

OXFORDSHIRE WASTE PARTNERSHIP WILD WASTE SHOW REPORT 2007-2008

1. Introduction

The Wild Waste Show (WWS) provides a key waste education and awareness programme to schools and communities across Oxfordshire. It was set up in 1999 by the Northmoor Trust, an environmental charity based in South Oxfordshire which demonstrates that acting sustainably is both possible and practical, through land management, research and education. The WWS team consists of five staff, delivering the Wild Waste Bus and the Wild Waste Outreach programmes.

The Bus, a fully equipped vehicle with teaching space, is booked by primary schools, community groups, and public events throughout the year to raise awareness of the reduce, reuse, recycle message. Children take part in creative and thought-provoking workshops to encourage and enable them to take action on waste. The WWS Bus is in use 4 or 5 days per week during school term, and available for events during school holidays; schools and events organisers are now booking the Bus a year in advance.

Alongside this, the Outreach team offer a tailored package to primary and secondary schools, including curriculum-linked workshops in the classroom, whole-school assemblies, and support on waste initiatives associated with the national Eco Schools and Healthy Schools schemes. The WWS Outreach project, as well as visiting schools that have missed out on the WWS Bus, is being developed to offer schools additional workshops to those provided by the bus. The Outreach team can be booked from around a month in advance, depending on demand.

For 10 weeks each year the WWS team specifically target schools with the District Council officers to provide joint waste communication and education packages to children and parents.

Since 1999, over 85% of County primary schools have taken part in the WWS. Secondary schools have been targeted since September 2006 with 50% of County secondary schools participating in the Outreach programme to date.

The WWS has been fully funded by the OWP since April 2006. Funds have been confirmed for a further 2 years from April 2008, with a total of £120,000 for 2008-2009; and £120,000 plus 3% inflation for 2009-2010.

2. Review 2007 – 2008

2.1 Table 1: Prior year comparison of participant numbers per District, against targets (see appendix 1 – key performance indicators – for details of targets)

District	Target number participants	Total: April 2006 – March 07	Total: April 2007 – March 08
Cherwell	2200	1881	3079
Oxford City	1650	2013	3629
South Oxfordshire	2013	4279	5076
Vale of White Horse	1738	3575	2939
West Oxfordshire	1562	2706	4720
Overall total	9163	14,454	19,443

2.2 Key Achievements

- The Wild Waste Show team has worked with 87 primary schools, 26 secondary schools (including 3 private schools and 7 special needs schools), 10 nurseries, 12 community groups and at 19 public events from April 07 – end March 08.
- The Wild Waste Bus livery has been completely redesigned and updated to include, amongst other graphics, the Oxfordshire Waste Partnership identity, the OWP joint communications campaign logo 'Recycle for Oxfordshire' and logos from the County and each District Council. Damaged exterior panels have been replaced and the flooring renewed to give the entire vehicle a fresh new look. Total cost of this redesign and repair was £9,700.
- A total of £8,000 is being sought to incorporate solar panels and a wind turbine to the Bus. £1,500 has been donated by npower, £1000 by the Mary Jane Bugg fund and £1500 from SODC. RM have been approached to provide the wind turbine, laptop and projector. The installation of renewables will go ahead once this equipment donation is agreed.
- Donations from schools & other events have totalled at £3,738 from 1st April 2007 to 31st March 2008.
- A part-time outreach officer has been employed on a 3 day per month basis to cover some of the schools delivery time for the Wild Waste Show Manager, who now also manages OCC's Schools Energy Project, 'Energy Busters'.

2.3 Working with the WMPG

The WWS team continue to work closely with the local authorities on a delivery and strategic basis.

- **Performance Indicators** have been reviewed for the next funding round, 2008-2010. The reviewed indicators for 2008-2010 can be seen in appendix 1. Table 1 illustrates how the key performance indicator has been met for the participant numbers in each District.
- **Steering group** - the Wild Waste Show is steered by two separate groups, the Targets group and the Schools group.
 - The Targets group consists of the Wild Waste Show Manager, Chair of the Waste Reduction Project Group and OCC's Future First Programme Manager. This group monitors progress related to the Wild Waste Show Performance Indicators on a bi-annual basis.
 - The Schools group consists of the Wild Waste Show Team, Northmoor Trust Director of Education, OCC Future First Programme Manager, Chair of the Waste Reduction Project Group and at least 3 teachers from local schools. This group meets twice a year and exists to provide feedback and developmental input on Wild Waste Show workshops delivered to primary and secondary schools.
- **Joint delivery with Districts.** The WWS has committed 2 weeks per District per year to work with the District Council Officers, providing joint waste awareness programmes for schools. The WWS Outreach Officer aims to offer workshops to schools in the district which promote and support district recycling / composting initiatives. In addition, 4 days per District per year have been allotted to carry out similar joint working with community groups and at public events.
- **Waste Reduction Projects Group.** The Wild Waste Show is part of the WRP, providing regular updates to the Districts and County and opportunity for planning future joint work.
- **Joint delivery with County and existing partnership schemes.** The Wild Waste Show team work with OCC's Future First team to provide support, advice and education to schools taking part in the County Schools Recycling Scheme and Schools Composting Scheme, plus the national Eco Schools programme. Regular twilight sessions for teachers are delivered jointly, where schools can sign up for their free compost bins (WRAP funded until the end of March 2008), gain information on the Recycling and Composting Schemes, and arrange for the Wild Waste Show to visit their school.

