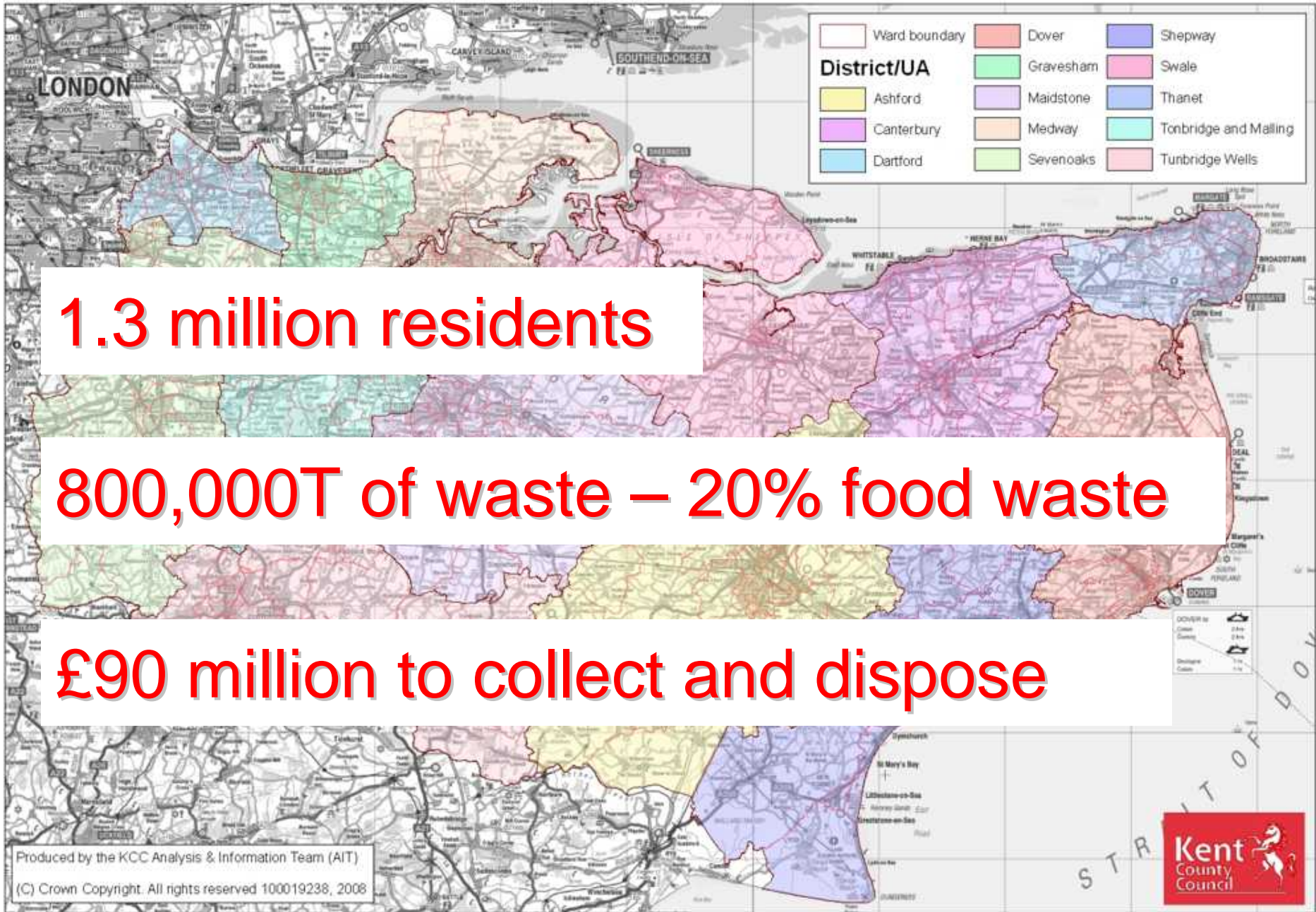




# Kent Waste Partnership Waste Prevention in Kent

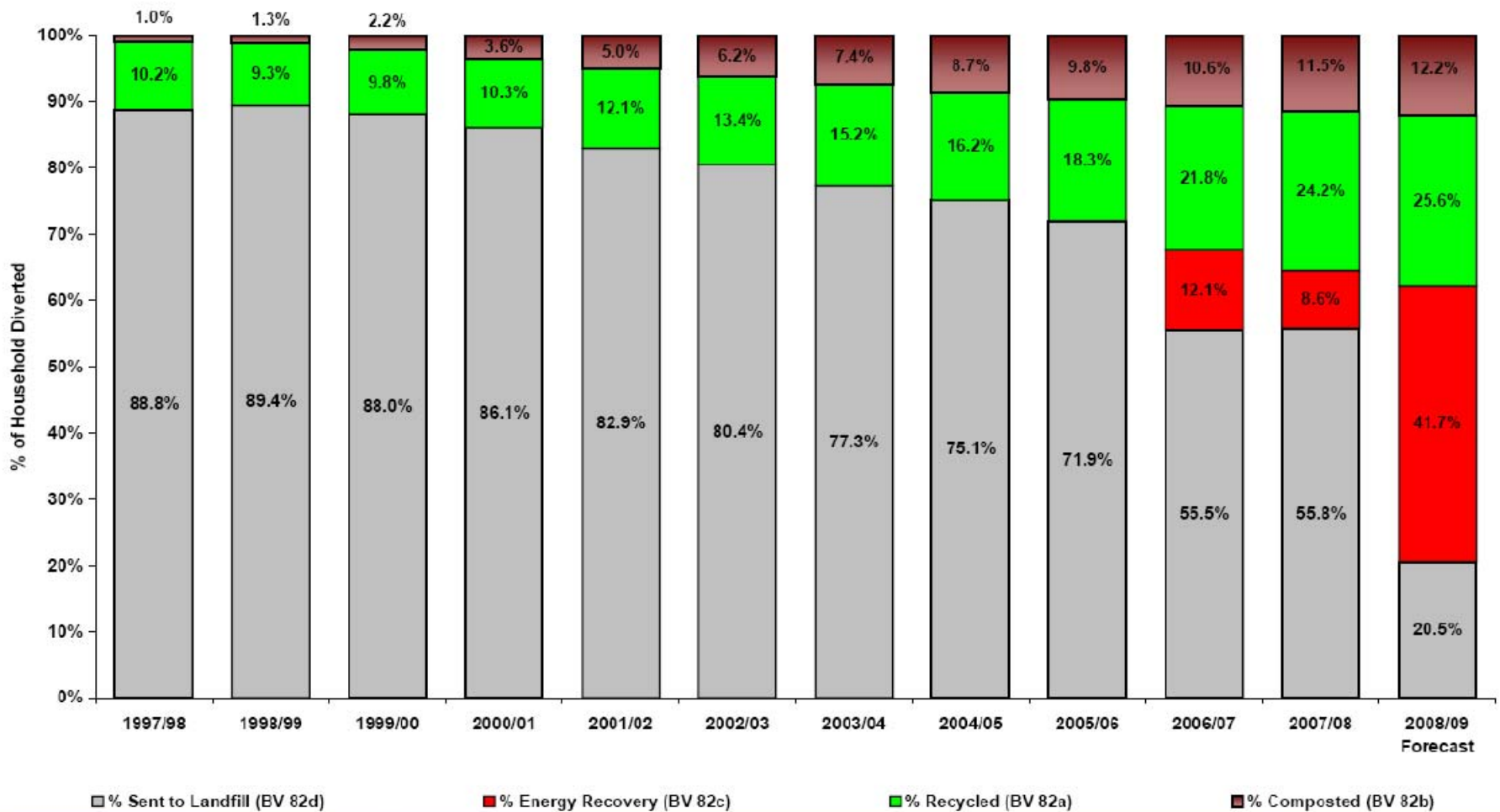
World Social Marketing Conference - Brighton  
29<sup>th</sup> – 30<sup>th</sup> September 2008

