

Give and Take Day Report

Prepared by Waste Watch for the North London Waste Authority

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Section 1: Executive Summary

- North London Waste Authority (NLWA) commissioned Waste Watch to deliver 14 Give and Take Days across the authority area in autumn 2011
- The events took place on weekends from September to November
- An intern was recruited by Waste Watch in July to assist the Project Officer in the planning, delivery and reporting of the events
- 22 volunteers were recruited to staff the events with volunteer training days occurring on 2 September and 17 October
- Borough officers attended events in their borough to provide attendees with information on council waste and recycling services and waste reduction advice
- Representatives from DHL EnviroSolutions and Bright Sparks were commissioned by NLWA to assist in the delivery of the events and provision of PAT testing for donated electrical items
- Across the 14 events a total of 6,518 kg of items were directly donated equating to an average of 466kg of donations per event
- 5,562 kg of items were redistributed and the series of events had a total of 1,698 attendees
- This equates to an average of 121 attendees per event and 376 kg of items redistributed
- 89 kg of items were sent to landfill and 414 kg recycled as a result of the 14 Give and Take Days

Section 2: Introduction

2.1 Background

NLWA's prime function is to arrange for the disposal of municipal waste collected by its seven constituent London Boroughs (Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest).

The North London Joint Waste Strategy sets out a series of strategy implementation actions which the Partners have agreed in order to achieve the waste growth reduction targets. As these strategy implementation actions are high-level, the Waste Prevention Plan is developed every two years to identify the shorter term, practical actions that are needed to achieve these high-level aims.

Part of the Waste Prevention Implementation Plan for 2011 – 12 is the support of a series of community exchange events called Give and Take Days.

Waste Watch was commissioned to deliver these community events between September and November 2011.

2.2 Aims

The aim of the Give and Take Days were to reduce waste across the North London Waste Authority region by:

- Encouraging reuse of unwanted items within the local community;
- Helping preserve valuable resources; and
- Diverting reusable items from landfill.

Section 3: Methodology

3.1 Give and Take Day delivery

3.1.1 Event overview

The 14 Give and Take Days were delivered over a three month period with two events allocated to each of the seven constituent boroughs. NLWA undertook the booking of the event venues and all events took place on the weekend. Each Give and Take Day lasted for approximately 4 hours from 11am-3pm. The first hour of the event was designated to receiving donations and the taking tables were not open for browsing during this time. A cordon was used to block off the taking tables, which prevented browsing before 12pm and gave those staffing the event to categorize and arrange donations on the tables.

At 12pm the taking period started and continued until the end of the event at 3pm. Donations were accepted simultaneously to the taking activities. PAT testing facilities were provided from 11am – 1pm at every event for any electrical goods donated. The events were manned by Waste Watch staff, interns and volunteers. Officers from the seven boroughs and the Authority were also presence at events. This staffing team wore name badges and branded t-shirts provided by NLWA for easy identification on the day. Roles were designated to each event staff member.

3.1.2 Event setup and staffing roles

Giving section (2 people)

Two tables were usually used for accepting donations from the public. The staff at this section weighed all items donated and recorded this information. They also screened the goods and filtered out and disposed of unsafe and inappropriate items such as knives, food and underwear. These two individuals were also responsible for counting the number of event attendees.

Taking section (1-2 people)

Between 10 and 20 tables were setup around the sides of the room and donated items displayed on these for taking. The staff allocated to this section were responsible for ferrying items from the donations table to the taking table and organising donations by categories, presenting them in a logical and attractive way. Items were screened for a second time as they were placed out on the tables.

Information stand (1 person)

A stand with waste reduction information was set up at each venue to encourage people to learn more about how they can change their lifestyles to reduce the amount of resources they use and waste they create. One member of staff was tasked with manning this stand and engaging with attendees to provide the waste reduction information. This information was focused on the Love Food Hate Waste campaign and north London's community reuse and repair networks.

Borough officers who attended the events often displayed the council specific promotional materials alongside the above mentioned waste reduction information. With the high number of borough specific questions the officers mostly stayed at the information stand during the event to answer these questions.

Refreshment stand (1 person)

Tea, coffee, squash and biscuits were provided free of charge at most events to all attendees. This elongated the ‘lingering’ time of attendees and provided the opportunity for staff to engage attendees in the purposes of the event and to point them towards the information stand. Serving dishes and cups were re-usable when available at the venue and biodegradable when not. Where possible the refreshments were purchased from Fairtrade and organic suppliers.

Children’s activities (1 person)

An area for running two childrens activities was setup and manned by one member of staff. The most popular of the activities was ‘Fishing for Recyclables’. This game entails a paddling pool from which children have to fish out various items from the waste stream and decide which disposal method is most appropriate (either recycling, refuse bin, compost / food waste collection or donation to a charity shop). The game is tailored to the particular borough services where the event is held and corresponding recycling system put in place. Each item of waste has a metal component and the bamboo fishing rods have magnets at the end of their lines to ‘catch’ the waste items. Children choose which is the appropriate receptacle for each item of waste under the guidance of the staff member.

The second activity was the ‘Packaging Memory Game’ which consists of a deck of cards with photos of an ‘over packaged’ product and an equivalent less packaged option (e.g. bottle of water or a tap with water coming from it). The cards are shuffled and placed face down and each participant takes it in turn to flip over two cards with the goal being to match the products. The game tests memory and stimulates conversations about reducing packaging waste. Having children’s activities at the events allowed parents more freedom to browse the stalls and also engaged parents in the messages being communicated.

PAT testing stand (2 people – staffed externally)

This service was funded by NLWA and delivered by DHL EnviroSolutions and ‘Bright Sparks’ which is Islington’s electrical reuse and repair workshop. Any electrical equipment that was donated was weighed first and sent directly to the PAT testing table which was an extension of the donations table. These electrical items were tested by the Bright Sparks technicians and upon passing placed out for taking.

Any electrical items that did not pass the testing were taken away for repair by Bright Sparks, or taken for recycling by DHL. Bright Sparks provided the testing service from 11am to 1pm. Any electrical goods donated after this time were saved until the next event where they were tested. Occasionally damaged items were repaired by Bright Sparks during the event and placed out for taking.

