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research

**Rubbish and recycling  
consultation**

**Herefordshire Council**

**Final report**

**March 2021**



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# Project details and acknowledgements

<b>Title</b>	Rubbish and recycling consultation
<b>Client</b>	Herefordshire Council
<b>Project number</b>	20119
<b>Author/s</b>	Sophi Ducie, Sam Jones and Jenny Chen
<b>Research Manager</b>	Sophi Ducie
<b>Reviewed by</b>	Jenny Chen

M·E·L Research would like to thank Herefordshire Council's communications team in helping to promote the survey during these challenging times as well as all the residents and businesses who provided feedback.

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# KEY FINDINGS AT A GLANCE

Rubbish and recycling consultation 2020/21



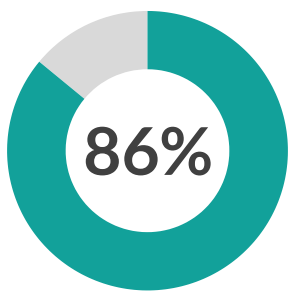
Produced by M-E-L Research on behalf of Herefordshire Council

Herefordshire Council needed to gather feedback from residents on the future of rubbish and recycling collections. The council's current rubbish and recycling contract is coming to an end in 2023. Since the current service was introduced, the government announced a new national resource and waste strategy and the council will have to ensure it meets the new requirements. In addition, in 2019 the council declared a Climate Emergency and has an ambition to make changes to bring about a more sustainable county. The council has already done a great deal of work gathering information to help inform any future decisions. The last stage was to gather feedback from both residents and businesses.

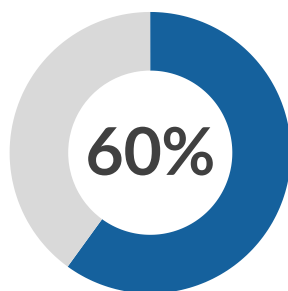
During December 2020 to February 2021, an online survey was circulated to gather this feedback. The consultation was promoted on the council website, social media pages, other media publications and emails were sent to a representative sample of residents. Trade and non-trade waste customers were sent an email to take part in the business survey. This section presents the key findings of the research. Overall, 3,498 resident and 181 businesses provided feedback.

## Attitudes and perceptions

(% total positive score)

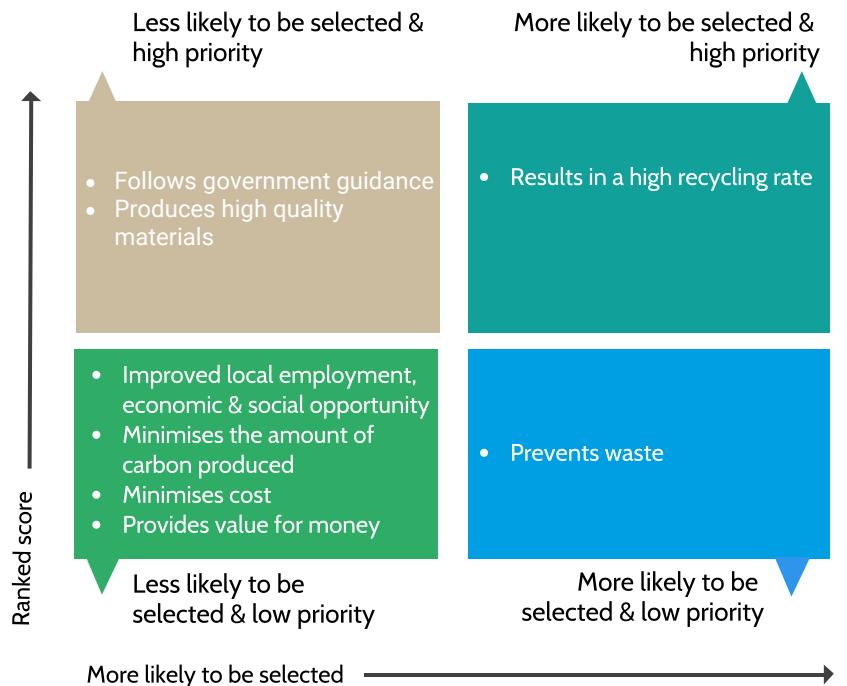


agree that more needs to be done to reduce rubbish and increase recycling



accept the need for the council to change the current rubbish and recycling

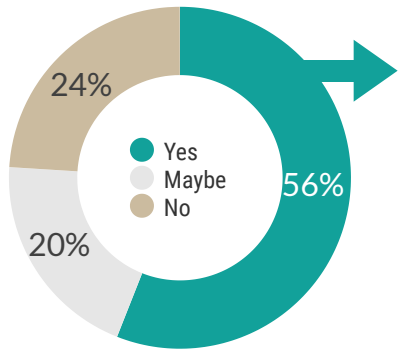
### Relationship between priority & frequency of selection



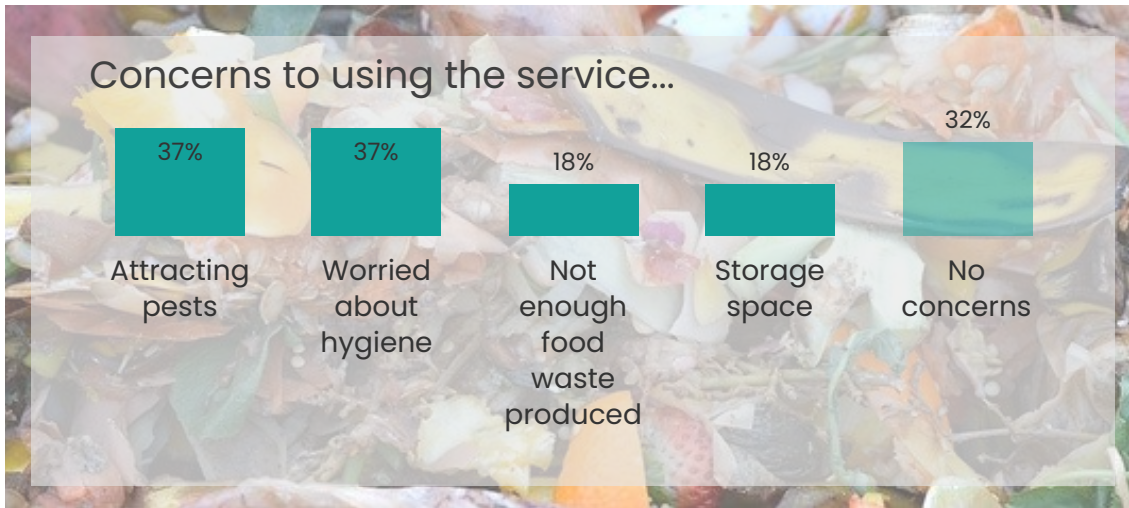


# Food waste usage

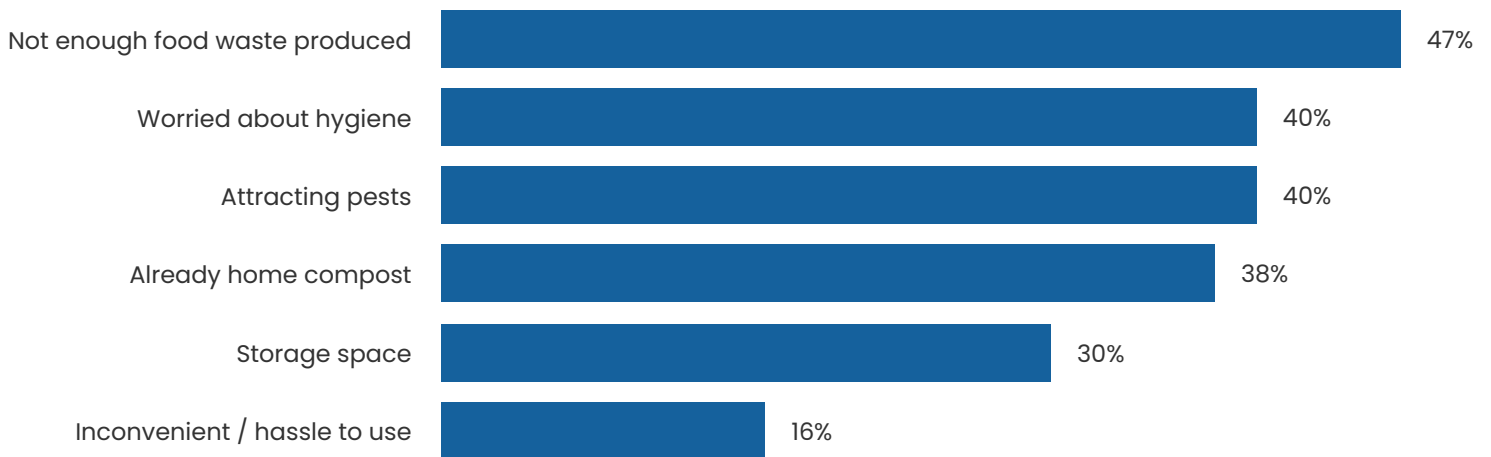
**56%** said they would use a weekly food waste collection if provided



## Concerns to using the service...

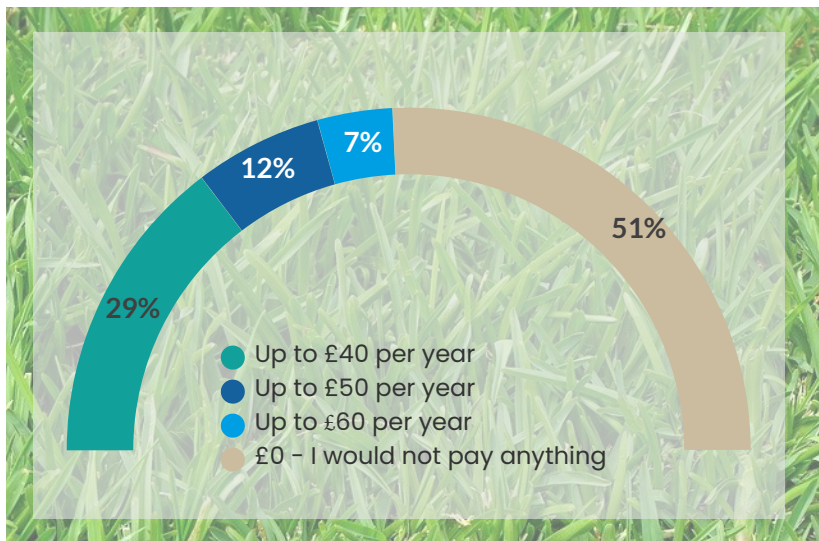


## Why residents said 'maybe' or 'no' they would not use a food waste collection...



# Garden waste collections

**49%** said they would pay for a council garden waste collection



# The future of rubbish and recycling collections

## Option 1



- Alternative 3 weekly collection of dry recycling (2 x wheeled bin)
- 3 weekly collection of rubbish
- Fortnightly collection of garden waste
- Weekly collection of food waste

## Option 2



- Weekly collection of dry recycling (boxes)
- Fortnightly collection of rubbish
- Fortnightly collection of garden waste
- Weekly collection of food waste

Preference for options:

53%

47%

Reasons for preference:

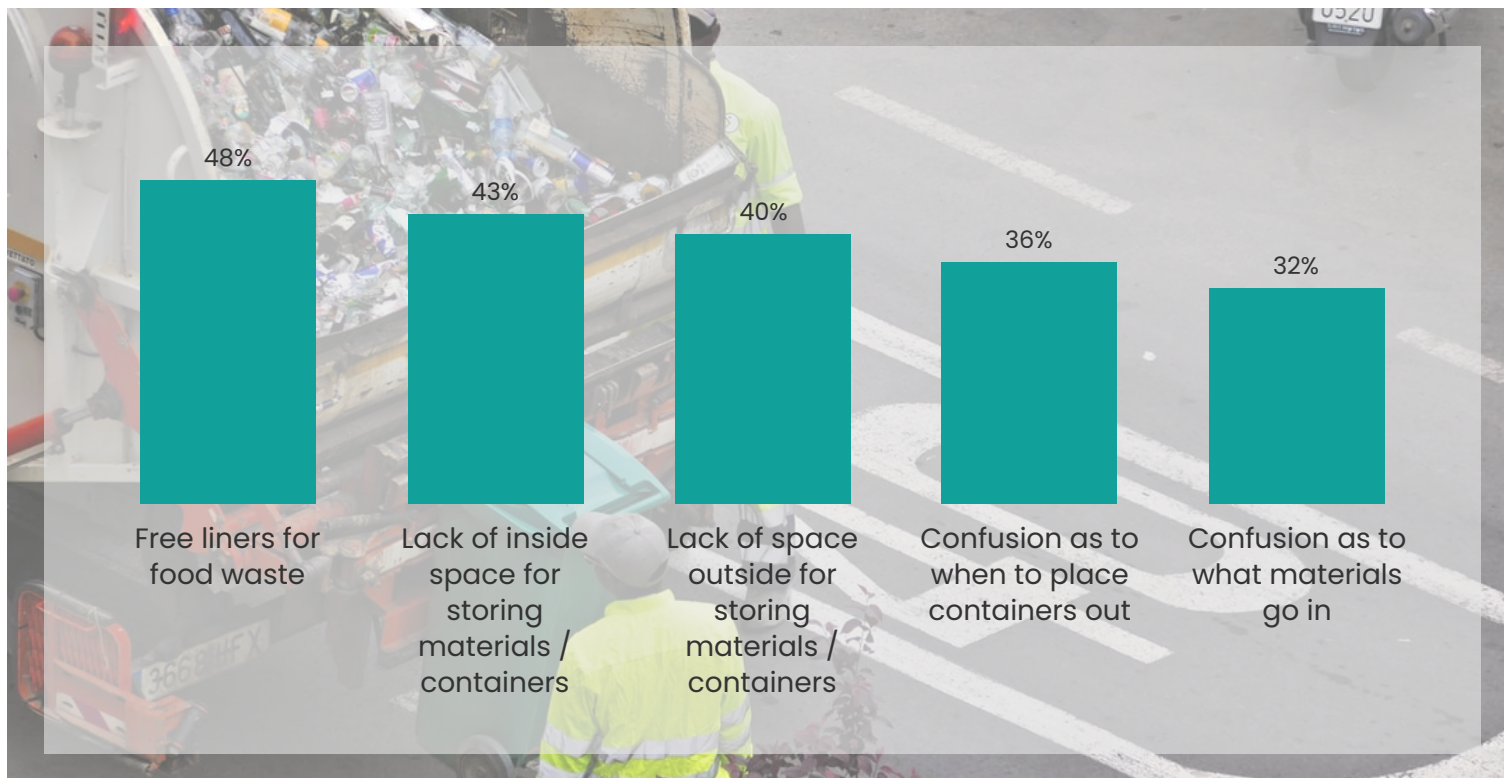


- Bins will be easier to use
- Easier, simple, convenient and straight forward e.g. no need to separate materials
- Boxes will create a mess / boxes not covered

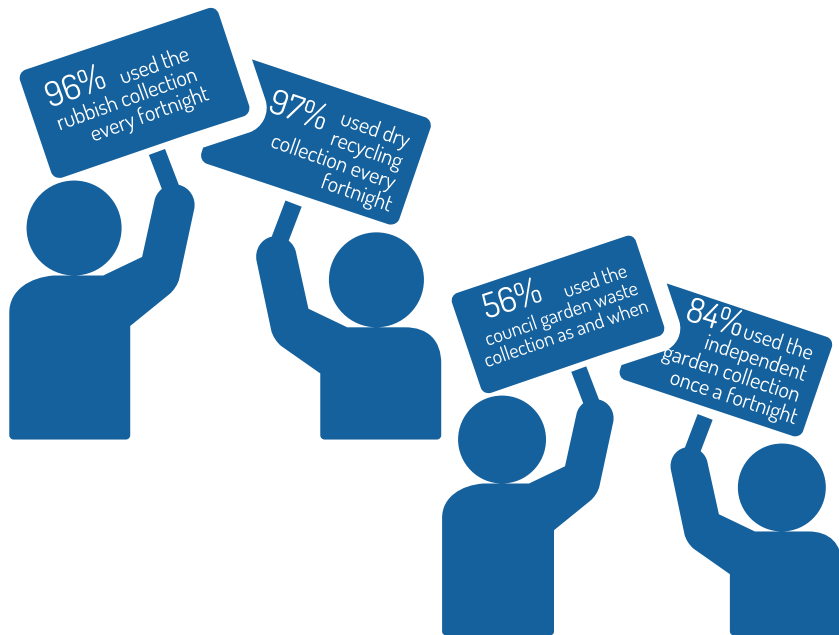
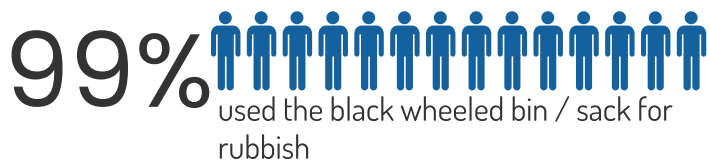


- General rubbish / recycling needs to be collected more frequently
- More frequently collected
- Easy and simple to use e.g. collection schedule

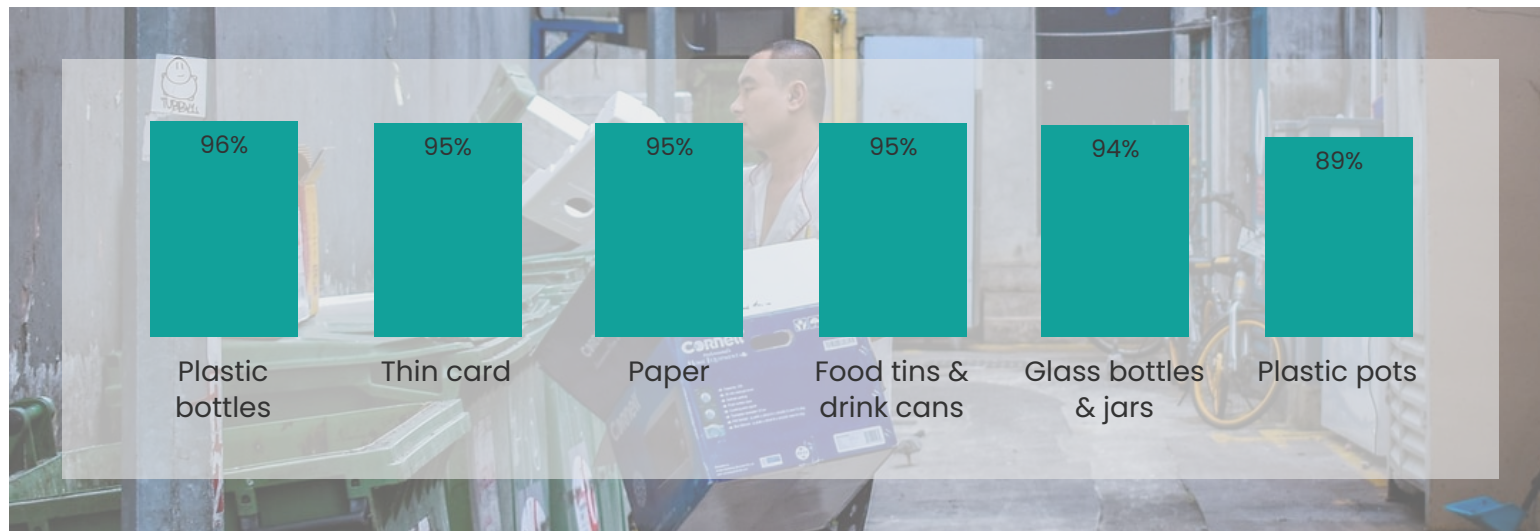
The council needs to consider the following (top 5):



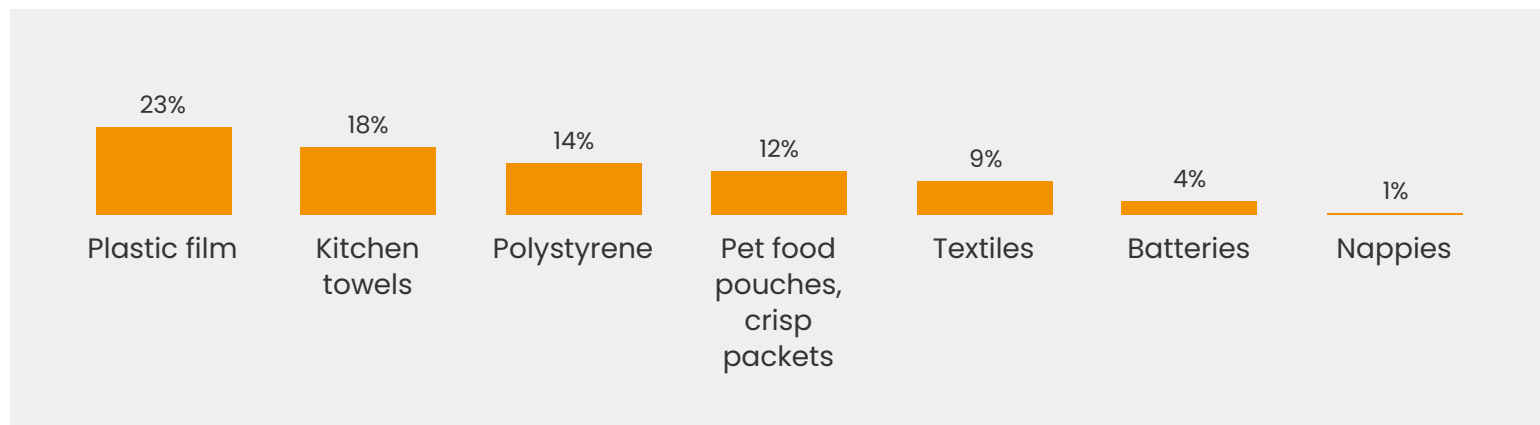
# Claimed usage of current services



## Materials recycled in the green wheeled bin / clear sacks (top 6):



**Four in ten** said they placed at least one type of non-requested material in the green wheeled bin / clear sacks



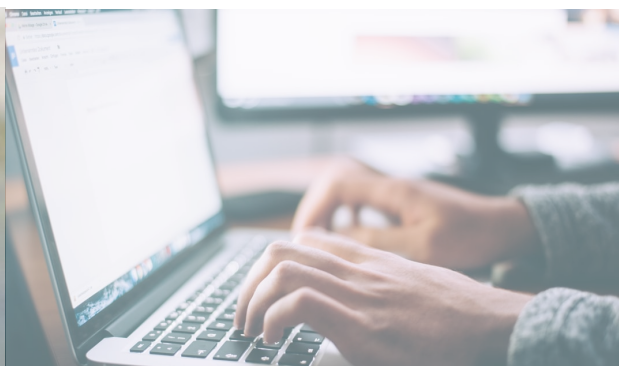
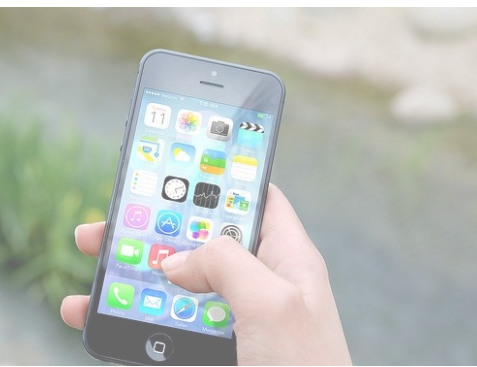
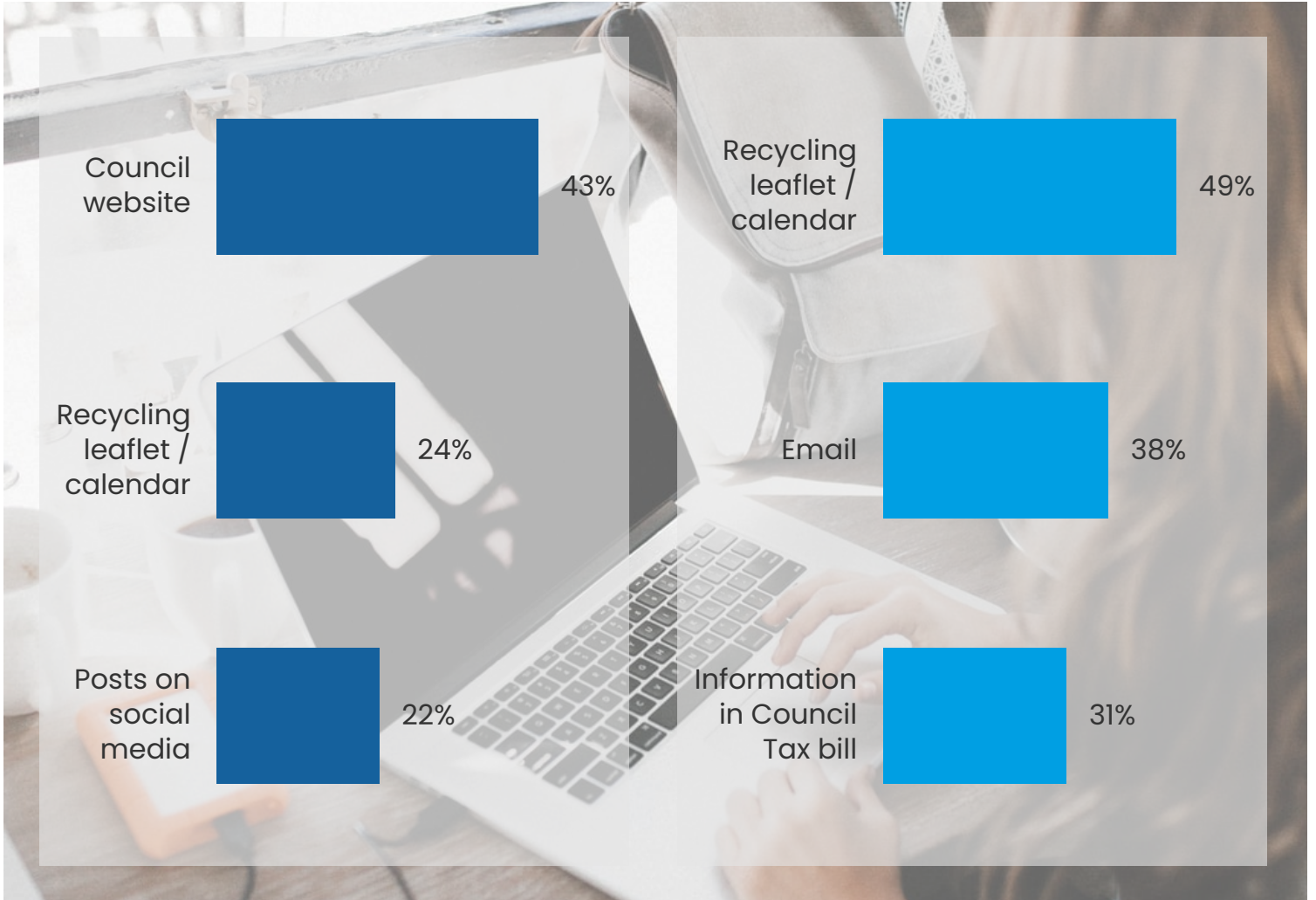




said they either 'frequently' or 'occasionally' contact the council

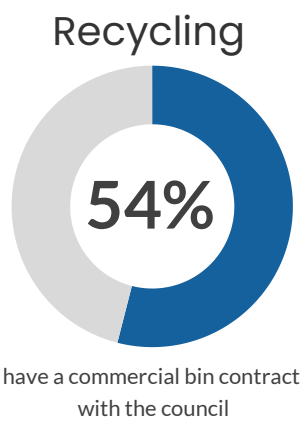
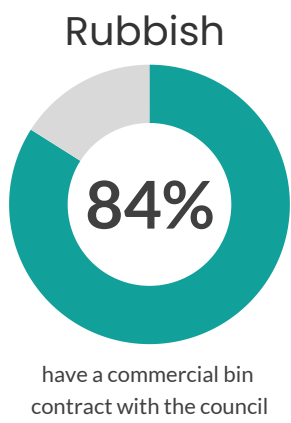
Where advertisements & information on rubbish & recycling services has been seen or heard (top 3):

Preferred way of receiving information about rubbish & recycling services (top 3):