Paul Vanston, Behaviour Change Programme Manager  
Kent County Council and Kent Waste Partnership



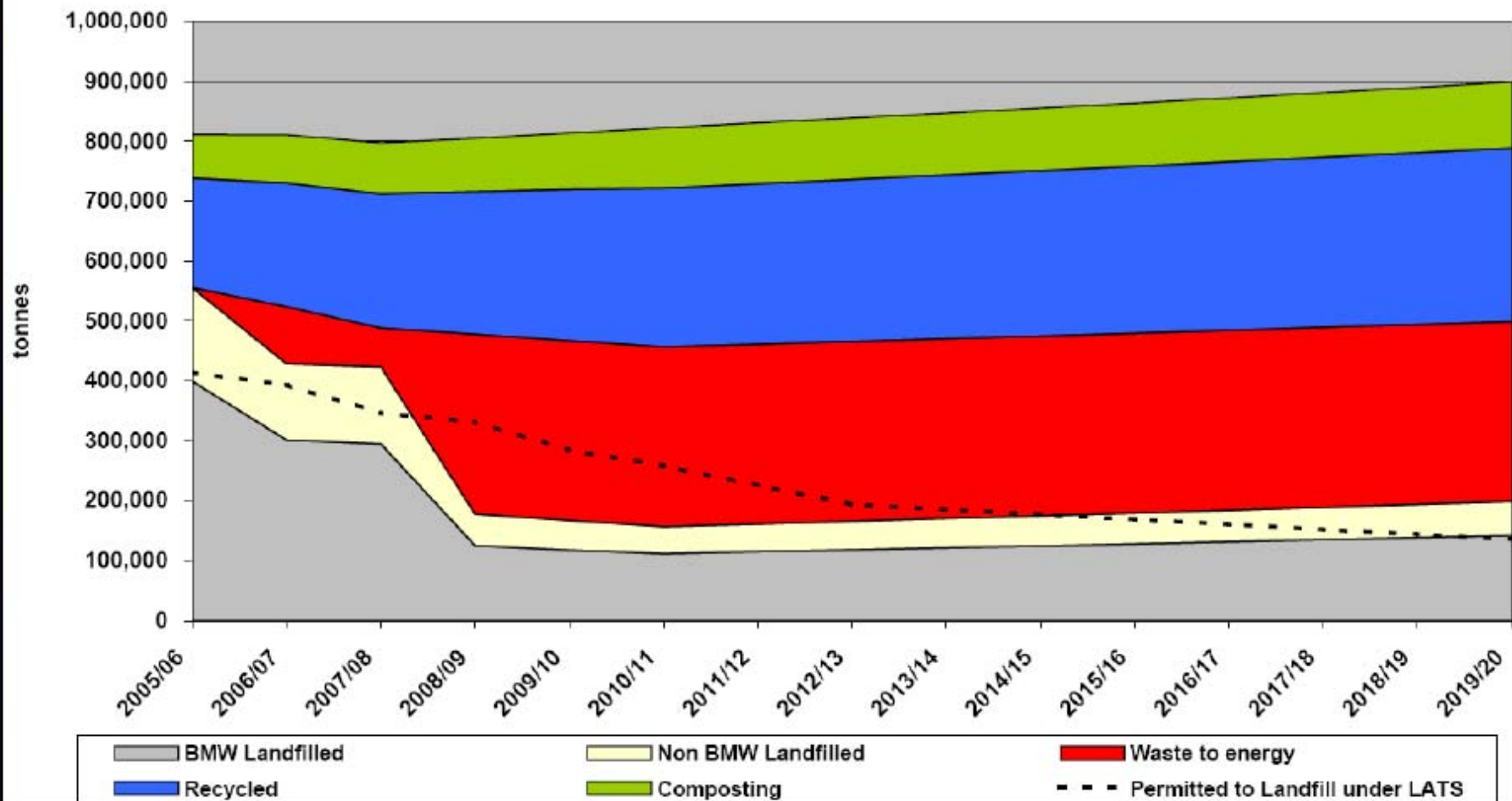
# No1 Priority - Diversion from landfill