3.1.3 Health and safety

Venue specific risk assessments were produced by Waste Watch after visiting the venue prior to event day and sent to NLWA for review. During the volunteer training sessions the health and safety policies and the generic Give and Take Day risk assessment were covered and copies of these included in the ‘training pack’. The Waste Watch intern was a trained first aider and all staff briefed to utilize this if needed. No injuries were sustained during the events.

3.2 Intern and volunteer recruitment and training

3.2.1 Intern

A Community Engagement intern was recruited in July to assist the Project Officer with the planning and delivery of the events and worked on the project for two to three days per week. This role was unpaid however a lunch and travel allowance was provided. The intern joined joining a paid role at Waste Watch in August where she worked on a doorstepping project in east London. The intern was again successful in securing paid work in October on the 'Our Common Place' engagement project in the London Borough of Wandsworth. This role is currently ongoing for three days per week until March 2012.

3.2.2 Volunteers

Volunteers were recruited to assist in the delivery of the Give and Take Days. The volunteer recruitment materials were distributed through the following channels:

- The Waste Watch website
- Distributed to seven borough officers
- Online recruitment websites Environmentjob.co.uk and Charityjob.co.uk
- The London Community Reuse Network (LCRN) website and email newsletter
- Library notice boards
- Social networking sites such as Twitter and i-volunteer
- 95 groups across North London (e.g. volunteer centres, community groups, university student environmental societies)

A breakdown of where the volunteers were recruited from is tabulated below.

Table 1: Volunteer recruitment channels

Recruitment Channel	Number recruited	Notes
Authority officers	8	Inc. 7 volunteers from National Children's Bureau
Environmentjob.co.uk	4	Intern also through this
Personal networks	4	Mainly interns contacts
Existing Waste Watch contacts	2	
Waste Watch website	1	
Charityjob.co.uk	1	
LCRN website / newsletter	1	
Community events	1	Alternative Living Fair at Camden Market
Total	22	

Two training days were run for volunteers where they were given background and context to the project and training on the practicalities of event delivery. The training days took place before the commencement of the project on 2 September and roughly half way through the delivery of the events on the 17 October. The program for the training day included:

- A presentation from a NLWA officer giving a background to NLWA and contextualising the Give and Take Days with regard to the North London Waste Prevention Plan 2010-2012
- Role of volunteers – delivery of the events, responsibilities, ethos, contact and support
- Training on the waste reduction stand (Love Food Hate Waste campaign and Reuse in North London)
- Role play – mock run through of an event including monitoring and evaluation outputs
- Signing a Volunteer Agreement and reviewing the Health and Safety policies and procedures

Volunteers (with the exception of the National Children's Bureau volunteers) all completed at an average of five events each and they were all committed, very capable and enthusiastic. One of the volunteers went on to work full time as a Recycling Advisor on the Woking Borough Council project while another worked briefly on the monitoring project for the Royal Borough of Kingston-upon-Thames.

3.3 Publicity

The Give and Take Days were publicised mainly by NLWA and its constituent boroughs. Waste Watch sent publicity materials to local libraries and informed community groups about the events. Some leafleting was undertaken at homes surrounding the venues when the Project Officer visited the site to conduct the risk assessment. Vinyl banners promoting the event were also displayed during the site visit in the week prior to the event.

There was on-the-day publicity when appropriate which included flyering of the public passing by the venue and doorstepping homes in close proximity to the venue. The most effective methods of publicity while the event was ongoing was setting up DHL's 'Buzzer' game outside the venue and hanging colourful bunting to attract attention to the event.

3.4 Monitoring and evaluation

The event outputs were finalised prior to the commencement of events at the meeting on 17 August between NLWA, Waste Watch and the Hackney and Camden borough officers. These included for each event:

- The weight of items donated
- The weight of items recycled
- The number of leaflets taken from the information stand
- The number of attendees

Weights were measured directly with a hand held digital scale to maximise efficiency and accuracy. This method was used in preference to estimations guided by the Furniture Reuse Network (FRN) table of average weights. The table was however used for items that were too large or heavy to weigh safely.

Attendee feedback

Attendees were asked to complete a short feedback form about the event. Forms asked questions such as 'How did you hear about the Give and Take Day?' and 'What could we do to improve similar events?'. Attendees were incentivised to complete forms by being entered into a free prize draw for a £50 shopping voucher from Nigel's Eco-Store. This was found to be a very effective tool in getting people to fill in the forms.

Photographs

Photographs were taken to document each event and permission forms were completed to release some of the images for NLWA publicity purposes.

Section 4: Results

4.1 Outputs and outcomes

The total outputs for all 14 events are combined and listed in the table below:

Table 2: Combined outputs for all events

Output	Total	Average per event
Items donated	6,518 kg	466 kg
Sent to landfill	89 kg	5 kg
Recycled	414 kg	27 kg
Items redistributed	5,562 kg	397 kg
Items sent to charity	367 kg	12 kg
Number of attendees	1,698	121
Number leaflets distributed	282	20

Totals for each event are detailed in the evaluation forms for the individual events which can be found in the Appendix. Number of leaflets distributed refers to the number of Love Food Hate Waste and the NLWA re-use leaflets that were distributed. Many more individuals were engaged with verbally and others took leaflets from the Authority Officers who had brought their own materials.

The 14 events redistributed 5,562 kg of items and had a total of 1,698 attendees. These two outputs are lower than redistribution targets for the 14 events of 28,000 kg with 2,800 people attending. This due to the following reasons:

- Event attendance was lower than the expected 200 attendees per event with an actual average of 121 attendees per event.
- Donated items were invariably smaller items such as clothing, books, bric – a – brac and small electrical goods which are light relative to heavier furniture or white goods which may have been anticipated.
- Expected total weightings were based on tonnages from recently run Give and Take Days which use the FRN weighting table as the primary measure of weight. We consider that the FRN table vastly overestimates the weight of some items. For example a ‘games console or digibox’ is listed as being 12kg in weight.

