



**LOVE
where
YOU
Live**

Delivering successful waste volunteer schemes

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About Keep Britain Tidy

Keep Britain Tidy is an independent charity that fights for people's right to live and work in a place of which they can be proud.

We believe that:

Where we live matters.

Cleaner streets, neighbourhoods, beaches and parks provide the backbone for strong communities.

How we live matters.

By preserving scarce resources, wasting less and recycling more, we create a healthier society and a healthier planet too.

We bring together local environmental concerns – parks and green spaces, beaches and rivers, litter, streets, local environmental quality, waste reduction and recycling, communities – that together impact on health, wellbeing, crime and the wider environment. With a focus on education, behaviour change, evidence and partnership working, Keep Britain Tidy has a track record of raising standards and finding solutions on which to build.

KBT's goals for 2020



1. Reducing littering
by increasing the number of clean local places and improving local environmental quality



2. Improving local places
through increasing the amount of well-managed, accessible public space and engaging more communities in their management



3. Preventing waste
by increasing understanding and changing behaviours to reduce waste and improve the quality and quantity of municipal recycling levels in England

About Waste Watch Services

- Waste Watch Services at Keep Britain Tidy delivers community engagement campaigns, monitoring & evaluation services and training for public and private sector clients working to reduce waste and increase recycling.
 - Doorstepping
 - Roadshows and events
 - Volunteer schemes
 - Participation monitoring
 - Surveying
 - Waste composition analysis
 - Staff provision & support
 - Staff training

Part of the Keep Britain Tidy Family



KEEP
BRITAIN
TIDY

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Waste volunteer schemes

- We have over six years of experience of managing and supporting waste volunteer schemes across England
- These schemes use volunteers to encourage and support waste reduction, reuse and recycling in their communities through running roadshows at local events and delivering talks and workshops to community groups and schools





Past and present schemes

- Currently managing:
 - Cheshire Waste Reduction Volunteers 2010 – 16
 - Surrey Green Network 2013 – 15
- Previously managed, now managed in-house:
 - Essex Waste Busters 2010 – 13
 - North Yorkshire Rotters 2010 – 12
- Previously managed:
 - East London Recycle for Your Community 2009 – 14
- Previously provided support to:
 - Leicestershire Waste Action Volunteers 2011 – 13



Delivery model

- Part time Project Coordinator sat alongside local authority waste and recycling team
- Supported by Waste Watch Services Project Manager and Development Manager
- Wider support from KBT Education Team, Communications Team and Evidence & Policy Team

- Project Coordinator recruits and trains and identifies and manages volunteer opportunities
- Volunteers attend events without direct staff support
- Volunteers provided with handbook, uniform and equipment, expenses reimbursed

- Typical target outputs:
 - 20 volunteers trained per year
 - 30 events per quarter
 - 800 people engaged at events per quarter

Outputs since 2009

- We have trained over **280** volunteers
- Our volunteers have donated over **7,300** hours of their time, attending over **800** events
- Our volunteers have engaged with over **65,000** people about waste reduction, reuse and recycling
- Using the Volunteering England metric of taking the average wage in the region and multiplying this figure by the number of hours donated by volunteers, we estimate that the economic value of this activity is over **£85,000**

Outcomes for volunteers

- Volunteers have reported an enhanced sense of connection to the community
- Volunteering has helped develop their community skills, teamwork and confidence



The local authority officer perspective

“The success of the Cheshire Waste Reduction Volunteer scheme is due to the generosity of local people giving their own time and commitment to the project. These wonderful, knowledgeable set of volunteers have delivered our food waste reduction and composting messages at local community events and schools. Without this valuable contribution we would not have been able to engage with our residents as often as we do.”

Liz Ellis, Cheshire West & Chester Council



Thank you – any questions?

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