

Recycling promotion in Hamilton- project brief

During September and October the waste management team are carrying out a recycling campaign in Hamilton. The aim of the project is to increase the number of people using the orange bag recycling service and increase the tonnage of recyclable materials collected.

Why work in Hamilton?

We have identified a number of areas within the city where the number of people recycling are lower than average, Hamilton is one of these areas. In addition there are large numbers of new properties being built in Hamilton and so many households may not be aware of the orange bag service.

What are we going to do?

1. Participation monitoring: We are going to measure the number of properties using the service. This is literally counting how many households put bags out for collection and will be carried out over a 3 week period before and after the campaign.
2. Roadshows: We are going to hold 2 roadshows where residents can come and talk to us about the recycling service and officers will answer any questions.
3. Door-stepping: We are going to visit properties within Hamilton and talk to residents about the recycling service and address any issues that may be preventing the resident's from recycling.
4. Schools work: We will visit the local schools to talk to pupils about the recycling service

When will the campaign take place?

Participation monitoring will take place from the beginning of September for 3 weeks and in November for 3 weeks. It will take place on a Thursday, the collection day for Hamilton. The door-stepping will take place from the middle of September for five weeks. The roadshows will also take place within that time.

Further information

If you have any questions about the campaign, please contact Nicole Garrett, Service Development Officer on 0116 454 6744 or nicole.garrett@leicester.gov.uk