4.2 Feedback forms

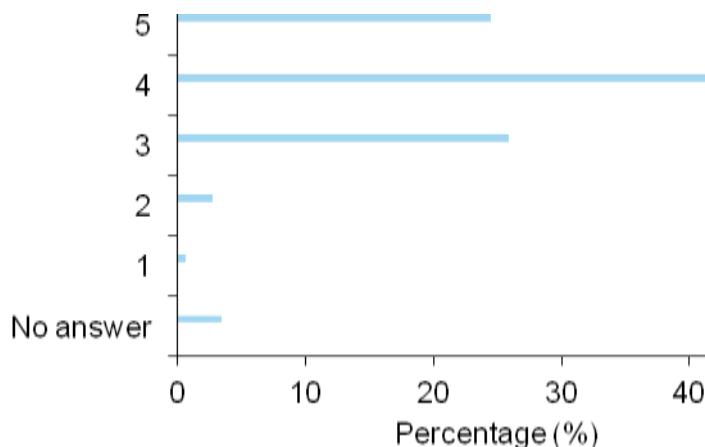
Table 3: Combined feedback outputs for all events

Key findings	Most common response
No. of feedback forms completed	143 (8.4% of the total number of attendees)
Give and Take day meeting expectations	Met and exceeded expectations (More than 67% of responses)
Favourite part of the day	Most common -Taking (47 responses), Second most common- Giving (32 responses)
How did you hear about the G&T days?	Word of mouth (42 responses), Email (31 responses)
What could be done to improve for similar events?	More publicity (32 responses)

4.2.1 Did the day meet your expectations?

As can be seen below in figure 1, the vast majority of attendees completing the feedback forms stated that the day met and exceeded their expectations (96 responses). This is a fantastic result.

Figure 1: Did the day meet your expectations? (on a scale of 1-5, 1 being not met and 5 being exceeded)

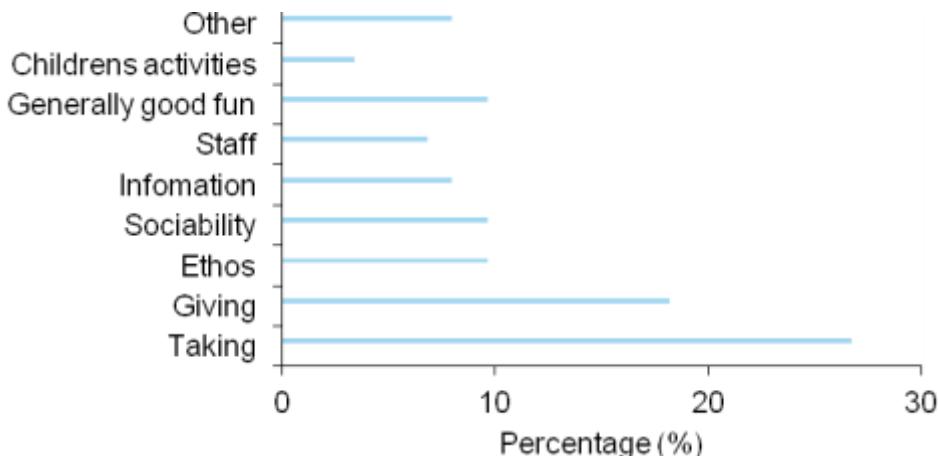


4.2.2 What was your favourite part of the day?

As can be seen in figure 2, the most frequently given favourite part of the day was the taking, followed by the giving (47 and 32 respondents respectively). The third most common response was joint between the ethos, sociability and generally good fun (17 responses each).

Children's activities were recorded as being the favourite part of the day for six respondents.

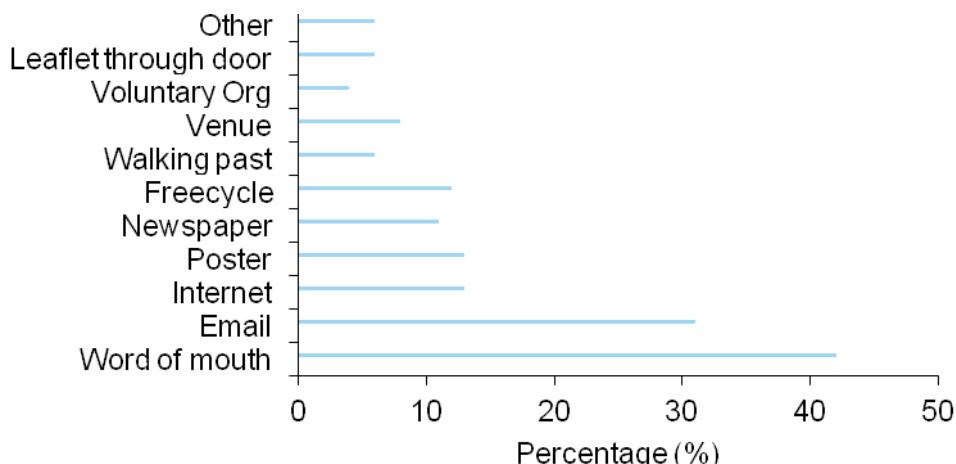
Figure 2: What was your favourite part of the day?



4.2.3 How did you hear about this Give & Take Day?

As can be seen in figure 3, the majority of the respondents heard about the Give & Take day through word of mouth (42 respondents), seconded by an email (31 respondents). The least recorded method was via voluntary organisations (4 respondents).

