

INCREASING RECYCLING – ENGAGING WITH RESIDENTS ON THE DOORSTEP

Course objective

Doorstepping is a form of direct marketing that involves a face-to-face conversation with residents on their doorstep about their waste and recycling services.

This course will provide delegates with the knowledge and practical skills to engage effectively with residents on the doorstep to increase recycling and tackle problem behaviour such as contamination.

Learning outcomes

By the end of this training candidates will be able to:

- Understand why we need to get more people reducing, reusing and recycling their household waste
- Recognise what residents can and cannot recycle locally and why
- Understand what doorstepping is, how it can be used and what it can achieve
- Identify the barriers to recycling at home and how to overcome them successfully at the doorstep
- Communicate positively with residents, handle frequently asked questions, complaints and customer care procedures effectively, and record useful information
- Understand the logistical arrangements of doorstepping including Health & Safety issues

Who would benefit from attending this course?

This course is aimed primarily at those working for local authorities or waste contractors who are planning on managing a doorstepping campaign, and to those who will be delivering the doorstepping themselves.

Course duration

One day

Additional information

This course can be delivered in house to any number of your staff (subject to a minimum charge) and all our courses are delivered by experienced and qualified tutors who will deliver the course to ensure it meets your objectives.

The training can be customised to meet your needs and we can also deliver the training as ‘train the trainer’ sessions for anyone who has to train up their own staff.

For more information or to request a quote please contact the Training Team on training@keepbritaintidy.org or by phone on 01942 612625.