Communications guidance

Door to door canvassing
A step by step guide
WRAP’s vision is a world without waste, where resources are used sustainably.

We work with businesses and individuals to help them reap the benefits of reducing waste, develop sustainable products and use resources in an efficient way.

Find out more at www.wrap.org.uk
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1.0 Introduction

This guide is designed for councils who are planning to organise and carry out a door-to-door canvassing project. It will also be of value if you are contracting another organisation to run a project for you, as it is still important to have an understanding of the whole process. This will ensure you get the results you want and value for money. See Appendix 1 for examples of door-to-door canvassing projects that have been carried out by local authorities.

2.0 The Facts

2.1 Why should I use door-to-door canvassing?

It can be used effectively to:

- Raise awareness of recycling services, what materials can and cannot be recycled, how and where to recycle;
- Encourage action – improving participation and capture rates, reducing contamination and help initiate actions that householders have intended to carry out but never got round to, for example ordering recycling containers;
- Provide targeted information that is tailored to the specific needs of the householders, these needs would be identified during the conversation; and
- Obtain feedback on your collection service and supporting communications.

The reasons for and the desired outcomes of your project must be clear. These must be defined before the project starts by setting objectives. The door-to-door canvassing must be focused on achieving these objectives and should avoid conversations that detract from this. For example, if the objective is to increase participation in the kerbside services, conversations should not cover home composting, real nappies, household waste sites etc.

Householders remember the first and last part of the conversation. Do not talk about the whole range of recycling and composting activities. Stick to one theme and get the message across.

2.2 Does it Work?

Yes. Some examples are shown below for local authorities that have had successful responses to door-to-door canvassing activity:

- **Bath and North East Somerset Council** - an increase of 5.2% in the number of properties using the kerbside recycling service, 28% increase in reported usage of the mini recycling centres, proportion of committed recyclers increased by 5% in flats and 9% in shared houses;
- **Bristol City Council** – 204 black boxes and 122 food waste containers were ordered. Year-on-year increase in participation of 5.8% for organics and 4.6% for dry recycling collections;
- **Durham County Council** - participation in ‘Kerb-It’ recycling scheme increased in all four district council areas, the highest increase was 14% in Durham City, numbers of committed recyclers increased in all but one of the four areas; and
- **Gloucestershire County Council** - recycling rates across Gloucestershire increased by more than the target of 3%, participation in low performing areas in the county increased by 12% overall.

See Appendix 1 for more examples of local authorities that have had successful responses to door-to-door canvassing activity.

These results are not solely attributed to door-to-door canvassing. They have been achieved through a mix of communication activities for example: door-to-door canvassing, direct mail drops, PR and advertising. In order for your communications to be successful you need to think carefully about your audiences and establish their preferred communication methods. Also refer to: ‘Improving Recycling through Effective Communications’ WRAP, 2013. This guidance includes useful suggestions about communications planning, targeting your audience, maximising the communications mix and much more.
Planning and good project management are vital for the project to be successful. Projects have failed for a whole host of reasons including: canvassers calling at the wrong time of day, not being properly trained or understanding the purpose of the project. Be clear what you want, plan carefully and provide yourself with enough time to manage the project.

2.3 Where and when should I Use It?

Door-to-door canvassing should be used:

- Where there are good recycling services – a vital factor in undertaking a successful door-to-door canvassing project is a good quality recycling service. There is no point door-to-door canvassing to encourage recycling if the services are not available or the quality of the service is poor;
- To launch new/improved recycling services;
- To target householders who may not respond to other forms of promotion – for example, experience in Guildford showed that despite high awareness levels of recycling in affluent areas residents were not motivated to participate in recycling through traditional written communications. Door-to-door canvassing inspired residents to take part;
- In areas where participation is lower than expected;
- In areas where capture of material is low or lower than expected;
- In areas where contamination is high; and
- For practical and cost reasons, it is best used in urban environments, estates and villages where housing is grouped.

Consider whether door-to-door canvassing is the most appropriate communication method – for example, Bath and North East Somerset Council found that trying to target sheltered housing and visit individual apartments was not effective. As a result, the canvassers suggested they organise either a group meeting with all residents or a meeting with the sheltered accommodation manager to ensure relevant information was passed on.

2.4 Can I carry out a survey at the same time?

Yes and No.

Yes: A feedback survey can be carried out to seek householders’ opinions but as this involves a conversation with the householder the answers to any questions may be biased. Most door-to-door canvassing projects use feedback questions as a prompt to get the conversation going and to check the householders understanding, but this is not a true research type survey.

