



**EVALUATION OF THE FIRST PHASE OF THE WASTE MANAGEMENT
PUBLIC AWARENESS & INFORMATION PROGRAMME**



**Waste Management & Contaminated Land Unit
Environment & Heritage Service
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EXECUTIVE SUMMARY

The key aim of the Waste Management Strategy for Northern Ireland is to achieve fully sustainable waste management with a vision of Northern Ireland as a European centre of excellence in resource and waste management. This will require a fundamental cultural shift in attitude and behaviour in how we manage limited resources and deal with our waste.

In order to raise the profile of waste management and ensure the full participation required, a provocative and engaging awareness and information programme would be needed to mobilise society to take heed of an issue of little interest to most. Media consultants McCann Erickson were contracted in December 2001 to develop a multi-media public awareness and information programme with supporting PR, to target the general public, with the emphasis on individual responsibility and its value in addressing waste issues.

The campaign was designed on the basis of two distinct phases:

Phase 1 – Waste Awareness (February – May 2002) – was developed as a high profile heavyweight launch to propel the waste issue to top-of-mind public attention and to encourage public involvement in the consultation process on District Council Partnership Waste Management Plans.

Phase 2 – Waste Action Campaign (October - March 2002) – would build upon the new awareness by disseminating ‘daily do-ables’, easy practical steps the public and businesses can take to reduce the amount of waste they produce. This second phase will be designed to inform and bring about measurable behaviour changes as part of the implementation of the Waste Management Plans and linked to the longer term objectives of the Strategy.

The key measures of effectiveness of the campaign would be changes in the level of awareness, response to the consultation on the Waste Management Plans and actual changes in behaviour, the latter representing a longer-term goal to be addressed by Phase 2 (Waste Action) and through the implementation of the Waste Management Plans.

The public awareness and information programme was launched on 7th February 2002 as the ‘*Wake up to Waste*’ campaign, with the strapline “Your Waste, Your Problem, Your Say” to encourage the public to comment on the draft plans. The campaign has included a major new hard-hitting TV advert, a series of radio adverts, extensive PR coverage and adverts in local, regional and business/trade press. These were supported with outdoor posters and bus-backs and a programme of shopping centre roadshows around the country. Useful information, events and recycling facilities are provided on the www.wakeuptowaste.org website.

Monitoring and evaluation throughout and on completion of the first phase has shown that the *Wake up to Waste* campaign has become a well recognised initiative and has been very effective in raising awareness of the waste issue and individual responsibility. Attitude surveys at the end of Phase 1 indicated that over 40% of respondents considered waste a more important issue than they did 6 months previously and there is a wider acceptance of personal responsibility for waste than before the campaign. However there is still a significant and long term challenge to sustain this behavioural change.

It is widely acknowledged that the *Wake up to Waste* campaign focus on the Waste Management Plans consultation resulted in an unprecedented interest in solutions for waste management at the local level. There were over 60,000 responses to the consultation process, which is equivalent to 10% of all households in Northern Ireland, compared to the 1-2% expected return from an undirected leaflet drop campaign.

Actual behaviour change has occurred with increases of up to 30% in the volumes of recyclable materials collected since the beginning of the *Wake up to Waste* campaign being reported by a number of District Councils and waste contractors. This was both unexpected and encouraging, demonstrating that there is a willingness to participate and respond when confronted with the waste problem and our role in creating it.

The media mix of TV, radio, press and outdoor advertising and interactive roadshows ensured that there were over 5 million opportunities for exposure to the *Wake up to Waste* media in Northern Ireland while PR activity at a regional and local level provided over 9 million opportunities to see. TV advertising was found to be the most cost-effective media in raising awareness of the waste problem in Northern Ireland, reaching 93% of the population at least once at a cost of £101 per 1000. The other supporting media elements of the campaign were also cost-effective and ensured that all sectors of the population were reached with both generic and local information.

The immense response to the *Wake up to Waste* campaign and the immediate impact on waste management behaviour has led to issues regarding managing the expectations of the public who are now aware and want to do their bit but who perhaps do not yet have the facilities in place to do so. The roll-out of infrastructure as part of the Waste Management Plans will take time but it is important to maintain the current level of engagement in waste management. Therefore, Phase 2 must take this into account and include actions that are possible now.

With the increased public awareness and interest in waste comes the need for more information on exactly what people should do beyond recycling glass bottles, as is

demonstrated by the attitude surveys. The next 'Waste Action' phase of *Wake up to Waste* will be launched just prior to the completion of the final Waste Management Plans. This phase will reinforce the waste message and individual responsibility by focusing on the 'daily do-ables'. These represent clear, simple steps to reduce, reuse or recycle our waste, and will operate in conjunction with District Council initiatives to provide the facilities necessary for participation, using the media and PR mix used in Phase 1.

New waste regulations come into force in Autumn 2002 regarding businesses and how they deal with their waste, providing an ideal opportunity to highlight the waste issue to the business community. The new Duty of Care message is considered a vital prerequisite to enforcement and will demonstrate to consumers that businesses also have to take responsibility for their waste.

Further evaluation and economic appraisal is planned upon completion of Phase 2 of the campaign incorporating district council waste data to measure waste reduction and recycling.

The Department wishes to acknowledge the contribution made by the Waste Management and Advisory Board for Northern Ireland in reviewing the draft contents of the evaluation report and providing comment and recommendations, which have been included in this final report, where appropriate.

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1 Introduction

Context

- 1.1 The Waste Management Strategy for Northern Ireland was launched in March 2000. The Strategy provides a framework for sustainable development of Waste Management practices in Northern Ireland and establishment of an integrated network of facilities.
- 1.2 The Strategy has six major policy areas. The Department's policies in these areas are underpinned by a public awareness and information programme to raise the profile of waste management and to encourage all stakeholders to use resources more efficiently and so improve environmental performance
- 1.3 A specification for the Public Awareness and Information Programme was developed during 2001 and tendered under an advertising framework (Appendix A). The objectives of the programme are:
 - To encourage stakeholder responsibility in terms of the environment;
 - To promote attitudinal and behavioural change in the approach to waste at local level;
 - To build awareness of the issues relating to waste, including technological processes and environmental impacts in a balanced and factual way.
- 1.4 McCann Erickson were appointed in December 2001 and a launch campaign prepared for 7th February 2002 to coincide with and provide support to, consultation on the 3 sub-regional Waste Management Plans.
- 1.5 A budget of £1.5 million over 3 years was allocated to the programme. The programme was developed in 2 main phases:
 - Phase 1: Waste Awareness Launch 7th Feb- May 2002
 - Phase 2: Waste Action Launch Autumn 2002.
- 1.6 Phase 1 – Waste Awareness Launch: 7th February – May 2002. A high profile heavyweight launch to propel waste awareness to top-of-mind public attention and to encourage public involvement in the consultation process with District Councils over local Waste Management Plans.

1.7 Phase 2 – Waste Action Launch: Autumn 2002. The next phase of the campaign will build upon the new awareness by disseminating ‘daily do-ables’, easy practical steps the public and businesses can take to reduce the amount of waste they produce. This second phase will be designed to start producing measurable behaviour changes as part of the implementation of the Waste Management Plans and as part of a longer-term strategy. It will also include, for example, a major campaign to coincide with the introduction of Duty of Care legislation on 1st October 2002.

Aim of the report

1.8 The purpose of this report is to assess the performance of the first stage of the public awareness campaign on waste management issues in order to:

- Analyse the effectiveness and value for money of the campaign;
- Inform and direct the development and content of Phase 2.

1.9 The report addresses Phase 1, covering the launch, and completion and analysis of consultation period on Waste Management Plans to end of May 2002.

Structure of report

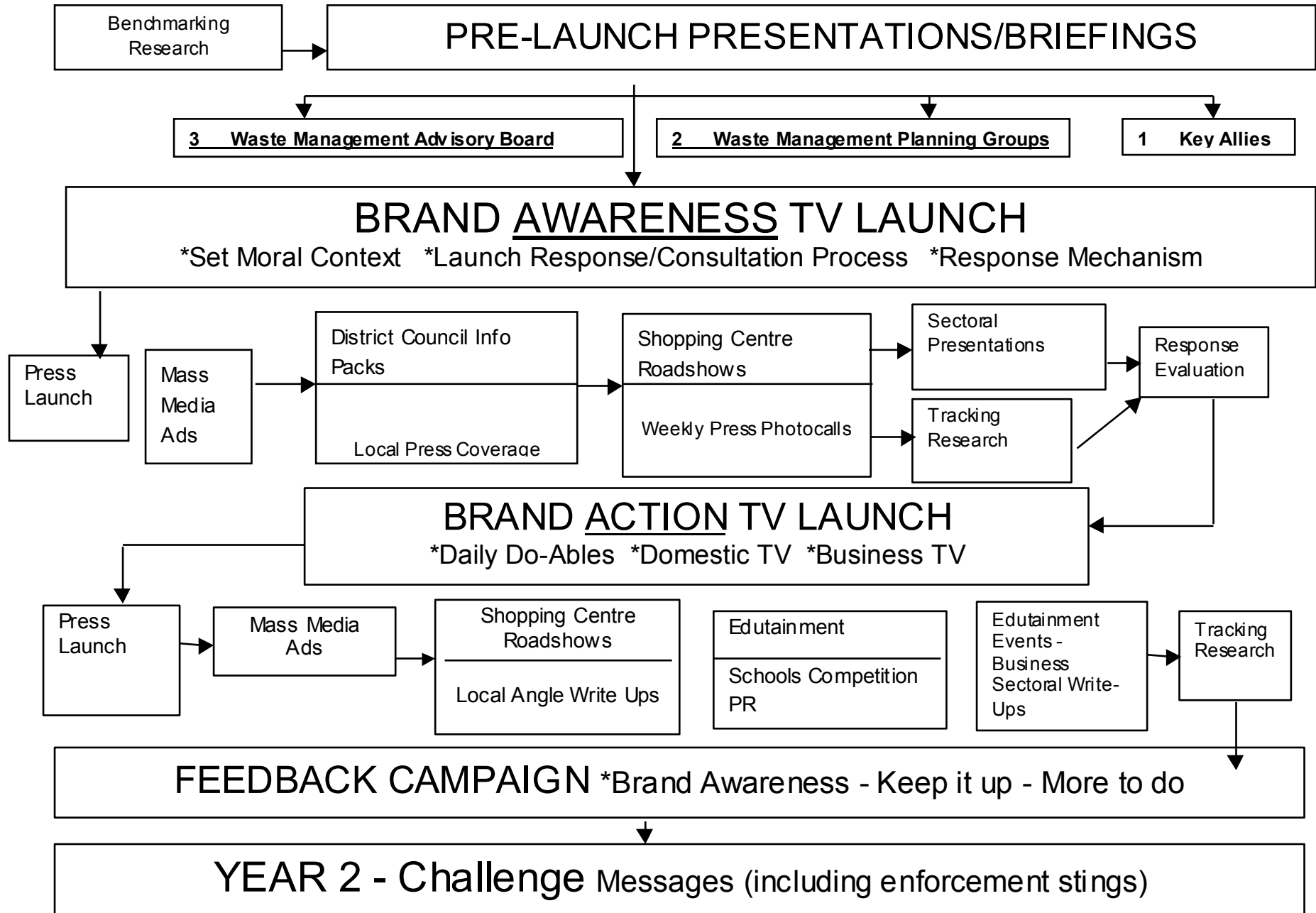
1.10 The components of the first phase of the programme are described in Chapter 2, including communications strategy, rationale and placement. Chapter 3 outlines the methodology of monitoring the campaign by McCann Erickson’s Psychology Department and through independent research commissioned by the Department. The impact of the public awareness campaign on levels of awareness, attitude, behaviour and engagement in the Waste Management Plan consultation process is discussed in Chapter 4. Conclusions and recommendations for the next ‘Waste Action’ Phase are presented in Chapter 5.

2 Components of the Public Awareness and Information Programme and Assessment of Performance

Communications Strategy

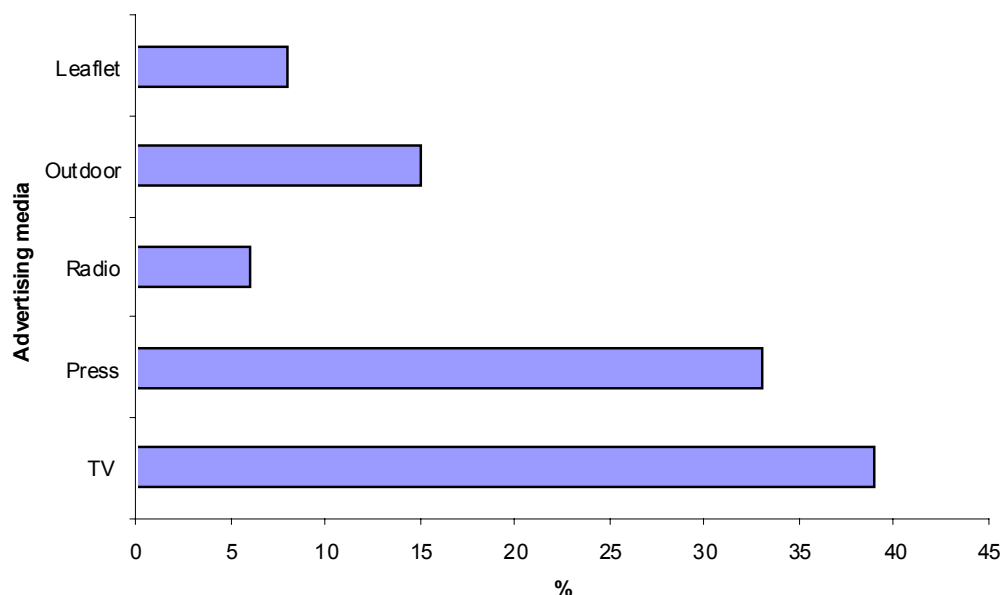
- 2.1 Phase 1 was developed as a high profile heavy weight launch to propel waste awareness to top-of-mind public attention and to encourage public involvement in the consultation process with District Councils over Waste Management Plans. This included a variety of media types to deliver and support the message and raise awareness. Figure 2.1 shows the phases and components that make up the campaign.
- 2.2 A key element of Phase 1 is the TV launch. This underpins the campaign and targets the message at reaching over 93% of the adult population in Northern Ireland. The effectiveness of TV is complemented by radio adverts, regional, business and trade press, outdoor advertising on billboards and busbacks, a dedicated website and extensive PR coverage. An analysis of communication channels and cost per thousand reach is illustrated in Appendix B1.
- 2.3 At all stages and for all components the media is designed to provide overall equitable coverage across Northern Ireland and lend support to the consultation on Waste Management Plans.
- 2.4 The District Councils have formed three sub - regional groups for the purposes of waste management planning:
 - Eastern Region Group: arc21;
 - North West Regional Waste Management Group: NWRWMG;
 - Southern Waste Management Partnership: SWaMP.
- 2.5 Investment in this phase is necessarily high, as the initial development requires design, testing and establishment of a successful brand and a theme which can be carried through to the later stages of the campaign.
- 2.6 It is also recognised that the brand and surrounding concepts play a crucial part in promoting public involvement in the waste planning process. The waste plans provided the initial driver and timing for the campaign launch.
- 2.7 The various components and contribution to the overall strategy are discussed below .

Figure 2.1 Overview of Communications Strategy



2.8 Figure 2.2 shows the proportion of the media budget allocated to the different activities. The final cost control sheet for Phase 1 can be found in Appendix D.

Figure 2.2 Percentage spend by advertising media



Brand Name Development

2.9 Wake up to Waste was developed as a brand name for the campaign based on the following rationale:

- As a compound unit it is trade-markable;
- The name conveys two meanings;
 - Short-term: The Alarm Call
 - Long-term: The daily dimension- waking up to waste everyday
- Can pull through evolving slogans and messages.

2.10 Wake up to Waste was supported with the slogan 'Your Waste, Your problem, Your Say' in order to maximise public engagement with the public consultation on the sub-regional Waste Management Plans.

2.11 Real time response testing was used to confirm the concept, assess potential impact and ensure connection with the target audience. This testing method was used on both brand visuals and the TV ad. Details are given in Appendix B2. From 8 initial visual presentations, best images and adverts were developed into the brand.

Assessment of Performance

2.12 Branding enabled coherent development of :

- Core Wake up to Waste logo;
- Press and outdoor poster design;
- TV images, script and timing;
- Associated Wake up to Waste for Schools brand.

2.13 The brand proved highly useable and adaptable being transferable on paper and electronically. It is easy to reproduce in colour and black and white and to scale for use on different products without loss of definition. It has been successfully applied to:

- Adverts ranging in size from 48 sheet billboard poster to A4 and smaller;
- Letter headings;
- Envelope franking;
- Materials/packs;
- Presentations;
- Website.

2.14 High uptake and brand recognition justifies use of real time response testing in development. It is considered essential to trademark the brand to avoid unauthorised use or endorsement or third party waste management companies or products wishing to display the awareness logo.

Wake up to Waste Launch

2.15 The Waste Public Awareness and Information Programme and the public consultation on the Waste Management Plans were launched simultaneously. The launch took place on Thursday 7th February in W5 at The Odyssey, Belfast, attended by the Minister for the Environment. Representatives from 26 district councils, both elected members and their officers, business and industry, educational and academic institutions, the Environment Committee and Department of Environment, non-governmental organisations and the wider community were in attendance. Children from two schools took part in the proceedings.

Launch Event

2.16 A key component of Phase 1 was the launch event to generate media interest and uptake of the brand. This event was centred on the consultation on the joint Waste Management Plans to maximise the effects of the message and provide integration of all elements of the strategy. W5 at the Odyssey in Belfast was selected as a venue that was central but neutral and which further reinforced the environmental message.

2.17 Elements of the launch included:

- High profile ministerial address;
- Personal invitations to representatives of all District Councils, Northern Ireland Business, NGOs, Community Groups and Department of the Environment;
- A large video screen for first showing of the TV advert;
- 'gobo' lights projecting 2 rotating 'Wake up to Waste' logos on wall;
- 'pod' with a PC and monitor for navigating the website;
- 'Really Rubbish Roadshow' engaged to provide activities involving waste materials for the attending schoolchildren;
- 'Wake up to Waste' branded guest pack;
- PR arrangements (see section 2.94).

Assessment of Performance

2.18 Over 300 people attended the event and many more were reached through media coverage on TV, radio and in local and regional press:

- It successfully engaged school children providing the foundation for the 'Wake up to Waste for Schools' programme;
- It raised awareness of the 3 sub regional Waste Management Plans;
- It demonstrated the ongoing co-operation between the Councils in the regional partnerships and the Department, exemplifying united central and local government;
- The central set was re-usable for the roadshows; (section 2.56).

2.19 Costs in addition to the original budget were incurred due to the involvement of the 'Really Rubbish Roadshow'. Engaging school children in the event was considered an integral part of the launch but during preparation for the event it was recognised that increased support and child centred activities needed to

make this effective. The inclusion of the 'Really Rubbish Roadshow' provided this support in a unique and interesting way which complemented the choice of the W5 venue.

2.20 The overall cost encompassing the PR activity and the event itself was around £64 per invitee to the event. Many more people will have been impacted through TV and press articles.

TV advertising

2.21 A 60 second TV commercial was commissioned to deliver a hardhitting message. This was intended to be in a provocative and emotive style that would establish the brand in the public consciousness, would prepare them for the lifestyle changes that were going to be required and would engage them in the issue.

2.22 The concept behind the TV advert was developed by the creative team at McCann Erickson and was based around some key advertising ideas:

- Context determines perceptions: first impressions stick therefore its important to give the big picture first;
- A big idea is needed to command attention and influence;
- Low interest subjects need high interest solutions;
- Local relevance is crucial, with particular reference to the Northern Ireland context.

2.23 The concept pitched was therefore based around the 'perfect Northern Ireland consumer family' being consumed by waste, with a regional accent voice over and using a map of Northern Ireland as an introduction.

2.24 The ad was intended to be shocking and hardhitting using the statistic that in Northern Ireland we produce enough waste every year to cover the whole country in waste. This was used to juxtapose the 'clean and green' image of the Northern Ireland countryside with waste falling from the sky and consuming the family in waste. The advert closes on a school playground covered in a layer of waste and infested with rats.

2.25 The advert also supports the consultation process on the 3 regional Waste Management Plans, by showing the Departments leaflet coming through a

letterbox and the voice over details that there are regional Waste Management Plans and that the public's feedback is being actively sought.

- 2.26 The advert concludes with the voiceover stating the strapline 'Your waste, your problem, your say'.
- 2.27 The overall response from Real Time Response Testing of a mock-up of the advert suggested that it made the majority of people think about the issue with a score of 59.8 and in terms of how interesting the advert was it scored 56.4. These scores compare favourably with the 'Shame' drink driving advertisement, which scored 58.1 for interest.
- 2.28 Production of the TV ad was undertaken by the Paul Weiland Film Company, who was able to provide quality and guarantees of production within a tight time schedule.
- 2.29 Filming provided sufficient material to carry both the full 60 second advert and a 30 second reprise of the advert. This was shown in the second half of April, highlighting the need to "Have Your Say" before the imminent close of the consultation period in order to mobilise those who had not yet engaged.

TV media reach

- 2.30 The TV strategy was centred around 4 key points:
- To maximise coverage reaching 93% of adult;
 - To ensure 80% of adults saw the TV ad at least 3 times;
 - To ensure the advert was located in prominent slots with relation to time of day and centre/end of programmes;
 - To ensure the advert was placed in diverse programming to maximise coverage, but with emphasis on local programming to bring the message to local level.
- 2.31 This was to be achieved through the purchase of TVRs (television ratings) which represent TV slots spread across daytime and evening TV programming in such a way that the target audience is covered. TVRs and coverage are verified through independent Broadcasting Audience Research Board (BARB)

reporting of all TV airtime, which provides the industry standard for UTV and Channel 4.

Assessment of performance

2.32 The initial TV plan was to purchase 1200 TVRs, but due to changes in airtime costings only 1093 were available at the time of commissioning. However, at the end of the campaign, 1388 TVRs had been used to deliver the Wake up to Waste advertisement, with further time slots on Channel 9 in the North West equivalent to an additional 27. At this level of TVR it is estimated that:

- 93% of the population will have seen the advert;
- 82% will have seen it 3 times;
- 74% will have seen it 5 or more times.

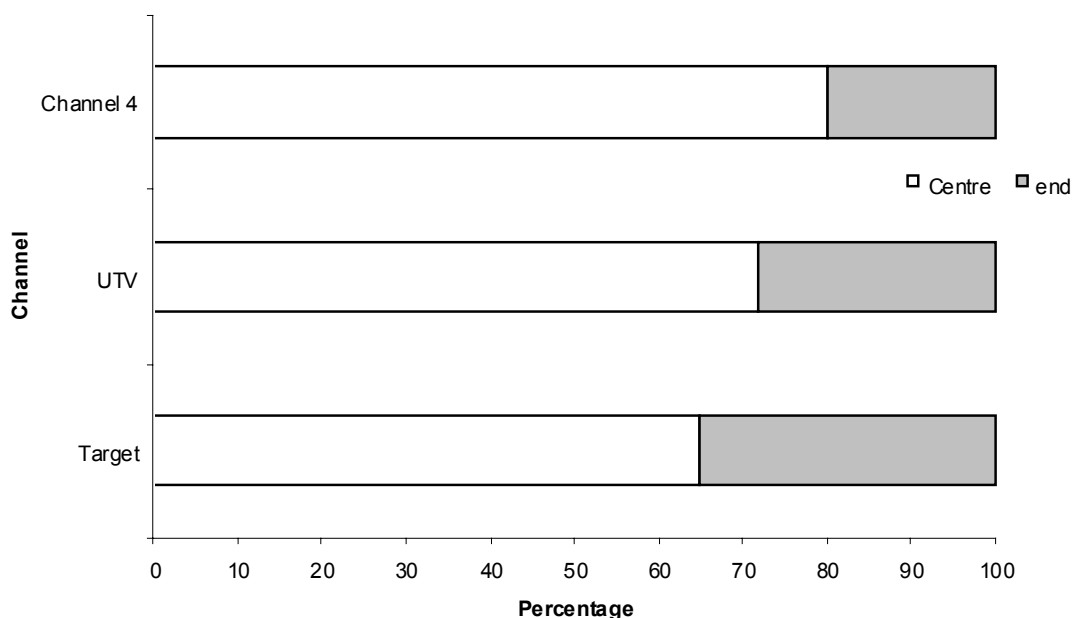
2.33 Dayparts for TV advertising reflect the times of day when more people are watching TV and are likely to be reached by an advert. Naturally these are higher in the early evening with a slight peak at lunchtime. Ideally the spread of day parts should follow the natural model as closely as possible. Table 2.1 shows that Wake up to Waste was able to achieve this for both UTV and Channel 4 coverage, thereby maximising the number of people likely to see the advert.

