



MONITORING AND EVALUATION SERVICES



Monitoring and evaluation services

Keep Britain Tidy believes information is crucial when it comes to local authorities improving and maintaining recycling rates.

Understanding what works, who is recycling, what residents think and what they understand, as well as knowing what is in your current waste streams, can all help inform strategies to improve recycling and tackle contamination.

Keep Britain Tidy offers a range of services to monitor and evaluate the impact of waste and recycling schemes and initiatives, all delivered in line with WRAP's best practice guidance.

Since 2008 we have successfully delivered more than 60 monitoring and evaluation projects, monitoring more than 640,000 households in the process

Our services all focus on collecting data that can help local authorities improve their services or schemes and develop effective communications campaigns. The main ways we do this are:

Participation monitoring - the main technique for monitoring uptake of kerbside recycling services, which involves counting the number of households that use the service over a defined period.

Monitoring awareness, claimed behaviour and satisfaction through surveys and focus groups - finding out what residents think, what they understand, how they claim to behave and how they feel with respect to recycling.

Waste composition analysis - a technique which provides information about the types and amounts of materials that are in a given waste stream.

The high calibre of our participation monitoring delivery enabled us to be included in WRAP's Research & Evaluation Framework 2012-16.