2.4 Examples of joint working with the District Councils

Cherwell

In March 2008 the Cherwell District Council and Wild Waste Show teamed up to raise awareness of WRAP's 'love food hate waste' campaign. Over a two week period primary and secondary schools had the chance to book workshops which look specifically at how we are buying more food than ever before and throwing more away and how this is affecting the environment. The workshops were very well received with 16 classes taking part from both primary and secondary schools. These were from new unvisited schools and further bookings for regular workshops were subsequently taken.

Oxford City

City nurseries enjoyed visits from the Wild Waste bus during October 2007, thanks to organisation by the Recycling Officer at the City Council. The children at Slade Nursery, Imagine Co-operative Childcare and the Roundabout Centre enjoyed the exploits of our cheeky puppet, Roger, and his rubbish. The Wild Waste Show Project Officers also visited the Oxford Home Education group, where families boarded the bus, had a lively discussion about the problems with rubbish and how to resolve them, and got stuck in with making recycled paper.

South Oxfordshire

The Wild Waste Show Outreach Officer and South Oxfordshire's Waste Reduction Officer developed a brand new anti litter workshop, thanks to some funding from SODC. The presentation, which was primarily aimed at year 9 pupils, was highly interactive and aimed to encourage pupils to bin their waste by educating them as to the consequences of dropping litter on the environment. The presentation was well received by many secondary schools in South Oxfordshire, with the majority of schools booking enough workshops for the whole year to take part. The anti-litter workshop has so far been delivered to 8 secondary schools.

Vale of White Horse

Coming up in May and July 2008, the Wild Waste Show will be asking schools in the district 'what environmental crimes are being committed in your school?' They will encourage pupils to look at how they could save on waste, energy and cut litter in support of Vale's 'Your Vale' campaign which will run all year.

West Oxfordshire

The Wild Waste Show Outreach Officer teamed up with West Oxfordshire District Council in December 2007, working with 12 schools over two weeks to run a package of fun Christmas-themed waste workshops. Children enjoyed using waste materials to create fabric Angels, CD tree decorations, envelopes, gift boxes, gift bags, recycled paper, and bubble wrap pom-poms. A number of schools were lucky enough to receive a visit from WODC's Environmental Promotions Officer in the guise of Green Santa!

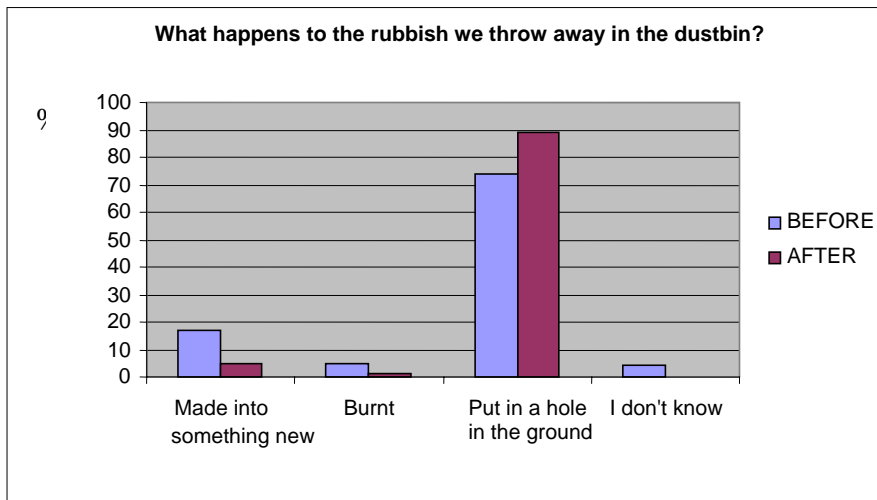
2.5 Evaluation

The Wild Waste Show educational programme is monitored on a regular basis through receiving feedback from teachers and children. In addition to this, we have carried out in-depth evaluation to investigate the level of change in children's knowledge, attitudes and behaviour towards waste issues.

