

Transport and Environment Committee

10.00am, Thursday, 17 June 2021

Funding Third Sector Delivery Partner: Changeworks Resources for Life

Executive/routine Wards Council Commitments	Routine All
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1. Recommendations

- 1.1 It is recommended that Committee:-
 - 1.1.1 Approves grant funding to Changeworks Resources for Life (Changeworks) for the next two years to deliver bespoke support with pupil, resident and community engagement on waste prevention and recycling; and
 - 1.1.2 Notes Changeworks long-established relationship with the City of Edinburgh Council and that it is uniquely placed to provide waste engagement and community empowerment which aligns the Councils net zero carbon commitments

Paul Lawrence

Executive Director of Place

Contact: Andy Williams, Waste and Cleansing Service Manager

E-mail: andy.williams@edinburgh.gov.uk | Tel: 0131 469 5660

Report

Funding Third Sector Delivery Partner: Changeworks Resources for Life

2. Executive Summary

- 2.1 Changeworks Resources for Life (Changeworks) provides bespoke support to the Council with pupil, resident and community engagement on waste prevention and recycling. This report seeks approval for a two-year grant funding arrangement of £90,000 for 2021-22, decreasing by 5% the following year.
- 2.2 The funding programme is in accordance with the Grant Standing Orders of the City of Edinburgh Council.

3. Background

- 3.1 Changeworks is an environmental charity and social enterprise that works in collaboration with public and third sector organisations, schools, communities and businesses.
- 3.2 The activities Changeworks undertake meet the commitments, strategic aims and outcomes of the Council's Business Plan 2017- 2022 and the Council's Sustainability Strategy.
- 3.3 Details of the projects Changeworks have undertaken for the Council since 2019 are included in Appendix 1.

4. Main report

- 4.1 Changeworks has a long-established relationship with The City of Edinburgh Council's Waste and Cleansing Service. Providing support with waste engagement, monitoring and evaluation, community empowerment, volunteer involvement and education services, which bring a wealth of skills to enhance the Council's own inhouse capacity.
- 4.2 The overall aims of this joint working relationship are as follows:
 - 4.2.1 Reduce waste to lower carbon emissions;
 - 4.2.2 Increased awareness of reuse, repair, recycling and waste reduction;

- 4.2.3 Increased use of reuse, repair or recycling facilities; and
- 4.2.4 Reduce litter/fly-tipping.
- 4.3 During the last year Changeworks has adapted its services in response to the Covid-19 pandemic. Some staff were put on furlough, whilst others were set up to work at home. Waste education was suspended for the academic year 2020/21.
- 4.4 Activities that were completed include:
 - 4.4.1 Support with engagement with the Communal Bin Review;
 - 4.4.2 A community engagement feasibility study; the development of an on-line reuse map for Edinburgh;
 - 4.4.3 Food waste recycling engagement in Craigentenny;
 - 4.4.4 Real nappy project; and
 - 4.4.5 Too Good to Waste, an A-Z guide of practical ways to reduce, reuse, repair and recycle in Edinburgh.
- 4.5 Appendix 1 provides full details on the work undertaken.
- 4.6 In 2021/2022 it is intended to:
 - 4.6.1 Continue support for the communal bin review project; and
 - 4.6.2 Carry out an engagement programme and campaign to promote food waste prevention and recycling and further enhancement of the reuse map.
- 4.7 In addition, schools are currently being engaged to understand whether waste education would be possible in academic year 2021/22. If it is to be suspended again, additional focus will be placed on food prevention and recycling.
- 4.8 Changeworks is uniquely placed to provide these services to the Council. Consideration will be given in the future for this to be a procured service but currently it is considered important to sustain the work and momentum that has been carried out to date given the Council's net zero carbon commitments.

5. Next Steps

- 5.1 If Committee approve the funding as recommended, the agreement will be signed and the delivery of the outputs will be overseen by Council officers. Progress reports will be required from Changeworks.
- 5.2 The agreement will continue to be monitored on a monthly basis to ensure progress is being made within the aims of the agreement. This will include an annual review in line with the Council's Grant Standing Orders.