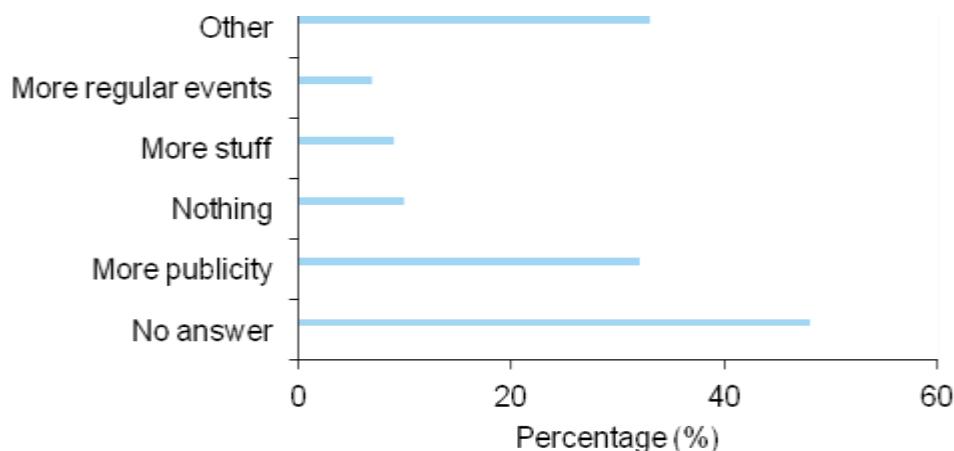
Figure 3: How did you hear about this Give & Take Day?



4.2.4 What could we improve in similar events in the future?

As can be seen in figure 4, the single most common suggested improvement was for ‘more publicity’ (32 respondents), seconded by ‘nothing’ (10 respondents). There were 33 responses in the ‘other’ category, which include ‘more queuing’ and 3 responses referring to more control and organisation.

Figure 4: What could we improve in similar events in the future?



4.3 Recommendations

The following recommendations can be made to address the shortfall of event attendees and redistribution weights in future events.

Greater publicity

More publicity of the events in an effort to increase attendance and corresponding weight redistributed. Local newspapers are a good method of publicising this type of event and were one of the primary channels attendees found out about the busy Hackney events.

The Freecycle network proved particularly effective at promoting the Give and Take Days with many of the attendees feeding back that they'd found out about the event through this channel. Freecycle was not identified prior to the project as being a key partner and should be worked with for future events. Word of mouth was also listed as a common way of people finding out about the events. By publicising the events well ahead of time there is opportunity for word to spread.

Other common methods that people heard about the events were through posters and leaflets and the council website. Banners were put up in the week prior to the events, these may have been more effective if they had given a precise date and if they could be put up further in advance. All of these channels need to be utilized to promote Give and Take Days in the future.

Using schools as venues

Junior schools located on roads with a good deal of foot traffic proved to host the most successful events. The schools were able to leverage their parents network to publicise the Give and Take Day in the period building up to the event. The mix of parents with older kids donating goods means and parents of younger children attending and taking things was a factor that increased the event popularity and meant the event was a good vehicle for redistributing children's clothing, toys and equipment.

Offer collections and deliveries

It was possible for attendees at these Give and Take Days to arrange collections and deliveries of larger goods and this did happen but given the limited vehicle resources of Waste Watch was not actively publicised. As a result the tonnage outputs were not as large as hoped for. A vehicle with driver for deliveries and collections should be budgeted for and actively promoted in an effort to increase the tonnage throughput at future events.

Partner with Restore/Home Share for collections/deliveries

Having an external partner responsible for collections and deliveries would not only increase capacity of the service, but would also allow the partner organisation to promote their re-use service directly to attendees.

Regular events

By having events on a regular basis people will become accustomed to having a Give and Take Day in their area every x number of months. Once this local knowledge is embedded then those with reuse items will be able to save their donations in preparation for that upcoming event and word of mouth marketing can increase participation.

Partner with venue for added value

At the Lauriston Primary event the parents association ran the refreshments stand selling tea, coffee and cakes. They were able to raise money for the school which is an added value of having the event at their venue. This is symbiotic relationship bodes well for partnership work in the future for Give and Take Days being run at the venue and should be fostered.

Storage

Plan for an accumulation of items between events and the requisite space needed to store these items. Storage facilities should be located in a central position and will require weekend access. To cope with any storage constraints one should actively publicise that donations may be taken to a local charity shop if there are any surplus items that exceed the capacity of the storage area.

PAT testers

The PAT testers used were 'Bright Sparks', who were very efficient and good at engaging with attendees about the re-use of electrical goods. They were present at events for 2 hours from 11am-1pm. For the average number of electrical donations per event, this was an adequate period of time as any items donated after 1pm could be put aside for testing at the next event. If the numbers of attendees are expected to be higher than 200 we would recommend PAT testing for 3 hours to cope with the workload. For one off Give and Take Days we would recommend PAT testing present for the whole event.

4.4 Value for money

The value for money provided by the project is measured through a number of factors.

4.4.1 Comparable disposal costs

The total cost of disposing of the donated items can be worked out as:

Disposal costs x number of kg redistributed

$$\begin{aligned} &= (\text{Landfill tax per tonne} / 1,000) \times (\text{Weight of items donated} - \text{amount sent to landfill}) \\ &= (£88/ 1,000) \times (6,518 - 88) \\ &= £0.088 \times 6,430 \\ &= \underline{\underline{£565.84}} \end{aligned}$$

Promotion of reuse services available to north London residents would further increase the benefits of Give and Take days. **282 leaflets** were taken at the Give and Take days promoting bulky waste services. It is estimated that these 282 households will establish a behaviour pattern that will last for three years. Promotion of bulky waste reuse services available across

north London could imply prevention potential of 13kg/hhld/year. Hence, potential diversion of bulky waste through this programme is 11 tonnes.

$$\begin{aligned} &= 10.998 \text{ tonnes} \times £88 \\ &= \underline{\underline{£967.82}} \end{aligned}$$

In total, adding the cost diverted from the events and the cost diverting bulky waste over the next three years.

$$\begin{aligned} &= \underline{\underline{565.84 + 967.82}} \\ &= \underline{\underline{£1.533.66}} \end{aligned}$$

4.4.2 Environmental impacts

The carbon emissions as a result of the events are thought to be negligible. In the case of attendees finding something at the event that they needed meant they didn't need to travel to shops to purchase a new item thus levelling emissions generated while travelling to the event. There is a large carbon saving associated with the reuse of items which is obviously very difficult to measure as the emissions for the creation of a comparable product would have to be examined.