No: If an unbiased, statistically accurate survey is going to be carried out at the same time as door-to-door canvassing, this must be done before a conversation starts. The householder must be asked the questions, and respond, with little intervention from the canvassers. Once the survey is finished a conversation can begin. This type of approach adds time to the canvassing and reduces the number of properties that can be visited per day. Macclesfield Borough Council used this approach to survey a small sample of households and the method used is described in the supporting case study.

If you are carrying out a true survey this shifts the emphasis of the canvassers from giving information to getting information, this could dilute the effect of the door-to-door canvassing. Ideally, you should survey in a separate area, if this is based on WRAP sample size guidelines this is likely to be only a small part of the door-to-door canvassing. Focus the door-to-door canvassing in the majority of the selected area.

3.0 How do I do it?
Spending time planning will ensure the project runs smoothly and produces the desired results. Good project management will ensure the campaign stays on track and allows for adjustments to be made if the situation changes.

3.1 What do I need to think about?

This is the most important stage of the project. The main things to think about are:

- Aims and objectives;
- Length and timing of project;
- The budget;
- Number of door-to-door canvassers, working hours and conditions;
- Number of households to be targeted;
- Selecting door-to-door canvassing areas;
- Training of door-to-door canvassers;
- Project and staff management;
- Quality control;
- Impact of door-to-door canvassing – e.g. can you cope with the extra demand for containers, telephone calls and increased tonnages;
- Clothing and equipment for door-to-door canvassers;
- How the door-to-door canvassing project integrates with other types of communications such as press and printed literature;
- Delivery of containers; and
- Language skills for areas with a culturally diverse population.

Note: if contracting out the design and delivery of the door to door canvassing project check that all these areas are covered in the specification (examples of contract specifications are available on request from WRAP’S Collections & Quality team – contact: info@wrap.org.uk)

3.2 What are the aims and objectives of the project?

These must be defined, and specific to your area. Objectives must be SMART (Specific, Measurable, Achievable, Realistic and Time bound)

An example of a door-to-door canvassing project focused on kerbside recycling is shown below:

**Aim** - to improve the performance of the kerbside recycling service by encouraging householder participation

**Objectives**

- To speak to 2,000 residents in areas of less than 40% participation between June and September 2013;
- To increase participation in the kerbside service in that area from 40 to 50% by November 2013;
- To improve the capture of paper from 45 to 55%, glass from 55 to 60%, and cans from 30 to 35% in that area by November 2013; and
- To seek feedback on why residents do not participate and why residents do not recycle all materials.
3.3 How many people can I talk to?

To decide on the size of the project you need to know the hit rate, and the number of householders a door-to-door canvasser can visit.

The hit rate is the number of householders door-to-door canvassers are likely to find at home and are able to talk to. Based on experience of other projects, calling once to each house will produce a hit rate of around 35% in the summer and 30% in the winter (due to having to stop earlier when it gets dark). Calling twice will add 15 to 20% to these figures. Calling twice is advisable where you want to target a specific group within the population of the target area, or you are carrying out a more intensive project, perhaps in a smaller area. The area selected is small and/or very specific to the project to ensure you talk to the people you need to.

A door-to-door canvasser can visit around 20 households per hour in urban or grouped housing areas. Therefore with a 30% hit rate; it is possible to talk to 6 or 7 households in an hour. This is based on a short 3 minute conversation.

Combining these two factors can help you decide how long a project will last, how many door-to-door canvassers are needed, and how many people can be spoken to. This will then provide a basis for determining the budget. See the following two examples.

**Example 1**

You have two door-to-door canvassers working a 37 hour week for 6 weeks. How many households can they talk to?

1. Calculate total working hours:
   
   37 hours x 2 people x 6 weeks = 444 hours

2. Calculate how many visits could be made within those hours:
   
   Visiting 20 households per hour 444 hours = 8,880 households

3. Calculate how many households could be spoken to:
   
   With a hit rate of 30%, 2,664 households (30% of 8,880) could be spoken to within the 6 week period

Note: it has been assumed that all 37 hours will be spent door-to-door canvassing therefore either add extra hours to allow time for travelling, team meetings, paperwork etc. or deduct this from the total available hours and recalculate the time available for door-to-door canvassing.
The hit rate is governed by the time of day that the visits are made. If your target audience are in low performing areas find out when they are most likely to be at home. If most of these people work, then calling during the day will produce a low hit rate. For example; one council in the North East achieved a hit rate of only 15% when door-to-door canvassing was carried out between 9am and 5pm on week days. The hit rate can also vary with door-to-door canvasser shift length; shorter shifts tend to mean more energy and enthusiasm.