Table 2.1 Day parts Wake up to Waste TV media

Dayparts	UTV Natural %	UTV Campaign %	Ch4 Natural %	Ch4 Campaign %
0660-0929	0.1	0	3	0
0930-1159	7.8	7.9	4	0.4
1200-1559	13.2	13.2	15	7.2
1600-1730	4.1	7	19	33.9
1731-1959	32.3	33.1	16	22.3
2000-2330	38.1	36.3	34	33.2
2331-close	4.4	2.6	9	2.9

2.34 The TV campaign also set targets for the ratio of centre (i.e. middle of a programme) to end breaks. Naturally more people are likely to watch a TV ad during their favourite programme than at the end when they may turn off etc. Wake up to Waste exceeded the target for centre time slots as can be seen in Figure 2.3.

Figure 2.3 Ratio of Programme Centre/End Splits



2.35 In terms of programming, the advert was located in a wide variety of TV shows, including News and documentary, children's and youth programming, soaps and serials, sport and regional programmes.

2.36 Actual and projected spending on this part of the project are well matched. The reach in terms of audience is on target and objectives have been improved on in terms of day parts and TVRs acquired for the budget allocated. Not only has this been a highly successful campaign reaching large sector of the population, it also represents good value for money.

2.37 The estimated cost per 1000 of the population reached by the campaign during Phase 1 was £101¹. Direct comparisons with similar campaigns are difficult, but the overall programme budget is similar to the annual DOE Road Safety Budget for 2002-2003 which uses TV advertising as the prime vehicle. A new public awareness campaign on waste for 4 London boroughs is to be launched

¹ In this report, cost per thousand (CPT) has been calculated by summing the media and production costs and dividing by the population reached, where figures are available. Repeat showings of the same advert will reduce CPT calculated in this way. Media buying often uses CPT to compare value of different media, however these figures are not directly comparable, as they do not include production costs.

in October 2002 by Waste Watch, with a projected budget of £4 million. The impact of this initiative will be closely monitored to benchmark the NI campaign against this and other ongoing GB developments.

Radio advertising

2.38 Radio advertising is a useful medium for accessing the audience in situations where they are away from home e.g. in the car or at work. A shorter radio advert which links with the TV media was proposed and in order to keep the message fresh, 6 different versions were developed based around punchy facts concerning waste in Northern Ireland.

2.39 The 6 radio adverts were 40 seconds long and used the same voiceover and background music as the TV ad. The facts were substantiated and given a Northern Ireland slant where possible. These ran from 20th March to 28th April.

2.40 Each of the following facts on waste materials were used as the basis for an advert script:

- We use 230 million carrier bags every year! Most end up in landfills. It's time to 'Wake up to Waste' considering the fact that every year we use 134 plastic bags each!
- Plastic bottles never decay in landfill sites. It's time to wake up to waste! Recycling just one plastic bottle saves enough energy to power a 60 watt lightbulb for 6 hours and we each use an average of 95 plastic bottles every year!
- It's not a nice thought. Around 200,000 used nappies are dumped in Northern Ireland everyday. It's time to wake up to waste! Babies are always going to need nappies so the 'disposable' nappy mountain won't get any smaller unless we consider alternatives.
- Are you aware? We dispose of 153 million aluminium cans every year? That's enough, if placed end to end, to go round the Ulster way 23 times! It's time to wake up to waste! Recycling an aluminium can saves enough energy to run a lightbulb for 3 hours. So why are we throwing them away?

- Would you ever have thought that plastic bottles could be recycled into fleece jackets? It's time to wake up to waste! One outdoor clothing company did, and are now saving barrel of oil for every 150 fleeces made out of recycled plastic.
- On average each household in Northern Ireland needs more than 3 trees to provide the paper we use each year! it's time to wake up to waste! A tonne of recycled paper saves 15 trees - not forgetting the habitat and wildlife around them.

2.41 The radio adverts were placed on 4 commercial stations: DTR/Cool FM covering the whole of Northern Ireland, City Beat covers Greater Belfast, Q102 covers Derry and Coleraine and Q101 covering Fermanagh.

Assessment of Performance

2.42 Each station ran the ad 28 times with the campaign running in four one week bursts. Therefore each station ran the 6 versions of the ad 112 times over 4 weeks, giving a total of 448 radio spots.

2.43 The radio media costs were slightly over the original budget due to the addition of the new Q101 station for Fermanagh which began broadcasting on 19th March 2002.

2.44 69.1% of the Northern Ireland population had an opportunity to hear the radio adverts. This equates to a cost of around £25 per 1000 for the spend on this medium.

Table 2.2 Radio reach

Station	Reach (1000)	Reach (% of population)
Cool FM	454	48
Downtown Radio	482	36.8
Belfast Citybeat	187	34.1
Q102/Q97 FM	106	43.5
Total	913	69.1

Press adverts

2.45 Press adverts were placed in regional, local, business and trade press titles featuring throughout general and more specific messages where appropriate. Press adverts are shown in Appendix B3.

Regional

2.46 Three rounds of regional press were run on 14th February, 13th March and 5th April 2002 in seven titles, which are listed in Appendix B3 (Table 1, Dailies and Sunday Press Circulation).

Local

2.47 Three rounds of local media were run on 18th February, 18th March and 5th April 2002 in 25, 23 and 26 titles respectively. These are listed in Appendix B3 (Table 2, Regional Weekly Press Circulation).

Business and Trade

2.48 Advertisements were placed in business and trade newspapers and magazines during February, March and April. Trade press advertising was run in March and April in 9 titles, listed in, Appendix B3 (Tables 3 and 4).

Assessment of Performance

2.49 Over 1 million people had an opportunity to see one of the advertisements in the press or 76.7% of the population of Northern Ireland.

2.50 Inclusive of production and design costs of the adverts and the insertions this equates to a cost of around £118 per 1000.

2.51 Value was also added to the press campaign through the use of free advertising space including a free full page colour insert in the Daily Mirror and a free full colour insert in the Belfast Telegraph.

Outdoor media

2.52 Outdoor media was recommended to give the campaign street visibility and stature, in the form of 48 sheet billboards and busbacks.

Billboards

2.53 Two different 48 sheet posters were designed for 2 fortnightly cycles. The poster design and concepts were tested using Real Time Response Testing for favourability and impact. The 'Mountains to Mourne' poster ran in February while the 'Northern Wasteland' sheet ran from 8 April 2002 – 21 April 2002. Both cycles were situated at 75 billboard sites province wide (See Appendix B4 for locations).

Busbacks

2.54 The busback campaign incorporated 2 cycles with 2 different posters on 315 busbacks. The first cycle ran with 'Mountains to Mourne' from 25 March 2002 – 7 April 2002 and the second 'No Time to Waste' from 8 April 2002 – 21 April 2002, timed to highlight the imminent closure of the consultation period and the chance to 'Have Your Say'. The same routes were used for each cycle.

Assessment of Performance

2.55 There is no current outdoor industry system for measuring reach and frequency against the sites selected in Northern Ireland. However, ORAC was used until the late 90's but is no longer available. Based on ORAC predictions a 70 sheet campaign of billboards and busbacks would ensure 59% of men and around 44% of women would see the advert at least once.

2.56 Based on these estimated figures and assuming an average between the male and female split, over 700,000 people would have had a chance to see some of the outdoor media at least once. This represents a cost per 1000 of around £396.

2.57 Figures 2.4 and 2.5 show the ratio of billboard and busback locations in Belfast and around the country. There are a greater number of billboards in the Greater Belfast area creating a natural bias. This is countered by the greater use of bus backs in these areas.

Figure 2.4 48 Sheet Billboard locations

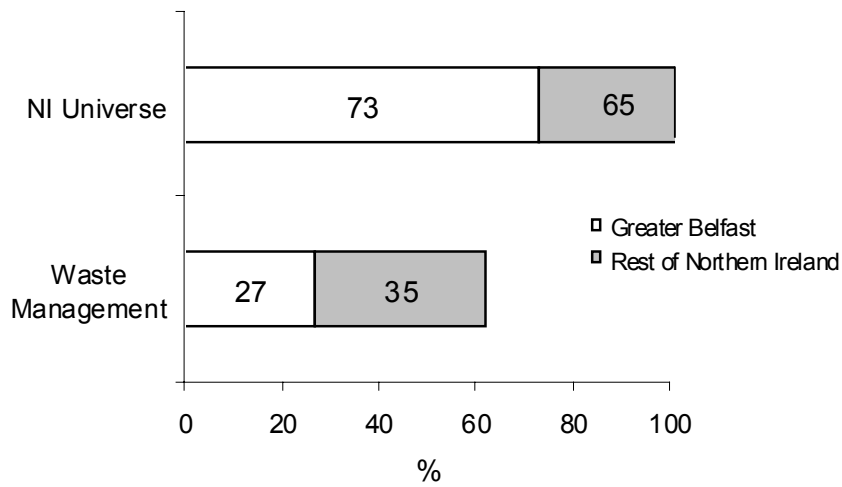
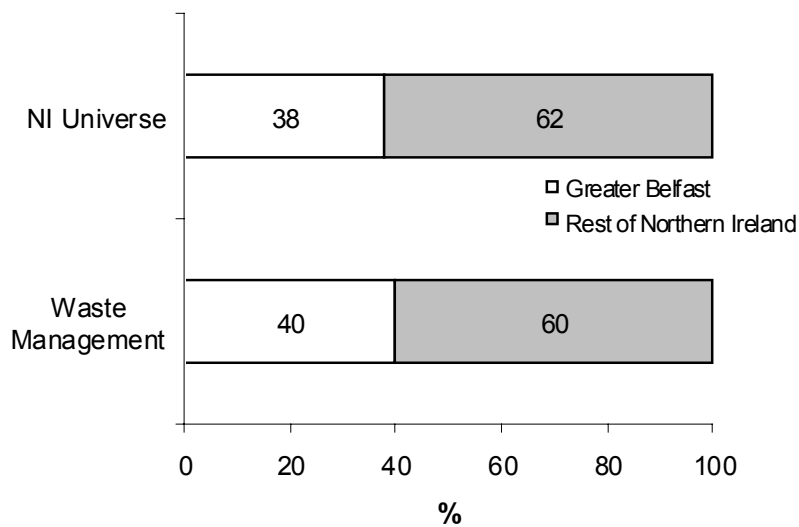


Figure 2.5 Busback Locations



Roadshows

2.58 Shopping centre-based roadshow presentations were used as an appropriate means of maximising waste awareness among the public during the three-month public consultation period.

Roadshow programme

- 2.59 The roadshow programme was designed to reinforce media coverage and provide an opportunity for direct contact with and feedback from the public. It was constrained by the limits of the consultation period as it was designed to support consultation on the three sub regional Waste Management Plans and provide an opportunity for the public to 'have their say'.
- 2.60 Eleven events were planned between February and April based on weekend slots when shopping numbers are at their highest enabling greater outreach.
- 2.61 Factors which determined shopping centre selection included:
- foot-fall figure;
 - high profile/popularity;
 - catchment area;
 - availability over the consultation period;
 - anchor store; and,
 - a fair spread throughout the three areas represented by the regional waste management council partnerships.
 - The chosen locations also had to provide value for money in terms of the campaign.
- 2.62 Six roadshows were based in the arc21 area, three in the SWaMP area and two in the NWRWVG area. This was consistent with geographic and demographic distributions of shopping and population. Appendix B5 lists the roadshows in chronological order, along with figures for weekly footfall, footfall over the period of the roadshow visit, % of visits over the weekend and targeted media for advance notice and follow up.
- 2.63 The set required professional set up and was not readily transportable. This made it relatively inflexible for additional or smaller events in the time between the planned weekend roadshows.
- 2.64 Each roadshow was manned by a professional team consisting of a male and a female aged 18-24 years who were trained to answer simple queries or direct questions to the relevant people where appropriate. The stand was manned full time during the opening hours of the centre and the public were invited to

comment and test out the website. Provision was made for Councils to 'host' a waste management display and to provide technical staff at local roadshow

2.65 At each roadshow there was an opportunity for photocalls and the use of local press releases. Liaison with local councils helped to ensure such opportunities were maximized.

2.66 PR support was provided at each of the roadshows including:

- photocall opportunity for councils;
- provision of a draft press release; and
- invites were sent to targeted media for advance notice and follow up coverage.

Assessment of performance

2.67 The roadshows provided a valuable and interactive point of contact with members of the public and a source of feedback and comments that will contribute to the development of Phase 2.

2.68 The programme contributed to the Waste Management Plans consultation by gathering comments that were fed back to the three regional groups.

2.69 All the Councils with a show in their area participated in the event by sending representatives to attend and providing display materials.

2.70 The location of the roadshows was limited by the presence of a shopping centre. This automatically ruled out a number of District Councils, causing dissatisfaction regarding the rationale behind such a restrictive roadshow programme. This highlighted the limitation of using shopping centres as a venue.

2.71 The need for professional assembly of the set and its size meant it could not be used more frequently for smaller events between the scheduled shows.

2.72 The roadshow programme has potential for Phase 2 of the campaign. Phase 1 events have provided a valuable opportunity to test the effectiveness and organisation of the events.

2.73 The average footfall at the three centres for which information is available is 66,189 for the time the roadshow was in place. Assuming a similar footfall would have occurred at other centres on the programme, the number of people who had an opportunity to see a roadshow was 728,079. The cost per 1000 is around £49.

Website

2.74 A campaign website supports the various other components of the programme and provides an ongoing and updateable information source to consumers and business. The campaign was designed to provide support material for the campaign and to inform and guide the public throughout the public consultation process.

2.75 Website development involved:

- internet trawl to check domain name availability;
- www.wakeuptowaste.org domain name registered;
- launched on the 8th February 2002 to link in with the launch of the Programme.

2.76 Features include:

- homepage links to DOE, EHS and Kidsagainstwaste.org websites;
- 'Your Choices Made Clear' leaflet;
- guidance on waste management groups and 'how to have your say';
- recycle bank locations by district council;
- business case studies ;
- Wake up to Waste shopping centre roadshow schedule;
- Information on current waste surveys in Northern Ireland;
- Other useful links.

2.77 Promotion of the website was via a number of media. It was displayed on the TV and radio advertisements, newspaper and press advertisements, on billboards, busbacks, at the launch and on leaflets. Website hits can also act as an indicator of the success of the other components of the campaign which highlight the website address.

Assessment of performance

2.78 Detailed statistics relating to the website are available from 6 March 2002.

2.79 Analysis of the figures is shown in Table 2.4 indicates that the hit rate has varied over the course of the campaign. The high hit rate at the beginning of March coincided with intensive TV, outdoor and press media coverage which refer to the website address. There was also an increase in hits following screening of the revised TV ad on 17th April 2002. Significant increases in the hit rate appear to follow TV and radio advert bursts, especially in March and late April.

2.80 Hits from UK sources ranged from 12% to just over $\frac{1}{3}$ towards the end of the consultation period. Many of the remaining hits can be attributed to the North America. This can be attributed to the huge population of North America and hits through global search engines.

Table 2.3 Website hits and visitors

Week ending	Hits	Visitor Sessions	% Visitor sessions from UK	Unique Visitors	More than 1 visit
13/03/02	20,745	960	23.22	486	120
20/03/02	29,966	1,357	22.91	599	149
27/03/02	10,904	438	27.62	235	89
03/04/02	3,308	141	26.95	100	27
10/04/02	5,090	238	28.57	156	43
17/04/02	14,918	481	23.07	292	66
24/04/02	24,180	880	26.25	428	135
01/05/02	19,920	630	26.03	362	115
08/05/02	9,628	596	12.41	276	108
15/05/02	3,617	263	0	173	41
22/05/02	3,442	177	27.68	132	25
29/05/02	2,804	115	36.52	81	26
05/06/02	1,215	87	22.98	55	14
12/06/02	1,901	100	24	68	14
19/06/02	1,645	59	32.2	38	13
Total	149,666		25.96		

2.81 Nearly 26% of the 150,000 hits were from the UK. This represents a cost per 1000 for UK visitors to the site of £23.50.

2.82 The website is undergoing continual development and upgrading which will be ongoing through Phase 2. The hit response to media coverage highlights the potential of the website for reaching a considerable audience and as a valuable medium for the provision and communication of information to support Phase 2.

Leaflet

2.83 At the start of the campaign it was considered important that the Department should provide impartial information of the different waste management options put forward in the three Waste Management Plans. Following discussions with the three groups and to provide coherence to the TV message and the consultation strategies of the Regional groups, Environment and Heritage Service developed a leaflet in conjunction with McCann Erickson.

2.84 It was intended that information should facilitate the consultation process by ensuring the public were aware of the different waste management options and what they might entail.

Leaflet design

2.85 The leaflet was designed in the following format:

- A4 size fold out leaflet to be delivered to every household in NI (650,000).
- entitled 'Your Choices Made Clear' and bore the Wake up to Waste and DoE logos with the strapline 'your waste your problem your say'.
- four sections introducing the consultation process, describing recycling issues, composting and energy from waste.
- contact details for each of the 26 District Councils and on the reverse a map showed the district councils and how they are grouped into the three regional groups.

2.86 McCann Erickson agreed a time scale for delivery of the leaflets to the majority of NI postcodes before the 3rd May, with Royal Mail. The remainder were to be covered by a private contractor, Letterbox Marketing Ireland Ltd.

Assessment of performance

2.87 Leaflet delivery was spread out over a 6 week period and in the latter half of the campaign which was not ideal as the impact of the leaflet would be lost.

2.88 Difficulties experienced with non-delivery and late delivery of the leaflet added to the low performance of this component.

- 2.89 The leaflet provides clear and useful information on the waste management options, overlapping with, and supporting the consultation leaflets. It is downloadable from the website.
- 2.90 Table 2.4 shows the information provided by McCann Erickson on their assessment of the door to door leaflet drop. Informal checks conducted within the office suggested that these targets had not been achieved as fully as these figures would suggest, with 18 out of 22 responses stating they had not received a copy.

Table 2.4 Total Leaflet distribution

Company	Total Distribution	Verification	Expected Delivery
Royal Mail	290,400	None	98-99%
LMI	344,159	Some (but in house)	90%
Forth Data	56,156	none	98/99%
Total	690,715		

Call Centre

- 2.91 The call centre was set up to provide a free-phone number as regional support to consumer enquiries, to provide information on the Waste Management Plans consultation period and to maximise opportunity to 'have your say'.
- 2.92 Callers were guided through a series of questions to obtain name address, telephone number, email address, local council. Callers were asked whether they wanted to request a brochure (in which case to relevant brochure pack for the area they live in was posted out); make an enquiry; or have their say. The conversation concluded with a short questionnaire about which waste management policies the caller thought the council should use. All information obtained from the callers was passed to the relevant regional group for use in the consultation exercise.
- 2.93 The revised TV advert went out on 17 April 2002, highlighting the close of the consultation period on 7 May. At this time changes were also made to the call centre script to take account of the fact that the consultation period was nearing

completion and it was felt that there would be insufficient time to send out a brochure and respond to the questions before 7 April 2002. From 17 April 2002 the call centre recorded comments made by those who wished to have their say.

Assessment of performance

2.94 A total of 792 members of the public made use of the phone line. Of these 132 requested a brochure, 97 made enquiries and 563 called to have their say, making it a cost-effective medium for public access.

2.95 71.9% of callers called to 'Have their say' and the cost per 1000 for this service including fulfilment of information requests is £208.

2.96 The call centre provided an additional and convenient opportunity to respond to the consultation.

2.97 It provided a structured and dedicated service which would not be possible with in-house resources, while being flexible, allowing for changes in message and focus.

2.98 There was a marked increase in the numbers of people calling to have their say from the 18 April 2002, which coincided with the first showing of the revised TV ad on the evening of the 17 April 2002. Following this, 70% of those calling, did so to 'have their say'.

Table 2.5 Call Centre Analysis

	Request a brochure	%	Enquiry	%	Have your Say	%
Prior to revised TV ad	121	15%	38	4.8%	15	1.9%
Post revised TV ad	11	1.4%	59	7.5%	548	70%

Graphics Panels

2.99 In response to Councils' requests and to address concerns where roadshows were not feasible, the Department provided transportable stands with Wake Up to Waste graphic material for each Council. These have been delivered to

every Council for use in Council offices, shopping centres, libraries, schools and conference venues.

Assessment of Performance

2.100 Each of the banners was easily portable and bore the council logo in addition to the waste message. This ensured it could be used in a variety of situations and will continue to be of value during Phase 2 of the campaign.

2.101 The banners were widely used by the Councils at their public meetings and at other events during the consultation period.

Rates Envelopes

2.102 Rates bills were delivered to the majority of Northern Ireland households in early April. Liaison with the Rates Collection Agency enabled each of these envelopes to be branded with the 'Wake up to Waste' logo and strapline as a reminder and to maintain the profile of the brand.

2.103 This was a highly cost effective way of reinforcing the message as the Rates Collection Agency provided this service free of charge.

Public Relations Support

2.104 Public Relations support is an essential part of any high profile campaign. The media must be fully engaged for the message to reach the maximum number of members of the public. The brand and the message need to be refreshed and targeted at different groups to maintain the media's interest and ensure it does not become 'old news'.

2.105 PR activity was intended to meet the following objectives as part of the specification for the public awareness programme.

- Assist with the implementation of agreed measures/strategies and liaison with organisation with an interest in the waste management strategy and plans
- Liaise with the waste management advisory board

- Work with the councils' sub regional waste management planning groups in effective delivery of the plan at the local level.
- Support the programme objectives by linking up directly with other sectoral interests, such as NGOs, commercial and industrial, academic and professional groups.

2.106 The campaign launch required a high media profile, facilitated by the PR team, including the following key points:

- Detailed press release prior to the event;
- Pre-launch briefings with representatives of the media to secure commitment for coverage;
- Representatives of the press and media in attendance;
- Full briefing of stakeholders, to provide foundations for ongoing communication;
- Photo opportunities with relevant officials and dignitaries;
- Props to ensure eye-catching photos that would capture the imagination of editors and the public alike.

2.107 Ongoing consumer and business PR has been facilitated through a series of press releases relating to particular issues in the campaign. Co-ordination of media features on waste in the press and on TV has helped maintain the profile of the brand.

2.108 The PR team has also worked closely with representatives of the 3 regional groups in the facilitation of liaison with press and media in each area, providing opportunities for all groups to maximise exposure and outreach.

2.109 Table 2.6 represents the PR activity on the Wake up to Waste Campaign. This includes the coverage of the campaign and surrounding issues that have been generated as a result of the campaign and its events.

2.110 Discussion with The Waste Management Advisory Board Chairperson, indicated the importance of ongoing input to the communications plans with support from board members assured. Contact was made with individual WMAB members in preparation for the launch event and EHS provided an update to the WMAB meeting in March.

- 2.111 Relationships with arc 21, SWaMP and NWRWMG Group have been well established and the success of the regional responses to the consultation process is evidence of this. In the run up to the campaign launch McCann Erickson attended all EHS and Regional Co-ordination steering meetings regarding the launch and communications project in hand across January and up to the 1st week in February 2002.
- 2.112 All sectoral representative bodies are being continually communicated with. This is reflected in the positioning of Wake Up to Waste stories in their publications and as part of their programme of activities for the year.
- 2.113 The Confederation of British Industry (CBI) partnered a waste awareness seminar instigated by arc21 and supported by the Agency.
- 2.114 Close relationships have developed with the Universities and associated stakeholders. Further work is underway with third level teacher training courses as part of the education programme. This will roll out in September.
- 2.115 The Best Practice Awards scheme in Phase 1 has included response to the annual Northern Ireland Business Awards in associations with the Belfast Telegraph. A case study on award winners Ulster Carpets has been developed for media presentation.

