

APPENDIX B: Waste Strategy Engagement Summary & Feedback

The Waste Strategy Engagement Process

Swindon Borough Council conducted a public engagement campaign design from 12th September to 19th October 2018 to obtain feedback on a number of short term proposals, long term options and general recycling attitudes and behaviour from residents via an online survey.

The engagement was widely promoted via the Council website, social media, Parish Councils and local media. A total of 3,183 responses were received from all across Swindon. In addition approximately 100 'in depth' conversations were held with resident via 5 drop in events.

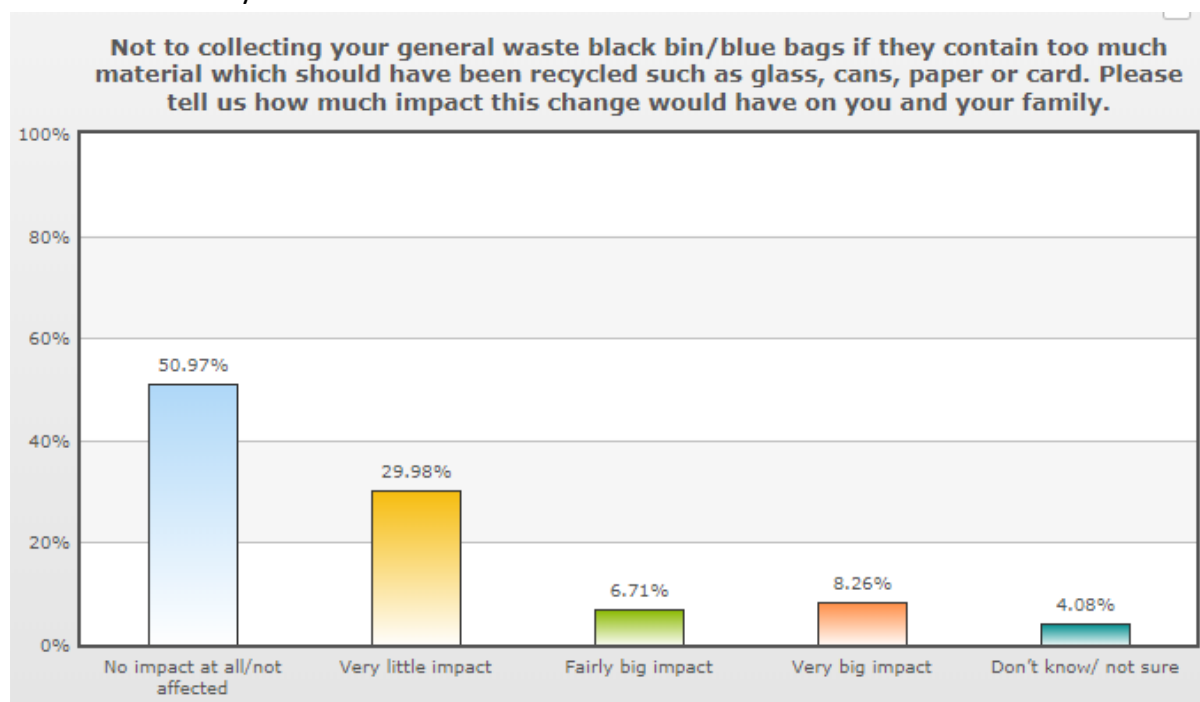
Summary of Responses & Mitigating Measures

The survey feedback has provided a helpful insight into preferred options and perceived barriers with some of the proposals and options. This will be taken into consideration particularly when planning and implementing any future service changes, some mitigating measures have been outlined below to address concerns raised with the immediate short term proposals.

Short Term Proposals

1. Not collecting black bins containing excess recycling

81% of survey respondents said this will have little or no impact on them and conversations/survey comments highlighted a desire for more action on those that do not recycle.