10 Year Picture of Kent's Waste Diversion



# Avoiding Landfill Tax and Landfill Fines

Predicted Waste Flows - Waste Collection Authorities and Household Waste Recycling Centres  
(Recycling/Composting Performance 42% by 201011)



The logo for the National Recycling Awards 2008 features five white, teardrop-shaped elements arranged in a circular pattern around the central text. The text is centered and reads: www.nationalrecyclingawards.com, national recycling awards, and 2008.

[www.nationalrecyclingawards.com](http://www.nationalrecyclingawards.com)

national recycling awards

**2008**

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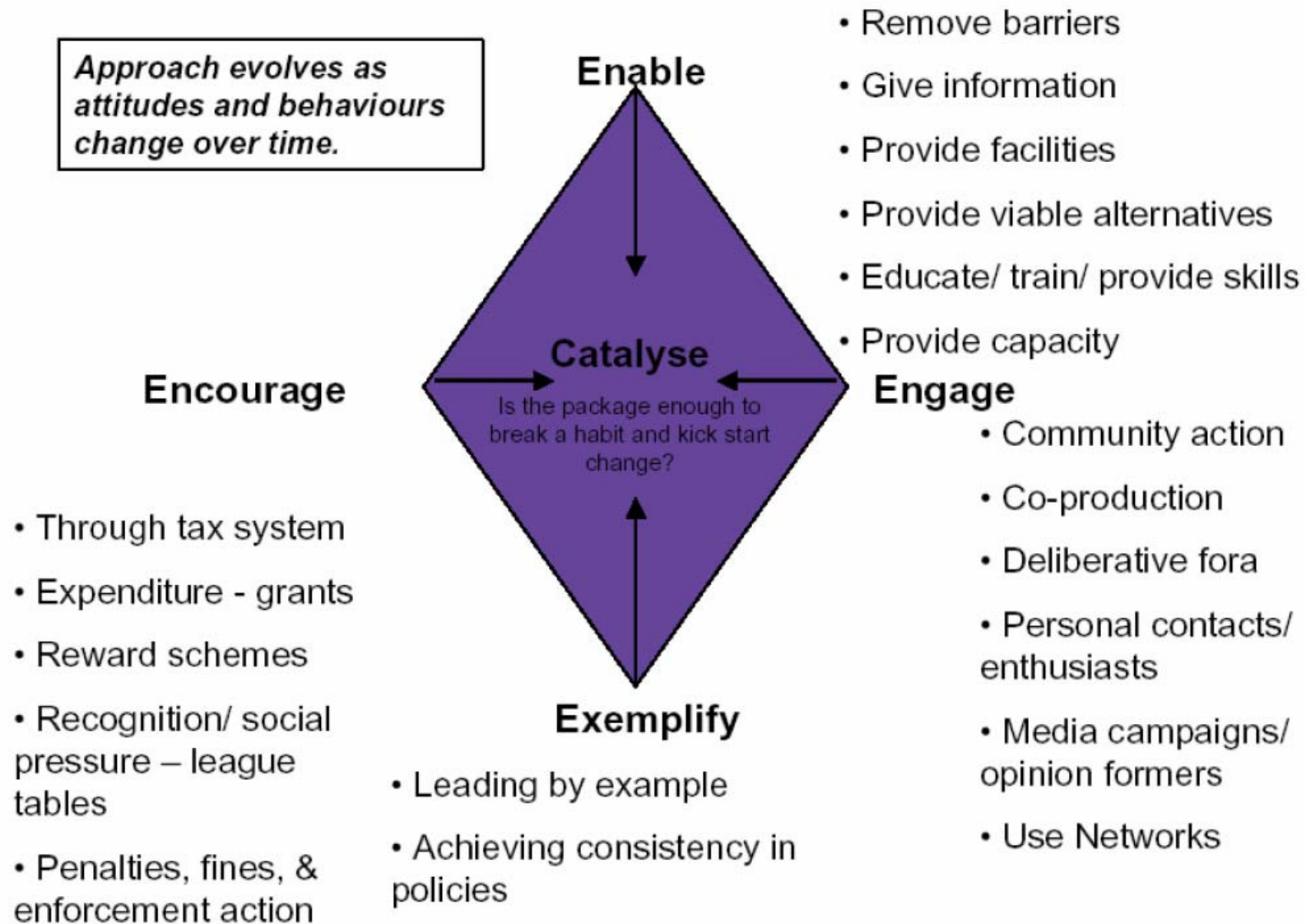
**Kent Waste Partnership**