Assessment of Performance

- 2.116 The PR component is measured by the 'opportunities to see', which represents how many people might have an opportunity to see or hear a given article or news feature based on viewing figures or circulation information. The 'value' column indicates the cost of placing these articles as advertisements or features if the space had had to be paid for. Table 2.6 displays a summary of PR activity for Phase 1 of the campaign.

Table 2.6 Summary of PR activity (Phase 1)

	Slots or articles	Time (mins) or length (words)	Opportunities to see	Value (£)
TV	22	47	748300	63529
Radio	12	64	394366	17848
Press	245	53123	7390900	84971
Business press	4	1651	47989	5767
Totals	283	111 or 54774	9011327	172851

2.117 The 283 PR slots represent over 9 million opportunities to see the Wake up to Waste message.

2.118 The PR cost per 1000 estimated reach of population equates to around £1.88 per thousand.

Liaison with sub-regional Waste Management Groups

2.119 A key requirement of the programme involved working with the councils' sub-regional Waste Management Planning Groups [arc21, NWRWVG & SWaMP] in effective delivery of the programme at local level.

2.120 As Phase 1 of the campaign was timed to coincide with, and optimise public engagement in the consultation exercise on the sub-regional Waste Management Plans, communication and liaison with the groups was vital to coordinate and plan this phase.

2.121 The key areas of concern were equitable geographic spread throughout Northern Ireland and opportunity for local reinforcement and build upon the campaign.

2.122 In terms of regional group support, the campaign was delivered through:

- distribution of media targets to all sectors of the community and parts of Northern Ireland;
- employment of a wide variety of media;
- additional targeted support e.g. local events, posters, materials

Sub-regional Analysis

2.123 Table 2.7 indicates overall coverage of the campaign throughout the three regional groups.

Table 2.7 Public Awareness & Information Programme Evaluation Table														
	District Council	*Popn	%NI	TV	Radio	National Press	Local Press	Business Press	Trade Press	Billboards	Busbacks	Roadshow		
							Titles	Titles	Titles	No	Area	No	Depot	Venue
ERWMG	Antrim BC	51,700	3	UTV Channel 4	DTR/Cool FM Citybeat	Belfast Telegraph News Letter/Belfast News Sunday Life Irish News Daily Mirror Sunday Mirror Sunday People Sunday World	Antrim Guardian	Business Telegraph Irish News - Business Business News Letter Ulster Business Business Connections Business Eye	Perspective Ulster Grocer Catering & Licensing Review Specify Industrial & Manufacturing Engineer Plant & Civil Engineer	1 1	Antrim Ballydare Toomebridge	10	Antrim	
	Ards BC	72,300	4.2	"	"	"	Newtownards Chronicle Co Down Spectator	"	"	5	Newtownards	16	Newtownards	
	Ballymena BC	59,600	3.5	"	"	"	Ballymena Guardian	"	"	3	Ballymena	12	Ballymena	Tower Centre
	Belfast CC	282,400	16.5	"	DTR/Cool FM	"	Andersonstown News	"	"	74 1	Belfast Dunmurry	73	Falls Road Gt Victoria Street (Ulsterbus) Gt Victoria Street (Citybus) Short Strand Laganside	Castlecourt
	Castlereagh BC	68,000	4	"	"	"		"	"	3	Carrickfergus	10	Carrick Newtownabbey	
	Carickfergus BC	39,000	2.9	"	"	"	East Antrim Times	"	"	1	Downpatrick	26	Downpatrick Newcastle	
	Down DC	64,300	3.8	"	"	"	Down Recorder	"	"	2	Larne	11	Larne	
	Larne BC	30,900	1.8	"	DTR/Cool FM	"	East Antrim Times	"	"	5	Lisburn	15	Lisburn	Sprucefield
	Lisburn BC	114,200	6.7	"	DTR/Cool FM Citybeat	"	Ulster Star	"	"			3	Newtownabbey	Glengormley
	Newtownabbey BC	82,100	4.8	"	"	"	East Antrim Times	"	"	5 4	Bangor Holywood	7	Bangor	Bloomfield
	North Down BC	76,100	4.4	"	"	"	Newtownards Chronicle Co Down Spectator	"	"					
Sub Total		940,600	55							106		183		
NWRWMG	Ballymoney BC	25,900	1.5	"	DTR/Cool FM	"	Ballymoney & Coleraine Times Coleraine Chronicle	"	"	1	Ballymoney		Sub depot of Coleraine fleet	
	Coleraine BC	56,200	3.3	"	DTR/Cool FM Q102/97.2	"	Ballymoney & Coleraine Times Coleraine Constitution Coleraine Chronicle	"	"	2 1 1	Coleraine Portrush Portstewart		Coleraine	
	Derry CC	108,600	6.4	UTV Channel 4 Channel 9	Q102/97.2	"	Londonderry Sentinel Derry Journal Derry News Coleraine Constitution (S Derry)	"	"	9	Derry	26	Derry City Londonderry County	Foyleside
	Limavady BC	33,000	2	"	DTR/Cool FM	"	Coleraine Constitution Coleraine Chronicle	"	"	2 1	Dungiven Limavady		Sub depot of Londonderry County fleet	
	Magherafelt DC	39,200	2.3	"	"	"	Mid Ulster Mail	"	"	1	Maghera	15	Magherafelt	Meadow Lane

										1	Magherafelt				
	Moyle DC	15,400	0.9	"	"	"	Coleraine Chronicle	"	"				Covered by Ballymena including Camlough, Glenam, Cushendall & Waterfoot		
	Strabane DC	37,800	2.2	"	"	"	Strabane Chronicle Strabane Weekly News	"	"	1	Strabane		Sub depot of Londonderry County fleet		
Sub Total		316,100	18.5							20		56			
SWaMP	Armagh C&DC	55,300	3.2	"	"	"	Ulster Gazette	"	"	3	Armagh	16	Armagh		
	Banbridge DC	40,300	2.3	"	"	"	Banbridge Chronicle	"	"	1	Banbridge				
	Cookstown BC	31,800	1.8	"	"	"	Mid Ulster Mail	"	"	1	Cookstown				
	Craigavon BC	80,000	4.7	"	"	"	Lurgan Mail Portadown Times	"	"	3 2	Lurgan Portadown	15	Craigavon	Meadows	
	Dungannon & Sth Tyrone DC	48,600	2.8	"	"	"	Tyrone Courier	"	"	3	Dungannon	11	Dungannon		
	Fermanagh DC	58,100	3.4	"	"	DTR/Cool FM Q101	Strabane Chronicle Fermanagh Herald Impartial Reporter	"	"	4	Enniskillen	9	Enniskillen	Emeside	
	Newry & Moume DC	88,400	5.1	"	"	DTR/Cool FM	Moume Observer Newry Reporter	"	"	5 1	Newry Warrenpoint	15	Newry	Buttercrane	
	Omagh DC	48,200	2.8	"	"	"	Ulster Herald Tyrone Constitution	"	"			10	Omagh		
Sub Total		450,000	26.5							23		76			
Total NI		1,707,400								149		315			

3. Monitoring the Impact of the Public Awareness & Information Programme

2.124 Mechanisms for monitoring and evaluating progress of projects were part of the specification for the public awareness and information programme. These requirements have been fulfilled by work undertaken by both McCann Erickson and the Department.

Monitoring by McCann Erickson

Benchmarking

2.125 An assessment of attitudes to waste and recycling prior to the launch of the Wake up to Waste programme was an essential and integral part of the campaign to provide a baseline against which change could be measured. McCann Erickson engaged Ulster Marketing Surveys (UMS) to undertake a survey using 3 questions based around the general perceptions of waste and the profile of various advertising media.

2.126 The survey involved questioning 1119 people from a range of locations, ages and socio economic groups.

Tracking

2.127 McCann Erickson conducted two tracking exercises to monitor the impact of the various advertising media. This involved asking a sample of 1139 adults in February and a further 1024 adults in April whether they had seen the advertising, what they perceived to be its main message and what their response had been to it. Two surveys were conducted to assess initial responses near to the launch of the campaign and once more in April towards the conclusion of the TV adverts.

Attitude survey

2.128 A second survey was conducted by UMS to determine attitudinal changes in response to the campaign. The survey asked the same questions as the

benchmarking and was undertaken as part of the tracking survey fieldwork. The second survey questioned 1024 adults.

Monitoring by the Department

Benchmarking

2.129 Additional benchmarking was undertaken by an independent organisation MRC Mori. They were engaged by the Department to provide data against which that collected by McCann Erickson could be compared and to provide a more detailed picture of waste awareness and willingness to participate in recycling schemes among the Northern Ireland population.

2.130 The Mori survey sampled 500 adults spread across the regions and from a range of socio-economic groups and ages.

Tracking

2.131 Mori were also engaged to conduct a second survey at the conclusion of Phase 1 of the campaign to assess changes in attitudes, but also to provide details of any behavioural changes and perceived barriers to greater participation in waste management initiatives.

2.132 The sample size was again 500 adults from a range of demographic groups.

District Council & NGO Questionnaire

2.133 A short questionnaire was sent out to all local council Chief Executives and to a selection of NGOs who had an interest in waste. A total of 48 questionnaires were sent out and 32 were returned before the deadline, giving a response rate of 67%.

2.134 The questionnaire contained 7 questions, asking which of the campaign media they had seen, whether or not they agreed that the campaign was successful in raising awareness of waste issues and also encouraging response to the public consultation, what recycling and waste minimisation activities they were

involved in, and finally comments on the first phase of the campaign and what they would like to see in Phase 2.

Business Questionnaire

2.135 The same questionnaire was directed at a number of businesses. These businesses were selected on the basis of their having an interest in waste and/or a high profile in Northern Ireland. They had also been invited to attend the launch of the campaign in February. This survey was conducted over the telephone and a total of 30 calls were made to 24 businesses. A questionnaire was completed on 8 of these calls giving a response rate of 33%.

Feedback from the general public

2.136 Comments made at both the road shows and the consultation meetings that refer to the awareness campaign were compiled as an informal barometer of public opinion. These are recorded in Section 4.23-4.26.

Recycling behaviour

2.137 Informal monitoring was undertaken by the Department and is recorded as anecdotal information on impact of the campaign on attitudes and behaviour. This was largely conducted by telephoning local recycling contractors or NGOs who participate in recycling schemes and recording their comments. These are provided in section 4.12

Feedback from Regional Partnerships

2.138 A review of consultation responses obtained by the 3 sub regional waste management partnerships was analysed to provide further assessment of the impact and effectiveness of the campaign. This is provided in section 4.13-4.22.

3 Impact of the Public Awareness & Information Programme

Changes in attitudes

3.1 Table 4.1 below summarises the changes in the survey responses when questioned regarding how important waste is when listed in a range of social issues including health, education and public transport.

Table 4.1. How important is waste management as a social issue?

	Benchmarking		Follow-up Survey	
Response	UMS	Mori MRC	UMS	Mori MRC
Important?* (%)	89	92	94	92
Very important? (%)	53	59	64	64

*Important response includes those who responded very important and quite important

3.2 Although the overall level of importance attached to waste management has remained about the same the same, changing from 89 % to 94 in the UMS survey and remaining at 92% in the Mori survey. The number of people thinking it is very important has increased in both cases from 53% and 59% to 64%.

3.3 The Mori survey also included a question on how much more the issue of waste management is now compared with 6 months ago.

Table 4.2 Is waste management more important than it was 6 Months ago? (Mori MRC survey)

Response	%
Much more important now	22
Slightly more important now	20
About the same	54
Slightly less important now	1
Much less important now	0
Don't know	3

3.4 Over 40% consider the issue of waste management to be more important than they did 6 months ago.

3.5 Both surveys assessed attitudes to a variety of waste issues through their level of agreement with the statements in Table 4.3.

Table 4.3 Agreement with attitudinal statements

	UMS (% agree)*		Mori MRC (% agree)	
	Benchmarking	Follow-up	Benchmarking	Follow-up
Waste is a major threat to the environment	87	91	94	93
It's the councils problem	57	54	48	52
Dump it and forget it	7	6	8	8
Government isn't doing enough	65	59	69	69
Most people would recycle if it was easier	84	89	91	90
Everybody should recycle	92	96	N/A	N/A
Could make more use of the things I throw away	50	53	68	67
Enough to worry about	22	27	27	29
No idea what I should do	23	19	26	33
Need to change or we'll ruin the planet	84	90	93	92

*Agree includes responses strongly agree and tend to agree

- 3.6 Following the campaign there was a positive trend in agreement with statements including 'everybody should reduce and recycle their waste', 'I could make better use of the things we throw away' and 'more people would recycle if it were made easier'. It appears there is wider acceptance of personal responsibility for waste. However there is still a core retaining the belief that it's 'someone else's problem'.
- 3.7 The Mori survey also asked respondents how well informed they considered themselves to be on a range of waste management issues. The results are provided in Table 4.4.

Table 4.4 How well informed are you on waste issues? (Mori MRC survey)

	Benchmarking (% well informed)*	Follow-up (% well informed)*
What can be recycled	58	54
The benefits of recycling and reducing waste	47	55
Products from recycled materials	46	48
What individuals can do to reduce waste	43	49

What happens to waste when the bin has been collected	31	35
The options for waste management in your areas	25	33

* includes those who responded very well informed and quite well informed

3.8 There has not been a measurable increase in those responding that they are well informed on waste issues. However, more respondents did say they were very well informed. 15% now say they are well informed on what they can do as an individual to reduce waste compared with 8% in the benchmarking. 8% also stated they were very well informed about the options for waste management in their area compared with only 4% in the benchmarking. (Detailed figures are provided in Appendix C1).

Changes in behaviour

3.9 The Mori survey also asked some questions regarding people's current recycling behaviour. Table 4.5 shows that there has not been any increase of note in people undertaking recycling or waste minimisation activities.

Table 4.5 Current recycling behaviour (Mori MRC survey)

	Benchmarking (% undertaking)	Follow-up (% undertaking)
Re-use items	34	34
Collected materials to take to a recycling site	36	32
Segregate waste for kerbside collection	23	23
Buy recycled goods	33	19
Say no to carriers	15	15
Buy more durable goods	19	12
Buy goods with less packaging	19	10
Home composting	9	8
Nothing	30	27

3.10 Around three in 10 respondents (27%) stated that currently they do not undertake any of the recycling or waste reduction activities mentioned. This compares with 30% in the baseline survey. It would appear that the campaign to date has not helped to recruit new recyclers, but anecdotally reported increases in collected materials are derived from those already recycling, doing more.

3.11 It should be noted that questionnaire surveys of this type are not reliable for recording changes in behaviour as respondents tend to exaggerate their levels of participation. Measurement of behavioural changes can therefore only be obtained indirectly through recorded changes in the levels of materials collected or reductions in levels of waste.

Reported recycling behaviour changes

3.12 Detailed below is information gathered informally about changes in recycling behaviour that could be attributed to the impact of the Wake up to Waste campaign.

- Irish Polymers report that in March 2000 the average amount of plastic bottles recovered from a site in N.I. was 230kg. In March 2001 the average was 238 kg, an increase of 3%. In March 2002 the average was 310kg, an increase of 30% over the previous March. The Wake up to Waste campaign was launched in February 2002.

- Bryson House pilot kerbside schemes report the following increases in recycling rates, based on comparing 8 weeks before and after the launch event. During this time, Bryson House also issued a newsletter to participants in the scheme and this may have had an impact on the levels of materials presented:
 - 2 areas- 5% increase
 - 1 area- 7% increase
 - 1 area-11% increase

- Belfast City Council reported anecdotally that there had been an increase in recyclables collected from Belfast civic amenity sites since the Wake up to Waste campaign.

- Wilson Waste collects waste paper for recycling from business premises. The company reported that there has been a marginal increase in waste paper collected for recycling from premises serviced. The company stated they had received more enquiries from businesses enquiring about paper collection, but most had been put off when they realised there was a cost involved.

- Glasdon Waste collects dry recyclables from most Council and supermarket sites throughout Northern Ireland. They have reported an increase of around 10% in materials collected since the launch of the campaign, mainly in glass. The company attributed this to there being more bottle banks at more locations than for other waste types suggesting that the presence of the collection infrastructure on the ground was currently the limiting factor in increasing recycling rates.
- Castlereagh Borough Council reported an increase in recycling rates following on from the campaign. More people have been using their civic amenity sites and they have found they have needed to empty them more regularly and provide extra capacity during busy periods.

Consultation responses

3.13 One of the major objectives of the campaign was to support the consultation exercise on the 3 sub regional Waste Management Plans (WMPs) by ensuring the public were aware of the issue and that they had an opportunity to register their comments.

3.14 Methods of response included:

- Leaflet with a tear-off prepaid reply slip requesting feedback on WMP;
- Sub-regional waste management group websites with online reply facility;
- Wake up to Waste call centre hotline number;
- writing a letter.

Consultation response rate

3.15 All three of the regional groups issued a leaflet requesting a response to their consultation plan. NWRWVG launched their leaflet through schools prior to the start of the consultation period. arc21 and SWaMP both delivered the leaflet to households within their area.

3.16 There were 59,000 responses to the consultation process, which represents a response from almost 10% of the Northern Ireland households. This constitutes an almost unprecedented level of public engagement with the waste issue. The expected response to an undirected leaflet drop would be around 1-

2%. Clearly, following the media campaign and linked publicity materials from the District Councils, the public have identified with waste as an issue that potentially affects them and on which their views can have an impact. Table 4.6 summarises the response rates for the 3 waste management groups.

Table 4.6 Consultation responses by regional group

	arc21	NWRWVG	SWaMP
Leaflets returned	34105	15677	8835
Response rate	7.7%	30%	5.5%

arc21 consultation

3.17 The arc21 leaflet did not have a specific question relating to awareness, however representatives have reported anecdotally that the response rate of 7.7% vastly exceeded their expectations. This was attributed to the increased profile of the consultation process due to the Wake up to Waste campaign.

NWRWVG consultation

3.18 The NWRWVG consultation leaflet was circulated through local schools rather than as a mailshot. Consequently this has achieved a greater level of response.

3.19 A similar question on the NWRWVG consultation leaflet indicated a 90% support rate for council involvement in education and awareness initiatives. These leaflets were circulated before the start of the Department's campaign and indicate that the provision of information and increasing awareness are considered to have an important role in better waste management.

SWaMP consultation

3.20 One of the questions on the SWaMP consultation leaflet asked whether or not the District Councils should be involved in education and awareness raising. 97% of respondents said they should. This suggests overwhelming public support for the board objectives of the public awareness and information campaign.

Assessment of performance

- 3.21 The impact of the Wake up to Waste campaign on responses to the consultation exercise is too difficult to gauge, but the data presented here would suggest that it has contributed to the successful engagement of the public in an issue that it has hitherto not been interested in.
- 3.22 Nearly 60,000 people responded to the consultation, vastly exceeding the levels of response expected.

Public meeting comments

- 3.23 Sustainable Northern Ireland Programme (SNIP) provided narrative summary reports of comments from the public meetings. These meetings were intended as a forum for discussing waste issues relevant to the particular council area and to register comments on the consultation draft of the plan. Consequently most of the comments are not relevant to the 'Wake up to Waste' campaign, but the meetings reflect anecdotally what people thought of the approach and its delivery.
- 3.24 In the majority of the meetings there was:
- clear support for a high profile campaign to address the issues and raise awareness;
 - constructive comments highlighting the value of awareness and education programmes and making suggestions in the best way to communicate the waste message;
 - Suggestions for a more locally focused campaign;
 - A need for more practical information on how people can participate.

Roadshow Comments

- 3.25 Members of the public were invited to comment on the roadshow content in particular and the Wake up to Waste campaign in general.
- 3.26 Key points arising from comments:

- general support for the campaign and many of those commenting viewed the proposals for their region favourably;
- opening times for current and proposed recycling facilities should be longer to accommodate the working population ;
- general consensus that the population would be willing to recycle provided the facilities are made available;
- recycling should be available to everyone and several people commented that as they do not drive they are dependent on others for lifts and so find it difficult to recycle;
- Education and awareness, particularly in schools was highlighted by many as a requirement;
- Other suggestions include rent rebate for those who recycle, making recycling facilities aesthetically pleasing with flowers etc, free/subsidised bins at the beginning of the campaign to get people started, tax on plastic bags, more accessible facilities;
- Some members of the public stated that it is necessary to know that the materials they are segregating for recycling are used for that purpose and not just landfilled, while other were of the opinion that why should they recycle when no-one else seems to;
- People were concerned that if charges were to be put in place for waste, it would only serve to encourage flytipping;
- At almost all the roadshows one person stated that they didn't recycle, but would begin after talking to the roadshow team;
- Some comments advocated an increase in the rates to cover the cost of recycling, while other suggested that there needs to be a decrease in rates to encourage recycling behaviour. One person suggested that as much as possible should be done without affecting rate payments.

Call centre comments

3.27 Generally comments received by the call centre were favourable to the introduction of additional bins to householder for recycling. Other comments included:

- calls to complain about the state of the caller's home area and these callers were directed to their local council;

- concerns that opening hours for existing civic amenity sites did not suit people at work;
- People who wished to recycle could not as they did not have convenient sites – it may be useful to site such facilities at local shops.
- In terms of the advertising campaign the general response was favourable although one caller asked why so much money was being spent on advertising.
- More radio ads were suggested, particularly to target the elderly at home.

4 Conclusions & Recommendations

- 4.1 An effective media mix of TV, radio, press, outdoor media, roadshows, website, and PR coverage in Phase 1 of the Public Awareness & Information Programme, *Wake up to Waste* has been very successful in raising awareness, effecting attitude and behaviour change and engaging an unprecedented proportion of the public in the Waste Management Plans consultation process. However there is still a significant and long term challenge to sustain this behavioural change.
- 4.2 Waste is now high on the agenda: over 40% of people think waste management is a more important social issue than they before the campaign and over 90% of people see it as a major threat to the environment.
- 4.3 It is widely acknowledged that the *Wake up to Waste* campaign focus on the Waste Management Plans consultation resulted in an unprecedented interest in solutions for waste management at the local level. There were over 60,000 responses to the consultation process, which is equivalent to 10% of all households in Northern Ireland, compared to the 1-2% expected return from an undirected leaflet drop campaign.
- 4.4 Actual behaviour change has occurred with increases of up to 30% in the volumes of recyclable materials collected since the beginning of the *Wake up to Waste* campaign being reported by a number of District Councils and waste contractors. This was both unexpected and encouraging, demonstrating that there is a willingness to participate and respond when confronted with the waste problem and our role in creating it.
- 4.5 The media mix of TV, radio, press, outdoor advertising and interactive roadshows ensured that there were over 5 million opportunities for exposure to the *Wake up to Waste* media in Northern Ireland while PR activity at a regional and local level provided over 9 million opportunities to see.
- 4.6 TV was the most cost-effective advertising, with 93% of the population seeing the advert at least once. Tracking indicated that the majority (46%) perceived the message behind the advertisement to be concerning waste, although 26% thought it was about recycling.

- 4.7 The other media elements of the campaign were cost-effective and ensured the delivery of generic, targeted and local information to all sectors of the population and would be considered suitable for Phase 2 of the Wake up to Waste campaign.
- 4.8 Roadshows were found to be valuable for interactively engaging the public. Shopping centres are useful venues for any shopping behaviour campaigns and for reaching the general public who would not otherwise attend public meetings on the subject. However, they are quite restrictive in terms of spread and other smaller more widespread venues should be sought for Phase 2.
- 4.9 The Wake up to Waste website received a total of 149,666 hits up to mid June 2002. However only 26% of these visitor sessions are from the UK. The response highlights the potential of the website for reaching a considerable audience and as valuable medium for provision and communication of more in-depth information than other media and will be continually developed and enhanced during Phase 2. The website address will feature more prominently in the next phase, will be registered with more UK based search engines and have links from more related sites. A new business area of the site is currently under development and should provide a 'one stop shop' for business visitors on legislation and practical information.
- 4.10 Leaflets are a useful means of communicating a targeted message or practical information. However delivery is difficult to guarantee and needs to be planned well in advance and monitored continually. The preferred method of distribution would be via District Councils or local channels.
- 4.11 Questionnaire surveys are appropriate for monitoring changes in attitude & knowledge, although they would seem to be unreliable in tracing changes in behaviour, due to the tendency of respondents to exaggerate their environmentally-friendly habits. Behaviour changes are more closely monitored by contacting handlers of waste directly, i.e. district councils, waste contractors, recycling operators. Access to more regular data from these sources, in particular municipal waste surveys, will be used to track changes in waste generation and recycling for Phase 2.