3.4 How long should door-to-door canvassers spend talking?

A door-to-door canvasser’s conversation, if focused, should last around 3-5 minutes. This could be longer if trying to motivate particularly difficult residents to recycle. If door-to-door canvassing is planned for a more difficult area more time should be allowed. The door-to-door canvassers must avoid being drawn into long conversations that are outside the aim of the project. They need to be able to do this without appearing rude; having a list of useful contact numbers to give residents can help.
3.5 How do I decide where the door-to-door canvassers go?

Identifying where to conduct door-to-door canvassing depends on the aim and objectives of the project. As mentioned target areas could be:

- Areas of low participation or where participation is lower than expected;
- Areas of high participation, where capture is low. The aim of the door-to-door canvassing is therefore to get those participating to recycle all of the target materials;
- Areas where capture of materials is low;
- Areas with high levels of contamination or incorrect presentation of recyclables;
- Areas with a new service or service changes;
- Areas where there has been little promotion to date; and
- Areas where traditional forms of communication are less effective.

Once you have decided on the target audience, you need to identify these householders in your area. There are a number of ways to do this:

- Participation monitoring;
- Round tonnages;
- Capture rates; and
- Local knowledge.

Examples of how other councils have done this include:

- **Bath and North East Somerset Council** – targeted householders living in hard-to-reach areas, predominantly those in flats and shared houses as they recycled less than other areas in Bath and North East Somerset (participation levels were only 43%) and had less access to recycling facilities and publicity than other groups;
- **Bristol City Council** – established low participation in the new recycling services in the East Inner-City ward of Bristol. The area has a high proportion of social housing, many houses of multiple occupation and high levels of population movement. It has a high proportion of BME communities and religious diversity; and
- **Coventry City Council** – recycling champions used to canvass householders in targeted areas pre-rollout and post to help residents use the service based on crew feedback and requests from the public.

More examples are available in **Appendix 1**.

**Warning** – make sure you select areas where door-to-door canvassing can influence householders.

3.6 When should door-to-door canvassing be carried out?

This depends on the target audience. If the audience is retired then visits can be made during the day, but if the audience is of mixed age groups, evening and weekend working is a must.

Door-to-door canvassing is best carried out when the evenings are lighter and there is the chance of good weather, ideally between March and October. The hit rate during these months is usually better in the evenings, as it is lighter and warmer residents are more likely to open their doors.

If door-to-door canvassing must be done in winter, more time should be allowed, as the number of daylight hours is less. Working during daylight hours at the weekend can help to increase the number and range of people talked to.

Note: Do not use door-to-door canvassing to promote a garden waste service in winter, especially if the service does not run in winter.
Timing of door-to-door canvassing visits is a major factor in running a successful project. Reaching a good hit rate plus actually talking to your target audience is vital.

Note: When trying to access estate blocks to conduct surveys you may require fobs, keys or codes to enter and pass through the building. Much time can be wasted waiting for access to be granted by residents. It is worthwhile trying to contact housing associations and landlords in advance of this to seek their permission to access these properties. This may involve meeting landlords/tenant managers on site.

Some examples:

- **Bath and North East Somerset** – Feb-April, 8 weeks, Wed-Fri 3pm to 7pm, Sat-Sun 10.30am-6pm. Feb 2008, 4 weeks, Wed-Fri 12pm-7pm, Sat-Sun 11am-5.30pm. Canvassers also talked to students in the University - this activity was conducted between 12pm and 2pm when the highest footfall was expected;
- **Essex County Council** - April–October, 10 am-7 pm weekdays, 37 hour week, 38% contact rate;
- **Richmondshire District Council** – March-August, 2pm-7pm, 15 hours per week 43% contact rate; and
- **Western Riverside Waste Disposal Authority** – 11am-7pm Monday to Friday and every other Saturday 10am-4pm. Achieved a 30% contact rate.

More examples can be found in Appendix 1.
3.7 How long will it take me to set up the project?

The diagram below shows a typical project plan for a project that involves an eight week door-to-door canvassing period.

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<td>2 Recruitment</td>
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<td>5 Training</td>
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<td>6 Door-to-door canvassing</td>
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<td>7 Enter data</td>
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<td>8 Analyse data and feedback</td>
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4.0 How do I organise the door-to-door canvassing?