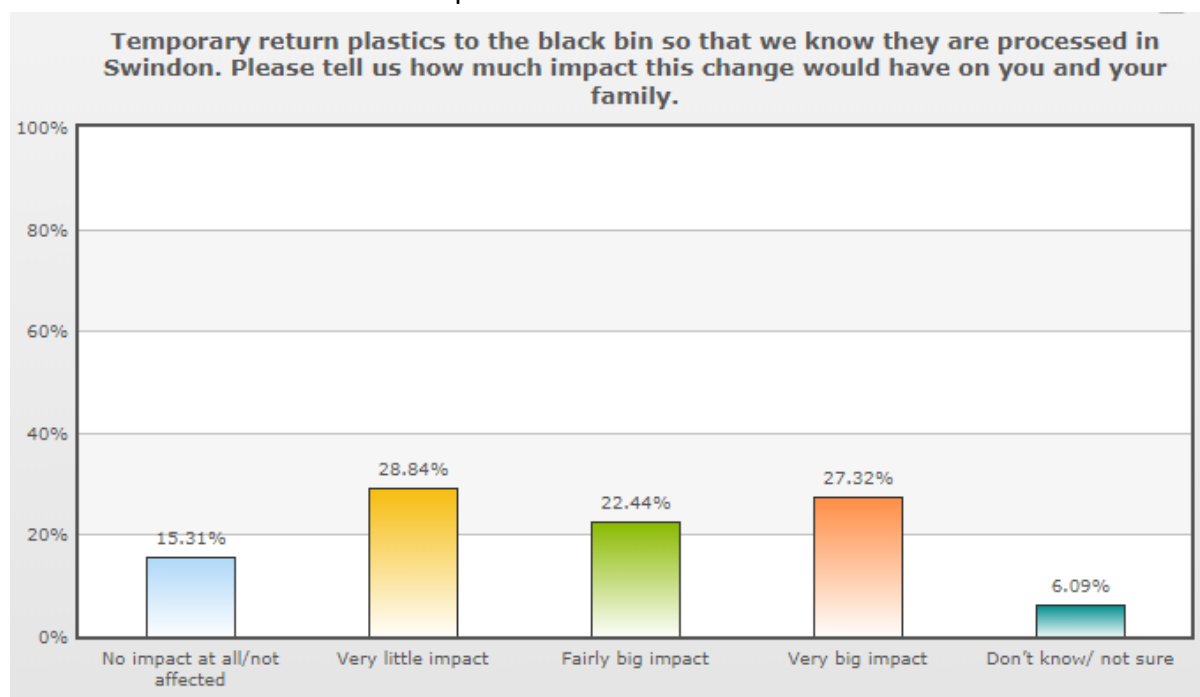


Proposed mitigating measures are;

- To promote the policy change as 'Compulsory Recycling'
- Black bin 'enforcement' is a last resort following notification, education and advice to help the residents start recycling first

2. Temporarily ceasing separate plastics collections

There was some concern highlighted from the engagement programme that residents felt this would be a backward step. Half of the survey respondents said this service change will have little, no or unknown impact. However for those respondents who said this would impact on them, the key concern was a lack of room in the black bin to cope with this extra waste.

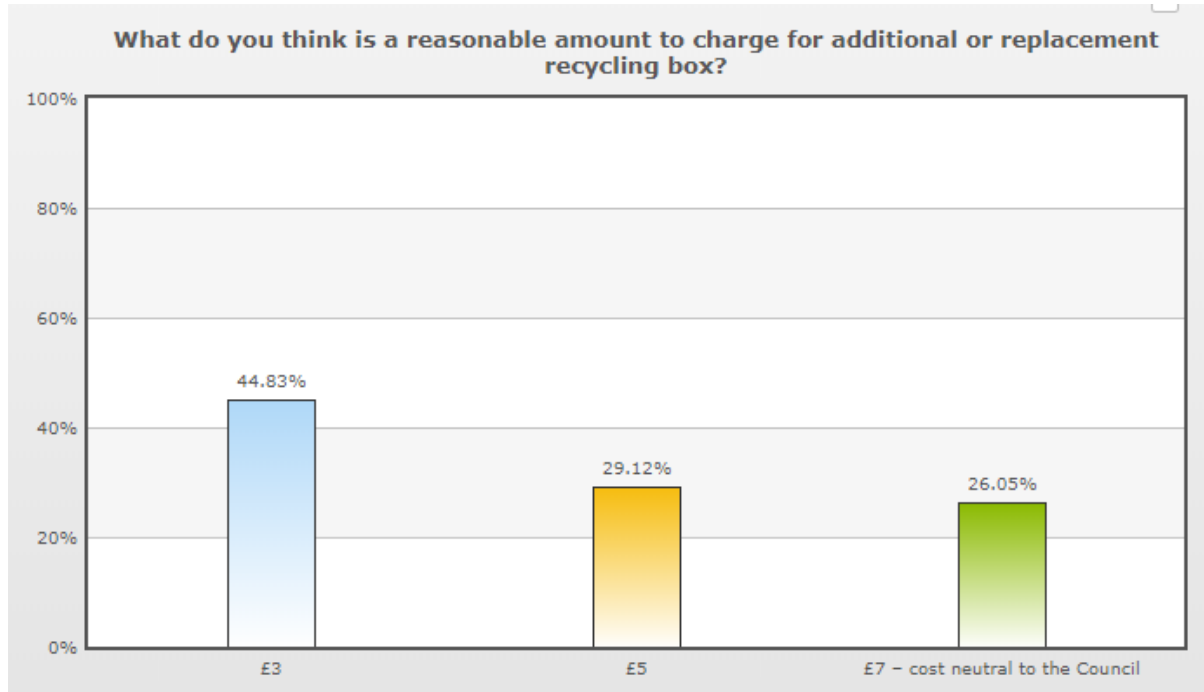


Proposed mitigating measures are;

- To investigate alternative options available to reintroduce a viable form of plastic recycling
- To ensure good, clear communications relating to this service change and encourage waste reduction as a priority
- to offer as much support and advice to struggling residents as possible via Waste Wardens
- to review and update the policy on additional capacity requests