6. Financial impact

- 6.1 The cost of the funding will be £90,000 in 2021-2022, reducing by 5% the following financial year.

7. Stakeholder/Community Impact

- 7.1 Engaging with residents and communities is key to the arrangement with Changeworks. During the last year they had to adapt to the lockdown restrictions and where appropriate have delivered on-line events.
- 7.2 Supporting this organisation will have a positive impact on the environment and people's understanding of, and engagement with, Edinburgh's waste disposal and recycling targets.

8. Background reading/external references

- 8.1 None.

9. Appendices

- 9.1 Changeworks output report 2019-2021

Edinburgh Waste Engagement Output Report

1 April 2019 – 31 March 2021



Changeworks
36 Newhaven Road
Edinburgh EH6 5PY

0131 555 4010
askLCC@changeworks.org.uk
changeworks.org.uk

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1. Introduction

1.1 About Changeworks

Changeworks is Scotland's leading environmental charity delivering solutions for low carbon living. A trusted expert with over 30 years' experience. Changeworks' vision is for a world where everyone is able to live, work and enjoy life with a low carbon impact. We recognise climate change is the most significant threat to the environment and our way of life.

With offices in Edinburgh and Inverness, we develop and deliver high impact solutions to make low carbon life a positive reality for everyone. We work with Scottish Government agencies, local authorities, housing associations, businesses, schools, community groups and individuals to:

- Improve energy efficiency
- Reduce fuel poverty
- Prevent waste
- Inspire low carbon behaviours

Passion, integrity, innovation, collaboration and empowerment are the values which drive us.

1.2 Partnership with the City of Edinburgh Council

Changeworks has a long established relationship providing support to The City of Edinburgh Council's waste and cleansing service relationship with resident and community engagement on waste prevention and recycling. The delivery plan for 2019 - 2021 covered the following activities:

Communities

- Supporting the communal bin review (CBR) project
- Enquiries service (phone and email)
- Too Good to Waste newsletter and website
- Real nappy starter kits
- Locality support (when required)

Education

- Whole school approach
- Support for the communal bin review
- Assemblies, workshops and CPD sessions
- Enquiries and advice service
- Online resources

These services had differing levels of priority and our focus was on delivering those of highest importance as agreed with The City of Edinburgh Council.

In 2020, as the COVID pandemic hit and face to face engagement would not be delivered, a revised delivery plan was agreed with focus for the remainder of the 2021-21 contract on the following:

- Reuse Map Development
- Community Waste Empowerment Feasibility Exercise

As a result of the COVID-19 pandemic, a decision has been taken by The Council that no waste education delivery would take place during 2020/21. With the likelihood at the time of further lockdowns, it was agreed that education delivery should be suspended and reviewed at end March 2021 with a view to deciding if activity to be included in 2021/22 work programme.

Changeworks are uniquely placed to partner with The Council to deliver waste engagement and education services that help deliver The Council's Sustainability Strategy. A strong working relationship has been developed over many years working together to develop shared priorities. Changeworks expertise in waste engagement, monitoring and evaluation, community empowerment, volunteer involvement and education services bring a wealth of skills to enhance The Council's own inhouse capacity.

2. Project Aims and Objectives

Overall Aim

The overall aims of this joint working relationship have been as follows:

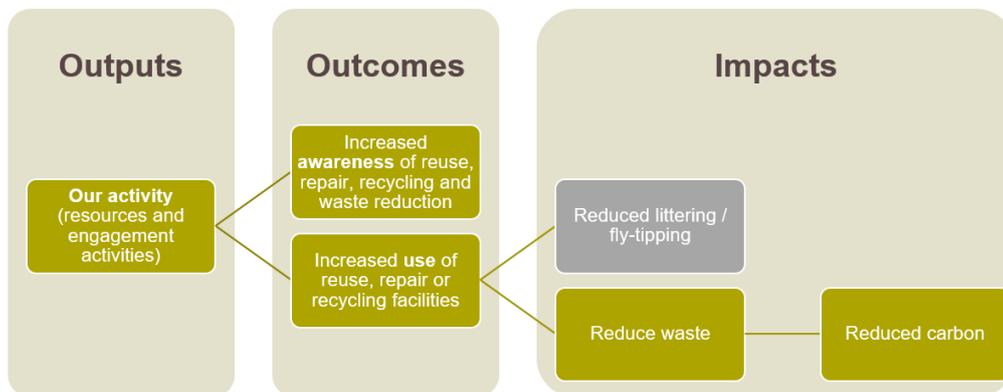
- Reduce waste to lower carbon emissions and reduce littering / fly tipping.
- Increased awareness of reuse, repair, recycling and waste reduction
- Increased use of reuse, repair or recycling facilities

Key Objectives

The Council and Changeworks work together to achieve the following objectives:

- Ensuring appropriate resources are assessed, developed and maintained.
- Resources are marketed to engage groups in the reuse, repair and recycling options available to them.

Monitoring and Evaluation Framework



3. Communal Bin Review Engagement

Changeworks have provided support to The Council with engagement related to the Communal Bin Review including:

- Delivery of information sessions in areas where communal bin changes are yet to be implemented
- Follow-up work in locations where the changes have been implemented

The aim of engagement has been to inform residents of the aims, criteria and parameters of the project and to present potential locations for the new bin hubs. Changeworks have also supported with disseminating information to residents on the timescales for the process of applying for TROs (Traffic Regulation Order) and service rollout.

Changeworks and The Council’s Waste and Cleansing Team have collaborated to deliver a series of on-street community engagement events across Edinburgh to inform the public about improvements to their waste and recycling service as part of the Council’s Communal Bin Review project. These improvements will make it easier for people living in flats to recycle and will improve the look of Edinburgh’s neighbourhoods. New bin hubs are being created across the city in 2021 which will provide a full waste and recycling services at each location, modelling the new bin hubs which have already been successfully installed and well received on several streets in Leith.



The communal bin review engagement has included door to door consultations, online feedback surveys and pop up street stalls (used in preference to door to door engagement to follow Scottish Government COVID guidelines). The findings have helped to inform engagement as the project progressed, identify potential barriers and ensure the programme roll out was communicated well by The Council.

Table 1: Performance summary 2019-21 – Communal Bin Review

Performance Area	Outputs
Preparatory bin monitoring	12 streets
Follow-up monitoring (focused on Albert Street with 538 residents)	55 residents engaged (10% of residents)
On street engagement events	12 pop up engagement events (667 residents engaged)

4. Localities Engagement

Changeworks staff and volunteers have provided support to The Council's locality campaigns as required including the following projects of note:

Muirhouse Resident Clean up Day 2019

The day was organised to encourage the community to bring their large items to collection points and help out with a community litter pick. They were also provided with information and leaflets on waste prevention, recycling and the bulky uplift service.

The litter pick focused on problem areas, which had been identified as Muirhouse Crescent round to Muirhouse Drive and Muirhouse Park a total of 75.85 kg of litter was collected. Four amnesty cages were provided by the City of Edinburgh Council at two locations for bulky items.

Figure 1: Muirhouse Resident Clean up Day - before and after



Oxgangs Engagement

Oxgangs Street and Oxgangs Avenue were identified areas requiring localities support by the locality waste & cleansing officer. The area had recently received new communal recycling bins and the main issues were contamination and low take-up of the services, especially food waste.

A two-month engagement was carried out in 2019 to address key barriers to recycling and this included the following activities:

- **Bin Monitoring** - carried out on all bins prior to any engagement to establish a baseline. The major trends identified were contamination and unbagged food waste and flytipping around the bins.
- **Posters and Leaflets** - All 13 blocks had posters installed inside the entrance with information on recycling (e.g. what goes in what bin, recycling advice, benefits of recycling), as well as tips to encourage higher recycling participation and better capture. Other posters advertised activities that were to follow – doorstepping and info stall.

