-in-law had the other one.

One non-composter said he had a compost heap in the garden but he did not use it for kitchen waste.

Kitchen Caddies

The group generally disliked the examples of kitchen waste caddies that were shown to them. None of the composters used a kitchen caddy as it was regarded as easy to take the waste straight into the garden.

*Hamster cages...
The trouble is that it would cost you money – buying the bags
Unless I got [the kitchen caddy] for free it's just as easy to walk into the garden and scrape it in the compost.
It's unsightly*

The clear favourite among the kitchen caddies was the cream one with the carbon filter in the lid designed to reduce odours.

Carbon filter – that might work

Promotional items

All of the promotional items were well-received.

They particularly liked the **meal planner – rating 10/10**:

I like that. We have the same things – we know we're buying food for the same seven meals – that's a flier for me.

One participant pointed out that households where people do not sit and eat together may have a problem with planning

Some people rarely sit down to a meal together... Idea of a meal planner wouldn't work for them

Participants also liked the **bag sealers – rating 10/10**. They said that they already use them at home but thought that the larger size would be useful.

Again, participants liked the **spaghetti measure – rating 10/10**.

Spaghetti is a pain – I always cook too much

Handy for kids drawing circles for homework

The **Fridge thermometer** was also well-received – **rating 10/10**.

How much food goes to waste?

Inedible food waste

Only one participant said that no inedible food waste (e.g. peelings, bones) is thrown away. Others said they waste a 'reasonable' amount.

Fruit, vegetables, and salad

Two out of four participants said that 'some' fruit, vegetable, and salad is wasted. The remaining two waste 'hardly any' or 'none'.

Processed meat and fish

Participants said they waste hardly any or none of these products.

Bread and cakes

None of these participants waste bread and cakes.

Food left on the plate after the meal

Participants said they waste 'hardly any or none'.

Food you cooked or prepared too much of but didn't serve up

Again, participants said they waste 'hardly any' food that is cooked/prepared but not served up.

Raw or home-cooked meat and fish

Participants said they waste 'hardly any' or 'none' of the raw or home-cooked meat and fish products.

Ready meals or convenience foods and take-aways

One participant said that he never eats ready meals/convenience food or takeaways. Others say they waste 'hardly any' or 'none' of these food products.

Cheese and yoghurt

Again, participants said they waste 'hardly any' or none' of these products.

Waste messages

Participants remembered some of the messages that were shown to them.

Three out of four remembered the message, 'Stopping food waste would save as much CO₂ as taking 1 in 5 cars off the road'.

Two out of four remembered the 'A third of the food we buy gets thrown away' Similarly, participants remembered that '6.7 million tonnes of food is thrown away each year'.

Two out of four participants had seen articles and news reports about food waste.

Only one out of four remembered the following messages:

- Love food hate waste
- One in every three bags of shopping gets thrown away.
- Food thrown away damages the environment.
- No one likes to throw away good food/It's wrong to throw good food away/it's immoral/unethical

Participants said they had not seen the posters promoting the prevention of food waste.

I have not seen a single one of them

They are nondescript – you'd walk past them if they were on the wall

It's more like a history lesson – people from the past

I have a good understanding of advertising and that doesn't work

They thought that what is needed is education at junior school level.

Go to the junior school...you can't get to the people we have missed

It has to be aspirational...a desire. It needs to be associated with something interesting and you can have whatever message, they'll say, I wanna do that now...

If it was the Simpsons – if it had Bart or Homer... I'm not getting the advertising at all. There's nothing to it...

You have to reverse the culture – you are flogging a dead horse. We've spent millions getting people to throw things out and buy new...

... unless [messages] are very catchy they will not work.