**Shortlist: 'Waste Minimisation Project of the Year'**

---

## The new approach – a diagrammatic representation

*Approach evolves as attitudes and behaviours change over time.*



Source: Government's model of behaviour change in 'National Waste Strategy'

**'Enable'**  
**High Quality Services and Facilities**

# £30 million Capital Building Programme



# High Quality Public Facilities



printer cartridges	plastic bottles
cartons	food & drink cans
light bulbs	mobile phones

glass	glass
batteries	batteries

**‘Engage’**

**Clear messages. Make an impact.**

# welcome

to your new state-of-the-art  
Household Waste  
Recycling Centre at  
Pepperhill

**Please use this handy  
leaflet to help make your  
trip easier and faster.**



0845 345 0210

recycle for Kent

**In the UK,  
we throw away  
a third of the  
food we buy**



*Sad, isn't it?*



For ways to reduce your food waste, visit [lovethefoodhatewaste.com](http://lovethefoodhatewaste.com)

**LOVE  
FOOD  
hate waste**



**We waste £8 billion  
worth of food every year  
in the UK**

*Sad, isn't it?*

0845 345 0210  
recycle for Kent



**LOVE  
FOOD  
hate waste**

**LOVE  
FOOD  
hate waste**

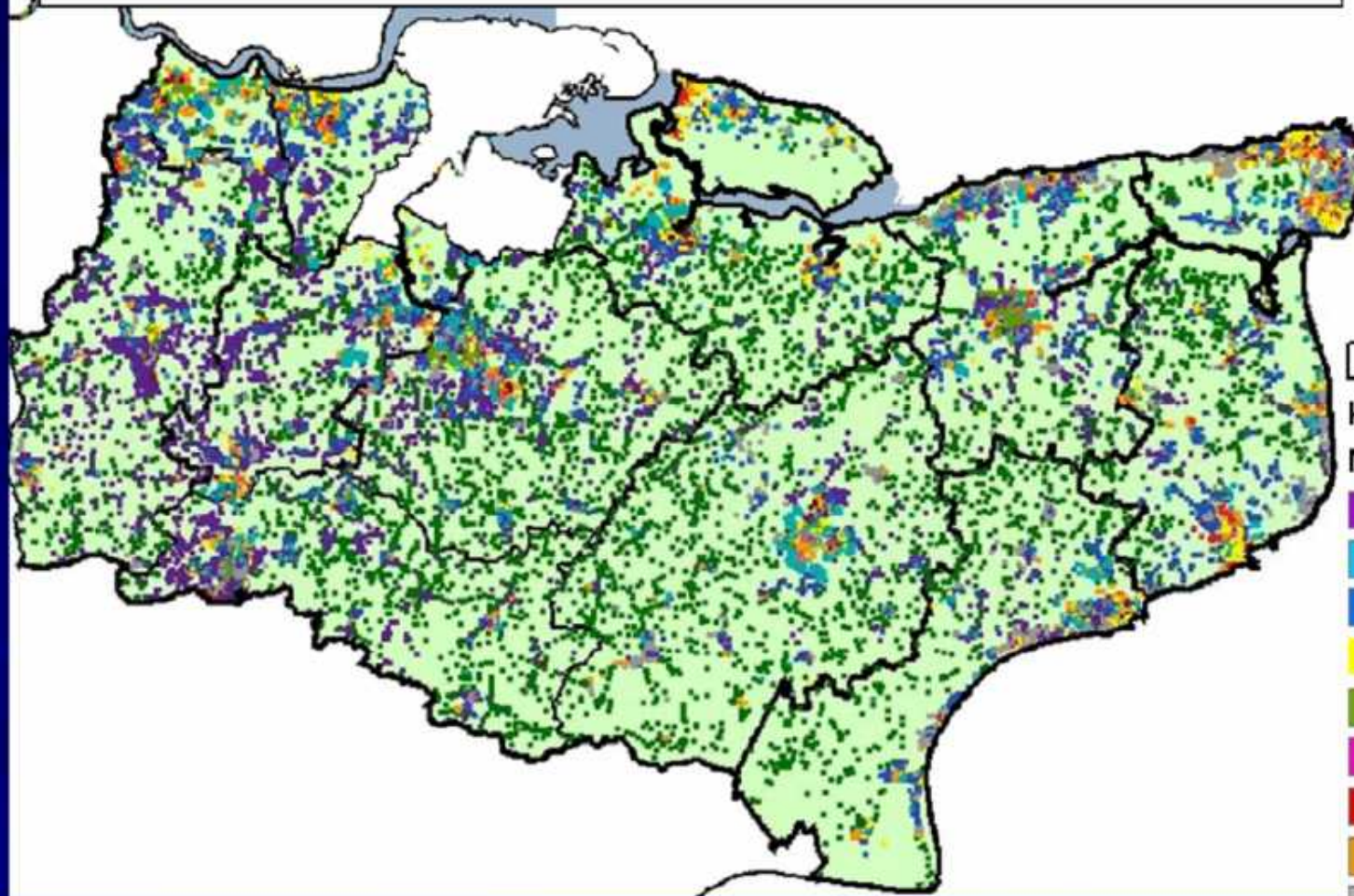
**LOVE  
FOOD  
hate waste**

The background is a dark blue gradient with diagonal lines of varying shades. A horizontal band of a lighter blue color runs across the upper portion of the image.