# BUSINESS SURVEY

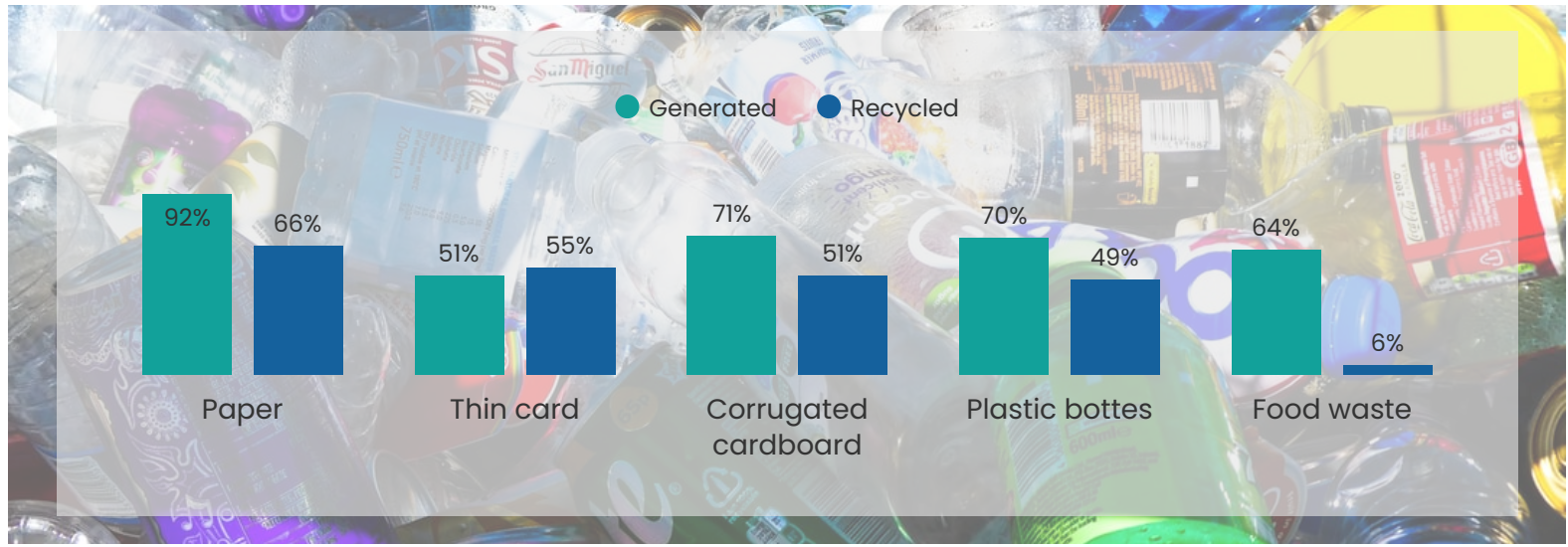
## Current disposal methods



**73%** Stored their rubbish & recycling outside on their own land on collection day

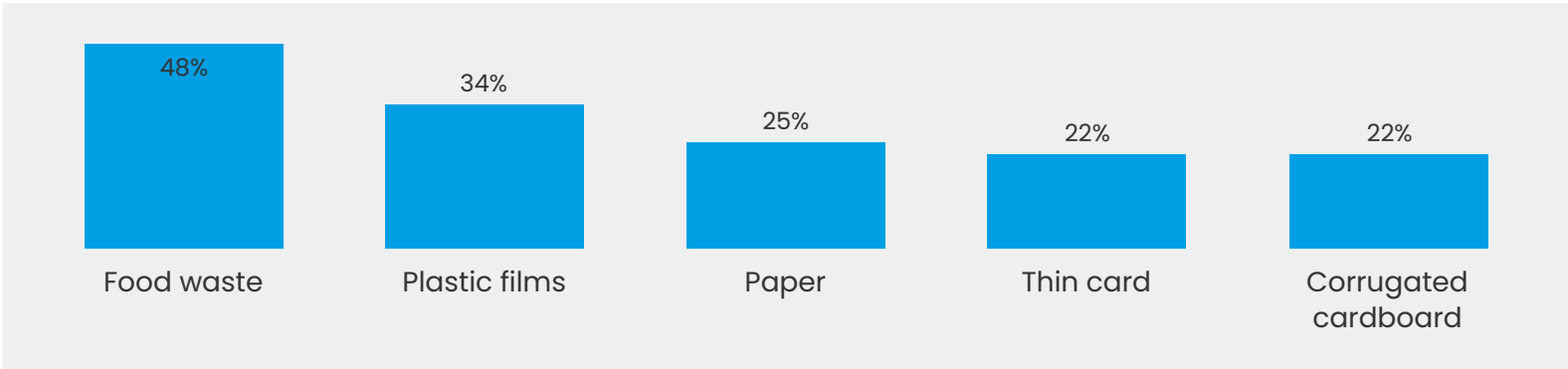
Stored their rubbish & recycling outside on public land on collection day **19%**

### Materials generated and materials recycling (top 6):



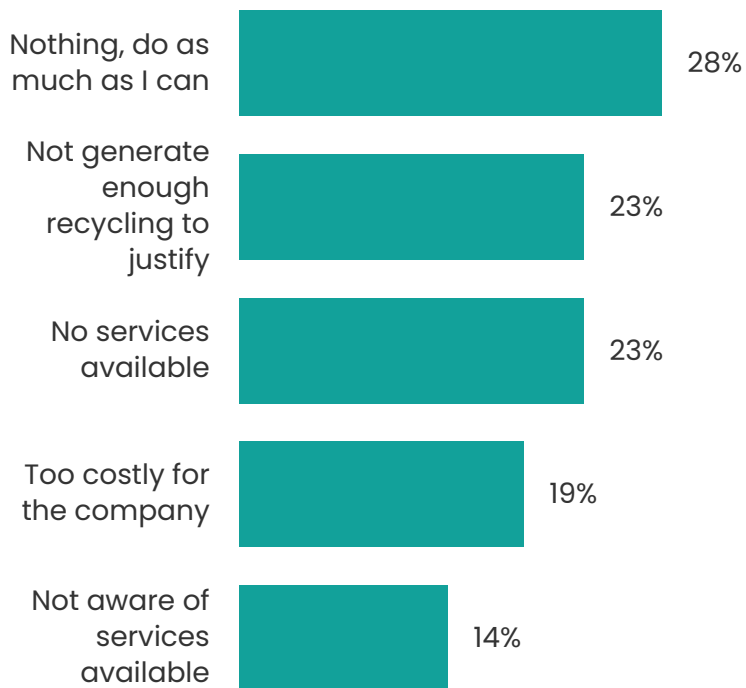
## Opportunities to improve recycling

### Materials businesses would like to recycle (top 5):

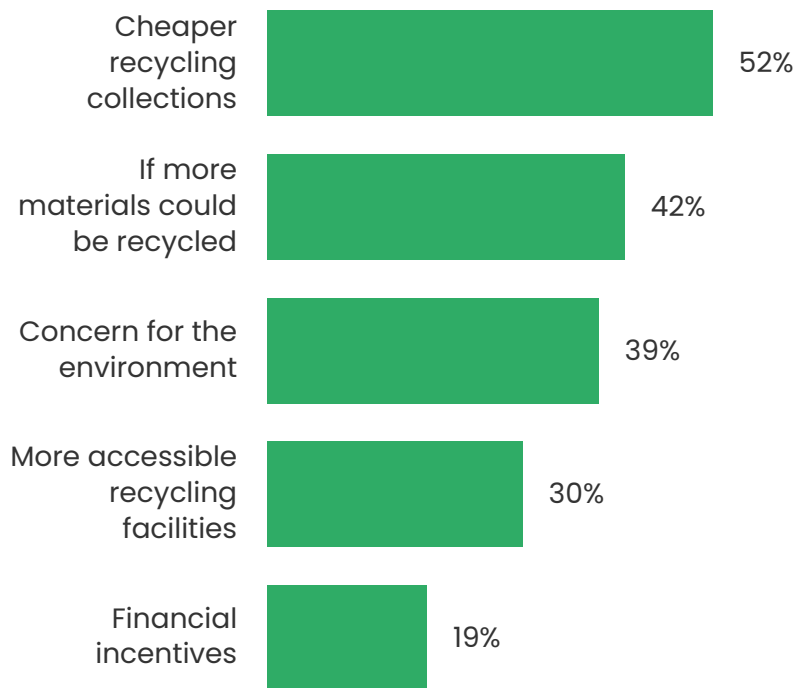


# Barriers to recycling more

## What stops businesses from recycling (Top 5):

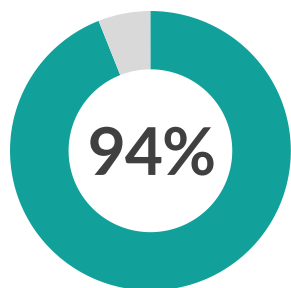


## What would encourage your business to recycle more (Top 5):

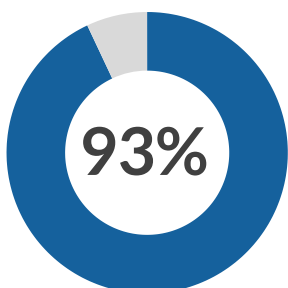


# Scoping the future of service delivery

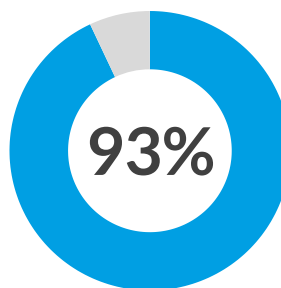
## % very / fairly important



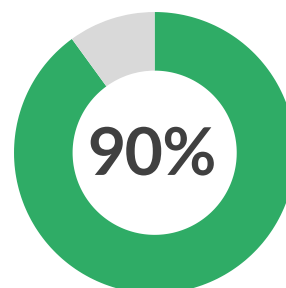
managing waste safely & legally to deliver better environmental outcomes



making efforts to increase the amount of waste diverted for re-use



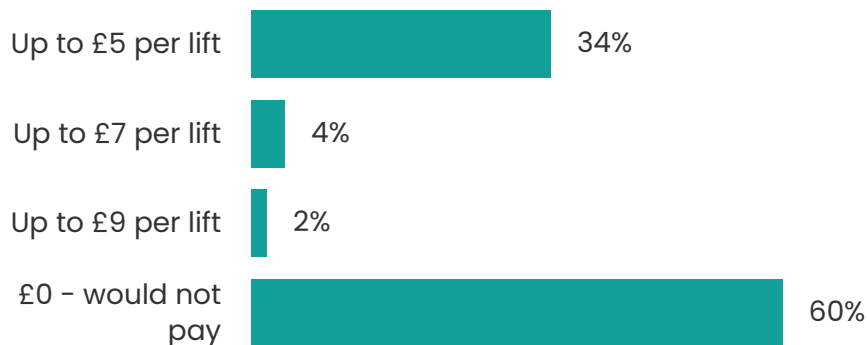
making efforts to increase the amount of waste recycled



promoting sustainable resource use across the business

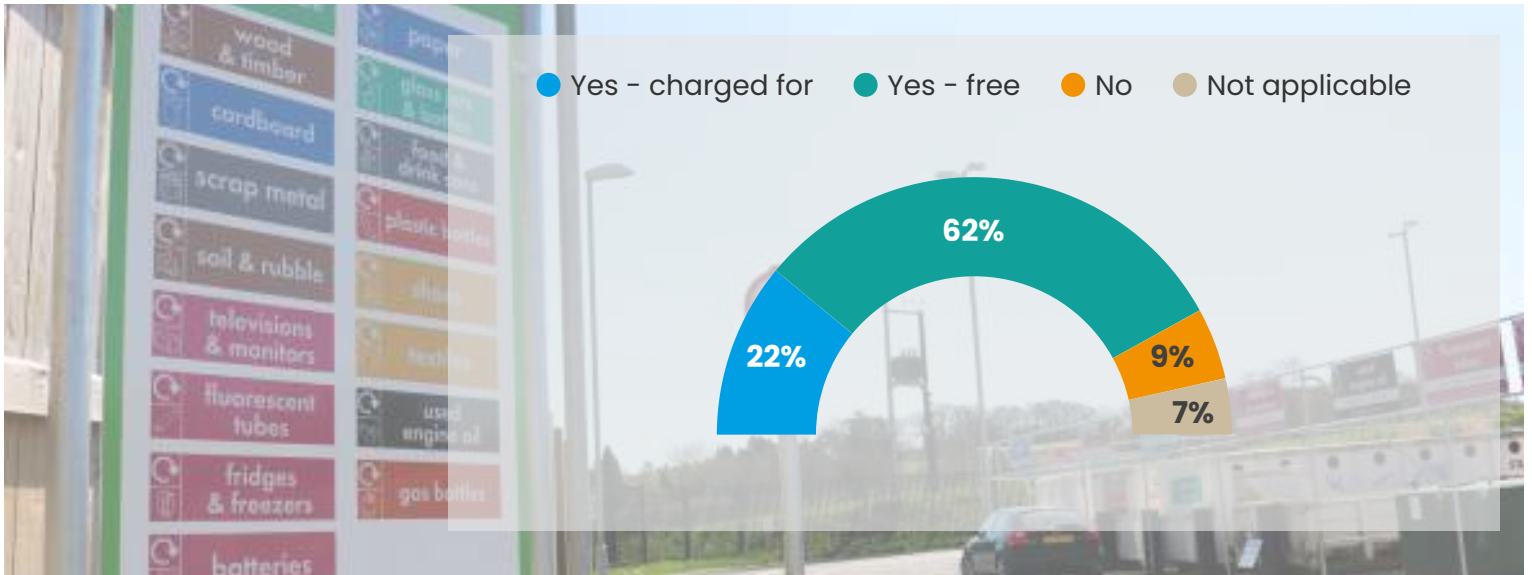


## Willingness to pay for a food waste collection





## Willingness to use a Commercial Recycling Centre



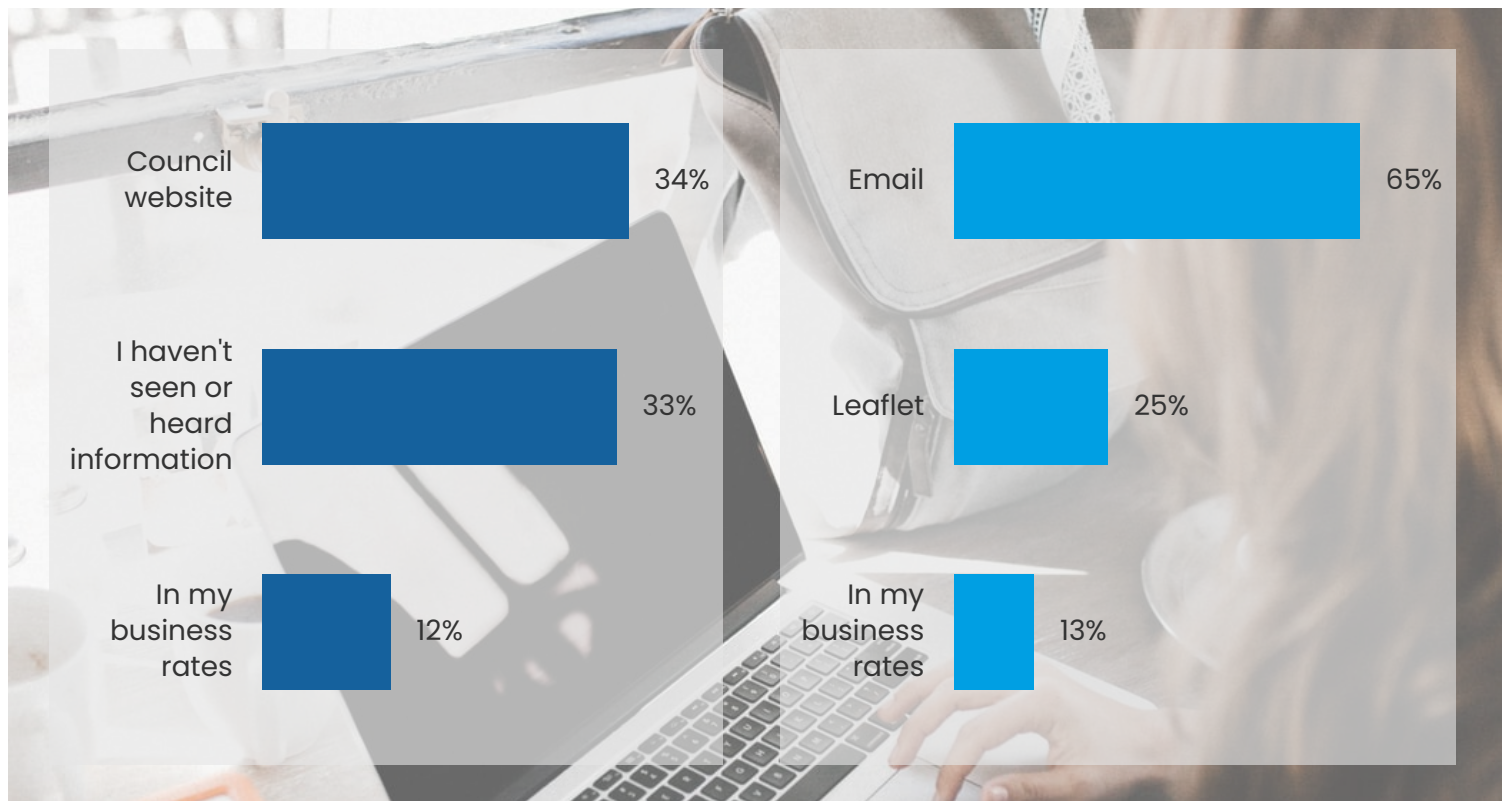
## Communication and information



said they either 'frequently' or 'occasionally' contact the council

Where advertisements & information on business rubbish & recycling services has been seen or heard (top 3):

Preferred way of seeking or receiving information about business rubbish & recycling services (top 3):



# Introduction

## Research context

Central government published a new national waste strategy in December 2018. The government's national waste strategy, "[Our Waste, Our Resources: A Strategy for England](#)" contains objectives for dealing with the nation's waste, and suggestions for how these objectives can be achieved. This means that the items that are collected in Herefordshire and the way they are collected will need to change so that they are compliant with the strategy.

The council has an ambition to make changes to bring about a more sustainable county and in 2019 they declared a Climate Emergency. By reviewing the way they collect rubbish and recycling they may be able to bring about large reductions in carbon emissions in response to the Climate Emergency.

In addition to this, the council's existing collection and disposal arrangements are coming to an end in 2023. These events have provided the council with the opportunity to better understand residents' and businesses' views on the future rubbish and recycling services and likely demands of the service. This is alongside the council's own aspirations for environmental protection, resource efficiency and carbon reduction.

Prior to the consultation, the council has already done a great deal of work gathering information to help inform any future decisions, such as:

- **General Overview and Scrutiny Task and Finish Group** - A Task and Finish Group (TFG) with councillors from all political parties was established to work with officers to explore options, provide findings and make recommendations on how the council should approach these challenges. The final report can be viewed [here](#).
- **Comparison with services elsewhere** - The council has considered a range of services provided elsewhere, focussing on those local authorities that have similar rural characteristics to Herefordshire.
- **Rubbish and recycling collection service options modelling** - This assessment used a modelling tool and an appraisal of associated costs with subsequent recycling, treatment and disposal, to provide an indicative total cost of each collection system. This will help the council better understand the financial aspects of different collection systems.



The next step of work was to get the views and opinions of Herefordshire residents and businesses to make sure they are fully considered, prior to any future changes. Following the completion of the resident and business survey, the recommendations will be reviewed, and the preferred option will be approved by Cabinet in Spring 2021.

## Methodology

The consultation was carried out between November 2020 and February 2021, amidst the coronavirus pandemic therefore our methodology selected was limited to mainly self-selection approaches. The consultation primarily used an online survey approach, but to make it as inclusive as possible, residents were able to request postal and telephone surveys.

Due to the pressures placed on businesses during the consultation period e.g. businesses remaining closed etc. we had to be sensitive in the way we communicated with organisations about the consultation. Therefore, the level of promotion around the business survey was limited.

	Resident survey	Business survey
Target population	Residents in Herefordshire	Businesses operating in Herefordshire
Survey length	Average of 10 mins	Average of 7 mins
Survey period	7 <sup>th</sup> December 2020 to 7 <sup>th</sup> February 2021	
Sampling method	Open online link	
Data collection method	Self-completion	
Total sample	3,498	181

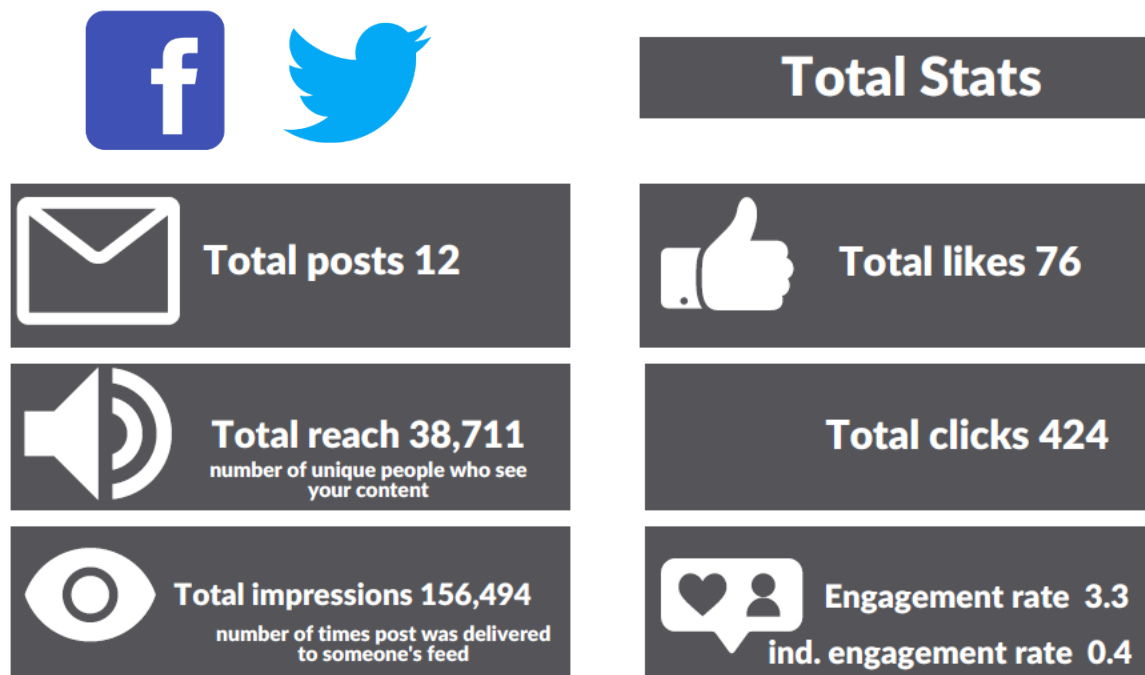
## Communication and promotion of the consultation

7<sup>th</sup> December 2021 – consultation opens

- |                                |   |
|--------------------------------|---|
| 7 <sup>th</sup> December 2020  | <ul style="list-style-type: none"><li>▪ Press release sent to local media and posted on council website newsroom</li><li>▪ Online survey sent to a representative sample of residents via email (n=8,000)</li><li>▪ Survey promoted on the council’s Facebook and Twitter pages throughout the consultation period (<i>please see image 1 overleaf for social media statistics</i>).</li><li>▪ Webpage banner on recycling pages &amp; links to survey added to all council’s Waste Management emails / auto response e.g. booking confirmation/purchases</li></ul> |
| 14 <sup>th</sup> December 2020 | <ul style="list-style-type: none"><li>▪ Reminders sent out to representative sample of residents via email</li></ul>  |
| January 2021                   | <ul style="list-style-type: none"><li>▪ Paid for print in newspaper to promote survey</li></ul>   |
| 13 <sup>th</sup> January 2021  | <ul style="list-style-type: none"><li>▪ Engaged with universities / colleges to promote survey online to students</li></ul>   |
| 28 <sup>th</sup> January 2021  | <ul style="list-style-type: none"><li>▪ Engaged with business support organisations to promote survey online to their members</li></ul>   |

7<sup>th</sup> February 2021 at midnight - Consultation closes

Image 1: Facebook and Twitter statistics



## Statistical reliability

The survey findings are based on results of a sample of Herefordshire residents and are therefore subject to sampling tolerances. Best practice for surveys of this nature is to obtain a confidence interval of  $\pm 3.0\%$  (based on a 95% confidence level using a 50% statistic) by achieving approximately 1,100 completed surveys.

The lower the confidence interval the greater the confidence you can have in your results. Table 1 below shows the confidence intervals for differing response results (sample tolerance).

For the resident survey, 3,498 residents completed the survey, this returns a confidence interval of  $\pm 1.6\%$  for a 50% statistic at the 95% confidence level. This simply means that if 50% of residents indicated they agreed with a certain aspect, the true figure (had the whole population been surveyed) could in reality lie within the range of 48.4% to 51.6% and that these results would be seen 95 times out of 100.

For the business survey, 181 businesses took part in the consultation which gives us a confidence interval of  $\pm 7.2\%$  for a 50% statistic at the 95% confidence level.

**Table 1: Surveys completed overall**

Size of sample	Approximate sampling tolerances*		
	50%	30% or 70%	10% or 90%
3,498 resident surveys	±1.6	±1.5	±1.0
181 business surveys	±7.2	±6.6	±4.3

\*Based on a 95% confidence level

## Analysis and reporting

The online survey is a self-selection methodology which means residents were free to choose whether to participate or not. It is anticipated that returned responses would not necessarily be fully representative of the target population.

### Weighting

As part of the analysis process, the combined data from online, telephone and postal surveys was weighted by age group, gender and Acorn<sup>1</sup>. This ensures that it more accurately matches the known profile of Herefordshire. The procedure involves adjusting the profile of the sample data to bring it into line with the population profile of Herefordshire. For example, in the survey the final sample comprised of 38% men and 62% women. Census data tells us that the proportion should be 49% men and 51% women. To bring the sample in line with the population profile we applied weights to the gender profile. The same process was repeated for the remaining subgroup profiles.

The resident survey results presented in this report have been weighted but for comparison purposes, where appropriate, the unweighted results have also been presented in charts.

### Statistical tests

Differences in views of sub-groups of the population were compared using a statistical test (z test<sup>2</sup>) and statistically significant results (at the 95% level) are indicated in the text. Statistical significance means that a result is unlikely due to chance (i.e. it is a real difference in the population) and that if you were to replicate the study, you would be 95% certain the same results would be achieved again. As the combined sample for this research was weighted to be representative by age group, gender and Acorn, analysis for other sub-groups will be indicative only. This excludes ethnicity, if there were

<sup>1</sup> Acorn is a classification system that segments the UK population by analysing demographic data, social factors, population and consumer behaviour. Acorn is broken down into three tiers; 6 categories, 18 groups and 62 types.

<sup>2</sup> A statistical test to determine whether two population means are different when the variances are known and the sample size is large.

children in the home and Rural Urban Classification as these were already representative before weighting.

### Presentation of data

Owing to the rounding of numbers, percentages displayed visually on graphs and charts within this report may not always add up to 100% and may differ slightly when compared with the text. The figures provided in the text should always be used. Where figures do not appear in a graph or chart, these are 3% or less. The 'base' or 'n=' figure referred to in each chart and table is the total number of residents responding to the question with a valid response.

Sample sizes indicated with a '\*' should be interpreted with caution due to the small sample size achieved.

### Icon key:



Gender



Rural Urban Classification



Age group



Ethnicity



Acorn classification



Children in the home

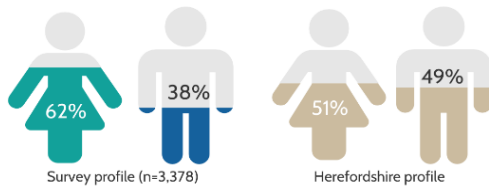
# Residents survey

## Whom we spoke to

Below is the unweighted socio-demographic results of respondents who took part in the survey and compared against the known profile of Herefordshire. The results presented in this report have been weighted back to the area profile to better reflect the profile of Herefordshire.

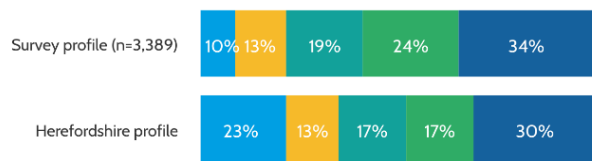
### Gender

13 respondents preferred to self-described across the survey period

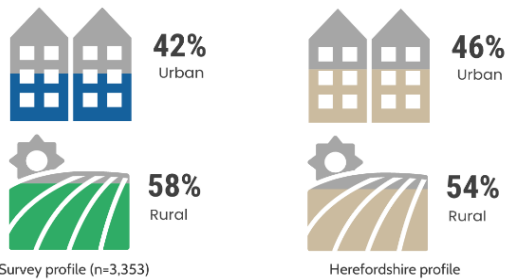


### Age group

16-34 35-44 45-54 55-64 65+

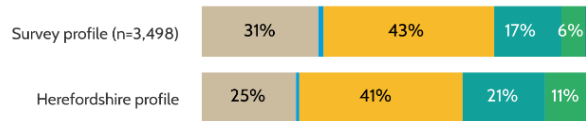


### Rural / urban classification



### Acorn Category

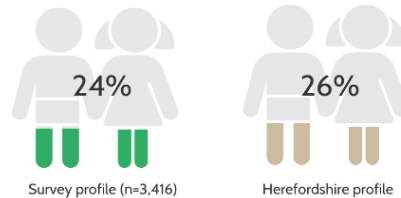
1 Affluent Achievers 2 Rising Prosperity  
 3 Comfortable Communities 4 Financially Stretched  
 5 Urban Adversity 6 Not Private Households



### Long-term health problem or disability

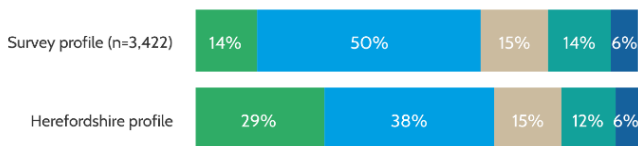


### Children in the home



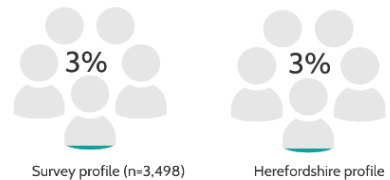
### Household size

1 person 2 people 3 people 4 people 5 or more people

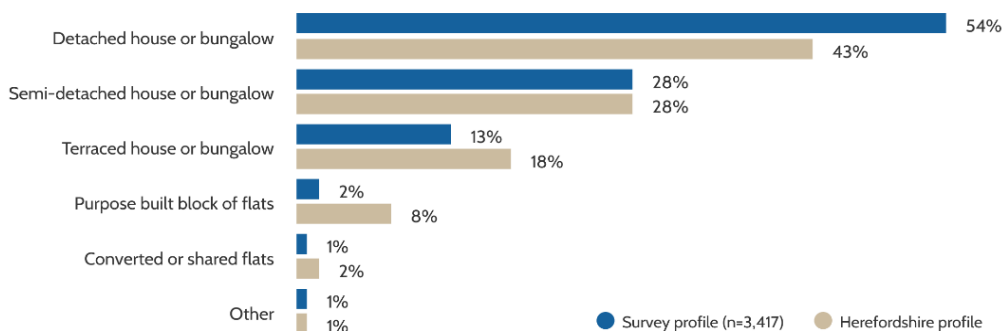


### Ethnicity

Overall Black, Asian and other minority ethnic groups



### Property type



# Findings

## Attitudes and perceptions

### Section summary:

Residents fed back that the **future of rubbish and recycling services** in Herefordshire should **focus** on ensuring a **high recycling rate**. Almost **nine in ten** residents agreed that **more needs to be done** to reduce rubbish and increase recycling, although the **acceptance to change** to the current rubbish and recycling collection **came in lower**, with around six in ten accepting this. Women, the younger age groups, those living in less affluent areas and those with children in the home were more likely to accept the need for change.