Quantitative evidence

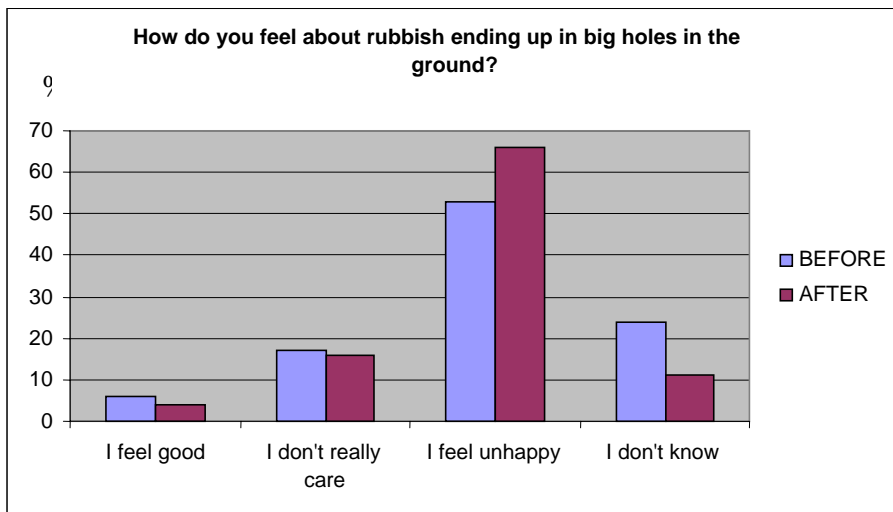
In spring 2007, 100 children from four different schools, aged 7 – 9, completed questionnaires before and after they participated in the Wild Waste Show. Evidence from the selection of graphs below strongly suggests that the Wild Waste Show leaves a positive impression upon children and has facilitated a change in their knowledge, attitude and behaviour levels.

Evidence of change in children's knowledge of waste issues after a WWS visit



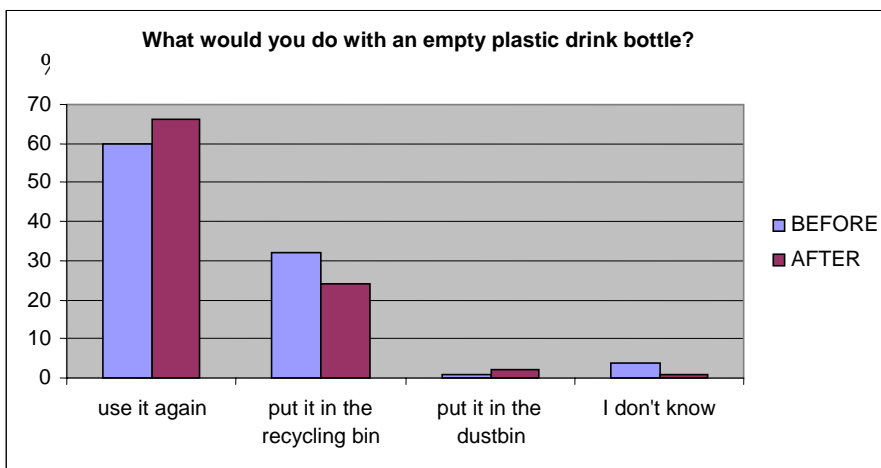
There is a marked increase in the number of children knowing what happened to their rubbish after the WWS visit.

Evidence of change in children's attitudes towards waste issues after a WWS visit



A significant change in attitude occurs after the WWS visit, with more children feeling unhappy about rubbish going to landfill.

Evidence of change in children's behaviour towards waste issues after a WWS visit



Children appear to have taken on board the 'reduce, reuse, recycle' hierarchy after the WWS visit, with an increase in those who would reuse a plastic bottle before they recycle it.

Qualitative evidence from children

Random selections of children from each of the four schools were interviewed. What was particularly striking was that the majority of the 32 children had something to say about how their attitude and behaviour had changed as a result of taking part in the WWS, for example:

- I am recycling a lot more now; when the WWS came to talk to us seeing the pictures I realised that one day we'll have to recycle and there's too much rubbish, we're digging up lots of land.
- Before, I never used to recycle, I thought 'who cares?' and threw it in the bin. Now I know it's destroying the environment I've started recycling more and last time the bin man came we had no rubbish bags because we're throwing much less away.
- I have done lots more recycling and composting since the Bus as I realised how important it was. Before I thought it was ok to put rubbish in the ground but animals live there.
- I used to put rubbish in the compost and recycling but didn't help with it very often – now I chose to do it as one of my chores because I get pocket money for it and I think it's important.

