

WASTE SURVEY REPORT –APRIL 2008.

DRAFT 11/04/08 by ER.

Executive Summary.

The intention of the Customer Survey in early 2008 was to obtain feedback on promotional activities, satisfaction of waste and recycling services by type, any problems encountered to establish where improvements could be made and future promotional activities should be targeted. This was the first customer survey to be carried out since the introduction of Alternate Bin collection in 2006 (ABC). A previous satisfaction survey in October 2006 for BVPI 89 resulted in 72% satisfaction rate for refuse and 75% satisfaction rate for recycling. A copy of the 2008 Questionnaire is attached as Appendix A.

Overall results for 2008 Survey

Service satisfaction results were as follows:

Landfill Waste Collection	78% satisfied and of these 56% were good/very good
Recycling Blue Wheelie bin collection	93% satisfied and of these 67% were good/very good
Recycling Box Collection	89% satisfied and of these 65% were good/very good
Garden Waste Collections	92% satisfied and of these 78% were good/very good.

Residents were not asked about frequency of collections but had the opportunity to make further comments about any aspect of the service 411 residents did make comments but of those only 93 suggested weekly collection – this is just 9% of total returns. An additional 17 suggested weekly collections during summer months (1.7% of total returns)

Improvements that residents wanted were:

71% said collection of all plastics

42% said collection of Tetra Pak (and this was the most problematic waste) cartons

27% said collection of Food waste

71% of residents said they rarely or never threw away food

Residents were concerned about packaging and over 66% felt supermarkets should actively reduce this.

In addition, questions asked about where residents had seen promotions about recycling indicated that 89% had seen this on television or in the national press, 31% via local publications 10% via stickers or notices on bins.

How the Survey was carried out?

The areas covered by a previous wider Participation Monitoring & Doorstepping Survey carried out in April 2004 by Waste Watch consultants were used as a base line for this year's survey.

It should be noted that the 2004 survey related to residents perception of waste and recycling entitled Recycling Attitudinal Survey, as opposed to customer satisfaction of the services.

Appendix B shows how the research areas were formulated using the previous survey as a benchmark. All areas with the exception of North Ascot were covered in this survey. A later

survey covering Ascot and looking at potential recycling amenities in that area is planned to be carried out later in 2008.

Investigations indicated that for the response target of 1,000 residents required, the survey would require canvassers to contact 3,000 properties.

The survey questions were devised by the Waste and Recycling team and approved by the Overview & Scrutiny Committee.

At the start of the exercise nine employees expressed interest in canvassing; however after the first set of site visits this reduced to four. After the initial round of door knocking, which commenced on February 22nd, it became apparent that this method of gaining information was not going to achieve the target within the timescale set. This was due to reduced number of canvassers as well as the reduced number of available residents even during evening canvassing who were at home or willing to answer our questions. Canvassers voiced concern and motivation was an issue, with 50% of canvassers immediately declining to continue. It was therefore decided that a letterbox drop method of operation be adopted. This was carried out between 4th March and 11th March primarily by the waste team staff.

To entice residents to complete and return the questionnaires, a prize of £50 worth of garden centre vouchers was offered as a prize for one lucky winning questionnaire pulled out at random. The original closing date was 20th March, but this was extended to 28th March.

Results.

1015 returns before the closing date of the 3,000 sent out.

Q1. Publicity.

76% said they had seen promotional information on recycling in the last six months.

53% said on television

36% via National Newspapers

31% by Local newspapers, this was thought to include Town & Country as well as any free local newspaper deliveries.

3% highlighted the website as being an area where they had seen publicity.

16% mentioned stickers or notices on their bins as areas of publicity.

Q2. Current Services Satisfaction Levels.

Landfill Waste Wheelie Bin collection (77.8% satisfaction).

28.4% Very Good

27.4% Good

22% Adequate.

Recycling Blue Wheelie Bin collection (92.9% satisfaction)

34.8% Very Good

32.6% Good

25.5% Adequate.

Recycling Box Collection (88.9% satisfaction)

31% Very Good

34.3% Good

23.6% Adequate.

Brown Bin Garden Waste Collection (92% satisfaction).