- **Doorstepping** - Contact was attempted with each flat on two separate occasions. If there was no answer, an information pack was posted through the letterbox of the flat at the second attempt containing CEC's Recycling In Edinburgh and Everyone has Food Waste leaflets, as well as Changeworks' What goes in Each Bin flyer. The pack was distributed to 95% of residents and 32% of all flats in the target area took part in a bespoke survey.
- **Information Stall** - An information stall was organised as an additional opportunity to talk to the residents and it featured several educational games and activities to facilitate engagement.

Craigentenny – Food Waste Recycling

The City of Edinburgh Council localities staff highlighted Craigentenny as an area where there was low uptake in food waste recycling and that work was needed to encourage participation amongst residents. Changeworks therefore designed a pilot approach to improve participation rates in the food waste collection across four target streets within the area.

Changeworks approach aimed to:

1. Increase the number of households using the food waste collection
2. Increase the frequency with which households presented food waste for collection
3. Increase the volume of food waste collected

The interventions took place between February and March 2020 with post engagement evaluation happening in September 2020 and followed a three-part approach:

- Base line data gathering of the number of food waste bins presented at kerbside over a 3-week period
- Resident engagement and food waste kit provision
- Post engagement monitoring and reward for participation

The interventions targeted 121 households across 4 streets in Craigentenny.

Overall participation in the food waste recycling scheme increased over the course of the engagement with more occasional recyclers presenting waste more regularly alongside some previously non-participating households. The residents did benefit from doorstep support and resources being made easily available to them. i.e. food waste kits distributed to their homes. With only half of the residents on the target streets utilising the service, more still needs to be done to further encourage the participation for non-food recyclers.

CHANGEWORKS

We're sorry we missed you!
We were here to deliver a free food recycling kit

Outdoor food caddy

Indoor food caddy

Liners

To get your kit contact Kat Vaughn, Senior Waste Project Officer on **07818167615** or **kvaughn@changeworks.org.uk**

Kits will be delivered by Friday 13 March – so get in touch by Wednesday 11 March at the latest.

Kits are also available at Piershill Library while stocks last.

Scottish Charity SC015144 changeworks.org.uk Printed on 100% recycled paper

5. Waste Education

Changeworks has delivered a programme of school support in partnership with The Council for many years however the approach in delivery was changed recently. Previously, individual workshops and assemblies were delivered as one-off activities and targets were set to reach a certain number of primary and secondary schools each year. However, in order to be effective in delivering meaningful and measurable behaviour change, the 2019-20 programme asked schools to agree to a more substantial programme of support.

Baseline waste audits and follow-up audits were carried out so that the impact of engagement could be evaluated. Schools were also asked to sign up to a series of activities and, preferably, link this to an in-school service change or campaign.

A new workshop was also developed in 2019 which allowed primary children to learn the importance of correct recycling and avoiding contamination in an interactive way. Children were set a task to sort waste on a 'conveyor belt' and then sort into groups of different types of recycle ready to be sent to the relevant recycler.

Table 2: List of schools engaged through waste education activities

School	Primary / secondary	# activities
Blackhall	P	1
Broughton	P	2
Buckstone	P	1
Carrick Knowe	P	8
Clifton Hall Junior School	P	2
Dean Park	P	3
East Craigs	P	2*
Fox Covert	P	7
James Gillespie's	S	5
James Gillespie's	P	7
Leith Academy	S	2
Liberton	P	1
Lorne	P	2
Prestonfield	P	1*
St David's (RC)	P	13
St Mary's (RC)	P	14

School	Primary / secondary	# activities
The Royal High	P	6
Towerbank	P	2
Victoria	P	8
Wardie	P	1

* Further delivery was due to take place after 2019 activity but was postponed by school