Qualitative evidence from teachers

Each of the four class teachers were interviewed after the WWS visit. The feedback was very positive, as the quotes below show, when asked about their overall impressions of the WWS.

- Very positive. Nice to have the introduction – it focused the children's minds but it wasn't all gloom and doom. Good specific facts and nice visual. The WWS staff were very flexible, very helpful and this was much appreciated
- Excellent. Even better than I thought it was going to be! How captivated the children were. Activities and talk were really good. Really impressed & all staff from foundation to year 6 were saying similar things. The children are writing a report for parents evening on what they enjoyed this year, and many of them are including the WWS visit.
- Very good. Engaging, informative, well presented, organised. When people come into school, want organised, fun activities & the staff to be in control – the WWS met all of these.

2.6 Table 2: Financial Report for April 2007-March 2008

	Budget April-March	Actual Apr-March	Variance	Notes
Income				
Grants	123,142	123,142	0	
Donations from participants	1,185	6238	5,053	<i>This includes £2500 towards the solar panels and equipment from Mary Jane Bugg Fund and NPower.</i>
Expenditure (Any savings will be retained within the WWS restricted fund and so are available for future use)				
Staff costs (1 project manager, 2 project officers, 1 outreach officer)	87,768	83,224	4,544	<i>predicted NI & pensions costs were higher than actual</i>
Recruitment	1,000	734	266	<i>For new part-time Outreach Officer & replacement Project Manager</i>
Training	3,210	513	2,298	<i>For driver training on the bus for 2 people. Due to time constraints this training has been moved to summer 2008</i>
Admin costs	4,024	3,974	50	<i>Phones, printing, photocopies, subscriptions, postage</i>
Workshop materials	2000	972	1,028	<i>The Wild Waste Bus resources will be renewed in 2008-9 period and this actual expenditure is predominantly from Outreach support materials</i>
WWS Bus	20,533	15,267	5,266	<i>Fuels, Road Fund Licence, insurance, maintenance</i>
Travel	2,200	3,931	(1,731)	<i>Business mileage in private & work cars. Increase in outreach visits accounts for overspend</i>
Depreciation	220	0	220	<i>For project laptop</i>
Northmoor Trust overheads	15,088	15,088	0	<i>Based on 12.5% of total</i>
TOTAL EXPENDITURE	136,043	120,545	15,498	<i>We anticipate some large maintenance costs for the Bus for 2008 which will use this surplus</i>

3 Plans and priorities for 2008 – 2009

In addition to meeting the key performance indicators (appendix 1) and ensuring the smooth running of schools visits and development of the Wild Waste Bus and Wild Waste Outreach programmes offered to primary and secondary schools, table 3 summarises a number of other key project plans and priorities.

Table 3

Objective	Progress to date	Target finish date	Who responsible
Research and secure a new source of ethical fuel for the Wild Waste Bus	Systems and costings have been investigated	End Aug 2008	Eco Action Team Manager
To broaden Primary uptake for the Wild Waste Show by targeting inner city schools and under-represented districts	Contact will be made with DC staff and key teachers. Action plan incorporated into 6 month project strategy.	ongoing	Wild Waste Show Project Officer Wild Waste Show Outreach Officer
Increase secondary school uptake further by targeting for 2 weeks per District per year	Contact made with all DC's; plans for joint working in progress	ongoing	Wild Waste Show Outreach Officer
Promote the Wild Waste Show through new external partners (CAGs, People and Planet etc)	Contact to be made with other organisations	ongoing	Eco Action team Manager
Complete fundraising required for the renewables project and install wind turbine and solar panels onto the Wild Waste Bus	£1,500 SODC £1,500 Npower £1,000 Mary Jane Bugg fund	End March 2008 to complete funding. End May 2008 to complete installation (during school half term)	NT Project Fundraiser Eco Action Team Manager
Maintain the Wild Waste Bus interior	New displays created, walls cleaned, new technology incorporated into workshops.	Ongoing upkeep of fixtures and fittings	Wild Waste Show Project Officers Eco Action Team Manager

4 Summary

- The WWS provides a unique service within Oxfordshire to raise awareness of waste reduction, with over 16,690 children and adults participating over the period of April 2006-07.
- The WWS and Outreach programme allow district officers to focus on other waste initiatives and service delivery while referring school requests to the WWS.
- The WWS is committed to keeping up to date with waste changes and developing waste workshops that link in with the national campaigns.
- The WWS meets key areas of Oxfordshire's JMWMS; the OWP is committed to supporting the WWS

project (Approach 17, OWP Waste Reduction and Reuse Plan)

- The WWS is changing waste behaviours and attitudes amongst Oxfordshire’s householders, indicated by detailed feedback from children and teachers.
- The WWS works closely with officers from the County and District waste and sustainability teams to ensure a consistent approach to the waste reduction message within schools and communities across Oxfordshire.