- 4.12 With the increased public awareness and interest in waste comes the need for more information on exactly what the public should do beyond recycling glass bottles, as demonstrated by the attitude surveys eg what can and cannot be recycled, how to reduce waste and buying products made from recycled materials. This will need to be addressed in Phase 2.
- 4.13 The immense response to the *Wake up to Waste* campaign and the immediate impact on waste management behaviour has led to issues regarding managing the expectations of the public who are now aware and want to do their bit but who perhaps do not yet have the facilities in place to do so. The roll-out of infrastructure as part of the Waste Management Plans will take time but it is important to maintain the current level of engagement in waste management. Therefore, Phase 2 must take this into account and include actions that are possible now.
- 4.14 The next 'Waste Action' phase of *Wake up to Waste* will be launched just prior to the completion of the final Waste Management Plans. This phase will reinforce the waste message and individual responsibility by focusing on the 'daily do-ables'. These represent clear, simple steps to reduce, reuse or recycle our waste, using the media and PR mix used in Phase 1.
- 4.15 Participation in sustainable waste management relies on local solutions and schemes. Phase 2 of *Wake up to Waste* will run in conjunction with District Council Partnership initiatives to raise awareness at the local level and inform the direction of the overall campaign, via regular meetings with regional coordinators and recycling officers.
- 4.16 The evidence presented in this report clearly demonstrates the campaign has been effective and represents good value for money. Comparisons with other public information campaigns are difficult to make as different subject matter or regional issues require different approaches. However, the campaign is comparable in terms of spend with DoE Campaigns on Road Safety and efforts are continuing to benchmark the approach with developing waste campaigns in GB. Further economic assessment and economic appraisal of Phase 2 is planned for publication in Spring 2003, after adoption of the Waste Management Plans.

4.17 Given the response and level of interest generated, Phase 1 of *Wake up to Waste* has proved to be very effective and provides a sound basis for the launch of Phase 2 of the campaign.

APPENDICES

Appendix A

Public Awareness & Information Brief for service provider

Appendix B1

Appendix B2

Real Time Response Testing

Appendix B3

Press Advertising Artwork

Press Circulation

Table 1 – Dailies and Sundays Press Circulation

Table 2 – Regional Weekly Press Circulation

Table 3 - Business Circulation

Table 4 - Trade Press Circulation

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Roadshow Programme

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Leaflet

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PR Activity & Coverage

Appendix C1

Monitoring Information

APPENDICES

Appendix A

Public Awareness & Information Brief for service provider

The Public Awareness & Information Programme for waste awareness should:

- Be designed in such a way as to harmonise the needs of the Department with those of the district councils and raise awareness of the issues, engage the optimum public in an inclusive way, build knowledge capacity and contribute to public participation in local minimisation, recycling and recovery schemes.
- Be as radical, innovative and hard edged as the messages it seeks to highlight. It should recognise that individual behaviour is part of the problem and must be part of the solution.
- Target the general public, with the emphasis on individual responsibility and its value in addressing waste issues. Delivery of the key messages in collaboration with local and regional interests, and in the context of work, leisure and lifestyle activities, will be essential means of reaching the target group.

Waste Management Issues to be covered

The programme and its campaign elements should address specific areas and where appropriate the reasoning behind their importance and impact. Areas should include, inter-alia:

- Waste minimisation and prevention;
- Responsible use of natural resources;
- Sustainable production and consumption;
- Awareness of technologies, processes and facilities;
- Participation in waste initiatives;
- Attitudinal/behavioural research and benchmarking.

Programme Output

Measurable and progressively increased public awareness of the need for, and achievement of, sustainable waste management.

Requirements of service providers

Service providers were invited to put forward proposals and a detailed method statement, outlining the plans for achieving the outputs specified, along with costs, resource inputs and a programme timetable complying with the Client.

The service providers are required to:

- Decide in consultation with the Client, on the prioritisation and presentation/communication of the Programme generally and on individual proposed measures;
- Design and prepare creative proposals, media and other promotional plans, educational activities and general programme strategy having regard to specified requirements, the output under the Programme to date and its impact;
- Determine the most appropriate means of influencing individual action and encouraging shared responsibility for waste management with regard to the key environmental messages;
- Manage the programme and overall supervision of promotional activities;
- Assist with the implementation of agreed measures/strategies and liaison with organisations with an interest in the waste management strategy and plans;
- Co-ordinate the preparation of support materials to supplement the advertising/promotional/educational modules;

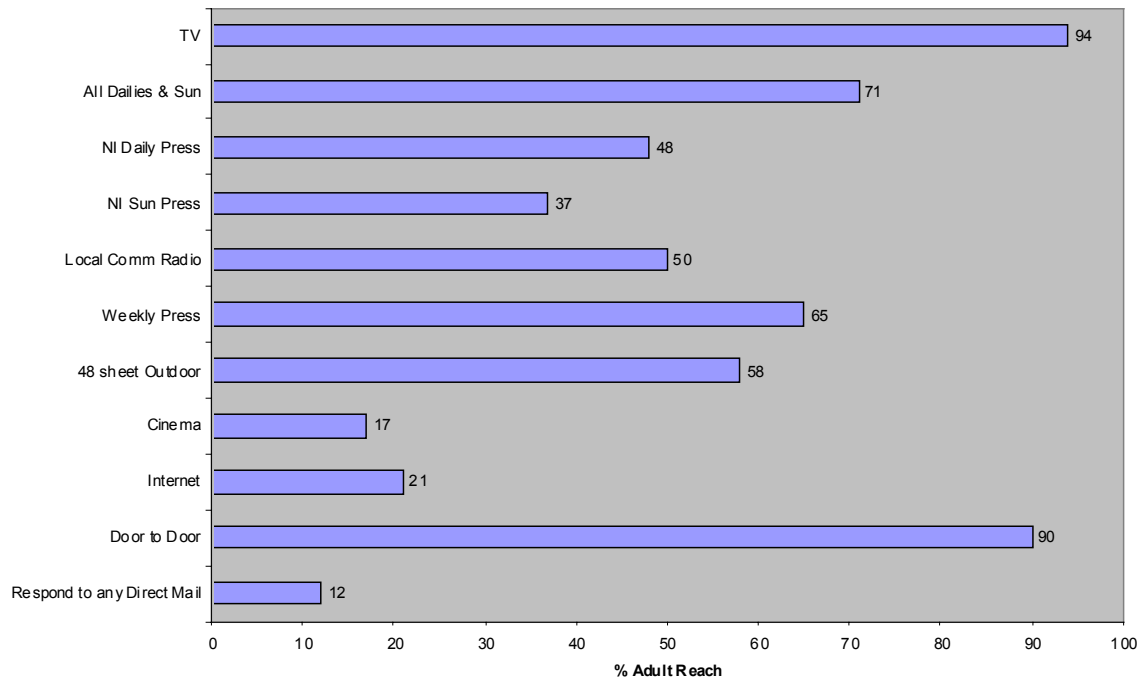
- Measure the effectiveness of the success the programme relative to pre-programme baseline at specified intervals post implementation;
- Liaise with Waste Management Advisory Board;
- Work with the councils' sub-regional Waste Management Planning Groups [arc21, NWRWVG & SWaMP] in effective delivery of the programme at local level;
- Support the programme objectives by linking up directly with other sectoral interests, such as NGOs, commercial and industrial, academic and professional groups.

Programme budget

A budget not exceeding £1.5 million has been allocated to the programme. The service provider is responsible for determining the most suitable media approach, e.g. newspapers (local and regional), posters, radio, television, website with links, etc., within strict budgetary constraints. Each proposed initiative should be individually itemised and costed. A media schedule should be provided with an itemised breakdown of costs for media placement and production.

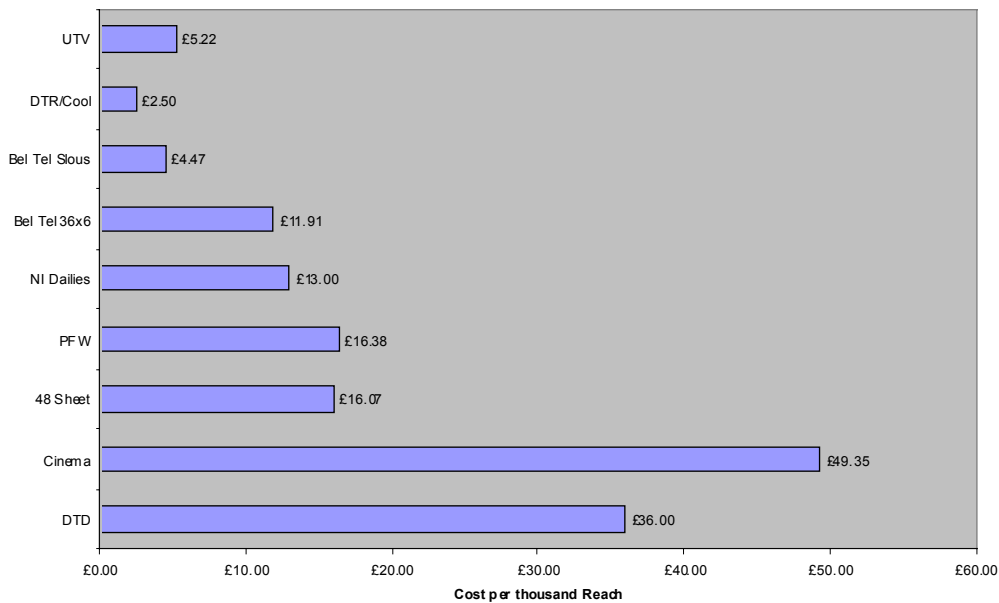
Appendix B1

(a) Communication Channel Analysis – Northern Ireland



(b) Cost Comparisons of media channels – Northern Ireland

Costs given in this chart do not include production costs and are not therefore comparable with the costs per thousand given in the text.



Appendix B2

Real Time Response Testing

Once the concept of the advert had been agreed, McCann Erickson made a 'mock-up' of the finished version using library images and clips. This was then used to assess the potential impact of the advert and help to ensure the creative mix connects with the target audience.

The real time response testing methodology is unique to McCann Erickson, Belfast and they have used it to assess the likely impact of several previous highly successful campaigns such as drink driving and anti-speeding messages.

The testing procedure involves groups of 15 people in 4 sample groups spread across a demographic range in terms of sex and age. They are shown the mock-up of the TV ad and some of the other proposed Wake up to Waste media materials including poster designs and logo outlines.

During the viewing of the materials they have a box with a slider button, which they can push to one side or another depending on how favourable or otherwise they are feeling towards the material they are viewing. Their response is recorded electronically.

This method has a number of key advantages over the methods used by other companies to assess their advertising, in that motor responses are supposed to be a more reliable guide to human emotions than a verbal description, it assesses instinctive 'gut' reactions to the materials and is free from any group biasing effects. The real time response testing was also backed up with a short questionnaire at the end of the session as back check on the responses recorded by the equipment.

Appendix B3

Press Advertising Artwork

Regional and Local Press



Round 1 February



Round 2 March



Round 3 April

Business Press



Trade Press



Construction



Food Sector



Press Circulation

Table 1 – Dailies and Sundays Press Circulation

TITLE	CIRCULATION
News Letter / Belfast News	85,867 (combined)
Belfast Telegraph	111,329
Sunday Life	96,072
Irish News	51,738
Daily Mirror	60,504
Sunday Mirror	42,060
Sunday People	34,033
Sunday World	72,734

Table 2 – Regional Weekly Press Circulation

TITLE	CIRCULATION	UNCERTIFIED TITLES	UNCERTIFIED CIRCULATION
	(ABC AUDITED)		
East Antrim Times	13,402	Newry Reporter	Uncertified 16,120
Londonderry Sentinel	5,386		
Lurgan Mail	9,188		
Portadown Times	11,190	Derry News	Uncertified 6,757
Mid Ulster Mail	12,170		
Ulster Star	11,907	Ballymena / Antrim Guardian	Uncertified 20,500
Ballymoney/Coleraine Times	6,963	Coleraine Constitution	Uncertified 6,500
		Coleraine Chronicle	Uncertified 20,000
			47,000
Andersonstown News	15,907		
N'Ards Chron. / Co. Down Spec.	22,723		
Strabane Chronicle	4,974		
Fermanagh Herald	12,136		
Ulster Herald	11,927		
	29,037		
Tyrone Constitution	9,294		
Ulster Gazette	10,554		
Tyrone Courier	14,740		
	34,588		
Impartial Reporter	14,200		
Derry Journal	24,724		
Down Recorder	12,453		
Mourne Observer	12,141		
Banbridge Chronicle	6,100		
Strabane Weekly News	2,463		

Table 3 - Business Circulation

Title	Circulation
Business Telegraph	111,329
Irish News – Business	51,738
Business News Letter	30,867

Table 4 - Trade Press Circulation

Title	Circulation
Perspective	3000 uncert
Ulster Grocer	4174 ABC
Catering & Licensing Review	3436 ABC
Specify	
Ulster Business	3929 ABC
Industrial & Manufacturing Engineer	6000 uncert
Business Connections (NI Chamber of Commerce)	4,500 controlled
Plant and Civil Engineer	3,500 uncert
Business Eye	6500 uncert

Appendix B4

Outdoor Media

48 sheet posters



Outdoor Poster Locations

Town	No. Billboards
Antrim	1
Ballymena	3
Bangor	5
Belfast	74
Carrickfergus	3
Downpatrick	1
Dunmurray	1
Hollywood	4
Larne	2
Lisburn	5
Newtownards	5
Ballyclare	1
Toombridge	1
Arc 21 Total	106
Ballymoney	1
Coleraine	2
Derry	9
Maghera	1
Magherafelt	1
Portrush	1
Portstewart	1
NW RWMG Total	16
Armagh	3
Banbridge	1
Cookstown	1
Dungannon	3
Dungiven	2
Enniskillen	4
Limavady	1
Lurgan	3
Portadown	2
Strabane	1
Warrenpoint	1
SwaMP Total	22

Busbacks



Busback Routes

Council	No. Busbacks	Depot	% Coverage	% NI Population
Antrim BC	10	Antrim	3	
Ards BC	16	Newtownards (covering Ards Peninsula)	5	
Ballymena BC	12	Ballymena	4	
Belfast CC	73	Falls Road, Gt Victoria Street (Ulsterbus & Citybus), Short Strand, Laganside	23	
Castlereagh BC	-	-	-	
Carrickfergus BC	10	Carrick, Newtownabbey	3	
Down DC	26	Downpatrick, Newcastle	8.5	
Larne BC	11	Larne	3.5	
Lisburn BC	15	Lisburn	5	
Newtownabbey BC	3	Newtownabbey	1	
North Down BC	7	Bangor	2	
Arc21 TOTAL	183		55	55
Armagh C&DC	16		5	
Banbridge DC	-	-	-	
Cookstown DC	-	-	-	
Craigavon DC	15	Craigavon	5	
Dungannon & Sth Tyrone DC	11	Dungannon	3.5	
Fermanagh DC	9	Ennisillen	3	
Newry & Mourne DC	15	Newry	5	
Omagh DC	10	Omagh	3	
SwaMP TOTAL	76		24.5	26.5
Ballymoney BC	-	Sub depot of Coleraine fleet	-	
Coleraine BC	15	Coleraine	5	
Derry CC	26	Derry City Londonderry County	8	
Limavady BC	-	Sub depot of Londonderry County fleet	-	
Magherafelt BC	15	Magherafelt	5	
Moyle DC	-	Covered by Ballymena including Camlough, Glenarm, Cushendall & Waterfoot	-	
Strabane DC	-	Sub depot of Londonderry County fleet	-	

Council	No. Busbacks	Depot	% Coverage	% NI Population
NWRWMG TOTAL	56		18	18.5

Appendix B5

Roadshow Programme

Region	Venue	Dates	Weekly Footfall
NWRWMG	Foyleside Shopping Centre, Derry	Thurs 14 Feb – Sat 16 Feb	120,000
arc21	Castlecourt Shopping Centre, Belfast	Thurs 21 Feb – Sat 23 Feb	250,000
arc21	Forestside Shopping Centre, Castlereagh	Thurs 28 Feb – Sat 2 Mar	120,000
SWaMP	Erneside Shopping Centre, Enniskillen	Thurs 7 Mar – Sat 9 Mar	75,000
arc21	Sprucefield Shopping Centre, Lisburn	Thurs 14 Mar – Sat 16 Mar	100,000
arc21	Tower Centre, Ballymena	Thurs 21 Mar – Sat 23 Mar	100,000
arc21	Northcott Shopping Centre, Glengormley	Thurs 28 Mar – Sat 30 Mar	65,000
SWaMP	Buttercrane Shopping Centre, Newry	Thurs 4 Apr – Sat 6 Apr	110,000
SWaMP	Meadows Shopping Centre, Portadown	Thurs 11 Apr – Sat 13 Apr	120,000
arc21	Bloomfield Shopping Centre, Bangor	Thurs 18 Apr – Sat 20 Apr	100,000
NWRWMG	Meadow Lane Shopping Centre, Magherafelt	Thurs 25 Apr – Sat 27 Apr	45,000

Appendix B6

Leaflet

Appendix B7

Date	Title	Headline	Author	Time	Length	Size	OTS
13-Feb-02	OUTLOOK, THE	Public urged to back eco friendly drive			0	173	11,192
13-Feb-02	NEWS LETTER	Ulster waking up to its waste problem	Anne Palmer		0	874	72,820
13-Feb-02	ANTRIM TIMES	Foster: 'We need to wake up to waste' appeal			0	286	6,533
13-Feb-02	ROE VALLEY SENTINEL	Public are challenged on waste management views	Aidan Farren		0	299	3,308
13-Feb-02	DROMORE LEADER	Councils join forces to clean up their act	John Hooks		0	402	4,220
13-Feb-02	OUTLOOK, THE	Banbridge Council is streets ahead in race to meet EU target			0	445	11,192
13-Feb-02	OUTLOOK, THE	Banbridge Council is streets ahead in race to meet EU target			0	462	11,192
13-Feb-02	OUTLOOK, THE	Partnership comprised of eight local councils			0	219	11,192
13-Feb-02	COMMUNITY TELEGRAPH (NORTH BELFAST)	Wake up now to waste damage	Andrea Clements		0	308	71,885
14-Feb-02	NEWTOWNARDS SPECTATOR	Wake up to waste warning			0	990	4,177
14-Feb-02	COUNTY DOWN SPECTATOR	Wake up to waste warning			0	990	26,971
14-Feb-02	NEWTOWNARDS SPECTATOR	Wake up to waste warning			0	990	4,177
14-Feb-02	MID-ULSTER OBSERVER	Waste disposal costs colossal amount			0	137	46,826
14-Feb-02	MOYLE CHRONICLE	Why we all need to 'Wake Up To Waste'			0	430	11,251
14-Feb-02	COLERAINE CHRONICLE	Why we all need to 'Wake Up To Waste'			0	340	11,251
14-Feb-02	LIMAVADY CHRONICLE	Why we all need to 'Wake Up To Waste'			0	340	11,251
14-Feb-02	BALLYMONEY CHRONICLE	Why we all need to 'Wake Up To Waste'			0	340	15,245
14-Feb-02	COMMUNITY TELEGRAPH (BALL YMACARRETT)	Wake Up To Waste			0	356	46,470
14-Feb-02	COMMUNITY TELEGRAPH (MALONE)	Wake Up To Waste			0	310	33,239

Date	Title	Headline	Author	Time	Length	Size	OTS
14-Feb-02	STRABANE WEEKLY NEWS	Everyone must help to reduce waste, warns Strabane council chairman			0	411	5,238
14-Feb-02	NEWTOWNARDS CHRONICLE	Youth speak out on environment			0	684	22,517
14-Feb-02	STRABANE CHRONICLE	General public need to wake up to waste problem			0	435	11,471
14-Feb-02	NEWTOWNARDS CHRONICLE	Councils say 'Wake up to Waste'	Stephen Dunwoody		0	338	22,517
14-Feb-02	NEWTOWNABBEY TIMES	Councils combine in major waste plan for the future			0	531	9,726
14-Feb-02	NEWTOWNABBEY TIMES	Minister's wake-up call to local people			0	150	9,726
14-Feb-02	MID-ULSTER MAIL	'Wake up to waste' call	Brendan O'Hara		0	198	14,185
14-Feb-02	LURGAN MAIL	Wake up to waste!			0	434	20,649
14-Feb-02	LARNE TIMES	Minister issues waste wake up call	Duncan Elder		0	300	9,726
14-Feb-02	LARNE TIMES	Public urged to 'wake up to waste'	Duncan Elder		0	306	9,726
14-Feb-02	CARRICK TIMES	'Wake up to waste' council told			0	326	9,728
14-Feb-02	BANBRIDGE CHRONICLE	"NI needs to wake up to waste" - Foster			0	146	12,888
14-Feb-02	BELFAST TELEGRAPH (NORTH WEST)	Councils in 'wake up to waste' call	Larry Deeney		0	231	20,690
14-Feb-02	IMPARTIAL REPORTER	Council spearheads recycling project with blue bins			0	384	30,012
14-Feb-02	ULSTER HERALD	Public needs to waken up to waste problems	Jacqueline Courtney		0	828	26,318
14-Feb-02	CHANNEL 9 TV	News: Launch of Wake Up to Waste campaign	Jimmy Cadden	1820	120	0	11,500
14-Feb-02	CHANNEL 9 TV	News: Launch of Wake Up to Waste campaign	Jimmy Cadden	2120	120	0	11,500
15-Feb-02	DUNGANNON OBSERVER	Waste disposal costs colossal amount			0	137	32,669
15-Feb-02	IRISH NEWS	Public views on waste management sought	Roddy McGregor		0	95	112,528

Date	Title	Headline	Author	Time	Length	Size	OTS
15-Feb-02	TYRONE TIMES	Gearing up to deal with waste			0	346	7,858
16-Feb-02	IRISH NEWS	'Waste hits the pockets'			0	361	112,528
16-Feb-02	NORTHERN CONSTITUTION	Ballymoney and Moyle Councils 'at bottom oof the rubbish heap'			0	379	23,957
18-Feb-02	NEWS LETTER	Wake up to Waste debate			0	17	72,820
18-Feb-02	FINANCIAL TIMES	Northern Ireland councils unite to clean up mounting waste problem	John Murray Brown		0	263	616,071
18-Feb-02	BELFAST TELEGRAPH (NORTH WEST)	'Wake up to Waste' alarm call	Brian Hutton		0	465	20,690
19-Feb-02	BBC RADIO ULSTER	Look West: Launch of Wake Up to Waste campaign	Paul McAuley	1903	1,620	0	25,299
19-Feb-02	BBC RADIO FOYLE	Morning Prog: L'derry councillors criticise campaign	Jenny Witt	852	250	0	17,984
21-Feb-02	COUNTY DOWN SPECTATOR	Young people speak out on environment			0	134	26,971
21-Feb-02	NEWTOWNARDS SPECTATOR	Young people speak out on environment			0	134	4,177
21-Feb-02	NEWRY REPORTER	Waste warning for Newry and Mourne			0	310	50,400
22-Feb-02	PORTADOWN TIMES	Wake up to waste			0	236	25,053
22-Feb-02	PORTADOWN TIMES	Mayor calls for support at grassroots			0	392	25,053
22-Feb-02	DERRY JOURNAL	Waste management challenge to all			0	272	56,420
26-Feb-02	DERRY JOURNAL	Council hosts waste awareness seminars			0	247	57,136
27-Feb-02	DROMORE LEADER	Tacky waste!			0	56	4,220
27-Feb-02	BALLYMONEY & MOYLE TIMES	Ballymoney saddles up for recycling initiative			0	13	10,200
27-Feb-02	ANTRIM GUARDIAN	Waste Monsters			0	80	5,989
27-Feb-02	EAST ANTRIM GUARDIAN	Waste management: What's your opinion?			0	288	5,989