Residents were asked to think about the future of rubbish and recycling services in Herefordshire and what aspects they thought the council should prioritise. Residents were asked to order their top 3 aspects in order from one to three (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>).

Figure 1 overleaf has been divided into four quadrants, with each quadrant representing the mean scores for each aspect and the percentage for each aspect. Each quadrant has been labelled as having high or low priority (the lower the score the higher the priority) and the percentage for how often that aspect was selected (regardless of what the aspects priority was e.g. 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup>).

- 'Results in a high recycling rate' falls into the *'More likely to be selected & high priority'* quadrant. The council should therefore look to focus on these aspects. Other aspects the council could consider are 'prevents waste' and 'provides value for money'.
- This finding broadly aligns to recommendations of the council's Task and Finish group which reported<sup>3</sup> in 2019 that the service should prioritise the prevention of waste (top priority). High recycling rates and providing value for money came in fifth and sixth place respectively.

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3

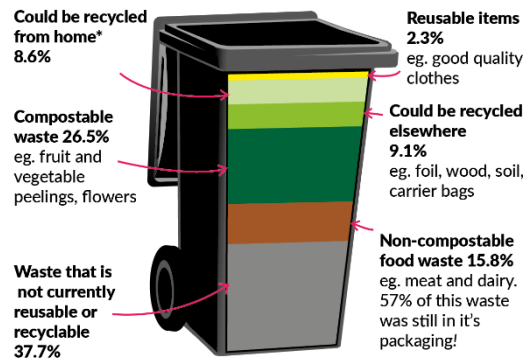
<https://councillors.herefordshire.gov.uk/documents/s50082806/Appendix%201%20for%20Task%20and%20finish%20group%20report%20-%20waste%20management%20strategic%20review.pdf>

Figure 1: Quadrant chart showing the average ranking (priority) for each aspect and the percentage of how often each aspect was selected





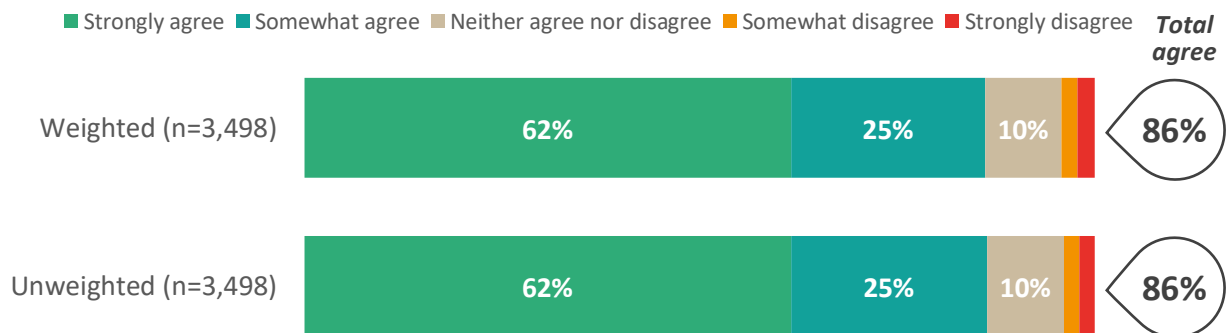
In 2019, the council carried out an analysis on the types of materials that were being placed into the black bin. They found that on average the black bin contained nearly 9% of materials that could be recycled at home and a further 42% consisted of food waste.



Residents were shown this information in the survey and then asked to what extent they agreed or disagreed that more needed to be done to reduce rubbish and increase recycling in Herefordshire.

- Overall, **86%** of residents either 'strongly' (62%) or 'somewhat' (25%) agreed with this and just 4% disagreed. While one in ten (10%) didn't have any feelings either way (Figure 2).

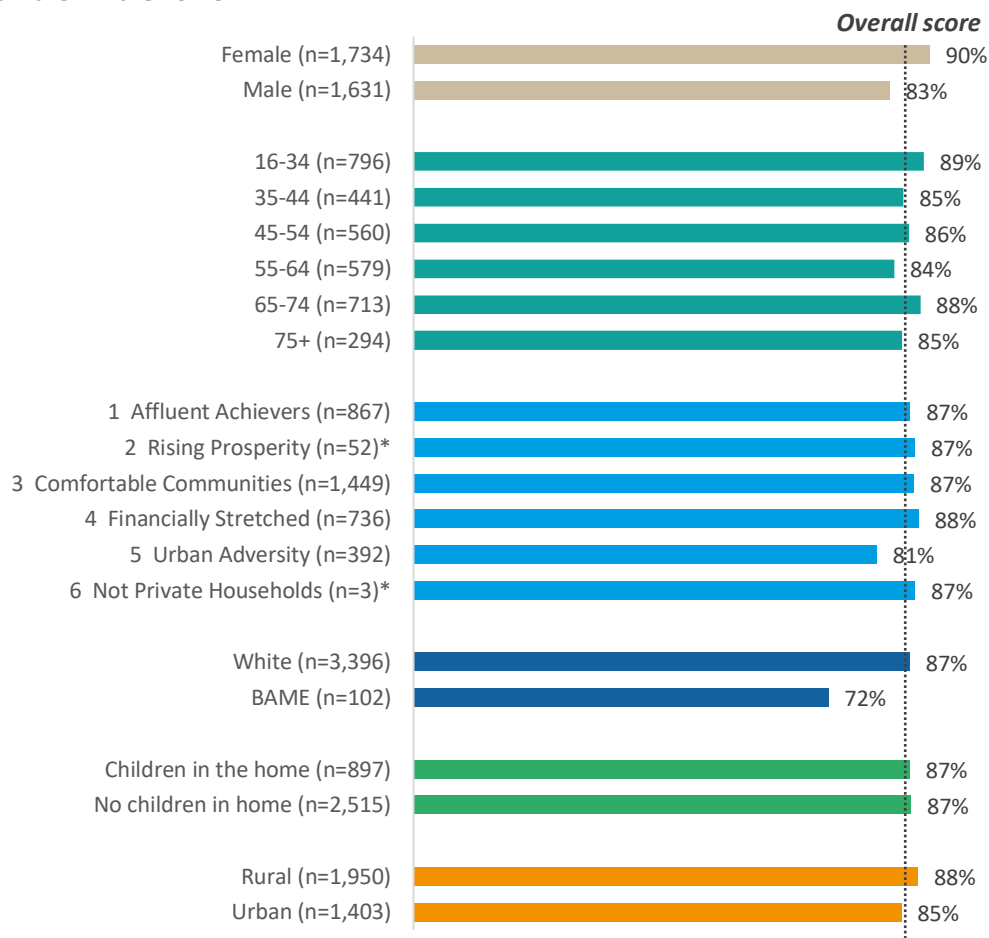
**Figure 2: To what extent to you agree or disagree that more needs to be done to reduce rubbish and increase recycling in Herefordshire?**



Sub-group analysis shows there were significant variations by age group and gender (Figure 3):

	<ul style="list-style-type: none"> <li><b>Women</b> were more likely (90%) to <b>agree</b> that more needs to be done to reduce rubbish and increase recycling compared to men (83%).</li> </ul>
	<ul style="list-style-type: none"> <li>Agreement across the age groups was fairly consistent, although those <b>aged 65-74</b> were more likely to have agreed that <b>more needs to be done</b> compared to the 35-44 age groups.</li> </ul>

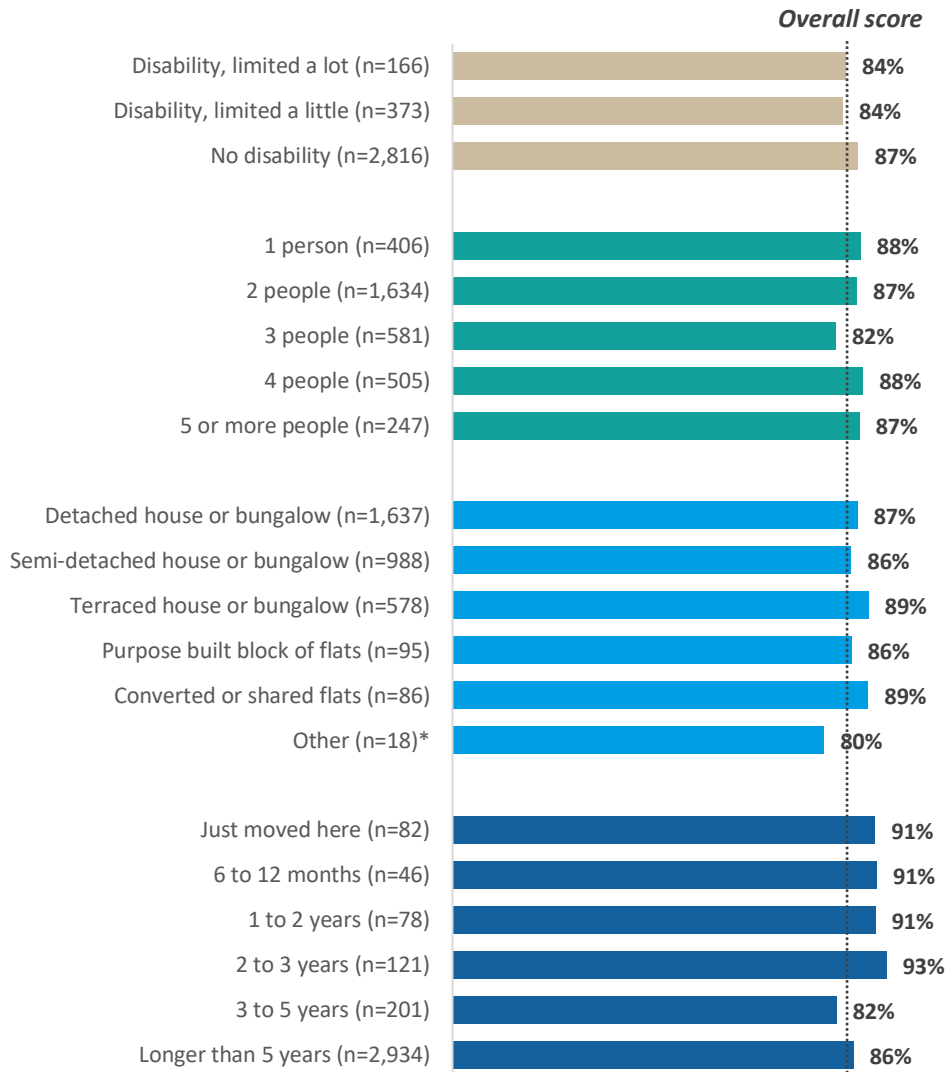
**Figure 3: Total agreement by gender, age group, Acorn Category, Rural Urban Classification, ethnicity and children in the home**



### Indicative sub-group analysis

Residents agreeing that more needs to be done to reduce rubbish and increase recycling was fairly consistent across those with or without a disability, number of people in the household and property type (Figure 4). Residents who had been in the area for three years or more had lower levels of agreement with this. For example, 82% of residents who had been living in the area for between three to five years said they agreed with this, compared to 91% of resident who had lived in the area for one to two years.

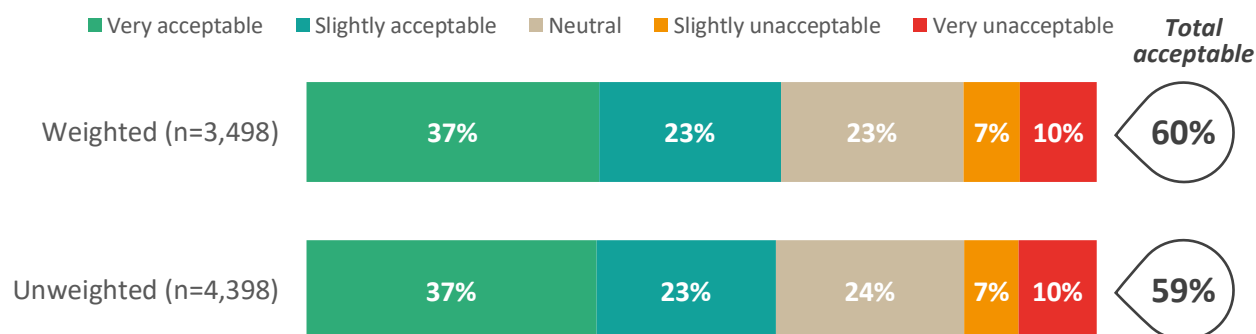
**Figure 4: Total agreement by disability, household size, property type and length of time in the area**



Residents were then asked to what extent they accepted the need for the council to change the current rubbish and recycling collection.

- Overall, 60% either said that this was 'very' (37%) or 'slightly' (23%) acceptable and 17% said that they did not accept the need for change. Almost a quarter (23%) had no feelings either way (Figure 5).

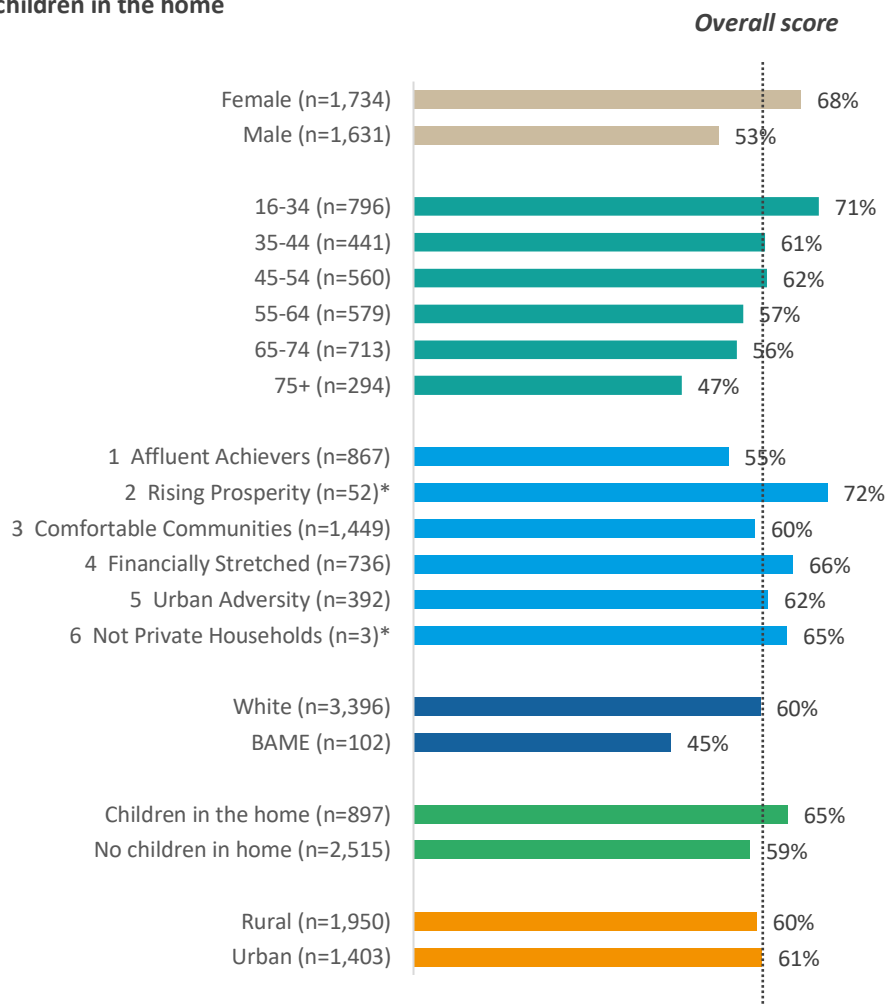
**Figure 5: To what extent do you accept the need for the council to change the current rubbish and recycling collection?**



Sub-group analysis shows there were significant variations by gender, age group, those with children in the home and Acorn category (Figure 6):

	<ul style="list-style-type: none"> <li><b>Women</b> were more likely to <b>accept the need to change</b> the rubbish and recycling services at 68%, compared to men at 53%.</li> </ul>
	<ul style="list-style-type: none"> <li><b>As age increased</b>, the level of <b>acceptance to change the services decreased</b>. The youngest age group (16-34) were more likely to accept the need for a change, with 71% stating they accepted this. This is compared to the older age groups, for example, 47% of those aged 75 or older accepted this.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents living in <b>less affluent areas</b> were more likely to <b>accept the need to change</b> the service. For example, 66% of residents living in households classified as Acorn 4 'Financially Stretched' accepted the need to change, compared to 55% of residents living in households classified as Acorn 1 'Affluent Achievers'.</li> </ul>
	<ul style="list-style-type: none"> <li><b>Those without children</b> in the home had a <b>lower level of acceptance</b> (59%) compared to those with children in the home (65%). Although significantly more residents with <b>no children</b> in the home <b>had no feeling either way</b> (24%) compared to those with children (19%).</li> </ul>

**Figure 6: Total acceptance by gender, age group, Acorn Category, Rural Urban Classification, ethnicity and children in the home**

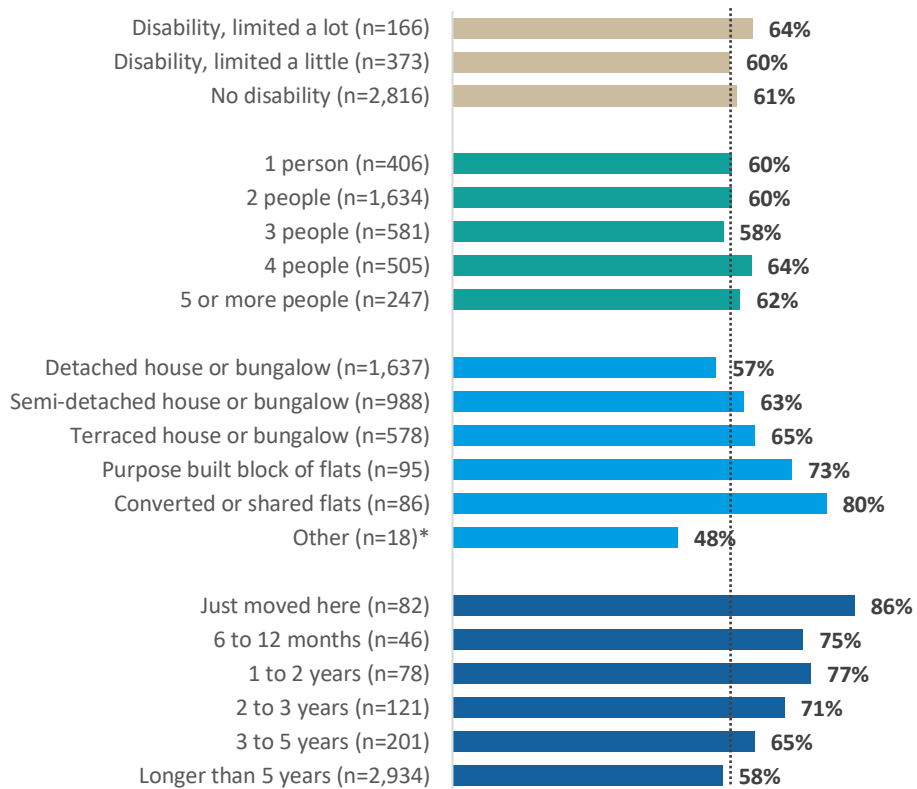


**Indicative sub-group analysis**

The level of acceptance with the need to change the rubbish and recycling collections varied by property type. Residents living in detached (57%), semi-detached (63%) and terraced (65%) properties were less likely to accept this, compared to those living in flats – who are more likely to have a shared /communal collection service (purpose built at 73% and converted/shared flat at 80%).

The longer a resident had lived in the area, the less likely they accepted the need for a change to the service. For example, 77% of those that had lived in the area for one to two years said they accepted this, compared to 58% of residents who had lived in the area for five years or longer (Figure 7).

**Figure 7: Total acceptance by disability, household size, property type and length of time in the area**  
*Overall score*



## Food waste collections

### Section summary:

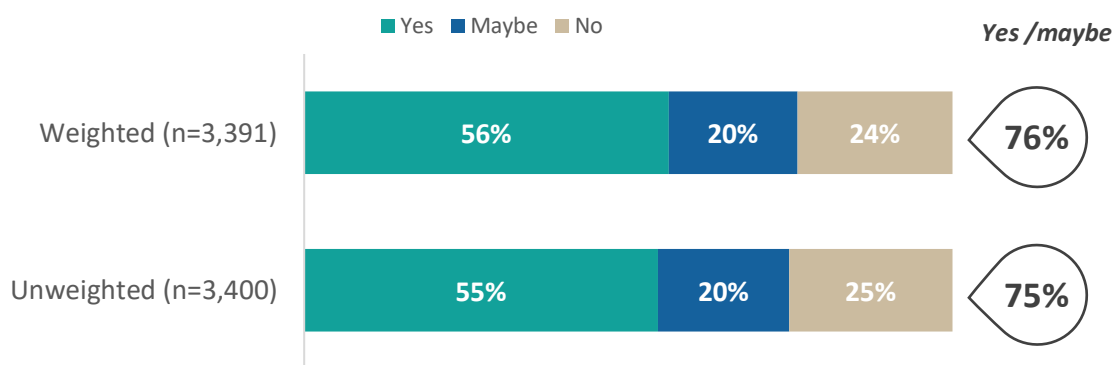
Potential uptake in a weekly food waste collection was positive, with almost **eight in ten** residents stating they **would use the service** if provided. Women, the younger age groups, those living in more deprived areas, urban areas and residents with children in the home were more likely to want to use the service. Residents who **did not want to use the service or were undecided** stated that they **did not produce enough food waste**, they already **home compost** or that they were concerned about **hygiene and pests**. The **older age groups** were more likely to feel they **do not produce enough food waste**, while the **younger age groups** were more concerned about **hygiene** and that the service would be **inconvenient or a hassle**. Residents living in **more affluent areas** were more likely to say they **would not use the service** as they **home compost** their food waste, this was similar for those living in more rural areas. Finally, those with **children in the home** that did not want to use the service were more likely to be concerned about **hygiene related issues**.

**A third** of residents who were happy to use the service said they **did not have any concerns in using a weekly food waste collection**. While around **two quarters** said that they were concerned around attracting **pests** and / or that they were worried about **hygiene**.






At the time of the consultation there was a lack of certainty in the government's resource and waste strategy, but it did outline that councils will have to provide a weekly food waste collection service for every household. To gauge future use of this service, residents were asked if they would use it if the council introduced a separate weekly food waste collection.

- Almost eight in ten (76%) residents said either 'yes' (56%) or 'maybe' (20%). Around a quarter (24%) said they would not use it (Figure 8).

**Figure 8: If the council introduced a separate weekly collection for food waste, would you use it?**

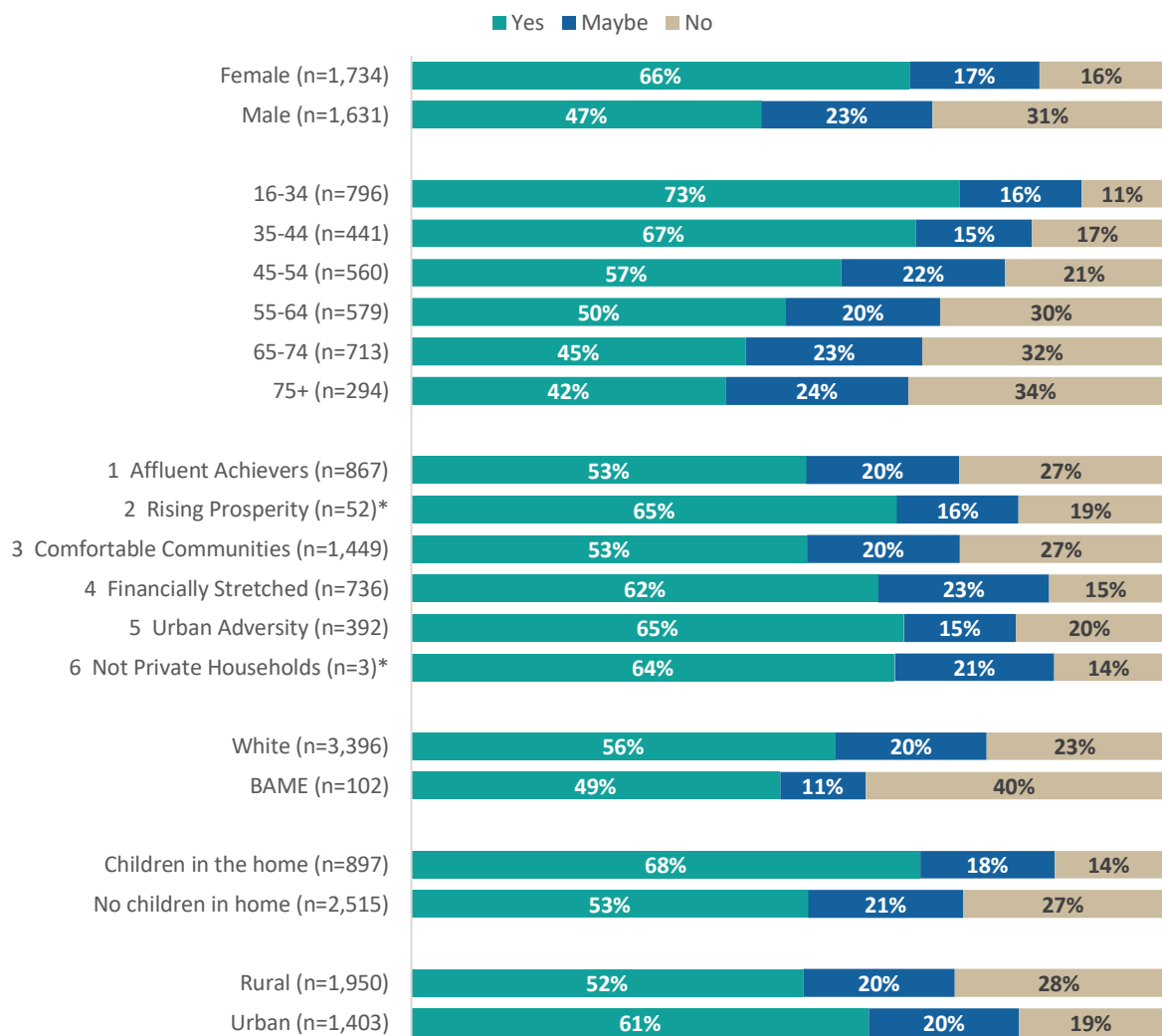


Sub-group analysis shows there were significant variations by gender, age group, Acorn category Rural Urban Classification and those with children in the home (Figure 9):

	<ul style="list-style-type: none"> <li>Women were more inclined to <b>use a food waste collection</b> compared to men. For example, 66% of women said they would use it, compared to men (46%).</li> </ul>
	<ul style="list-style-type: none"> <li>There were clear variations by age group, <b>as age increased</b>, so did the <b>reluctance to use a food waste collection</b>. For example, 73% of those aged 16-34 said they would use it, compared to 42% of those aged 75 or older.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents living in homes that were classified as <b>more deprived</b>, were <b>more willing to use or maybe use a food waste collection</b> compared to those in more affluent homes. For example, 53% of those living in homes classified as Acorn 1 'Affluent Achievers' said they would use the service, compared to 65% of those living homes classified as Acorn 5 'Urban Adversity'.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents living in <b>rural areas</b> were <b>less likely to use</b> a food waste collection, with 23% stating 'no' they wouldn't use it. While residents living in urban areas were more likely to say they would use it (61%).</li> </ul>
	<ul style="list-style-type: none"> <li>Residents who had <b>children in the home</b> were <b>more likely to have said they would use</b> a food waste collection at 68%. While those without children in the home were less likely to use the service if provided with 27% stating no.</li> </ul>



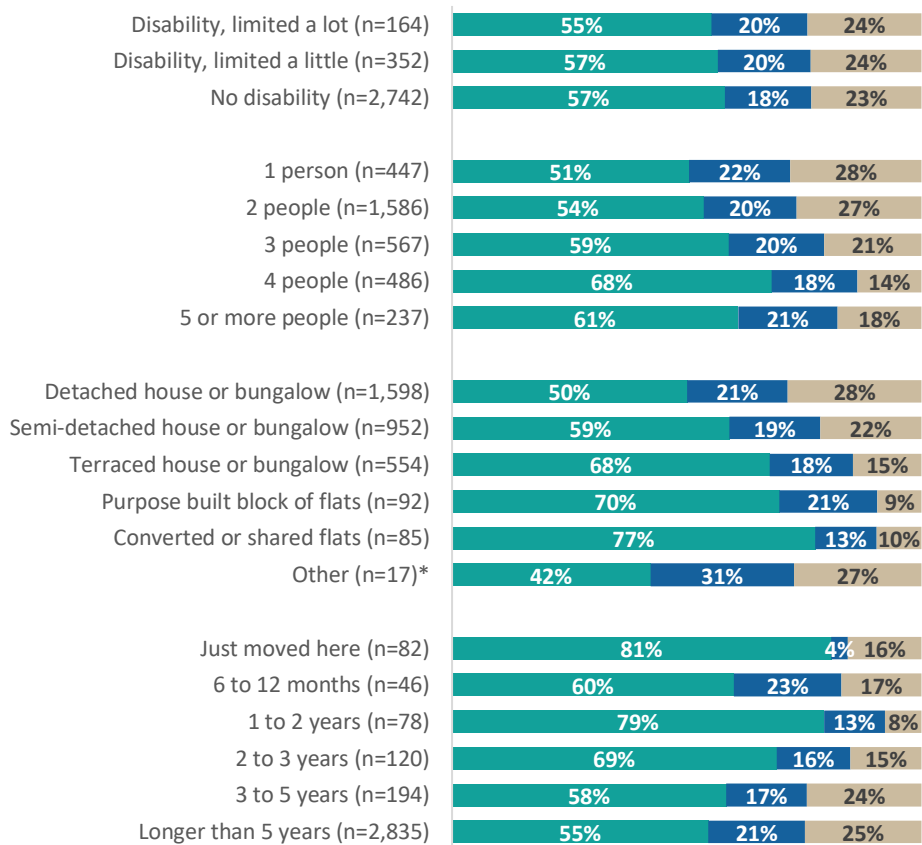
**Figure 9: Use of food waste collection by gender, age group, Acorn category, ethnicity, children in the home and RUC**



### Indicative sub-group analysis

As household size increased, so did the desire to use a food waste collection. For example, 73% of homes with two people said they would use or maybe use the collection, compared to 86% of those with four people. When compared by property type, those in purpose-built flats or shared flats were more likely to say that they would use or maybe use the collection compared to other property types. For example, 91% of those living in purpose-built flats stated this, compared to 72% of those living in detached homes (Figure 10).

