

WILD WASTE SHOW YEAR END REPORT

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 four staff, who deliver 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. District Council officers attend schools with the WWS for 10 weeks a year to provide information and recycling boxes for parents; 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 are now booking 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.

Since 1999, over 80% of County primary schools have taken part in the WWS. Secondary schools have been targeted since September 2006 with 20% of secondary schools participating in the Outreach programme to date.

The WWS has been fully funded by the OWP since April 2006, with OCC providing 50% (£61,571) and each District 10% (£12,314) per year until April 2008. No other long-term funding sources are currently available for waste education projects, although the Northmoor Trust will continue to research possible funding streams. It is proposed that the OWP continues to fund the WWS beyond April 2008.

2. Review 2006 – 2007

2.1 Summary of year to date

Prior year comparison of participant figures per District		
District	Total 2005 - 06	Total to date 2006 – February 07
Cherwell	2245	1881
Oxford City	2317	2013
South Oxfordshire	3675	4279
Vale of White Horse	1991	3575
West Oxfordshire	2757	2706

2.2 Key Achievements

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- The WWS team has worked with 54 schools and 10 community groups/events from April 06 – end February 07.
- The WWS has expanded to include secondary schools, with the employment of an additional Outreach Officer. The Outreach Officer's main responsibility is to target secondary schools through supporting groups with recycling, composting and other waste reduction schemes; raising awareness amongst pupils through targeted assemblies; linking into the school curriculum with workshops and discussions.
- The new Outreach Officer has worked with 10 secondary schools since September 06, and is starting to include primary schools into her schedule.

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** (section 2.2) were developed with OCC's Chair of WMPG and Schools Sustainability Officer, and agreed by the WMPG. These relate to the work of the WWS since April 2006, when the OWP funding agreement began.
- **Steering group** - the WWS is steered by two separate groups, the Targets group and the Schools group, both of which are co-ordinated by the WWS Manager.
 - The Targets group consists of the WWS Manager, Chair of WMPG and OCC Schools Sustainability Officer. This group monitors progress related to the WWS Performance Indicators on a quarterly basis.
 - The Schools group consists of the WWS Team, Northmoor Trust Director of Education, OCC Schools Sustainability Officer, a DC representative (currently from West Oxfordshire) plus teachers from local schools. This group meets 3 times a year and exists to provide feedback and developmental input on WWS workshops delivered to primary and secondary schools.
- **Joint delivery with Districts.** The WWS has set aside 2 weeks per District per year to work with the District Council Officers, who provide recycling boxes and information for parents at the end of the school day. Schools which have never taken part in the WWS, and/or those in areas of low household recycling have been targeted for these weeks. In addition, 5 days per District per year have been allotted to carry out similar joint working with communities and at public events.
- **Waste Management Projects Group.** A member of the WWS team sits on the WMPG, to provide a regular update to the Districts and County and opportunity for planning future joint work.
- **Joint delivery with County and existing partnership schemes.** The WWS team work with OCC's Schools Sustainability Officer 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 they can sign up for their 3 free compost bins via WRAP, gain information on the Recycling and Composting Schemes, and arrange for the WWS to visit their school.

2.4 Key performance indicators

Key performance indicators for working with the District Councils have been identified & set out below. The full set of indicators is available from the author. Indicators were agreed by WMPG and are monitored quarterly by the WWS steering group.

Key performance	Cherwell	Oxford City	South	Vale of White	West
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indicator				Oxfordshire	Horse	Oxfordshire
Work with the District Officers for two weeks each year with schools	Number of schools <i>Target</i> ¹ / actual	8 / 9	8 / 7	8 / 7	8 / 6	8 / 10
	Number of participants <i>Target</i> ² / actual	800 / 1006	800 / 610	800 / 565	800 / 1023	800 / 823
	Number of recycling boxes distributed by DC ³	124 boxes		93 boxes (& awaiting data from March 07)	No DC officer available	No DC officer available
Work with the District Officers for 5 days each year at public events	Number of boxes distributed <i>Target</i> ⁴ / actual	300 / 0 No events arranged to date by DC	300 / 20 boxes	300 / 0 cancelled by DC	300 / 0 No DC officers available	300 / 54
	Number of adult visitors ⁵	-	81	50	60	120
Monitor the total number of participants per District per year ⁵	<i>Target</i> ⁶ / actual (April 06 – Feb 07)	2200 / 1881	1650 / 2013	2013 / 4279	1738 / 3575	1562 / 2706