# **‘Behaviour Change’ People Intelligence**

# KWP Research: Kent People

Mosaic Groups in Kent – By Postcode and District Boundaries

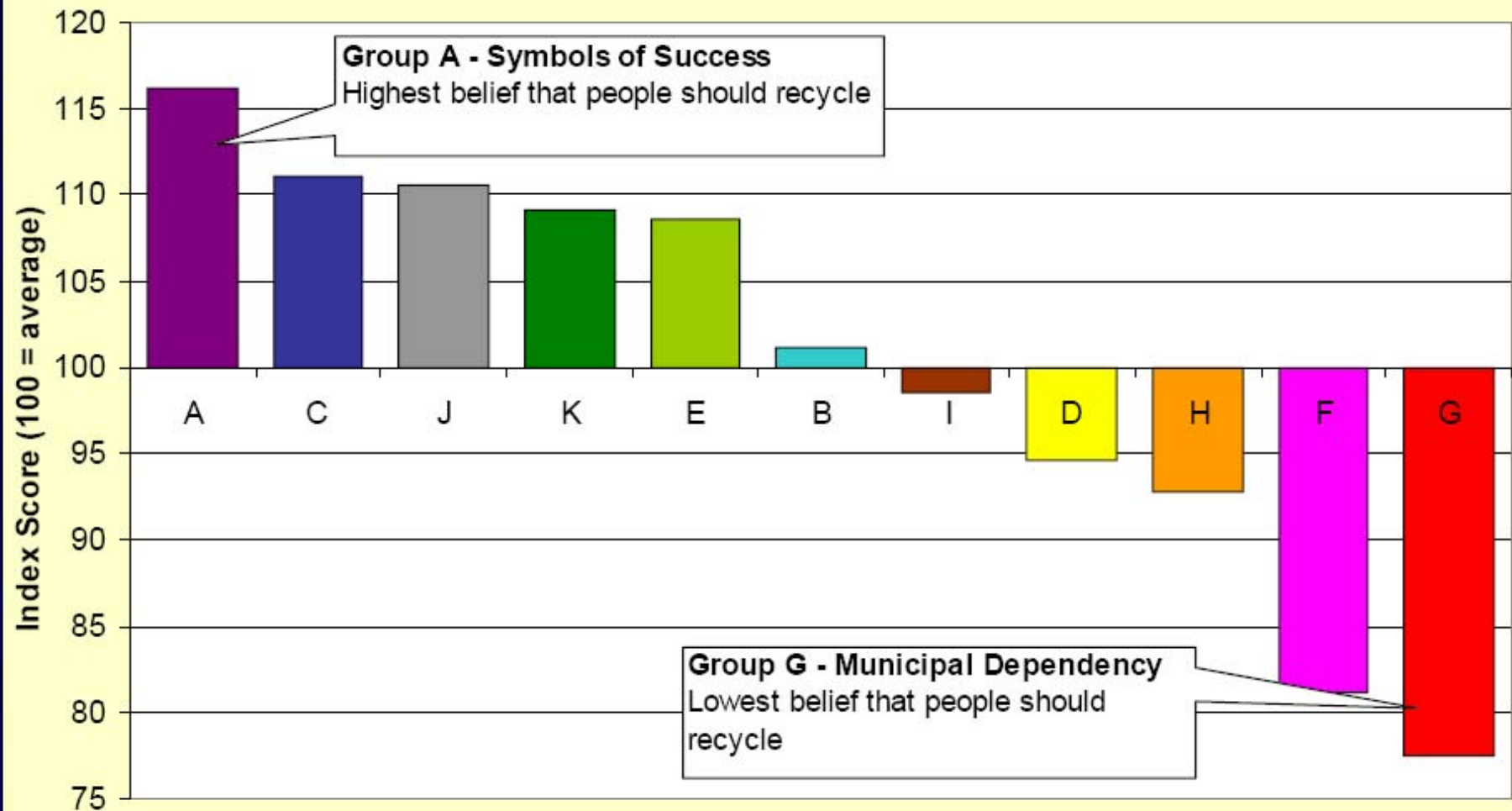


- District & UA boundaries
- Kent & Medway wards**
- Mosaic group & description**
- A Symbols of Success
- B Happy Families
- C Suburban Comfort
- D Ties of Community
- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
- J Grey Perspectives
- K Rural Isolation