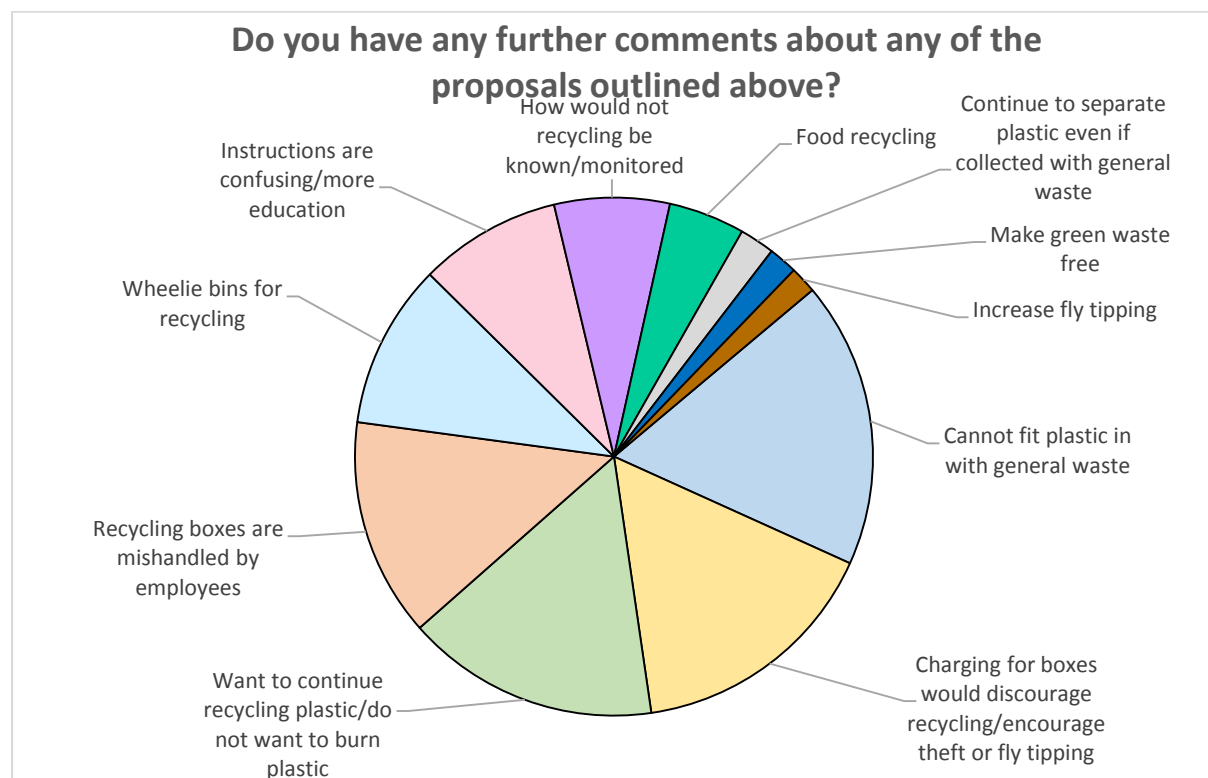
3. Charging for additional and replacement recycling boxes

51% of the survey respondents indicated a charge of £5 or more per box was reasonable although some concerns were raised about damaged boxes during collections and the potential of increased box theft or fly tipping.



Proposed mitigating measures are;

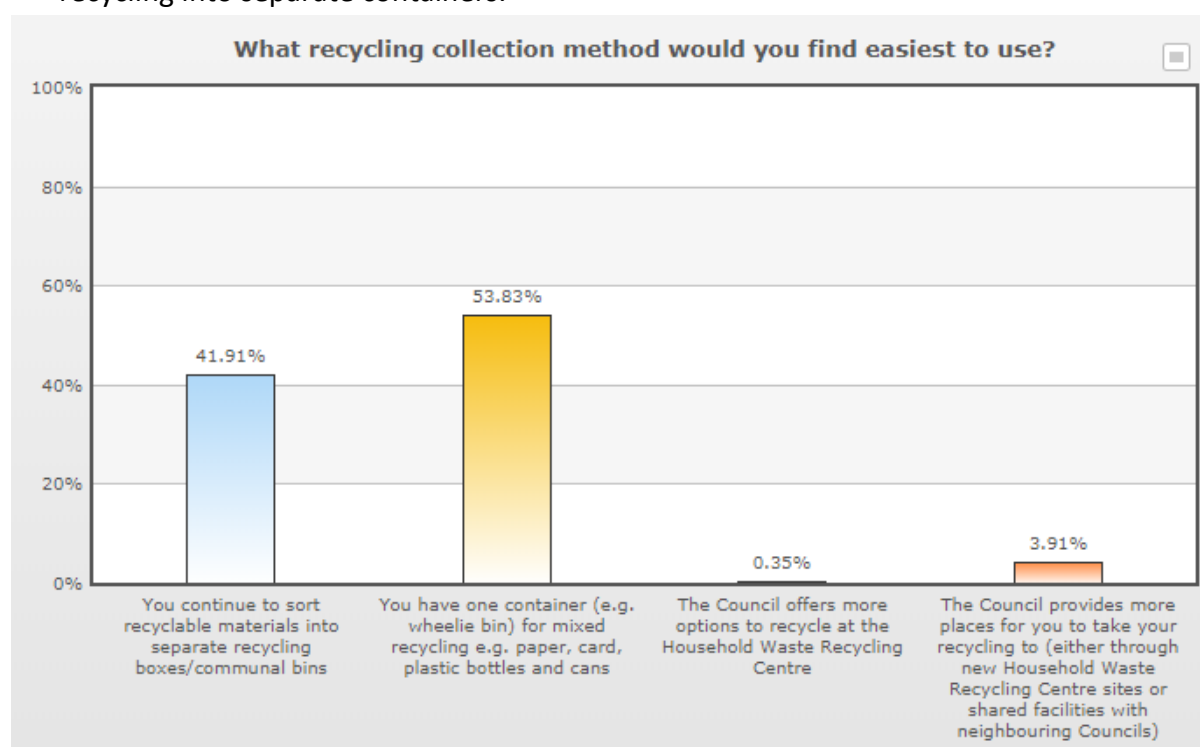
- To provide extra staff training and inspections to ensure boxes are handled correctly to reduce damage
- To require staff to report any loss or damage caused during collections and for a replacement box to be arranged automatically as a result
- To encourage residents to personalise their box with their house number to reduce theft.
- To monitor fly tipping incidents for any potential increase



