

# Zero Waste Scotland Communications Guidance

## Step by Step Guide to Door Canvassing



Zero Waste Scotland works with businesses, individuals, communities and local authorities to help them reduce waste, recycle more and use resources sustainably.

Find out more at  
[www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)

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## 1 Introduction

This guide is primarily designed for councils who are planning to organise and carry out a door to door canvassing campaign. It will also be of value if you are contracting another organisation to run a campaign for you as it is still important to have an understanding of the whole process. This will ensure you get the results you want and value for money. The guide is supported a number of case studies including:

- **Bath and North East Somerset Council** targeted flats and shared housing to increase awareness and use of mini-recycling centres and conduct 'committed recycler' survey
- **Braintree District Council** improved participation and capture of materials in an of alternate week collections with an in-house campaign
- **Bristol City Council** targeted inner city black and minority ethnic areas to raise awareness of recycling services and increase participation in recycling services
- **Derby City Council** targeted non-English residents to raise awareness and participation in their food waste and card recycling service
- **Durham County Council** targeted low participation areas to increase participation including the trial of face to face conversations on local buses!
- **Gloucestershire County Council** targeted low participation areas to increase awareness and participation in recycling services
- **London Borough of Barnet** targeted flats to encourage residents to use communal recycling facilities
- **London Borough of Bexley** targeted flats to promote the upgrade of their recycling services and reduce contamination
- **London Borough of Lewisham** targeted householders to inform them of a trial to use wheeled recycling bins instead of boxes and reduced the size of their residual bin to 180 litres
- **Richmondshire District Council** targeted the rural areas of Swaledale and Arkengarthdale to promote site specific recycling facilities

## 2 The Facts

### 2.1 Why should I use door to door canvassing?

It can be used effectively to:

- Raise awareness
- Encourage action – improving participation and capture rates, reducing contamination and help initiate actions that householders have intended to carry out but never got round to, for example ordering recycling containers
- Provide targeted information that is tailored to the specific needs of the householders, these needs would be identified during the conversation
- Obtain feedback on your collection service and communication campaign(s)

The reasons for and the desired outcomes of your campaign must be clear. These must be defined before the campaign starts by setting objectives. The door to door canvassing must be focused on achieving these objectives and should avoid conversations that detract from this. For example, if the objective is to increase participation in the kerbside services, conversations should not cover home composting, real nappies, household waste sites etc.

**The reasons for and the desired outcomes of your campaign must be clear**

**Householders remember the first and last part of the conversation. Do not talk about the whole range of recycling and composting activities. Stick to one theme and get the message across.**

## 2.2 Does it Work?

Yes. Some examples are shown below for local authorities who have had successful responses to door to door canvassing activity:

- **Bath and North East Somerset Council** - an increase of 5.2% in the number of properties using the kerbside recycling service, 28% increase in reported usage of the mini recycling centres, proportion of committed recyclers increased by 5% in flats and 9% in shared houses
- **Bristol City Council** - 204 black boxes and 122 food waste containers were ordered. Year-on-year increase in participation of 5.8% for organics and 4.6% for dry recycling collections
- **Derby City Council** - recycling rate increased from 25.4% in 2005-06 to 40.2% in 2007-08, participation rate increased 25%
- **Durham County Council** - participation in Kerb-It increased in all four district council areas, the highest increase was 14% in Durham City, numbers of committed recyclers increased in all but one of the four areas.
- **Gloucestershire County Council** - recycling rates across Gloucestershire increased by more than the target of 3%, participation in low performing areas in the county increased by 12% overall
- **London Borough of Barnet** - the average monthly tonnage collected increased by 4% during the campaign, Committed recyclers increased by 6% from 37% to 43%
- **London Borough of Bexley** - increase in dry recycling rate of 3.5%. Committed recycler rate in the target area increased from 27% to 63%
- **London Borough of Lewisham** - recycling tonnages increased by 69% and refuse tonnages fell 9% during the trial, no residents chose to revert to the old system after the trial

These results are not solely attributed to door to door canvassing. They have been achieved through a mix of communication activities for example: door to door canvassing, direct mail drops, PR and advertising. In order for your communications to be successful you need to think carefully about your audiences and establish their preferred communication methods. Also refer to: '**Improving Recycling through Effective Communications**' ZWS, 2012. This guidance includes useful suggestions about campaign planning, targeting your audience, maximising the communications mix and much more and can be found at [www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk).