Once you have planned your project you need to make sure it can be delivered successfully. Recruiting, training and motivating door-to-door canvassers is vital. The project needs to have sufficient resources and be well managed with day-to-day co-ordination of the door-to-door canvassing.

4.1 How should the door-to-door canvassers be organised?

There must be a project coordinator that can spend at least one day a week, ideally more, managing the campaign. The coordinator should be appointed before the project starts. They could be responsible for:

- Recruitment;
- Training;
- Quality control;
- Dealing with queries from the door-to-door canvassers; and
- Day-to-day management – canvassers should have daily schedules, which are checked each day with the coordinator. The provision of questionnaires/recording sheets should be used to record information from residents in a consistent way. This data can then be easily input onto a spreadsheet and analysed. See Appendix 2 for an example of a questionnaire.

In addition there should be a project manager to ensure the whole project, not only the actual door-to-door canvassing element, is successful.

The bigger the door-to-door canvassing team, the more work involved. Where there are a number of door canvassing teams, each team should have a team leader/supervisor that reports to the coordinator.
Some examples:

- **Devon Waste Partnership** - Project Manager one day per week; Project Coordinator 1-2 days per week; one of the door-to-door canvassers acted as a supervisor;
- **Essex County Council** - the County provided an overall Project Manager; each district provided a contact for the day-to-day management of the door-to-door canvassers in their area;
- **London Borough of Hounslow** – Project Manager one day per week; full time Project Coordinator (35 hours per week) to manage the door-to-door canvassing team and coordinate activities; and
- **Royal Borough of Kensington and Chelsea** – Project Manager one day per week; Project Coordinator 20 hours per week; one of the door-to-door canvassers acted as a supervisor.

More examples can be found in **Appendix 1**.

4.2 How can I ensure quality work and a motivated team?

Door-to-door canvassing can be a lonely existence. In areas where the council or the recycling/refuse service is not popular with residents keeping teams motivated is vital. The project coordinator should speak to all door-to-door canvassers on a daily basis and hold weekly meetings. This provides individuals with the opportunity to raise any problems or queries and allows teams to exchange experiences. The quality of work and progress against the objectives can be checked by setting each canvasser daily targets of both households visited and householders talked to. The project coordinator should check this on a daily basis.

4.3 What about Health & Safety?

Appropriate risk assessments should be carried out and canvassers managed to ensure they adhere to the guidelines given. In addition to any council guidelines you may have, the guidelines issued by the Market Research Society and the Suzy Lamplugh Trust are useful. The most important points are:

- All conversations to be held on the doorstep, canvassers should not enter a property;
- All conversations must be held with adults 18 years or over;
- Work in teams of two or three. Maintain visual contact with each other;
- Canvassers should meet or make contact with the coordinator/project manager at the beginning and end of each shift. The project manager should know where all canvassers are before starting work;
- At least one member of the team should carry a mobile phone;
- Canvassers should wear appropriate clothing;
- Appropriate emergency and first aid procedures should be in place;
- Only the essentials should be carried, valuables and jewellery should be left at home or hidden; and
- Write to the local police to inform of them of the timing and locations of the door-to-door canvassing.

4.4 How do I recruit door-to-door canvassers?

There are a number of options for employing canvassers:

**Agencies**

- Employment, market research or PR agencies can be used to find staff with market research, promotion or survey skills. This can be quicker than carrying out your own recruitment but it can be more expensive and difficult for you to control the quality of the work.
Example of using agency staff

London Borough of Lewisham used agency staff to deliver their door-to-door campaign and appointed a supervisor to manage canvassers ‘out in the field’ This allowed continuity in the project in respect to what areas and estates had been covered and what areas needed to be done. In addition to managing start times, breaks and leaving times the team leader/supervisor ensured canvassers were equipped with their ID badges, high visibility vest and relevant support materials.

Benefits of employing a supervisor:

- Employing a dedicated person who has previous experience and knowledge of door-to-door canvassing was a crucial factor that led to the team functioning and working together successfully;
- Enabled issues and problems to be dealt with quickly and effectively ensuring the smooth running of project;
- Helped monitor the use and delivery of leaflets and information collated via the canvassers;
- Helped to keep canvassers motivated with work that can be tiring and repetitive; and
- Ensured that health and safety procedures were being adhered to by all canvassers.