Longer Term Options

1. Recycling collections

The majority (54%) of respondents indicated a preference for one container that all mixed recycling gets put into, however 42% were happy to continue with separating recycling into separate containers.



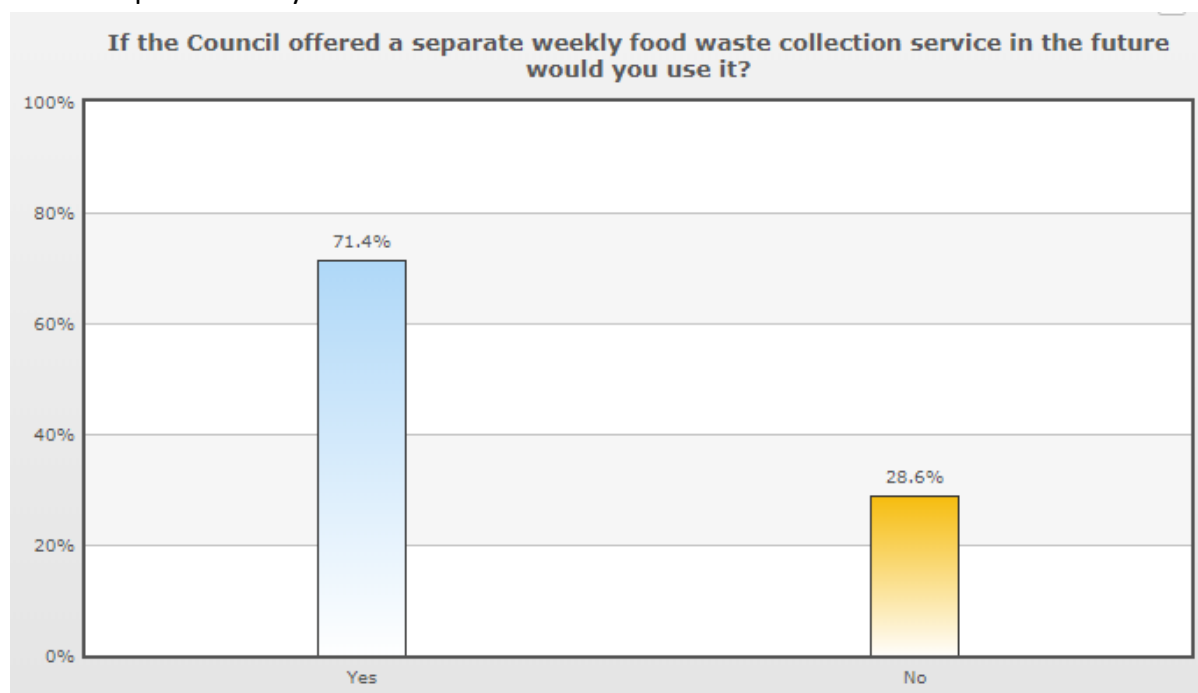
2. Reducing residual waste.

It was possible for a single respondent to select more than one option in this question. More communication was the favoured option to encourage waste reduction with consideration to be given to separate food waste collections or more frequent recycling collections.

