

The Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire 2004 – 2034

Annex H - Consultation Process and Outcomes

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Introduction

This annex explains the consultation that was carried out to help the Partnership to develop a revised Strategy. The comments and ideas of residents, business and other interested parties have been used in shaping the final document. A lot of our success to date (see Annex G of the Strategy documents) has been down to public support of new waste services, such as kerbside recycling collections. The views and attitudes of residents and other interested groups will continue to play a very important part in deciding our future waste services and long term plans.

The main aim of the consultation was to seek views on the significant changes that had been made to the Strategy through the review process. For example, how the revised Strategy addresses the issue of Climate Change which has become of much greater significance since the Strategy was adopted in 2004. Areas of the Strategy not subject to change were not considered in detail in the consultation.

When was the consultation carried out?

The consultation began on 16th February 2009 and ran for a period of 13 weeks until 15th May 2009.

How was the consultation carried out?

Consultation documents were posted on the Partnership web sites and a press release was issued to raise awareness that the consultation was underway. Letters inviting comment were sent to key partners and agencies such as DEFRA and the Environment Agency.

To ensure a robust, reliable, objective and representative view from local residents across the two counties, a two stage consultation process was used. A number of focus groups with residents from across Herefordshire and Worcestershire were held to seek their views on the issues that they felt were important. The focus groups also helped to develop a questionnaire, '**Waste... have your say**' which was distributed to a random sample of 9,000 households across Herefordshire and Worcestershire and made available to complete online.

Resident Focus Groups

Nine focus groups were held across the two counties in Herefordshire, Worcester City, Bromsgrove, Malvern, Redditch and Wychavon. In some cases, letters of invitation were sent to a selection of residents in a targeted area, and in other cases, an existing group – such as a local Childrens' Centre – agreed to host a session. A total of 70 individual members of the public took part in the sessions. Appendix 1 shows an overview of the focus groups that took place.

The groups were organised and led by an independent facilitator with the aim of exploring the issues that were of importance to local residents through a number of questions around recycling, composting and dealing with left over waste as listed below:

- What recycling actions do you undertake?

- What encourages you to recycle?
- What discourages you from recycling?
- What more could be done to support you to recycle?
- To what extent do you feel that changes in waste collection will be effective in encouraging people to recycle?
- What encourages you to compost at home?
- What discourages you from composting at home?
- What could be done to encourage you to compost waste?
- Would you be prepared to pay for a collection of garden waste for composting?
- How much would you be prepared to pay?
- What actions do you take if any to limit the amount of waste you/your family produce?
- Do you think waste should be used as a fuel to generate electricity etc?

The focus groups also completed a draft '**Waste... have your say**' questionnaire and helped us to develop the final questionnaire by giving us their feedback on how it worked and the issues it should address.

Main ideas and comments from the Focus Groups

Recycling

Most of the people taking part are engaged in a range of recycling activities including making use of the kerbside recycling services provided by the Council, taking recyclables to the local Household Recycling Centre and recycling banks and donating to charities. Many of the participants compost – particularly in the rural areas and a few people use Freecycle although most people had not heard of this website.

The main factors that encourage people to recycle are concerns about landfill and a desire to conserve the planet for future generations. Effective Council services and the encouragement of other people - particularly children, neighbours and friends also helps.

The main things that discourage people from recycling include the complications of recycling plastics and lack of information particularly about what happens to recycled waste. The poor attitude & behaviour of some waste collection workers and staff at the Household Recycling Centre, a lack of consistency across the Councils in the area – why not identify the best system for recycling and implement it everywhere – can also have a negative effect on people getting involved. Practical issues such as lack of pedestrian access to the Household Recycling Centre, lack of kerbside recycling collections in some locations and a perception that the emphasis is on enforcement rather than encouragement to recycle are also problems that need to be addressed.

Ideas on how Councils can increase recycling

- Provide more information about what happens to waste after collection particularly mixed recyclables
- Make **all** plastics recyclable
- Encourage shops to reduce packaging
- Provide incentives to recycle e.g. cash or vouchers for returnable bottles

Composting

The people who are actively involved in composting provided two clear reasons why they compost, it is good for the garden or land and it gets rid of waste. For people who do not compost and have the space for a compost bin the main issues were lack of knowledge about how to compost or how to use the compost, the length of the composting process and concerns that it is smelly and attracts vermin. Many people who do not compost were unaware that subsidised compost bins are available

Organisation of waste collection

Where a wide range of recyclables are collected and wheeled bins have been introduced the feedback is that it does encourage people to recycle. The concerns expressed about the new systems were that wheelie bins make an area look unsightly, older people and people with disabilities will have difficulty moving the bins & boxes, the smell of waste bins in the summer months if there are fortnightly collections and concerns about vandalism.

The majority of people attending the focus groups said there should be no charges for the collection of garden waste and most people felt they did not produce enough waste from their garden to need a regular collection.

Reducing Waste

Most people try to limit the amount of packaging they take home but participants felt retailers make it difficult by packaging/over packaging everything. Many use their own shopping bags/bags for life rather than plastic bags. Families on limited income have to save money rather than consider the packaging

Treating waste as a resource

Generally the focus group participants felt the use of waste for fuel to be good & necessary because it provides a better option than continuing to use landfill. Detailed information about issues such as cost, emissions / smells and the amount of energy produced are needed before people are able to make a decision about the best option. There was a commonly held view that no one would want a treatment plant located near their home.

Responding to the issues raised by the Focus Groups

The feedback from the focus groups helped us to design the final questionnaire (see Appendix 2) which was posted to a selection of residents and also on the website. All Councils responded to any local questions raised and gave feedback to focus group members. A summary of responses was distributed to all those that took part (see Appendix 3).

A number of action points which the Partnership has considered in the development of the final strategy and action plan are listed below:

Note: Numbering of the Focus Group responses (FG) allows cross referencing with key tasks in the Action Plan.

