



Company: Clothes Aid

Project: ECAP

Sector: Textiles

Product or service: Charity

Key highlights:

- The objective was to test if a promotional leaflet to households could lead to an increase to the quantity of clothing donated
- The trial was carried out in multiple regions across England and Ireland
- The average uplift in collection volume across all areas had a significant increase* of 9.5%
- Some areas performed better than others with the best area showing 23.9% against the lowest improvement being only 1.8%
- Under ECAP in Ireland, Clothes Aid experienced a challenge for unrelated reasons, we were forced to terminate the contract of the franchisee
- However, we have since recovered some very basic results which show promising results.
- 170kg/1,000 bags pre and 211kg/1,000 bags post therefore a 24% uplift.

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Background to Clothes Aid

Clothes Aid are a charity who specialise in the collection and recycling of household clothing in the UK.

They distribute collection bags across the UK with households filling the bags with pre-loved clothes and fashion accessories which are left out for them to collect.

Everything they collect is sold on to stock European department stores that are full of premium second hand clothes and accessories from Britain.

Depending on the collection overheads incurred and what licenses or Exception Orders the charities hold, they give a contractually predetermined percentage, between 84% and 95%, of the profit to our charities.

More than 45,000 households donate each week because they find our service hassle free and it supports great causes.

Aim of the project

To test if a promotional leaflet to households (in specific locations) could lead to an increase to the quantity of goods donated.

The project partnership between Clothes Aid and WRAP (who own and run Love Your Clothes and ECAP) allowed Clothes Aid access to information and expertise around clothing recycling more specifically around decluttering.

ECAP allowed the trial to extend the trial into the Republic of Ireland in addition to local authorities in England.



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What we did

We first benchmarked collections from a regular distribution of charity bags in certain council areas with a view to comparing responses after the leaflet was posted.

Clothes Aid then followed up with a posting of charity bags that included a leaflet to encourage households to give more good quality clothing following a declutter of their wardrobe. The leaflet contained Love Your Clothes messaging and an incentive to win a declutter book prize.

YOUR CLOTHES

Got clothes you never wear?

Now's the time for a quick and easy wardrobe declutter

Time for a clear out! How many unworn items are there lurking in your wardrobe? Last year's summer favourite could be just what someone else's wardrobe is looking for!

By donating to charities, somebody else can get that 'new clothes feeling', while you can feel confident you're not contributing to landfill.

WHY WAIT?

- 1 Fill the Clothes Aid charity bag with everything you no longer love or wear.
- 2 Pop it outside for collection on your designated day.
- 3 Feel the warm glow of knowing you're helping great causes and gifting on that 'new clothes feeling' to someone else!

Remember clothes should NEVER go in the bin.

Visit loveyourclothes.eu for tips on how to declutter and develop your core wardrobe. #LYCdeclutter

clothes aid
Collecting for British charities
in 11 our years

ECAP
European Clothing Action Plan

Life
Project supported by LIFE funding

Supporting PR a blog entry was written for the Clothes Aid website, extolling the positive benefits of the declutter campaign and reinforcing the PR messages for the households who received the leaflet through their doors.

The blog entry contained pictures of the leaflet, embedded videos from the Recycle Week suite of assets and a competition to win a copy of the award-winning Marie Kondo book, *The Life-Changing Magic of Tidying*.

A social media campaign was also delivered in support of the door drop.

Frocks Away!

Declutter your wardrobe and support good causes

clothes aid
Collecting for British charities
in 11 our years

We make it easy for the public to recycle unloved clothes and support fantastic charities.

Clear out your wardrobe and put your old garments into a Clothes Aid bag. Then fill your boots with sunshine, you've recycled and done something good for charity.

We have five copies of the bestselling book 'The Life-Changing Magic of Tidying' by award-winning author Marie Kondo to give away.

To Enter – fill up the Clothes Aid bag, take a picture of it, and send us a tweet (@ClothesAid), post on our Facebook wall or send an email to info@clothesaid.co.uk

Last entries by 27th October 2017.
See our website for full terms and conditions.

WIN

Proud to support:
ISPCC
Childline

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020 7288 8045 | clothesaid.co.uk | info@clothesaid.co.uk

Facebook/Clothesaid **@Clothesaid**

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Results and impact

Expected outputs: Data on increased response measured by the change in kg collected for each 1,000 bags/ leaflets posted.

The results realised on average across all depots and teams a significant 9.5% response rate. Some depots performed better than others with the best area showing 23.9% against the lowest improvement being 1.8%.

Notable points from the results:

- The single low result skews the distribution, therefore with it removed, the mean increases slightly
- No depot showed a fall in responses between the comparative periods.

Quantity % change +/-

- Blackburn 146,000 23.9
- Bristol 74,000 6.4
- Castleford 54,000 15.8
- Horsham 83,000 20.4
- Luton 72,000 1.8
- Milton Keynes 112,000 6.4
- Washington 98,000 18.9
- Wolverhampton 147,000 5



In actual volume, a further 24,405kg of used clothing has been diverted from the household waste stream, or an extra 5,423 donation bags (at average 4.5kg per bag).

We have not measured how much each household donated individually, but in our expert opinion we believe it to be very close to 4,519 extra households motivated by the declutter campaign to give used clothing to Clothes Aid (each house gives on average 1.2 bags @ 4.5kg). The extra clothing would have generated an increased royalty for Clothes Aid's charity partners.

Of 1,075,000 leaflets issued, we have accurate and usable results for 568,500.

In England, most of which is due to teams shifting area to avoid competition or bogus threats.

Consequently, those door drops that had to move did not have a corresponding benchmark distribution.

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ECAP specific results

Under ECAP in Ireland, Clothes Aid experienced a challenge for unrelated reasons, we were forced to terminate the contract of the franchisee.

However, we have since recovered some very basic results which show promising results. We have no anecdotal or qualitative supporting information and will not be able to obtain any.

August benchmark response = 170kg/1,000 bags
September test drop with leaflet response = 211kg/1,000 bags

This was a much smaller distribution of just over 71,700 which generated an extra 4,805kg, a 24% increase.

Anecdotal feedback from teams:

In general, most teams reported that rival collection agencies affected the collections which is to be expected.

- Overall, the teams in the Blackburn warehouse achieved an increase of 23.9% because of the declutter leaflets, the largest rise all depots.

- Castleford reported competition as the biggest impact on success.

- Horsham had issues with theft in a number of boroughs but on the whole, this depot felt success

- Luton felt that the campaign did very little to increase responses in their key areas including Wycombe, but Brentwood and Chelmsford saw a decent uplift

- Milton Keynes had the lowest overall increase including in central Bedfordshire Council, East Cambridgeshire Council and East Hertfordshire. Breckland saw about a 9% increase and was the better performing council for this depot

- Washington -a third of teams reported either rival collections or theft , the remainder did very well especially in Middlesbrough.

The team in the latter reported that the public “had been interested, because it was something new”.

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ECAP is €3.6 million EU LIFE funded project which aims to reduce clothing waste across Europe and embed a circular economy approach.

ECAP mission

Cutting the environmental impact of clothing across the supply chain. Generating value for business through collaboration, measuring and sharing best practice

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Case studies were generated as a result of activity carried out for ECAP