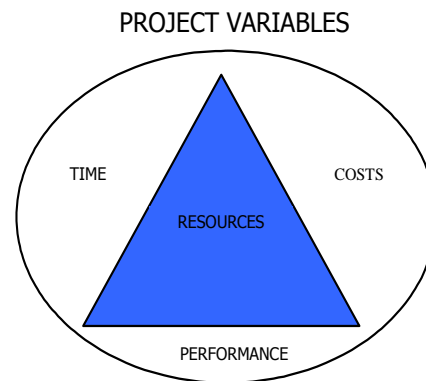
Planning and good project management are vital for the campaign to be successful. Campaigns have failed for a whole host of reasons including: door to door canvassers calling at the wrong time of day, not being properly trained or understanding the purpose of the campaign. Be clear what you want, plan carefully and provide yourself with enough time to manage the project.

**Door to door canvassing works but you must be clear what you want, plan carefully and provide yourself with enough time to manage the project**

### 2.3 Where and when should I Use It?

Door to door canvassing should be used:

- Where there are good recycling services – a vital factor in undertaking a successful door to door canvassing campaign is a good quality recycling service. There is no point door to door canvassing to encourage recycling if the services are not available or the quality of the service is poor
- To launch a new/improved recycling services
- To encourage residents to take part in areas of low performance
- To target householders who may not respond to other forms of promotion – for example, experience in Guildford showed that despite high awareness levels of recycling in affluent areas residents were not motivated to participate in recycling through traditional written communications. Door to door canvassing inspired residents to take part
- In areas where participation is lower than expected
- In areas where capture of material is low or lower than expected
- In areas where contamination is high – for example in areas of alternate week collections where participation is high
- For practical and cost reasons, it is best used in urban environments, estates and villages where housing is grouped
- Consider whether door to door canvassing is the most appropriate communication method – for example, Bath and North East Somerset Council found that trying to target sheltered housing and visit individual apartments was not effective. As a result, the canvassers suggested they organise either a group meeting with all residents or a meeting with the sheltered accommodation manager to ensure relevant information was passed on



### 2.4 Can I carry out a survey at the same time?

Yes and No.

**Yes:** A feedback survey can be carried out to seek householders' opinions but, as this involves a conversation with the householder the answers to any questions may be biased. Most door to door canvassing campaigns use feedback questions as a prompt to get the conversation going and to check the householders understanding, but this is not a true research type survey.

**No:** If an unbiased, statistically accurate survey is going to be carried out at the same time as door to door canvassing this must be done before a conversation starts. The householder must be asked the questions, and respond, with little intervention from the canvassers. Once the survey is finished a conversation can begin. This type of approach adds time to the canvassing and reduces the number of properties that can be visited per day. Macclesfield Borough Council used this approach to survey a small sample of households and the method used is described in the supporting case study.



If you are carrying out a true survey this shifts the emphasis of the canvassers from giving information to getting information, this could dilute the effect of the door to door canvassing. Ideally, you should survey in a separate area, if this is based on ZWS sample size guidelines this is likely to be only a small part of the door to door canvassing. Focus the door to door canvassing in the majority of the selected area.

### 3 How do I do it?

Spending time planning will ensure the campaign runs smoothly and produces the desired results. Good project management will ensure the campaign stays on track and allows for adjustments to be made if the situation changes.

#### 3.1 What do I need to think about?

This is the most important stage of the project. Spending time planning means the campaign will run smoothly and produce the desired results. The main things to think about are:

- Aims and objectives
- Length and timing of project
- The budget
- Number of door to door canvassers, working hours and conditions
- Number of households to be targeted
- Selecting door to door canvassing areas
- Training of door to door canvassers
- Project and staff management
- Quality control
- Impact of door to door canvassing – e.g. can you cope with the extra demand for containers, telephone calls and increased tonnages
- Clothing and equipment for door to door canvassers
- How the door to door canvassing campaign integrates with other types of communications such as press and printed literature
- Delivery of containers
- Language skills for areas with a high ethnic population

Note: if contracting out the design and delivery of the door to door canvassing campaign check that all these areas are covered in the contract specification.

#### 3.2 What are the aims and objectives of the campaign?

These must be defined, and specific to your area. Objectives must be SMART (Specific, Measurable, Achievable, Realistic and Time bound) An example of a door to door canvassing campaign focused on kerbside recycling is shown below:

**Objectives must be SMART  
(Specific, Measurable,  
Achievable, Realistic and  
Time bound)**

**Aim** - to improve the performance of the kerbside recycling service by

encouraging householder participation.

### Objectives

- To speak to 2,000 residents in areas of less than 40% participation, areas where participation should be higher (i.e. not those areas where participation would have been low anyway) between June and September 2010
- To increase participation in the kerbside service in that area from 40 to 50% by November 2010
- To improve the capture of paper from 45 to 55%, glass from 55 to 60%, and cans from 30 to 35% in that area by November 2010
- To seek feedback on why residents do not participate and why residents do not recycle all materials

### 3.3 How many people can I talk to?

To decide on the size of the campaign you need to know the hit rate, and the number of householders a door to door canvasser can visit.