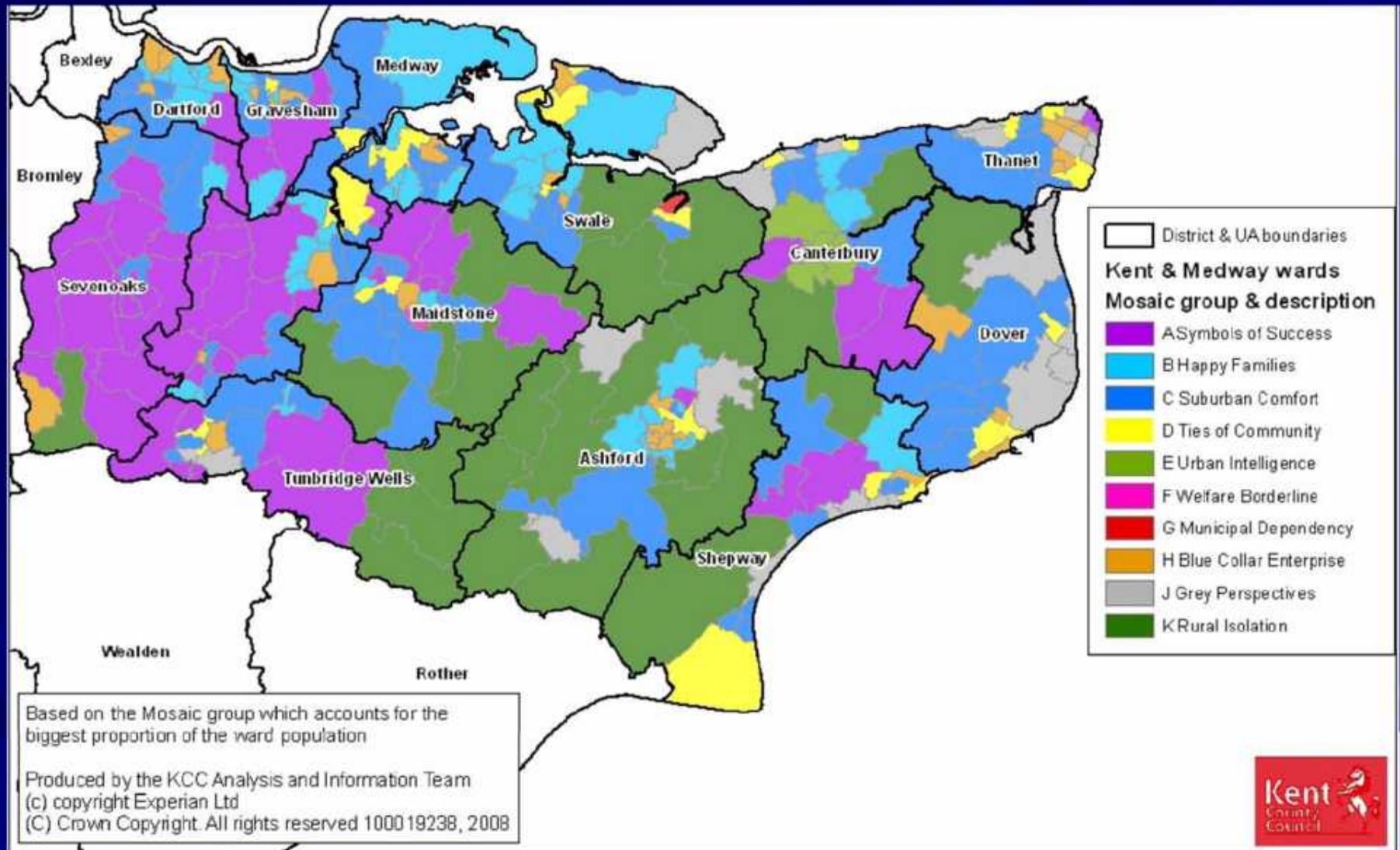
Source: KCC (Mosaic) September 2008

# Residents' Attitudes to Recycling

Attitude to recycling by Mosaic Group



# Wards: Indicators of People Types

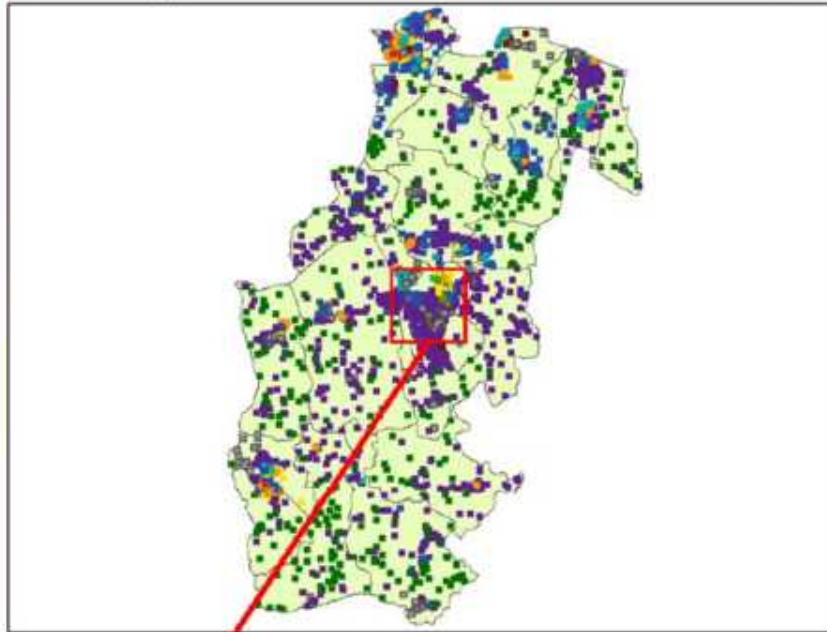


Source: KCC (Mosaic) September 2008



# Residents: Sevenoaks and Thanet

Mosaic Groups in Sevenoaks District with inset of Sevenoaks Town



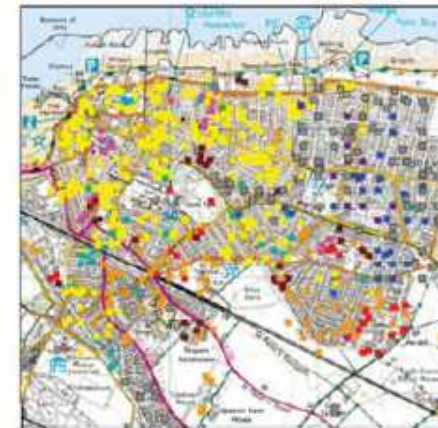
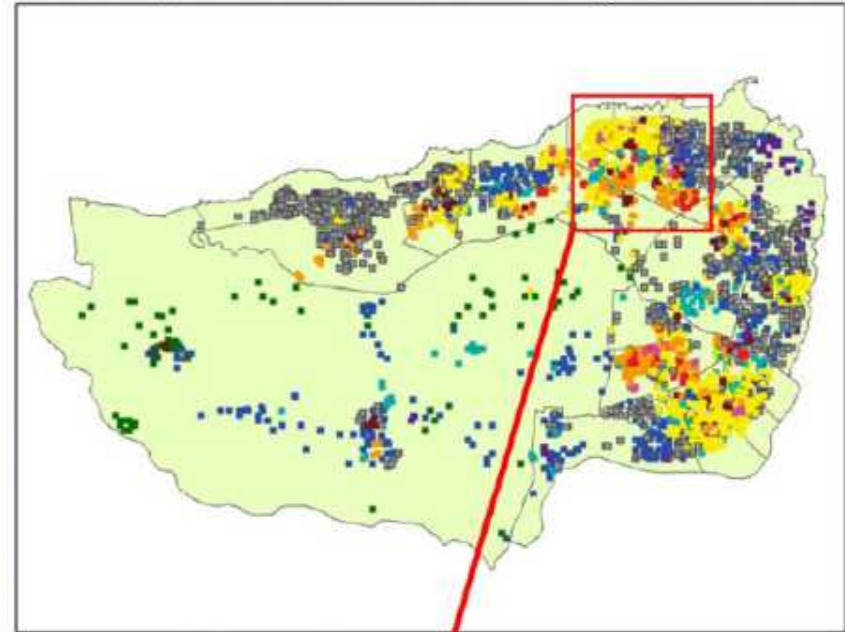
**Mosaic UK Group**

- A Symbols of Success
- B Happy Families
- C Suburban Comfort
- D Ties of Community
- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
- I Twilight Subsistence
- J Grey Perspectives