Table 3: Performance summary 2019-21 - Education

Performance Area	Output
Assemblies & workshops	
Number of pupils and teachers engaged through activities	5336
Number of primary and secondary schools engaged through activities	20
Number of schools supported through new delivery model	7
CPDs	
Number of sessions held	3
Number of teachers engaged	12
% of attendees agreeing that they would be able to apply their new skills/knowledge in their workplace	100%
Enquiries and advice	
Number of primary and secondary schools engaged through ad hoc phone / email advice / provision of (links to) resources.	12
% of users that found the advice helpful	89%
Whole School Approach	
Schools involved	4
Online resources	
Number of resource downloads	31

6. Reuse Map

The Edinburgh Charity Shop Map was developed in collaboration with City of Edinburgh Council many years ago to provide a comprehensive guide to donating and buying from charity shops and reuse projects. It provided information on what type of donations each shop or project accepts and how to contact them. This popular resource provided support to many hundreds of Edinburgh residents over the years but the website technology behind the resource was identified to be now out of date and clunky.

Through funding from Zero Waste Scotland, Changeworks had developed a new dynamic online resource for the Zero Waste Leith project.

The Leith Reuse Map utilised simple GIVE-FIX-GET buttons to allow residents to explore 60+ Leith based organisations already helping the community to reuse things in the Leith area.

Between October 2020 and March 2021, Changeworks utilised the user friendly build of the Leith Reuse Map with the information contained in the outdated Edinburgh Charity Shop Map to create a new Edinburgh wide resource for City of Edinburgh Council.

This was an ambitious project resulting in a user friendly, dynamic and content-rich online map and search tool of reuse and repair shops and facilities in Edinburgh, with functionality allowing users to edit and submit content.

The workplan involved:

- Project scoping
- Website build and back-office systems
- Stakeholder engagement
- Volunteer engagement and development
- Data validation and website population
- Marketing and comms plan for delivery
- Reporting and evaluation and monitoring frameworks

The most popular searches on the new Edinburgh Reuse Map include:

- GIVE clothes, music, books, videos, furniture and homewares
- GET second-hand furniture
- FIX electrical equipment

The most popular searches since map launch in January 2021 have generally been for donating items, but it is unclear whether this is a symptom of lockdown (shops being closed and clear outs happening) or if people are generally more interested in giving into the circular economy than getting from it. Further research on how the map is used over the next few months will be carried out to provide greater understanding.



Table 4: Performance summary 2019-21 – Reuse Map

Performance Area	Outputs
Unique views	27,000
Completed journeys	12,761 ¹
New users	8,706
Returning users	1,296

¹ The number of times a user has completed their journey to final results page shown on a map

7. Waste Community Empowerment Feasibility

Changeworks was commissioned to produce a robust feasibility study on behalf of the City of Edinburgh Council focused on the viability of community-focused initiatives and resources to empower City of Edinburgh communities to recycle more, reduce waste and widen community involvement in activities such as community clean ups, graffiti removal and weeding.

Residents and community group representatives from across the city were surveyed to determine current priorities, expectations and barriers, and City of Edinburgh Council staff were consulted to identify existing support processes and perceptions around how community needs are currently supported.

The resulting data was analysed for trends and themes before the following recommendations for initiatives aimed at improving community empowerment were proposed.

A multi-phased approach was adopted, with two distinct survey methods used to target the key audiences identified in the proposal, and collect responses to questions around community and organisation priorities, information and resource access, and barriers to empowerment:

- an online questionnaire (“Survey Monkey”) for surveying Edinburgh residents
- a 30-minute semi-structured conversation, carried out via telephone or video conferencing to gather information from community groups, and Council staff.

The table below shows the target number of surveys versus actual completed surveys.