4.4.3 Social benefits

The events were received very well by the vast majority of attendees. The social impact of the events included building a sense of community cohesion, providing entertainment and a chance to socialise and informing attendees about the value of reuse and waste reduction. These social benefits are captured in the quotes below.

'During this time when there's so much trouble here in Tottenham, it's so nice to have an event like this that brings people together.' (Ruth Hutchinson at the Neighborhood Resource Centre in Haringey)

'Finding what I need, giving stuff away and talking to people', (Erzsebet Bogoyo, Wick Festival in Hackney)

'The kids interacting and playing together on the day', (Mariama Kore at Hungerford School in Islington).

4.4.4 Economic benefits

Attendee's enthusiasm for collecting things for free was evident across all the events. While it is difficult to measure the economic benefits, anecdotal feedback from attendees expressed gratitude for receiving items they would not have been able to afford otherwise. These economic benefits are evident in the quotes below.

'I enjoyed getting nice clothes for my daughter', (Rebecca Wallis and Nikki Howlett at Lammas Secondary School in Waltham Forest)

'Finding Playmobil for my reception class', (Eleanor Church at Ambler School in Islington)

4.5 Limitations

There were two primary limitations which emerged as the series of events unfolded.

4.5.1 Storage space

All viable storage options were explored with NLWA and Camden, Islington and Hackney boroughs prior to the commencement of the events but no solution was found. After negotiation with the managing agent of the building in which their office is based, Waste Watch was able to secure some extra storage space which was sufficient for storing goods between events at the beginning of the project.

However with a net increase in items accumulated with every event the basement storage capacity was reached and items needed to be moved up to the Waste Watch office space. This arrangement was untenable and convenient storage space needs to be budgeted for by future organisations commissioned to run future events.

4.5.2 Van capacity

The Waste Watch van was used for the majority of the events and proved to have too little capacity to transport items at the end of two events. The venues were able to store the overflow of goods which were collected during the week however a larger van capacity should be planned for with future events to cope with this issue.

Section 5: Conclusion

While the series of 14 Give and Take Days did not reach the overall goals in terms of items redistributed and number of attendees the events were very popular with the vast majority of attendees. The events succeeded in saving NLWA on disposal costs and a number of social, economic and environmental benefits accrued to the communities in the Authority area.

The project was successful in recruiting a dedicated intern and committed team of volunteers to deliver the events and the experience was beneficial to all involved. Equally the Give and Take Days were beneficial to Waste Watch as an organisation raising its profile in north London, building professional relationships with NLWA and its constituent boroughs and furthering the charities mission of inspiring and helping people to waste less.

Section 6: Appendix

6.1.1 Articles and blogs about the Give and Take Days

Taking is nice but giving feels so much better

Since September I have been volunteering at a series of Give and Take Days organised by the charity Waste Watch. The aim of the 3 month campaign running across 7 North London boroughs was to encourage the reuse of unwanted items within the local community, divert reusable items from landfill and improve community cohesion. For each of the events, which were held within schools, churches and community halls, emphasis was placed at a local level but for me the idea represents a very global issue. It occurred to me whilst volunteering that the Give and Take Days highlight one of the biggest problems we have in the world relating to resources. When people talk about resources they often refer to the concerns we have regarding the shortage of materials left in the world. However, in my opinion, the problem lies within the spread and distribution of resources. This was shown through many examples of people attending the Give and Take days.

To generalise, there were those who came purely to give large amounts of good quality items they no longer needed (perhaps because they could afford to upgrade to a newer model) and there were others who came in search of second hand items that they may not have been able to buy new from the shops. It was a refreshing experience to see resources in a positive light and to celebrate what people do have and what they can give to others who have less than them. Totting up the weights of items at the end of the day showed us how many tonnes had not only been saved from a landfill site but also how much had been redistributed within the local area.

As you would expect from any free-for-all event there would quite often be a bit of hustle and bustle at the beginning of the taking session. For busy events we had to use the decorative bunting to create a starting line to hold back eager attendees who with their eyes peeled for prize items were chomping on the bit as they waited whilst the minutes ticked away until taking began. This gentle ruckus helped to keep us volunteers on our toes and also developed our crowd control skills. Although all the argy-bargy behaviour was resolved with the greatest professionalism, we couldn't help but be amused by some of the mild disputes that occasionally broke out. Thankfully, the few "but I saw it first" misunderstandings were calmly negotiated and settled amicably for all parties.

As a volunteer it was very rewarding to see large volumes of items being redistributed and passed on to new homes. On one occasion, deciding to make the most of a quiet moment at the donations table, I went for a perusal of what had been left after the initial rush of taking. Whilst leafing through a couple of old books a young girl came up to ask me if she could take a book. I replied enthusiastically that she could take a handful if she wanted but she informed me that she only needed one. When I asked her about the book she had chosen - a Jacqueline Wilson classic that I remember pouring over excitedly as a teenager – she remarked:

"I am taking it for my little sister because they are her favourite books and I didn't have enough pocket money to buy her one for her birthday."

For me, this sums up the whole aim of the Give and Take days, giving all that you can, taking only what you need and being grateful for what you have received.

Article by Natalie Mady, Give and Take Day volunteer.

Source:<http://urbangreener.blogspot.com>

Keep up to date with green issues at:
facebook.com/greenerhackney; or:
twitter.com/greenerhackney

JOIN
IN

Junk in the trunk

AROUND 500kg of unwanted household items were donated for reuse at the Give or Take Day recycling event at Leabank Square last month.

More than 100 people turned out to support the event – organised by the Council's Recycling Team and funded by North London Waste Authority – which was part of the Hackney Wick Festival (17 September).

Residents picked up useful recycling advice from the information stall, and there were recycling fishing games for younger attendees

available throughout the day.

Cllr Feryal Demirci, Cabinet Member for Neighbourhoods, said: "It is gratifying to continually have so many residents supporting the Give or Take days.

"They are fun and a successful way to divert materials from entering the waste stream. I hope many more people are encouraged to come along to our recycle and reuse activities in the future."

The next Give or Take recycling event takes place on 15 October, 11am-3pm, at Petchey Academy, Shacklewell Lane, E8 2EY.