Date	Title	Headline	Author	Time	Length	Size	OTS
27-Feb-02	ROE VALLEY SENTINEL	Waste management events organised			0	132	3,308
27-Feb-02	MOURNE OBSERVER	Down waste monsters in contention!			0	99	27,130
27-Feb-02	LONDONDERRY SENTINEL	Waste management events organised			0	111	8,504
27-Feb-02	BALLYCLARE GAZETTE	Plan addresses the issue of waste management			0	579	6,396
27-Feb-02	BBC RADIO FOYLE	Newsdesk Minister Nesbitt opens Derry waste man. seminar	Enda McClafferty	1320	197	0	11,239
28-Feb-02	LURGAN & PORTADOWN EXAMINER	Cutting down on waste			0	52	23,957
28-Feb-02	ARMAGH - DOWN OBSERVER	Cutting down on waste			0	52	30,491
28-Feb-02	ARMAGH OBSERVER	Cutting down on waste			0	52	18,077
28-Feb-02	NEWS LETTER	Throwaway mentality must go - Nesbitt	Gemma Murray		0	426	72,820
28-Feb-02	ULSTER HERALD	'Wake up to waste' plan			0	230	26,318
28-Feb-02	TYRONE CONSTITUTION	'Wake up to Waste' urges new campaign			0	424	20,507
28-Feb-02	LARNE TIMES	Councillors 'Wake up to waste'			0	175	9,726
1-Mar-02	DERRY JOURNAL	Photo: Dermot Nesbitt MLA presents award to Naomi Canning			0	255	56,420
1-Mar-02	SPECIFY	Construction and demolitionn wastage			0	200	9,834
2-Mar-02	BELFAST TELEGRAPH	Ulster has no time left to waste			0	190	242,004
6-Mar-02	LONDONDERRY SENTINEL	Photo: Dermot Nesbitt launches Waste Awareness Exhibit			0	119	8,504
6-Mar-02	ROE VALLEY SENTINEL	Photo: Dermot Nesbitt launches Waste Awareness Exhibit			0	119	3,308
6-Mar-02	DOWN RECORDER	Newcastle school boy runner-up			0	72	27,877
6-Mar-02	BELFAST TELEGRAPH	Councils unite in major push on recycling	David Gordon		0	238	242,004

Date	Title	Headline	Author	Time	Length	Size	OTS
6-Mar-02	BALLYMONEY & MOYLE TIMES	Your waste, your problem, your say			0	305	10,200
7-Mar-02	COUNTY DOWN SPECTATOR	Green babies nappy news			0	15	26,971
7-Mar-02	BBC RADIO ULSTER	Evening Extra: Interview with Minister Dermot Nesbitt	Audrey Carville	1823	152	0	31,015
7-Mar-02	NEWTOWNARDS SPECTATOR	Green babies nappy news			0	22	4,177
7-Mar-02	CARRICK TIMES	Community urged to respond to waste plan	Michelle Weir		0	305	9,728
7-Mar-02	CARRICK TIMES	How to tackle rubbish issue			0	165	9,728
11-Mar-02	BBC 1	Fair Play: Report on Cookstown Council landfill site	Keith Doyle	1934	350	0	45,500
12-Mar-02	UTV	GMTV News: Interview with Rev. William McCrea		637	40	0	7,300
12-Mar-02	UTV	GMTV News: Interview with Rev. William McCrea		710	40	0	10,100
12-Mar-02	UTV	GMTV News: Interview with Rev. William McCrea		812	40	0	25,100
13-Mar-02	BALLYCLARE GAZETTE	Council canvasses opinions on waste management plan			0	128	6,396
13-Mar-02	ANTRIM TIMES	Local schools study monster waste	Gareth Fullerton		0	429	6,533
13-Mar-02	BALLYMONEY & MOYLE TIMES	Local schools praised for 'waste awareness'			0	577	10,200
13-Mar-02	CARRICKFERGUS ADVERTISER	Exhibition displays future waste management proposals			0	580	5,706
13-Mar-02	ROE VALLEY SENTINEL	Local school children at Waste Awareness exhibition			0	336	3,308
14-Mar-02	STRABANE WEEKLY NEWS	North Tyrone pupils attend Waste Awareness conference & exhibition			0	142	5,238
14-Mar-02	ULSTER HERALD	New offensive needed to win 'War on Waste'	Rosetta Donnelly		0	510	26,318
14-Mar-02	BANBRIDGE CHRONICLE	Council launches new 'dry' recycling scheme	Alison Wright		0	113	12,888
14-Mar-02	STRABANE WEEKLY NEWS	North Tyrone pupils attend Waste Awareness conference & exhibition			0	141	5,238

Date	Title	Headline	Author	Time	Length	Size	OTS
14-Mar-02	TYRONE CONSTITUTION	Langfield Primary School 'Wakes up to Waste' in pilot educ. Prog.			0	642	20,507
14-Mar-02	IMPARTIAL REPORTER	A challenge to our throwaways society. wake up to waste			0	378	30,012
14-Mar-02	CARRICK TIMES	'Department must take the lead on waste'			0	183	9,728
14-Mar-02	CARRICK TIMES	Carrickscoops top prizes in environmental competition			0	524	9,728
14-Mar-02	ULSTER HERALD	New offensive needed to win 'War on Waste'	Rosetta Donnelly		0	510	26,318
19-Mar-02	CHANNEL 9	News: Possibility of incinerator in Londonderry	Jimmy Cadden	1815	75	0	-11,500
19-Mar-02	CHANNEL 9	News: Possibility of incinerator in Londonderry	Jimmy Cadden	2115	75	0	-11,500
20-Mar-02	BALLYMONEY & MOYLE TIMES	Local pupils wake up to waste			0	288	10,200
20-Mar-02	EAST ANTRIM GUARDIAN	Wake up to Waste			0	109	5,989
20-Mar-02	ANTRIM GUARDIAN	Wake up to Waste			0	109	5,989
20-Mar-02	CARRICKFERGUS ADVERTISER	'Waste not, want not' - Carrickfergus pupils are urged			0	309	5,706
20-Mar-02	FERMANAGH HERALD	'Wake up to Waste'			0	121	25,843
20-Mar-02	MOURNE OBSERVER	Photo: Clive Catterson & pupils at Shimna Integrated College			0	105	27,130
20-Mar-02	TYRONE COURIER	'Wake up to Waste' campaign is launched			0	210	31,366
20-Mar-02	LARNE GAZETTE	Public meeting and exhibitions on how to deal with waste			0	186	12,102
20-Mar-02	COMMUNITY TELEGRAPH (NEWTOWNARDS)	Ards is waking up to waste	Mark Sterling		0	194	18,679
20-Mar-02	EAST ANTRIM GUARDIAN	Wake up to Waste			0	108	5,989
20-Mar-02	ANTRIM GUARDIAN	Council contacts central government on rubbish problems			0	31	-5,989
20-Mar-02	EAST ANTRIM GUARDIAN	Council contacts central government on rubbish problems			0	31	-5,989

Date	Title	Headline	Author	Time	Length	Size	OTS
20-Mar-02	BALLYMENA GUARDIAN	Council contacts central government on rubbish problems			0	31	-40,292
21-Mar-02	CARRICK TIMES	Schools offered presentation			0	93	9,728
21-Mar-02	MID-ULSTER MAIL	Time to 'wake up to waste'			0	502	14,185
21-Mar-02	MID-ULSTER MAIL (SOUTH DERRY)	Time to 'wake up to waste'			0	502	12,579
21-Mar-02	CARRICK TIMES	No time to waste... have your say now!			0	517	9,728
21-Mar-02	LARNE TIMES	Your views on future waste			0	17	9,726
21-Mar-02	NEWTOWNARDS SPECTATOR	Wake up to waste, as Ards dumps 40,000 tonnes annually			0	86	4,177
21-Mar-02	COUNTY DOWN SPECTATOR	ake up to waste, as Ards dumps 40,000 tonnes annually			0	86	26,971
21-Mar-02	CARRICK TIMES	Schools offered presentation			0	90	9,728
21-Mar-02	CARRICK TIMES	No time to waste... have your say now!			0	654	9,728
21-Mar-02	LARNE TIMES	Your views on future waste disposal are sought			0	116	9,726
21-Mar-02	MID-ULSTER MAIL	Time to 'wake up to waste'			0	504	14,185
21-Mar-02	MID-ULSTER MAIL (SOUTH DERRY)	Time to 'wake up to waste'			0	504	12,579
22-Mar-02	TYRONE TIMES	Reduce, re-use and recycle!			0	105	7,858
23-Mar-02	BELFAST TELEGRAPH	Scots plans for Irish waste	Dorman Harvey		0	12	242,004
27-Mar-02	FERMANAGH HERALD	Schools 'Wake up to Waste'			0	160	25,843
27-Mar-02	ANTRIM GUARDIAN	'Wake up to Waste' roadshow			0	169	5,989
27-Mar-02	EAST ANTRIM GUARDIAN	'Wake up to Waste' roadshow			0	169	5,989
27-Mar-02	ANTRIM GUARDIAN	Have your say at Waste Roadshow			0	94	5,989

Date	Title	Headline	Author	Time	Length	Size	OTS
27-Mar-02	EAST ANTRIM GUARDIAN	Have your say at Waste Roadshow			0	94	5,989
27-Mar-02	ANTRIM GUARDIAN	Photo: Claire Hyland, Ulster Wildlife Trust, at Rathenraw Int. Primary			0	120	5,989
27-Mar-02	ANTRIM GUARDIAN	Rathenraw pupils 'wake up to waste'			0	164	5,989
27-Mar-02	BALLYMENA GUARDIAN	Pupils 'wake up to waste'			0	150	40,292
27-Mar-02	BALLYMENA GUARDIAN	Wake up to Waste at the Tower Centre			0	238	40,292
28-Mar-02	NEWTOWNABBEY TIMES	'Wasteful' show takes to the road			0	166	9,726
28-Mar-02	COUNTY DOWN SPECTATOR	Wake up to waste, as Ards dumps 40,000 tonnes every year			0	147	26,971
28-Mar-02	LARNE TIMES	What a waste? Not when your business is recycling!	Valerie Martin		0	33	9,726
1-Apr-02	CATERING & LICENSING REVIEW	Save money through recycling			0	213	12,682
1-Apr-02	ULSTER GROCER	Recycling saves money			0	332	14,546
3-Apr-02	COMMUNITY TELEGRAPH (NORTH BELFAST)	Photo: Newtownabbey Bor. Council's Wake up to Waste roadshow			0	130	71,885
9-Apr-02	BELFAST TELEGRAPH	Residents have say on waste plans	Sarah Brett		0	10	242,004
10-Apr-02	MOURNE OBSERVER	'Wake up to Waste' roadshow visits Newry			0	326	27,130
10-Apr-02	MOURNE OBSERVER	Photo: Dermot Nesbitt & Anne McAleenan, Down District Council			0	112	27,130
11-Apr-02	MID-ULSTER MAIL	Sustainable development a key issue			0	48	14,185
11-Apr-02	MID-ULSTER MAIL - SOUTH DERRY	Sustainable development a key issue			0	48	14,763
11-Apr-02	MOYLE CHRONICLE	Wake Up to Waste Campaign			0	120	11,251
11-Apr-02	TYRONE CONSTITUTION	Council to host 'Your Waste - Your Say' consultation			0	59	20,507
11-Apr-02	ULSTER HERALD	Omagh District Council hosts 'Your Waste - Your Say' consultation			0	118	26,318

Date	Title	Headline	Author	Time	Length	Size	OTS
12-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Siobhan McGarry	640	50	0	9,400
12-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Siobhan McGarry	710	50	0	15,200
12-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Siobhan McGarry	810	50	0	24,100
12-Apr-02	PORTADOWN TIMES	Stand by for a 'dirty weekend'			0	15	25,053
15-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Emma Louise Johnston	610	58	0	6,200
15-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Emma Louise Johnston	710	58	0	17,400
15-Apr-02	UTV	GMTV News : Craigavon Borough Council's 'Dirty Weekend'	Emma Louise Johnston	810	58	0	26,900
15-Apr-02	UTV	UTV Life: Craigavon Borough Council's 'Dirty Weekend'	Tina Campbell	1740	164	0	47,800
15-Apr-02	BBC 2	Stormont Live: Interviews with Dermot Nesbitt & John Woods	Conor Bradford	1510	634	0	43,200
15-Apr-02	BELFAST TELEGRAPH	No time to waste			0	442	242,004
16-Apr-02	CROSSMAGLEN EXAMINER	Public to get opportunity to shape strategy for Waste Management			0	26	19,285
17-Apr-02	ANTRIM TIMES	Having 'your say' at Randalstown for future of waste			0	130	6,533
17-Apr-02	ANTRIM GUARDIAN	Speak out!			0	4	5,989
17-Apr-02	DROMORE LEADER	Talking rubbish at waste meeting	Kathy Wilson		0	302	4,220
17-Apr-02	LONDONDERRY SENTINEL	Waste			0	35	8,504
17-Apr-02	ROE VALLEY SENTINEL	Waste			0	35	3,308
18-Apr-02	ULSTER HERALD	Public consultation found much work needed on waste management	Adrian Mullan		0	24	26,318
18-Apr-02	MID-ULSTER MAIL	Cash for trash	Brendan O'Hara		0	10	14,185
18-Apr-02	MID-ULSTER MAIL	Strategy driven by EU			0	28	14,185

Date	Title	Headline	Author	Time	Length	Size	OTS
18-Apr-02	TYRONE CONSTITUTION	Waste Management Plan discussed at public consultation evening			0	326	20,507
18-Apr-02	NEWTOWNARDS CHRONICLE	Kircubbin Integrated Primary 'wakes up to waste'			0	397	22,517
18-Apr-02	DERRY NEWS	Derry News helps council to reduce 'waste line'	Darinagh Boyle		0	7	18,020
19-Apr-02	DUNGANNON OBSERVER	Councillors discuss waste management			0	16	32,669
19-Apr-02	DUNGANNON OBSERVER	Waste management plans			0	16	32,669
20-Apr-02	BBC RADIO ULSTER	On Your Behalf: Explanation of thermal treatment	Etta Halliday	1040	490	0	49,386
22-Apr-02	UTV	UTV Life: Interview with Karen Boal of Wake Up To Waste	Frank Mitchell	1733	140	0	47,800
24-Apr-02	BELFAST TELEGRAPH	Wake up to water purity			0	32	-242,004
24-Apr-02	IRISH NEWS	New waste agency demand is shelved			0	124	-112,528
24-Apr-02	DROMORE LEADER	Talking rubbish!	Kathy Wilson		0	360	4,220
24-Apr-02	TYRONE COURIER.	Richhill "bin" positive on waste			0	67	31,366
24-Apr-02	BALLYMONEY & MOYLE TIMES	Local schools not wasting their time			0	32	10,200
24-Apr-02	COLERAINE TIMES	Local pupils 'Wake up to Waste'			0	126	6,897
25-Apr-02	STRABANE CHRONICLE	New recycling centre for Strabane district	Michelle Canning		0	20	11,471
25-Apr-02	MID-ULSTER OBSERVER	Councillors discuss waste management			0	20	46,826
25-Apr-02	LIMAVADY CHRONICLE	Photo: Annie O'Kane, DOE & Drumachose P.S. pupils			0	165	11,251
25-Apr-02	LIMAVADY CHRONICLE	Drumachose Primary School 'Wakes Up to Waste'			0	148	11,251
25-Apr-02	ULSTER GAZETTE	Hardy pupils 'wake up to waste'			0	285	23,230
25-Apr-02	MID-ULSTER MAIL (SOUTH DERRY)	Waste roadshow in town	Meena Chada		0	238	12,579

Date	Title	Headline	Author	Time	Length	Size	OTS
2-May-02	MOYLE CHRONICLE	Waking up to Waste - the deadline approaches!			0	84	11,251
2-May-02	BALLYMONEY CHRONICLE	Waking up to Waste - the deadline approaches!			0	84	15,245
2-May-02	LIMAVADY CHRONICLE	Waking up to Waste - the deadline approaches!			0	84	11,251
2-May-02	MOYLE CHRONICLE	Photo: Fiona Waters, Desie Wreath, Jim Watt & Desi Stewart			0	195	11,251
2-May-02	LIMAVADY CHRONICLE	Photo: Fiona Waters, Desie Wreath, Jim Watt & Desi Stewart			0	195	11,251
2-May-02	BALLYMONEY CHRONICLE	Photo: Fiona Waters, Desie Wreath, Jim Watt & Desi Stewart			0	195	15,245
2-May-02	BALLYMONEY CHRONICLE	Games and playshow the recycling way			0	263	15,245
2-May-02	LIMAVADY CHRONICLE	No time to waste!			0	330	11,251
2-May-02	BALLYMONEY CHRONICLE	Schools 'Wake up to Waste'			0	151	15,245
2-May-02	LARNE TIMES	No time to waste in consultation process			0	127	9,726
2-May-02	LARNE TIMES	Photo: Keith Patterson & George Drury, Larne Borough Council			0	148	9,726
2-May-02	COLERAINE CHRONICLE	Waking up to Waste - the deadline approaches!			0	80	11,251
2-May-02	COLERAINE CHRONICLE	Photo: Fiona Waters, Desie Wreath, Jim Watt & Desi Stewart			0	195	11,251
2-May-02	NEWTOWNABBEY TIMES	Waste recycling			0	9	9,726
2-May-02	MID-ULSTER MAIL (SOUTH DERRY)	No time to waste!			0	74	12,579
2-May-02	ARMAGH - DOWN OBSERVER	No time to waste!!!			0	212	30,491
2-May-02	BANBRIDGE CHRONICLE	No time to waste to air views on recycling plans	Francois Vincent		0	29	12,888
2-May-02	MID-ULSTER MAIL	No time to waste!!!			0	74	14,185
3-May-02	BELFAST TELEGRAPH	Andor snaps up top Tele accolade			0	101	242,004

Date	Title	Headline	Author	Time	Length	Size	OTS
3-May-02	DERRY JOURNAL	Strabane rubbish bill tops 1m pounds			0	20	56,420
3-May-02	DUNGANNON OBSERVER	No time to waste!!!			0	200	32,669
3-May-02	DUNGANNON OBSERVER	No time to waste!!!			0	200	32,669
7-May-02	LURGAN & PORTADOWN EXAMINER	No time to waste!!!			0	212	23,957
8-May-02	DROMORE LEADER	District's green gardeners receive a compost boost			0	10	4,220
8-May-02	BALLYMONEY & MOYLE TIMES	Photo: Our Lady of Lourdes pupils took part in WUTW event			0	93	10,200
9-May-02	MOYLE CHRONICLE	Local children 'wake up to waste'			0	322	11,251
9-May-02	BALLYMONEY CHRONICLE	Local children 'wake up to waste'			0	322	15,245
9-May-02	COLERAINE CHRONICLE	Local children 'wake up to waste'			0	322	11,251
9-May-02	LURGAN & PORTADOWN EXAMINER	St. John the Baptist P.S. 'wakes up to waste'			0	119	23,957
9-May-02	ARMAGH OBSERVER	St. John the Baptist P.S. 'wakes up to waste'			0	119	18,077
9-May-02	BANBRIDGE CHRONICLE	District Council provides free compost samples			0	12	12,888
9-May-02	TYRONE CONSTITUTION	Second issue of council magazine launched			0	11	20,507
15-May-02	CARRICKFERGUS ADVERTISER	School recyclers lobby Council for assistance\			0	33	5,706
15-May-02	TYRONE COURIER.	Primate Dixon Primary 'wakes up to waste'			0	268	31,366
15-May-02	OUTLOOK, THE	Christmas tree recycling drive earns Newry and Mourne award	Darran McCann		0	5	11,192
16-May-02	NEWRY REPORTER	Council wins recycling award			0	6	50,400
16-May-02	LURGAN & PORTADOWN EXAMINER	Waste alert for Richhill pupils			0	38	23,957
16-May-02	ARMAGH OBSERVER	Waste alert for Richhill pupils			0	38	18,077

Date	Title	Headline	Author	Time	Length	Size	OTS
16-May-02	LARNE TIMES	Waking up to waste while they are young!			0	400	9,726
17-May-02	PORTADOWN TIMES	St. John the Baptist pupils Wake up to Waste			0	369	25,053
17-May-02	DUNGANNON OBSERVER	Photo: John Terrigon with Primate Dixon Primary School			0	195	32,669
17-May-02	TYRONE TIMES	Primate Dixon Primary school 'wakes up to waste'			0	282	7,858
23-May-02	MID-ULSTER MAIL (SOUTH DERRY)	Pupils wake up to waste			0	64	12,579
23-May-02	MID-ULSTER MAIL	Pupils wake up to waste			0	64	14,185
23-May-02	LIMAVADY CHRONICLE	Mother's Milk - the perfect 'take-away'!			0	216	11,251
23-May-02	COLERAINE CHRONICLE	Mother's Milk - the perfect 'take-away'!			0	216	11,251
23-May-02	BALLYMONEY CHRONICLE	Mother's Milk - the perfect 'take-away'!			0	216	15,245
23-May-02	MOYLE CHRONICLE	Mother's Milk - the perfect 'take-away'!			0	216	11,251
30-May-02	BELFAST TELEGRAPH	Ulster urged to 'Wake Up To Waste'	Marie Foy		0	84	242,004
30-May-02	NEWTOWNARDS SPECTATOR	Primary school wakes up to waste			0	370	4,177
30-May-02	COUNTY DOWN SPECTATOR	Primary school wakes up to waste			0	370	26,971
30-May-02	BBC RADIO ULSTER	Good Morning Ulster: Dermot Nesbitt on response to campaign	Wendy Austin	827	335	0	79,675
30-May-02	DOWNTOWN RADIO 1026/96.4	News: Dermot Nesbitt interview on response to campaign	Keith Burnside	1302	40	0	28,709
30-May-02	CITYBEAT	News: Dermot Nesbitt interview on response to campaign		1303	36	0	12,873
8-Jun-02	BBC RADIO ULSTER	News: Dermot Nesbitt interview from Belfast City Centre	Linda Rea	1306	57	0	36,459
8-Jun-02	BBC 1	Newsline: Dermot Nesbitt interview with motorised bin in Belfast	Karen Patterson	1708	70	0	50,900
			Totals		6,761	54,344	9,011,327

Appendix C1

Monitoring Information

McCann Erickson Benchmarking Questionnaire

Questions:

1. How important or unimportant are the following social issues to you:

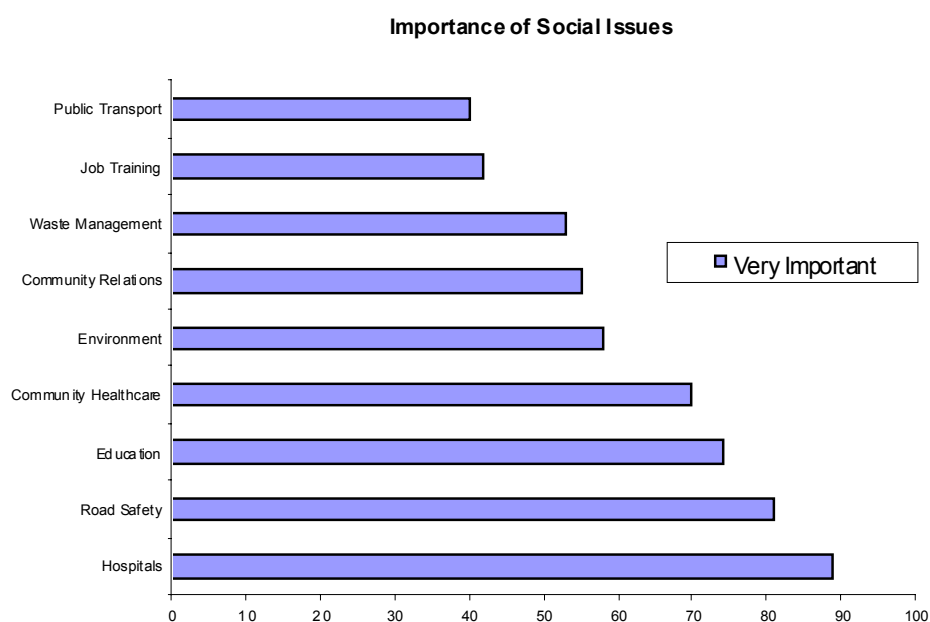
- Public Transport
- Job Training
- Hospitals
- Education
- Road Safety
- Waste Management
- Community Healthcare
- Environment
- Community Relations