The hit rate is the number of householders door to door canvassers are likely to find at home and are able to talk to. Based on experience of other campaigns, calling once to each house will produce a hit rate of around 40% in the summer and 30% in the winter (due to having to stop earlier when it gets dark)\*. Calling twice will add 15 to 20% to these figures. Calling twice is advisable where you want to target a specific group within the population of the target area, or you are carrying out a more intensive campaign, perhaps in a smaller area. The area selected is small and/or very specific to the campaign to ensure you talk to the people you need to.

A door to door canvasser can visit around 20 households per hour in urban or grouped housing areas. Therefore with a 30% hit rate; it is possible to talk to 6 or 7 households in an hour. This is based on a short 3 minute conversation.

**Calling once to each house will produce a 30% hit rate and calling twice between 30 to 50%**

Combining these two factors can help you decide how long a project will last, how many door to door canvassers are needed, and how many people can be spoken to. This will then provide a basis for determining the budget. See the following two examples.

#### Example 1

You have two door to door canvassers working a 37 hour week for 6 weeks. How many households can they talk to?

1. Calculate total working hours:  
37 hours x 2 people x 6 weeks = 444 hours
2. Calculate how many visits could be made within those hours:  
Visiting 14 households per hour 444 hours x 2 people = 12,432 households
3. Calculate how many households could be spoken to:  
With a hit rate of 30%, 3,730 households (30% of 12,432) could be spoken to within the 6 week period

Note: it has been assumed that all 37 hours will be spent door to door canvassing therefore either add extra hours to allow time for travelling, team meetings, paperwork etc. or deduct this from the total available hours and recalculate the time available for door to door canvassing.



**Example 2**

You want to talk to (not visit) 5,000 households in 12 weeks. How many doors do you need to knock on and how many door to door canvassers do you need to recruit?

1. Calculate the number of houses you would need to visit to talk to 5,000 householders

Assuming a 30% hit rate, you need to knock on 15,000 - 15,500 doors

2. Calculate how many households you would have to visit each week

$15,000 - 15,500 / 12 \text{ weeks} = 1,250 - 1,292 \text{ visits per week}$

Assuming a 30% hit rate,  $5000 / 12 \text{ weeks} = 417 \text{ households spoken to per week}$

3. Calculate what one door to door canvasser can do

Assuming a door to door canvasser works a 37 hour week, visiting 14 households per hour  $37 \times 14 = 518 \text{ households per week}$

The project requires a maximum of 1,292 households to be knocked on per week. This means at least three door to door canvassers could be needed to carry out the project in 12 weeks -  $518 \times 3 = 1,554 \text{ households}$

4. Calculate what could be achieved over the 12 week period

$1,554 \text{ visits per week} \times 12 \text{ weeks} = 18,648 \text{ household visited and household talked to}$   
5,594

Example 2 means exceeding requirements but over estimating is preferable to allow for a lower contact rate or other problems such as bad weather or sickness.

For all calculations you need to take into account the time of year, available working hours and local factors such as housing density, as these all affect how door to door canvassers can perform.

The hit rate is governed by the time of day that the visits are made. If your target audience are low performers find out when they are most likely to be at home. If most of these people work, then calling during the day will produce a low hit rate. For example; one council in the North East achieved a hit rate of only 15% when door to door canvassing was carried out between 9am and 5pm on week days. The hit rate can also vary with door to door canvasser shift length; shorter shifts tend to mean more energy and enthusiasm.

**The hit rate is governed by the time of day that the calls are made, your target audience and the skill of the door to door canvassers**

### 3.4 How long should door to door canvassers spend talking?

A door to door canvasser's conversation, if focused, should last around 3-5 minutes. This could be longer if trying to motivate particularly difficult residents to recycle. If door to door canvassing is planned for a more difficult area more time should be allowed. The door to door canvassers must avoid being drawn into long conversations that are outside the aim of the door canvassing. They need to be able to do this without appearing rude; having a list of useful contact numbers to give residents can help.