**Appendix G: Non- Real nappy users participants
focus group**

**Leicestershire County Council &
the Leicestershire Waste
Partnership Focus Groups**

**Non-Real Nappy Users
Field Report**

March 2010

Introduction

- Research/consultation undertaken on behalf of Leicestershire County Council & the Leicestershire Waste Partnership included four residents' focus groups.
- The final focus group with users of non-real nappies took place on 9th March 2010 at 6.30 – 8.00pm in Glenfield, Leicestershire.
- Participants were selected from survey³ respondents who indicated their willingness to take part in further consultation.
- Participants were given £25 in cash as a 'thankyou' for attending and to cover travel and childcare expenses.
- Nine women aged between 26 and 42 years took part in the group discussion.
- Between them participants have 14 children. Of these, nine children are under the age of two years and wearing nappies.
- Seven participants indicated their ethnicity as White British, and two as Indian.
- Two participants were 'stay-at-home mums'. Five participants were employed and on maternity leave. One participant had just gone back to work part-time after a year's maternity leave. One participant is self employed.

³ A survey of real nappy users was carried out by M-E-L in 2009

Waste Prevention

The theme guide included a section on Waste Prevention (WP)⁴ to gauge participants' attitudes, behaviour, and their awareness of WP initiatives in the County. Generally, non-real nappy users showed a good awareness of WP.

Essentially, they see waste prevention as behaviour that does not create waste.

Recycling, composting that sort of thing
Throwing away less
Reusing carrier bags
Reduction for landfill
Buying products with less packaging
Looking at how you dispose of waste. Pretty much everything can be reused...
Buying less- just buying what you need
Using charity shops

Participants thought that waste management policies should be consistent across the County. Participants in different parts of the County have different kerbside collection arrangements – some have bins and some have bags. The discussion revealed a number of problems with waste disposal.

Some people have different bins, we have got bags and the foxes get them
In Blaby we have bins...and it's a nightmare
We've got bins but I would prefer bags – the bins are not big enough...
We are a family of five and we have more bins.
With the foxes they tear up the bags...

The group agreed that there should also be consistent policies nationally because people are confused about what can and cannot be recycled.

If it is that important – which it is - it should be a national thing
If there's a national policy we are all going to follow it aren't we?

There was a general view that some people are too lazy to use recycling facilities and would prefer to take the easy option of throwing everything in the bin.

One participant said that she has no recycling facilities where she lives.

It's interesting – we have no facilities where we live – we live in an apartment.
There are about 80 apartments and we don't have anything, just the general big bins downstairs. There's this whole policy thing and we get nothing...

⁴ . For the purpose of the focus groups, the definition of waste prevention used includes any activity that prevents waste from getting to the kerbside, for example, reusable bags, real nappies, packaging, No junk mail etc, reuse and Home Composting.

Waste Prevention Initiatives

When asked if they could name any specific waste prevention initiatives, participants mentioned that they had seen **Love Food Hate Waste** posters on local buses. Participants stated that they had also seen material relating to **Reuse and recycle; Real nappies** campaigns; and special offers on **composting bins**.

Communications

When participants were asked to identify from a list their top three most effective measures for communicating WP messages **TV, supermarkets, buses and local newspapers** were the most popular choices.

Other media mentioned were radio, Leicestershire Matters / Council magazine, and roadshows, Council collection vehicles and outdoor billboards/signs were also favoured. One participant thought that the schools and doctors surgeries would be appropriate places to advertise the WP campaigns.

Barriers and motivation towards waste prevention

Participants were asked about the ways in which they dispose of certain types of household items to gauge their attitudes towards waste prevention.