2. To what extent do you agree or disagree with the following statements:

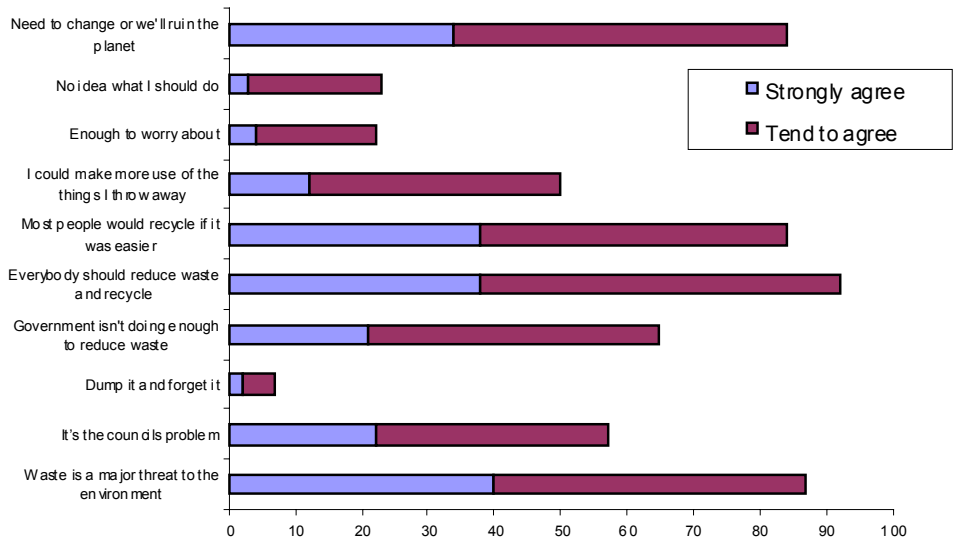
- *Waste, including household rubbish, is a major threat to our environment*
- *Waste is the Council's problem*
- *Waste - just dump it and forget it*
- *The Government isn't doing enough to reduce waste*
- *Everybody should try to reduce and recycle their waste*
- *Most people would play their part in recycling waste if it was made easier for them - for instance with kerbside collection*
- *I could make more use of the things I throw away*
- *Waste? I've enough to worry about*
- *Waste? I have no idea what I should do*
- *We need to change the way we live or we will ruin this planet with our waste*

3. Of all the advertising you have read, seen or heard in the last month, which advert first comes to mind?

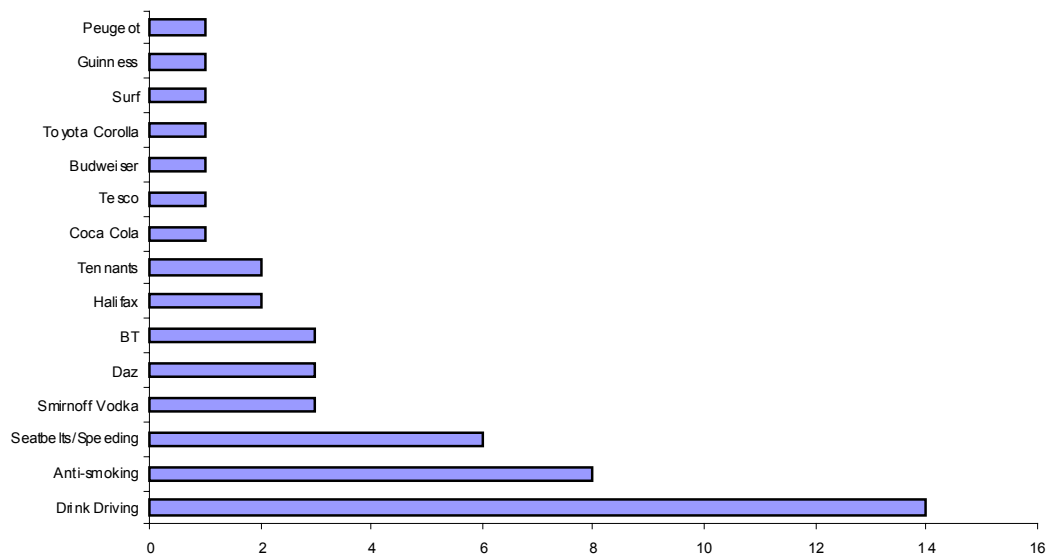
Benchmarking Results



Extent of Agreement



Spontaneous Awareness of Advertising - Top 15 21st -28th Jan 02



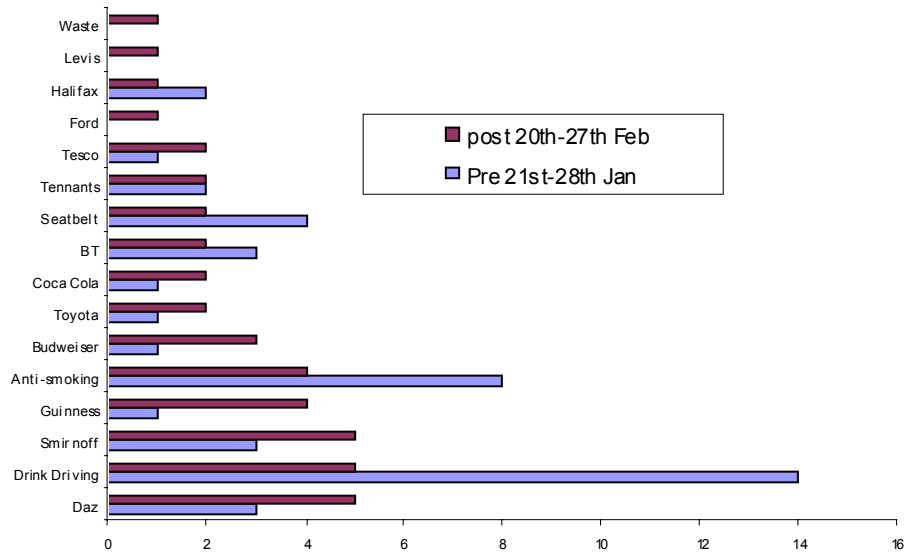
McCann Erickson Waste Management Tracking Questionnaire

Questions:

1. Of all the advertising you have read, seen or heard in the last month, which advert first comes to mind?
2. Have you seen this advertising? (Yes / No)
3. What was the message of the advertising? What was it trying to say? (open-ended)
4. To what extent has this advertising made you think about the waste problem in Northern Ireland?
 - *Makes me think a lot*
 - *Makes me think a little*
 - *Does not make me think*
5. To what extent does this advertising influence you or not influence you?
 - *Influences me a lot*
 - *Influences me a little*
 - *Does not influence me at all*
6. How favourable or unfavourable do you feel towards the wake-up-to-waste campaign?
 - *Very favourable*
 - *Fairly favourable*
 - *Neither / nor*
 - *Fairly unfavourable*
 - *Very unfavourable*

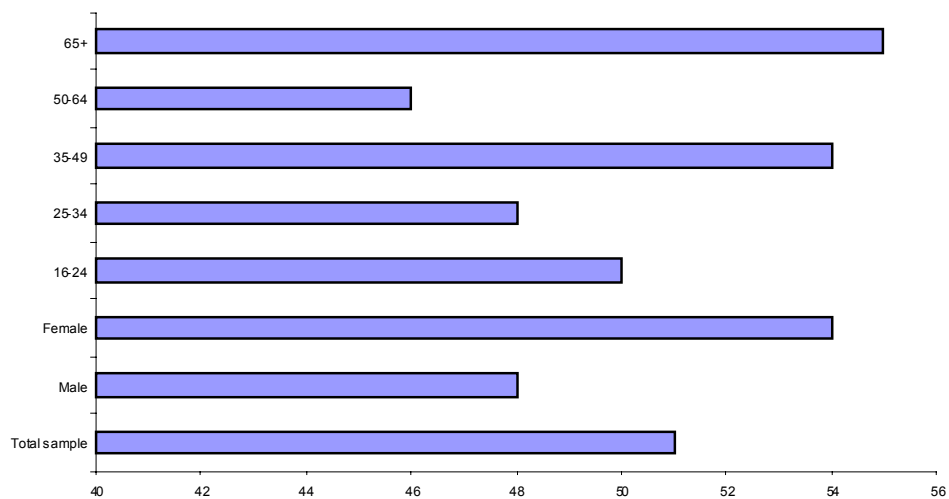
**Tracking Results
20th-27th Feb-02**

Spontaneous Awareness of Advertising



Recall of Waste Cover advertisement

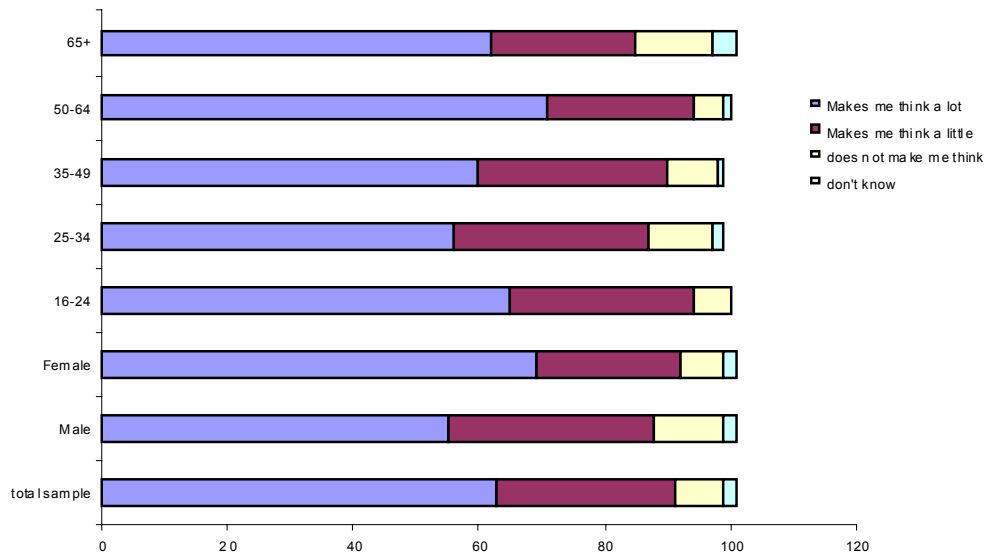
Recall of Waste Cover*



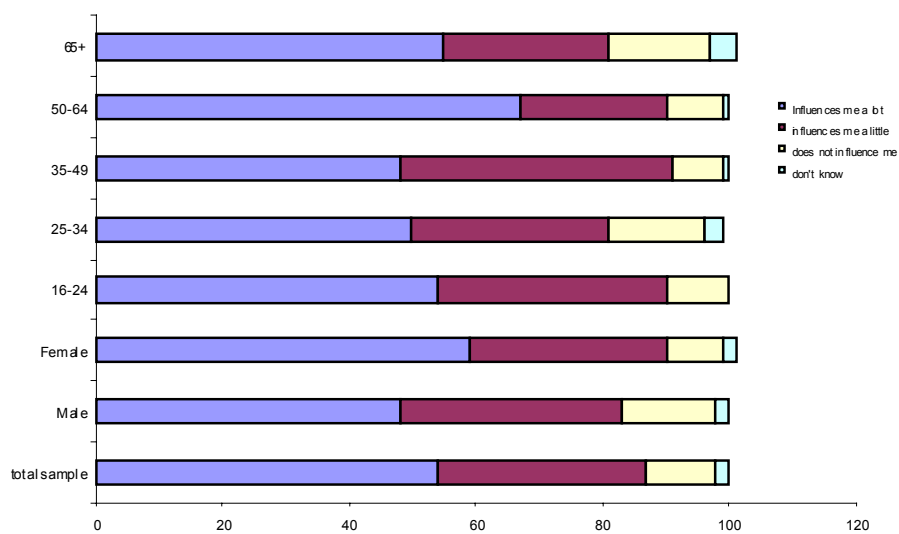
Perceived message of 'waste cover'

Waste / Recycling	68%
Rubbish / Litter	31%
Pollution / Protecting Environment	25%
Don't Know	4%

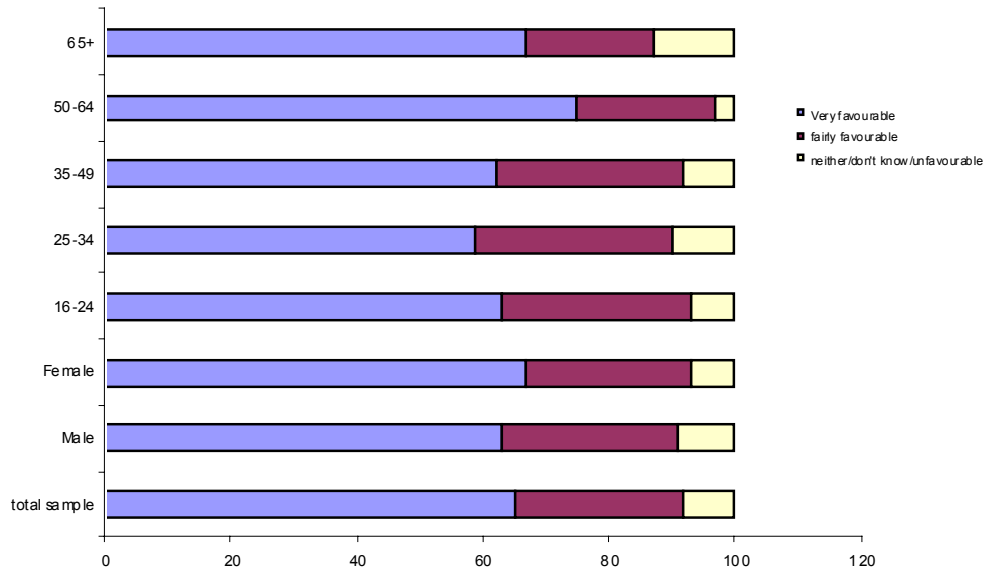
Makes me think about the waste problem in Northern Ireland



Influence of waste cover



Favourability Towards 'Wake up to Waste' Campaign



McCann Erickson Tracking Questionnaire for April Survey

Questions:

1. How important or unimportant are the following social issues to you:
 - *Public Transport*
 - *Job Training*
 - *Hospitals*
 - *Education*
 - *Road Safety*
 - *Waste Management*
 - *Community Health*
 - *Environment*
 - *Community Relations*

2. Of all the advertising you have read, seen or heard in the last month, which advert first comes to mind?
 - To what extent do you agree or disagree with the following statements:
 - *Waste, including household rubbish, is a major threat to our environment*
 - *Waste is the council's problem*
 - *Waste - just dump it and forget it*
 - *The Government isn't doing enough to reduce waste*
 - *Everybody should try to reduce and recycle their waste*
 - *Most people would play their part in recycling waste if it was made easier for them - for instance with kerbside collection*
 - *I could make more use of the things I throw away*
 - *Waste? I've enough to worry about*
 - *Waste? I have no idea what I should do*
 - *We need to change the way we live or we will ruin this planet with our waste*
 - Have you seen this advertising? (Yes / No)

3. What was the message of the advertising? What was it trying to say? (unprompted)

4. To what extent does this advertisement influence you or not influence you?
 - *Influences me a lot*
 - *Influences me a little*
 - *Does not influence me at all*

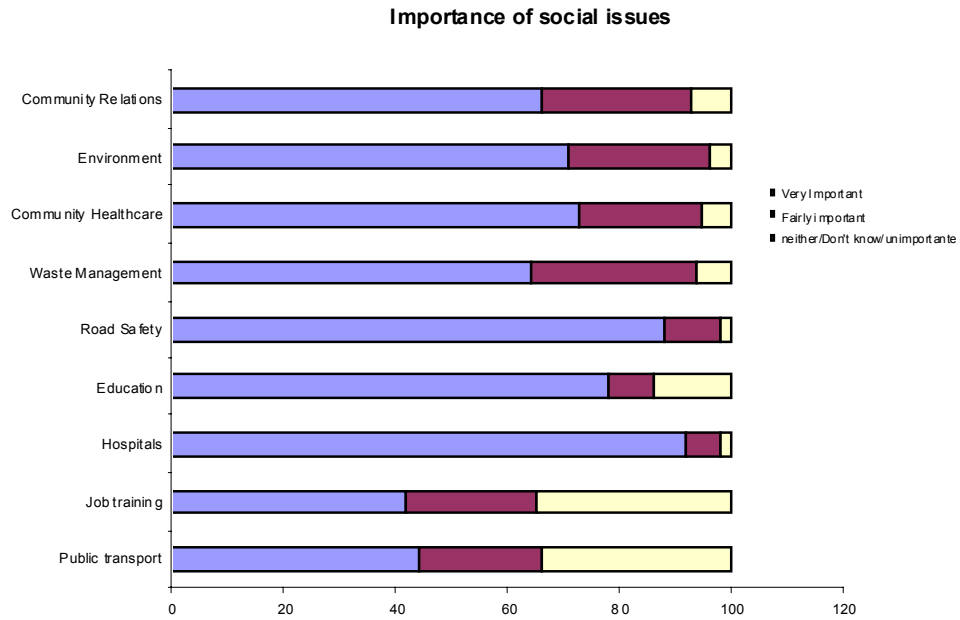
5. To what extent has this advertising made you think about the waste problem in Northern Ireland?
 - *Makes me think a lot*
 - *Makes me think a little*
 - *Does not make me think*

6. Thinking about the Wake up to Waste campaign, to what extent have each of the following advertising methods increased your awareness of the waste problem in Northern Ireland?
 - *Television advertisement*
 - *Radio advertisement*
 - *Billboard poster advertisement*
 - *Advertisement on the back of buses*
 - *Newspaper advertisement*

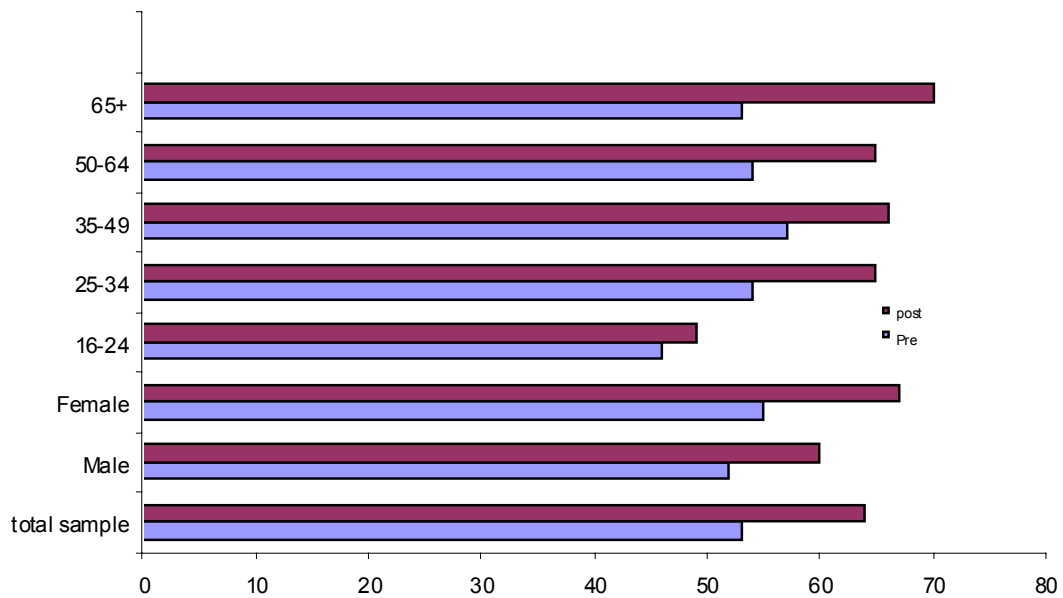
7. How favourable or unfavourable do you feel towards the Wake up to Waste campaign?
 - *Very favourable*
 - *Fairly favourable*
 - *Neither / nor*
 - *Fairly unfavourable*
 - *Very unfavourable*

Results of Tracking

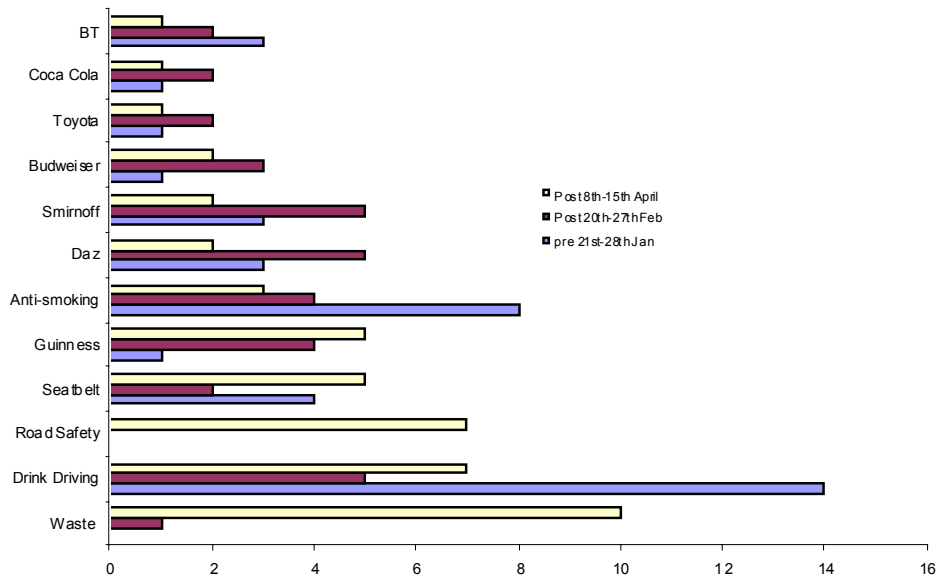
Importance of Social issues April 02



Importance of Waste Issues: Very important



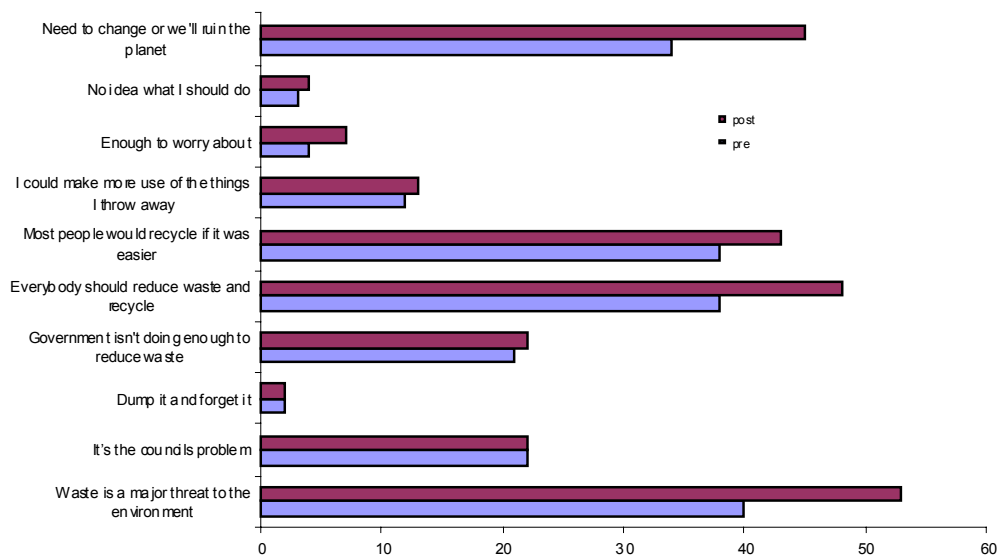
Spontaneous Awareness of Advertising



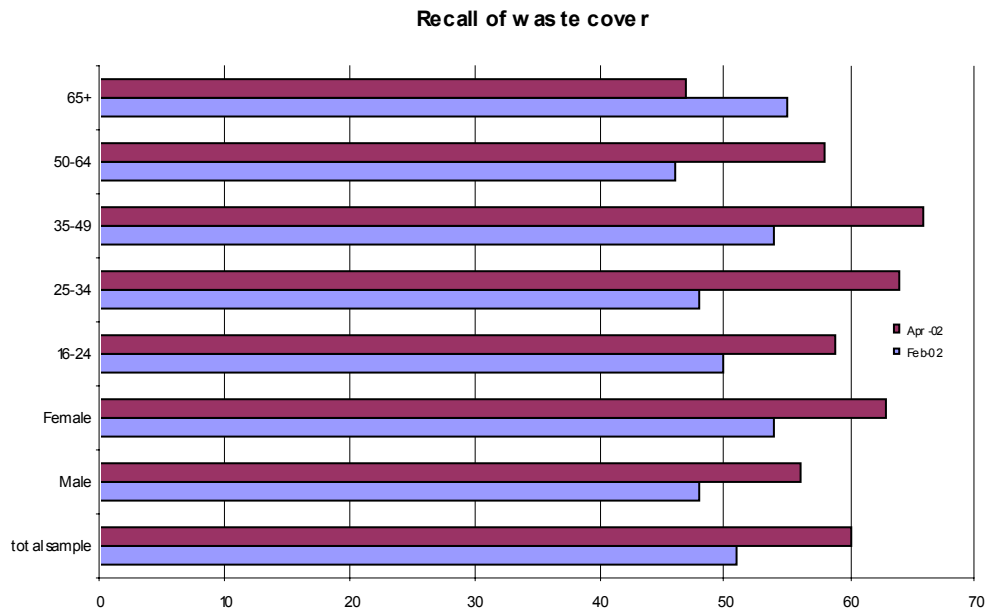
Spontaneous Awareness

- Spontaneous mentions of Waste Cover increased from 1% in February to 10% in April making it the most spontaneously recalled advertisement in April 2002 in Northern Ireland.