### 3.5 How do I decide where the door to door canvassers go?

Identifying where to conduct door to door canvassing depends on the aim and objectives of the campaign. As mentioned target areas could be:

- Areas of low participation or where participation is lower than expected
- Areas of high participation, where capture is low. The aim of the door to door canvassing is therefore to get those participating to recycle all of the target materials
- Areas where capture of materials is low
- Areas with high levels of contamination or incorrect presentation of recyclables
- Areas with a new service or service changes
- Areas where there has been little promotion to date
- Areas where traditional forms of communication are not appropriate



Once you have decided on the target audience, you need to identify these householders in your area. There are a number of ways to do this:

- Participation monitoring
- Round tonnages
- Capture rates
- Local knowledge

Examples of how other councils have done this include:

- **Bath and North East Somerset Council** – targeted householders living in hard-to-reach areas, predominantly those in flats and shared houses as they recycled less than other areas in Bath and North East Somerset (participation levels were only 43%) and had less access to recycling facilities and publicity than other groups
- **Bristol City Council** – established low participation in the new recycling services in the East Inner-City ward of Bristol. The area has a high proportion of social housing, many houses of multiple occupation and high levels of population movement. It has a high proportion of BME communities and religious diversity
- **Coventry City Council** – recycling champions used to canvass householders in targeted areas pre-rollout and post to help residents use the service based on crew feedback and requests from the public
- **Derby City Council** - campaign informed **all** residents receiving the garden waste collection that they could now place food waste into their bin
- **Durham County Council** – identified two types of property as forming a large proportion of households in low performing areas: student housing in the City of Durham and housing estates in areas with low literacy scores, particularly in the towns of Peterlee and Easington
- **Gloucestershire County Council** - low performing rounds were selected by district recycling officers
- **London Borough of Lewisham** - The round chosen for the trial covered an area where the extra bin could be accommodated easily in the larger gardens and driveways and the recycling crew and vehicle had the capacity to pick up from every household (at the time, recycling rounds were twice the size of the refuse rounds as not everyone recycled) and to collect greater amounts of recyclable material

**Warning – make sure you select areas where door to door canvassing can influence householders.**

### 3.6 When should door to door canvassing be carried out

This depends on the contact audience. If the audience is retired then visits can be made during the day, but if the audience is of mixed age groups, evening and weekend working is a must.

Door to door canvassing is best carried out when the evenings are lighter and there is the chance of good weather, ideally between March and October. The hit rate, during these months, is usually better in the evenings, as it is lighter and warmer residents are more likely to open their doors.

**Door to door canvassing is best carried out when the evenings are lighter and there is the chance of good weather**

If door to door canvassing must be done in winter, more time should be allowed as the number of daylight hours is less. Working during daylight hours at the weekend can help to increase the number and range of people talked to.

Note: Do not use door to door canvassing to promote a garden waste service in winter, especially if the service does not run in winter.

Some examples:

- **Bath and North East Somerset** – Feb-April 2007, 8 weeks, Wed-Fri 3pm to 7pm, Sat-Sun 10.30am-6pm. Feb 2008, 4 weeks, Wed-Fri 12pm-7pm, Sat-Sun 11am-5.30pm. Canvassers also talked to students in the University - this activity was conducted between 12pm and 2pm when the highest footfall was expected
- **Braintree District Council** - August–September, mainly 9am-5pm weekdays with evening and Saturday work as required to reach target audience. 37 hours per week. Contact rate 33%
- **Devon Waste Partnership** – 3 hours per day at the discretion of the door to door canvassing based on local knowledge. Contact rate 35%
- **Essex County Council** - April–October, 10 am-7 pm weekdays, 37 hour week,. 38% contact rate
- **Luton Borough Council** - 10 am-6 pm weekdays, 37.5 hours per week 33% contact rate
- **Gloucestershire County Council** – carried out their campaign during very adverse weather conditions and resultant flooding. 23,312 households were visited, 9,792 householders were spoken to. Contact rate of 42%. 12pm – 7pm on weekdays and 10am – 4pm on Saturdays
- **Richmondshire District Council** – March-August, 2pm-7pm, 15 hours per week 43% contact rate
- **Royal Borough of Kensington and Chelsea** – 6am-8pm Monday to Friday and 10am-6pm on Saturdays. Contact rate 25% but daytime rate 8-14%
- **Western Riverside Waste Disposal Authority** – 11am-7pm Monday to Friday and every other Saturday 10am-4pm. Achieved a 30% contact rate

Timing of door to door canvassing visits is a major factor in running a successful campaign. Reaching a good hit rate plus actually talking to your target audience is vital.

Note: London Borough of Barnet experienced some issues when trying to access estate blocks to conduct their 'Committed Recycler' survey, especially into sheltered accommodation where caretakers did not want Recycling Surveyors to undertake the survey with their residents. Many estates visited require fobs, keys or codes to enter, and pass through the building and time was spent waiting for access to be granted by residents.

### 3.7 How long will it take me to set up the project?

The diagram below shows a typical project plan for a project that involves an eight week door to door canvassing period.