Notes from table:

1. Target based on 4 schools per week for 2 weeks
2. Target based on 100 children per school
3. No previous figures on which to base a target – target will be available for 07-08.
4. Target based on figures from SODC public events week with WWS in April 2005. Target to be reviewed for 07-08.
5. Targets were based on the proportion of school children in each District. To even out the distribution of participants between the Districts, we assigned 2 weeks per District for schools and 5 days per District for events. However, the remainder of the bookings are on a first-come first serve basis, so it is not possible to ensure a completely even distribution throughout the county.

2.5 Evaluation

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The work of the WWS is evaluated annually, to assess how effective the education programme is in changing children's knowledge of, and attitudes and behaviour towards waste reduction. Children are key in taking the messages of reduce, reuse and recycle back home, hence the WWS is able to play a major part in influencing Oxfordshire's householders.

Evaluation for 2006-07 is still in progress, with a full report expected at the end of April 2007. To date, the following comments have been made at interviews with participants:

Teachers on the WWS experience

'The children got a lot out of it and the chance to say what they already knew about recycling, and if they recycled at home; it would have had an impact for some of them. They were inspired by how much can be made out of old rubbish.'

'I would say the children's understanding of waste issues has deepened.'

Children on the WWS experience

'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.'

'After seeing the WWS, I told my sister to draw on the other side of a piece of paper instead of wasting it.'

Evaluation work in 2005 indicated a positive change in children's behaviour and knowledge after taking part in the WWS; a greater % of children:

- said they recycled at home (6% increase)
- said they composted at home (7% increase)
- knew where their rubbish goes (18% increase)

2.6 Financial Report for April 2006 – January 2007

	Budget April 06 – Jan 07	Actual April 06 - Jan 07	Variance	Forecast for end March 07	Annual budget	Notes
Income						
Grants	102,620	92,357	(10,263)*	123,142	123,142	
Donations from participants	800	1,188	388	1,250	960	
Expenditure						
Staff costs (1 project manager, 2 project officers, 1 outreach officer)	67,040	62,069	4,971	75,648	80,448	<i>Salary, NI & pensions</i>
Recruitment	600	585	15	600	600	
Training	1,334	907	427	1,800	1,600	
Work clothing	600	299	301	300	600	

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Admin costs	4,045	2,893	1152	3,260	4125	<i>Phones, printing, photocopies, subscriptions, postage</i>
Workshop materials	2,800	808	1,992	3,100	3,100	
WWS Bus	4,275	3886	389	4550	4715	<i>Fuels, Road Fund Licence & insurance, maintenance</i>
Travel	2502	1607	895	2200	3000	<i>Business mileage in private & work cars</i>
Depreciation	0	183	(183)	220	0	<i>For project laptop</i>
Northmoor Trust overheads	10228	10228	0	12274	12274	
TOTAL EXPENDITURE	93,424	83,465	9,959	103,952	110,462	

*The difference between the OWP grant and predicted expenditure by end year 07 can be attributed to a reduction in staff costs: the predicted NI & pensions costs were higher than actual plus the new Outreach Officer post was not filled until July 06, giving a 3 month gap in salary payments. Any savings will be retained within the WWS restricted fund and so are available for future use.

3 Budget 2007 – 2008

Main developments with budget implications planned for next year:

- Replacement of interior floor of the WWS Bus – predicted cost £830
- Replacement of dented/scratched panels on Bus; removal of current exterior decoration; base re-paint – predicted costs - £2,665
- Complete updating of the Bus exterior, incorporating WRAP/Recycle Now iconography and County and District Council logos – predicted costs £15,000
- Placement of solar panels and wind turbine on the Bus – predicted costs £10,000. 2 applications for funding have been completed so far, it is not expected that these funds are met by OWP.