	Question or comment from Focus Groups	Partnership response
	RECYCLING	
FG01	Not many people have heard of re-use websites such as Freecycle	Addressed in Action Plan
FG02	Provide more information about what happens to waste after collection particularly mixed recyclables and why the Councils cannot collect certain materials for recycling.	Addressed in Action Plan
FG03	Improve attitude & behaviour of some waste collection workers and staff at the Household Recycling Centres	Addressed in Action Plan
FG04	Consider best practice and improve consistency across the Councils in the area	Addressed in Action Plan
FG05	Can we improve pedestrian access to the Household Recycling Centre?	Addressed in Action Plan
FG06	Provide kerbside recycling collections in some locations	Addressed in Action Plan
FG07	Publicise encourage/education approach rather than enforcement	Addressed in Action Plan
FG08	Encourage shops to reduce packaging	Addressed in Action Plan
FG09	Provide incentives to recycle e.g. cash or vouchers for returnable bottles	Incentives schemes trialled in the past were unsuccessful
	COMPOSTING	
FG10	Improve residents' knowledge about how to compost, e.g. information on how to avoid pests and smells	Addressed in Action Plan
FG11	Publicise and promote the subsidised compost bins	Addressed in Action Plan
	ORGANISATION OF WASTE COLLECTION	
FG12	Provide suitable collection services that reflect the needs of older people/people with disabilities who may have difficulty moving bins & boxes	Addressed in Action Plan
FG13	Provide good information about the range of services that are available.	Addressed in Action Plan
FG14	Provide information to residents on how to avoid the smell of waste bins in the summer months.	Addressed in Action Plan
FG15	Consider the feedback that the majority of people attending	Home composting is the

	Question or comment from Focus Groups	Partnership response
	the focus groups said there should be no charges for the collection of garden waste for composting.	best environmental and economic way of dealing with garden waste. However the option of 'paid for' collections gives residents a choice.
	TREATING WASTE AS A RESOURCE	
FG16	Provide detailed information about issues such as cost, emissions/smells and the amount of energy (needed before people are able to make a decision about the best option). There will be a need for a publicity and awareness raising programme once the decision on the residual treatment facility is known	Addressed in Action Plan

Survey through questionnaire

The survey (see Appendix 2) was designed to highlight the need to review what we do with our municipal waste due to new legislation and sustainability issues and to seek views on the significant changes that had been made to the Strategy. Piloted and refined by the focus groups, questions followed the waste hierarchy and a prize draw encouraged people to complete and return the questionnaire.

To ensure a robust and reliable view across the communities in the two counties the questionnaire was sent to a random selection of 9,000 households across Herefordshire and Worcestershire. A total of 2237 responses were received, 2158 paper responses and 79 via the website. This response rate provides a high level of confidence that the survey reflects the views of the wider population.

What the survey told us

Detailed below is a summary of the key issues arising from the survey.

Recycling and Composting

An overwhelming majority of people felt that dealing with waste and recycling is everyone's responsibility and that it is important for the Councils to spend money on waste and recycling services.

The majority of people who responded always recycle waste products wherever possible using collection services provided by the Council, recycling banks, household waste site, etc. The majority of people who responded also donated unwanted items to charity and composted at home.

Gardens which are too small and concerns about pests are the main reasons why people do not compost at home. Further comments provided stated unsuitable properties, difficulty of managing a home compost bin and that it had not been considered as an

option. Most people were unprepared to pay for a collection of garden waste for composting from their home.

Respondents told us that a lack of information about what you can recycle, what happens to materials after they are collected and not receiving a collection from their home puts them off recycling. Those who provided additional comments said that the exclusion of many plastic items from recycling collections discouraged them. Other discouraging factors were that not all recyclables were collected by crews, the belief that some recyclables are sent to landfill and that not enough bags were provided for collection. Charging for additional collection such as for garden waste also discouraged people from recycling.

The response to Question 4, what would encourage you to recycle, reflected the comments received on what discouraged people from recycling. Common views were that more materials should be accepted for recycling, more bags provided, that there should be incentives for recycling, and that more information must be given to residents. Some also thought that garden waste should be collected free of charge.

1. Where possible I recycle waste products. (Please tick **one** as appropriate)

Always	88%
Sometimes	12%
Never	1%

2. Which of the following do you use to recycle or compost?

(Please tick **all** the relevant boxes)

a. The collection service provided by the Council	82%
b. Recycling banks (usually located in shop car parks)	60%
c. The Household Waste Site (the tip)	75%
d. Donate to charity	75%
e. Home composting	56%

3. What puts you off recycling? (Please tick **all** the relevant boxes)

a. Lack of collection	17%
b. Lack of information about different ways to recycle	9%
c. Lack of information about where recycling banks are	6%
d. Lack of information about what happens to things that are recycled	17%
e. Not clear what you're supposed or allowed to recycle	26%
f. Lack of transport to recycling facilities	8%
g. Too much hassle to sort waste/lack of interest	3%
h. Nothing	39%

Other significant issues raised in a comments box were:

- Only certain types of plastic are accepted – there are too many exclusions and more information is required
- Charging for collection service (e.g. green bin) and no collection service in some areas
- Not all waste is collected by waste operatives

- Knowing that lots of recycled waste actually ends up in landfill sites
- Don't get enough bags for recycled waste

4. What else can the Councils do to increase recycling? (Free Text Response)

The most common responses to this question were:

- Greater range of bins and waste that can be recycled (e.g. yoghurt pots, egg boxes, margarine containers, paper etc)
- Free green bin (garden waste) collection
- Provide more recycling bags for householders rather than just one
- Incentives to encourage people to recycle
- Improved information and publicity, educate children from a young age the benefits of recycling

5. Do you think that dealing with waste and recycling is just the Councils responsibility or everyone's responsibility? (Please tick **one** as appropriate)

Council's	6%
Everyone's	93%
Don't Know	1%

6. Do you think that it is important for the Councils to spend money on waste and recycling services? (Please tick **one** as appropriate)

Strongly Agree	48%
Agree	46%
Neither agree nor disagree	5%
Disagree	1%
Strongly disagree	0%

7. Do you compost waste at home? (Please tick as appropriate)

Yes	60%
No	40%

8. Which of the following reasons explain why you do not compost at home? (Please tick **all** the relevant boxes)

a. Don't know how to	10%
b. Don't know where to get a compost bin from	6%
c. Worried about attracting vermin/pests	30%
d. Too messy/smelly	17%
e. Not enough time	9%
f. Garden too small for a compost bin/nowhere to compost at home	38%
g. Don't have a garden	9%
h. Not interested	4%
i. Nowhere to use the compost produced	26%

Other significant issues raised in a comments box were:

- Live in flat/apartment/sheltered complex so no garden or garden is too small or impractical to compost (i.e. paved)
- Don't want to pay for a compost bin (low income families)
- Composting process takes too long and attracts vermin
- Elderly or have mobility/health problems
- Not thought about it or got round to buying a bin

9. Would you be prepared to pay for a collection of garden waste for composting?

(Please tick as appropriate)

Yes	20%
No	80%

10. If yes, what is the MAXIMUM you would be prepared to pay for a year's worth of collections? (Please tick one only)

a. £30 for a year's worth of collections	79%
b. £50 for a year's worth of collections	18%
c. £70 for a year's worth of collections	2%
d. £90 for a year's worth of collections	1%

Reducing Waste

Many respondents consider potential waste when they buy food items and consider buying food with least packaging wherever they can.