Action	July				August				September				October			
	wk 1	wk 2	wk 3	wk 4	wk 5	wk 6	wk 7	wk 8	wk 9	wk1 0	wk1 1	wk1 2	wk1 3	wk1 4	wk1 5	wk1 6
1 Project Plan																
2 Recruitment																
3 Prepare training manual																
4 Print materials/order equipment																
5 Training																
6 Door to door canvassing																
7 Enter data																
8 Analyse data and feedback																

## 4 How do I organise the door to door canvassing?

Once you have planned your campaign you need to make sure it can be delivered successfully. Recruiting, training and motivating door to door canvassers is vital. The campaign needs to have sufficient resources and be well managed with day to day co-ordination of the door to door canvassing.

### 4.1 How should the door to door canvassers be organised?

There must be a project coordinator that can spend at least one day a week, ideally more, managing the campaign. The coordinator should be appointed before the project starts. They could be responsible for:

- Recruitment
- Training
- Quality control
- Dealing with queries from the door to door canvassers
- Day-to-day management – canvassers should have daily schedules which are checked each day with the coordinator

In addition there should be a project manager to ensure the whole project, not only the actual door to door canvassing element, is successful

The bigger the door to door canvassing team, the more work involved. Where there are a number of door canvassing teams, each team should have a team leader that reports to the coordinator.

**Where there are a number of door to door canvassing teams, each team should have a team leader that reports to the coordinator**

Some examples:

- **Bath and North East Somerset Council** – the work was carried out by 2 supervisors and 3 canvassers. Canvassers also talked to students at the University
- **Braintree District Council** – a team leader was selected from the door to door canvassing team to coordinate activities with the Council's Project Manager
- **Gloucestershire County Council** - the work was carried out by one team of up to 5 canvassers based in Gloucester, and using a hired car to reach the various areas in the County
- **Devon Waste Partnership** - Project Manager one day per week; Project Coordinator 1-2 days per week; one of the door to door canvassers acted as a supervisor
- **Durham County Council** – 5 canvassers and 1 team leader. The team also participated in an 8 week bus promotion, where they travelled 2 days a week on Arriva North buses within districts talking to passengers, giving information and advice on the 'Kerb It' Recycling scheme
- **Essex County Council** - the County provided an overall Project Manager; each district provided a contact for the day-to-day management of the door to door canvassers in their area
- **London Borough of Hounslow** – Project Manager one day per week; full time Project Coordinator (35 hours per week) to manage the door to door canvassing team and coordinate activities
- **Royal Borough of Kensington and Chelsea** – Project Manager one day per week; Project Coordinator 20 hours per week; one of the door to door canvassers acted as a supervisor

## 4.2 How can I ensure quality work and a motivated team?

Door to door canvassing can be a lonely existence. In areas where the council or the recycling/refuse service is not popular with residents keeping teams motivated is vital. The project coordinator should speak to all door to door canvassers on a daily basis and hold weekly meetings. This provides individuals with the opportunity to raise any problems or queries and allows teams to exchange experiences. The quality of work and progress against the objectives can be checked by setting each canvasser daily targets of both households visited and householders talked to. The project coordinator should check this on a daily basis.

## 4.3 What about Health & Safety?

Appropriate risk assessments should be carried out and canvassers managed to ensure they adhere to the guidelines given. In addition to any council guidelines you may have, the guidelines issued by the Market Research Society and the Suzy Lamplugh Trust are useful. The most important points are:

- All conversations to be held on the doorstep, canvassers should not enter a property
- All conversations must be held with adults 18 years or over
- Work in teams of two or three. Maintain visual contact with each other
- Canvassers should meet or make contact with the coordinator/project manager at the beginning and end of each shift. The project manager should know where all canvassers are before starting work
- At least one member of the team should carry a mobile phone
- Canvassers should wear appropriate clothing
- Appropriate emergency and first aid procedures should be in place
- Only the essentials should be carried, valuables and jewellery should be left at home or hidden
- Write to the local police to inform of them of the timing and locations of the door to door canvassing

**Risks assessments should be carried out and policies put in place to keep door to door canvassers safe**

## 4.4 How do I recruit door to door canvassers?

There are a number of options for employing canvassers:

### Agencies

- Employment, market research or PR agencies can be used to find staff with market research, promotion or survey skills. This can be quicker than carrying out your own recruitment but it can be more expensive and difficult for you to control the quality of the work

### Example of using agency staff

London Borough of Lewisham used agency staff to deliver their door to door campaign and appointed a supervisor to manage canvassers 'out in the field' This allowed continuity in the project in respect to what areas and estates had been covered and what areas needed to be done. In addition to managing start times, breaks and leaving times the supervisor ensured canvassers were equipped with their ID badges, high visibility vest and relevant support materials.