Some disadvantages of using agency staff included:

- Lack of continuity - staff do not always stay with the project from start to finish, the appointment of a supervisor helped overcome these issues as they were able to organise and manage canvassers directly; and
- Issues can be experienced over contractors working directly for the Council versus those working via a recruitment agency. This led to some confusion over timesheets and hourly rates. Such issues must be addressed prior to recruitment to avoid confusion.

Direct recruitment

- Through local press advertising - this can be time consuming and expensive. If canvassers are recruited on a short-term contract there is a risk that staff may leave before the end of the contract and, depending on local employment levels, it may be difficult to attract the right people. However, by directly employing staff you will have more control over the project and can put in place your own procedures for monitoring the quality of work undertaken. Utilising existing council staff may be an option, particularly staff that work on a part-time basis.

Local recruitment

- For example, through universities as students on environmental courses may want work experience, and local groups such as residents or community groups. In rural areas parish council notice boards can work well. Some projects have recruited more canvassers, once the project was underway, from team members’ families and friends. The advantages of recruiting locally are local knowledge and hence usually more commitment. The disadvantage is that people may not have the skills to do the job and will require extra training.

Examples of recruitment are:

- **London Borough of Hounslow** – advertised at the local university, job shops and the environment job website, they were looking for students or recent graduates with an interest in campaign and/or environmental work;
- **Luton Borough Council** – Used a specialised contractor to recruit graduates; and
- **Macclesfield Borough Council** - Recruited temporary council staff.

More examples can be found in Appendix 1.

An example of job description and person specification for a door-to-door canvasser can be found in **Appendix 3**.
4.5 How should door-to-door canvassers be trained?

All canvassers must be trained. The training should cover three main areas:

**Service related information**
- Information on the local waste management/recycling system;
- General waste management information;
- Overview of local authority – especially responsibilities across two-tier authorities; and
- Frequently asked questions.

**Working arrangements and procedures**
- Working procedures and reporting – including customer care;
- How to complete the questionnaire/tally sheet;
- Recording information; and
- Health and safety requirements.

**Interpersonal and communication skills**
- Survey and door-to-door canvassing skills – this would depend on the skill level of the new staff but it is always good to go over this with all new interviewers;
- Methods for approaching householders;
- How to introduce yourself;
- Pitching the conversation;
- Body language;
- Overcoming objections; and
- How to end lengthy conversations.

Some of these techniques may best be tried out through role playing exercises.

It is recommended that canvassers start in the ‘easier’ areas in order for the new staff to gain confidence and experience. At this early stage regular feedback is vital.

It is a good idea to provide a training pack for the canvassers.

Braintree District Council’s pack and a template pack are available on request from WRAP’S Collections & Quality team please contact lasupport@wrap.org.uk or call Alison Day on: 01295 819661. Many councils use third parties to design and run training sessions for example; Richmondshire commissioned SWAP, Macclesfield used MEL and WRAP’S Quality & Collections team provided assistance to Braintree.

4.6 What equipment do door-to-door canvassers need?

It is a good idea to provide canvassers with a uniform so as to link the door-to-door canvassing project with the overall communications. The branding should be on the outer clothing as this is the only part visible, but do not over brand as this can be off putting. In addition, canvassers should be given a bag to carry paper work and leaflets. Other equipment that could be provided:

- Photo ID card (Essential);
- Letter of authorisation from the council – ideally laminated and carried in the bag;
- Clip board – it is easier to write responses;
- Contacts telephone numbers – to give to householders to follow up other enquiries;
- Container request cards - if the householder would like a container a card can be completed with the householder’s details and passed onto the appropriate person. The householder should be asked to sign the card to authorise that the council can use their personal details;
- Street maps;

Recycle

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Walking routes and tick sheets – the tick sheets should have each household listed with space for the door-to-door canvassers to note against each the time of the visit and if the householder was at home, and other feedback information as appropriate. This data can then be easily input onto a spreadsheet and analysed. See Appendix 2 for more an example of a questionnaire; and

Mobile phone.

For some projects providing canvassers with their own transport may be necessary, especially if they are working in rural areas where public transport provision is limited and if canvassers are required to deliver recycling containers to householders. Providing transport can aid team motivation, allow canvassers to reach areas quickly and maximise door-to-door canvassing time. For example; if one vehicle is provided per team, team members can travel together and be dropped off and picked up at a number of locations. This allows the team to meet and discuss progress and arrive and start working at the same time.