Replies show that people are keen to avoid waste where possible by repairing items, buying second hand goods and donating unwanted items to charity but only a few people use re-use websites such as 'freecycle'.

There was strong feeling that the Councils should work with to recycle/re-use goods such as furniture or bicycles.

Those who provided their own comments in Question 18 thought that businesses should reduce packaging, use more recycled material in producing it and that the packaging regulations should be improved. There were views that there should be harsh penalties for fly tipping. People thought that junk mail should be reduced and that there should be more education and information provided to the public on waste matters. A proportion of those who responded thought that waste should be burnt to produce electricity.

11. Do you buy food with the least packaging to reduce the waste you throw away?

(Please tick **one** as appropriate)

Always	21%
Sometimes	70%
Never	9%

12. Do you think about potential waste when you buy food items?

(Please tick **one** as appropriate)

Always	36%
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Sometimes	53%
Never	11%

13. Do you repair items wherever possible to avoid them being thrown away?

(Please tick **one** as appropriate)

Always	43%
Sometimes	54%
Never	3%

14. Do you buy second hand goods to reduce waste? (Please tick **one** as appropriate)

Always	5%
Sometimes	67%
Never	29%

15. Do you donate unwanted items to charity rather than throw them away?

(Please tick **one** as appropriate)

Always	68%
Sometimes	31%
Never	2%

16. Do you use websites such as 'Freecycle' to reduce waste?

(Please tick **one** as appropriate)

Always	3%
Sometimes	20%
Never	46%
Didn't know about them	31%

17. Do you think the Councils should work with charities to recycle/re-use goods such as furniture or bicycles? (Please tick **one** as appropriate)

Strongly Agree	55%
Agree	42%
Neither agree nor disagree	3%
Disagree	0%
Strongly disagree	0%

18. Do you have any other comments on how we can cut down our waste? (Free Text Response)

The most common responses to this question were:

- Businesses need to where possible use recycled materials in their packaging but also reduce the amount of packaging they use – improve packaging regulations
- Harsh penalties for fly tipping and litter dropping
- Further education of the public through different media channels
- Reduction in junk mail
- Burn waste in an incinerator to create electricity

Treating Waste as a Resource

An overwhelming majority of people who responded felt that any left over waste which cannot be recycled, composted or re-used should be used as fuel to produce energy such as electricity. Minimising the impact on the environment was highlighted as the most important consideration in deciding what to do with left over waste.

19. Do you think waste should be used as fuel to produce energy such as electricity? (Please tick **one** box below)

Yes	98%
No	2%

If YES,

20. To help us decide the best way to do this, tell us which of the following is the most important issue to you: (Please tick **one** of the following)

a. Minimises the distance waste is transported	10%
b. Produces the most heat and electricity	23%
c. Is the cheapest	11%
d. Has the least impact on the environment	53%

Environment

Most people thought that there was a link between climate change and how waste is managed.

21. Do you think there is a link between how waste is dealt with and 'Climate Change'?

Yes	52%
No	16%
Don't Know	32%

Responding to the Issues Raised Through the Survey

All feedback through the survey will be considered in terms of improving waste services. The key issues which residents have highlighted as priorities for action are included in the summary table below. Reference numbers are included to correspond to a key task where one has been identified for the Action Plan:

Note: Numbering of the survey responses (S) allows cross referencing with key tasks in the Action Plan.

	Issue identified through survey	Partnership response
S01	26% of respondents stated that they are not clear what you're supposed or allowed to recycle and this puts them off recycling (Q3).	Addressed in Action Plan
S02	17% of respondents stated that the lack of collection puts them off	Addressed in Action

	Issue identified through survey	Partnership response
	recycling (Q3).	Plan
S03	17% of respondents stated that lack of information about what happens to things that are recycled, puts them off recycling (Q3).	Addressed in Action Plan
S04	Limited range of materials accepted for recycling	Addressed in Action Plan
S05	Provide residents with greater kerbside recycling capacity where requested	Addressed in Action Plan
S06	38% of respondents stated that they do not compost at home as their garden is too small for a compost bin/nowhere to compost at home (Q8).	Addressed in Action Plan
S07	30% of respondents said that they do not compost at home as they are worried about attracting vermin/pests (Q8).	Addressed in Action Plan
S08	26% of respondents said that they do not compost at home as they have nowhere to use the compost produced (Q8).	Addressed in Action Plan
S09	Cost of purchasing a home composting bin	Addressed in Action Plan
S10	Lack of information/promotion of home composting scheme (as some respondents had not considered home composting)	Addressed in Action Plan
S11	80% of respondents stated that they would not be prepared to pay for a collection of garden waste, of those that would pay, 79% would be prepared to pay £30 per annum (Q9 & 10)	Home composting is the best environmental and economic way of dealing with garden waste. However the option of 'paid for' collections gives residents a choice.
S12	79% of respondents sometimes/never buy food with the least packaging to reduce the waste thrown away (Q11).	We want to encourage more people to always consider buying food with the least packaging. Addressed in Action Plan
S13	64% of respondents only sometimes/never think about potential waste when they buy food items (Q12).	We want to encourage more people to always think about potential waste when they buy food items. Addressed in Action Plan
S14	54% of respondents repair items wherever possible to avoid them being thrown away (Q13).	We want to encourage more people to repair items wherever possible. Addressed in Action Plan

	Issue identified through survey	Partnership response
S15	29% of respondents never buy second hand goods to reduce waste (Q14).	Addressed in Action Plan
S16	77% of respondents do not use or have never heard of websites such as Freecycle (Q16).	Addressed in Action Plan
S17	97% of respondents feel that the Councils should work with charities to recycle/re-use goods such as furniture or bicycles (Q17).	It is clear that this is an important issue for residents and this is reflected in the revised Strategy. Addressed in Action Plan
S18	Encourage use of recycled materials in packaging, reduce packaging and improve regulation	Addressed in Action Plan
S19	Penalties for fly tipping and litter offenses	Addressed in Action Plan
S20	Further education of public through variety of media	Addressed in Action Plan
S21	Reduce Junk Mail	Addressed in Action Plan
S22	98% of respondents think waste should be used as fuel to produce energy such as electricity (Q19).	Addressed in Action Plan
S23	Of the 98% of respondents, the most important consideration (53%) was having the least impact on the environment (Q19).	Considered in final Residual Options Appraisal. Addressed in Action Plan

Feedback and comments from other agencies and interested parties

14 responses were received from other agencies and interested parties. The issues raised have been taken account of in the action plan.