Benefits of employing a supervisor:

- Employing a dedicated person who has previous experience and knowledge of door to door canvassing was a crucial factor that led to the team functioning and working together successfully
- Enabled issues and problems to be dealt with quickly and effectively ensuring the smooth running of campaign
- Helped monitor the use and delivery of leaflets and information collated via the canvassers
- Helped to keep canvassers motivated with work that can be tiring and repetitive
- Ensured that health and safety procedures were being adhered to by all canvassers

Some disadvantages of using agency staff included:

- Lack of continuity - staff would not always stay with the project from start to finish, the appointment of a supervisor helped overcome these issues as they were able to organise and manage canvassers directly
- Some issues were experienced over contractors working directly for the Council versus those working via a recruitment agency. This led to some confusion over timesheets and hourly rates such issues must be addressed prior to recruitment to avoid confusion

### Direct recruitment

- Through local press advertising - this can be time consuming. If canvassers are recruited on a short-term contract there is a risk that staff may leave before the end of the contract and, depending on local employment levels, it may be difficult to attract the right people. However, by directly employing staff you will have more control over the project and can put in place your own procedures for monitoring the quality of work undertaken. Utilising existing council staff may be an option, particularly staff who work on a part-time basis.

### Local recruitment

- For example, through universities as students on environmental courses may want work experience, and local groups such as residents or community groups. In rural areas parish council notice boards can work well. Some projects have recruited more canvassers, once the campaign was underway, from team members' families and friends. The advantages of recruiting locally are local knowledge and hence usually more commitment. The disadvantage is that people may not have the skills to do the job and will require extra training.



Examples of recruitment are:

- **Braintree District Council** – Advertised within the Council, at local colleges, job centre and on an environmental recruitment website
- **Devon Waste Partnership** – Local newspaper advertisements targeting local people with an interest in recycling
- **London Borough of Hounslow** – advertised at the local university, job shops and the environment job website, they were looking for students or recent graduates with an interest in campaign and/or environmental work
- **Luton Borough Council** – Used a specialised contractor to recruit graduates
- **Macclesfield Borough Council** - Recruited temporary council staff

## 4.5 How should door to door canvassers be trained?

All canvassers must be trained. The training should cover three main areas:

### Service related information

- Information on the local waste management/recycling system
- General waste management information
- Overview of local authority – especially responsibilities across two-tier authorities
- Frequently asked questions

### Working arrangements and procedures

- Working procedures and reporting – including customer care
- How to complete the questionnaire/tally sheet
- Recording information
- Health and safety requirements

### Interpersonal and communication skills

- Survey and door to door canvassing skills – this would depend on the skill level of the new staff but it is always good to go over this with all new interviewers
- Methods for approaching householder
- How to introduce yourself
- Pitching the conversation
- Body language
- Overcoming objections
- How to end lengthy conversations

Some of these techniques may best be tried out through role playing exercises.

It is recommended that canvassers start in the 'easier' areas in order for the new staff to gain confidence and experience. At this early stage regular feedback is vital.

It is a good idea to produce a training pack for the canvassers.

Braintree District Council's pack and a template pack are available on request from [localauthorities@zerowastescotland.org.uk](mailto:localauthorities@zerowastescotland.org.uk)  
Many councils use third parties to design and

**It is a good idea to produce a training pack for the canvassers. A sample training pack is available on request from ZWS'S Local Authority team: ([localauthorities@zerowastescotland.org.uk](mailto:localauthorities@zerowastescotland.org.uk))**

run training sessions for example; Richmondshire commissioned SWAP, Macclesfield used MEL and **WRAP'S Local Government Services team** provided assistance to Braintree.

### 4.6 What equipment do door to door canvassers need?

It is a good idea to provide canvassers with a uniform so as to link the door to door canvassing campaign with the overall campaign. The branding should be on the outer clothing as this is the only part visible, but do not over brand as this can be off putting. In addition, canvassers should be given a bag to carry paper work and leaflets. Other equipment that could be provided:

- Photo ID card (Essential)
- Letter of authorisation from the council – ideally laminated and carried in the bag
- Clip board – it is easier to write responses
- Contacts telephone numbers – to give to householders to follow up other enquiries
- Container request cards - if the householder would like a container a card can be completed with the householder's details and passed onto the appropriate person. The householder should be asked to sign the card to authorise that the council can use their personal details
- Street maps
- Walking routes and tick sheets – the tick sheets should have each household listed with space for the door to door canvassers to note against each the time of the visit and if the householder was at home, and other feedback information as appropriate
- Mobile phone



For some projects providing canvassers with their own transport may be necessary, especially if they are working in rural areas where public transport provision is limited and if canvassers are required to deliver recycling containers to householders. Providing transport can aid team motivation, allow canvassers to reach areas quickly and maximise door to door canvassing time. For example; if one vehicle is provided per team, team members can travel together and be dropped off and picked up at a number of locations. This allows the team to meet and discuss progress and arrive and start working at the same time.

