February saw the launch of the second part of the WRAP funded Recycle for Cumbria activity. And with it a visit to Cumbria by Country File’s John Craven to lend his support.

John explained why he was keen to get involved. “Recycling reduces a large amount of biodegradable and non-biodegradable waste that would normally go to landfill. I have launched several council recycling schemes across the country and always stress the importance of recycling and reusing whatever we can.”

Resource Cumbria’s Janice Carrol, Graham Harrison, Ian Laird and Ray Bloxham also turned out to lend a hand.

The launch day involved media interviews and photoshoots at Flusco Household Waste Recycling Centre.

“Anything which helps push recycling into the limelight is a good thing. I’m sure the excellent media coverage our campaign achieved was in no small part due to the presence of John Craven. He’s an excellent spokesperson and fine advocate of Recycle for Cumbria.” Said Graham Harrison, Head of Waste Management for Cumbria County Council.

There is more information about the recycle for Cumbria campaign later in this issue.
Once again we have been really busy promoting, educating and informing Cumbrian people about the 3Rs (reduce, reuse and recycle). Here’s a round up of a few of the things that have been going on.

**The recycling school of rock.**

The Recycling Rewards for Schools is going from strength to strength. This year we have 158 schools participating - 61 more than last year.

The scheme has now been running since October and to date we’ve had 20,899 pledges returned. This number along with the 15,058 carried over from last year equates to an impressive 35,947 household pledging to recycle in total. That’s 15% of all Cumbrian households.

And as if the scheme wasn’t rewarding enough we’ve been working on some brand new rewards to make sure we end with a bang.

When the scheme closes on March 31 the top performing school in each district will receive a state of the art keyboard worth £200, with two runners up prices of classical acoustic guitars. Who knows, maybe recycling in Cumbria will lead to the next global superband.

**Different bins. Same Rotting.**

The Resource Cumbria home composting scheme has now moved into its second year. The scheme which offers Cumbrian householders the chance to buy compost bins at discounted prices has changed slightly, but still offers unbelievably good value.

The compost bins on offer this year are the EcoMAX 220litr for £8, the EcoMAX 330litr for £10 and the KOMP 250litr for £20. This year there is even a completely free Kitchen Caddy with each bin.

Last year we managed to help a staggering 13,000 households start composting. If we can get anywhere again this year that would be a truly amazing accomplishment.

So far this year we’ve already sold 325 bins in just four weeks of the traditionally fallow months of January and February. That figure’s set for a growth spurt when people start getting out into their gardens during the spring.

**Fancy a Nappuchino?**

Mums and dads in Cumbria decided to get real for this years real nappy week and share a nappuchino with Resource Cumbria.

The innovative nappy themed coffee mornings were held throughout the county in local libraries during the national real nappy awareness week, between the 12 - 18 March. As well as a brew there were real nappy experts on hand providing demonstrations and practical advice.

Real nappies are natural, washable and reusable alternatives to disposable nappies. Nearly 8 million disposable nappies are thrown away in the UK every single day and the vast majority end up in landfill.

It costs council tax payers in Cumbria around £600,000 every year for their collection and disposal.

**Forthcoming events**

**Springing craft events**

11 - 13 April 2007

Resource Cumbria will be holding a series of crafty events with a reduce, reuse, recycle angle this Easter. The events will be for 7 - 11 year olds and will be taking place in libraries throughout the county. The kids will be invited to have fun, be creative, and find out what to do with all that Easter egg packaging.

**Golf Championship heats and recycling roadshows**

27 April - 31 May 2007

Along with the Recycle for Cumbria Golf Championship heats, recycling roadshows will be coming to Cumbrian golf clubs this spring. The Recycle for Cumbria team will be on hand with plenty of information and advice as well as golfing games and fun for the whole family. In addition there will also be a small exhibition of artwork from the Recycle for Cumbria Junk Art Competition.

**Compost Awareness Week**

6 - 12 May 2007

Resource Cumbria will be spreading the word about home composting during Compost Awareness Week 2007. There will be events held throughout the county where people can see how easy it is to make nutritious compost for their garden at home. Experts will be on hand to answer questions and people will be able to find out more about our subsidised compost bin scheme.