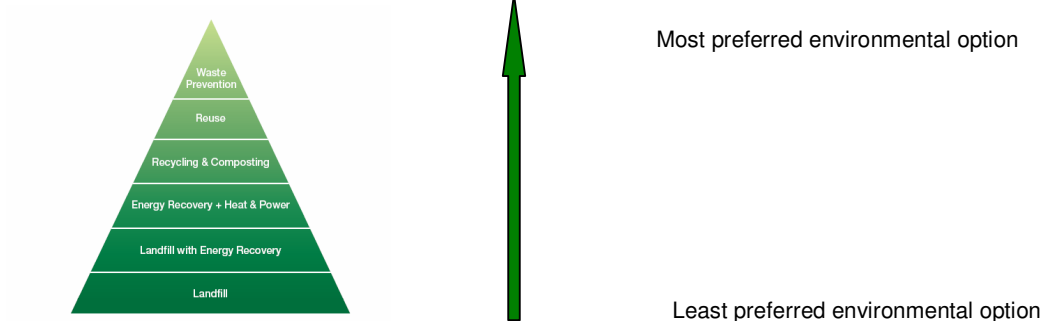
- **Old clothes** are generally given to charity, or sold at car boot sales. One participant said she sells her good quality clothing at a local shop. She also mentioned a scheme at her local school where old clothing is sold to a company called Ragtex which makes blankets from old textiles.
- **CDs, DVDs and computer games** are sold on Amazon by one participant.
- **Books** and unwanted **toys** tend to be given away.
- **Unwanted furniture** is also generally given away. One participant told how her parents wanted to donate their old sofas to charity but they refused to take them because of a lack of fire safety labels. Instead they had to pay £40 to get them taken to the tip in a van. Another said that she tends to buy fewer good quality items that last a long time.
- **Packaging** is reported to be recycled but polystyrene is taken to the tip. There was a consensus that the packaging on toys is excessive. One participant said that her child sometimes prefers to play with the boxes in which toys are packed. Another method of disposal of packaging is to donate certain items to schools for use in art classes.
- **Household / electrical items** are taken to the local tip.
- **Food waste** is generally put straight in the bin.
- **Vegetable peelings** generally appear to be disposed of in the bin though one participant said she has a compost bin. Though other participants liked the idea of composting they were concerned about smells in the kitchen.

My friend has a little box in the kitchen for waste and it smells. It's off-putting...mine goes in the bin

- **Green garden waste** is put out for kerbside collection but those participants with large garden said the bags were not big enough.

I have a big garden and we have a lot of garden waste...we fill the bags every fortnight...

Leicestershire's waste hierarchy



No-one in the group had seen Leicestershire County Council's waste hierarchy diagram. Although they agreed with the WP message they were generally unimpressed by the diagram.

There is a better way most people would be turned off by something like that

I looked at it and thought what am I looking at?

This wouldn't be the best way to get the message across

Maybe we have seen it but not taken any notice of it because it's not visually stimulating.

Real nappies

One participant has a two and a half year old toddler who she hopes will be out of nappies soon. Other participants have babies aged between four and eight months old and one is expecting another baby in June. Although participants currently use disposable nappies they are not completely without experience of using real nappies and most would like to reduce the amount of waste created.

Real nappy initiatives

Although none of the participants currently use real nappies they were all aware of the real nappy initiatives.

One participant was aware of the nappy collection service which costs £20 per month but she was put off by the 'hassle' of sending a cheque to Council offices where she thought it might get lost.

I actually got the form. You can't do it online. I had to email someone and they send you a really badly copied form then you have to post it back with a cheque. It's archaic.

Participants were also aware of Leicestershire County Council's cash-back and loan schemes. However, they thought that people would be put off because the information states that if the nappies are stained there would be a charge. This was regarded as ridiculous as it is inevitable that nappies would get stained especially by very young babies.

Well baby poo stains!

To expect people to pay £150 and then say that if they get stained you may be charged - who is going to take the risk of losing £150? I would be surprised if anyone took up the scheme.

Participants thought that the Council should initiate a free trial pilot.

Say, we would give you enough for the month and provide a collection service and it would cost £10 freshly laundered you would probably go for it...

I think what you said (above) I would bite their hand off, its not too late, if they did that as a pilot.

If the trial would cost say £15/20 a month I would go for it.

The Council should do a free trial, put a leaflet through every letter box...people would be inclined to do it

Information

One participant who had used real nappies for a very short time thought that information underestimated the number of nappies needed.