4.7 What materials should door-to-door canvassers hand out?

A door-to-door canvassing project should be supported with handout materials. At a minimum this should be a leaflet **specific** to the service being promoted. These leaflets can be handed, as appropriate, to householders at the end of the conversation. It must be remembered that door-to-door canvassing is **not a leaflet drop** and that leaflets do not have to be left with all residents. It is important not to overload residents with leaflets. An example is shown on the next page.

It is advisable to leave a ‘We are sorry we missed you’ card/leaflet detailing the reason for the visit with those householders not at home. Some examples are shown over the page.

**Providing transport can also aid team motivation**

**Door-to-door canvassing should be supported with handout materials but it must be remembered that canvassing is not a leaflet drop**
London Borough of Hammersmith & Fulham

Example of a service leaflet left with residents following door-to-door canvassing conversations.

London Borough of Tower Hamlets

Examples of sorry we missed you cards issued to residents not available at the time of the door-to-door canvassing.
Some councils have included the feedback questions in the leaflet, and provided freepost to enable householders to contribute their views. Leaflets and other items such as fridge magnets, pens and pencils can be handed out but it must be remembered that canvassers will have to carry these items. Door-to-door canvassers can also deliver recycling containers (typically boxes and sacks) to householders.

There are several advantages for doing this:

- Reduces the administration burden - it is not necessary to record and pass on container requests and separate delivery teams are not required;
- Ensures containers are delivered quickly – there is no delay and householders are more motivated to start recycling;
- Can help persuade people to take part immediately and get into the recycling habit quickly; and
- Ensures action – if householders are left to ring the council for a container, they may not get round to it.

If containers are to be delivered by canvassers then transport is needed.
4.8 What should I include in my budget?

If the project management (including training) and general administration costs can be met from within the existing service budget, the budget for a door-to-door canvassing project should include:

- Wages and costs – based on the number of employees including door-to-door canvassers and supervisors/coordinator;
- Recruitment adverts;
- Printing – record sheets, leaflets, calling cards, maps etc;
- Clothing and equipment; and
- Transport allowances.

On average the cost of door-to-door canvassing can range between £1.00 - £4.00 per house (based on number of doors canvassed rather number of people spoken to). So, if only 50% of residents are in when your call, costs can be between £2.00 - £8.00. However, the average number of people in at first door knock is more likely to be 30% - 40% making it more expensive per contact.

Factors that affect the cost include; the size and length of the project, geography, the type and length of survey being carried out, local wage rates and the equipment provided.

4.9 Are there people that should be involved or consulted?

The door-to-door canvassers, the coordinator and the project manager are key people but there are a number of other people who should be involved. At a minimum the following people should be informed of the door-to-door canvassing project; in some cases it may be appropriate to involve them in the planning process:

- Elected Members – especially those representing areas where door-to-door canvassing takes place;
- Call centre staff - need to fully briefed on where and when the canvassers are working. Clear lines of communication should be established between the call centre and recycling staff. This will ensure enquires from householders are dealt with quickly. It is also useful to ask the call centre to log when the call made by a householder is the result of the door-to-door canvassing;
- Council Press Office;
- Street/Area wardens;
- Collection crews - after door-to-door canvassing there can be an increase in the amount of recyclables collected and more questions from householders;
- Local Police – it is advisable that they are aware that canvassers will be calling at local households;
- Local Press - it is a good idea to inform the local press that door-to-door canvassing is taking place;
- Trading Standards – be aware that your council may have a defined position and protocol on cold calling, if necessary consult this department; and
- Other council departments - check if there are any other surveys or door-to-door canvassing planned to take place in your selected area.

5.0 More Help and Support

For more research and guidance on all aspects of communications planning and delivery, please visit http://www.wrap.org.uk/content/resources-local-authority-communications. Alternatively, for free communications support and advice contact WRAP’s Community Partnerships Team on 01295 819900 or email: info@wrap.org.uk
6.0 Appendix 1 - Local Authorities door-to-door canvassing activity

Examples of door-to-door canvassing projects that have been carried out by local authorities.