**Providing transport can also aid team motivation**

### 4.7 What materials should door to door canvassers handout?

A door to door canvassing campaign should be supported with handout materials. At a minimum this should be a leaflet **specific** to the service being promoted. These leaflets can be handed, as appropriate, to householders at the end of the conversation. It must be remembered that door to door canvassing is **not a leaflet drop** and that leaflets do not have to be left with all residents. It is important not to overload residents with leaflets.

**Door to door canvassing should be supported with handout materials but it must be remembered that canvassing is not a leaflet drop**

It is advisable to leave a 'We are sorry we missed you' card/leaflet detailing the reason for the visit with those householders not at home. Some examples are shown over the page.

## West Dunbartonshire Council

Recycle for Scotland

**Recycling is now easier than ever**

Don't let a good thing go to waste

**everything here can be recycled in West Dunbartonshire**

In your **blue box or bag** you can recycle:

crushed cardboard	metal paper & card
household metal packaging	textiles
plastics	Household white plastic bags (not clear bags or heavy material bags)

For the **white bag** you can recycle:

metal glass bottles & jars	Household white plastic bags (not clear bags or heavy material bags)
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We want to know your views on our services and the accuracy of the information contained in this leaflet and would appreciate your comments. All comments will receive a free reusable shopping bag. If you have any comments or queries, please contact us at:

Waste and Waste Services, Richmond Street, Clydebank, G83 1BF  
[www.wdweb.info](http://www.wdweb.info), [wastesw@west-dunbarton.gov.uk](mailto:wastesw@west-dunbarton.gov.uk), 0845 111 0650

This document can be provided in large print, Braille or on audio cassette and can be translated into different community languages. Please contact: Corporate Communications, Council Offices, Garskirk Road, Dunbarton G83 3PU, 01389 737000

To find your nearest Recycling Centre or Recycling Point, please visit [www.wrecycleforScotland.com](http://www.wrecycleforScotland.com)

Printed on 100% recycled paper

## Reducing our waste protects Scotland's environment

West Dunbartonshire is now recycling around 50% of all household waste. This is a fantastic achievement. However, in order to meet challenging new recycling targets, we all need to recycle more materials more often.

To help you do this, an enhanced recycling service is provided to your household in partnership with Greenlight Environmental Ltd. To help you participate, you should also have received a blue recycling bag or box, and a white recycling bag.

Please do not place any other materials into your box or bags. Materials that cannot be recycled will not be emptied by your collection crew.

**Top Tip**  
Keep this leaflet somewhere safe for future reference. Why not stick it to your fridge or cupboard door?



**Your collection calendar**

**Fact**  
Making a car from recycled materials saves enough energy to power a TV for three hours.

March '12	April	May
1 15 29	12 26	10 24
June	July	Aug
7 21	5 19	2 16 30
Sept	Oct	Nov
13 27	11 25	8 22
Dec	Jan '13	Feb
6 20	3 17 31	14 28

Your recycling containers will be emptied from your driveway/doorstep on the days highlighted above by Greenlight Environmental Ltd.

For collection information please contact Greenlight on 01220 733012

Please note your landfill bin will continue to be emptied weekly.



## East Lothian Council

**Recycle more and give things another life** 



**A note from your local Recycling Advisor -**

I'm visiting householders in your area to offer advice on recycling and waste. I'm often asked:

- What can go in the blue and green boxes?
- What happens to the materials we recycle?
- Why was my box or bin not emptied?

[www.eastlothian.gov.uk/recycling](http://www.eastlothian.gov.uk/recycling)

**Please help us by recycling more materials more often**

I called today but unfortunately there was no one at home. Please contact me at a time that suits you:

Your advisor \_\_\_\_\_

Reason for visit \_\_\_\_\_

Date \_\_\_\_\_

Thank you and I look forward to hearing from you.

Recycling helpline 01620 827 215  
letsnotwaste@eastlothian.gov.uk

**Thank you for helping us to recycle more and give things another life by using your recycling collections.**



**Thanks to your efforts East Lothian's recycling rate has increased ten years in a row.**

**Can we help you to recycle more materials more often?**



[www.eastlothian.gov.uk/recycling](http://www.eastlothian.gov.uk/recycling)

We wanted to say a big **thank you** for your recycling efforts and give you the opportunity to suggest how you think we can help you to recycle even more of your waste.