MORE INFO

To find out more about recycling in Hackney call: 020 8356 6688; or visit: www.hackney.gov.uk/recycling



Hackney's Give or Take Day in Leabank Square formed part of the Hackney Wick Festival



Give something

6.1.2 Event evaluation forms

Event Evaluation

Barnet – Green Man Community Centre

The main issue at this event was a lack of attendees. Publicity for this event was low and the community centre was not in an area of high footfall. As a result there were only 16 attendees.

Volunteers were happy to translate their training into practice and required little further supervision or guidance.

Feedback from those that attended was positive: ‘Friendly staff and a good day out’ with an average score of 4 out of 5 for meeting expectations and all respondents wanting to attend another Give & Take Day. The only suggestion for improvements from respondents was to improve publicity.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items donated (kg)	147.9
Weight of Items sent to landfill (kg)	1
Weight of items recycled (kg)	0
Weight of items redistributed (kg)	57.95
Number of attendees	16
Number of leaflets taken at information stand.	5 (plus 4 spoken to only)



Event Evaluation

Haringey – Neighborhood Resource Centre

Attendance for this event was much higher than previously with 115 attendees. Some heard about the event through Dino who runs the community centre or the freecycle website. The majority of attendees were intercepted on the street by volunteers or informed by door stepping in the immediate vicinity on the day. DHL's 'buzz' game was also stationed just outside the community centre, which attracted a large number of attendees.

Feedback from those that attended included requests for:

- more regular events held at the same venue so people become accustomed to storing items for donation
- wider publicity, including broadcasting on facebook and leafleting the surrounding area.

The volunteers were widely praised both verbally and in the feedback forms with some attendees' favourite part of the day being 'the staff help' and 'the friendly atmosphere and welcoming people'. The quantity and quality of information available was also praised and some mentioned enjoying people watching and the gratification of donating items that others needed. One individual highlighted the benefit to the community:

'During this time when there's so much trouble here in Tottenham, it's so nice to have an event like this that brings people together.'
(Ruth Hutchinson – photo consent form)

There was one minor dispute when an individual stationed himself near the PAT testing table and started taking donations before they were placed on the taking table and took a higher than average number of items from the taking table. A quick quiet word with both parties resolved the dispute quickly and Bright Sparks were asked not to let people take items from the PAT testing table in future. The children's activities were popular – especially the fishing for recyclables, and while the memory card game was popular with the older children, it proved to be a bit confusing for younger children. The average score for the day meeting expectations was 4 out of 5 and all respondents wanted to attend another Give and Take Day.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items donated (kg)	261.5
Weight of Items sent to landfill (kg)	1
Weight of items recycled (kg)	0
Weight of items redistributed (kg)	280
Number of attendees	115
Number of leaflets taken at information stand.	10 – more spoken to.



Event Evaluation

Hackney – Hackney Wick Festival

Attendance at this event was high with 119 attendees. Attendees heard about the event through a variety of media with the most common being email, word of mouth and the newspaper Hackney Today.

The event was busy throughout, with many individuals staying for several hours and we had a particularly high rate of people going to the information stand. The information stand also received many positive comments in the feedback forms with six attendees citing it as their favorite part of the day. Children's activities were also complemented and feedback for improvements included more donations, spreading donations out more and better advertising. The most common scoring for the event meeting expectations was 5/5 and the mean score was 4/5.

Some management of conflict over items and restriction of the number of items being taken by individuals was required – more than at previous events, but members of the public responded well to instruction by staff and volunteers.

The event was rained off by a heavy downpour at approx. 3pm as the marquee was not big enough to cover the whole event.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items donated (kg)	477
Weight of Items sent to landfill (kg)	3
Weight of items recycled (kg)	62
Weight of items redistributed (kg)	410
Number of attendees	119
Number of leaflets taken at information stand.	46 plus 24 spoken to only



Event Evaluation

Islington – Hungerford School

Attendance at this event was fair with 100 attendees who mainly heard about the event through the school, the internet or word of mouth.

The event was busy on the whole, with a quiet final hour. The most common scoring for the event meeting expectations was 5/5 and the mean score was 4/5. The children's activities were again complimented as was the ethos of the event. Some respondents to the feedback forms suggested more publicity and one suggested more signage outside the venue.

The DHL 'Buzzer Game' was placed on the pavement outside the venue and manned by Justin Twardowski (from DHL) and a member of the Waste Watch team. They were able to promote the event to passersby and draw in some extra numbers from 11am – 2pm. Having two event staff at the gate also meant that members of public were given assistance unloading their vehicles and bringing goods inside. Having a presence outside a venue should be repeated where possible at future events to increase the number of participants and provide a welcome reception.

There was a larger than usual crowd of attendees waiting for the taking to start and unlike other events there was no built-in barrier to prevent access to the taking portion of the event. Attendees were happy to wait for the taking to start but it could have been clearer that taking had not yet started. In future we will use more signs to indicate that taking does not start until 12 and cordon off the taking area until it opens.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items donated (kg)	343.5
Weight of Items sent to landfill (kg)	1.5
Weight of items recycled (kg)	10
Weight of items redistributed (kg)	282
Number of attendees	100
Number of leaflets taken at information stand.	20 + 30 spoken to only



Event Evaluation

Waltham Forest – Lammas Secondary School

Attendance at this event was lower than average with 69 attendees who mainly heard about the event through the school, freecycle or were told about the event by volunteers on the day.

The event was fairly quiet throughout, but especially during the last hour. The children's activities were again popular and the average score for the day was 4/5 and all respondents to the feedback form would like to attend another Give and Take Day. A particularly high proportion of attendees at this event had been to previous events.