- K Rural Isolation
- Ward boundary

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 Based on Crown Copyright material  
 Map produced by The Analysis and Information Team, Kent County Council  
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Mosaic Groups in Thanet District with inset of Margate and Cliftonville



**Mosaic UK Group**

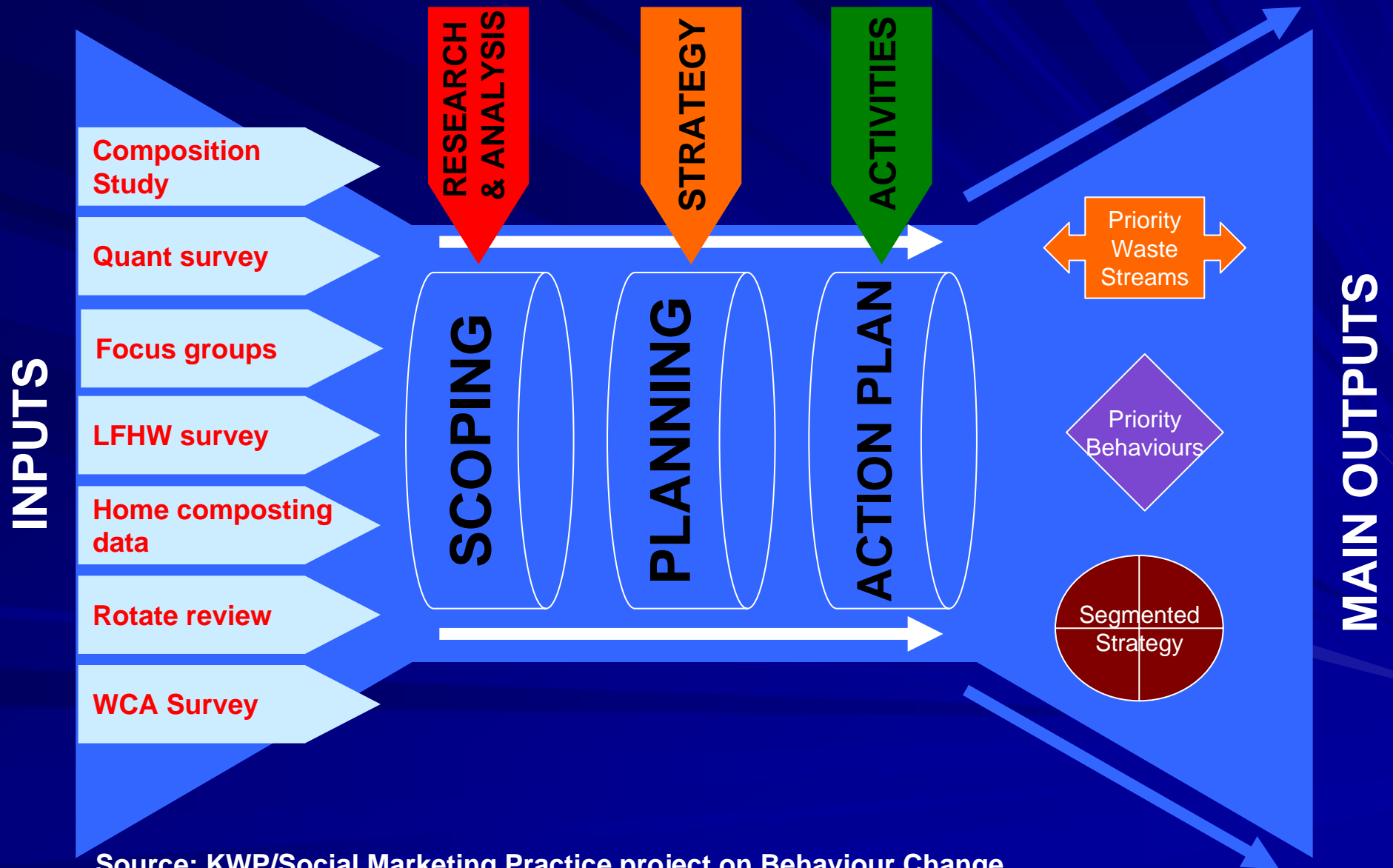
- A Symbols of Success
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- E Urban Intelligence
- F Welfare Borderline
- G Municipal Dependency
- H Blue Collar Enterprise
- I Twilight Subsistence
- J Grey Perspectives
- K Rural Isolation
- Ward boundary