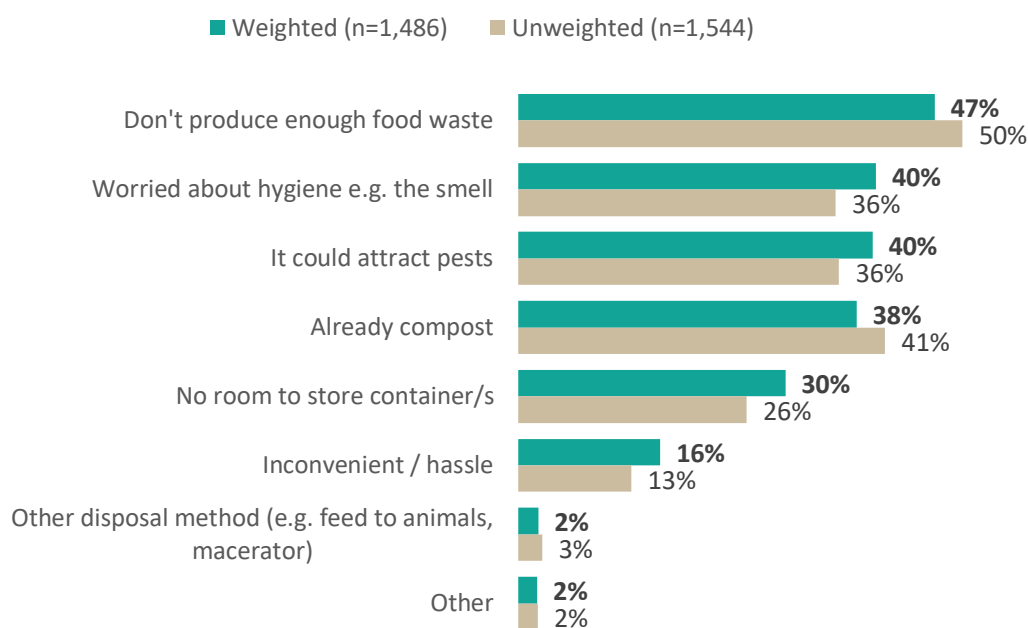
**Figure 10: Use of food waste collection by disability, household size, property type and length of time in the area**






Residents who said they would maybe or would not use a weekly food waste collection if provided, were asked why or what concerns they had (Figure 11).



- Almost half (47%) said that they did not produce enough food waste to warrant participation, followed by hygiene concerns such as it would attract pest and worried about hygiene (both 40%). 38% stated they home composted their food waste already. (Figure 11).

Figure 11: Why wouldn't you use it or what concerns do you have?



Sub-group analysis shows there were significant variations by age group, Acorn category, ethnicity, Rural Urban Classification and if there were children in the home (Table 12):

	<ul style="list-style-type: none"> <li>Older residents were more likely to have said that they <b>don't produce enough food waste</b> to warrant using a service. For example, 61% of those aged 75 or older said this, compared to 25% of those aged 16-34.</li> <li>Concerns about <b>hygiene</b> were more likely to be claimed by the <b>younger age groups</b>. For example, 73% of those aged 16-34 stated this, compared to 26% of those aged 65-74.</li> <li>The service being <b>inconvenient, or a hassle</b> was more likely to have been mentioned by the <b>younger age groups</b>. For example, 31% of those aged 16-34 stated this, compared to 10% of those aged 65-74.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents living in home that were <b>more affluent</b> were more likely to say that they <b>home compost</b> their food waste. For example, 45% of those living in homes classified as Acorn 1 'Affluent Achievers' said they home compost, compared to 15% of those living in homes classified at Acorn 5 'Urban Adversity'.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents living in <b>rural areas</b> were more likely to say that they <b>home compost</b> at 48%, compared to urban areas (26%).</li> <li>Residents living in <b>urban areas</b> were more likely to have concerns about <b>hygiene</b> (49%), attracting <b>pests</b> (46%) and that they wouldn't have <b>room to store containers</b> (41%).</li> </ul>

	<ul style="list-style-type: none"> <li>▪ <b>BAME residents</b> were more likely to have said that the service would be <b>inconvenient or a hassle</b> (32%) compared to non-BAME residents (15%).</li> </ul>
	<ul style="list-style-type: none"> <li>▪ Residents with <b>children in the home</b> were <b>more likely to have a range of concerns</b> compared to those without children in the home. For example, concerns about hygiene (51%) and pests (50%) topped the list. This was followed by concerns with storing containers (45%) and the inconvenience or hassle of the service (22%).</li> </ul>

### Indicative sub-group analysis

The smaller the household size, the more likely they were to say that they would not use the collection because they do not produce enough food waste. For example, 72% of one person households said this compared to 30% of homes with five or more people. Hygiene and attracting pests were more of a concern for those in larger household sizes. For example, 53% of homes with five or more people said this was a concern, compared to 34% of two person households. Residents living in purpose-built flats were more concerned with where they would store containers with 63% stating this compared to other household types, for example, just 20% of those living in detached homes said this (Table 13).

**Table 12: Why wouldn't you use it or what concerns do you have by gender, age group, Acorn category, ethnicity, children in the home and RUC**

	Don't produce enough food waste	No room to store container/s	Worried about hygiene e.g. the smell	It could attract pests	Inconvenient / hassle	Already compost	Other disposal method (feed to animals, macerator)	Other
Female (n=567)	45%	31%	40%	41%	14%	38%	3%	2%
Male (n=847)	47%	29%	41%	39%	17%	38%	2%	2%
16-34 (n=207)	25%	57%	73%	68%	31%	25%	0%	1%
35-44 (n=142)	39%	41%	54%	53%	20%	31%	1%	4%
45-54 (n=234)	42%	35%	42%	41%	19%	31%	3%	2%
55-64 (n=284)	49%	22%	32%	32%	12%	43%	4%	3%
65-74 (n=380)	57%	16%	26%	28%	10%	45%	3%	1%
75+ (n=166)	61%	20%	32%	29%	8%	44%	3%	1%
1 Affluent Achievers (n=378)	47%	24%	37%	37%	14%	45%	2%	2%
2 Rising Prosperity (n=17)*	69%	57%	54%	45%	41%	13%	0%	0%
3 Comfortable Communities (n=636)	50%	23%	34%	35%	12%	44%	3%	2%
4 Financially Stretched (n=258)	45%	40%	47%	42%	16%	29%	1%	3%
5 Urban Adversity (n=127)	36%	57%	59%	61%	35%	15%	1%	4%
White (n=1,435)	66%	42%	57%	57%	22%	55%	31%	27%
BAME (n=51)*	58%	43%	53%	48%	32%	34%	5%	9%
Children in the home (n=277)	33%	45%	51%	50%	22%	36%	2%	2%
No children in home (n=1,155)	51%	26%	37%	37%	15%	38%	3%	2%
Rural (n=817)	49%	21%	33%	35%	13%	48%	3%	2%
Urban (n=601)	45%	41%	49%	46%	20%	26%	2%	2%

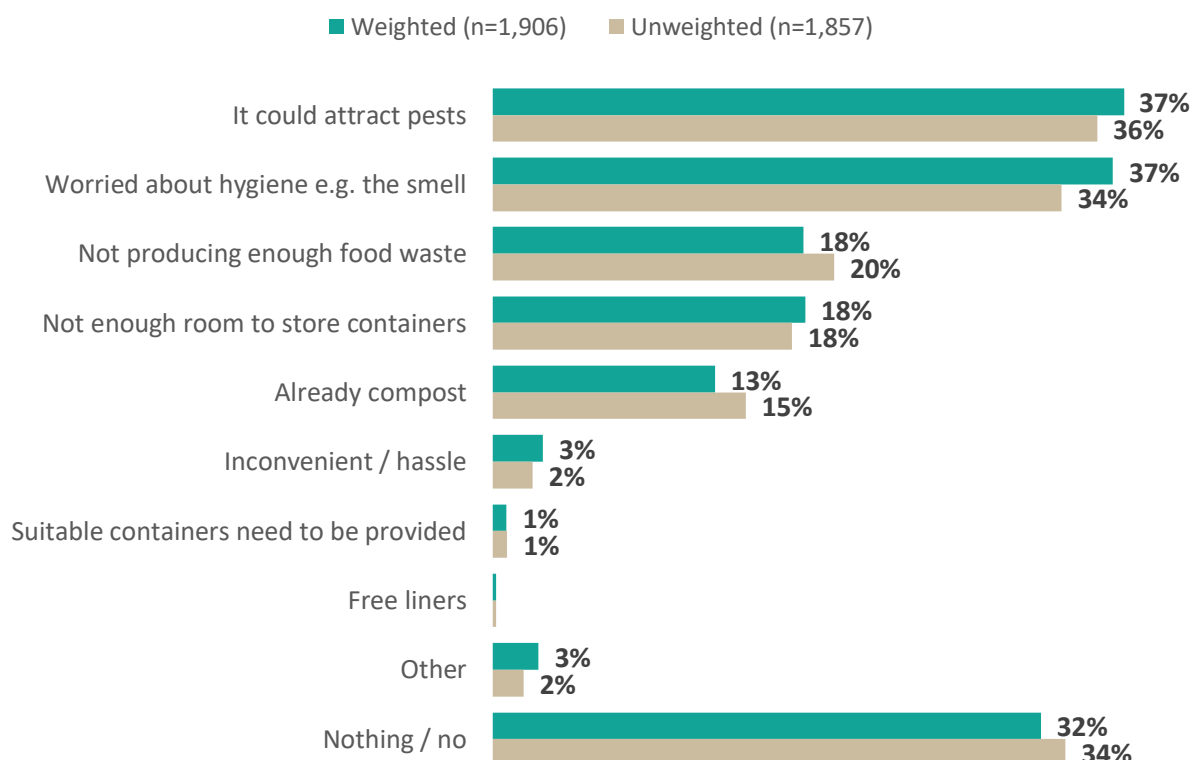
**Table 13: Why wouldn't you use it or what concerns do you have by disability, household size, property type and length of time in the area**

	Don't produce enough food waste	No room to store container/s	Worried about hygiene e.g. the smell	It could attract pests	Inconvenient / hassle	Already compost	Other disposal method (feed to animals, macerator)	Other
Disability, limited a lot (n=73)	60%	38%	50%	56%	20%	18%	3%	1%
Disability, limited a little (n=153)	48%	36%	46%	43%	18%	28%	3%	2%
No disability (n=1,177)	46%	28%	37%	37%	15%	41%	2%	2%
1 person (n=221)	72%	28%	34%	36%	18%	33%	3%	3%
2 people (n=738)	47%	23%	34%	33%	12%	43%	2%	2%
3 people (n=233)	40%	40%	54%	49%	24%	28%	2%	1%
4 people (n=155)	32%	43%	53%	54%	14%	34%	3%	4%
5 or more people (n=93)	30%	43%	53%	57%	28%	43%	3%	1%
Detached house or bungalow (n=799)	48%	20%	35%	36%	13%	47%	3%	2%
Semi-detached house or bungalow (n=390)	47%	39%	46%	45%	15%	31%	1%	3%
Terraced house or bungalow (n=179)	48%	39%	40%	33%	20%	30%	2%	1%
Purpose built block of flats (n=28)	42%	63%	59%	62%	18%	11%	2%	4%
Converted or shared flats (n=19)	46%	36%	42%	41%	15%	19%	0%	11%
Other (n=10)*	60%	46%	76%	68%	20%	17%	0%	16%
Just moved here (n=82)	16%	42%	44%	48%	35%	56%	0%	0%
6 to 12 months (n=46)	22%	24%	17%	25%	5%	64%	0%	0%
1 to 2 years (n=78)	27%	18%	28%	27%	16%	43%	3%	0%
2 to 3 years (n=121)	49%	30%	49%	51%	18%	49%	0%	0%
3 to 5 years (n=201)	47%	29%	41%	46%	21%	41%	3%	0%
Longer than 5 years (n=2,934)	48%	29%	40%	39%	16%	38%	2%	2%

Residents who said ‘yes’ they would use a weekly food waste collection if provided were also asked if they had any concerns with this (Figure 12).



- The main concerns highlighted by residents were around the collection attracting pests (37%) and hygiene concerns such as the smell (37%)
- Positively around a third (32%) of residents did not have any concerns in using the service.

Figure 12: Do you have any concerns in using a weekly food waste collection?



Sub-group analysis shows there were significant variations by gender, age group, RUC and children in the home (Table 14):

	<ul style="list-style-type: none"> <li>▪ <b>Women</b> who said they would use the service were more likely to have <b>concerns with hygiene</b> e.g., the smell with 40% stating this compared to men (32%). While <b>men</b> were more likely to be concerned with <b>not producing enough food waste</b> at (23%) compared to women (16%)</li> </ul>
	<ul style="list-style-type: none"> <li>▪ There were variations across the age groups, with results being similar to those residents who said they did not want to use a food waste collection. For example, the <b>younger 16-34 age groups</b> were more likely to be <b>concerned with hygiene</b> (46%) and <b>pests</b> (44%), compared to the older age groups at 23% and 15% respectively.</li> </ul>

	<ul style="list-style-type: none"><li>Residents living in <b>rural areas</b> who said they would use a food waste collection were <b>more likely to have no concerns</b> with this type of service at 36%. Compared to those in urban areas with 29% stating they have no concerns.</li></ul>
	<ul style="list-style-type: none"><li>Again, concern with <b>hygiene</b> was an issue for those <b>homes with children</b> (42%), compared to those without children (34%).</li></ul>



**Table 14: Do you have concerns in using a food waste collection by gender, age group, Acorn category, ethnicity, children in the home and RUC**

	Not producing enough food waste	Not enough room to store containers	Worried about hygiene	It could attract pests	Inconvenient / hassle	Already compost	Nothing / no	Suitable containers need to be provided	Free liners	Other
Female (n=1,114)	16%	20%	40%	39%	3%	12%	32%	1%	0%	3%
Male (n=739)	23%	17%	32%	34%	3%	15%	33%	1%	0%	3%
16-34 (n=558)	10%	23%	46%	44%	5%	9%	28%	0%	0%	6%
35-44 (n=291)	10%	21%	39%	39%	2%	8%	37%	2%	0%	2%
45-54 (n=313)	16%	18%	37%	37%	2%	9%	36%	1%	0%	1%
55-64 (n=281)	25%	18%	33%	38%	1%	20%	33%	0%	0%	1%
65-74 (n=305)	32%	11%	23%	25%	2%	20%	33%	1%	0%	1%
75+ (n=120)	33%	15%	28%	31%	5%	20%	31%	0%	0%	4%
1 Affluent Achievers (n=419)	24%	13%	34%	35%	2%	19%	32%	2%	0%	1%
2 Rising Prosperity (n=30)*	14%	16%	39%	34%	3%	0%	47%	0%	0%	0%
3 Comfortable Communities (n=705)	19%	19%	35%	35%	4%	14%	34%	1%	0%	3%
4 Financially Stretched (n=424)	15%	21%	42%	40%	3%	8%	32%	0%	0%	2%
5 Urban Adversity (n=240)	17%	23%	39%	46%	3%	8%	30%	2%	0%	4%
White (n=1,857)	18%	18%	37%	37%	3%	13%	33%	1%	0%	3%
BAME (n=49)*	16%	20%	38%	33%	4%	9%	29%	2%	2%	0%
Children in the home (n=583)	8%	21%	42%	40%	2%	8%	38%	1%	0%	1%
No children in home (n=1,293)	23%	18%	34%	36%	3%	15%	30%	1%	0%	3%
Rural (n=888)	20%	14%	32%	33%	2%	17%	36%	1%	0%	1%
Urban (n=937)	18%	23%	42%	42%	4%	9%	29%	1%	0%	3%

## Garden waste collections

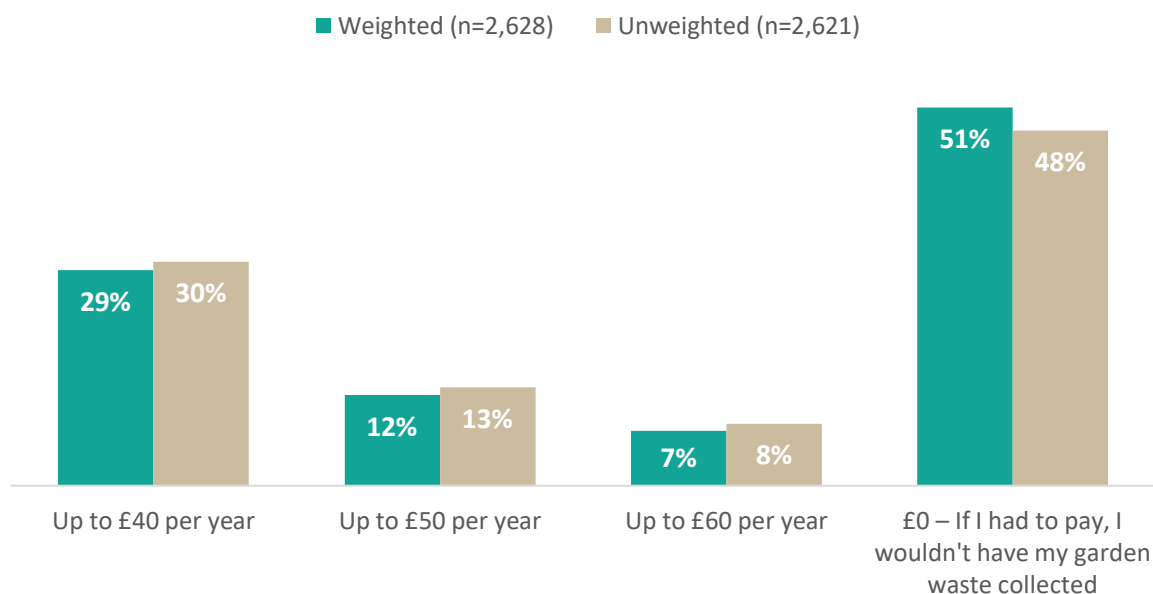
### Section summary:

**Just over half** of residents said that if they **had to pay** for a garden waste collection they **would not sign up to the service**. Of those that were willing, **just under a third** said that they were prepared to **pay up to £40 per year**. The older age groups were more inclined to pay for the service compared to the under 44 age group. Those living in more affluent areas were more likely to sign up to a paid for service.



The council currently offers residents the option to buy garden waste sacks which are collected once a fortnight (the garden waste collected is not composted). The council is considering introducing a garden waste collection service. This may be a paid for service which would go towards covering the costs of running it. The council would provide a wheeled bin or collect biodegradable garden waste to be sent for composting every fortnight (Figure 13).

- Just over half (51%) of residents said that if they had to pay for a garden waste collection, they would not have it collected.
- 49% said they would pay, with the most popular amount being up to £40 per year (29%). Just 7% opted for the most expensive option of up to £60 per year.

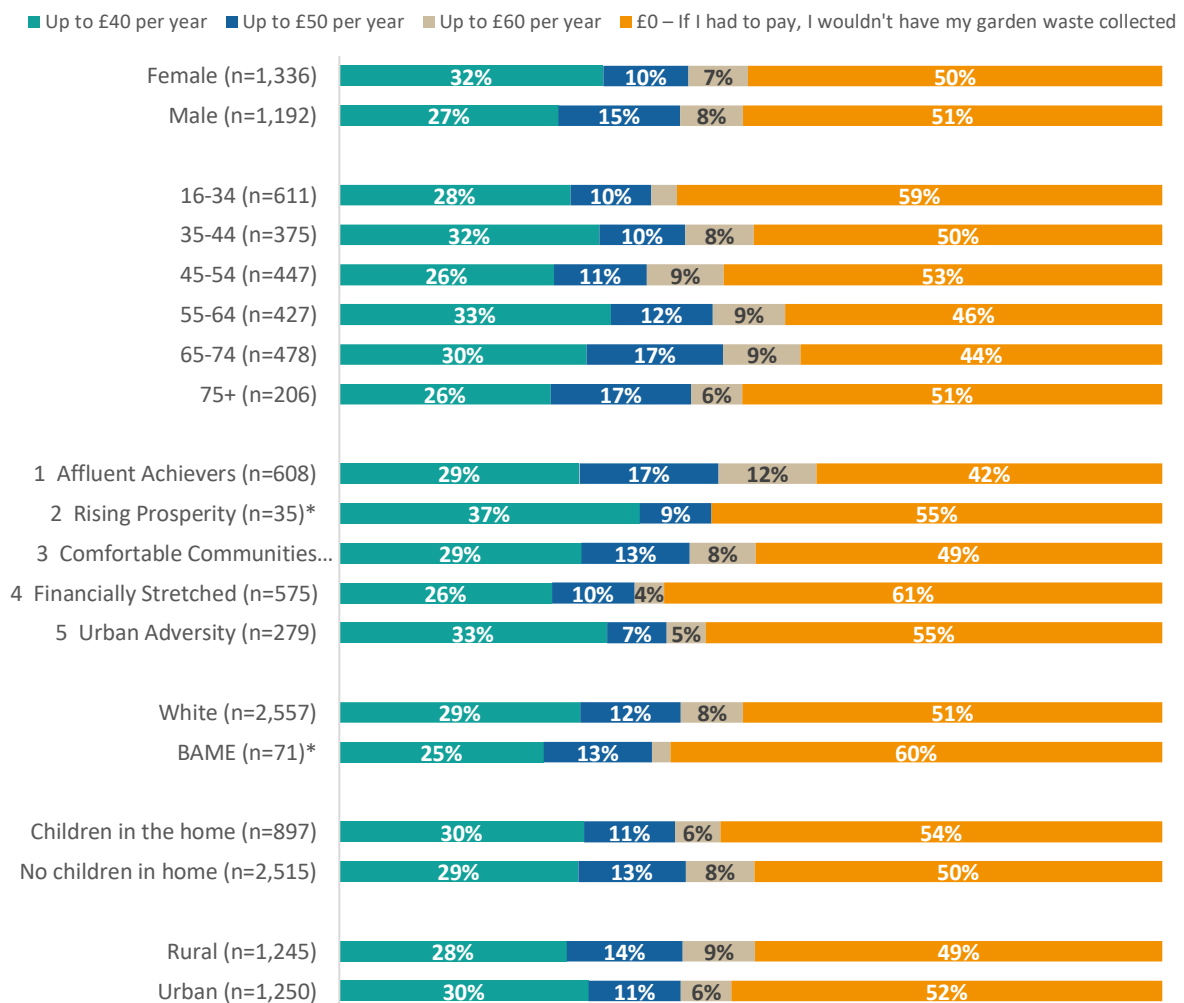
**Figure 13: If there was a fee for collecting garden waste how much would you be prepared to pay for this service?**



Sub-group analysis shows there were significant variations by age group and Acorn category (Figure 14):

	<ul style="list-style-type: none"> <li>The <b>younger 16-34 age group</b> were more likely to have selected the 'If I had to pay, I wouldn't have my garden waste collected' option (59%) compared to the older age groups. For example, 46% of those aged 65-74 selected this option.</li> </ul>
	<ul style="list-style-type: none"> <li>As <b>affluence decreases</b>, so is the <b>likelihood</b> of residents stating they would be <b>willing to paying for a garden waste collection</b>. For example, 61% of households classified as Acorn 4 'Financially Stretched' said they would not pay, compared to 49% of Acorn 3 'Comfortable Communities' and 42% of Acorn 1 'Affluent Achiever' households stating this.</li> </ul>

**Figure 14: If there was a fee for collecting garden waste how much would you be prepared to pay for this service by gender, age group, Acorn category, ethnicity, children in the home and RUC**



## Indicative sub-group analysis

Residents living in detached and semi-detached homes were more willing to pay for a garden waste collection. For example, 53% of those living in detached homes said they would be willing to pay a certain amount, compared to 44% of those living in terraced properties (Figure 15).

**Figure 15: If there was a fee for collecting garden waste how much would you be prepared to pay for this service by disability, household size, property type and length of time in the area**

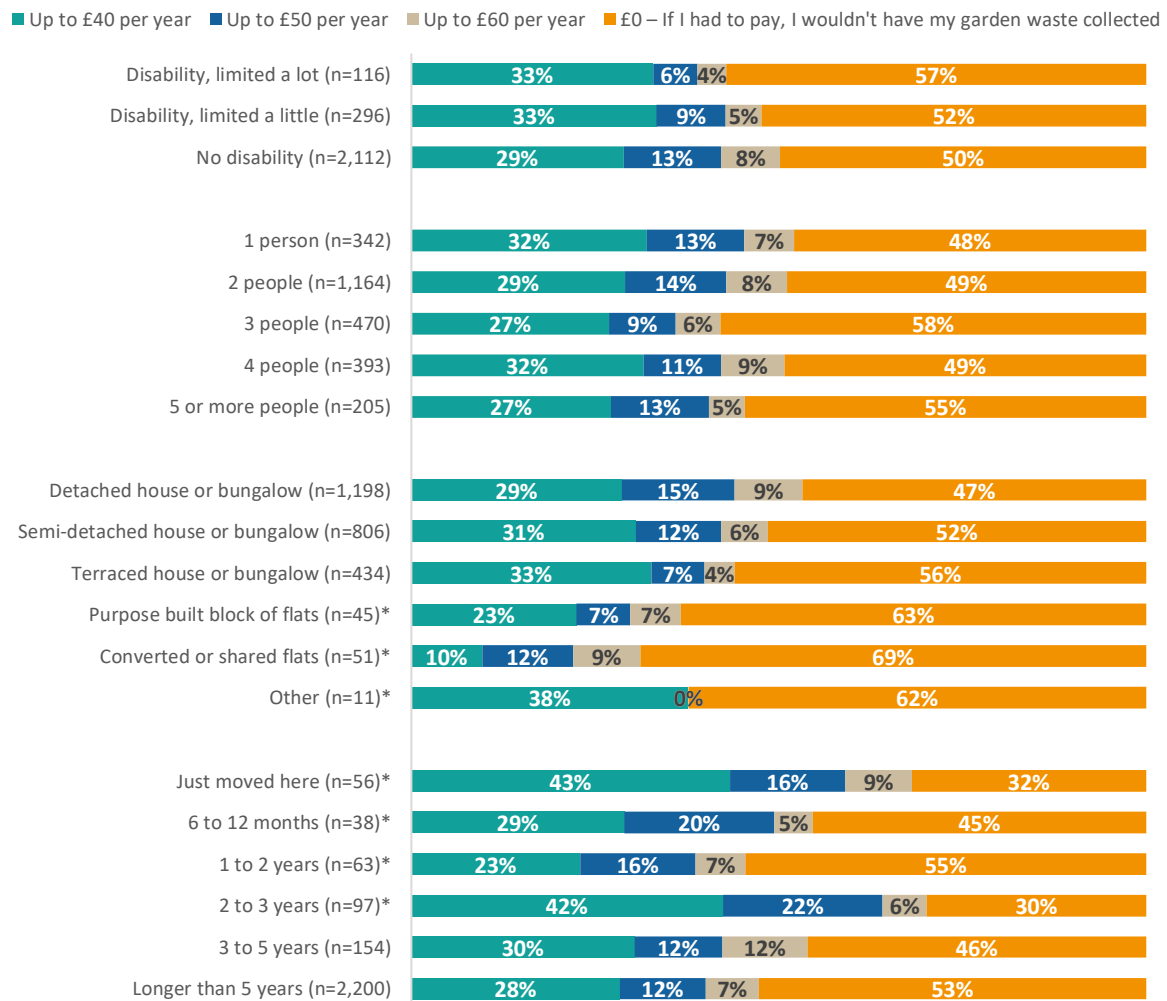
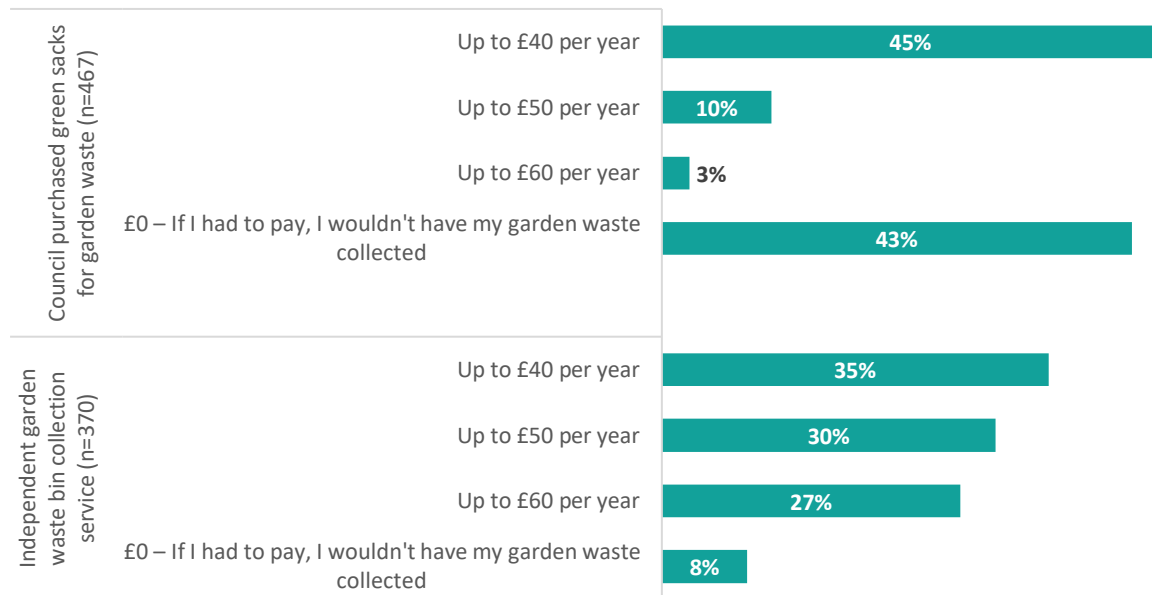


Figure 16 compares how much residents would be willing to pay based on if they currently pay for a garden waste service (either through the council or an independent collection).