Two event staff at the gate promoted the event to passers-by and gave assistance by unloading vehicles and bringing goods inside. Volunteers also did some promotion by door-knocking locally as there was a low footfall at the entrance to the venue. Some attendees mentioned that they struggled to find the venue

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	82
Weight of items donated (kg)	96.5
Weight of Items sent to landfill (kg)	2
Weight of items recycled (kg)	2
Weight of items redistributed (kg)	124.5
Number of attendees	69
Number of leaflets taken at information stand.	3



< '*The staff were very friendly and polite and the items that people gave were very nice*' – Lorna Broome and Steve Bloomfield



'I enjoyed getting nice clothes for my daughter' – Rebecca Wallis and Nikki Howlett >

Event Evaluation

Islington – Ambler School

Attendance at this event was very high with 246 attendees who mainly heard about the event through word of mouth or email. From speaking to attendees, most these emails seemed to be from Freecycle. Many attendees were also drawn in by volunteers at the gates of the premises - this was a particularly good venue for footfall. Volunteers were also able to help with bulky items and to welcome incomers.

The large volume of donations and attendees meant that the event was very busy for the first three hours and volunteers worked efficiently to keep the donations flowing quickly through to the taking table to stop people spotting items before they were ready to be taken. Attendees stayed for a long time and there was a high rate of people speaking to the information stand which was situated between the entrance and the refreshments.

The average score for the day was 4/5 and respondents to the evaluation forms liked the ethos of the events with some asking for more advance notice so they can organise bringing more/larger items. All 25 respondents would like to attend another Give and Take Day, with a far higher than average number of people requesting information about future dates.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	52
Weight of items donated (kg)	540
Weight of Items sent to landfill (kg)	0.5
Weight of items recycled (kg)	9
Weight of items redistributed (kg)	502
Number of attendees	246
Number of leaflets taken at information stand.	58



< 'I found cool stuff and my son learned about recycling' – Kay Jones



Event Evaluation

Waltham Forest – Barclay Primary School

Attendance at this event was high with 189 attendees with the vast majority of people heard about the event from the school and some others from freecycle. The event was very busy between around 11.30 and 1pm with a great number of items being donated - with a particularly high number of books and children's clothes. The children's activities were very popular, as would be expected in a primary school venue. Also indicative of the nature of the venue, there was a lot of the school uniform being exchanged – an added value of holding Give and Take Days in schools.

There was a particularly low number of feedback forms filled in at this event. This is most likely due to fact that a huge volume of donations arrived in the first two hours and that this is where staff attention lay when the majority of attendees were present. This is something that we will be addressing at future events.

The venue staff were particularly pro-active and were warmly welcoming attendees, explaining the aims of the event and guiding people through the process. They were also very helpful in the set-up and packing-up of the day. This venue comes highly recommended for future events.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	184
Weight of items donated (kg)	523.5
Weight of Items sent to landfill (kg)	14
Weight of items recycled (kg)	46
Weight of items redistributed (kg)	417
Number of attendees	189
Number of leaflets taken at information stand.	24



Event Evaluation

Camden – Our Lady Help of Christians Roman Catholic Church

Attendance at this event was good with 201 attendees who mainly heard about the event through the church, freecycle or word of mouth. The event was, as usual, busiest at around 12 and became fairly quiet past 1.30pm. The mean scoring for the event meeting expectations was 4/5. Staff were described as friendly and the ethos of the event was complimented in the feedback forms.

Some residents were more persistent than usual in trying to browse before 12, however the cordon, signs and light supervision worked well to stop this behaviour. There is a seating area with several sofas attached to the hall at this venue, which was well used and gave elderly attendees somewhere to rest and encouraged people to stay for longer than they otherwise would. Some attendees did however think that some of the items in this area were for taking – in future it would be worth having signs or stickers to indicate that items are not for taking if any other venues have non-fixed items in the event space.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	121
Weight of items donated (kg)	447.5
Weight of Items sent to landfill (kg)	3
Weight of items recycled (kg)	13
Weight of items redistributed (kg)	371
Number of attendees	201
Number of leaflets taken at information stand.	13



Event Evaluation

Barnet – St John the Baptist Church

Attendance at this event was relatively low with 62 attendees despite doorstepping in the area and volunteers outside intercepting passers-by on the day. Those that did attend mainly heard about the event through walking past or were regular attendees to Give and Take Days.

DHL's 'buzzer game' was used outside the venue to draw attention to the event. Shortly before the day opened up for taking, one of the attendees was asked to assist with drawing of the £50 Ecostore voucher which was drawn from feedback forms from the first five events.

There was a particularly high volume of donations at this event and despite the low attendance a large volume was redistributed. Due to an exceptionally high number of children's books being donated over the past few weeks, we have built up a large number not being taken at events. We're therefore donating 60kg of books to a charity that redistributes these books to schools in South Africa (<http://www.community-heart.org.uk/>).

All scores for the day on the event feedback forms were 5/5. The ethos of the day was complimented and one attendee said they enjoyed the sociability of the event.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	223
Weight of items donated (kg)	535
Weight of Items sent to landfill (kg)	2
Weight of items recycled (kg)	27
Weight of items redistributed (kg)	496
Number of attendees	62
Number of leaflets taken at information stand.	16



Event Evaluation

Enfield – Trinity at Bowes Methodist Church

Attendance at this event was low with 31 attendees. Two volunteers were positioned outside to promote the event to passersby but the venue was located between a quiet residential road and the junction of a major A-road there was not much foot traffic passing by. The volunteers focused on doorstepping the surrounding houses in an effort to increase participation in the day and managed to find some donations for the event through this process.

The venue was busy with a large Bulgarian community using the church for a service and a child's birthday party running simultaneously to the Give and Take Day. Language barriers restricted engagement with the Bulgarian church service attendees and the residents in the area, rendering the active promotion of the event difficult. Nevertheless, those that did attend mainly heard about the event through walking past, visiting the venue on the day for other reasons or were regular attendees to Give and Take Days.