We were told we would need 15 nappies...when they are very young they need changing about eight times a day, whereas now he needs changing about four times a day. You would need about 30 nappies to start with...

Participants agreed that more information should be available prior to the birth especially for first-time mothers who may have little experience of babies and be unaware of the options available.

[The baby] is seven months old now. There is not much information around. I found out through my 'mummy friends'. In hospital you get the bounty pack and you just get on with it.

I wouldn't know unless I had done the research. [The bounty pack] should include leaflets [about real nappies]....I might have been persuaded.

...not everyone knows about nappies....

...I want my baby to be the same as everyone else's baby

You have got to get used to the concept of nappies if it is your first baby. It was a new world to me.

Using real nappies

The majority of participants said that they made a joint decision with the father before the baby was born with the father about which nappies they would use.

Three participants had intended to use real nappies but later decided that there was too much work involved. Others in the group had no direct experience but knew people who use real nappies.

My friend has two kids and a baby and she has a problem making sure she has enough [real] nappies. It put me off.

My friend had two weeks worth of nappies in soak because she got so behind with [the washing].

One participant said that in the first two weeks after the birth of her child she planned to use disposable nappies and change to real nappies thereafter. However she changed her mind after a short time because of the extra washing and drying. She thought that other people would have had a similar experience because of the number of real nappies for sale on Ebay.

We bought [real nappies] and used them for about two days. All along we planned to use them but it was too much hard work... we bought them washed them the recommended ten times. We only used two of three of them, then sold them on Ebay...there are so many on there for sale.

Another told how she had intended to use real nappies from day one but was put off by the amount of work.

I was adamant I would use Council scheme, then never did. I struggled enough to cope with the washing anyway. We planned to use disposables for the first few weeks using disposables. I had researched different types [of real nappies] but never managed to do it. It's a brilliant idea... I really wanted to do it.

One participant said that when her six year old daughter was a baby she lived in Aberdeenshire. She used real nappies and paid for a nappy collection service. Since moving to Oadby she had a second child and though she had researched such services in the area she could not find one so uses disposables instead.

I have used [real nappies] previously. The nappies were collected, laundered and brought back. I have enough of a problem with laundry for 4 people. I've got enough on...I don't own a tumble drier...if there was a collection service I would happily use it..... It's just hard work.

Availability

Participants commented on the lack of availability of real nappies. They thought that most people buy their nappies in supermarkets as part of the regular shopping trip and none of the supermarkets stock real nappies. Mothercare is reported to stock their own brand of real nappies but the store is out of town. Kiddicare apparently stock real nappies but one participant said the nearest store is in Peterborough.

One participant had bought real nappies at a Nappochino event (and had £30 cash back) and another had bought them on-line.

Cost

The cost of buying new nappies is generally regarded as a barrier although participants recognise the longer term savings.

I personally think they are quite expensive

People don't have that amount of money available.

I worked it out and [real nappies] worked out cheaper in the end but the cash back scheme - £30 is not a lot and it costs about £300 to buy them.

I would like to try them but don't want to spend money on what I might not use and don't want to spend my time washing.

Type of real nappies

Three participants in the group appeared knowledgeable about the range of real nappies available.

You can get nappies made of bamboo. They do stain but they dry more easily than cotton...

I would prefer to use terry towelling, I wouldn't use the all in one – I would like something you can take out to wash... You would have to wash the whole thing every time...

I used Bambini. They have a wipeable outer coat and inner flushable liners. They were very absorbent and you don't get leakages like disposables.

Participants agreed that whichever type of nappy they chose, they realised very quickly which ones they did not like.

Some are tight around the legs and leave elastic marks.

I tried Sainsbury's own brand and he had really bad nappy rash so I stopped using them and got my money back

I did the same with Boots own brand because they leaked.

Image

Participants said they would not be taken in by celebrities making the use of real nappies trendy though they thought some people might.

Magazines, if you got Heat picking up on it

People are always talking about celebrities in the office.