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Appendix 1

Wild Waste Show Key Performance Indicators
 See attached document

Appendix 2

How the Wild Waste Show fits in the Oxfordshire Joint Municipal Waste Management Strategy

The following tables indicate how and where the WWS fits into the JMWMS and its associated Waste Reduction and Reuse Plan.

Selected policies and actions taken from Oxfordshire Waste Partnership Action Plan		
Policy	Action	How the WWS contributes to this action
1: The OWP will encourage the efficient use of resources, reduce resource use consumption and take responsibility for the waste they produce	OWP will provide targeted and specific advice to residents regarding their recycling services, particularly to low – performing areas and will continue to encourage residents to use recycling services, at the kerbside, bring banks and the Waste Recycling Centres	The WWS provides information on a daily basis to children and members of the public about their local recycling schemes, and which materials need to be separated for recycling and/or composting at the kerbside.
8: The OWP will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness-raising campaigns	The Oxfordshire councils will aim to increase recycling and composting participation rate by: <ul style="list-style-type: none"> • 10% by 2010; and • 20% by 2020 	The WWS involves over 10,000 Oxfordshire residents each year in waste awareness workshops. The WWS works directly with District officers 15 weeks per year in schools and communities to provide information and recycling boxes to householders (parents).

<p>3: The OWP will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services</p> <p>5: In accordance with regional policy, the OWP will seek to reduce the growth of municipal waste across the County to 0% per annum by 2012</p>	<p>Develop the communications initiatives detailed in Annex B – Waste reduction and reuse plan</p>	<p>Table below shows where the WWS fits into the waste reduction and reuse plan</p>
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Selected approaches and outcomes taken from OJMWMS Annex B ‘ Waste Reduction and Reuse Plan’		
Waste Reduction and Reuse Approach	Planned outcome to which the WWS can contribute	How the WWS contributes to this outcome
<p>Communications – Approach 8</p> <p>Build an advertising campaign with strong, recognisable branding</p>	<p>Link all branding back to the national waste campaign produced by WRAP</p>	<p>Update the WWS bus exterior to include Recycle for Oxfordshire (WRAP campaign) iconography</p>
<p>Communications – Approach 9</p> <p>Develop and Implement an education plan</p>	<p>Education plan</p>	<p>Instrumental in the development of this plan</p>
	<p>Create a waste education pack for nurseries, schools, and brownies/cubs etc</p>	<p>Input into the development of this pack by drawing on expertise and experience of waste education.</p> <p>Distribute pack to groups.</p>
	<p>Encourage more schools to work towards the Eco-School ‘Green Flag’ status</p>	<p>Provide support and advice to schools working towards ‘Green Flag’ status, and carry out Eco Schools assessments</p>
<p>Tools – Approach 13</p> <p>Home Composting Campaign</p>	<p>Educate residents on how to compost effectively</p>	<p>Promote and troubleshoot on home composting at public and community events, as well as in schools.</p> <p>Provide composting workshops for teachers.</p>
<p>Tools – Approach 14</p> <p>Savvy Shopping Campaign</p>	<p>Encourage shoppers not to buy over packaged goods</p>	<p>Educate primary and secondary pupils on the benefits of savvy shopping through the ‘Lunch Box Challenge’ and ‘Let’s Shop’ workshops</p>
<p>Tools – Approach 15</p> <p>Develop and target the</p>	<p>Encourage residents to work towards making waste reduction a positive lifestyle</p>	<p>Continue to provide a lasting, positive experience for children and adults to inspire them to take the actions necessary to</p>

household waste reduction pack	change and 'the norm'	reduce their waste.
Tools – Approach 16 Develop the Community Action Group project	Encourage Youth CAGs to form, bringing energy to the CAG project and sustainability of the groups	Work with the Oxfordshire Youth Services and CAGs to promote the formation of more Youth CAGS
Tools – Approach 17 Support the WWS project and Oxfordshire Schools Sustainability Project (OSSP)	WWS and District Councils work in partnership to develop a programme of events across each District, covering schools and community education	
	Apply waste reduction and reuse initiatives in schools through OSSP	Work with OSSP to deliver waste reduction and reuse initiatives in schools