The overwhelming response from stakeholders was in support of the reviewed Strategy. Some of the key views expressed were:

- There is a need to provide more information on waste services,
- There is a need to examine options for improving recycling opportunities for commercial waste,
- The effects of transporting waste.
- Some concerns around the options for residual treatment and stakeholders were keen to see more public engagement in relation to this.

The Strategy has been amended to take into account the views of stakeholders.

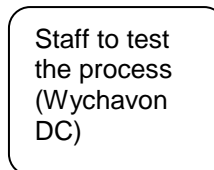
Conclusions

The consultation process has proved invaluable in developing a revised Joint Municipal Waste Management Strategy. The focus groups enabled us to seek the views of residents that without this opportunity may not have provided us with their valuable input. We received an excellent response to the public postal survey with a response rate of over 20%. However, there was a limited response to the on-line questionnaire and ways of improving this response rate will be considered in future consultations. We were also pleased to receive responses from a variety of different stakeholders and interested parties which provided us with detailed and challenging comments reflecting a range of views and issues.

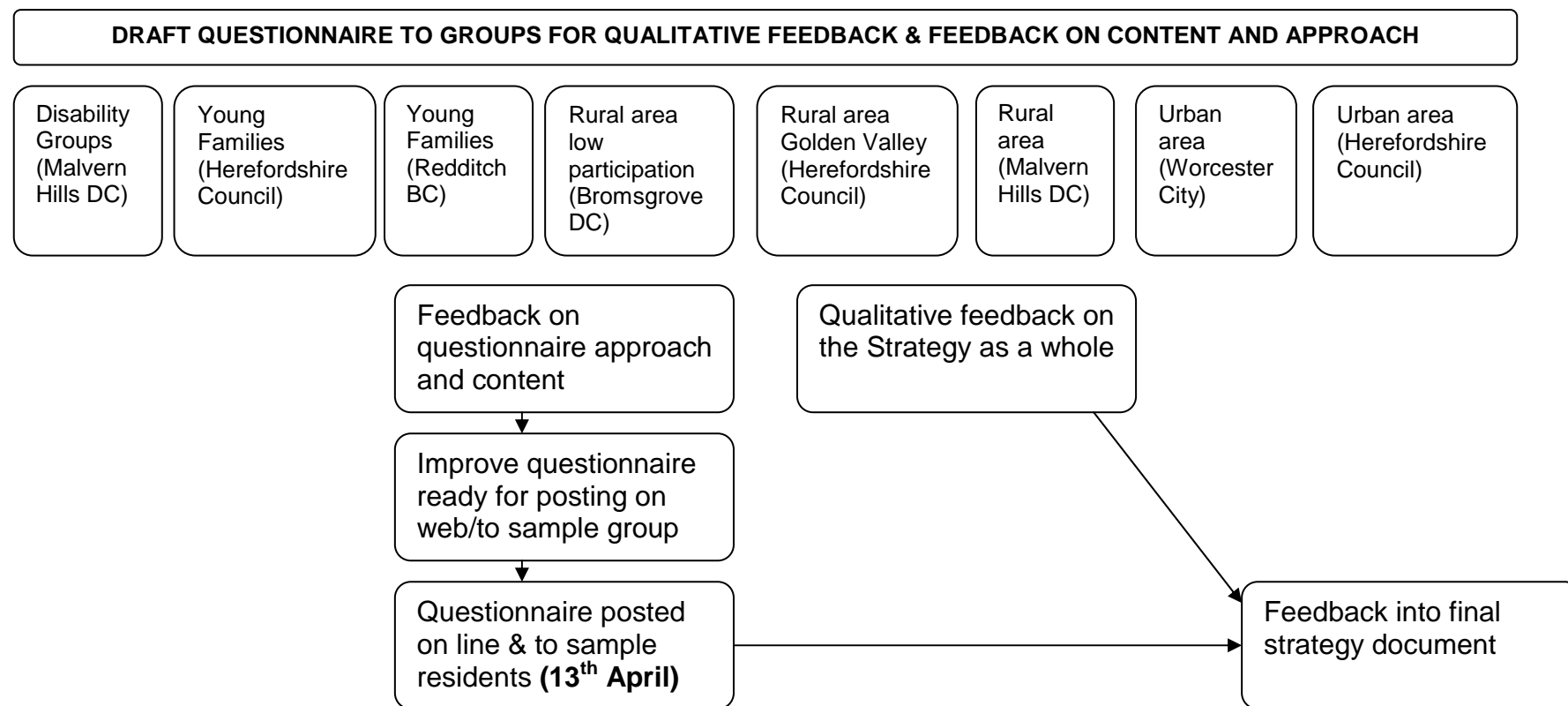
We would like to thank everyone who has taken the time to get involved and respond to this consultation. Your views have helped us to develop a more relevant and robust Strategy.

Appendix 1 – Overview of Focus Groups

Staff focus group meeting early March



Groups meeting during March and April



Appendix 2 – Questionnaire



Waste...



Managing waste for a brighter future




have your say and win!

Complete and return the questionnaire to us in the pre-paid envelope provided or fill it out on line and five lucky winners will each receive £50.



Herefordshire and Worcestershire Councils working together to review the Joint Municipal Waste Management Strategy
www.worcestershire.gov.uk/waste




What is the Joint Municipal Waste Management Strategy for Herefordshire and Worcestershire?
 The Strategy is a plan for how Herefordshire Council and Worcestershire County and District Councils will collect and dispose of waste from homes and some businesses in the two counties until 2034.

Where are we now?
 Last year we collected and disposed of over 400,000 tonnes of waste from homes and businesses at a cost of £32 million. Since our first Strategy in 2004 the amount of waste produced in the two counties has fallen and the proportion of waste that is recycled has increased to 36%.

Where do we need to be?
 We need to continue to improve the way we manage waste by recycling and composting as much as we can. We want to treat waste as a valuable resource, for example it can be used as a fuel to produce electricity. Wherever possible we will reduce the impact of waste management services on the environment.

Why we need your views
 Everyone produces waste and uses waste services. We have to keep reducing year on year the amount of waste which is landfilled and we need to change the way we deal with waste or face financial penalties.

