

New Life to Old Things – A Zero Waste Bute Project

Evaluation Report

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What we wanted to happen!

We wanted to kick start our Inspire, Educate and Empower Community Engagement Programme with a reuse project. The idea was to demonstrate 2nd tier of Waste Hierarchy – Reuse and Preparation for Reuse in a very practical way.

Project aims

- Increase awareness of reuse and upcycling
- Increase awareness of Revolve
- Demonstrate value and versatility of reuse
- Create a video diary of reuse flat for future use

What we planned to do

- Collaborate with Fyne Homes to identify one or two ‘hard to let’ properties suitable for a makeover
- Work with Revolve Visual Merchandiser to ensure quality outputs
- Prep and decorate flats
- Choose a mix of vintage pieces for presentation as given, upcycled, and repurposed
- Stage the flats and have an open day
- Create a video diary

Outcomes We Expected to Achieve

- Up to 2 empty flats will be furnished with reuse things
- Items will be diverted from landfill
- Minimum of 20 people will be engage in Zero Waste Bute through
- More people will be aware of what can be achieved with pre-loved furniture
- Higher awareness of Revolve and wider reuse options in Scotland

What Actually Happened

Project Management

Initial development work by Zero Waste Bute project manager, Reeni Kennedy-Boyle, produced a project brief¹ which set out the scope of the project. Caroline Speirs, Marketing & Sales Leader, was appointed project lead, supported by Recycling Operations Leaders Anne Shaw and James Crichton. The full project team combined people from Fyne Homes Housing and Maintenance teams, Fyne Futures recycling operations team and volunteers, and external contractors from Revolve and The Carpet Warehouse. A total of 18 people directly involved in implementing the project.

Planning

Milestone Planner

Task	Who	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9	Day 10	Day 11
Identify Properties	Caroline / Sheena											

¹ Appendix 1

Procurement Goods & Services	Caroline											
Visual Merchandiser	Lesley											
Preparation, Upcycling & Repurposing	Fyne Homes Team / Fyne Futures Team / Peter											
Staging & Open Days	Fyne Futures Team / Lesley											
Creating Video & Evaluation	Reeni											

People

Fyne Futures Team

Reeni Kennedy-Boyle; Caroline Speirs; Anne Shaw; James Crichton; Fiona Zavaroni; Robert Cairney; Iain McLachlan; David Marshall; George Dickson; Ryan Hawke; and Dorna Caskie.

Fyne Homes Team

Tracey Shields; Sheena McFie; Charlie Titchler; Dougie McDade; and Neil Forrester.

External Support Team

Lesley Haggarty, Visual Merchandiser from Revolve; Peter Wallace Owner from The Carpet Warehouse, Rothesay.

The difference our project made

Weight Diverted

In excess of 30 ReStyle reuse items were used for the project with a combined weight of 790 kg. In addition 3 reuse rugs were purchased from Spruce Carpets, another Revolve accredited enterprise, adding a further 30 kg. 820 kg in total diverted from landfill.

Change to the Flats

The flats were room and kitchen style, ground floor, tenement properties. There was little privacy with the main room facing directly into the street. Each flat had a very small footprint². Mood boards were created for each property which focussed on presenting the main room as a lovely

² Appendix 2

multi-function living space with lounge³ and bedroom⁴ areas clearly defined. There were lovely touches of innovation with a folding gate leg table being divided into two, each half used separately to create dining space in the kitchen areas. The flats were completely transformed. The transformation can be viewed at Fyne Futures youtube channel - <https://youtu.be/YT4pbIDQ3fw> !

People's Reaction

The open days were promoted via local media and online media. Over 60 people popped in to see the flats over the two days, including a couple of visitors. The feedback was all positive.

"I have a couple of bedside table I was going to dump, but think I will get the paint out."

"I could see myself living here."

"I love that idea of using old picture frame to make a chalk board."

Argyll & Bute has a high percentage of low income households, and these flats work appeal to that market at less than £60 per week to rent. From the event Fyne Homes received two expressions of interest.



Tracey Shields, Head of Housing Services Fyne Homes said "We are really impressed by how well defined the living space was. The project has made it really easy for prospective tenants to visualise how they could live in these flats."

³ Appendix 3

⁴ Appendix 4

Finance – Project Costs

We expected to spend up to £2,500. Initial budget projections were £2,353.

- Visual Merchandiser - £800
- Goods & Services - £1,453
- Communication Plan & Open Day - £100

With a great deal of good will and benefit in kind the project has been delivered under budget at £2,246.06.

- Fyne Homes prepared and painted as a benefit in kind - £0
- Fyne Homes procured the base flooring - undisclosed
- Visual Merchandiser - £600
- Goods & Services - £1,626.06
- Communication Plan & Open Day - £20

Review

What Worked Well

The project team worked very well, with good communication between the various organisations and individuals. The project plan worked well, with timetable kept and no significant changes. Overall implementation of the project from development to conclusion was successful. We can say with confidence that the project outcomes were delivered and the project aims were achieved. It is expected through online media that the video diary will generate further interest and ...

- Increase awareness of reuse and upcycling
- Increase awareness of Revolve
- Demonstrate value and versatility of reuse

What Didn't Work Well

Reuse items initially chosen when mood boards were created were changed. There were two reasons behind this:

- One of the items was found to be part of a larger set, it was decided not to split the set
- With more detailed measuring of the alcoves, a larger piece needed to be dropped

The other change was came about last minute, as a decision was taken to change the colour pallet from blue to brown. This was a good decision however, could have been made earlier.

Overall there were no major issues that needed to be addressed.

Summary of Lesson Learnt

- We are inspired to be a bit more daring with dated pieces that are unlikely to sell
- We learned a great deal about upcycling and re-purposing
- The key to success is communication, to be fair we knew this already, but it was good to deliver a unique project that tested our skills
- Creating a vision for people and demonstrating it practically is how we will empower people to take action!