Until Gwyneth Paltrow had a [particular] pram nobody had ever heard of it and then everyone wanted one...It's like Ugg boots...

Only if you knew [the celebrity was] genuine...People might prefer some celebrities over others. Not Katie Price who would just do it for the money but someone like Gwyneth Paltrow or Kate Winslett...

The traditional image of real nappies is considered old-fashioned and unappealing.

It's about breaking down perceptions – real nappies are hard work and those times are long gone... they are old fashioned...my grandma used to use them.

I envisaged the old terry nappy with a great big pin...

Unless they have seen them...they wouldn't know about the new ones... You never see any adverts...

Environmental concerns

Participants were concerned for the environment and said they like to do their bit to reduce waste. They were aware that using disposable nappies may not be the most environmentally friendly option but they questioned whether using real nappies was the answer.

At the moment...if I can source a service I would happily change. I care about the environment. It's our children's legacy. I diligently recycle and compost and this is one thing I would like to do.

Like an achievement. I would feel I'd done some good...If I had seen them I might have gone for it.

I heard of some research that found that bio-degradeable nappies were better for the environment than real nappies. My friend uses them. At £5 a pack they are not as good so she has to change the baby more frequently.

There was some debate about the true cost (financial and environmental) of real nappies when the cost of energy for washing and drying was taken into account.

Tumble drying the nappies defeats the object, you are using energy

One participant commented that she fills at least one bin bag a week on nappies. This would be a problem in Oadby according to one participant as they weigh the bags. When the bags are too heavy they split the waste into two bags so they end up with two bags that go to landfill. Participants could not see any sense in this policy.

Legislation

Participants thought that legislation would prevent manufacturers making disposable nappies that do not bio degrade. Ditto Boots leakages...

That's what you are up against - big corporate companies who are continually marketing...

I think we have to change it....make Pampers make only biodegradable...

You've got to say if you don't want nappies in landfill you cannot make them through legislation