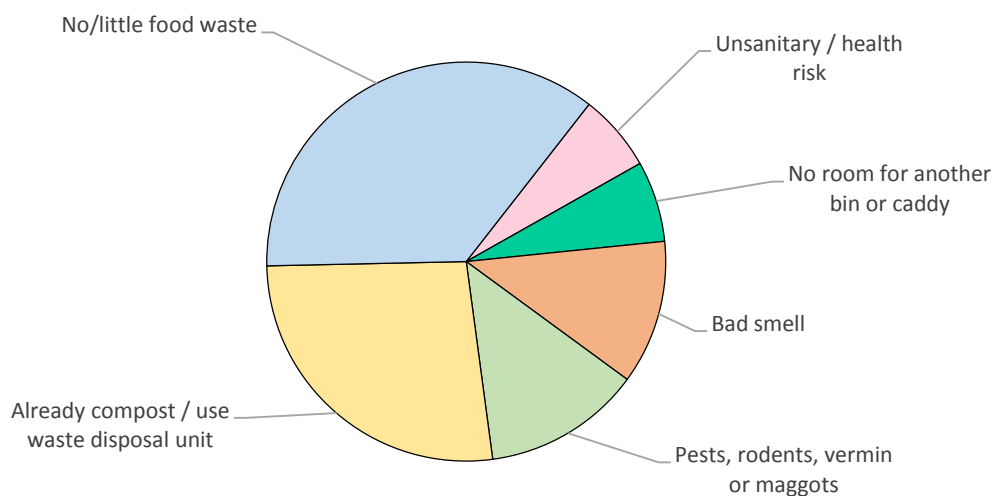
9. There are a number of ways in which Council waste collection services could help you reduce the amount of household rubbish you put out for collection. Which of these options do you think the Council should consider?(Select all that apply)			Create Chart
		Response Percent	Response Total
1	Fortnightly black bin collections but have less room for rubbish i.e. be provided with a smaller black bin/fewer blue sacks		17.34% 536
2	More frequent recycling collections e.g. weekly collections		52.52% 1624
3	Separate food waste collection		48.03% 1485
4	Ongoing communications to encourage more recycling and reduce the amount of rubbish going into the black bin/blue bag		57.83% 1788
		answered	3092
		skipped	91

3. Separate Weekly Food Waste Collections

71% of respondents said they would use this service. The main reason provided for not using such a service was that they produced little or no food waste or already dealt with what they produced at home via composting or waste disposal. Other concerns raised included pests, maggots or bad smells and having room for a separate caddy.



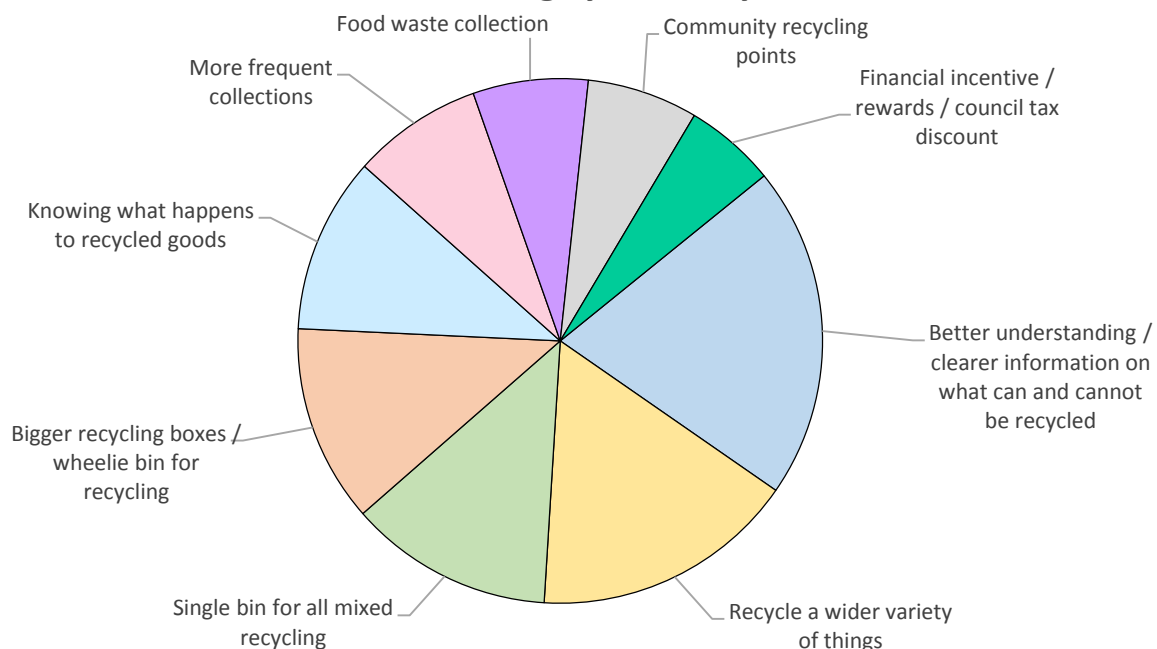
Why would you not use a separate weekly food waste collection service?