41.6% Very Good

31.3% Good

19.1% Adequate.

Q3. What Discourage residents to recycle?

13.9% said size of bin or boxes

10.7% said the number of container (bins/boxes)

8.6% said difficult/hassle/takes time and effort

Q4. How do residents recycle?

97.8% Use kerbside collection

49% used our recycling centres

21% of these used both kerbside and recycling centres

57% said they used Longshot Lane as well as or instead of other recycling centres.

The most popular recycling centre was Sainsbury's at 38.7 %

Q5. What was the most problematic waste residents currently had to deal with?

66.7% said plastics

41% Tetrapak cartons.

20.7% small electrical items/batteries

7.7% mentioned nappies. 2.4% said they did not know about the council's subsidised scheme for real nappies. These have been listed and will be contacted shortly with information on the offer and how to apply.

Q6. How often do residents throw away food?

1.3% everyday

4.2% three times a week

21.4% weekly

56.3% rarely

16.1% never

0.39% did not respond.

Q7. What improvements would you like to see made to collect more recyclables?

71.5% Plastics collection - all plastics

42% Tetrapak collection

30.4% Small electrical items

27.1% Food waste Collection

Q8. What Improvements would you like to see made to reduce the amount of waste going to landfill?

66.2% Supermarkets to reduce packaging

22.3% provide low cost home composters

21.55 provide low cost home digesters

Q9. Have you seen these logos?

Re3 26.1% said yes

Recycle Now 65.5% said yes

Q10 & 11. Covered personal details, and it is not proposed to go into the percentage breakdown in this report.

Additional Comments.

Question 5. Which recycling sites do you use?

400 responses (39% of total returns). The main sites mentioned were:

155 Sainsbury's

49 Depend where they were going

35 Tesco's Warfield

104 ticked the box, but failed to enter a location.

57 other sites across the Borough

Question 7. What improvements would you like to see made to collect more recyclables?

There were 322 comments (32% of total returns):-

233 suggested collecting glass kerbside. (23% of total returns)

30 wanted collection of all plastics kerbside

Question 8. What improvements would you like to see made to reduce the amount of waste going to landfill?

26 comments (2.5% of total returns):-

55 suggested proper bins for paper storage (with lids) or more in blue Wheelie bin

5 people suggested incinerators as a method of reducing waste to landfill

Question 10. Any further comments you would like to make?

411 comments (40% of total returns):-

93 suggested weekly collection (9% of total) another 17 suggested weekly collection in the summer months(1.7% of total)

55 said that Blue bins don't take enough items, all recyclable items should go in this bin.

26 complimented BFBC on its waste collections.

44 complained about the service including general comments about central government

Funniest/strangest comments made (in no particular order).

1) Dig up the tip, sort it, recycle it and start again.

2) America pays for people to recycle and everybody does

3) Single bag (all in one) recycling collection like Australia

4) You people, and the rest of the country, are wasting your time. E.g. China opening two coal fired power plants every month.

5) If all the people were on fixed income there would be far less waste

6) Put recycling bins at the end of each road.

Conclusion

The majority of residents have accepted the need to reduce waste to landfill and have accepted the alternate bin collection service.

They are highly aware about recycling and express a desire to recycle more materials. Although food waste is often perceived to be a significant problem and analysis of residual waste bins carried out in June 2007 indicated that around 31% of waste from landfill bins is food waste, the number of respondents who wanted food waste collections amounted to only 27%, 71% of respondents said they rarely or never threw away food. It is intended that educational campaigns about wasting food will be the key method of reducing a considerable portion of food going to landfill at this time.

"Tetrapaks" are regarded as problematic with 42% wanting collections although they are less than 1% of the waste. This is being addressed with the installation of "Tetrapak" banks at 3 sites in the borough from April.

The survey indicated that the most problematic waste for residents is the plastics not collected (ie all plastics apart from bottles) and the majority of residents wanted this separately collected + recycled. They are concerned about excess packaging and think supermarkets should do more to reduce this.

The questionnaire will enable the council to discuss these issues with Re3 partners + contractor in relation to increasing materials that can be recycled.