	Budget April 07 – 08	notes
Income		

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Grant from OWP	123,142	
Donations from participants	1000	
Expenditure		
Staff costs (1 project manager, 2 project officers, 1 outreach officer)	88,000	<i>Salary, NI & pensions</i>
Recruitment	1,000	
Training	3,210	
Admin costs	4,024	<i>Phones, printing, photocopies, subscriptions, postage</i>
Workshop materials	2,000	
WWS Bus	20,456	<i>Fuels, RFL & insurance, maintenance, redesign of bus</i>
Travel	2,200	<i>Business mileage in private & work cars</i>
Depreciation	220	
TOTAL EXPENDITURE	121,110	
Northmoor Trust overheads	15,138 (12.5% of costs)	
OVERALL TOTAL	136,248	<i>The £13,106 shortfall in the budget 07-08 would be offset by the 06-07 savings.</i>

4 Future work with OWP

4.1 Funding request from OWP

The 2-year funding agreement from OWP ends in April 2008. This agreement has allowed the WWS to expand into secondary schools and develop stronger links with the County and Districts.

The Northmoor Trust requests that the OWP commits to a further 2 years funding for the WWS from April 2008-2010. These funds will allow the WWS team to consolidate current work programmes, including that of the new Outreach Officer employed in July 2006. The WWS will not be requesting an increase in the level of funding over this period, other than for inflation.

- 2008-2009 total requested (07-08 level plus 3% inflation) = £126,836
- 2009-2010 total requested (08-09 level plus 3% inflation) = £127,641

A commitment from OWP to fund the WWS until April 2010 will provide a reasonable level of security for the project, its staff and groups using the service. Schools book the WWS Bus a year ahead and recognise that the service offered by the WWS team is not available elsewhere in Oxfordshire. It is important that these advance

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bookings can be honoured and that the WWS can continue to reach Oxfordshire's communities to help progress levels of household recycling and composting.

Other funding options have been, and will continue to be, explored by the Northmoor Trust; however, there are no other streams currently available for waste education projects.

From April 2009, it is expected that the OWP will consider options for fitting the WWS into the new OWP 3-year budgeting process.

4.2 How the WWS fits in the Oxfordshire JMWMS

The WWS plays an important role in delivering Oxfordshire's Joint Municipal Waste Management Strategy. The following 2 tables indicate how and where the WWS fits into the JMWMS and the 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).
3: The OWP will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services 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	Develop the communications initiatives detailed in Annex B – Waste reduction and reuse plan	Table below shows where the WWS fits into the waste reduction and reuse plan

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
Communications – Approach 8 Build an advertising campaign with strong, recognisable branding	Link all branding back to the national waste campaign produced by WRAP	Update the WWS bus exterior to include Recycle for Oxfordshire (WRAP campaign) iconography
Communications – Approach 9 Develop and Implement an education plan	Education plan	Instrumental in the development of this plan
	Create a waste education pack for nurseries, schools, and brownies/cubs etc	Input into the development of this pack by drawing on expertise and experience of waste education. Distribute pack to groups.
	Encourage more schools to work towards the Eco-School 'Green Flag' status	Provide support and advice to schools working towards 'Green Flag' status, and carry out Eco Schools assessments
Tools – Approach 13 Home Composting Campaign	Educate residents on how to compost effectively	Promote and troubleshoot on home composting at public and community events, as well as in schools. Provide composting workshops for teachers.
Tools – Approach 14 Savvy Shopping Campaign	Encourage shoppers not to buy over packaged goods	Educate primary and secondary pupils on the benefits of savvy shopping through the 'Lunch Box Challenge' and 'Let's Shop' workshops
Tools – Approach 15 Develop and target the household waste reduction pack	Encourage residents to work towards making waste reduction a positive lifestyle change and 'the norm'	Continue to provide a lasting, positive experience for children and adults to inspire them to take the actions necessary to 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

5 Summary and recommendations

5.1 The Wild Waste Show provides a unique service within Oxfordshire to raise awareness of waste reduction, with over 14,500 children and adults participating over the period of April 2006-07.

5.2 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)

5.3 The WWS is changing waste behaviours and attitudes amongst Oxfordshire's householders, indicated by detailed feedback from children and teachers.

5.4 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.

5.5 Recommendation: The WWS request a clearer steer on the evaluation information required by the OWP

5.6 Key recommendation: The OWP continues to fund the WWS on an annual basis from 2008-2010, at a cost of £123,142 per year, plus 3% inflation:

2008-2009 total requested = £126,836

2009 – 2010 total requested = £127,641

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