For example, do you need extra recycling boxes or replacement covers? Would you like additional advice on what can be recycled where? Want to find out why we collect some materials and not others? Ever wondered what happens to the materials we collect for recycling? Or you may have some general comments you would like to share with us.

Please get in touch:  
letsnotwaste@eastlothian.gov.uk  
Recycling helpline 01620 827 215

## Trafford Metropolitan Borough Council

**SORRY WE MISSED YOU...**





printed on 100% recycled fibres

**SORRY WE MISSED YOU...**

The Recycle for Trafford team called today to talk to you about recycling in your area and to ask you to take part in a survey. The kerbside recycling service operates fortnightly.

**WE WOULD LIKE...**

**In your blue BAG:**

- newspapers
- magazines
- pamphlets
- junk mail
- catalogues
- brochures
- office paper



**In your black BOX:**

- glass bottles & jars (empty & rinsed out)
- food & drinks cans (empty & rinsed out)
- aerosol cans (empty, plastic tops removed & discarded)




**CONTACT US**

If you have any questions about the kerbside recycling service in your area or require a box or sack, please:

Call 0161 912 4000 or visit [www.trafford.gov.uk/recycling](http://www.trafford.gov.uk/recycling) or visit [www.recyclingsurvey.co.uk/trafford](http://www.recyclingsurvey.co.uk/trafford) to complete the survey online



**CONTACT** \_\_\_\_\_

**TIME** \_\_\_\_\_ **DATE** \_\_\_\_/\_\_\_\_/\_\_\_\_

Some council's have included the feedback questions in the leaflet, and provided freepost to enable householders to contribute their views. Leaflets and other items such as fridge magnets, pens and pencils can be handed out but it must be remembered that canvassers will have to carry these items. Door to door canvassers can also deliver recycling containers (typically boxes and sacks) to householders.

There are several advantages for doing this:

- Reduces the administration burden - it is not necessary to record and pass on container requests and separate delivery teams are not required
- Ensures containers are delivered quickly – there is no delay and householders are more motivated to start recycling. If they have to wait ..... !
- Can help persuade people to take part immediately and get into the recycling habit quickly
- Ensures action – if householders are left to ring the council for a container, they may not get round to it

**If a householder wants to start recycling and does not have a container it is vital that they receive the containers quickly to stop the motivation being lost**

If containers are delivered by canvassers then transport is needed.

## 4.8 What should I include in my budget?

If the project management (including training) and general administration costs can be met from within the existing service budget, the budget for a door to door canvassing campaign should include:

- Wages and costs – based on the number of employees including door to door canvassers and supervisors/coordinator
- Recruitment adverts
- Printing – record sheets, leaflets, calling cards, maps etc
- Clothing and equipment
- Transport allowances

On average the cost of door to door canvassing can range between £1.00 - £3.50 per house (based on number of doors canvassed rather than number of respondents). So, if only 50% of residents are in when you call, costs can be between £2.00 - £7.00 per successful contact. However, the average number of people in at first door knock is more likely to be 30% - 40% making it more expensive per contact.

Factors that affect the cost include; the size and length of the project, geography, the type and length of survey being carried out, local wage rates and the equipment provided.

## 4.9 Are there people that should be involved or consulted?

The door to door canvassers, the coordinator and the project manager are key people but there are a number of other people who should be involved. At a minimum the following people should be informed of the door to door canvassing campaign; in some cases it may be appropriate to involve them in the planning process:

- Elected Members – especially those representing areas where door to door canvassing takes place
- Call centre staff - need to be fully briefed on where and when the canvassers are working. Clear lines of communication should be established between the call centre and recycling staff. This will ensure enquires from householders are dealt with quickly. It is also useful to ask the call centre to log when the call made by a householder is the result of the door to door canvassing
- Council Press Office
- Street wardens

- Collection crews - after door to door canvassing there can be an increase in the amount of recyclables collected and more questions from householders
- Local Press - it is a good idea to inform the local press that door to door canvassing is taking place
- Trading Standards – be aware that your council may have a defined position and protocol on cold calling, if necessary consult this department
- Other council departments - check if there are any other surveys or door to door canvassing planned to take place in your selected area

For more detailed advice and assistance you can contact **ZWS's Communications team**:

E-mail: [localauthorities@zerowastescotland.org.uk](mailto:localauthorities@zerowastescotland.org.uk)

[www.zerowastescotland.org.uk](http://www.zerowastescotland.org.uk)