The average scoring for the day was 4/5. Attendees suggested more publicity and an arts and crafts area. All would like to attend another Give and Take Day. The display was complimented and described as well organised and staff were described as friendly.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	188
Weight of items donated (kg)	144
Weight of Items sent to landfill (kg)	1
Weight of items recycled (kg)	27
Weight of items redistributed (kg)	23
Number of attendees	31
Number of leaflets taken at information stand.	6



Event Evaluation

Enfield – Jubilee Park Community Centre

Attendance at this event was below average with 75 attendees, although given the relatively small size of the hall, the event seemed much busier than this number suggests. Those that attended mainly heard about the event through Freecycle or through the Community Centre. The Centre was active about promoting the event through their network and displaying posters on notice boards around the park. The moderators of the local Freecycle group attended the event and said they were only contacted about the event two days beforehand and could have done much more promotion given a bit more time.

There was a particularly high volume of donations at this event and again, a particularly large volume of books. We therefore took 60kg of good quality books to a local charity shop (<http://www.kithandkids.org.uk/>) towards the end of the event. We also received a high proportion of faulty/un-useable items including a broken washing machine and a broken sewing machine table. Many of these items were therefore taken to the Enfield borough Barrowell Green recycling centre during a quiet period of the event.

The average score for the day was 4/5 and all attendees wanted to attend another Give and Take Day.

Outputs as agreed at the meeting 17/8/11 detailed below:

Measure	Output
Weight of items rolled over from previous event (kg)	202
Weight of items donated (kg)	723
Weight of Items sent to landfill (kg)	30
Weight of items recycled (kg)	100
Weight of items redistributed (kg)	610
Number of attendees	75
Number of leaflets taken at information stand.	29



Event Evaluation

Haringey – Hornsey Vale Community Centre

Attendance at this event was good with 114 attendees. The means by which people heard about the event varied widely, but word of mouth was the most common response. Attendees to this event were particularly enthusiastic and queued up along the cordon over half an hour before the taking opened and the opening of the taking was more fervent than usual. A large number of people stayed for the whole event awaiting further donations and the number of items taken per person was higher than usual. Two individuals were asked by staff to be more considerate in their behavior but responded well.

Bright Sparks managed to fix a high quality lamp that had previously failed the PAT test back to a safe condition and the member of the public that then took it was very grateful for their help. The Information stand was fairly busy and there was a higher than usual interest in Love Food Hate Waste information.

As a result of feedback from the event the day previously and due to the high attendance, we allowed attendees to browse on both sides of the table. Although people did generally all stay on the normal side, this did help to reduce crowding and made it easier for elderly people and children to look round without being part of the main crowd. Further feedback at this event also suggested that tables should be separated rather than lined up. This could be trialed at the next event dependent on space at the venue.

The average score for the day was 4/5 and all respondents wanted to attend another event. We also had a particularly high number of people asking about future events.

Outputs:

Measure	Output
Weight of items rolled over from previous event (kg)	206
Weight of items donated (kg)	568
Weight of Items sent to landfill (kg)	4
Weight of items recycled (kg)	15
Weight of items redistributed (kg)	662
Number of attendees	114
Number of leaflets taken at information stand.	14



Event Evaluation

Hackney – Lauriston Primary School

Attendance at this event was the highest thus far with 280 attendees. Publicity for the event included an article in Hackney Today, a flashing advertisement on the Hackney Council homepage, flyering and posters in the local area, promotion through the school, promotion through social media and on the Freecycle network. The hall was very large so the high attendance level was manageable, although the venue did not have many tables and crowding could have been reduced if more were available. It was suggested by an attendee that we could open up taking on both sides of the tables in future.

The Lauriston Primary Parents' Association (PA) had a stand selling tea, coffee and cakes which was very popular with attendees and increased the 'linger' time of attendees. The PA made £140 during the course of the event which was a positive and appreciated result for the school. A team of reporters from a student newspaper (East London Lines) covered the event with written media and video as part of their yearly assignment. Due to space limitations in the Waste Watch vehicle, Restore (local furniture reuse project) were contacted for the collection of the two sofas weighing 84kg's in total.

All scores for the day on the event feedback forms were 4/5 and only one person said that they would not like to attend another, although he mentioned when handing it back that this was only because it would not be in the same venue again and he did not want to travel.

Outputs:

Measure	Output
Weight of items rolled over from previous event (kg)	107.5
Weight of items donated (kg)	1328
Weight of Items sent to landfill (kg)	4
Weight of items recycled (kg)	12
Weight of items redistributed (kg)	1129.5
Number of attendees	283
Number of leaflets taken at information stand.	23



Event Evaluation

Camden – Highgate Newton Community Centre

Attendance at this event was fair with 75 attendees. After a quiet start to the hour long donation period, there was a large influx of attendees as mid day approached and the donations table became very busy. Those attendees who stayed for the taking were typically enthusiastic when the taking period commenced. By 1pm and after the first hour of taking most of the attendees had left the venue and the remaining two hours were very quiet. The Information stand was busy on the day having a good position with high thoroughfare next to the building entrance and separated from the main event room. The refreshment stand was setup alongside the info stand and was correspondingly busy.

As a result of feedback from the event on the 12th of November which was trialed at the event the following day, attendees were again allowed to browse on both sides of the tables and this helped to reduce crowding and anxiety among attendees. Tables were lined up in two's or three's and separated by gaps which gave attendees space to move around the tables.

Half the volunteers on the day were young people involved in the National Childrens Bureau who were a big help at the event, grasping the concepts quickly and handling the busy period around the commencement of taking with aplomb. Linda and Florence who each volunteered at 12-13 events were present on the final event of the 14 NLWA Give and Take Day series. Their commitment, good humor and hard work over the last three months is greatly appreciated!

There was only one attendee evaluation form filled out for the day with an overall score of 3/5. There were usual enquiries about upcoming events in which case attendees were directed to sites such as LCRN and Freecycle where more Give and Take Days would potentially be advertised.

Due to a flat tire on the original StreetVan vehicle booked and subsequent delays in getting the replacement vehicle to the Waste Watch office there was insufficient time to load a large amount of the rolled over donations from the previous event.

Outputs:

Measure	Output
Weight of items rolled over from previous event (kg)	38
Weight of items donated (kg)	373
Weight of Items sent to landfill (kg)	0
Weight of items recycled (kg)	5
Weight of items redistributed (kg)	295.65
Number of attendees	75
Number of leaflets taken at information stand.	18