Extent of Agreement with Waste related statements



Advertising Awareness

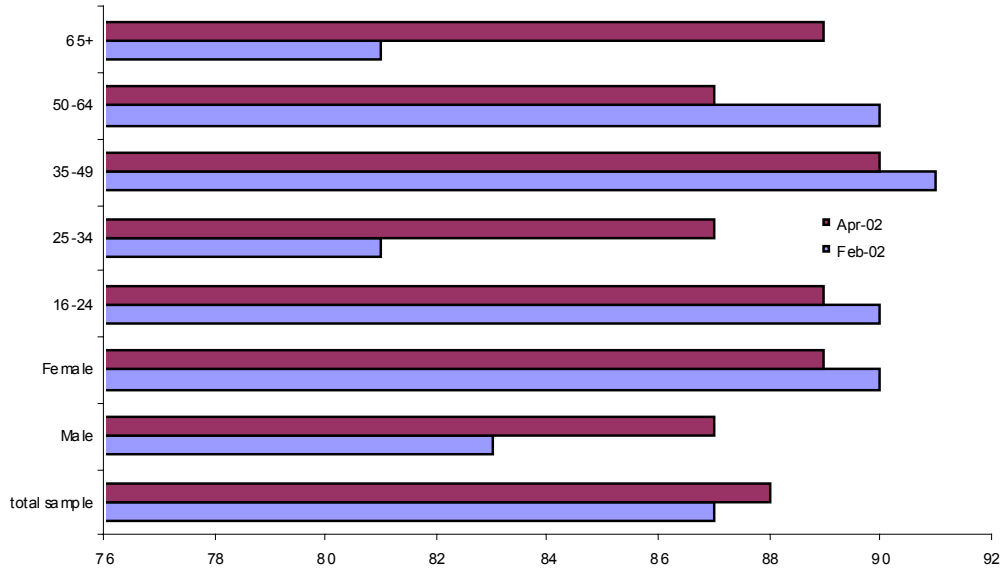


- Awareness of 'Waste Cover' increased across all demographics, with overall awareness at 60%.

Perceived Message of 'Waste Cover'

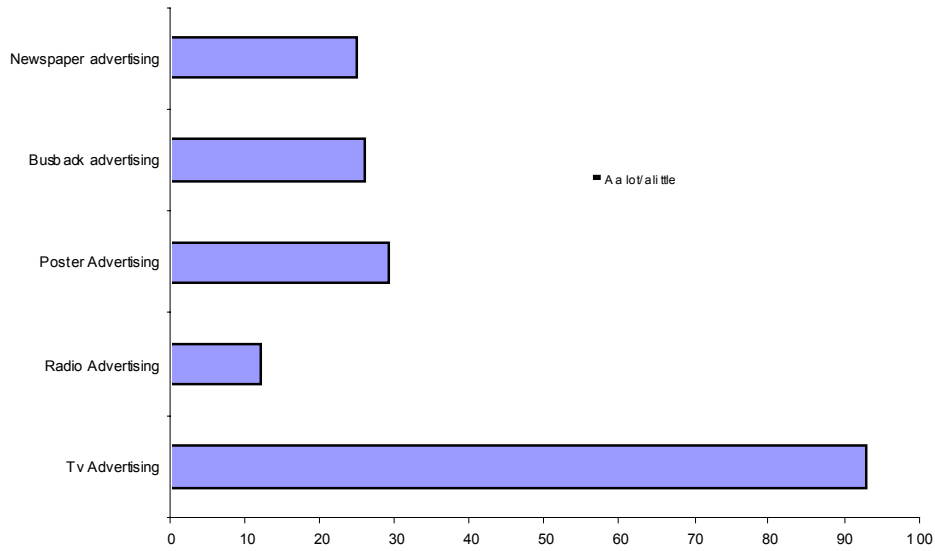
	Feb-02	Apr-02
Waste	40%	46%
Recycle	31%	26%
Rubbish / Litter	31%	26%
Environment	20%	23%
Dumps / Landfill	15%	13%
Green / Pollution	6%	7%
Other		8%
Don't Know		1%

Influence of waste cover A lot / A little



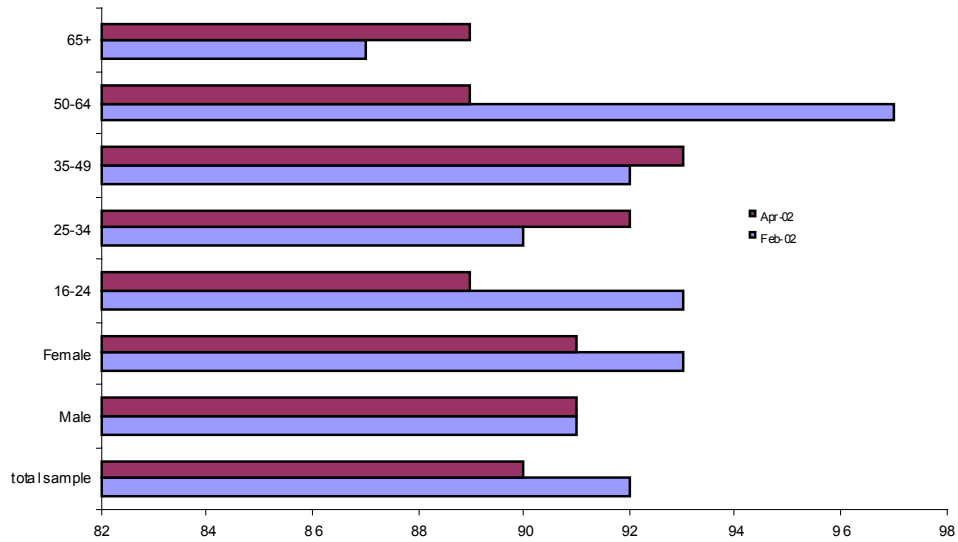
- Overall influence of 'Waste Cover' at 88% - with 54% of those who recalled the campaign reporting to have been influenced a lot.

Extent to Which advertising increased awareness of the Waste problem in NI



- Television, as expected, has been the medium responsible for creating greatest awareness of the waste problem in Northern Ireland.

Favourability towards the Wake up to Waste Campaign



- *Favourability towards the 'Waste Cover' campaign has declined slightly since the interim measure in February but remains extremely high at 90% of the population feeling very or fairly favourable towards the campaign.*
- *Unfavourable/don't know responses have remained negligible at 3%.*

MORIMRC: Awareness Survey February 2002
Questionnaire
220011

MORI MRC
WASTE AWARENESS CAMPAIGN

Good morning/afternoon/evening. My name is _____ from MORI MRC. We are an independent market research company and we are doing a survey about Waste Awareness. I would like to ask you a few questions.

Q.1 How important or unimportant are the following social issues to you?

ROTATE START	Very important	Quite important	Neither	Quite unimportant	Very unimportant	DK/Not sure
Public transport	1	2	3	4	5	0
Job training	1	2	3	4	5	0
Hospitals	1	2	3	4	5	0
Education	1	2	3	4	5	0
Road Safety	1	2	3	4	5	0
Waste Management	1	2	3	4	5	0
Community Healthcare	1	2	3	4	5	0
Environment	1	2	3	4	5	0
Community relations	1	2	3	4	5	0

Q.2 To what extent do you agree or disagree with the following statements?

ROTATE START	Strongly Agree	Slightly Agree	Neither	Slightly disagree	Strongly disagree	DK/Not sure
Waste, including household rubbish is a major threat to our environment	1	2	3	4	5	0
Waste is the Council's problem	1	2	3	4	5	0
Waste? Just dump it and forget it	1	2	3	4	5	0
The Government isn't doing enough to reduce waste	1	2	3	4	5	0
Most people would play their part in recycling if it were made easier for them, e.g., Kerbside collection	1	2	3	4	5	0
I could make better use of the things I throw away	1	2	3	4	5	0
Waste? I've enough to worry about	1	2	3	4	5	0
Waste? I have no idea what I should do	1	2	3	4	5	0
We need to change the way we live or we will ruin this planet with our waste	1	2	3	4	5	0

Q.3 How well informed would you say you were about each of the following?

ROTATE START	Very well informed	Quite well informed	Neither	Quite poorly informed	Very poorly informed	DK/Not sure
What happens to your waste once your bin has been collected	1	2	3	4	5	0
What can and can't be recycled	1	2	3	4	5	0
What products are made from recycled materials	1	2	3	4	5	0

ROTATE START

	Very well informed	Quite well informed	Neither	Quite poorly informed	Very poorly informed	DK/Not sure
What you can do as an individual to reduce your waste	1	2	3	4	5	0
The options for waste management in your area	1	2	3	4	5	0
The benefits of recycling and reducing waste	1	2	3	4	5	0

SHOW CARD "

Q.4 What sort of activities would you be prepared to undertake to reduce/recycle

	Q 4a Activities currently undertake	Q.4b All activities would undertake	Q.4c Activity most likely to undertake
Home composting	1	1	1
Segregate waste into separate bins for kerbside collection	2	2	2
Collect recyclable materials at home for taking to a bring site or council recycling site	3	3	3
Buy goods with less packaging	4	4	4
Buy goods that are more durable	5	5	5
Buy goods made from recycled materials	6	6	6
Say no thanks to carriers in shops and taking my own to the supermarket	7	7	7
Re-use items for different uses at home or at work	8	8	8
Nothing, I put everything in the bin and put it out for collection	9	9	9
Other (<i>please specify</i>)	10	10	10
None of these	11	11	11
Don't know/Not sure	12	12	12

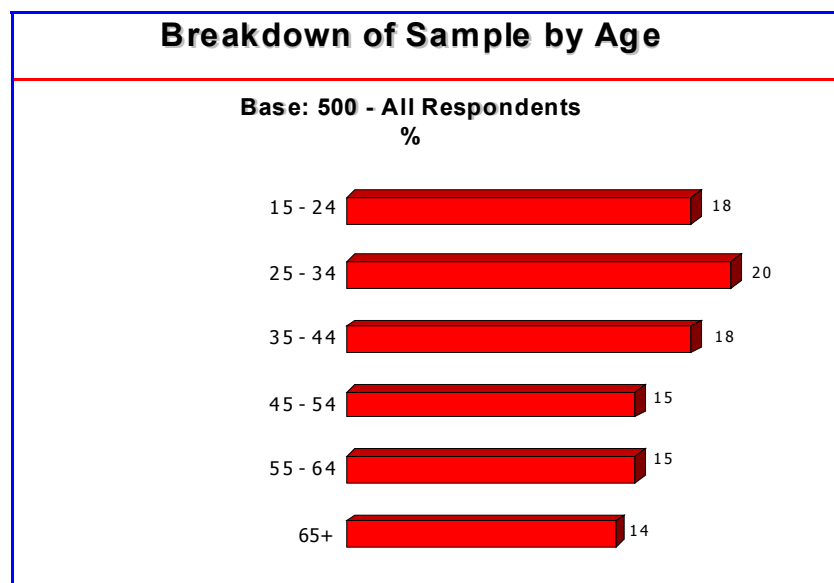
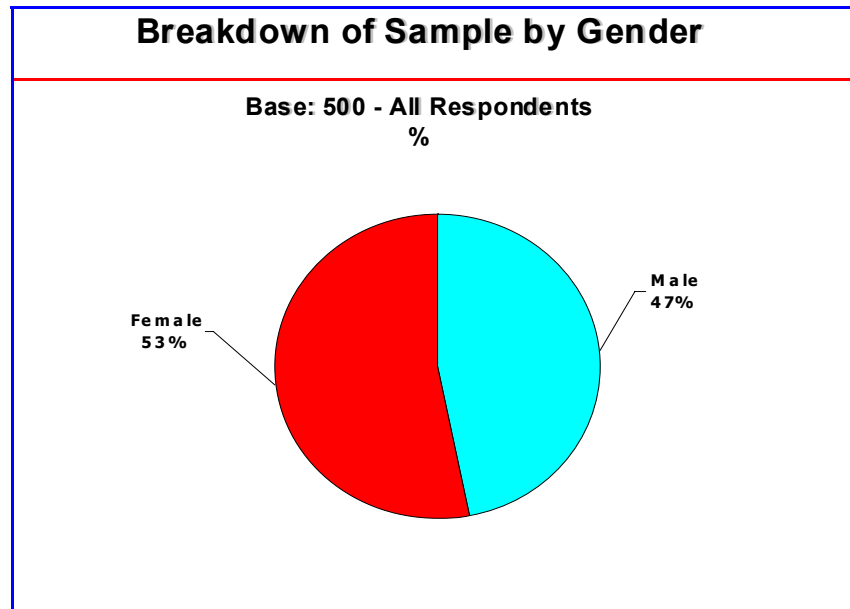
your waste? **MULTICODE POSSIBLE**

Which of these would you be most likely to do in the future? (single code)

Results

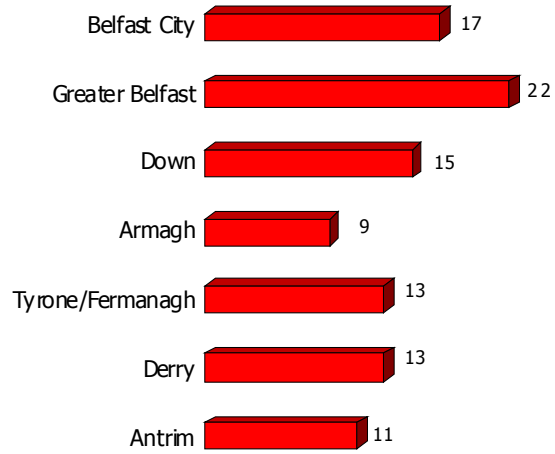
Demographic Information

The demographic make-up of the sample in terms of gender, age, geographic location, and social class are provided in the charts below.



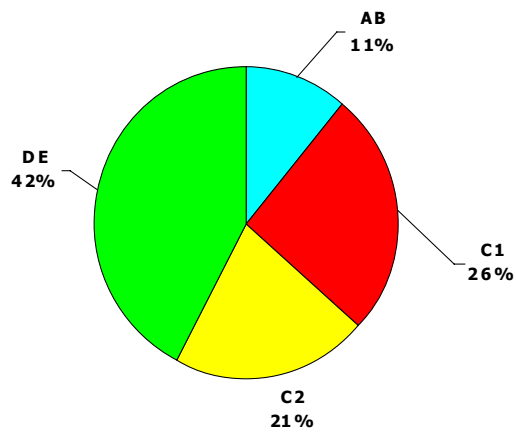
Breakdown of Sample by Geographic Area

Base: 500 - All Respondents
%



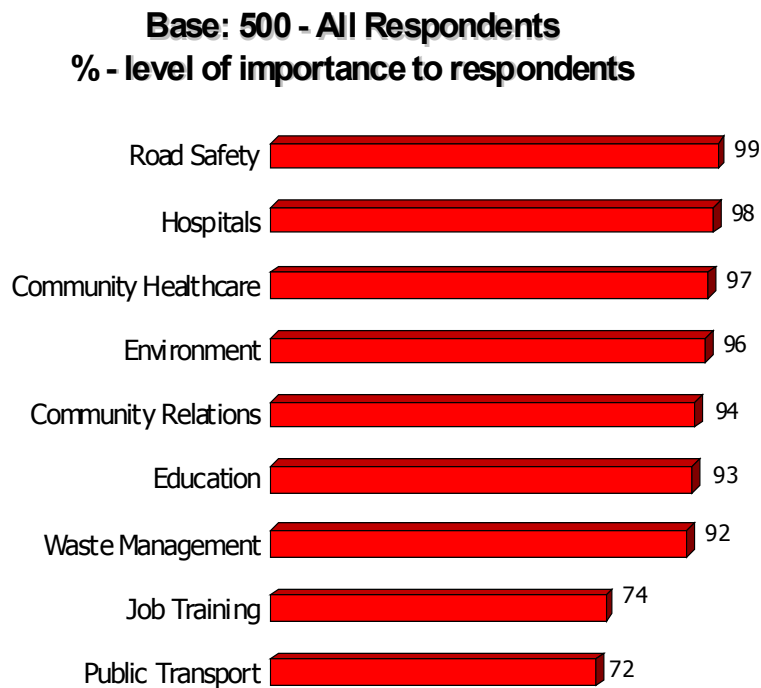
Breakdown of Sample by Social Class

Base: 500 - All Respondents
%

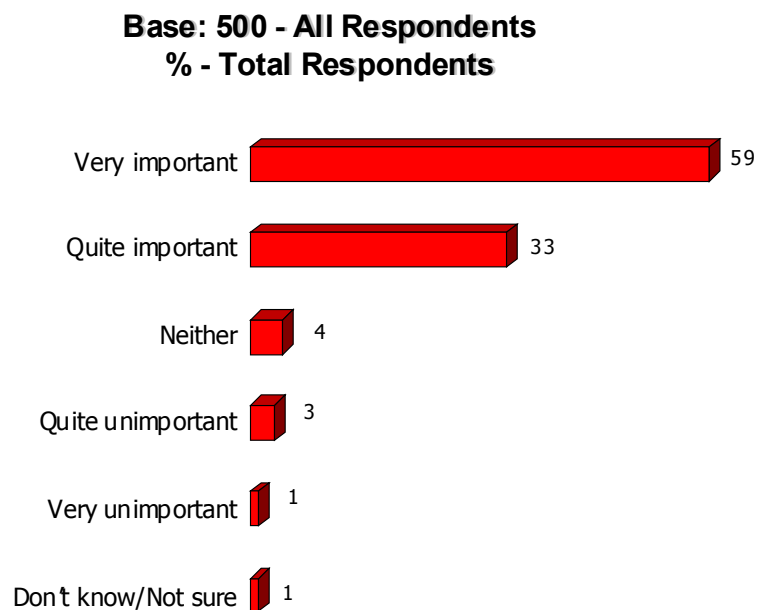


Importance of various social issues

Level of Importance of Various Social Issues



Perceived Importance of Waste Management



Level of Agreement with Waste Related Attitudinal Statements

% All respondents	Strongly Agree	Slightly Agree	Neither	Slightly disagree	Strongly disagree	DK/Not sure
Waste, including household rubbish is a major threat to our environment	65	28	4	2	1	1
We need to change the way we live or we will ruin this planet with our waste	62	30	5	2	1	1
Most people would play their part in recycling if it were made easier for them, e.g., Kerbside collection	62	28	2	5	2	2
The Government isn't doing enough to reduce waste	38	31	12	10	2	7
I could make better use of the things I throw away	30	37	6	15	7	5
Waste is the Council's problem	25	27	12	19	15	1
Waste? I have no idea what I should do	9	24	12	33	21	2
Waste? I've enough to worry about	9	20	10	33	26	2
Waste? Just dump it and forget it	3	5	5	16	71	0

How well informed respondents are about waste related issues

% All respondents	Very well informed	Quite well informed	Neither	Quite poorly informed	Very poorly informed	DK/Not sure
What can and can't be recycled	11	47	6	21	15	1
The benefits of recycling and reducing waste	13	34	7	24	21	2
What products are made from recycled materials	7	39	8	27	18	2
What you can do as an individual to reduce your waste	8	35	6	29	20	2
What happens to your waste once your bin has been collected	6	25	3	27	37	2
The options for waste management in your area	4	21	6	31	35	4

Current Waste Management Activities Undertaken

	Activities currently undertaken (% respondents mentioning)
Collect recyclable materials at home for taking to a supermarket recycling site or council recycling site	36
Re-use items for different uses at home or at work	34
Buy goods made from recycled materials	33
Nothing, I put everything in the bin and put it out for collection	30
Segregate waste into separate bins for kerbside collection	23
Buy goods with less packaging	19
Buy goods that are more durable	19
Say no thanks to carriers in shops and taking my own to the supermarket	15
Home composting	9
None of these	4
Other	1
Don't know/Not sure	0

Waste Management Activities Prepared to Undertake in the Future

	All activities would undertake in future (% respondents mentioning)
Segregate waste into separate bins for kerbside collection	53
Collect recyclable materials at home for taking to a supermarket recycling site or council recycling site	34
Buy goods with less packaging	29
Buy goods made from recycled materials	25
Say no thanks to carriers in shops and taking my own to the supermarket	19
Buy goods that are more durable	18
Re-use items for different uses at home or at work	18
Home composting	9
None of these	9
Nothing, I put everything in the bin and put it out for collection	5
Don't know/Not sure	2
Other	1

Which *One* Activity Respondents Would be Most Likely to Undertake in the Future

	Activity most likely to undertake in future (% all respondents)
Segregate waste into separate bins for kerbside collection	37
Collect recyclable materials at home for taking to a supermarket recycling site or council recycling site	16
Buy goods with less packaging	9
None of these	8
Buy goods made from recycled materials	7
Say no thanks to carriers in shops and taking my own to the supermarket	6
Re-use items for different uses at home or at work	6
Nothing, I put everything in the bin and put it out for collection	3
Don't know/Not sure	3
Home composting	2
Buy goods that are more durable	2
Other	0

The table below compares the findings for activities currently undertaken by respondents; activities which they would undertake in the future; and the one activity they would be **most** likely to undertake.

	Activities currently undertaken (% respondents mentioning)	All activities would undertake in future (% respondents mentioning)	Activity most likely to undertake in future (% all respondents)
Collect recyclable materials at home for taking to a supermarket recycling site or council recycling site	36	34	16
Re-use items for different uses at home or at work	34	18	6
Buy goods made from recycled materials	33	25	7
Nothing, I put everything in the bin and put it out for collection	30	5	3
Segregate waste into separate bins for kerbside collection	23	53	37
Buy goods with less packaging	19	29	9
Buy goods that are more durable	19	18	2
Say no thanks to carriers in shops and taking my own to the supermarket	15	19	6
Home composting	9	9	2
None of these	4	9	8
Other	1	1	0
Don't know/Not sure	0	2	3

Mori MRC attitudinal Survey Questionnaire

220245

MORI MRC

Waste Awareness Campaign

Good morning/afternoon/evening. My name is _____ from MORI MRC. We are an independent market research company and we are doing a survey about Waste Awareness. I would like to ask you a few questions.

SHOWCARD 1

Q.1a How important or unimportant are the following social issues to you?

READ OUT INTURN

ROTATE – TICK START. SINGLE CODE

	Very important	Quite important	Neither	Quite unimportant	Very unimportant	DK/Not sure
Public transport	1	2	3	4	5	0
Job training	1	2	3	4	5	0
Hospitals	1	2	3	4	5	0
Education	1	2	3	4	5	0
Road Safety	1	2	3	4	5	0
Waste Management	1	2	3	4	5	0
Community Healthcare	1	2	3	4	5	0
Environment	1	2	3	4	5	0
Community relations	1	2	3	4	5	0

Q.1b Thinking particularly about the issue of waste management, how much more or less important is it to you now than it was 6 months ago?

SINGLE CODE

PROBE TO PRECODES

Much more important now	1
Slightly more important now	2
About the same	3
Slightly less important now	4
Much less important now	5
Don't know	0

SHOWCARD 2

Q.2 To what extent do you agree or disagree with the following statements?