4. What one thing would encourage more recycling

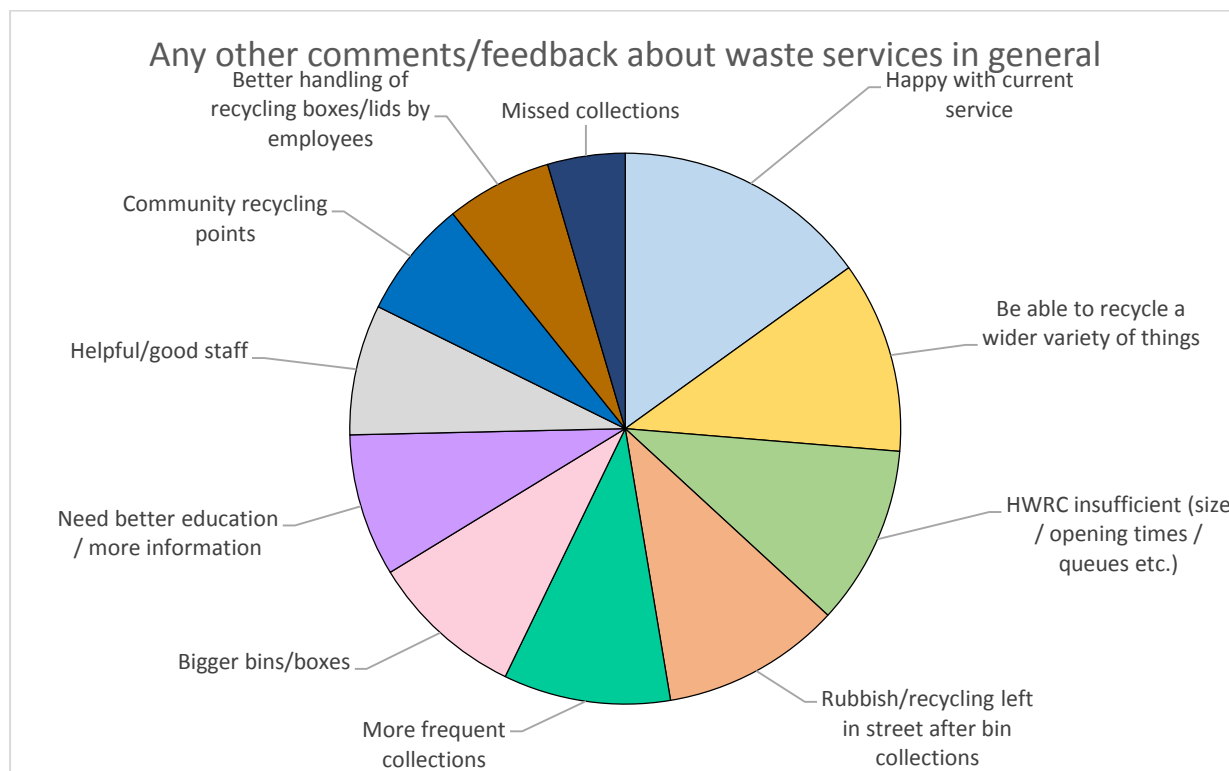
When asked what would encourage more recycling, the most common request was for clearer instructions of what can and what cannot be recycled. Another key theme was residents wanted it to be easier to recycle and to be able to recycle a wider variety of materials particularly Tetra-Pak.

What would encourage you to recycle more?



5. General comments about waste services

A request for general comments on the current service elicited many positive comments that people were generally happy with the service and found the staff good and helpful.




























Waste & Recycling Attitudes & Behaviours

Questions in this section identified respondents felt they had good understanding and behaviours towards recycling, however when asked where they put particular items it is evident there is still some confusion over what can or cannot go into the black bin and recycling boxes, particularly around Tetra-Pak, small electricals/batteries, aerosols and lightbulbs.

1.1. Recycling is easy			Response Percent	Response Total
1	Strongly Disagree	<div></div>	2.7%	86
2	Disagree	<div></div>	10.6%	335
3	Neutral	<div></div>	8.6%	271
4	Agree	<div></div>	43.5%	1372
5	Strongly Agree	<div></div>	34.6%	1092
			answered	3156