- Residents who already pay for an independent garden waste collection are far more willing to pay for the service if provided by the council. For example, just 8% of those who pay for an independent service said they would not pay anything, compared to those who pay for the garden waste sack collection (provided by the council) with 43% stating this.

**Figure 16: How much residents would be willing to pay based on those who already pay for either the council or independent garden waste collection service.**



## Preference for the future of rubbish and recycling collections

### Section summary:

The preference for the two service options were split - **53% for option 1** and **47% for option 2**. **Women, older age groups**, and those in **less affluent areas** were more likely to **prefer option 1**. When asked why residents selected each option, resident who **selected option 1** said that this was because **bins are easier to use**, the service would be **simple** and **straightforward to use** and that the boxes in option 2 would create a mess and that they are not covered. Residents who **preferred option 2** said that this was because the **general waste needs to be collected more frequently** than once every three weeks (as per option 1), that all the containers will be **collected more frequently** and that **it is simpler and straightforward to use** (collection calendar is easier to follow etc.).

Residents were then asked if there was anything they felt that the council needed to consider for residents. Top of the list was the **provision of free liners for the food waste collection**. This could help alleviate some of the concerns residents may have with hygiene e.g. the smell etc. **Storage of containers** was also a concern for residents – both inside and outside the home. Residents also felt that they would get **confused as to when containers get placed out for collection**, more so for option 1. So clear instructions would need to be provided. Those who selected option 2 said that the council needs to consider **how they would stop materials being blown or falling out the boxes** and how residents could **keep the materials dry**.

The council has been considering different options for providing rubbish and recycling collection services in the future. It has therefore needed to think about what needs to be achieved and has been gathering a range of evidence, information and speaking to other councils to find out more about their experience to help with this. The council knows it will need to make certain changes to ensure compliance with the government's policy which includes the following:

- To provide a weekly food waste collection service for every household.
- To collect garden waste separately.
- The government's preferred approach is that councils collect different recyclables separately to increase their quality e.g. in different containers.
- The government's preferred approach is that no waste stream is collected less than every fortnight.

Through work already carried out, the council identified the two best performing options and wanted residents to provide their preference for this. Below summarises the options:

### Option 1

Container	Material	Collection period
 240 litre	Recycling - Metal tins/cans, plastic pots, tubs, trays and bottles, glass bottles and jars	Once every 3 weeks
 240 litre	Recycling – all paper and cardboard	Once every 3 weeks
 240 litre	Garden waste*	Once every 2 weeks
 23 litre	Food waste	Weekly
 180 litre	General waste	Once every 3 weeks

### Option 1

- Dry recycling would be collected in a 240 litre green wheeled bin once every 3 weeks. This would be for items such as metal tins/cans, plastic pots, tubs, bottles and glass bottles and jars.

- Paper and card materials would be collected in a separate 240 litre blue wheeled bin, once every 3 weeks.

The wheeled bins for dry recycling would be collected on alternating weeks.

- Residents would be provided with a weekly food waste collection, collected in a 23 litre lockable bin.

- General waste would be collected in a 180 litre black wheeled bin once every three weeks.

### Option 2

- Residents would be provided with three 55 litre boxes. One for metals and plastics, another for paper and card and a third for glass bottles and jars. These would be collected every week.
- Residents would be provided with a weekly food waste collection, collected in a 23 litre lockable bin.
- General waste would be collected in a 180 litre black wheeled bin once every two weeks

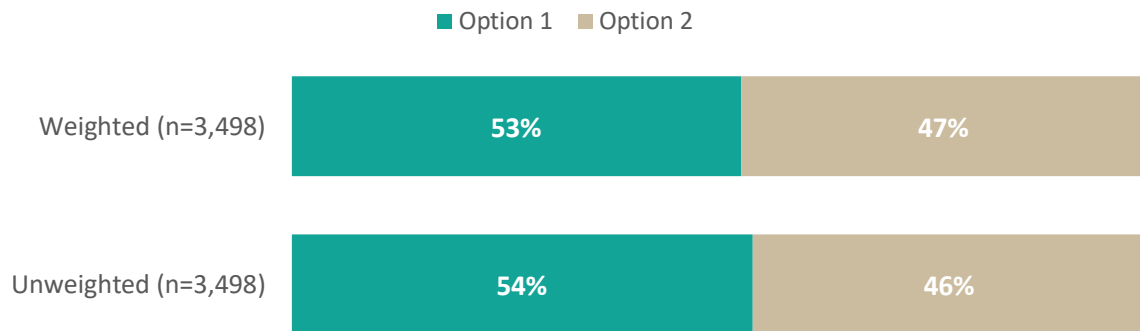
### Option 2

Container	Material	Collection period
 55 litre/box	<u>Separated dry recycling:</u> Red box - Metal tins/cans, plastic pots, tubs, trays and bottles	Weekly
 55 litre/box	Blue box - all paper and cardboard	
 55 litre/box	Green box - glass bottles and jars	
 240 litre	Garden waste*	Once every 2 weeks
 23 litre	Food waste	Weekly
 180 litre	General waste	Once every 2 weeks




For both the options, residents would also be offered a garden waste collection in a brown 240 litre wheeled bin collected every two weeks. This may be a chargeable service.

Figure 17 shows that the results were split 53% for option 1 and 47% for option 2.

**Figure 17: Which of the following two options would you prefer?**



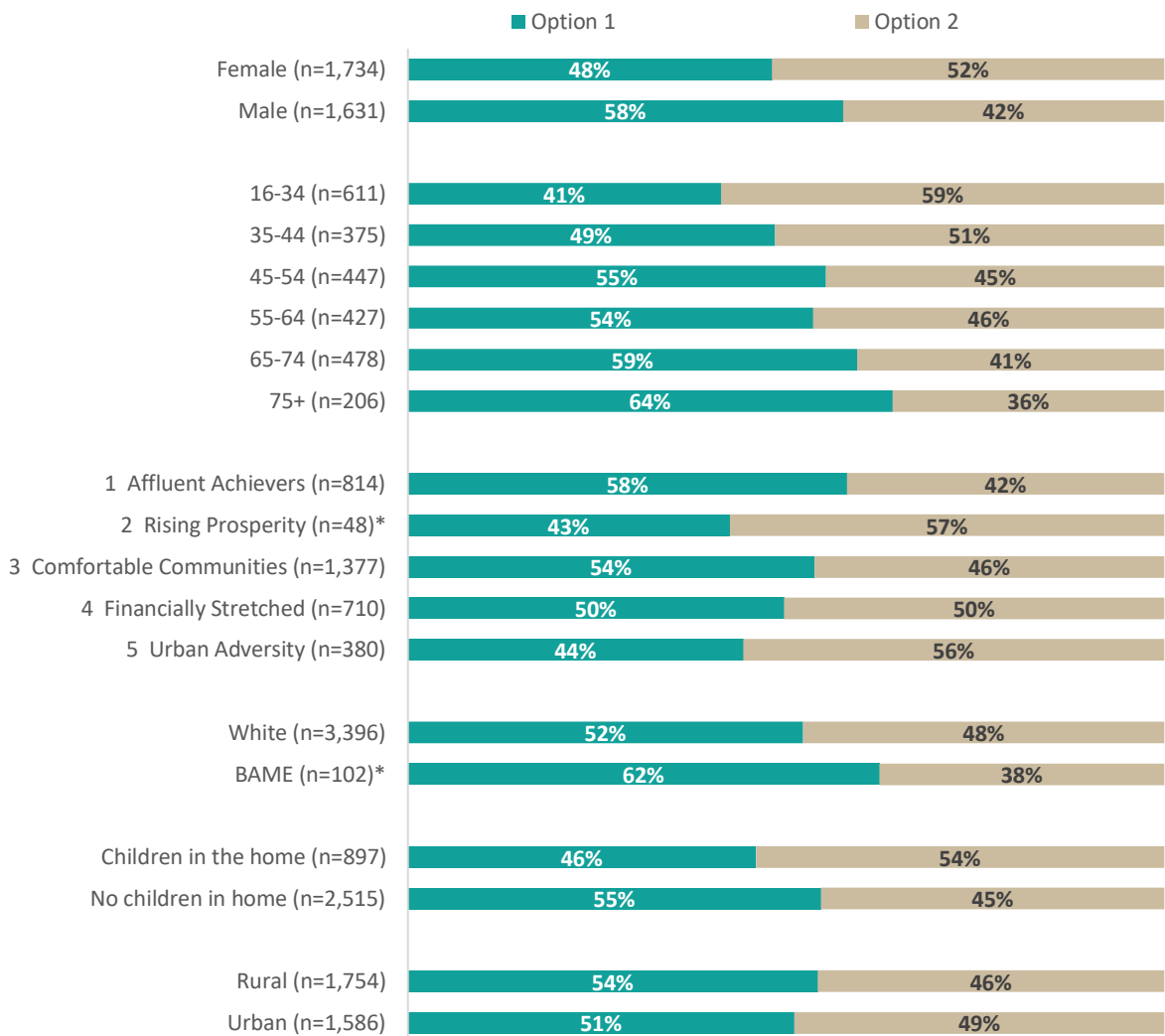
Sub-group analysis shows there were significant variations by gender, age group and Acorn category (Figure 18):

	<ul style="list-style-type: none"> <li>▪ <b>Women</b> were more likely to have selected <b>option 2</b> at 52%, compared to men (42%). While <b>men</b> were more likely to have selected <b>option 1</b> at 58%, compared to women (48%).</li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>As age increased, so did the preference for option 1.</b> For example, 41% of residents aged 16-34 preferred option 1, compared to 64% of those aged 75 or older.</li> </ul>
	<ul style="list-style-type: none"> <li>▪ <b>The less affluent household had a greater preference for option 1</b> when compared to the more affluent areas. For example, 44% of homes classified as Acorn 5 'Urban Adversity' selected option 1, while this rose to 58% for homes classified as Acorn 1 'Affluent Achievers'.</li> </ul>

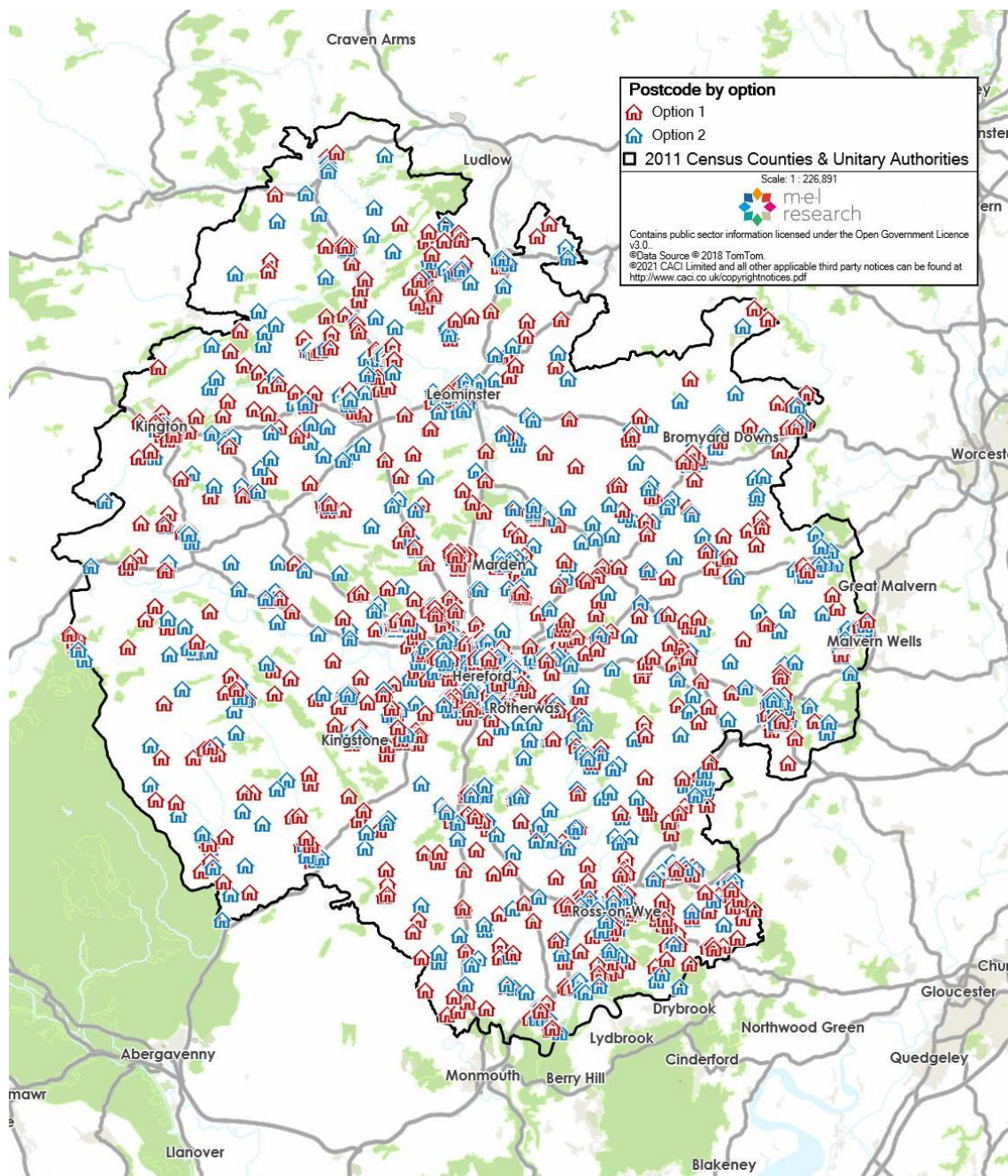
There were no variations between the two service options presented to residents when compared by Rural Urban Classification. To further illustrate how this is spread across the market towns, Map 1 presents the dominant options selected by postcode.



**Figure 18: Which option would you prefer by gender, age group, Acorn category, ethnicity, children in the home and RUC**



Map 1: Plotted postcodes by option selected

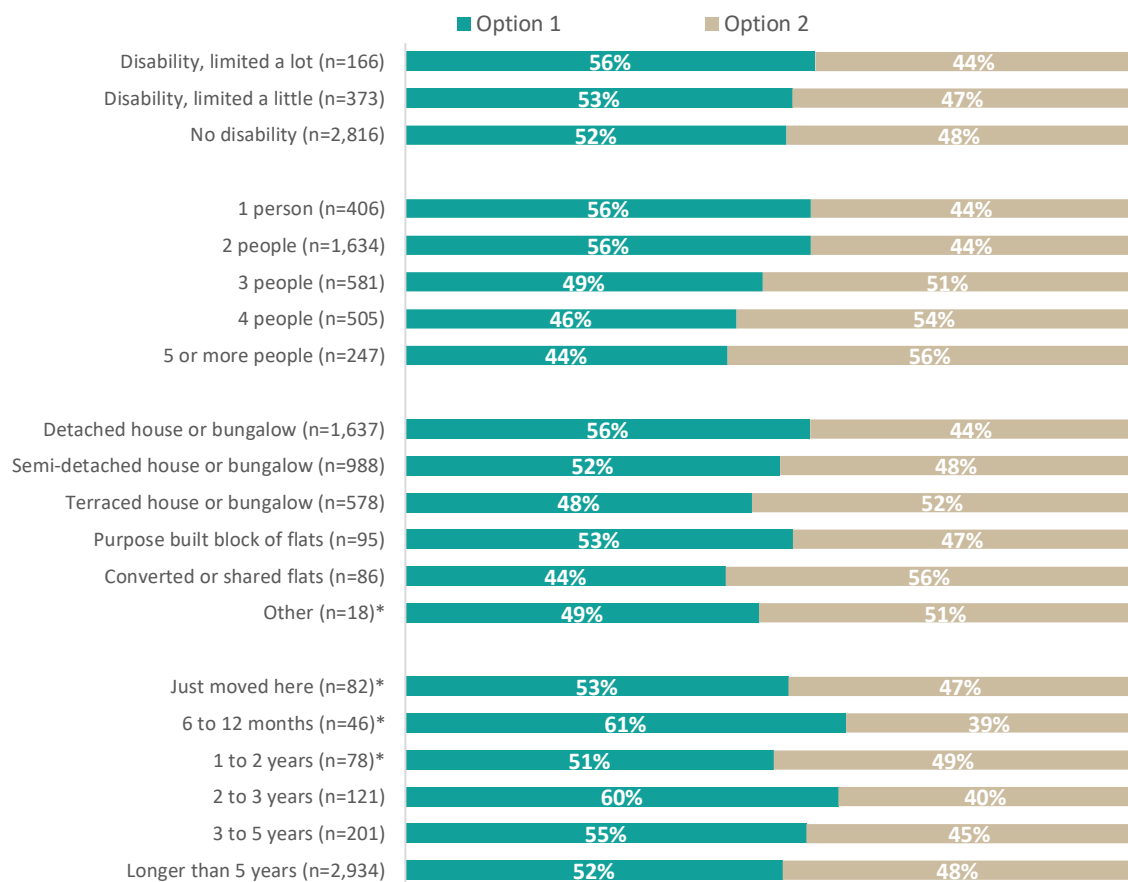


### Indicative sub-group analysis

The larger the number of people in the home, the more likely residents were to prefer option 2. When exploring why this is, larger households were more likely to want their general rubbish to be collected more frequently, than that of option 1 (which is every 3 weeks) as well as the dry recycling being collected more frequently. Residents living in terraced properties, were more likely to have selected

option 2. Again, exploring this in more detail, space to store the bins, the increased frequency of the collection and there being too many containers (option 1 having larger containers) were commonly mentioned as a reason for selecting this option (Figure 18).

**Figure 18: Which option would you prefer by disability, household size, property type and length of time in the area**



Residents were then asked why they chose their preferred option. Overall, 3,384 residents provided further information and results have been coded into common themes. Table 14 presents the themes by option selected. For option 1 the key themes were that:

- Bins will be easier to use (30%) and it is easier, simple, convenient and straight forward (14%)

*“More convenient, have space for larger containers, wheeled container easier for elderly to manage.”*

*“Easier to put recycling in one container.”*

*“Easier to manage, don’t like the small boxes.”*

*“With the wheelie bins, whilst larger, they're self-contained which for families like ours who store their waste outside will be better.”*

*“Fewer collections might mean lower carbon emissions. More convenient to have wheelie bins than boxes.”*

*“Much easier to have larger bins with a lid than the smaller ones that have to be carried down the drive to be picked up. I would recycle less with Option 2. There is nothing that can go 'off' in the 3 weeks.”*

*“Wheelie bins just work so much better and easier to manage and store.”*

- Boxes will create a mess / boxes not covered (13%)

*“The boxes are all too frustrating to store and present, plus the risk of items being blown out of the boxes when at boundary edge.”*

*“Keeping OPEN boxes outside will be impractical, rubbish will be blown around, get wet etc. In our case, our garden was designed around two wheelie bins, NOT several open boxes. I had the open box idea when living in Somerset - it is less than ideal!”*

*“Containing recycling in wheeled bins will be better for me as I have limited undercover space to store recycling. As such the paper and cardboard would be likely to get wet and therefore would be of poor quality. I also think that having recycling in boxes creates more litter as materials blow out of the boxes.”*

For option 2, the key themes were:

- General rubbish / recycling needs to be collected more frequently (28%)

*“Wouldn't want general waste collected every 3 weeks. Happy to box separate waste up.”*

*“Because general waste needs to be collected as often as possible.”*

*“It makes sense to pre-sort the recycling. In addition, I would say General Waste collection is preferable every 2 weeks, not every 3 weeks.”*

*“Having a 3 weekly collection would be a nightmare for me and a lot of others because my bins are full to the brim a week and a half in and sometimes have bags that don't fit in so have to wait for the bins to be emptied to put them in the wheelie bin. 3 weekly collections would mean rubbish lying about for a longer period of time.”*

- Option 2 provides a more frequent collection (21%)

*“Weekly collection, sorting of waste materials.”*

*“Separating out leads to better recycling - less contamination. Plus collection is weekly.”*

“Weekly option for most recyclables seems sensible with the container size shown, along with the division of recyclable types.”

“Keeps items to be recycled weekly rather than waiting weeks and then the bins getting full.”

- It is easier, simple, convenient and straight forward (14%)

“The collection is more often, I would forget which collection is when [for option 1].”

“The schedule for collection is simpler to follow/remember and will result in more reliable collections, avoiding build-up of material that the householder has forgotten to put out. Option 1 is more likely to lead to waste material spilling out of containers and fly tipping.”

“More convenient to have recycling collected more often than every 3 weeks, as a household we produce a lot of recycling and minimal waste to landfill so would need the recycling collected more often.”

“Regular collection of separated recycling items will be easier to follow.”

**Table 14: Can you tell us why you chose this option?**

	Overall (n=3,384)	Option 1 (n=1,819)	Option 2 (m=1,565)
Bins will be easier to use	18%	30%	5%
General rubbish / recycling needs to be collected more frequently	15%	4%	28%
Easier to use / simple / convenient / straight forward collection	14%	14%	14%
More frequently collected	11%	1%	21%
Boxes will create mess / boxes not covered	8%	13%	2%
Don't have the storage space for wheeled bins / want more wheeled bins	8%	4%	13%
Don't have the storage space for all the boxes	7%	12%	2%
Too many containers (option 2) / less containers (option 1)	6%	11%	1%
Don't like either option but will have to choose this one	6%	7%	5%
Would improve the quality of materials/better to separate the materials	6%	1%	12%
Boxes are easy to use/ save space	6%	2%	10%
Boxes would not be big enough	5%	8%	2%
Would struggle with boxes e.g. elderly, disability, long walk etc.	5%	8%	1%
Produce too much recycling / waste	3%	3%	4%
Don't produce lots of waste/recycling	3%	4%	2%
Keep/ prefer the current system	2%	2%	1%
Better for the environment	1%	2%	0%
Happy with either option	1%	1%	1%
Other	6%	7%	5%

Due to the variation in preference for the options by age group, the coded themes have been compared by age group to provide further insight (Table 15). Older residents were more likely to have said that they chose option 1 as bins will be easy to use and the service was simple e.g. not having to separate materials at source. While the younger age groups were more in favour of more frequent collections.



**Table 15: Can you tell us why you chose this option by age group?**

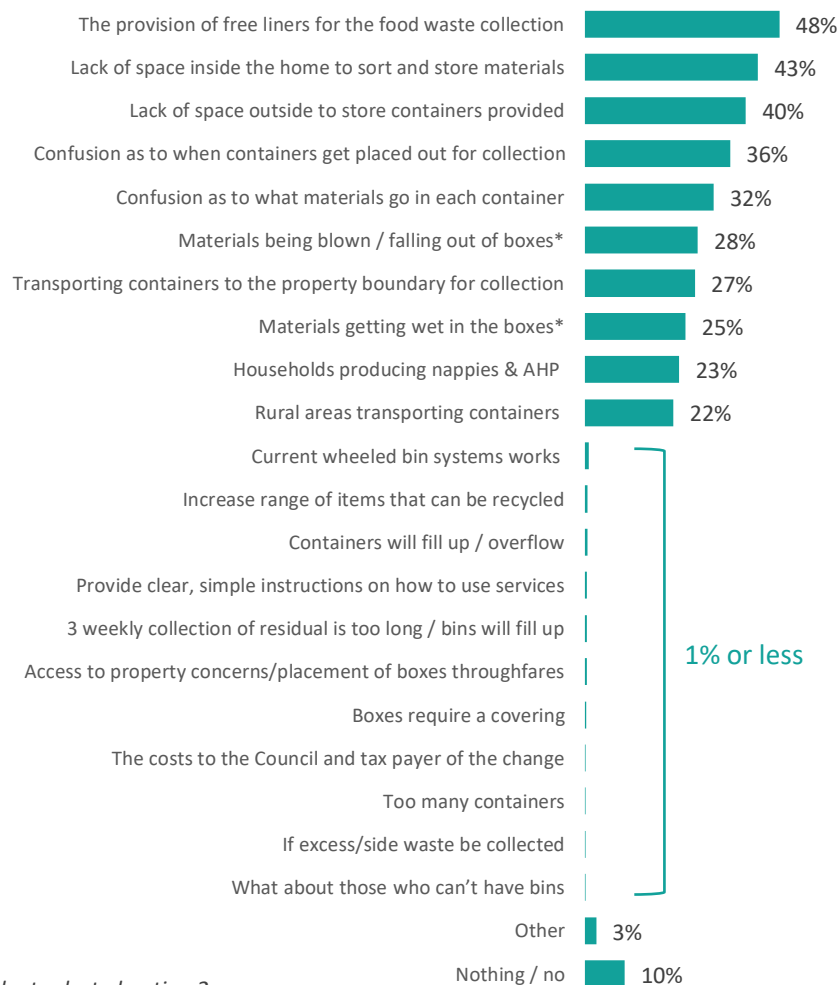
	16-24 (n=49)	25-34 (n=294)	35-44 (n=448)	45-54 (n=632)	55-64 (n=816)	65-74 (n=823)	75+ (n=326)
Bins will be easier to use	18%	17%	23%	19%	18%	16%	15%
General rubbish / recycling needs to be collected more frequently	12%	20%	18%	16%	15%	12%	8%
Easier to use / simple / convenient / straight forward collection	14%	12%	11%	11%	12%	16%	22%
More frequently collected	16%	15%	14%	13%	9%	7%	5%
Boxes will create mess / boxes not covered	8%	5%	6%	9%	8%	9%	6%
Don't have the storage space for wheeled bins / want more wheeled bins	10%	10%	7%	7%	8%	8%	5%
Don't have the storage space for all the boxes	8%	5%	8%	8%	7%	8%	7%
Too many containers (option 2) / less containers (option 1)	6%	4%	4%	6%	8%	7%	6%
Don't like either option but will have to choose this one	0%	5%	5%	6%	6%	6%	7%
Would improve the quality of materials/better to separate the materials	10%	5%	6%	6%	6%	6%	6%
Boxes are easy to use/ save space	12%	6%	4%	4%	6%	6%	8%
Boxes would not be big enough	2%	5%	5%	5%	6%	4%	3%
Would struggle with boxes e.g. elderly, disability, long walk etc.	0%	3%	4%	4%	5%	6%	5%
Produce too much recycling / waste	6%	4%	6%	4%	3%	2%	0%
Don't produce lots of waste/recycling	2%	1%	1%	0%	3%	4%	7%
Keep/ prefer the current system	2%	1%	1%	1%	2%	2%	4%
Better for the environment	0%	1%	1%	2%	1%	1%	1%
Happy with either option	0%	1%	1%	1%	1%	1%	1%
Other	6%	4%	5%	6%	6%	5%	5%



Residents were then asked if there was anything that the council needs to take into consideration for the option for residents personally (Figure 19).

- Just under half (48%) said that the council needs to consider the provision of free liners for the food waste collection. This could help alleviate some of the concerns residents may have with hygiene e.g., the smell etc.
- Storage of containers was also a concern for residents, with 43% stating that the council needs to take into consideration the lack of space in the home to sort and store materials and the space outside to store the containers.
- Confusion as to when containers get placed out for collection was also highlighted as something the council needs to consider, with 36% stating this.
- Residents who had selected option 2, said the council needs to consider the materials being blown or falling out the boxes (28%) and that the materials will get wet in the boxes (25%).

**Figure 19: Is there anything that you feel the council needs to take into consideration for the options for you personally?**



\*Only shown if resident selected option 2

## Claimed usage of current services

### Section summary:

**Claimed usage** of the **rubbish and dry recycling** collection services **was high**, with all but 1% stating that they use the services with most placing their containers out once a fortnight. Just over one in ten said they paid for a council garden waste collection, with almost six in ten stating they placed their garden sacks out as and when required, followed by almost three in ten stating once a fortnight. Slightly less residents (13%) were paying for an independent garden waste collection and most placed their bin out once a fortnight.