Your views will help us decide how we can do this.
 Please complete the short questionnaire and return it to us in the pre-paid envelope provided by 15th May 2009 or complete the questionnaire on line at www.worcestershire.gov.uk/waste



Should you wish to make a more detailed response this can be done, either by:

- emailing it to us on waste.strategy@worcestershire.gov.uk or
- posting your comments to us at Joint Municipal Waste Management Strategy, Waste Management Unit, County Hall, Worcester, WR5 2NP.



Waste Strategy Questionnaire

Recycling and Composting

By 2015 we are aiming to meet the national target of recycling and composting which is 45% of the waste we manage. We want everyone to be able to recycle as much waste as possible through a collection service and at the Household Waste Sites. Also through other services like garden waste collection for composting (at a charge).

1. Where possible I recycle waste products. (Please tick **one** as appropriate)

Always Sometimes Never

2. Which of the following do you use to recycle or compost?

(Please tick **all** the relevant boxes)

- a. The collection service provided by the Council
- b. Recycling banks (usually located in shop car parks)
- c. The Household Waste Site (the tip)
- d. Donate to charity
- e. Home composting

3. What puts you off recycling? (Please tick **all** the relevant boxes)

- a. Lack of collection
- b. Lack of information about different ways to recycle
- c. Lack of information about where recycling banks are
- d. Lack of information about what happens to things that are recycled
- e. Not clear what you're supposed or allowed to recycle
- f. Lack of transport to recycling facilities
- g. Too much hassle to sort waste/lack of interest
- h. Nothing

Other (please describe)

4. What else can the Councils do to increase recycling?

5. Do you think that dealing with waste and recycling is just the Councils responsibility or is it everyone's responsibility? (Please tick **one** as appropriate)

Council's Everyone's Don't Know

6. Do you agree that it is important for the Councils to spend money on waste and recycling services? (Please tick **one** as appropriate)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

7. Do you compost waste at home? (Please tick as appropriate)

Yes If yes go to question 9
No If no go to question 8

8. Which of the following reasons explain why you do not compost at home?

(Please tick **all** the relevant boxes)

- a. Don't know how to
- b. Don't know where to get a compost bin from
- c. Worried about attracting vermin/pests
- d. Too messy/smelly
- e. Not enough time
- f. Garden too small for a compost bin/nowhere to compost at home
- g. Don't have a garden
- h. Not interested
- i. Nowhere to use the compost produced

Other (please describe)

9. Would you be prepared to pay for a collection of garden waste for composting?

(Please tick as appropriate)

Yes If yes go to question 10
No If no go to question 11

10. If yes, what is the MAXIMUM you would be prepared to pay for a year's worth of collections? (Please tick **one** only)

- a. £30 for a year's worth of collections
- b. £50 for a year's worth of collections
- c. £70 for a year's worth of collections
- d. £90 for a year's worth of collections

Reducing Waste

An important part of the Strategy is about reducing the amount of waste that is produced.

11. Do you buy food with the least packaging to reduce the waste you throw away?

(Please tick **one** as appropriate)

Always Sometimes Never

12. Do you think about potential waste when you buy food items?

(Please tick **one** as appropriate)

Always Sometimes Never

13. Do you repair items wherever possible to avoid them being thrown away?

(Please tick **one** as appropriate)

Always Sometimes Never

14. Do you buy second hand goods to reduce waste? (Please tick **one** as appropriate)

Always Sometimes Never

15. Do you donate unwanted items to charity rather than throw them away?

(Please tick **one** as appropriate)

Always Sometimes Never

16. Do you use websites such as www.freecycle.org.uk to re-use products and reduce waste? (Please tick **one** as appropriate)

Always Sometimes Never Didn't know about them

17. Do you agree that the Councils should work with charities to recycle/re-use goods such as furniture or bicycles? (Please tick **one** as appropriate)

Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree

18. Do you have any other suggestions on how we can reduce our waste?

Treating Waste as a Resource

We believe that waste needs to be treated as a valuable resource. We will do this by reducing, recycling and composting as much waste as possible. However, there will still be some waste leftover that we intend to use as a fuel.

19. To help us decide the best way to change this leftover waste into a fuel, please can you tell us which of the following is the most important issue to you?

(Please tick **one** of the following)

My waste is managed in a way that:

- a. Minimises the distance waste is transported
- b. Produces the most heat and electricity
- c. Is the cheapest
- d. Has the least impact on the environment

20. Do you think that waste should be used as fuel to produce heat and electricity?

Yes
No

Environment

Councils need to reduce the impact that waste has on the environment. Greenhouse gas emissions from treating and transporting waste have to be reduced.

21. Do you think there is a link between how waste is dealt with and 'Climate Change'?

(Please tick **one** as appropriate)

Yes No Don't Know

Data Protection Act

The information you provide to us will be held by Worcestershire County Council. It will only be used for the purposes of consultation and research, in order to improve our services. We may contact you in order to award any associated prizes. We will share the consultation results with our partners Bromsgrove District Council, Herefordshire Council, Malvern Hills District Council, Redditch Borough Council, Worcester City Council, Wychavon District Council and Wyre Forest District Council. Anonymous results will be published on the Council's Ask Me! Consultation Planner & Finder web database. Survey results will never contain your name or anything that could identify you.

22. Please enter your postcode:

If you wish to be entered into the prize draw please provide your details below:

Name

Address

Personal Details (Optional)

- 1. Are you male or female? Male Female
- 2. What was your age on your last birthday?
 0 - 18 18 - 24 25 - 34 35 - 44
 45 - 54 55 - 64 65 - 74 75+

Useful information

For more information on reducing, re-using, recycling or composting please visit www.wastemissionimpossible.org.uk

For more information on the waste strategy for Herefordshire and Worcestershire please visit www.worcestershire.gov.uk/waste

Prize draw conditions: Only one entry per household will be included in the prize draw, to be drawn at random from all entries received on or before the 15th May 2009. Proof of submission is not proof of receipt. Worcestershire County Council's decision is final. No correspondence will be entered into. Entries will not be returned.

This document can be made available in other languages (including British Sign Language) and alternative formats (large print, audio tape, computer disk and Braille) on request from Waste Management on telephone number 01905 768271 or by emailing wastestrategy@worcestershire.gov.uk

Appendix 3 - Summary of responses to focus group questions

QUESTIONS COMMON TO ALL FOCUS GROUPS

Waste Reduction – Packaging Waste

What guidance are manufacturers given about packaging?

Manufacturers must comply with applicable legislation to do with packaging. There are regulations which are intended to minimise packaging of products as well as set targets for recovery of packaging after it has been used by businesses. A good example of how this works is in supermarkets where a large amount of packaging material used to transport products from manufacturers to the shelves is recycled to comply with the law.

