London Borough of Hounslow Behavioural Insights Trial

London Borough of Hounslow have appointed Ogilvy Consulting's Behavioural Science Practice as the preferred supplier to deliver a rigorous behavioural insights trial that will effectively test ways to increase recycling in high-rise properties in the borough.

Across the London Borough of Hounslow, 39% of housing stock are high-rise flats (or those with communal waste and recycling facilities). However, just 5.9% of the borough's recycling currently comes from these properties. With 39,735 flats across the borough, high rise properties therefore represent a significant untapped potential in efforts to increase borough-wide and London-wide recycling rates.

Aims of the project

Specifically, we will design interventions that aim to achieve the following changes:

1. **Increasing** the amount of recycling waste which is put in the recycling bins;
2. **Decreasing** the amount of recycling waste which is put in the residual waste bins;
3. **Decreasing** the amount of residual waste which is put in the recycling bins;
4. **Improving** residents' attitudes and perceptions of recycling and waste provisioning.

The interventions we create will be innovative and practical solutions embedded with Behavioural Science, specifically designed to overcome the behavioural and psychological barriers, which currently prevent residents from recycling correctly.

Our approach

Our approach will consist of the following stages, each of which are explained in more detail in this document:

- Qualitative Research
- Behavioural Insights Review & Creativity Workshop
- The Trial
- Statistical Evaluation & Final Report

Qualitative Research

Because context is crucial when aiming to influence behaviour, the project will begin with 10-15 qualitative interviews with high rise estate residents to better understand their experiences, knowledge and perceptions of recycling. Ideally 15 interviewees will be recruited to account for potential drop-off. Subsequent interviews will be conducted by two of your Ogilvy project team over a maximum of four days, and will be semi-structured in nature to allow for the exploration of emergent themes and ideas.

The aim of this research is to build a strong understanding of the environment in which residents make their decisions and set their priorities. By contextualising recycling within respondents' fundamental beliefs and lifestyles, these interviews will enable the team to uncover key insights into why certain behaviours are either prevalent or not occurring.

Preliminary topics to explore may include: attitudes toward their neighbourhood and estate; weekly routines; recycling habits; accessibility of existing recycling facilities; waste management processes; and perceived recycling efficacy. The exact areas of focus will be outlined in a topic guide, informed by additional desk research, and with input from Hounslow council.

Participants will be drawn from residents at the selected estates (see 'The Trial' section below for more information on the selected estates), with help from the relevant housing associations. Attention will be paid to ensure that the respondents come from a range of socioeconomic backgrounds, household makeups, tenure length ages, and employment statuses.

Behavioural Insights Review & Creativity Workshop

Drawing from the findings of the qualitative research, the team will conduct a Behavioural Insights Review in which we interrogate the academic literature to uncover further insights into what motivates – or discourages – correct recycling behaviour, especially in high rise properties. These findings will be analysed using the COM-B model of behaviour (Michie, 2011), to identify the key psychological challenges our interventions will need to overcome.

Next we will run a full-day creativity workshop, in which we use behavioural frameworks and ideation techniques such as MINDSPACE and EAST to develop our intervention ideas. Our priority here is to ensure that the interventions are not only successful, but also low cost and highly scalable so that their impact can be replicated across high rise properties in Hounslow. The top three intervention ideas will be identified to take forwards into the trial.

The Trial

To test these intervention ideas we will conduct a Randomised Control Trial (RCT) across a number of different 'nudge-ready' estates within the Hounslow Borough, where 'nudge-ready' refers to properties which have an acceptable provisioning of waste and recycling bins already in place.

Sampling Methodology

TREATMENT GROUP			CONTROL GROUP
Condition 1 *(Receiving intervention #1)*	**Condition 2** *(Receiving intervention #2)*	**Condition 3** *(Receiving intervention #3)*	**Control condition** *(Not receiving any intervention)*
4 x Estates	**4 x Estates**	**4 x Estates**	**8 x Estates**

Across all 4 conditions there will be an equal distribution of housing/management types and geographic locations, to ensure representativeness of the sample. The three housing/management types are as follows:

1. Private housing with private landlord management
2. Social housing with Hounslow Council management
3. Social housing with private landlord management

As a secondary consideration, we will also aim to ensure an equal distribution of estate sizes and layouts in the sample.

Trial length

Baseline No-Treatment Period	Intervention Installation Window	Impact Measurement Period
8 weeks	Estimated 2 weeks in which the interventions are installed in each of the treatment group estates	8 weeks

Both the treatment group estates and control group estates will go through a 'before' period of measurement to establish a baseline level of recycling and contamination. This measurement period will run for 8 weeks, giving us averaged figures at the end of the period.

The sample size (the number of participating households needed to find significant results) has been determined using an a priori power analysis using G*Power 3.1 (Faul, Erdfelder, Lang, & Buchner, 2007). This analysis (available in full upon request) informs our recommendations on the number of conditions, estates and timings of the trial, allowing us to control for any temporal variation in waste levels, as well as any potential outliers in the data.

Variables To Measure

The primary variables of interest in this piece of research are:

- amount of recycling waste (kg/hh/ww)

- amount of residual waste (kg/hh/ww)
- amount of residual waste in the recycling bins (kg/hh/ww)
- amount of recycling waste in the residual waste bins (kg/hh/ww)

By measuring these variables, we will be able to reliably assess the recycling behaviours we hope to amplify through this work.

Additional Survey Methodology

Residents' attitudes and perceptions towards recycling and waste provisioning will also be captured through a survey questionnaire, to be distributed by Hounslow to residents of the selected estates both before and after the intervention. The content of these surveys will be informed by the qualitative research and behavioural insights review outlined earlier in this document.

Data Collection

The 'on-the-ground' roll-out, maintenance and physical measurement of the trialled interventions will be conducted by Hounslow. The waste will be collected at the same time as the usual bin collections at each location (once per week). During the trial period Ogilvy will be available for consultation to answer any questions the team may have.

Statistical Evaluation & Final Report

At the end of the trial period, Ogilvy will take the data set and conduct statistical analyses in order to assess the extent and certainty of the experiment results and the success of the interventions. This final stage is crucial to determine that any changes caused were a result of our interventions.

We will present our findings to Hounslow in a final report, plus a meeting to all relevant Hounslow stakeholders in which we explain our evaluation process, discuss the trial results and detail their impact. Finally, we will give recommendations for wider roll-out and opportunities for Hounslow going forward.

Timeline

- **September-October 2019**: Qualitative research and Behavioural Insights Review.
- **October 2019**: Creativity workshop.
- **November 2019**: Experimental design consultancy (ongoing during the trial).
- **January-March 2020**: Experimental trial period.
- **April 2020**: Statistical evaluation and final recommendations report.