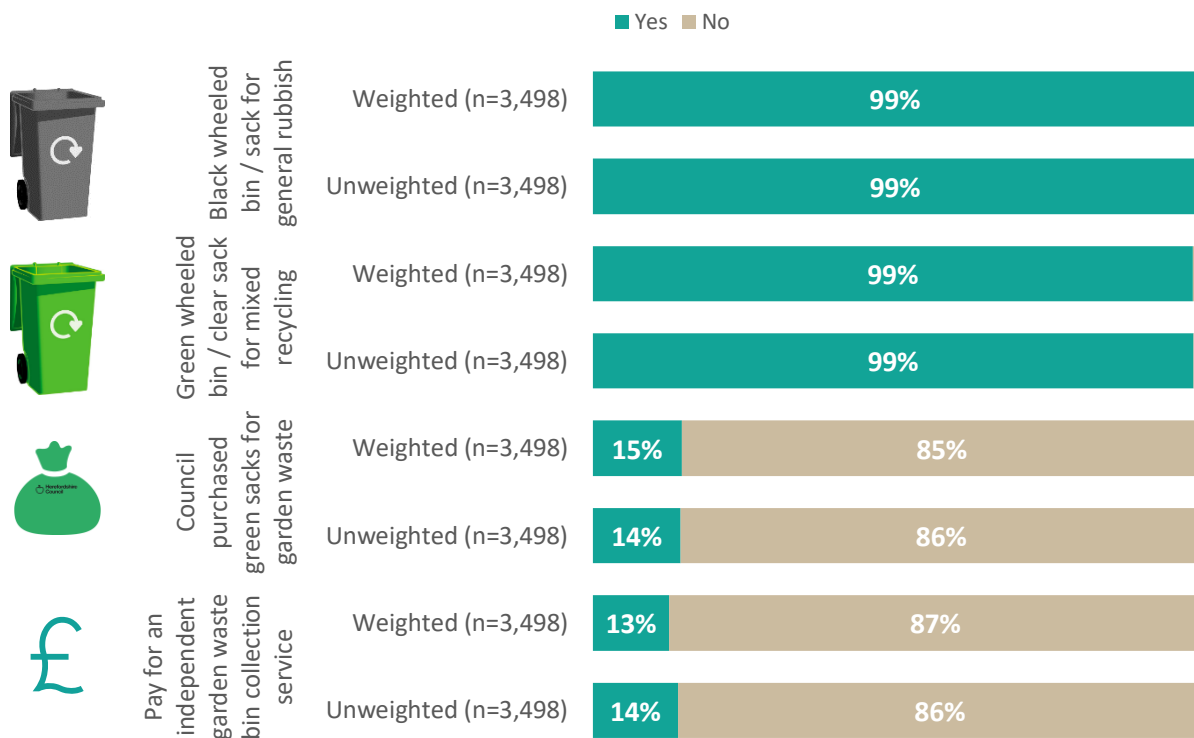
The most common material (>88%) that residents claimed to recycle were plastic bottles, thin card, paper, food tins and drink cans, glass bottles and jars and plastic pots. Aerosol cans (50%) and Tetra packs (70%) were less likely to have been selected.

Four in ten residents selected a non-requested material. Most commonly mentioned were plastics films (23%) and Kitchen towel/tissues (18%). It should be noted that if residents selected non-requested materials, they were notified of this in the survey and where relevant, provided with alternative disposal methods.

Herefordshire Council currently operates fortnightly rubbish and mixed dry recycling service collected in wheeled bin. For households that are not suited for a wheeled bin, sacks are provided. The council also offers a paid for fortnightly garden waste service collected in sacks. Currently the garden waste is not sent for composting. To understand claimed usage of the current service, residents were asked a series of questions. Firstly, residents were asked which household rubbish and recycling collections they use (Figure 20).

- The majority of residents claimed to use both the black bin/sack and mixed dry recycling bin/sack collection, both at 99%.
- Just 15% claimed to use the garden waste (paid for service) collection and a further 13% said they pay for an independent garden waste collection service.

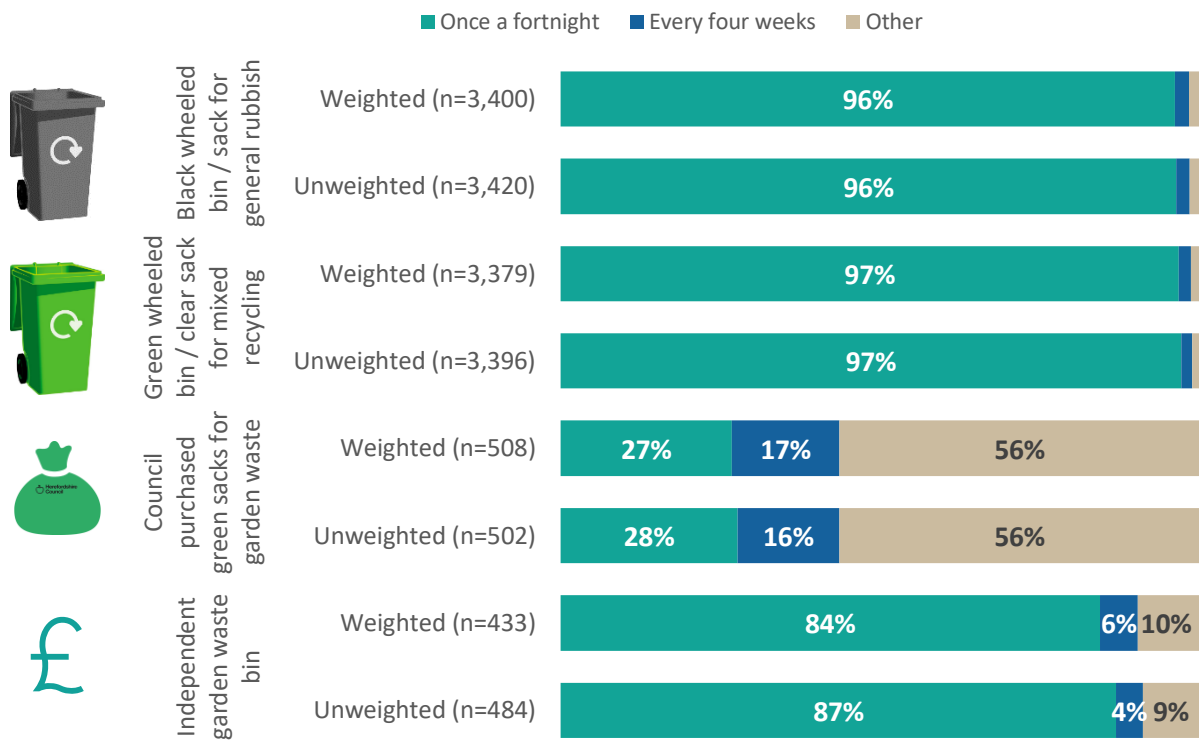
Figure 20: Which of the following household rubbish and recycling collections do you currently use?



Residents were then asked how often they place the containers out for collection (Figure 21).

- For both the black bin/sack and mixed dry recycling bin/sack collection, residents said they placed their containers out once a fortnight at 96% and 97% respectively.
- Just 1% (51 count) of residents said they did not use the mixed dry recycling collection. When asked why, the most common barriers to using the service, were that they did not produce enough to recycle, have just moved in and that they have no space to store the recycling bins.
- Almost one in six (56%) residents who said they used a paid for garden waste collection, said another option not listed. When asked what this was, most commonly mentioned was that they placed the sacks out as and when needed and 27% said once a fortnight.
- Those who used an independent garden waste collection, were more likely to place their containers out once a fortnight at 84%.

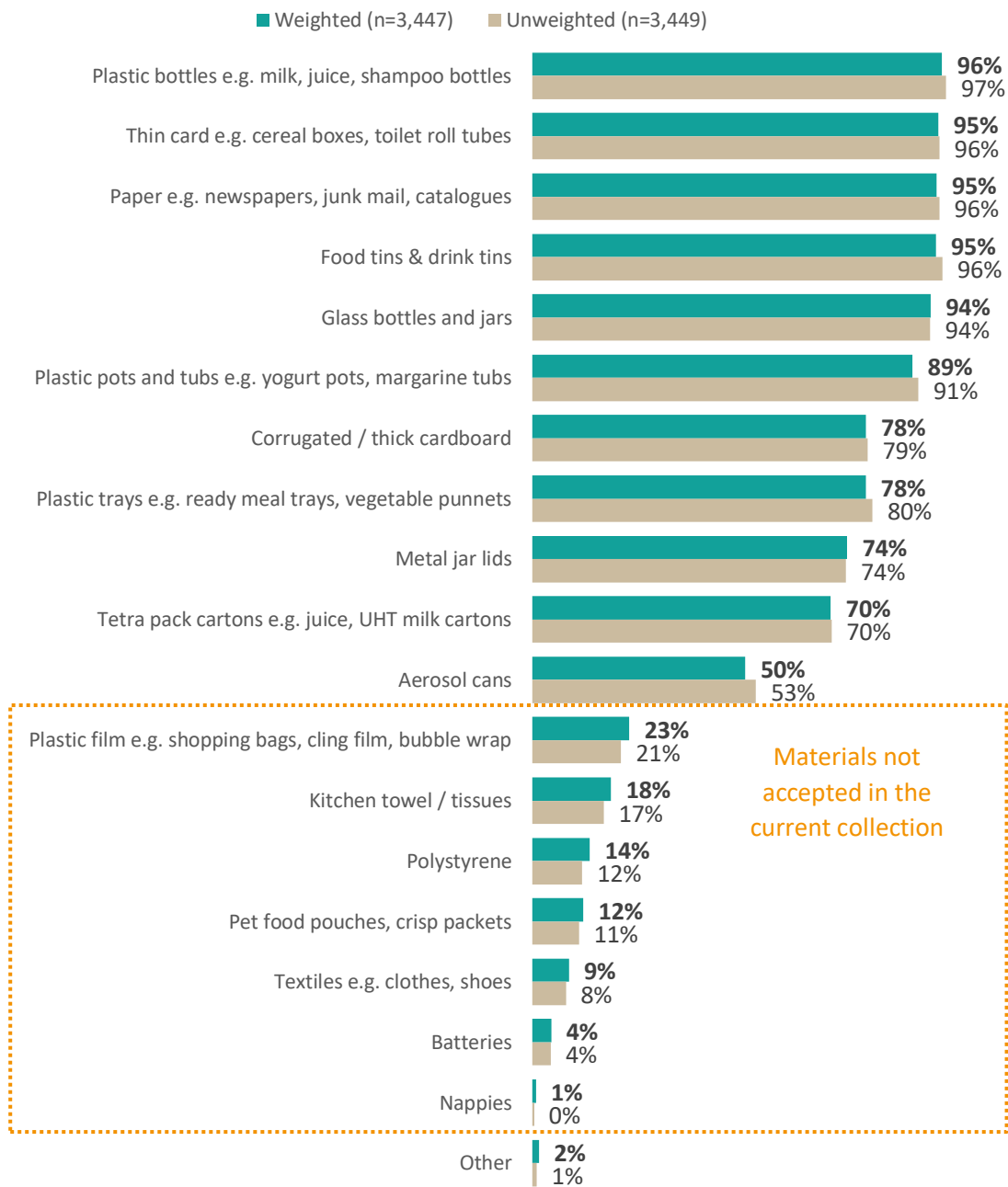
Figure 21: How often do you place the following out for collection?



Residents who claimed to use the mixed dry recycling collection (99%) were then asked what materials they recycle (Figure 22).

- The most commonly mentioned materials that residents claimed to recycle were plastic bottles (96%), thin card (95%), paper (95%), food tins and drink cans (95%), glass bottles and jars (94%) and plastic pots (89%).
- Overall, 40% of residents selected at least one non-requested materials that they put into the current service. Most commonly mentioned were plastics films (23%) and Kitchen towel/tissues (18%). It should be noted that if residents selected items that were not accepted, they were notified of this in the survey and where relevant, provided with alternative disposal methods.

**Figure 22: What materials do you recycle in your green wheeled bin / clear sacks for mixed recycling?**



To understand the type of people who are more likely to have said they dispose of non-requested materials in the dry recycling results have been broken down by demographics. Overall, the types of people who were most likely to have said they disposed of non-requested materials in the dry recycling were 16-34 and 65-74 year olds and households classified as Acorn 3 'Comfortable Communities'. The younger age group and Acorn 3 households were more likely to have said they place plastic films and kitchen towels in the recycling collection.

**Table 16: Non-requested items placed in the mixed dry recycling collection by gender, age group, Acorn category, ethnicity, children in the home and RUC**

	Plastic film e.g. shopping bags, cling film, bubble wrap	Kitchen towel / tissues	Polystyrene	Pet food pouches, crisp packets	Textiles e.g. clothes, shoes	Batteries	Nappies
Female (n=1,716)	20%	17%	10%	12%	6%	3%	1%
Male (n=1,600)	26%	20%	16%	12%	10%	6%	0%
16-34 (n=791)	<b>27%</b>	<b>23%</b>	17%	14%	9%	4%	2%
35-44 (n=439)	21%	16%	10%	14%	9%	3%	1%
45-54 (n=544)	24%	19%	11%	16%	8%	5%	1%
55-64 (n=571)	21%	16%	11%	9%	8%	5%	0%
65-74 (n=705)	21%	16%	14%	9%	8%	5%	0%
75+ (n=283)	22%	20%	17%	8%	10%	4%	0%
1 Affluent Achievers (n=810)	19%	16%	11%	8%	8%	4%	0%
2 Rising Prosperity (n=48)*	14%	15%	19%	5%	5%	2%	0%
3 Comfortable Communities (n=1,360)	22%	17%	14%	11%	8%	4%	0%
4 Financially Stretched (n=689)	27%	20%	15%	16%	11%	5%	2%
5 Urban Adversity (n=370)	24%	26%	11%	17%	7%	5%	1%
White (n=3,350)	23%	18%	13%	12%	9%	4%	1%
BAME (n=97)*	27%	19%	19%	14%	10%	8%	0%
Children in the home (n=887)	25%	18%	14%	13%	11%	4%	2%
No children in home (n=2,475)	22%	18%	13%	11%	8%	5%	0%
Rural (n=1,731)	20%	17%	12%	11%	7%	4%	0%
Urban (n=1,558)	26%	19%	14%	13%	10%	5%	1%

## Communication and information

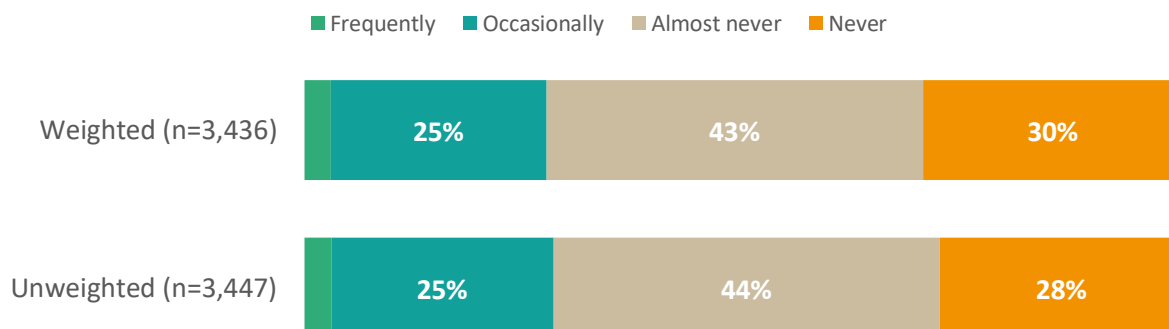
### Section summary:

**Just under three in ten** residents that responded to the survey said they either **frequently or occasionally contacted the council**. **Men** were **more likely** have either frequently or occasionally **contacted the council**, compared to women. While the **younger age groups** were **less likely** to engage with the council, compared to the 55-74 age group. Just over **two fifths** of residents said they had seen or heard **information** about the rubbish and recycling service on the **council website**, followed by on a **leaflet or calendar** and then **social media**. Just under a fifth said they had not seen or heard any information. Residents **preference for receiving information** about rubbish and recycling was from a **council leaflet or calendar**, followed by **email communication** and information in the **Council Tax Bill**. Women and the younger (35-44) age group were more likely to prefer information via social media. While men and those over 55 years old were more likely to prefer information in their Council Tax bill compared to women and the younger age groups.

The last section of the resident survey focuses on communication and information provision, as well as preferences for communication with the council. Residents were firstly asked how often they had contact with the council, for example, to find information, pay for service or report an issue for example (Figure 23).

- Just under three in ten (28%) said they either 'frequently' (3%) or occasionally' (25%) contacted the council. While just over two fifths (43%) said they almost never did this and 30% said they never did this.

**Figure 23: How often do you have contact with Herefordshire Council e.g. find information or find out about services, pay for services, report an issue?**

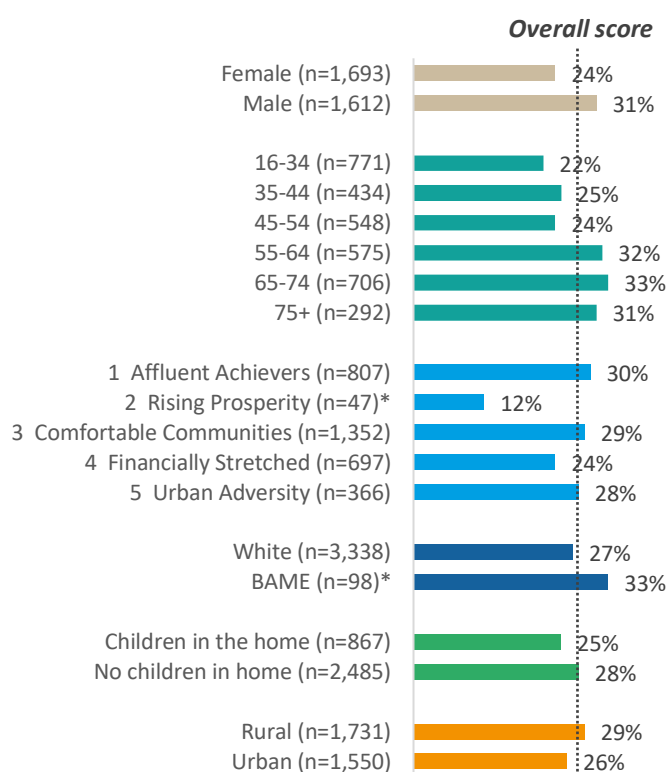




Sub-group analysis shows there were significant variations by gender and age group (Figure 24):

	<ul style="list-style-type: none"> <li>Men were <b>more likely</b> to have said they <b>frequently or occasionally contact the council</b> at 31%, compared to women at 24%.</li> </ul>
	<ul style="list-style-type: none"> <li>The <b>55-64 (32%) and 65-74 (33%) age groups</b> were <b>more likely</b> to have said they <b>frequently or occasionally contact the council</b> compared to the younger age groups. For example, 22% of those aged 16-34 stated they contact the council frequently or occasionally.</li> </ul>

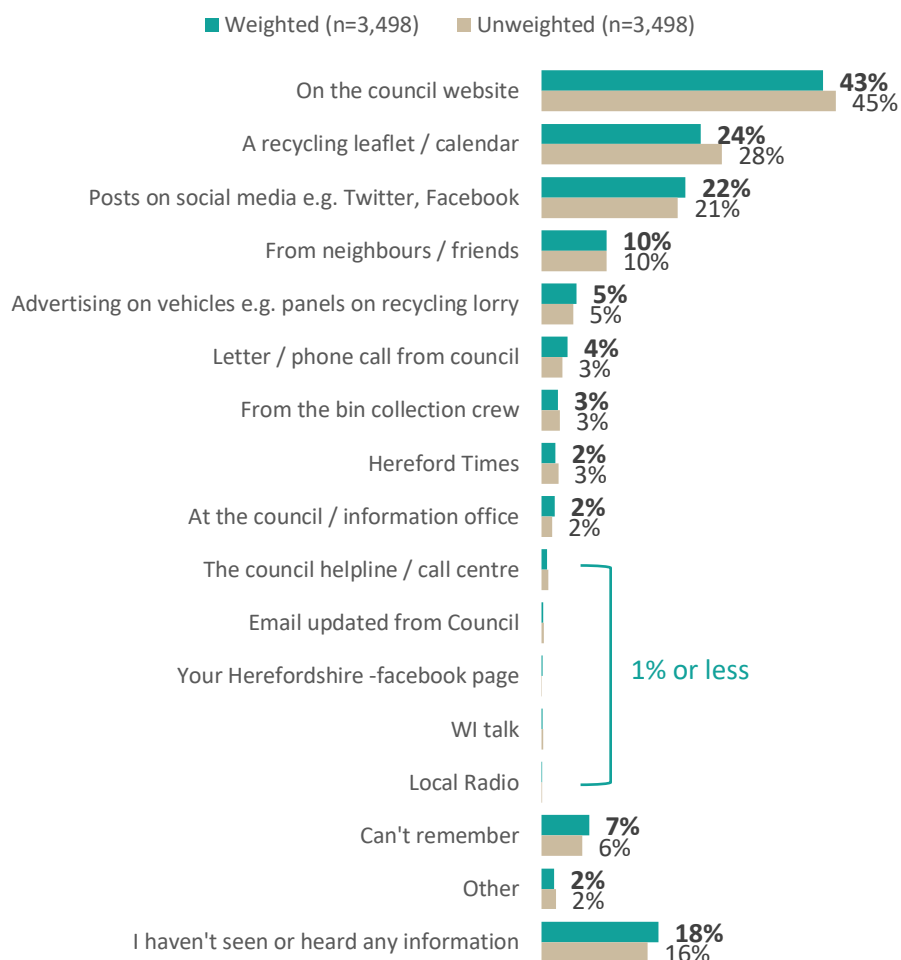
**Figure 24: Combined frequent and occasional contact with the council by gender, age group, Acorn category, ethnicity, children in the home and RUC**





Residents were then asked where they have seen or heard any advertisements or information specifically about rubbish and recycling in Herefordshire (Figure 25).

- Overall, 43% said they had seen or heard information on the council website, this was followed by 24% stating on a recycle leaflet or calendar. A further 22% said they had seen information on social media.
- Just under a fifth (18%) said they had not seen or heard any information about rubbish and recycling.

**Figure 25: Where have you seen or heard advertisements or information about rubbish and recycling services provided by Herefordshire Council?**



Sub-group analysis shows there were significant variations by gender and age group (Table 17):

	<ul style="list-style-type: none"> <li>Women were more likely to have seen information on the social media (27%) compared to men at 18%. While men were more likely to have seen information on the council website (48%) compared to women (39%).</li> </ul>
	<ul style="list-style-type: none"> <li>The younger age groups were more likely to have seen posts on social media compared to the older age groups. For example, 33% residents aged 16-34 stated this, compared to 14% of those aged 65-74.</li> <li>The older age groups were more likely to have said they saw information via a recycling leaflet or calendar when compared to the younger age groups. For example, 39% of those aged 75 or older stated this compared to 11% of those aged 16-34.</li> </ul>

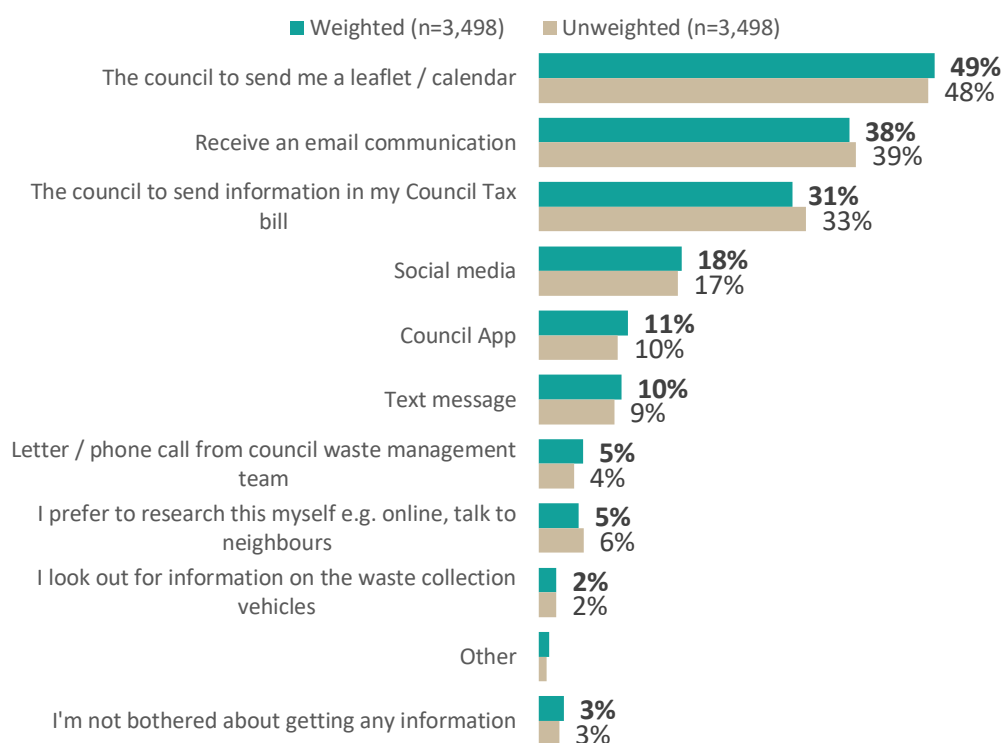
**Table 17: Where have you seen or heard advertisements or information about rubbish and recycling services by gender and age group**

	Female (n=1,734)	Male (n=1,631)	16-34 (n=796)	35-44 (n=441)	45-54 (n=560)	55-64 (n=579)	65-74 (n=713)	75+ (n=294)
On the council website	39%	48%	33%	37%	38%	48%	54%	52%
Posts on social media e.g. Twitter, Facebook	27%	18%	33%	32%	25%	18%	14%	6%
A recycling leaflet / calendar	23%	26%	11%	19%	23%	30%	34%	39%
From neighbours / friends	10%	10%	11%	9%	6%	10%	13%	11%
Advertising on vehicles e.g. panels on recycling lorry	5%	6%	7%	5%	5%	5%	5%	4%
Letter / phone call from council waste management team	4%	5%	6%	6%	3%	3%	4%	3%
From the bin collection crew	2%	2%	1%	2%	2%	3%	4%	4%
Hereford Times	2%	3%	0%	0%	1%	2%	5%	7%
At the council / information office	1%	3%	3%	2%	2%	2%	2%	1%
The council helpline / call centre	1%	1%	0%	1%	1%	1%	1%	1%
WI talk	0%	0%	0%	0%	0%	0%	0%	1%
Email updated from Council	0%	0%	0%	0%	0%	0%	1%	1%
Local Radio	0%	0%	0%	0%	0%	0%	0%	0%
Your Herefordshire -Facebook page	0%	0%	0%	1%	0%	0%	0%	0%
Can't remember	7%	8%	10%	8%	9%	6%	4%	4%
Other	1%	3%	0%	1%	1%	2%	3%	6%
I haven't seen or heard any information	19%	16%	23%	20%	20%	16%	12%	12%



Lastly, residents were asked what their preferred way of receiving information about the rubbish and recycling service would be (Figure 26).

- Just over half (49%) of residents said they would prefer to receive a leaflet or calendar with information. This was followed by 38% stating email communication and 31% said to receive the information in their Council Tax bill.

**Figure 26: What would be your preferred way of receiving information about the rubbish and recycling services provided?**



Sub-group analysis shows there were significant variations by gender and age group (Table 18).