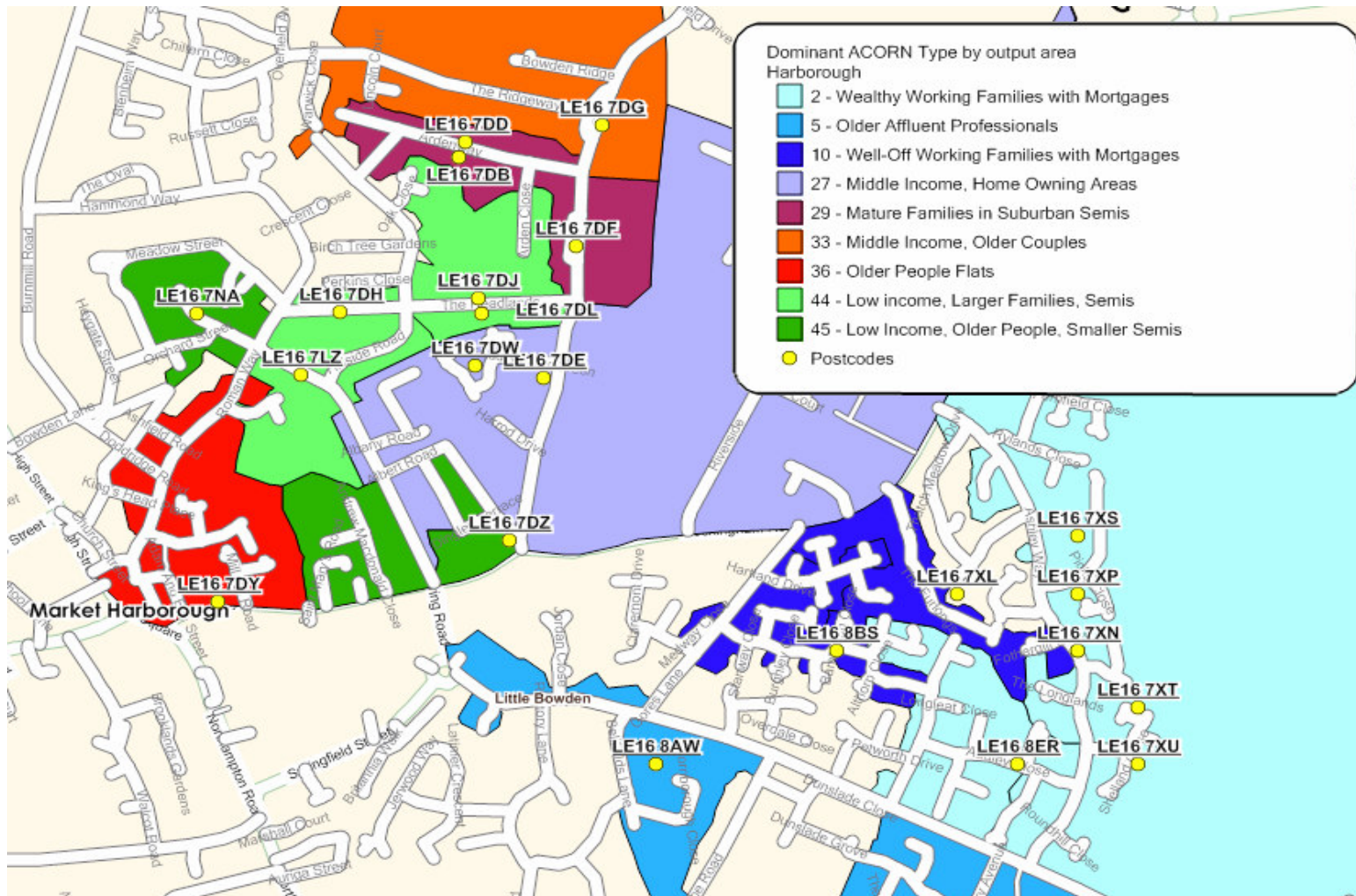
Biodegradable Pampers, I would buy that

Appendix H: Harborough Postcodes and maps

Table H1: Counts of composters by postcode in Harborough

Count of Postcode	Has your household composted any of its waste at home in the last 12 months?			Total Count
	YES	NO	NO GARDEN	
LE16 7DB	3	2		5
LE16 7DD		2		2
LE16 7DE	1	2		3
LE16 7DF	7	2		9
LE16 7DG	2			2
LE16 7DH		1		1
LE16 7DJ		2		2
LE16 7DL	1	2		3
LE16 7DW		11		11
LE16 7DY		1		1
LE16 7DZ	1			1
LE16 7LZ	2			2
LE16 7NA	1	1		2
LE16 7XD	1	4		5
LE16 7XL	3	14	1	18
LE16 7XN		1		1
LE16 7XP		1		1
LE16 7XS		3		3
LE16 7XT		5		5
LE16 7XU	1	1		2
LE16 7YL		1		1
LE16 8AW	2	1		3
LE16 8BS	1	10		11
LE16 8ER	1	5		6
Grand Total	27	72	1	100

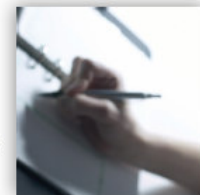
Map A1: Harborough postcodes of conducted interviews



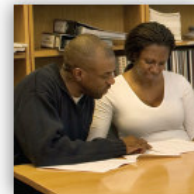
Using evidence to shape better services



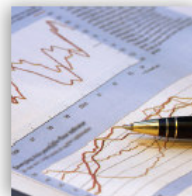
Research



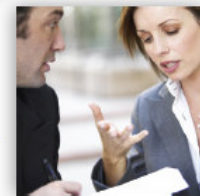
Public Consultation



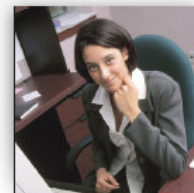
Evaluation



Surveys



Consultancy Evaluation



Skillbuilding



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