	Number of responses
Resident	347
Community Group	15
City of Edinburgh Council Staff	13

The study resulted in a large number of suggestions and ideas for action, not only on a local community level but also ambitious city-wide concepts. Several consistent themes emerged when reviewing responses from residents, staff and community groups, and a number of recommendations were proposed to address these (contained in separate report presented to The Council) and summarised as follows:

- Communication to tackle perceptions around empowerment and social responsibility
- Messaging to promote the physical and mental health benefits of participation
- Coordinated city-wide action and campaigns
- Improved access to information through community empowerment portals
- Enhanced coordination, leadership and recognition
- Business input and corporate social responsibility
- Monitoring and evaluation to provide evidence base and recognition

8. Waste Enquiries

Changeworks have supported The City of Edinburgh Council for many years through the provision of a phone and email-based waste enquiries service for Edinburgh residents with the following aims:

- Residents are engaged on waste prevention and recycling
- Residents are able to appropriately dispose of their items

The most common areas where Edinburgh residents requested support with a waste related enquiry included:

- How to recycle/reuse bedding materials, including duvets, mattresses and pillows.
- What to do with unwanted furniture items such as, sofas, tables and chairs.

Table 5: Performance summary 2019-21 – Waste Enquiries

Performance Area	Outputs
Number of enquiries	401
Tonnage of waste diverted	9.2 tonnes
% of users that found the service useful	86%

9. Too Good to Waste

Changeworks developed the Too Good to Waste website resource in collaboration with The Council to help Edinburgh residents reduce, reuse, repair and recycle everyday items. Too Good to Waste is an A to Z guide of practical ways to reduce, reuse, repair and recycle in Edinburgh and the Lothians. A quarterly bulletin is also issued to subscribers which provides easy reuse and recycling tips for a Waste Free Edinburgh.

On examining the Google Analytics of the Too Good to Waste pages from April 2019 to April 2021, the top topics based on unique page views were:

- [Bedding, including duvets, blankets, pillows](#) (8,262 unique visitors)
- [Furniture](#) (8,478 unique visitors)
- [Clothes, textiles, fabrics](#) (6,412 unique visitors)
- [Community recycling centres](#) (5,059 unique visitors)
- [Household waste recycling centres Edinburgh](#) (5,289 unique visitors)
- [Food Waste FAQ](#) (4,331 unique visitors)

Table 6: Performance summary 2019-21 – Too Good to Waste

Performance Area	Outputs
Number of e-bulletins recipients	781
Average email open rate	41%

The Too Good to Waste quarterly e-bulletin has had a consistently high open rate averaging 41% (15- 25% would be considered a standard open rate). Users have engaged with links in the email with interest being high in particular around the topics of plastic waste, recycling and food waste as well as the Edinburgh Re-use Map.

10. Real Nappies

Changeworks provide information on using real nappies on behalf of The Council and sell real nappy starter kits. The starter kit of reusable nappies is designed so that families can try out which nappy styles suits them and their baby before investing further. Modern real nappies are very practical, easy to use and wash, and offer parents an alternative to disposable nappies that's kinder on the environment



It is estimated that by using real nappies, the average household waste of families with babies can be halved, avoiding an average 750kg/hh/yr with associated cost savings for The Council. WRAP ²reports the following:

- The UK disposes of around 3 billion disposable nappies each year, representing an estimated 2% to 3% of all household waste.
- By the time one baby is potty trained the baby could use 4,000 to 6,000 disposable nappies. In comparison, a baby only needs around 20 to 30 modern real nappies and these can also be used by any siblings that come along.
- Although real nappies cost a few pounds each initially and need to be laundered, real nappies can save parents around £200 to £500 over 2.5 years for their first baby and even more if re-used for subsequent children.

Table 7: Performance summary 2019-21 – Too Good to Waste

Performance Area	Outputs
No starter kits administered	179
Tonnes diverted	134 tonnes ³
% of users that found the service helpful	90%

² [WRAP](#); a charity, working with governments, businesses, and communities to deliver practical solutions to improve resource efficiency around the world.

³ Calculation based on impacts highlighted by [WRAP](#)