	<ul style="list-style-type: none"> <li><b>Women</b> were more likely to prefer information about rubbish and recycling via <b>social media</b> (21%) compared to men (15%).</li> <li><b>Men</b> were more likely to want to receive information in their <b>Council Tax bill</b> at 36% compared to women at 26%.</li> </ul>
	<ul style="list-style-type: none"> <li>Residents <b>aged between 35-44</b> were more likely to want to receive information via <b>social media</b> at 31% compared to the other age groups. For example, just 9% of those aged 65-74 stated this.</li> <li>Information provided in the <b>Council Tax bill</b> was preferred by those <b>aged over 55 years</b>. For example, 44% of those aged 75 or older said they'd prefer this, compared to 21% of those aged 16-34.</li> </ul>

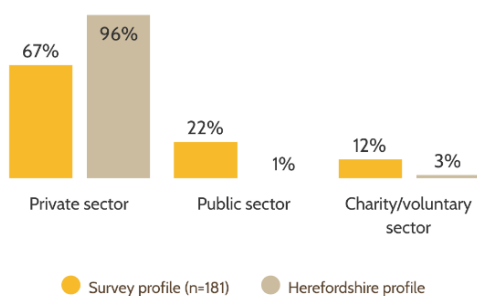
**Table 18: Preferred way of receiving information about the rubbish and recycling services provided by gender, age group, children in the home and RUC**

	Female (n=1,734)	Male (n=1,631)	16-34 (n=796)	35-44 (n=441)	45-54 (n=560)	55-64 (n=579)	65-74 (n=713)	75+ (n=294)	Children in the home (n=897)	No children in home (n=2,515)	Rural (n=1,754)	Urban (n=1,586)
The council to send me a leaflet / calendar	51%	47%	58%	47%	45%	43%	47%	54%	49%	49%	47%	51%
Receive an email communication	36%	<b>41%</b>	35%	38%	33%	39%	45%	45%	36%	40%	42%	35%
The council to send information in my Council Tax bill	26%	36%	21%	26%	25%	<b>34%</b>	<b>42%</b>	44%	24%	33%	34%	29%
Social media	<b>21%</b>	15%	21%	<b>31%</b>	24%	16%	9%	3%	<b>25%</b>	15%	14%	22%
Text message	11%	9%	15%	11%	11%	8%	7%	8%	12%	9%	9%	12%
Council App	11%	11%	16%	16%	13%	8%	5%	4%	13%	10%	10%	12%
Letter / phone call from council waste management team	6%	5%	11%	4%	3%	2%	5%	6%	6%	5%	5%	6%
I prefer to research this myself e.g. online, talk to neighbours	4%	6%	2%	5%	6%	7%	5%	6%	4%	5%	6%	4%
I look out for information on the waste collection vehicles	2%	2%	2%	2%	1%	2%	2%	5%	2%	2%	2%	3%
Look on website	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%
Local Newspaper	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Other	1%	1%	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%
Don't know	1%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%	1%
I'm not bothered about getting any information	3%	3%	5%	3%	3%	2%	1%	3%	3%	3%	3%	3%

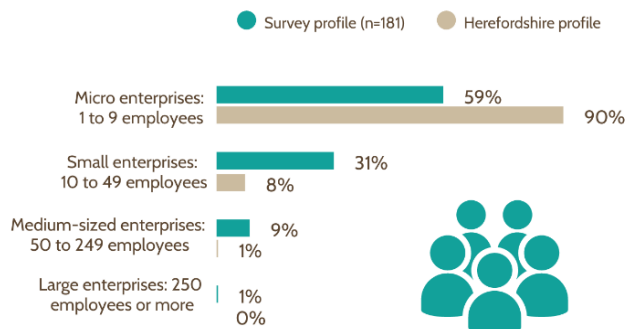
# Business survey

## Whom we spoke to

### Sector

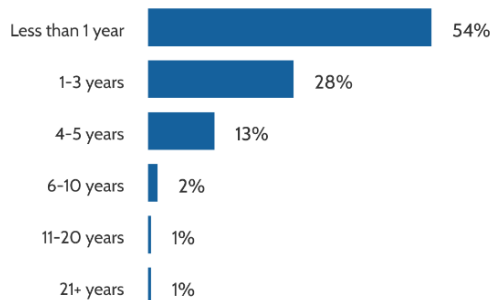


### Business size



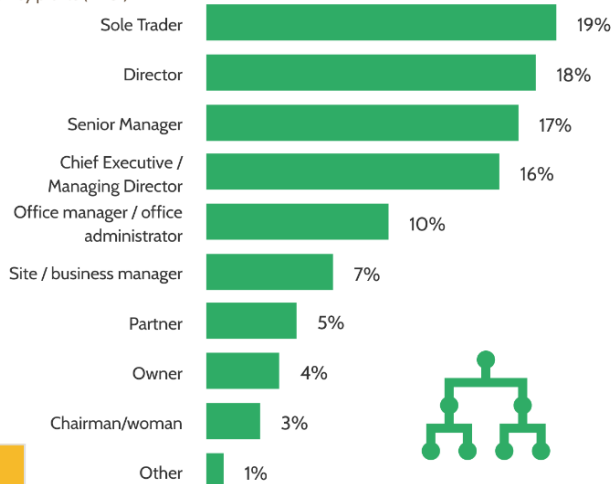
### Length of time trading

Survey profile (n=181)



### Position

Survey profile (n=181)



### Principal business activity

Survey profile (n=181)

Principal business activity	%
Accommodation, pubs & restaurants (eat in)	32%
Education	15%
Manufacturing	10%
Retail	9%
Arts, entertainment & recreation	8%
Health	6%
Motor trades	4%
Professional, scientific & technical	3%
Agriculture, forestry & fishing	2%
Take away food outlets	2%
Construction	1%
Wholesale	1%
Financial & insurance	1%
Property	1%
Business administration & support services	1%
Public administration & defence	1%
Other service activities	1%



# Findings

## Claimed usage

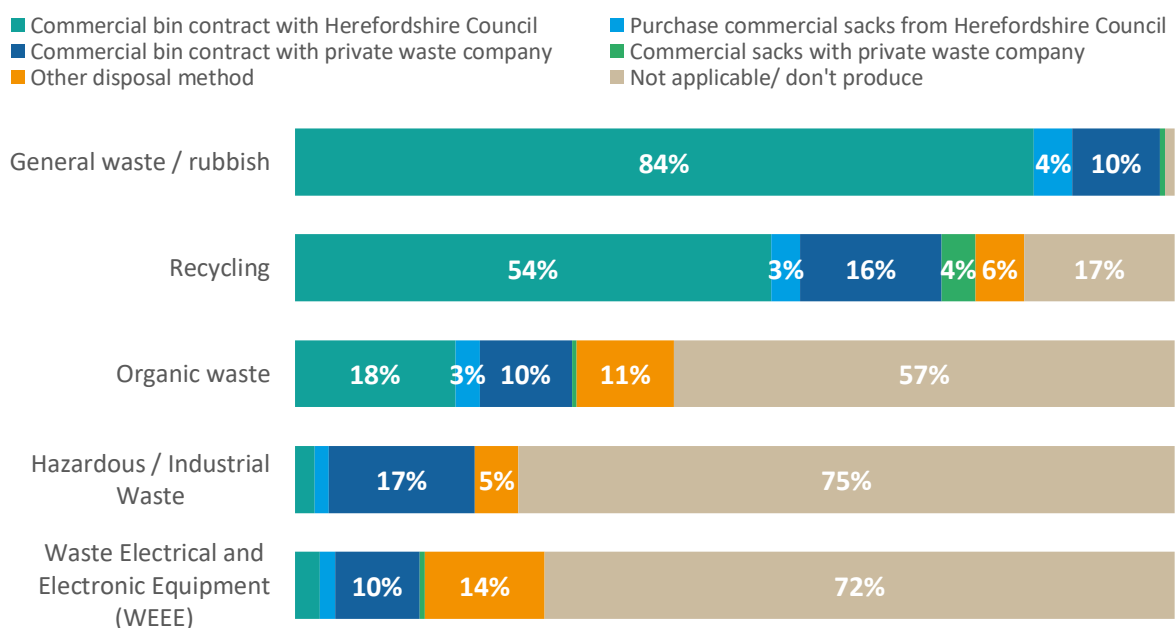
### Section summary:

Most businesses who responded to the survey indicated that they **had a commercial bin contract** with **Herefordshire Council** to collect their general waste/rubbish. Private waste companies tended to be used for hazardous/industrial waste and/or waste electrical and electronic equipment (WEEE). **Most businesses generated** recyclable waste such as **paper** and **plastics** but not as many said to recycle them. A fifth of the businesses indicated to not recycle at all.

Businesses were asked how they currently disposed of their business rubbish and recycling. Via a commercial bin contract with Herefordshire Council was the most used method when general waste/rubbish (84%) and recycling (54%) were involved (Figure 27).

- The methods vary to a higher degree when it comes to organic waste, including via commercial bin contract with either the council or a private waste company, or using other disposal methods.
- Nearly three quarters of the businesses responding to the survey did not produce hazardous/industrial waste and/or waste electrical and electronic equipment (WEEE). For those that did, disposing these waste types via commercial bin contract with a private waste company or using other disposal methods were most mentioned.

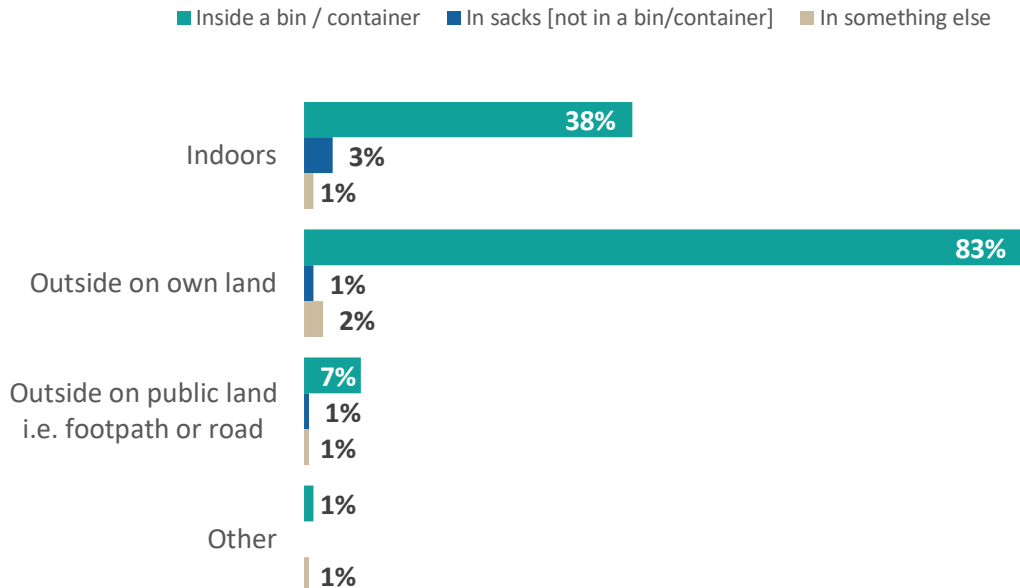
**Figure 27: How do you currently dispose of your business rubbish and recycling?**



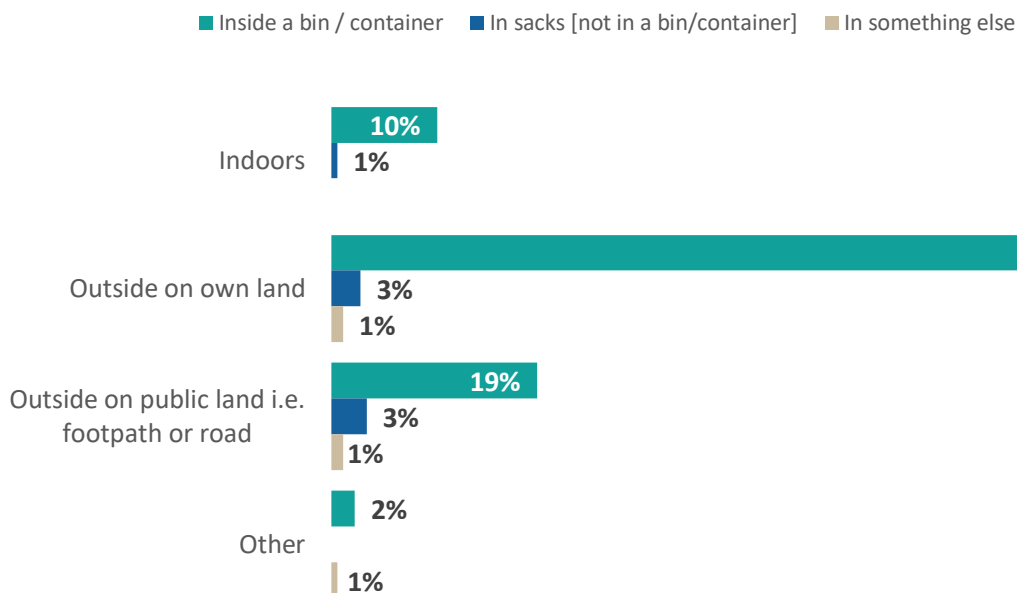


When asked where they stored their business rubbish and recycling, outside on their own land in a bin/container was the most used method (83%, Figure 28), followed by indoors in a bin/container (38%). Similarly, businesses tended to leave their rubbish and recycling outside on their own land in a bin/container on collection day (73%, Figure 29).

**Figure 28: Where and how do you store your rubbish and/or recycling?**



**Figure 29: Where do you put your rubbish and/or recycling on collection day?**



Businesses who responded to the survey indicated that they were more likely to generate waste materials such as paper (including thin card and corrugated cardboard), plastic (including bottles, tubs and pots), food waste, glass bottles/jars and metal tins/cans (Table 19). When asked what materials they recycled, more businesses recycled paper related waste than plastic. A fifth (21%) said they did not recycle at all.

**Table 19: What waste types does your business generate / recycle?**

	Materials generated (n=181)	Materials recycled (n=180)
Paper	92%	66%
Thin card	77%	55%
Corrugated cardboard	71%	51%
Plastic bottles	70%	49%
Food waste	64%	6%
Glass bottles / jars	64%	44%
Metals tins / cans	62%	41%
Plastic tubs / pots	58%	37%
Plastic films	53%	18%
Other plastics	40%	21%
Plastic trays	38%	28%
Other glass items	24%	14%
Other metal items	22%	14%
Wood	18%	8%
Batteries	18%	9%
Garden waste	17%	7%
Waste Electrical and Electronic Equipment (WEEE)	17%	9%
Textiles	15%	4%
Cooking oils	14%	7%
Hazardous waste	9%	2%
Building materials	7%	1%
Other	3%	1%
<b>None</b>	<b>1%</b>	<b>21%</b>

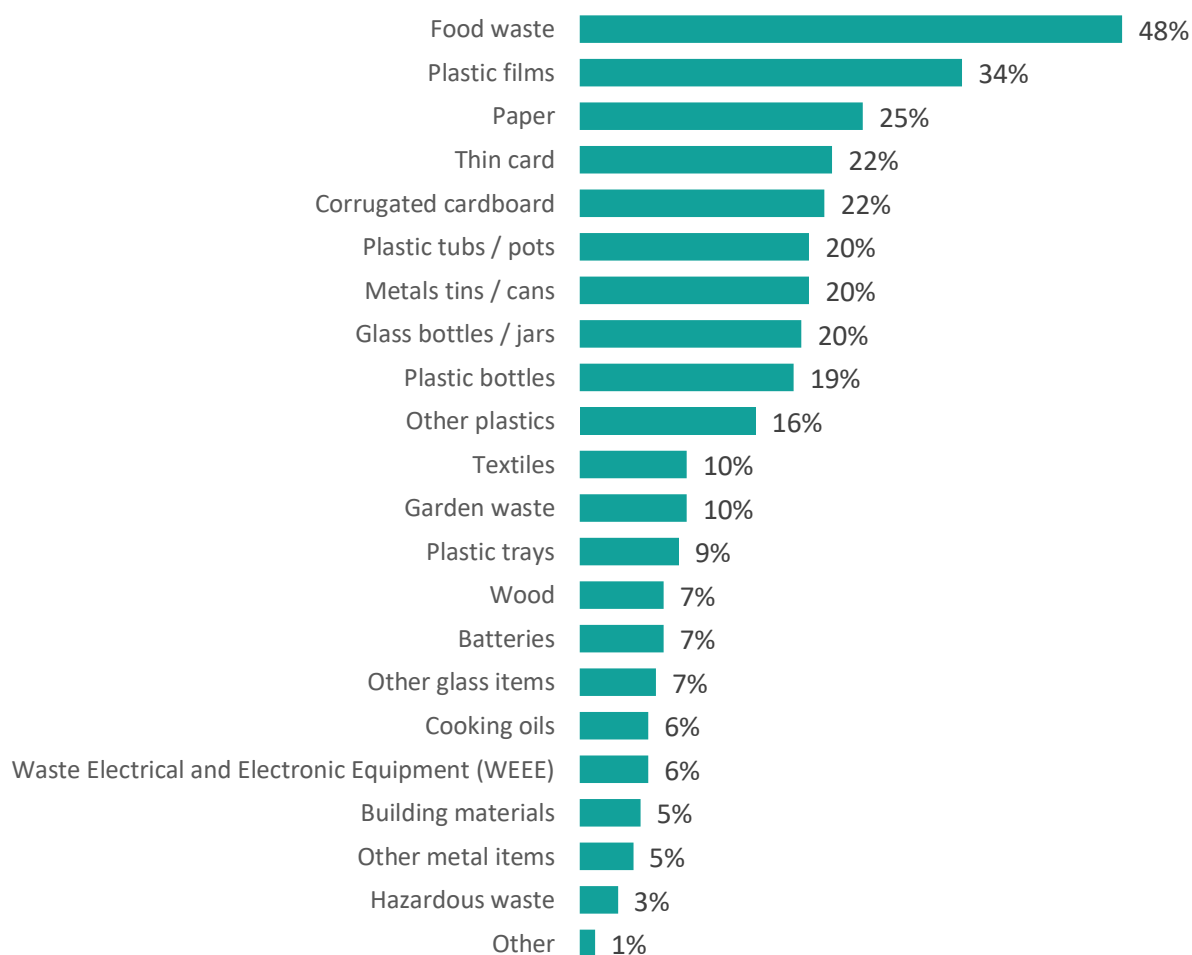
## Opportunities to improve recycling

### Section summary:

**Nearly half** of the businesses who took part in the survey **would like to recycle food waste**. In general businesses would like the cost of recycling to be reduced and that more materials can be recycled / more recycling services are available, so as to encourage them to recycle more.

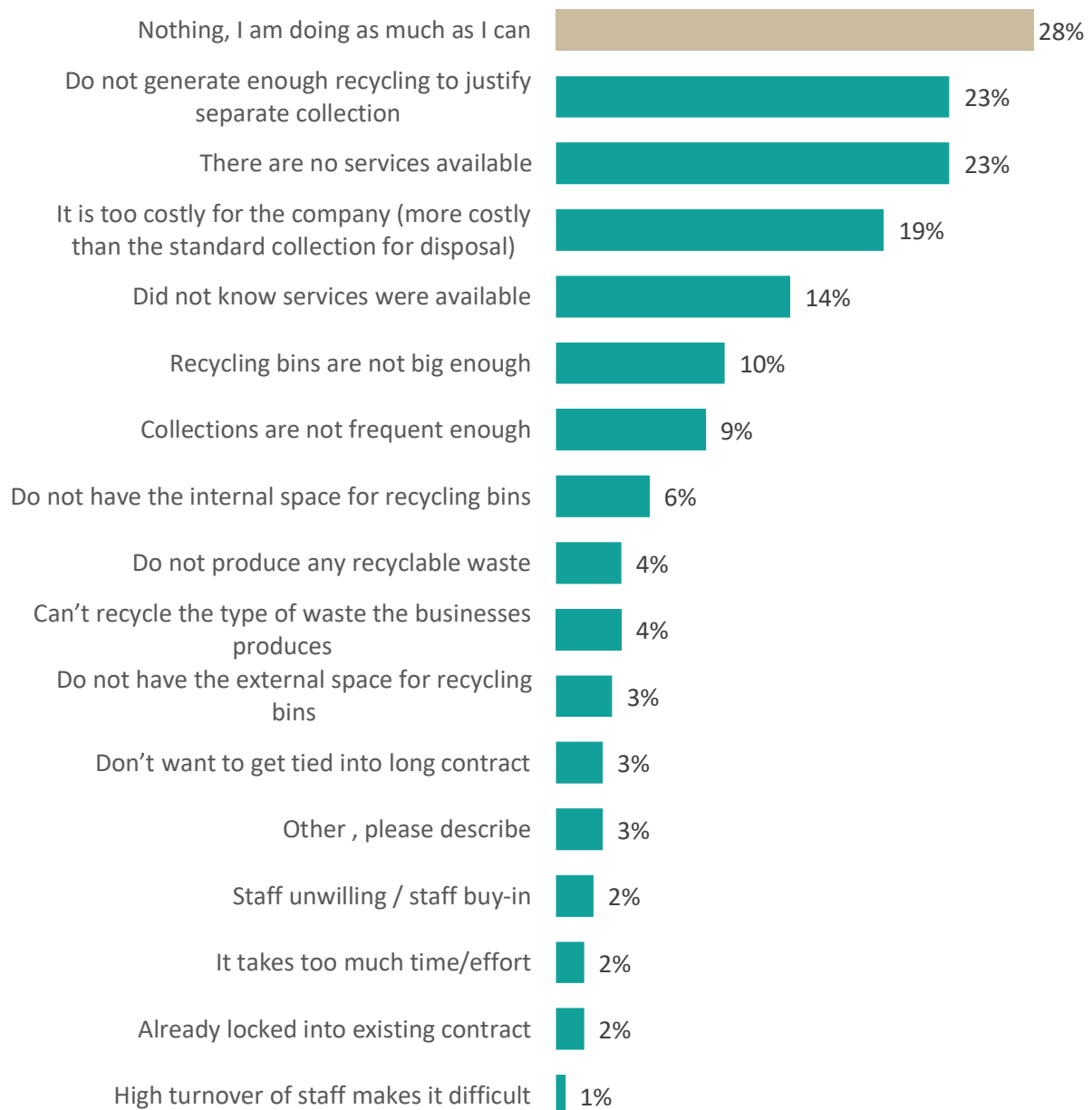
When asked what materials they would like to recycle but currently do not or cannot, food waste was most mentioned (48%, Figure 30) followed by plastic films (34%) and then paper/card/cardboard (22-25%).

**Figure 30: What materials would you like to recycle but currently do not or cannot?**



Over a quarter (28%, Figure 31) of the businesses felt that they were already recycling as much of their business waste as they could. Some indicated that they did not generate enough recycling to justify a separate collection (23%) or there were no services available (23%). It is worth noting that 19% said it was too costly for their company to recycle. A very small proportion of businesses suggested a lack of willingness to recycle, i.e. staff unwilling / staff buy-in (2%) and it takes too much time/effort (2%).

**Figure 31: What prevents you from recycling any/more of your business waste?**



When asked what would encourage their business to recycle more, the cost of recycling came on top with 52% wanting cheaper collections, followed by if more materials could be recycled (42%) and their concerns for the environment (39%, Figure 32).

**Figure 32: What would encourage your business to recycle more than you do now?**



The key challenges or issues mentioned by businesses when dealing with rubbish and recycling were:

- Cost of recycling
- Not enough bins or bins not big enough

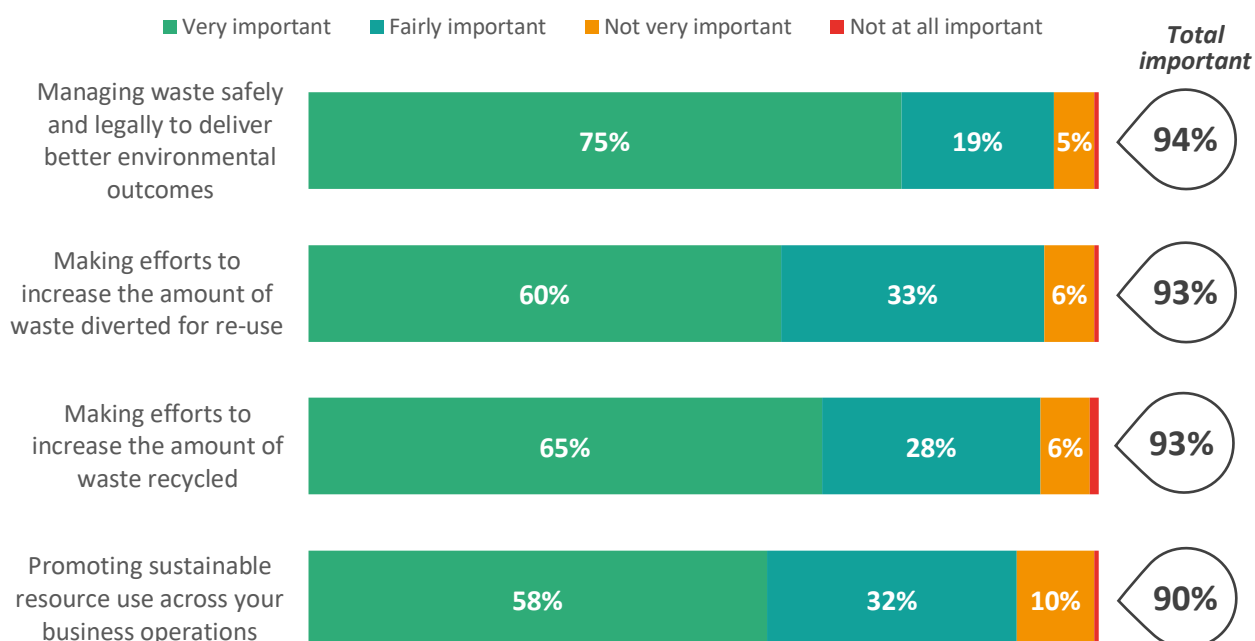
## Scoping the future of service delivery

### Section summary:

The majority of businesses felt it was **important to manage waste safely and legally** to deliver better **environmental outcomes**, and **efforts** should be made to **increase recycling, re-use and promote sustainable resource use**. When considering the provision of a **food waste collection service** and **Commercial Recycling Centre**, most businesses would prefer them to be **provided for free**.

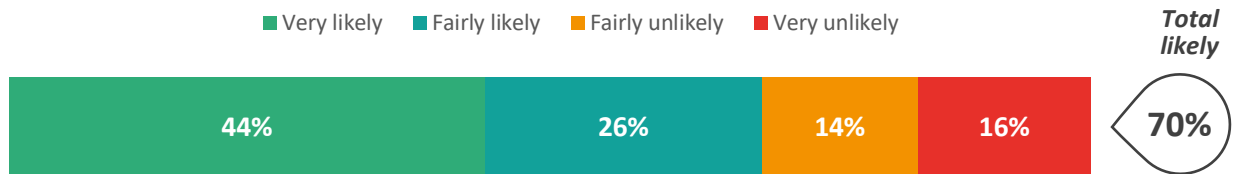
When asked the level of importance in the statements listed in Figure 33, the vast majority of the businesses felt they were either 'very' or 'fairly' important, particularly in managing waste safely and legally with 75% stating it being 'very' important.

**Figure 33: Please state the level of importance you feel that the following statements are to your business**



70% of the businesses indicated that they would be very/fairly likely to use a food waste collection service if one was available and affordable (Figure 34).

**Figure 34: How likely or unlikely, would you and/or other members of your business be in using a food waste collection service if one was available and affordable?**

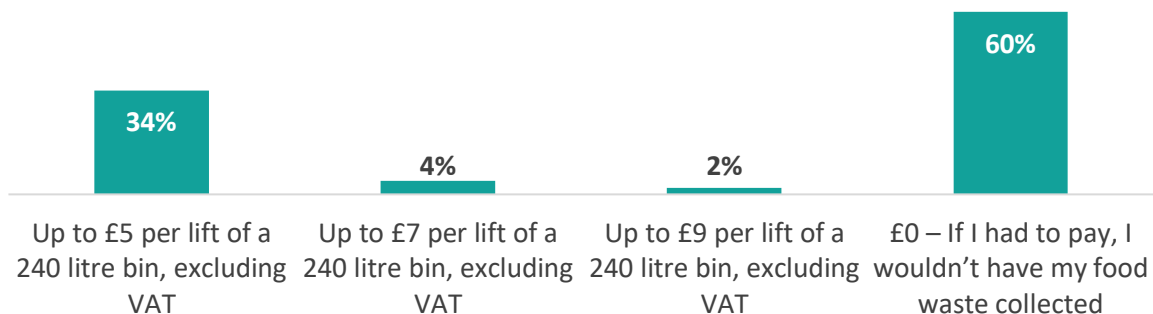


Those who said they would be unlikely to use the service was mainly because they produced little food waste.

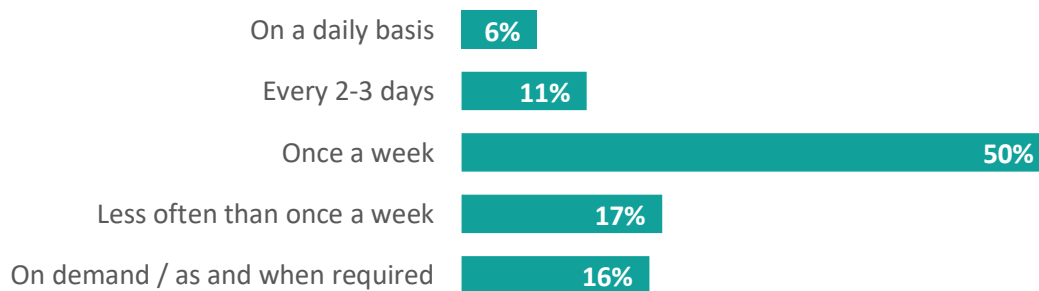
When asked if they would be prepared to pay for a food waste collection, two thirds felt the service should be free of charge, otherwise they would not have their food waste collected (Figure 35). This is partly affected by 30% of them being unlikely to use the service (Figure 34 above). For those who would be willing to pay, the vast majority opted for the tariff of up to £5 per lift of a 240 litre bin, excluding VAT.

Half of the businesses would like their food waste collected once a week; 16% felt it should be on demand/as and when required (Figure 36).

**Figure 35: Please tell us how much you would be prepared to pay for a food waste collection?**



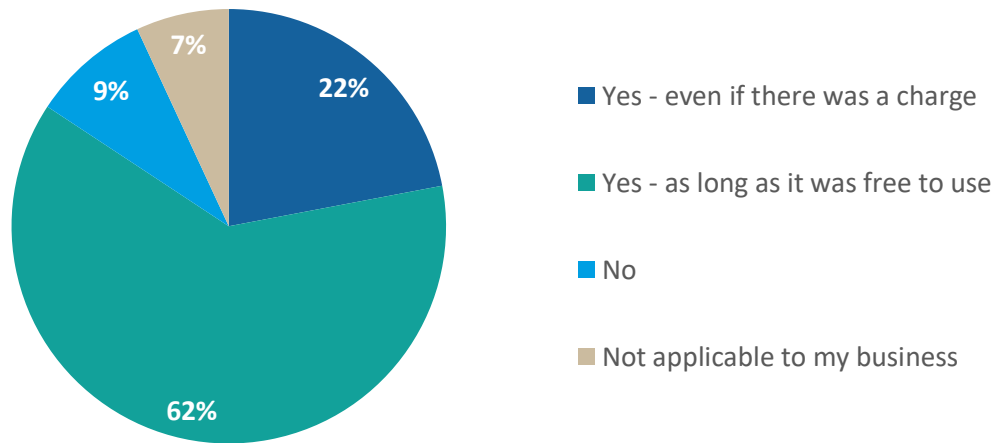
**Figure 36: How often would you need the food waste collected?**





When asked if their business would use a Commercial Recycling Centre the council is considering introducing, most businesses (84%) said 'yes' but 62% would prefer it to be a free service (Figure 37).