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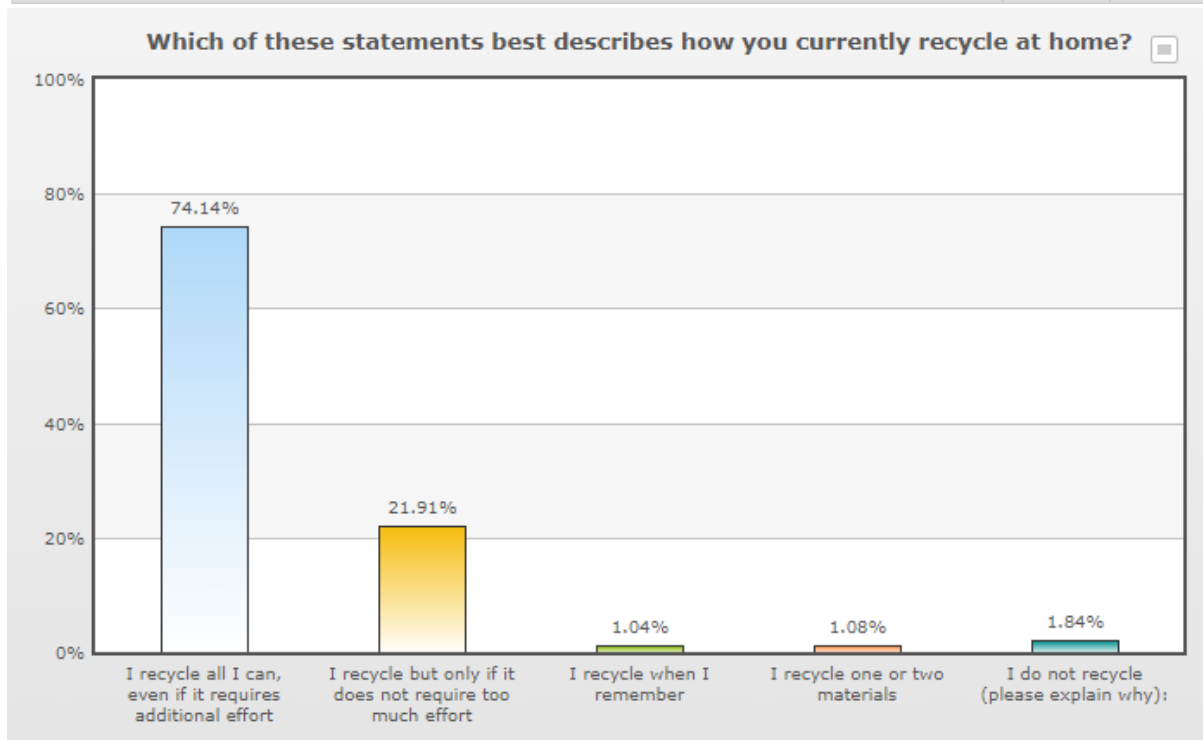
1.2. I understand the benefits of recycling			Response Percent	Response Total
1	Strongly Disagree		0.6%	19
2	Disagree		0.5%	16
3	Neutral		1.1%	36
4	Agree		25.9%	817
5	Strongly Agree		71.8%	2264
			answered	3152
1.3. Recycling fits into my normal routine			Response Percent	Response Total
1	Strongly Disagree		1.0%	31
2	Disagree		3.5%	110
3	Neutral		4.3%	134
4	Agree		37.4%	1177
5	Strongly Agree		53.9%	1699
			answered	3151
1.4. I would like to be able to recycle a wider range of materials			Response Percent	Response Total
1	Strongly Disagree		0.8%	24
2	Disagree		1.8%	56
3	Neutral		8.6%	272
4	Agree		26.4%	831
5	Strongly Agree		62.4%	1964
			answered	3147
1.5. I understand what I can put in my recycling boxes			Response Percent	Response Total
1	Strongly Disagree		1.7%	54
2	Disagree		6.9%	217
3	Neutral		7.2%	228
4	Agree		41.3%	1303
5	Strongly Agree		42.9%	1353
			answered	3155
1.6. I try to buy food and goods with reduced or recyclable packaging			Response Percent	Response Total
1	Strongly Disagree		2.8%	89
2	Disagree		9.1%	288
3	Neutral		31.7%	999
4	Agree		35.2%	1109
5	Strongly Agree		21.2%	670
			answered	3155

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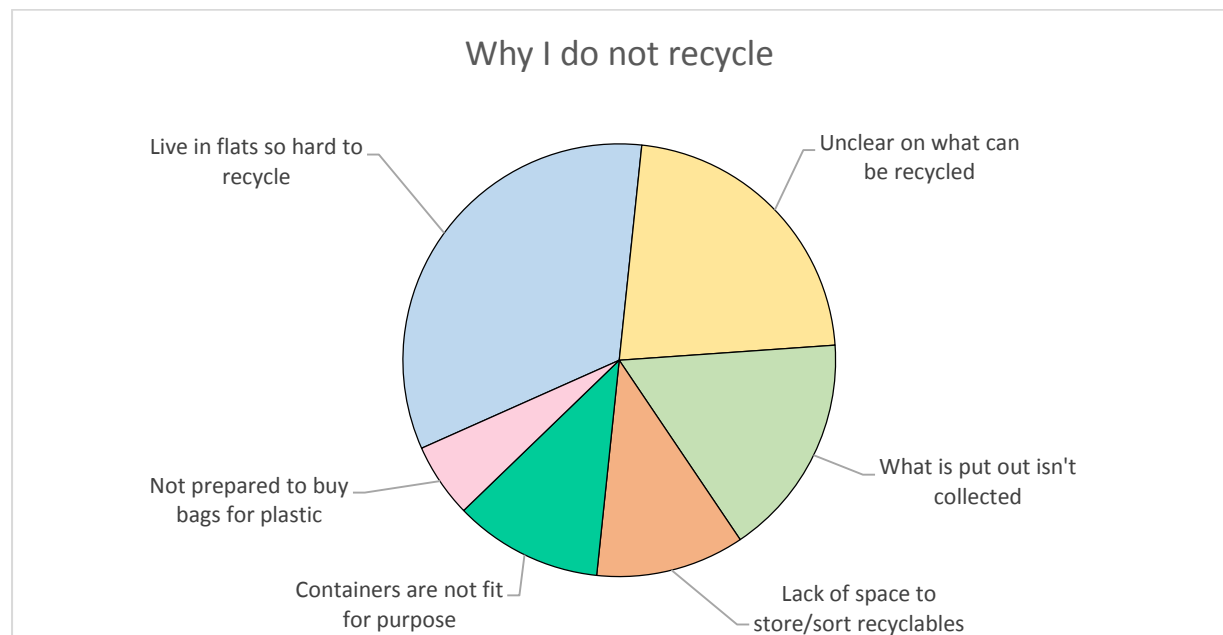
1.7. I try to avoid creating waste by choosing re-usable instead of single use items			Response Percent	Response Total
1	Strongly Disagree		1.9%	60
2	Disagree		8.8%	278
3	Neutral		26.9%	849
4	Agree		40.2%	1269
5	Strongly Agree		22.1%	697
			answered	3153