READ OUT INTURN

ROTATE – TICK START. SINGLE CODE

	Strongly Agree	Slightly Agree	Neither	Slightly disagree	Strongly disagree	DK/Not sure
Waste, including household rubbish is a major threat to our environment	1	2	3	4	5	0
Waste is the Council's problem	1	2	3	4	5	0
Waste? Just dump it and forget it	1	2	3	4	5	0
The Government isn't doing enough to reduce waste	1	2	3	4	5	0
Most people would play their part in recycling if it were made easier for them, e.g., Kerbside collection	1	2	3	4	5	0
I could make better use of the things I throw away	1	2	3	4	5	0
Waste? I've enough to worry about	1	2	3	4	5	0
Waste? I have no idea what I should do	1	2	3	4	5	0
We need to change the way we live or we will ruin this planet with our waste	1	2	3	4	5	0

SHOWCARD 3

Q.3 How well informed would you say you were about each of the following?

READ OUT INTURN

ROTATE – TICK START

SINGLE CODE

	Very well informed	Quite well informed	Neither	Quite poorly informed	Very poorly informed	DK/Not sure
What happens to your waste once your bin has been collected	1	2	3	4	5	0
What can and can't be recycled	1	2	3	4	5	0
What products are made from recycled materials	1	2	3	4	5	0
What you can do as an individual to reduce your waste	1	2	3	4	5	0
The options for waste management in your area	1	2	3	4	5	0
The benefits of recycling and reducing waste	1	2	3	4	5	0

SHOWCARD 4

Q.4a What, if any, activities do you currently undertake to reduce/recycle your waste?

MULTICODE

1.1 Q.4b How long have you been doing this for? (record length of time in appropriate column for each mentioned at Q.4a *only*)

2.1 Q.4c Assuming you will continue with the activities you have mentioned, what other activities would you be prepared to undertake in the future to reduce/recycle your waste?

**ASK FOR ALL ACTIVITIES NOT MENTIONED AT Q.4a
MULTICODE**

	Q.4a Activities currently undertake	Q. 4b How long been doing		Q.4c All activities would undertake	Q.4d Activity most likely to undertake
		Yrs	Mths		
Home composting	1			1	1
Segregate waste into separate bins for kerbside collection	2			2	2
Collect recyclable materials at home for taking to a supermarket recycling site or council recycling site	3			3	3
Buy goods with less packaging	4			4	4
Buy goods that are more durable	5			5	5
Buy goods made from recycled materials	6			6	6
Say no thanks to carrier bags in shops and take my own to the supermarket	7			7	7
Re-use items for different uses at home or at work	8			8	8
Nothing, I put everything in the bin and put it out for collection	9			9	9
Other (<i>please specify</i>) ----- -----	10			10	10
None of these	11			11	11
Don't know/Not sure	12			12	12

Q.4d Of those activities you have mentioned (chosen at Q.4c) which **one** would you be **most** likely to do in the future? (**SINGLE CODE**)

Q.5a What, if any, are the barriers to you re-using, reducing, and recycling waste? What others?

**MULTICODE ALLOWED
DO NOT READ OUT LIST
PROBE TO PRECODES**

	5a All barriers	5b Main Barrier
Recycling centre is too far away or on the wrong side of town for me to get to	1	1
No car so cannot transport waste to sites	2	2
Site is inaccessible (steps to climb, waste too heavy or bulky etc.)	3	3
Live in an apartment & cannot carry waste down the stairs	4	4
Civic amenity Sites are dirty and unwelcoming, and confusing	5	5

Civic amenity site is never open when I go	6	6
Banks are always full when I go	7	7
Can't be bothered	8	8
It's too awkward/time consuming	9	9
Nobody else does it, so why should I?	10	10
All ends up going to landfill anyway	11	11
Don't know where the nearest banks/civic amenity sites are	12	12
Local site does not take plastics/green waste/glass etc	13	13
No room at home to separate and store waste for recycling	14	14
No garden so I cannot have a compost bin/heap	15	15
Have no time to take my waste for recycling	16	16
Always forget to take a bag with me to the shops	17	17
Someone at the supermarket packs my groceries and uses loads of bags	18	18
Shouldn't have to deal with my waste – that's what I pay rates for	19	19
Other (specify) _____ _____ _____	20	20
No barriers	21	21
Don't know	22	22

Q.5b Of these activities you have mentioned (chosen at Q.5a) which **one** is the **main** barrier?

(SINGLE CODE) _____

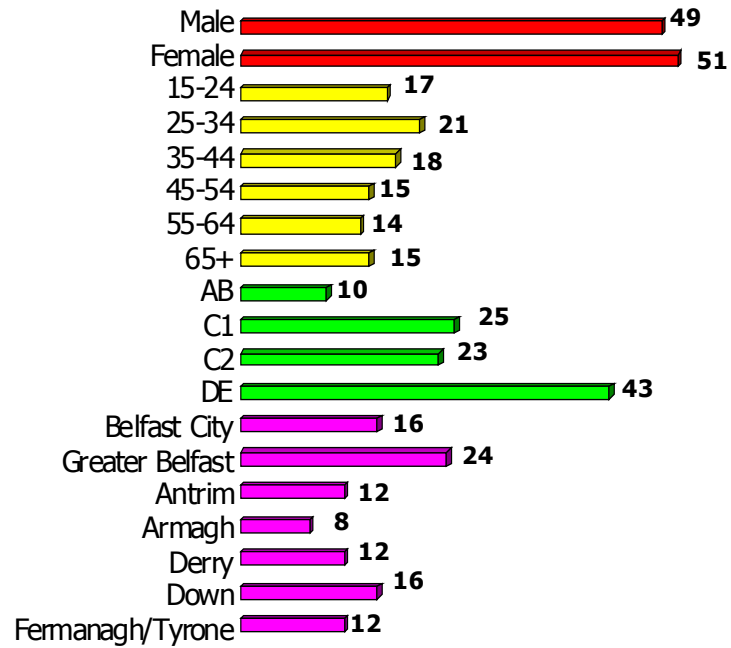
Thank Respondent and Classify

MORI MRC Attitudinal Survey Results

Breakdown of Sample

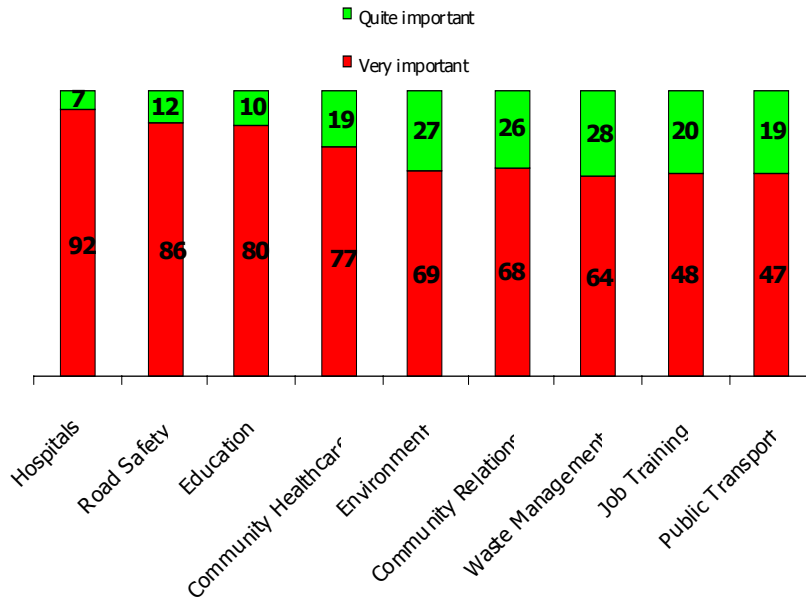
Base: 510 - All Respondents

%



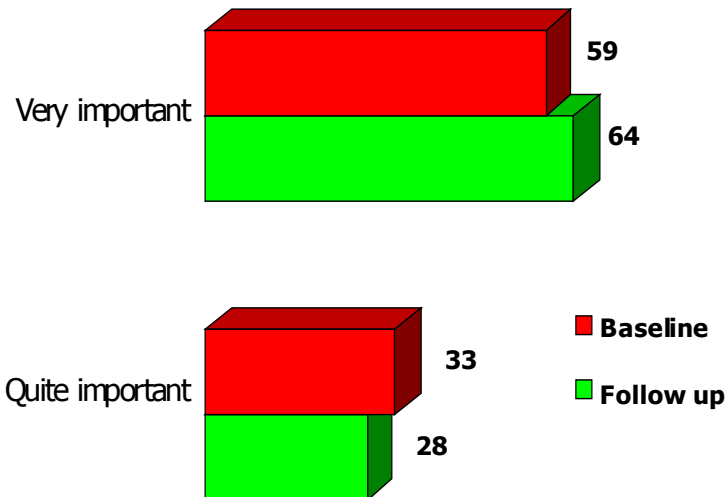
Level of Importance of Various Social Issues

Base: 510 - All Respondents
%- Level of importance to respondents



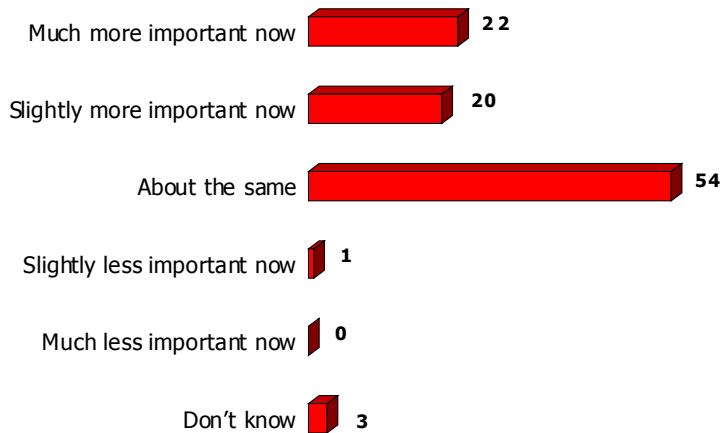
Perceived Importance of Waste Management

Base: 500 - Baseline/510 Follow up
% - All Respondents



Importance of Waste Management Now Compared to 6 Months Ago

Base: 510 - All Respondents
%

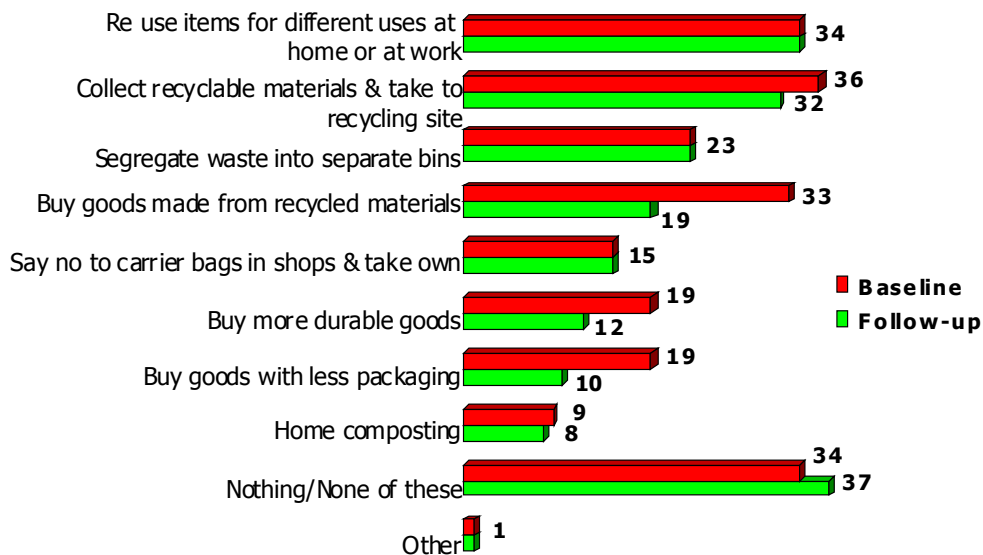


LEVEL OF INFORMATION ABOUT WASTE RELATED ISSUES

% All respondents	Very well informed		Quite well informed		Neither		Quite poorly informed		Very poorly informed		DK/Not sure	
What can and can't be recycled	11	15	47	39	6	7	21	22	15	15	1	2
The benefits of recycling and reducing waste	13	17	34	38	7	7	24	18	21	17	2	1
What products are made from recycled materials	7	12	39	36	8	8	27	26	18	15	2	3
What you can do as an individual to reduce your waste	8	15	35	34	6	9	29	26	20	16	2	1
What happens to your waste once your bin has been collected	6	11	25	24	3	5	27	27	37	30	2	3
The options for waste management in your area	4	8	21	25	6	6	31	28	35	32	4	2

Current Waste Management Activities Undertaken

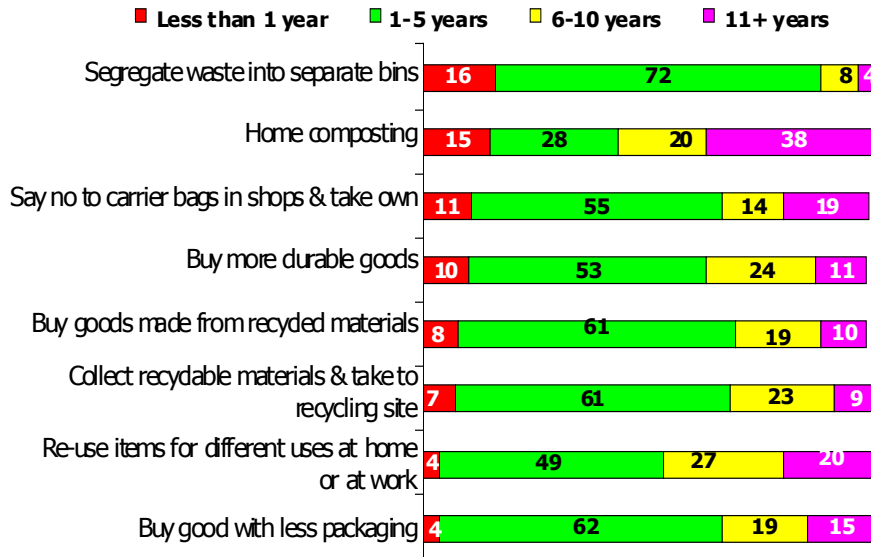
Base: 500 - Baseline/510 - Follow up
% - All Respondents



Length of Time Recycling/Reducing Waste

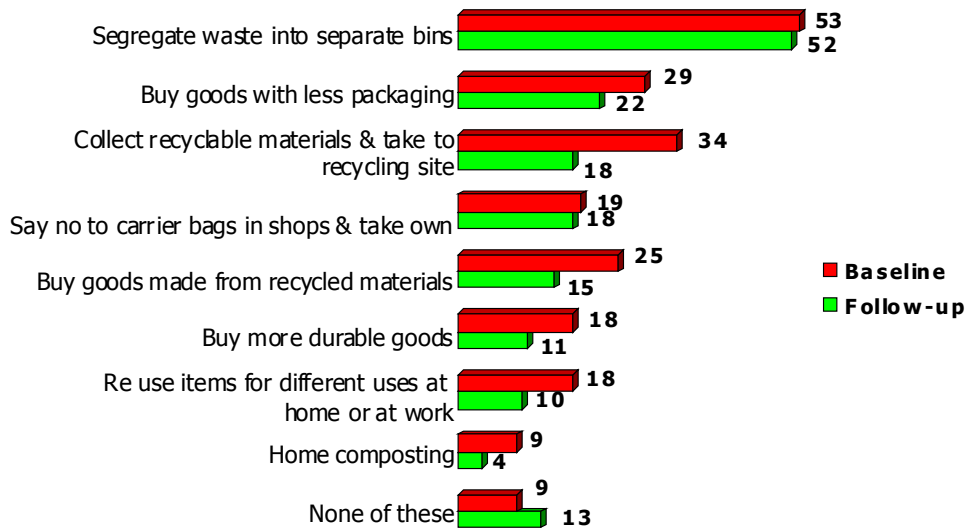
Base: 510

% - All Respondents



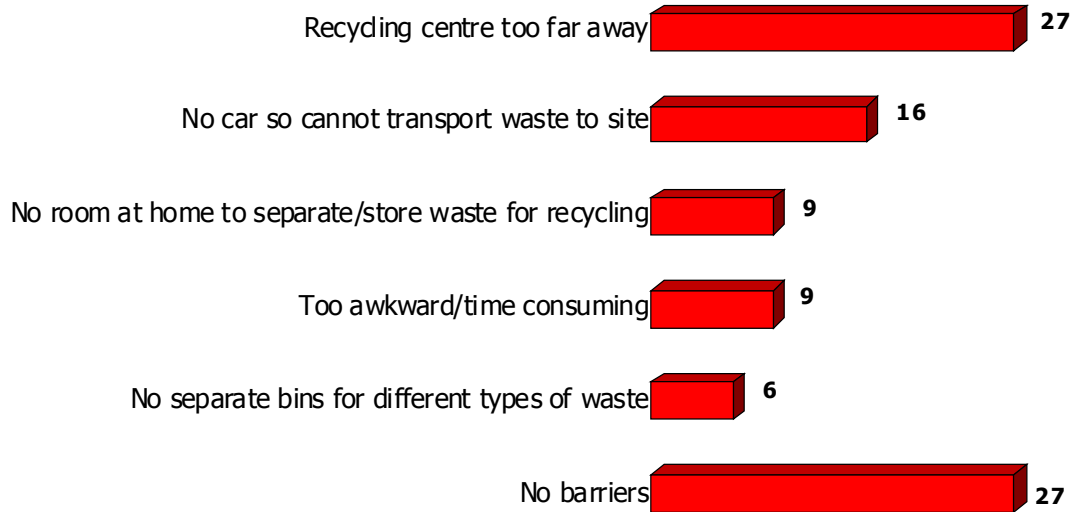
Waste Management Activities Prepared to Undertake in the Future

Base: 500 - Baseline/510 - Follow up
% - All Respondents



Barriers to Re-using/Recycling Waste (Top 5)

Base: 510 - All Respondents
% - Respondents Mentioning



Main Barrier to Recycling Waste (Top 5)

Base: 510 - All Respondents
%



Please return completed Questionnaires by
Friday 31st May 2002



Wake up to Waste Feedback Questionnaire

«Title» «initial» «Surname»
«Title1»
«Organisation»
«Address»
«Address2»
«Address_3»
«Postcode»

TV advert

Radio advert

Bill boards

Busbacks

Press coverage/adverts

Website

Comments _____

2. To what extent do you agree or disagree that the campaign was successful in:

(a) Raising awareness of waste issues ?

Strongly Agree

Slightly agree

Neither

Slightly disagree

Strongly disagree

Don't know

Your comments/suggestions: _____

(b) Encouraging response to public consultation on the regional waste management plans?

Strongly Agree

Slightly agree

Neither

Slightly disagree

Strongly disagree

Don't know

3. ~~Please detail the recycling and waste minimisation initiatives your~~ _____
council/organisation currently provide or participate in:

Kerbside collection schemes

Separate bin schemes

Bottle/can banks

Paper/cardboard banks

Green waste collection

Green waste deposit

Mobile collections

Waste Minimisation clubs

Waste audit schemes

Other (please detail) _____

Please tick all that apply

4. Has there been any change in the levels of materials collected for recycling that could be linked with the campaign?

Please provide figures (attach a separate sheet if necessary)

5. Are there any other comments you would like to make on the first phase of the Wake up to Waste Campaign?

6. Do you have any suggestions for what could be included in the second phase of the campaign?

~~Thank you for completing this questionnaire. Please fax back to the number below or return to:~~

Liz Hurst
Environment and Heritage Service
Commonwealth House
35 Castle Street
Belfast
BT1 1GU

Questionnaires were posted to the following people :

Title	initial	Surname	<u>Title</u>	Organisation
Ms	Maeve	Bell	Director	General Consumer Council for Northern Ireland
Mr	Michael	Bell	Director	Northern Ireland Food and Drink Association
Mr	Michael	Brennan	Director	Northern Ireland Economic Council
	Caroline	Briggs		Tidy Northern Ireland
Ms	Cathy	Bruce	Communications Manager	National Trust
Prof.	Sue	Christie		Northern Ireland Environment Link
	Pat	Cregg		Woodland Trust
Mr	George	Dawson	Arena Network	Arena Network, C/o European Components
Mr	Tony	Doran	Managing Director	Construction Employers Federation
Mr	Robert	Freeman		NI2000
Mr	Gareth	Harper		Rural Community Network
Mr	John	Heaslip	Director	Business in the Community
Mr	Ian	Humphreys	Senior Manager	Conservation Volunteers
Mr	John	McMullan	Executive Director	Bryson House
Mr	Michael	Donnelly		Sustainable Northern Ireland Programme
Mr	Timothy	Quinn	President	Northern Ireland Chamber of Commerce & Industry
Mr	Douglas	Rowe	President	Ulster Farmers Union
Mr	Mike	Smith	Chief Executive	Laganside Corporation
Ms	Catherine	Taggart		Rural Development Council
Mr	John	Woods	Head of Development and Campaigns	Friends of the Earth
Mr	S.J.	Magee	Chief Executive	Antrim Borough Council
Mr	David	Fallows	Chief Executive	Ards Borough Council
Mr	Victor	Brownlees	Clerk and Chief Executive	Armagh City and District Council
Mr	M	Rankin	Town Clerk & Chief Executive	Ballymena Borough Council
Mr	John	Dempsey	Chief Executive	Ballymoney Borough Council
Mr	Robert	Gilmore	Chief Executive	Banbridge District Council
Mr	P	McNaney	Chief Executive	Belfast City Council
Mr	A.A.C.	Cardwell	Chief Executive	Carrickfergus Borough Council
Mr	Adrian	Donaldson	Town Clerk & Chief Executive	Castlereagh Borough Council
Mr	H W T	Moore	Chief Executive	Coleraine Borough Council
Mr	Michael	McGuckin	Chief Executive	Cookstown District Council
Mr	Trevor	Reaney	Chief Executive	Craigavon Borough Council
Mr	Cathal	Logue	Town Clerk & Chief Executive	Derry City Council
Mr	John	McGrillen	Chief Executive	Down District Council

Mr	William	Beattie	Chief Executive	Dungannon & South Tyrone District Council
Mr	Rodney	Connor	Chief Executive	Fermanagh District Council
Mr	Colin	McGarry	Chief Executive	Larne Borough Council Limavady Borough Council
Mr	John	Stevenson	Town Clerk & Chief Executive	
Mr	Norman	Davidson	Chief Executive	Lisburn Borough Council
Mr	John	McLoughlin	Chief Executive	Magherafelt District Council
Mr	R G	Lewis	Chief Executive	Moyle District Council Newry and Mourne District Council
Mr	Thomas	McCall	Clerk and Chief Executive	
Mr	N	Dunn	Chief Executive	Newtownabbey Borough Council
Mr	T	Polley	Chief Executive	North Down Borough Council
Mr	Danny	McSorley	Chief Executive	Omagh District Council
Mr	Phillip	Faithfull	Chief Executive	Strabane District Council
Mr	Nigel	Smyth		CBI
Mr	David	Irwin	Ulster Wildlife Trust	Ulster Wildlife Centre

The following businesses were contacted by telephone :

Title	Name	Surname	Company
Mr	Norman	Blair	Eglinton Timber Products
Mr	Jim	Buchanan	Blue Circle Industries Plc
Mr	Peter	Byrne	Waste - Beater
Dr	Robin	Curry	Enviro Centre
Mr	Patrick	Durkan	Allclear Environmental
Mr	Les	Eakin	Spanboard Products Ltd
Mr	Mark	Finn	J.Sainsbury Ltd (Northern Ireland)
Mr	Keith	Graham	Moy Park Ltd
Mr	David	Heyworth	Marks & Spencer
Mr	Manny	Kemp	Tesco Northern Ireland
Mr	Brian	Lewis	Bombardier Aerospace- Shorts
Mr	Pat	Lyons	Tarmac Quarry Products
Mr	Robert	Marsh	Kosmos Recycling Ltd
Mr	Damien	Matthews	Dunnes Stores Ltd
Mr	Brian	McColl	Safeway Stores
Dr	Andrew	McCrea	Manager of Environmental Services, Northern Ireland Electricity
Mr	Brynjulv	Mugaas	Harland & Wolff
Mr	Kevin	Murray	BIFFA
Mr	Fiacre	O'Donnel	Quinn Glass Ltd
Mr	Denvir	Willis	Dungannon Meats Ltd
Mr	Trevor Scott		RMC House, Upper Dunmurry Lane
Ms	Edwina	Kyle	Dupont Ltd