Through packaging redesign and improvement such as reducing the weight of items like bottles, cans and boxes and increasing the use of refill and self-dispensing systems, there was a 'zero growth' in packaging in 2008, despite increases in sales and population.

What is done to encourage shops to reduce packaging and deter them from giving out plastic bags?

The councils have no direct influence over retailers to encourage them to reduce packaging and deter them from giving out plastic bags. As part of our waste prevention initiatives we have given away a large number of reusable bags to residents in Herefordshire and Worcestershire. We will continue to lobby government for improved measures to prevent and reduce waste such as this.

Can the Council influence shops re deliveries not in plastic bags?

The councils have no direct influence over retailers in regard to this and other issues. However we will continue to lobby government for improved measures to prevent waste such as this and encourage consumers to do speak to their retailer.

Why can't shops use biodegradable wrapping to preserve food & save on waste?

If biodegradable packaging is used to package food it still needs to be disposed of. The way that it is manufactured means it cannot be recycled so currently would be sent for disposal such as to landfill. The councils will continue to lobby government for improved measures to prevent this waste where possible and where this sort of packaging is required make it recyclable.

Home Composting

Can more information be provided for people about composting?

Compost bins are currently available from as little as £12 (including delivery). Visit the councils website www.wastemissionimpossible.org.uk or call the hotline on 01905 766883 to find out how to get a compost bin. You can also get more detailed information on how to make and use compost from this website; alternatively visit www.recyclenow.com/compost for further hints and tips.

Herefordshire Council and Worcestershire County Council also stock a number of Home Composting information leaflets which are available to residents free of charge, if you need more information please call the Mission Impossible hotline on 01905 766883 or email missionimpossible@worcestershire.gov.uk

Can local classes be organised by the council involving local experts providing information about indoor compost bins?

The councils jointly promote Home Composting the Waste and Resources Action Programme (WRAP).

There are many initiatives on Home Composting which include running Compost Clinics and roadshows in towns and cities and offering subsidised compost bins. In addition to this, the authorities run a Master Composter Scheme, aimed at promoting the benefits of home composting, encouraging more people to participate and enabling those who already home compost, to do so more effectively. There are currently 55 active Master Composter volunteers across Herefordshire and Worcestershire who take part in a number of promotional activities, including attending events, doing school visits and giving composting demonstrations, as well as generally spreading the composting message in their local communities.

If you are interested in joining the scheme please visit www.wastemissionimpossible.org.uk to find out more information, or call the Mission Impossible hotline on 01905 766883 alternatively you can email missionimpossible@worcestershire.gov.uk

Could there be a communal compost site that people could contribute to?

This is a good idea where it can be accommodated, for example allotments and communal farming projects. However, any site receiving waste from other premises would require planning permission from the council and an authorisation from the Environment Agency. If you are interested in setting up a scheme in your local area you could contact the Community Composting Network (CCN) for more advice and information. The CCN contact details are as follows, web: www.communitycompost.org Tel: 0114 2580 483 email: info@communitycompost.org.

Re-use

Could there be a Council run 'Freecycle' because of the variable rules of Freecycle in different areas? What about a pen and paper system for people who do not have computers?

Re-use services such as *Freecycle* are independently run organisations and only with the advent of the internet have such schemes been made possible. For those people that do not have internet access the council organises regular re-use swap shops where people can bring and swap unwanted but useful items with other people. For more information visit www.wastemissionimpossible.org.uk, or call the Mission Impossible hotline on 01905 766883 alternatively you can email missionimpossible@worcestershire.gov.uk

The Council also has a "Re-use Guide" which is available free of charge to residents. The Guide details many of the organisations who will accept donations of unwanted items such as clothing, furniture and electrical appliances for re-use. Items can also be purchased from these organisations.

Kerbside Recycling

Why are recyclable materials often collected mixed together? How does it work?

Recyclable materials are often collected mixed together for a number of reasons. Many people find it easier to put all their recyclables in one large container or bag. It is also easier for the council to collect recyclables if they are all in one type of container. The disadvantage of this method is that the materials need sorting before they can be sent to be recycled. However studies have shown that this method encourages more recycling and overall is the most economical way of collecting recyclables.

Once collected mixed recyclable materials have to be sorted and segregated before they can be recycled into new materials. To do this the mixed materials are sent to a Material Reclamation Facility which sorts them out by a mixture of manual and mechanical methods, into paper, plastics, metals, etc.

As part of our joint waste management arrangements Herefordshire and Worcestershire are constructing a new Materials Reclamation Facility near Worcester called EnviroSort. The new facility will also have less reliance on people sorting the waste by hand. New equipment will now do much of the sorting making the process faster and more efficient.

Essentially materials are sorted by type using a variety of different machines connect by conveyor belts. Recyclables are sorted by size and shape, by the properties of the material and even by colour. Examples of machines that are used include ballistic separators (which are like large vibrating sieves), magnets to separate steel, eddy current separators to remove aluminium and optical sorters to identify and separate different sorts of plastic.

Once the materials are sorted out they are then suitable for re-processing into new materials.

The new EnviroSort facility will be open in the autumn and there will be a visitor's centre so that people will be able to see for themselves what happens to their waste.

What is happening to any materials that are sent for recycling but no longer profitable?

There are few examples of materials that are currently collected but not profitable to recycle, these include household batteries and car tyres. Due to the high and increasing costs of waste disposal, e.g. landfill, it is almost always more beneficial to recycle a material. Legislation ensures that some materials that are hazardous to the environment are collected and recycled even though it would be cheaper to dispose of them.

What happens to any stock piles of recycled materials?

Waste collected for recycling in Herefordshire and Worcestershire has not been stockpiled. Once sorted at the Materials Recovery Facility our recyclables are of a high quality and there is a strong demand for them from re-processors.

Why can't I recycle carrier bags or corrugated card in our recycling collection?

Unfortunately carrier bags and thick card are not accepted because either there is no market for these products or because they can disrupt the sorting process.

However once the Envirosort facility, described above, is up and running at the end of this year our aim is to accept corrugated card as part of your recycling collection service. We will publicise any changes to let people know when materials can be recycled.

What types of plastics can or cannot be recycled? Why are there limitations?

Currently you should only put plastic bottles in your recycling collection, examples are listed below.