1.8. I keep food waste to a minimum			Response Percent	Response Total
1	Strongly Disagree		1.0%	31
2	Disagree		5.3%	166
3	Neutral		16.6%	523
4	Agree		44.8%	1411
5	Strongly Agree		32.4%	1021
			answered	3152

1.9. I trust that what I put out for recycling is ultimately recycled			Response Percent	Response Total
1	Strongly Disagree		3.8%	121
2	Disagree		9.4%	296
3	Neutral		15.0%	474
4	Agree		39.2%	1237
5	Strongly Agree		32.6%	1030
			answered	3158



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3.4. Black plastic			Response Percent	Response Total
1	Recycling box	<div></div>	2.2%	69
2	Clear plastic bag	<div></div>	13.3%	419
3	Household Recycling Centre	<div></div>	1.7%	55
4	General rubbish bin	<div></div>	79.6%	2501
5	N/A or Other	<div></div>	3.1%	99
			answered	3143






3.5. Plastic pots, tubs and trays (excluding black plastic)			Response Percent	Response Total
1	Recycling box	<div></div>	10.5%	332
2	Clear plastic bag	<div></div>	69.3%	2183
3	Household Recycling Centre	<div></div>	3.5%	110
4	General rubbish bin	<div></div>	14.4%	454
5	N/A or Other	<div></div>	2.3%	72
			answered	3151






3.8. Clothing (other than charity shop donations)			Response Percent	Response Total
1	Recycling box	<div></div>	21.7%	682
2	Clear plastic bag	<div></div>	3.2%	100
3	Household Recycling Centre	<div></div>	17.7%	557
4	General rubbish bin	<div></div>	20.5%	646
5	N/A or Other	<div></div>	37.0%	1164
			answered	3149






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3.9. Food and drink cartons (Tetra-Pak)			Response Percent	Response Total
1	Recycling box		19.2%	603
2	Clear plastic bag		2.3%	71
3	Household Recycling Centre		3.3%	103
4	General rubbish bin		67.6%	2123
5	N/A or Other		7.7%	241
			answered	3141






3.10. Shredded paper			Response Percent	Response Total
1	Recycling box		66.6%	2099
2	Clear plastic bag		2.2%	69
3	Household Recycling Centre		2.6%	83
4	General rubbish bin		9.9%	313
5	N/A or Other		18.7%	588
			answered	3152






3.11. Aerosols			Response Percent	Response Total
1	Recycling box		54.3%	1710
2	Clear plastic bag		0.3%	8
3	Household Recycling Centre		3.1%	98
4	General rubbish bin		37.0%	1167
5	N/A or Other		5.3%	168
			answered	3151






3.12. Food & drink pouches			Response Percent	Response Total
1	Recycling box		7.6%	239
2	Clear plastic bag		5.5%	172
3	Household Recycling Centre		2.4%	75
4	General rubbish bin		69.1%	2165
5	N/A or Other		15.4%	484
			answered	3135

3.13. Small electrical items e.g. mobile phones, electric toothbrush			Response Percent	Response Total
1	Recycling box		1.1%	36
2	Clear plastic bag		0.2%	7
3	Household Recycling Centre		51.7%	1629
4	General rubbish bin		22.4%	706
5	N/A or Other		24.6%	775
			answered	3153

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3.14. Batteries			Response Percent	Response Total
1	Recycling box		2.5%	79
2	Clear plastic bag		0.1%	3
3	Household Recycling Centre		32.5%	1022
4	General rubbish bin		21.3%	669
5	N/A or Other		43.6%	1368
			answered	3141

3.15. Plastic bags/plastic film			Response Percent	Response Total
1	Recycling box		6.7%	210
2	Clear plastic bag		46.5%	1466
3	Household Recycling Centre		3.0%	95
4	General rubbish bin		32.4%	1022
5	N/A or Other		11.4%	359
			answered	3152

3.16. Lightbulbs			Response Percent	Response Total
1	Recycling box		6.2%	195
2	Clear plastic bag		0.1%	3
3	Household Recycling Centre		22.8%	719
4	General rubbish bin		52.3%	1651
5	N/A or Other		18.6%	586
			answered	3154