**Figure 37: The council is considering introducing at least one Commercial Recycling Centre by 2025. Would you and other members of your business use this service?**



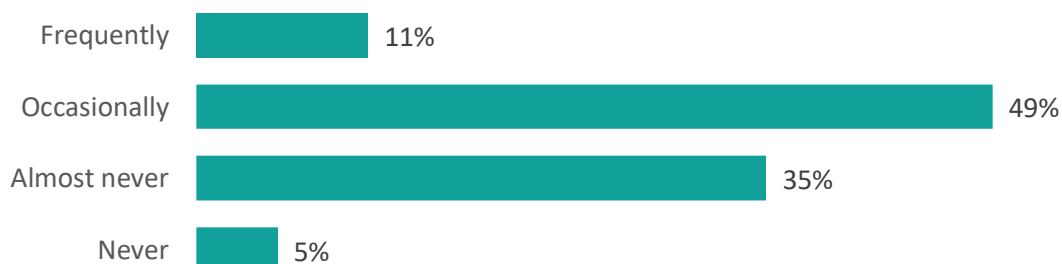
## Communication and information

### Section summary:

**Two fifths** of businesses that took part in the survey hardly had any contact with Herefordshire Council. The **council's website** was the **most used channel** for businesses to find out information about business recycling and waste services; however, most businesses preferred to receive the information **via emails**.

When it comes to engaging with Herefordshire Council, 60% (Figure 38) of the businesses reported to have contact with the Council either frequently (11%) or occasionally (49%). The rest never or almost never had contact with the council.

**Figure 38: How often do you have contact with Herefordshire Council e.g. source information, pay for services, report an issue?**



The most common cited source of information about business recycling and waste services provided by the council was the council's website (34%, Figure 39), followed by information received with their business rate (12%). A third of them felt that they had not seen or heard any information about this.

Most businesses preferred to receive information about business recycling and waste services via email (Figure 40) with 65% stating this. A quarter of them would like the council to send them a leaflet/pamphlet. Only 4% indicated that they were not bothered about receiving any information.

**Figure 39: Where have you seen or heard advertisements or information about business recycling and waste services provided by Herefordshire Council?**



**Figure 40: What would be your preferred way of seeking or receiving information about the recycling and waste services provided to businesses?**



**Appendix A: Resident and business questionnaires**

**Appendix B: Additional feedback received**

# Appendix A: Questionnaires

Have your say about the future of rubbish and recycling in Herefordshire...

## About the research

Herefordshire Council would like to gather feedback from residents on the future of rubbish and recycling collections. The council's current rubbish and recycling contract is coming to an end in 2023. Since the current service was introduced, the government announced a new national resource and waste strategy and the council will have to make changes to ensure it meets new requirements.

There is a lack of certainty in the government's resource and waste strategy 2018, but the vision outlines that the council will have to do the following to ensure compliance:

1. To provide a weekly food waste collection service for every household.
2. To collect garden waste separately.
3. The government's preferred approach is that councils collect different recyclables separately to increase their quality e.g. in different containers.
4. The government's preferred approach is that no waste stream is collected less than every fortnight.

In addition, in 2019 the council declared a Climate Emergency and has an ambition to make changes to bring about a more sustainable county.

The survey will take 10 minutes to complete.

## Who is managing the survey?

M.E.L Research, an independent market research company, have been commissioned by Herefordshire Council to carry out this survey on their behalf. They operate to the Code of Conduct of the Market Research Society <https://www.mrs.org.uk/standards/code-of-conduct>.





All information you provide to us will only be used for research purposes and you will not be personally identifiable in any analysis or reports. We will hold all information securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice, which can be accessed via our website at <https://melresearch.co.uk/page/privacypolicy>.

Q1 We are only looking to speak to residents who live in Herefordshire. Do you live in Herefordshire e.g. do you pay your Council Tax to Herefordshire Council?

- Yes  
 No [END & N23]

If you are unsure, you can see which council you fall under by entering your postcode here: <https://www.gov.uk/find-local-council>

Q2 Are you responsible in some way for dealing with your household rubbish and recycling?

- Yes  
 No [ALERT N22 OR END]

Q3 Please select the type of rubbish and recycling service you currently receive?

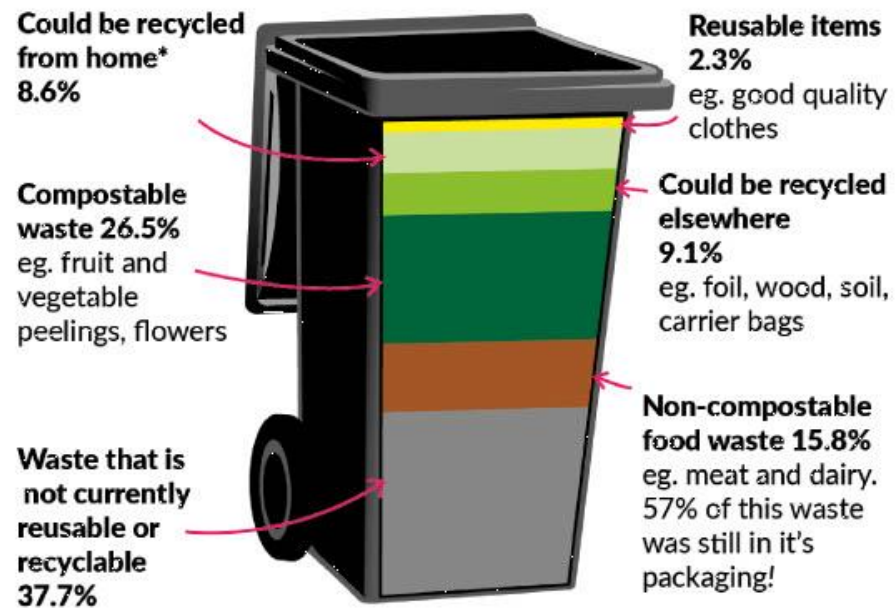
- Rubbish and recycling is collected from the boundary of my property (including those on an assisted collection)  
 Rubbish and recycling is collected in a shared communal bin/container  
 Rubbish and recycling is collected from a shared collection point at the end of the lane/road

## Future rubbish and recycling collections

Q4 Thinking about the future of rubbish and recycling services please select the top 3 aspects, in order, which you think the council should prioritise.

- Follows Government guidance
- Produces high quality recycling materials
- Results in a high recycling rate
- Minimises the amount of carbon produced
- Minimises cost
- Prevents waste
- Improves local employment, economic and social opportunities
- High public acceptance of the rubbish & recycling service
- Provides value for money

In 2019, the council carried out an analysis on the types of materials that were being placed into the black bin. They found that on average the black bin contained nearly 9% of materials that can currently be recycled at home and a further 42% consisted of food waste.



Q5 To what extent to you agree or disagree that more needs to be done to reduce rubbish and increase recycling in Herefordshire?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

We would now like to gather your feedback on the future of rubbish and recycling collections.

Q6 To what extent do you accept the need for the council to change the current rubbish and recycling collection?

- Very acceptable
- Slightly acceptable
- Neutral
- Slightly unacceptable
- Very unacceptable

Q7 If the council introduced a separate weekly collection for food waste, would you use it?

- Yes [\[GO TO Q9\]](#)
- Maybe [\[GO TO Q8\]](#)
- No [\[GO TO Q8\]](#)
- Don't know

Q8 Why wouldn't you use it or what concerns do you have? [\[GO TO Q10\]](#)

- Don't produce enough food waste
- No room to store container/s
- Worried about hygiene e.g. the smell
- It could attract pests
- Inconvenient / hassle
- Already compost
- Other, please describe

Q9 Do you have any concerns in using a weekly food waste collection? [ASK IF OPTION 1 IN Q7]

- Not producing enough food waste
- Not enough room to store containers
- Worried about hygiene e.g. the smell
- It could attract pests
- Inconvenient / hassle
- Already compost
- Nothing / no
- Other, please describe

The council is considering introducing a garden waste collection service. This may be a paid for service which would go towards covering the costs of running it. The council would provide a wheeled bin and collect biodegradable garden waste to be sent for composting every fortnight.

Q10 If there was a fee for collecting garden waste how much would you be prepared to pay for this service?

- Up to £40 per year
- Up to £50 per year
- Up to £60 per year
- £0 – If I had to pay, I wouldn't have my garden waste collected
- Not applicable e.g. I don't have a garden, don't produce garden waste, use another disposal method

The council has been considering different options for providing rubbish collection services in the future. It has needed to think about what needs to be achieved and has been gathering evidence, information and speaking to other councils to find out more about their experience to help with this. The council would now like to gather views from residents on two options.

Please remember that the council will need to make changes to ensure compliance with the government's policy which includes the following:

1. To provide a weekly food waste collection service for every household.
2. To collect garden waste separately.
3. The government's preferred approach is that councils collect different recyclables separately to increase their quality e.g. in different containers.
4. The government's preferred approach is that no waste stream is collected less than every fortnight.

Below identifies the best performing options. Please click here to see an example of a collection schedule for each option. [\[Pop out here for example collection calendars\]](#)

## Option 1

Container	Material	Collection period
 240 litre	Recycling - Metal tins/cans, plastic pots, tubs, trays and bottles, glass bottles and jars	Once every 3 weeks
 240 litre	Recycling – all paper and cardboard	Once every 3 weeks
 240 litre	Garden waste*	Once every 2 weeks
 23 litre	Food waste	Weekly
 180 litre	General waste	Once every 3 weeks

## Option 2

Container	Material	Collection period
   55 litre/box	<u>Separated dry recycling:</u> <b>Red box</b> - Metal tins/cans, plastic pots, tubs, trays and bottles <b>Blue box</b> - all paper and cardboard <b>Green box</b> - glass bottles and jars	Weekly
 240 litre	Garden waste*	Once every 2 weeks
 23 litre	Food waste	Weekly
 180 litre	General waste	Once every 2 weeks

\*There could be a charge for this service



Q11 Which of the following two options would you prefer?

- Option 1
- Option 2

Q12 Can you tell us why you chose {Q11} ? [The text will pre populate from Q11 here] - this box will be on the same page so resident can scroll up to view again.

Q13 Is there anything that you feel the council needs to take into consideration for {Q11} for you personally?

- Residents who are unable to transport containers to the property boundary for collection
- Residents who live in more rural areas being able to easily transport containers to the end of lane/road for collection
- Materials being blown / falling out of boxes [only shown for option 2]
- Materials getting wet in the boxes [only shown for option 2]
- The provision of free liners for the food waste collection
- Households producing nappies and other absorbent hygiene products which may fill bins quickly
- Lack of space outside to store containers provided
- Lack of space inside the home to sort and store materials
- Confusion as to when containers get placed out for collection
- Confusion as to what materials go in each container
- Other, please describe
- Nothing / no

## Current service use



Q14 Which of the following household waste and recycling collections do you currently use? *If you don't use a service, please select the 'no' response. Please tick one for each statement.*

	Yes	No
Black wheeled bin / sack for general rubbish	<input type="radio"/>	<input type="radio"/>
Green wheeled bin / clear sack for mixed recycling	<input type="radio"/>	<input type="radio"/>
Council purchased green sacks for garden waste	<input type="radio"/>	<input type="radio"/>
Pay for an independent garden waste bin collection service	<input type="radio"/>	<input type="radio"/>

Q15 How often do you place the following out for collection? *[Pre populated based on Q14] [Question not asked if Q2 = 2 communal collection]*

	Once a fortnight	Every four weeks	Other, please describe below
Black wheeled bin / sack for general rubbish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Green wheeled bin / clear sack for mixed recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Council purchased green sacks for garden waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Independent garden waste bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16

You previously mentioned that you don't use your green wheeled bin / clear sacks for mixed recycling. Why don't you use this service? Please tick all that apply. *[If 'no' to Q14b] [Items will be randomised]*

- Animals get in the sacks
- I am too busy
- I've seen the crew mix the recycling together with the rubbish in the same vehicle
- Collection crew leave a mess after collection
- No space to store recycling / bins
- Collection is unreliable
- Crew make a mess
- Have just moved in
- Not sure if materials can be recycled so throw them into the rubbish bin
- Can't be bothered to clean the materials
- Not enough recyclable materials collected
- Don't have any information on the service
- I don't know what happens to the recycling
- Prefer to use the rubbish bin
- I can't be bothered / too much effort
- Don't see the point / benefit of recycling
- I don't believe it gets recycled / it all goes to landfill anyway
- No one else recycles so why should I?
- Don't produce enough to recycle
- Something else, please describe

Q17 What materials do you recycle in your green wheeled bin / clear sacks for mixed recycling? Please tick all that apply. *[Items will be randomised]*

- Food / drink tins
- Aerosol cans
- Metal jar lids
- Pet food pouches, crisp packets *[alert]*
- Batteries *[alert]*
- Paper e.g. newspapers, junk mail, catalogues
- Thin card e.g. cereal boxes, toilet roll tubes
- Corrugated / thick cardboard
- Plastic bottles e.g. milk, juice, shampoo bottles
- Plastic pots and tubs e.g. yogurt pots, margarine tubs
- Plastic trays e.g. ready meal trays, vegetable punnets
- Plastic film e.g. shopping bags, cling film, bubble wrap *[alert]*
- Tetra pack cartons e.g. juice, UHT milk cartons
- Glass bottles and jars
- Textiles e.g. clothes, shoes *[alert]*
- Polystyrene *[alert]*
- Nappies *[alert]*
- Kitchen towel / tissues *[alert]*
- Other, please describe

## Communication and information

Q18 How often do you have contact with Herefordshire Council e.g. find information or find out about services, pay for services, report an issue?

- Frequently
- Occasionally
- Almost never
- Never
- Don't know

Q19 Where have you seen or heard advertisements or information about rubbish and recycling services provided by Herefordshire Council? *Please tick all that apply*

- On the council website
- The council helpline / call centre
- At the council / information office
- Letter / phone call from council waste management team
- A recycling leaflet / calendar
- From neighbours / friends
- From the bin collection crew
- Advertising on vehicles e.g. panels on recycling lorry
- Posts on social media e.g. Twitter, Facebook
- Can't remember
- I haven't seen or heard any information
- Other, please specify below

Q20 What would be your preferred way of receiving information about the rubbish and recycling services provided? Please select up to three options.

- The council to send information in my Council Tax bill
- The council to send me a leaflet / calendar
- On the council website
- Letter / phone call from council waste management team
- Text message
- Council App
- Receive an email communication
- I look out for information on the waste collection vehicles
- I prefer to research this myself e.g. online, talk to neighbours
- Don't know
- I'm not bothered about getting any information
- Social media
- Other, please specify below

Earlier on in the survey you said you placed the following materials in your green wheeled bin / clear sacks for mixed recycling. Please don't change your answers, but just to let you know that the materials that you selected are currently not accepted in your green wheeled bin / clear sacks for mixed recycling. **[materials will be listed below]**

## About you

To make sure we are hearing from a wide range of people we would like to ask some questions about you. These questions are optional but answering them will help us better understand what you tell us.

Q21 How long have you lived in Herefordshire?

- Just moved here (under 6 months)
- 6 to 12 months
- 1 to 2 years
- 2 to 3 years
- 3 to 5 years
- Longer than 5 years
- Prefer not to say

Q22 What gender do you identify as?

- Female
- Male
- Prefer to self describe, please describe
- Prefer not to say

Q23 Which age group do you fall into?

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

Q24 What is your ethnic origin?

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy, Irish or Roma Traveller
- Any other white background
- Mixed: White and Black Caribbean
- Mixed: White and Black African
- Mixed: White and Asian
- Any other mixed background
- Asian or Asian British: Indian
- Asian or Asian British: Pakistani
- Asian or Asian British: Bangladeshi
- Asian or Asian British: Chinese
- Any other Asian background
- Black or Black British: African
- Black or Black British: Caribbean
- Any other Black background
- Other: Arab
- Another ethnic group, please describe below

Q25 Are your day-to-day activities limited because of a mental or physical health problem or disability which has lasted, or is expected to last, at least 12 months?

- Yes, limited a lot
- Yes, limited a little
- No
- Prefer not to say

Q26 How many people normally live in your home, including yourself?

- 1 person
- 2 people
- 3 people
- 4 people
- 5 or more people
- Prefer not to say

Q27 Do you have children in the home (15 years or younger)?

- Yes
- No
- Prefer not to say

Q28 What type of property do you live in?

- Detached house or bungalow
- Semi-detached house or bungalow
- Terraced house or bungalow
- Purpose built block of flats
- Converted or shared flats
- Other, specify below
- Prefer not to say

Q29 What is your full postcode? This will not be passed back to the council.

*We want to make sure that we get feedback from residents living in both rural and urban areas of the council area, so providing your full postcode will help us make sure we do this.*



Q30 Finally, the council may want to gain further feedback from residents about their views on waste and recycling in Herefordshire. If you are interested, please provide your name and your preferred contact details. This information will be passed back to the council.

Yes, please - I confirm I am happy for my name and preferred contact details to be passed to the council.

No, thank you.

Name:

Contact details:

These are all the questions. Thank you for your time. Please press the submit button.

**[N22]** We are looking to speak to residents who have some involvement in waste and recycling in the household. Is there someone else in your home that can give us feedback?

**[N23]** Thank you, but we are only looking to get views from residents who live in Herefordshire.

## Business rubbish and recycling survey

### About the research

In December 2018, the government announced a new national resources and waste strategy. To meet the targets and approaches set out in the strategy Herefordshire Council will have to make changes to how it collects and disposes of the waste produced across the county.

Herefordshire has a diverse range of businesses with a varying degree of needs in respect of the waste they produce. Providing an increased range of commercial rubbish and recycling services, including commercial recycling centres, may provide greater opportunity for businesses in Herefordshire to improve the management of their waste. It is therefore important that the views and opinions of Herefordshire businesses are fully considered, prior to any future changes.

The survey will take 10 minutes to complete.

### Who is managing the survey?

M.E.L Research, an independent market research company, have been commissioned by Herefordshire Council to carry out this survey on their behalf. They operate to the Code of Conduct of the Market Research Society <https://www.mrs.org.uk/standards/code-of-conduct>.

All information you provide to us will only be used for research purposes and you will not be personally identifiable in any analysis or reports. We will hold all information securely and strictly in line with the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). You can find out more information about our surveys and what we do with the information we collect in our Privacy Notice, which can be accessed via our website at <https://melresearch.co.uk/page/privacypolicy>.

Q1 We are looking to speak to businesses who operate in Herefordshire. Can you please confirm that all or some of your business operations are in Herefordshire?

- Yes  
 No [END N15]

### About your business

Q2 Which best describes your business?

- Private sector
- Public sector
- Charity, voluntary service or third sector
- Other (please specify below)

Q3 Which of the following is your organisation's principal business activity?

- Agriculture, forestry & fishing
- Mining, quarrying & utilities
- Manufacturing
- Construction
- Motor trades
- Wholesale
- Retail
- Transport & storage (inc. postal)
- Accommodation, pubs & restaurants (eat in)
- Take away food outlets
- Information & communication
- Financial & insurance
- Property
- Professional, scientific & technical
- Business administration & support services
- Public administration & defence
- Education
- Health
- Arts, entertainment & recreation
- Other service activities, please describe

Q4 How many employees does your business have?

- Micro enterprises: 1 to 9 employees.
- Small enterprises: 10 to 49 employees.
- Medium-sized enterprises: 50 to 249 employees.
- Large enterprises: 250 employees or more.

Q5 How long has your business been trading for?

- <1 year
- 1 - 3 years
- 4 - 5 years
- 6 - 10 years
- 11 - 20 years
- 21+ years

Q6 Which of the below best describes your role?

- Chairman/woman
- Chief Executive / Managing Director
- Director
- Senior Manager
- Sole Trader
- Other, please describe below

### Current services

Q7 How do you currently dispose of your business rubbish and recycling?

	Commercial bin contract with Herefordshire Council	Purchase commercial sacks from Herefordshire Council	Commercial bin contract with private waste company	Commercial sacks with private waste company	Other disposal method, please describe	Not applicable/ don't produce
General waste / rubbish	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Organic waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hazardous / Industrial Waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waste Electrical and Electronic Equipment (WEEE)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Where and how do you store your rubbish and/or recycling? *Please tick all that apply*

	Inside a bin / container	In sacks [not in a bin/container]	In something else
Indoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside on own land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside on public land i.e. footpath or road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please describe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9 Where do you put your rubbish and/or recycling on collection day? *Please tick all that apply*

	Inside a bin / container	In sacks [not in a bin/container]	In something else
Indoors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside on own land	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outside on public land i.e. footpath or road	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other, please describe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 What waste types does your business generate? *[Please tick all that apply]*

- Paper
- Thin card
- Corrugated cardboard
- Plastic bottles
- Plastic tubs / pots
- Plastic trays
- Plastic films
- Other plastics
- Glass bottles / jars
- Other glass items
- Metals tins / cans
- Other metal items
- Food waste
- Textiles
- Wood
- Garden waste
- Cooking oils
- Batteries
- Waste Electrical and Electronic Equipment (WEEE)
- Building materials
- Hazardous waste
- Other, please describe

Q11 Which materials do you recycle? *[based on materials selected in Q10]*

- Paper
- Thin card
- Corrugated cardboard
- Plastic bottles
- Plastic tubs / pots
- Plastic trays
- Plastic films
- Other plastics
- Glass bottles / jars
- Other glass items
- Metals tins / cans
- Other metal items
- Food waste
- Textiles
- Wood
- Garden waste
- Cooking oils
- Batteries
- Waste Electrical and Electronic Equipment (WEEE)
- Building materials
- Hazardous waste
- Other: {Q10a}

## Opportunities

Q12 What materials would you like to recycle but currently do not or cannot? *[based on materials selected in Q10 and removing those already recycled in Q11]*

- Paper
- Thin card
- Corrugated cardboard
- Plastic bottles
- Plastic tubs / pots
- Plastic trays
- Plastic films
- Other plastics
- Glass bottles / jars
- Other glass items
- Metals tins / cans
- Other metal items
- Food waste
- Textiles
- Wood
- Garden waste
- Cooking oils
- Batteries
- Waste Electrical and Electronic Equipment (WEEE)
- Building materials
- Hazardous waste
- Other: {Q10a}



Q13 What prevents you from recycling any/more of your business waste?

- Do not produce any recyclable waste
- Do not generate enough recycling to justify separate collection
- There are no services available
- Recycling bins are not big enough
- Did not know services were available
- Do not have the external space for recycling bins
- Do not have the internal space for recycling bins
- It takes too much time/effort
- It is too costly for the company (more costly than the standard collection for disposal)
- Collections are not frequent enough
- Waste/recycling collections managed by head office
- Staff unwilling / staff buy-in
- Don't want to get tied into long contract
- High turnover of staff makes it difficult
- Already locked into existing contract
- Can't recycle the type of waste the businesses produces
- Nothing, I am doing as much as I can
- Other , please describe

Q14 What would encourage your business to recycle more than you do now?

- Higher charges for general waste collections
- Cheaper recycling collections
- Other financial incentives
- If more materials could be recycled
- More accessible recycling facilities
- Government legislation
- Because competitors are doing it
- Information on what happens to the recycling
- Pressure from customers
- Concern for the environment
- Ability to share services with other businesses
- Re-use opportunities
- Other, please describe



Q15 Are there any other issues or challenges that your business faces when dealing with rubbish and recycling?

### Scoping future service delivery

Q16 Please state the level of importance you feel that the following statements are to your business...

	Very important	Fairly important	Not very important	Not at all important	Not applicable/ don't know
Promoting sustainable resource use across your business operations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing waste safely and legally to deliver better environmental outcomes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making efforts to increase the amount of waste recycled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making efforts to increase the amount of waste diverted for re-use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 How likely or unlikely, would you and/or other members of your business be in using a food waste collection service if one was available and affordable?

- Very likely
- Fairly likely
- Fairly unlikely
- Very unlikely
- Don't know
- Not applicable (No food waste produced) **[GO TO Q21]**

Q18 Why do you say this? *[If Q17=fairly or very unlikely]*

Q19 Please tell us how much you would be prepared to pay for a food waste collection?  
**[SLIDER CONTROL]**

- Up to £5 per lift of a 240 litre bin, excluding VAT
- Up to £7 per lift of a 240 litre bin, excluding VAT
- Up to £9 per lift of a 240 litre bin, excluding VAT
- £0 – If I had to pay, I wouldn't have my food waste collected

Q20 How often would you need the food waste collected?

- On a daily basis
- Every 2-3 days
- Once a week
- Less often than once a week
- On demand / as and when required
- Don't know

Q21 The council is considering introducing at least one Commercial Recycling Centre by 2025. Would you and other members of your business use this service?

- Yes - even if there was a charge
- Yes - as long as it was free to use
- No
- Not applicable to my business
- Not sure

## Communication and information

Q22 How often do you have contact with Herefordshire Council e.g. source information, pay for services, report an issue?

- Frequently
- Occasionally
- Almost never
- Never
- Don't know

Q23 Where have you seen or heard advertisements or information about business recycling and waste services provided by Herefordshire Council? *Please tick all that apply*

- Local business groups e.g. Local Enterprise Partnership, Business Board etc.
- On the council website
- Information received with my business rates
- The council helpline / call centre
- At the council / information office
- Letter / phone call from council waste management team
- From other organisations
- From the bin collection crew
- Advertising on vehicles e.g. panels on recycling lorry
- Posts on social media e.g. Twitter, Facebook
- Can't remember
- I haven't seen or heard any information
- Other, please specify below

Q24 What would be your preferred way of seeking or receiving information about the recycling and waste services provided to businesses? *Please select up to three options.*

- Local business groups e.g. Local Enterprise Partnership, Business Board etc.
- The council to send me a leaflet / pamphlet
- Letter / phone call from council waste management team
- Information received with my business rates
- Council App
- Receive an email communication
- I prefer to research this myself e.g. online
- Social media
- Don't know
- I'm not bothered about getting any information
- Other, please specify below

Q25 Please can you provide your businesses full postcode? If you have multiple premises, please provide the one at which you are based. This will not be passed back to the council.

*We want to make sure that we get feedback from business across the council, so providing your full postcode will help us make sure we do this.*

Q26 Finally, the council may want to gain further feedback from businesses about their views on rubbish and recycling in Herefordshire. If you are interested, please provide your name and your preferred contact details. This information will be passed back to the council.

- Yes, please - I confirm I am happy for my name and preferred contact details to be passed to the council.
- No, thank you.

Business name:

Name:

Business email address:

Business telephone number:

**[N15]** Thank you for your interest in this survey, but we are only wanting to speak to businesses Herefordshire.

# Appendix B: Additional feedback received

## Independent Parish Council feedback

This topic was on our agendas for both the December 16<sup>th</sup> 2020 and the 13<sup>th</sup> January 2021. We recognise that the current consultation is focussed on the public but feel that there is a case for views from other sources such as local councils.

The Council believes that there should be another recycling centre north of the River Wye to serve parishes such as Breinton. Currently residents must travel to either Rotherwas or Leominster. This adds unnecessary waste miles, is environmentally insensitive and increases traffic particularly over the GreyFriars Bridge in Hereford. Herefordshire's new strategy from 2024 should include a north city facility.

The principle must be to make recycling easy. More local facilities would be a step in the right direction, but the waste collection process needs to be much better supported with clear, easily understood, comprehensive and upto date information that is available through several media/sources. The lack of attention to this, probably due to a decade of staff reductions, is in partway to blame for the truly appalling local statistics. If only 41% of waste is currently being recycled – compared to best in class @60% - then there has been no improvement in the last 15 years despite the energy from waste facility. The only bright spot appears to be that amount of household waste being generated has fallen from 92,000 tonnes in 2002 to 75,000 tonnes currently.

Currently labels saying things like 'widely recycled', 'check local recycling' and 'recycle with bags at larger stores', leave potential recyclers uncertain and unsure. Answers are not easy to find nor is an explanation of the many and various signs and symbols. Local residents, especially the elderly, have reported being worried that they are putting the wrong waste in the wrong place and that it will not be collected.

In addition to significantly greater and ongoing information, whatever new system is adopted it must cater for rural areas like parts of Breinton and elderly / infirm residents who simply cannot handle multiple, potentially heavy, bins or crates particularly if this involves trips to the kerbside down long drives. The system must be simple and durable. Observations from across the border in Powys show how much litter nuisance can be caused from uncovered receptacles and how far the wind can blow them if they are light/empty.

Finally, the Parish Council confirms its support for the direction being given by Westminster namely.

- We do expect weekly food waste collection service to households.
- We do expect garden waste to be collected separately.
- We do prefer separate recyclables collections – different containers etc.
- Nothing should be collected less frequently than every fortnight.
- There should be a drinks deposit scheme.

### **Independent letter from a resident**

The rubbish and recycling with the two-bin system we have now works well and is simple for the public. This system is not broken so why change it and the cost the County more money and it's residents.

Visitors to our County congratulates the council for implementing such a simple and easy method of refuse collections. Parts of the country have three or four bins and coloured sacks and do not reach Herefordshire 75% of recycling rubbish.

My argument is Herefordshire's two bin system works exceedingly well and is not broken so why change this. If the council changes refuse contractor please, please keep the two-bin system.