- Plastic milk & juice containers
- Plastic water & squash bottles
- Plastic fizzy drinks bottles (not black or brown)
- Plastic shampoo & bubble bath bottles
- Plastic fabric conditioner, bleach & cleaning bottles
- Plastic washing up liquid bottles

There are so many different types of plastic and many are difficult to recycle either because they are difficult to sort out or there is no market for them. Plastic bottles are easily identifiable, they are easy to sort out from other materials, and there is a strong demand for them to be recycled. As with corrugated cardboard our aim is to accept more different types of plastic once the Envirosort facility is up and running at the end of this year.

Could there be clearer symbols on the plastics that coincide with the Council recycling information?

The council has no direct influence on the symbols printed on plastics. However we know that people find the symbols confusing. To make things simpler we prefer to advertise the type of plastic container that can be recycled, for example plastic bottles as these are easily recognisable.

Need a balanced amount of information about recycling, brief and clear.

The council is producing new information on the recycling scheme that will be available before the end of the year; this will be brief and clear.

Household Waste Sites

Is there a local facility for recycling batteries?

You can recycle both lead acid car batteries and small household batteries at any Household Waste Site.

Why are pedestrians prevented from using the tip? We can't take batteries because we do not have a car.

Pedestrians are allowed to use the Household Waste Sites where it is safe to allow them to do so.

Where can you dispose of paint/old paint pots?

Old empty paint pots from your home can be taken to your nearest Household Waste Site. If you must dispose of any unwanted paint then this can only be taken to certain sites that have chemical lockers visit www.worcestershire.gov.uk/waste for further information.

Waste Disposal

Where does the general waste go?

General waste which is either collected in black sacks or wheeled bins is mostly sent to landfill. In order to reduce the amount of waste we send to landfill some waste is sent to Energy from Waste facilities in either Coventry or Wolverhampton.

QUESTIONS RELATING TO HEREFORDSHIRE COUNCIL REFUSE COLLECTION

Why is shredded paper not accepted by the recycling collection?

Shredded paper is currently accepted in the purple recycling sack but it is a difficult material to deal with. When paper is shredded it becomes more difficult to sort and separate than whole paper. Shredding also damages the fibres and thus is less useful as a recyclable material.

This material is best put in a paper bank at one of the many bring sites in Herefordshire. This eliminates the need to sort and segregate it before it is sent to be recycled.

Can you clarify where the garden waste bags (green bags) go, do they go to landfill?

Any green garden waste bags you present are collected and end up in landfill. Herefordshire Council is keen to encourage home composting of waste and discourage landfill where possible which is why there is a charge for this service.

Do the green bags rot down?

The green bags are not biodegradable so do not rot down.

There is not enough information about what can be recycled?

Herefordshire Council is currently promoting the new recycling service which will start in November 2009. Information is already available on this scheme in council offices, libraries and info shops. Officers are also attending local events and conducting road-shows to try to get more information out. As the launch of the new scheme draws nearer there will be even more publicity of the scheme which will include providing an information pack to all residents before the scheme starts.

I am confused as to which bag to put out each week?

If you are unsure what waste to put out and when, please contact Herefordshire Council or visit www.herefordshire.gov.uk.

How will the wheeled bins be stored in flats?

Each block of flats will be visited by a Waste Management Officer to see how the recycling service can best be provided. This may be a recycling bin for each flat, a communal bin or recycling sacks.

Will wheelie bin bags be provided?

These will not be required as it is only mixed dry recyclables that should be put in the wheeled bins and they need to be kept loose for sorting. These materials should not smell or leave any residue.

Will there be different sizes of bins? How do you get different sized bins?

A smaller 120 litre (half size) wheeled bin is available for people who do not need or would not be able to manage the larger size..

What will happen about the collection of wheeled bins in terraced houses with no frontage or in houses with steps? What about elderly people who have trouble moving the wheeled bin?

Terraced properties will be assessed in a similar way to blocks of flats. If a wheeled bin cannot be accommodated then the property will be provided with recycling sacks. Where a wheeled bin can be accommodated then a wheeled bin will automatically be delivered to the property before the scheme starts in November. If anyone has trouble moving their wheeled bin because they struggle to do so then they can apply for an assisted collection or select the smaller 120 litre wheeled bin.

I do not know what is to go in the different bags?

Those properties that currently receive a bag recycling service are provided with both clear and purple sacks for recyclables. In the clear bag you can put plastic bottles, tins and cans. In the purple sack you can put paper, and textiles. Clear bags are collected one week and purple bags the next both at the same time as your black sack collection. More information about this scheme is printed on the sacks and also available from Herefordshire Council Info Shops or from Info by Phone on 01432 260000.

The new wheeled bin recycling scheme starts on 2nd November 2009 and will replace the sack recycling scheme.

Purple bags are being put in the same lorry as black bags so what is the point of sorting the waste? The bin men say the recycle lorry is full so they have to mix them?

This practise is not supported by the council. Under the new recycling scheme the contractor will be penalised for mixing recyclables with landfill waste.

Can we have more information about the new wheelie bin scheme? Do we have to pay for a wheelie bin? What will I be able to put in them for recycling?

Information on the new wheeled bin recycling scheme is available from on the Herefordshire Council Website, at Info Shops or from Info by Phone on 01432 260051.

There will be no charge for the new service. Wheeled bins will automatically be delivered to your property before the start of the scheme in November.

Can householders be provided with a roll of black bags rather than single bags thrown into gardens as happens at present? These blow away and cause litter.

Herefordshire Council launches a new refuse and recycling service on the 2nd November 2009. For this service householders will be provided with a roll of bags to last 6 months rather than a single bag each week.

Will the parish freighter service be continued?

The parish freighter service will continue until the end of March 2010. However it will be reviewed at this point to the high cost of providing the service.

QUESTIONS RELATING TO REDDITCH BOROUGH COUNCIL REFUSE COLLECTION

Can there be more information about the assistance available for older/disabled people with collection of bins from their properties?

It is very important that the Council makes residents aware of and provides appropriate waste collection services to meet the needs of all residents. Residents who contact the Council by telephone are given advice by trained staff about the options available to them should they feel that they are unable to use the standard kerbside wheeled bin service. There is some information on the Council's website on the assisted waste collection service and the service standards are also available through the website. However, we acknowledge that there may be opportunities to improve the way in which we communicate this kind of information and we will take on board this important suggestion. For more information visit www.redditchbc.gov.uk or telephone: 01527 534123.

Please can the policy of tagging be explained?

Information tags are placed on bins where there is a problem which means we are unable to collect or fully empty the bin. For example, on green bins, a tag may be used if the bin is 'contaminated' with waste which we cannot recycle, for example general rubbish, which could prevent the entire load of recycling from being recycled. Tags can also be used on bins which are too heavy to be emptied safely or where there is extra waste put out by the side of a grey bin. The tag is our way of letting people know that we were unable to empty the bin and tell them what they need to do to resolve the problem.