**The Big Recycle**

2 - 8 June 2007

Once again Resource Cumbria will be bringing The Big Recycle to the county this summer. Last year the event focused on recycling the additional waste generated during the World Cup. While WRAP have not yet decided on this years theme it’s sure to get Cumbrians turned on to recycling more of their waste.

You can keep up to date with forthcoming events by visiting the events section of recycleforcumbria.org.

If you require this information in any other format (e.g. audio cassette or large type) or in another language please telephone 01229 894401.
In October last year, Resource Cumbria was awarded £391,956 through the WRAP Local Behavioural Change Fund to undertake the Recycle for Cumbria communication campaign.

As part of this campaign Resource Cumbria commissioned Enventure Consultancy to perform both our pre and post campaign monitoring. The pre-campaign monitoring took place during October and November last year.

### What were our objectives?

In order to clearly rate our successes it is necessary to have a sound understanding of behaviour and attitudes both before and after any campaign activity takes place.

Our specific objectives were as follows:

- To measure recycling participation and contamination rates
- To determine attitudes to recycling and to determine levels of ‘committed recyclers’
- To determine usage rates of HWRC’s and recycle points.

### What methods were used?

As the Recycle for Cumbria campaign is targeted at 3 separate ACORN groups, as described in the table below, we split the pre-campaign monitoring into these three groupings. This, when coupled with the post-campaign monitoring, will enable us to identify which ACORN group responded the most to campaign activity.

In order to gain the necessary information in the most effective manner a variety of methods were used including a mix of postal surveys and face to face interviews.

### What did we find out?

#### Participation and Contamination

ACORN classification group ‘Blue Collar Roots’ had the lowest participation rates county wide at 58%. ‘Fleurishing Families’ had the middle range participation rate at 78%. The ‘Wealthy Achievers’ had the highest participation rate county wide at 91%. There was a contamination rate of 11% amongst the ‘Wealthy Achievers’.

#### Attitudes to recycling

70.3% of people across all ACORN groups consider themselves to be reasonably committed recyclers. People were generally aware of kerbside services but reasons for non use included that they used other facilities, they didn’t have a container, or they had a poor perception of the service. Beyond the basic logistical improvements which may be required, a reasonable proportion off non-users indicated that some form of incentive scheme may encourage them to recycle more.

The main motivators to recycle are the environmental benefits and it reduces rubbish going to landfill. In general, people consider themselves to have a low level of knowledge about what happens to their recyclables after they have been collected.

#### HWRC and Recycle Point usage

The usage rate of the 13 selected sites depended largely on size and location. People tend to visit HWRCs less frequently and generally just to take bulkier items. The vast majority of users take waste from their own homes and tend to make special trips.

Non-users of Recycle Points and HWRCs tended not to use them as they found their kerbside facilities sufficient for their needs. Common negative feedback concerns the capacity of containers and the range of materials that can be accepted.

For a complete copy of the pre-campaign monitoring report contact judith.robinson@cumbriacc.gov.uk

<table>
<thead>
<tr>
<th>Campaign Group</th>
<th>Committed recycler rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>70.8%</td>
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<tr>
<td>2</td>
<td>80.8%</td>
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<tr>
<td>3</td>
<td>48.9%</td>
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<td>Overall</td>
<td>70.3%</td>
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#### HWRC Results

% of respondents who were very or quite satisfied.

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<th>Site name</th>
<th>Allerdale C’mouth</th>
<th>Barrow Dalton</th>
<th>Carlisle Longtown</th>
<th>Carlisle Tesco</th>
<th>Copeland Egremont</th>
<th>Copeland Whitehaven</th>
<th>Eden Appleby</th>
<th>S Lakeland Ulverston</th>
<th>S Lakeland W’more</th>
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<td>Clarity of signs</td>
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Recycling! I like the sound of that.

Recycle for Cumbria kicked off during the run up to Christmas last year. The first campaign which was aimed at Cumbria’s secure and flourishing families tackled recycling in a new and innovative way - we used the medium of sound.

The fully integrated campaign, which involved posters, press and radio adverts, focused in on three main family members. Our approach was to use onomatopoeic phrases to engage our target audience throughout their day.

Our ads ran in all six of Cumbria’s major newspapers and also on all three of our radio stations. Posters were placed wherever our families may happen to visit - schools, nurseries, post offices, parish council noticeboards to name but a few.

The message was a simple one - while a time of celebration and enjoyment, Christmas can also be a time of tremendous waste. This fact was illustrated using actual Cumbrian statistics of predicted Christmas generated waste.