- **Bath and North East Somerset Council** targeted flats and shared housing to increase awareness and use of mini-recycling centres and conduct ‘committed recycler’ survey;
- **Braintree District Council** improved participation and capture of materials in an of alternate week collections with an in-house project;
- **Bristol City Council** targeted inner city black and minority ethnic areas to raise awareness of recycling services and increase participation in recycling services;
- **Derby City Council** targeted non-English residents to raise awareness and participation in their food waste and card recycling service;
- **Durham County Council** targeted low participation areas to increase participation including the trial of face to face conversations on local buses;
- **Gloucestershire County Council** targeted low participation areas to increase awareness and participation in recycling services;
- **London Borough of Barnet** targeted flats to encourage residents to use communal recycling facilities;
- **London Borough of Bexley** targeted flats to promote the upgrade of their recycling services and reduce contamination;
- **London Borough of Lewisham** targeted householders to inform them of a trial to use wheeled recycling bins instead of boxes and reduced the size of their residual bin to 180 litres; and
- **Richmondshire District Council** targeted the rural areas of Swaledale and Arkengarthdale to promote site specific recycling facilities.

More examples of local authorities that have had successful responses to door-to-door canvassing activity.

- **Derby City Council** - recycling rate increased from 25.4% in 2005-06 to 40.2% in 2007-08, participation rate increased 25%;
- **London Borough of Barnet** - the average monthly tonnage collected increased by 4% during the project, Committed recyclers increased by 6% from 37% to 43%;
- **London Borough of Bexley** - increase in dry recycling rate of 3.5%. Committed recycler rate in the target area increased from 27% to 63%; and
- **London Borough of Lewisham** - recycling tonnages increased by 69% and refuse tonnages fell 9% during the trial; no residents chose to revert to the old system after the trial.

More examples of how local authorities decided where door-to-door canvassers should go.

- **Derby City Council** – project informed all residents receiving the garden waste collection that they could now place food waste into their bin;
- **Durham County Council** – identified two types of property as forming a large proportion of households in low performing areas: student housing in the City of Durham and housing estates in areas with low literacy scores, particularly in the towns of Peterlee and Easington;
- **Gloucestershire County Council** - low performing rounds were selected by district recycling officers; and
- **London Borough of Lewisham** - The round chosen for the trial covered an area where the extra bin could be accommodated easily in the larger gardens and driveways and the recycling crew and vehicle had the capacity to pick up from every household (at the time, recycling rounds were twice the size of the refuse rounds as not everyone recycled) and to collect greater amounts of recyclable material.

More examples of the timescales local authorities have adopted when carrying out door-to-door canvassing.

- **Braintree District Council** - August–September, mainly 9am-5pm weekdays with evening and Saturday work as required to reach target audience. 37 hours per week. Contact rate 33%;
- **Devon Waste Partnership** – 3 hours per day at the discretion of the door-to-door canvassing based on local knowledge. Contact rate 35%;
- **Luton Borough Council** - 10 am-6 pm weekdays, 37.5 hours per week 33% contact rate; and
- **Royal Borough of Kensington and Chelsea** – 6am-8pm Monday to Friday and 10am-6pm on Saturdays. Contact rate 25% but daytime rate 8-14%. 
More examples of how local authorities have organised and managed door-to-door canvassing.

- **Bath and North East Somerset Council** – the work was carried out by 2 supervisors and 3 canvassers. Canvassers also talked to students at the University;
- **Braintree District Council** – a team leader was selected from the door-to-door canvassing team to coordinate activities with the Council’s Project Manager;
- **Gloucestershire County Council** - the work was carried out by one team of up to 5 canvassers based in Gloucester, and using a hired car to reach the various areas in the County; and
- **Durham County Council** – 5 canvassers and 1 team leader. The team also participated in an 8 week bus promotion, where they travelled 2 days a week on Arriva North buses within districts talking to passengers, giving information and advice on the ‘Kerb It’ Recycling scheme.

More examples of how local authorities have recruited door-to-door canvassers.

Examples of recruitment are:

- **Braintree District Council** – Advertised within the Council, at local colleges, job centre and on an environmental recruitment website; and
- **Devon Waste Partnership** – Local newspaper advertisements targeting local people with an interest in recycling.
### Appendix 2 - Questionnaire

- **Canvasser Name:**

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<th>Start Time:</th>
<th>Finish Time:</th>
<th>Duration:</th>
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- **Round:**

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<th>Road:</th>
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<tr>
<th>House no/name</th>
<th>Resident In?</th>
<th>Resident Aware?</th>
<th>Resident Participate</th>
<th>Reason for not recycling</th>
<th>Seen promotional material</th>
<th>Request Box or Bag</th>
<th>Comment (Name/tel/complaint)</th>
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8.0 Appendix 3 – Job Description/Person Specification

Job Description Prepared by Braintree District Council

Department: Environmental Services  
Job No:  
Grade: 1  

Name: Door-to-door canvasser/recycling adviser  
Designation: Recycling Communications Campaign Taskforce  

Responsible to: Recycling Communications Campaign Officer  
Supervises: None  

Overall Objectives: To increase awareness of and participation in the high diversion recycling scheme operating in the Braintree District through an intensive programme of door-to-door canvassing and monitoring.