The council could encourage people to recycle by providing small storage boxes with lids to use in the home before taking it out to the wheelie bin?

When we introduced green wheelie bins for recycling, we gave all residents the option of keeping their existing recycling boxes to use for this purpose, or to have them collected by the Council for recycling. The response varied from home to home, so while residents may choose to use storage containers inside their home, others would prefer to make their own arrangements. There are lots of products on the market which are suitable or manufactured solely for this purpose. There would be a cost if the Council were to provide storage boxes, and to fund this the Council would need to pass on a charge to the householder – therefore it is more appropriate that residents can choose a container to suit their needs and purchase it themselves from a DIY store etc.

Who collects large items / amounts of waste, the council or a private contractor?

The Council provides a collection service for bulky household items, which are items you would generally take with you if you moved house. The cost is £15 for up to three large items such as a three piece suite, or unwanted household furniture/large household appliances, with an additional charge of £4 per item up to a maximum of 6 items.

Examples of what we **can** take:

Cookers, Carpets, Dishwashers, Hoovers, Mattresses, Tables, Settees, Televisions, Wardrobes (free standing), Washing Machines, Bed bases, Bicycles, Fridges and Freezers.

Examples of what we **can not** take:

Business and Commercial Waste, Builder's Waste, Fitted Kitchen Units, DIY Waste, Roofing Materials, Sink Units, Sheds, W.C.s, Gas Bottles.

Alternatively, if items are re-usable we ask residents to consider using a re-use charity such as Boomerang in the Town Centre or Newstart in Bromsgrove – contact Boomerang on 01527 68250 or Newstart on 01527 882410 and more information can be found on the Council's website at www.redditchbc.gov.uk/waste

Other ways of disposing of large items of waste or waste which the Council does not collect are outlined below:

- **Take items of your household waste to a Household Waste Site**

The nearest site is at: Crossgate Road, Park Farm Ind. Estate, Redditch B98 7SN. Tel: (01527) 526392. Open Monday-Sunday 8:00am-6.00pm

- **Buy Orange Sacks from the Council**

Residents can purchase pre-paid orange sacks at £1.20 each and this includes the cost of collection. The sacks can be used for the collection of normal household and light garden waste. We will accept up to two orange sacks per grey bin collection.

You can purchase sacks from a number of Council outlets including the Town Hall One Stop Shop, Batchley One Stop Shop, Winyates One Stop Shop, Woodrow One Stop Shop, Arrow Vale Sports Centre, Abbey Stadium, Hewell Road Swimming Pool, Kingsley Sports Centre, Arrow Valley Countryside Centre, and Forge Mill Museum

- **Use a Specialist Company or hire a skip**

You may decide to use a specialist waste company to collect your waste items. If you hire contractors such as builders or scrap metal merchants who are taking waste away from your property, you need to make sure they are a licensed waste carrier. The Environment Agency keeps records of all licensed waste carriers and you can check if a company is licensed on the Environment Agency website or alternatively the general helpline number is 08708 506 506* (Mon-Fri, 8am - 6pm).

There are also a number of skip hire/waste disposal companies who advertise in local papers and in the yellow pages.

Is Redditch intending to implement a scheme to collect garden waste for an annual charge? If so, what would the money be used for?

Redditch is looking at whether to introduce a chargeable garden waste collection service similar to the one operating in Bromsgrove and Wychavon. A decision will be made later this year whether to start a collection from April 2010 and the charge would be used to offset the cost of providing the service.

What are the regulations regarding bonfires? Are they banned at all times of the day? Do you need a metal bin to have a bonfire in?

There are no local bye-law or air control areas in Redditch to prevent residents from having bonfires. However, we are aware that in some cases bonfires can cause air pollution, annoyance and can give rise to health and safety concerns. We are not aware of any requirement regarding the type of container that must be used for a bonfire. There is legislation which can be used to tackle on going problems of nuisance from bonfires and my colleagues in environmental health can provide further advice and guidance on individual cases of bonfires.

Lot of people do not engage in recycling or leave a mess. The council needs to encourage better recycling

It is very important that we continue to publicise the benefits of recycling and try to get people involved and see it as a positive thing to do. Later this year we are hoping to run a publicity campaign to promote recycling. This will include details on the new items which can be recycled in the green bins. We also have a Waste Awareness Officer who can visit specific areas if needed to encourage more people to participate in recycling their waste.

QUESTIONS COMMON TO BROMSGROVE DISTRICT COUNCIL

There is no doorstep recycling collection for one focus group member at my house due to the hill. However the waste lorry does go past my house so why do I not receive a collection?

We cannot collect recycling from a small proportion of our residents due to restrictions with our collection vehicles. In broad terms the recycling vehicles require more room to access than the refuse vehicles due to the different compartments required to separate the materials for recycling. This problem will be overcome in the future when Bromsgrove DC moves to collecting recycling in the same method as we currently collect refuse.

Is there support for people who may struggle in moving boxes to the kerbside in places where vehicle access is not possible?

Bromsgrove DC offer an assisted collection for those residents that cannot physically move items to the kerbside for collection, boxes / bins however must be easily accessible from the front of the property and we will not access gardens garages etc. Visit www.bromsgrove.gov.uk for more information.

Why is there no beverage carton/wax carton recycling? School milk comes in these therefore hundreds of empty cartons go to landfill every day just from schools.

Beverage carton recycling banks are provided at some bring sites, for example in supermarket car parks http://bromsgrove.whub.org.uk/home/bdc_tetra_pak.pdf. The possibility of collecting these in your kerbside collection is being investigated for when the new Envirosort Facility opens.

Collections from schools are arranged by the schools themselves so it depends on what the collection contractor are able to offer the school. Where the council make the recycling collection we will be able to provide a service to recycle some cartons when the EnviroSort facility opens.

QUESTIONS COMMON TO MALVERN HILLS DISTRICT COUNCIL

Are the plastic bags supplied by the council biodegradable?

No they are not. Sacks used to collect items for recycling are themselves recycled. Biodegradable sacks are much more costly and more importantly do not break down in landfill much quicker than ordinary sacks.

How much does recycling cost? How does it all work?

Segregated recyclables are a commodity and are sold to re-processors. However there are significant costs in collecting, transporting and sorting recyclables prior to re-processing. The costs are split between the district council who are responsible for collecting recyclables and the County Council who make arrangements for them to be recycled.