We asked that people did their bit over the festive season and recycled as much as they could using the excellent council services at their disposal. We further highlighted the key materials through three main focus of each advert - glass, cans and paper.

As our January waste figures are still in the process of being consolidated it is not yet know the effect of this initial campaign. Anecdotal reports however are all very positive.

More information on the effect of this and indeed all campaign work will be made available in upcoming issues of Review.

Read all about recycling.

Just as the Christmas campaign was winding up, the first ever issue of the Recycling Times began to hit news stands across the county.

This newspaper supplement, dedicated completely to waste reduction and recycling, was distributed in all 6 major Cumbrian newspapers. 164,000 copies were distributed in total.

As well as offering useful information on the why, when, where and how to recycle, the supplement also contained interviews and features of real Cumbrian residents and local organisations involved in the recycling loop. We also included a little something for the kids by way of a recycling themed game of snakes and ladders and even a colouring competition.

If you would like any additional copies of the Recycling Times contact 01228 607766.

The rangers ride in.

We’d like to take this opportunity to welcome our new Recycling Rangers, Judith Bradshaw, Katharine Smith and Mark Buchanan, to the Resource Cumbria team.

Judith’s looking forward to the challenge. “I’ve always had a keen interest in the environment and am an active recycler. I’m delighted to have this opportunity to help others do the same. Whether it’s helping with people’s problems, answering any questions or just giving a gentle nudge in the right direction, my fellow rangers and I are here to help. We’re sure we can have a positive impact on recycling in Cumbria.”

Hitting the green for Cumbria.

Interest is now beginning to pick up for the inaugural Recycle for Cumbria Golf Championship.

This championship is the cornerstone of our second recyle for Cumbria campaign - aimed at Cumbria’s sizable wealthy executive and affluent grey population.

The tournament comprises a qualifying round in each of Cumbria’s six districts with the grand final being held at the fantastic course in Kendal.

Each of the finalists will be invited to special awards dinner which will be hosted by Country File’s John Craven.

The championship though is clearly about more than just a round of golf. Its about getting the recycling message across to as many people as possible. And the novel nature of the campaign as well as the involvement of John Craven should certainly achieve that. We’ve already had some fantastic press and television coverage.

Each of the events will also have a recycling roadshow with displays and golf related fun and games.

Running concurrently with the golf championship is the Recycle for Cumbria Junk Art Competition. Here we’re challenging everybody in Cumbria to create a brand new piece of artwork from everyday items which may have otherwise be thrown away.

This challenge adds a new dimension to the wave of Recycle for Cumbria activity as well as reaching our intended target audience, the rest of the family are also included.

Selected entries will be displayed at the recycling roadshows and the best ones will be judged by a panel consisting of John Craven, a recycling ranger and partnership board member. The winners will receive cash prizes or vouchers.

If you would like to enter either of these fantastic competitions then there is more information and entry forms available at recycleforcumbria.org.

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Easter is traditionally the time when homeowners turn their thoughts to DIY with as many as one in three planning to carry out some work on their house over the long weekend. So what better time to issue a gentle reminder for people to recycle as much of their DIY waste as possible.

Here are our top tips for recycling your DIY waste.

**Cardboard boxes**
In recent years there has been a surge in the amount of furniture bought as flat packs, much of which comes packaged in large amounts of cardboard. Some local authorities will accept cardboard in kerbside collections, or you can take it to your local Household Waste Recycling Centre – visit recycleforcumbria.org to find your nearest location.

**Paint**
You can donate your paint to a community repaint scheme. Community RePaint is a network of paint donation programmes, with over 60 community-based reuse schemes. Simply visit communityrepaaint.org.uk to find your nearest location.

**Bricks and building rubble**
Bricks and building rubble can be taken to Household Waste Recycling Centres where they may be used in construction. Bricks, stones and other building materials that are in good condition can be sold, donated or reused.

**Textiles**
All kinds of textiles can be recycled at recycling banks and centres as long as they are made from man-made fibres.

**Glass**
Most types of glass can be recycled either via kerbside collections, Household Waste Recycling Centres or your local Recycle Point, simply make sure they are clean and remove any tops or corks. And after all that hard work, a cool beer or glass of wine will go down a treat - so don’t forget to recycle the bottles and cans!