Main Duties

1. Carry out door-to-door canvassing activities in a defined area within the Braintree District, engaging the public through direct interaction, raising awareness of the recycling service and motivating customers to participate in the scheme.
2. Distribute printed literature in support of door-to-door canvassing activities.
3. Assist with recycling and waste minimisation events and roadshows.
4. Monitor performance and customer satisfaction using a variety of techniques including participation monitoring and face-to-face surveys.
5. Record data arising from door-to-door canvassing and monitoring activities and assist with report writing using Microsoft products.
6. Feed back issues raised by customers to the recycling team.
7. Comply with all legislative requirements including health, safety and welfare, ensuring good practice and standards at all times.
8. Apply and actively promote the principles of the Council’s Equal Opportunities.
9. Advise the Recycling Communications Campaign Officer if, at any time, the above duties and responsibilities of the post cannot be performed.
10. Carry out other associated duties, as may be detailed by the Director of Operations.

Rehabilitation of Offenders Act 1974

Exempt Non-Exempt Politically Restricted Post (Yes/No)

Hours /Unusual Conditions: 37 hours per week, including early morning, evening and weekend work where necessary to ensure maximum door-to-door canvassing contact rates.

Car Allowance: Leased Casual (Restricted to 1450 cc maximum)

Date Accepted:  
Officer Head of Service
## Person Specification

<table>
<thead>
<tr>
<th>Education, Qualifications and Training required for the post</th>
<th>Essential Criteria</th>
<th>Desirable Criteria</th>
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</thead>
<tbody>
<tr>
<td><strong>Weight:</strong> 10%</td>
<td>Good basic education to A Level or equivalent.</td>
<td>Qualifications or training in recycling, environmental, issues or marketing and promotion.</td>
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<tr>
<th>Equalities (depth of equal opportunity knowledge related to effective job performance)</th>
<th>Essential Criteria</th>
<th>Desirable Criteria</th>
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</thead>
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<tr>
<td><strong>Weight:</strong> 5%</td>
<td>Awareness of equal opportunities in relation to service delivery.</td>
<td>Experience of applying equal opportunities in a customer service environment.</td>
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</table>

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<thead>
<tr>
<th>Experience required for the post</th>
<th>Essential Criteria</th>
<th>Desirable Criteria</th>
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</thead>
<tbody>
<tr>
<td><strong>Weight:</strong> 15%</td>
<td>Experience of working with the public including face to face contact.</td>
<td>Experience in a customer relations environment, promotional work, or environmental initiatives including recycling.</td>
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<td>Experience of data collection.</td>
<td>Experience of cold calling.</td>
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<tr>
<th>Special Skills and knowledge required for the post</th>
<th>Essential Criteria</th>
<th>Desirable Criteria</th>
</tr>
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<tbody>
<tr>
<td><strong>Weight:</strong> 40%</td>
<td>A broad understanding and interest in waste management and recycling.</td>
<td>Data entry and analysis, customer surveys, promotional work, knowledge of environmental issues.</td>
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<td>Familiarity with MS Word, MS Excel, MS Access.</td>
<td>Knowledge of survey and interview techniques.</td>
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<td>Good interpersonal and communication skills.</td>
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<td>Meticulous approach to data collection.</td>
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<td>Ability to organise and work with limited supervision.</td>
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<td>Ability to work within and contribute to a team.</td>
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<td>Ability to identify and pass on relevant information.</td>
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<td>Dealing with the public and conflict situations.</td>
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### Personal qualities required for the post

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<th>Qualities</th>
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<td>Enthusiastic</td>
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<td>Articulate, confident</td>
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<td>Committed to job</td>
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<td>Self motivated</td>
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<td>Ability to work without supervision</td>
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<tr>
<td>Flexible (in terms of working hours and tasks)</td>
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<td>Willing to walk and work outside in all weather conditions.</td>
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**Weight: 20%**

### Other requirements for the post, such as any unusual working or travel arrangements

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<th>Requirements</th>
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<tr>
<td>Must be able to work in the UK with immediate effect.</td>
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<td>Prepares to work out of normal office hours and at weekends.</td>
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**Weight: 10%**

- Driving licence and access to a car or van.