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**‘Behaviour Change’  
Where to focus scarce resources?**

# KWP BCPAP core inputs and outputs



Source: KWP/Social Marketing Practice project on Behaviour Change

# Countywide Residual Waste Potential

PRIORITY WASTE MATERIALS (MEL Composition Data)	Reduce	Reuse	Recycle	MOSAIC GROUP							TOTAL % of waste per material
				A	B	C	D	H	J	K	
				Percentage of Total Residual Waste							
Paper inc news-papers & junk mail	✓	✓	✓		0.57%	0%	0.68%	0%	0.26%		1.51%
Non-recyclable paper & card	✓			0.16%	0%	0.68%	0.14%				0.97%
Card and cardboard			✓				0.13%				0.13%
Plastic bottle and film	✓	✓	✓	0.39%	0.22%	0.57%	0.39%	0%	0.25%		1.82%
Disposable nappies	✓				0.55%	0%	0.62%				1.17%
Textiles		✓	✓			0%	0.13%				0.13%
Soft garden waste			✓		0.21%	1.23%	1.26%		0.76%		3.46%
Raw fruit & vegetables	✓		✓	1.33%	1.86%	3.64%	2.01%	1.56%	1.70%	0.54%	12.65%
Cooked food inc meat & fish	✓		✓	1.85%	2.42%	3.68%	2.23%	2.24%	1.93%	0.61%	14.97%
<b>% Waste Reduction/Diversion Potential per Mosaic Group</b>				3.73%	5.84%	9.81%	7.60%	3.80%	4.90%	1.15%	36.809%

# Ashford Residual Waste Potential

PRIORITY WASTE MATERIALS (MEL Composition Data)	Reduce	Reuse	Recycle	MOSAIC GROUP							TOTAL % of waste per material	
				A	B	C	D	H	J	K		
				Percentage of Total Residual Waste								
Paper inc news-papers & junk mail	✓	✓	✓		0.13							0.13%
Non-recyclable paper & card	✓											
Card and cardboard			✓									
Plastic bottle and film	✓	✓	✓		0.11							0.11%
Disposable nappies	✓				0.12							0.12%
Textiles		✓	✓									
Soft garden waste			✓		0.11							0.11%
Raw fruit & vegetables	✓		✓		0.30	0.17	0.12	0.16	0.13	0.20		1.08%
Cooked food inc meat & fish	✓		✓	0.10	0.36	0.17	0.12	0.22	0.15	0.22		1.34%
<b>% Waste Reduction/Diversion Potential per Mosaic Group</b>				0.10%	1.13%	0.34%	0.24%	0.38%	0.28%	0.42%		2.89 %

# Maidstone Residual Waste Potential

PRIORITY WASTE MATERIALS (MEL Composition Data)	Reduce	Reuse	Recycle	MOSAIC GROUP							TOTAL % of waste per material	
				A	B	C	D	H	J	K		
				Percentage of Total Residual Waste								
Paper inc newspapers & junk mail	✓	✓	✓		0.11							0.11%
Non-recyclable paper & card	✓					0.14						0.14%
Card and cardboard			✓									0.23%
Plastic bottle and film	✓	✓	✓	0.10		0.13						
Disposable nappies	✓				0.11							0.11%
Textiles		✓	✓									
Soft garden waste			✓			0.18	0.10					0.28%
Raw fruit & vegetables	✓		✓	0.25	0.26	0.43	0.13	0.14	0.13	0.12		1.47%
Cooked food inc meat & fish	✓		✓	0.31	0.31	0.44	0.14	0.19	0.14	0.13		1.67%
<b>% Waste Reduction/Diversion Potential per Mosaic Group</b>				0.66%	0.79%	1.32%	0.37%	0.33%	0.27%	0.25%		4.00%

# Thanet Residual Waste Potential

PRIORITY WASTE MATERIALS (MEL Composition Data)	Reduce	Reuse	Recycle	MOSAIC GROUP							TOTAL % of waste per material
				A	B	C	D	H	J	K	
				Percentage of Total Residual Waste							
Paper inc news-papers & junk mail	✓	✓	✓				0.24		0.14		0.38%
Non-recyclable paper & card	✓						0.14				0.14%
Card and cardboard			✓				0.13				0.13%
Plastic bottle and film	✓	✓	✓				0.17		0.14		0.31%
Disposable nappies	✓						0.22				0.22%
Textiles		✓	✓				0.13				0.13%
Soft garden waste			✓				0.33		0.26		0.59%
Raw fruit & vegetables	✓		✓			0.24	0.44	0.16	0.42		1.26%
Cooked food inc meat & fish	✓		✓		0.11	0.24	0.46	0.21	0.47		1.49%
<b>% Waste Reduction/Diversion Potential per Mosaic Group</b>					0.11%	0.48%	2.26%	0.37%	1.43%		4.65%

**Thank you**  
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**01622 605972**