

# **Recycling and Waste Service Harmonisation**

**Results from the People's Voice  
July 2010 survey and the Waste  
Service Harmonisation  
Consultation**

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# 1 Introduction

## 1.1 Background

The following report analyses results of summer 2010 survey questions on recycling and the Wiltshire Council waste harmonisation strategy. The following questions were all asked in the July 2010 People's Voice survey and the waste service harmonisation questions were also asked in a separate waste service harmonisation survey.

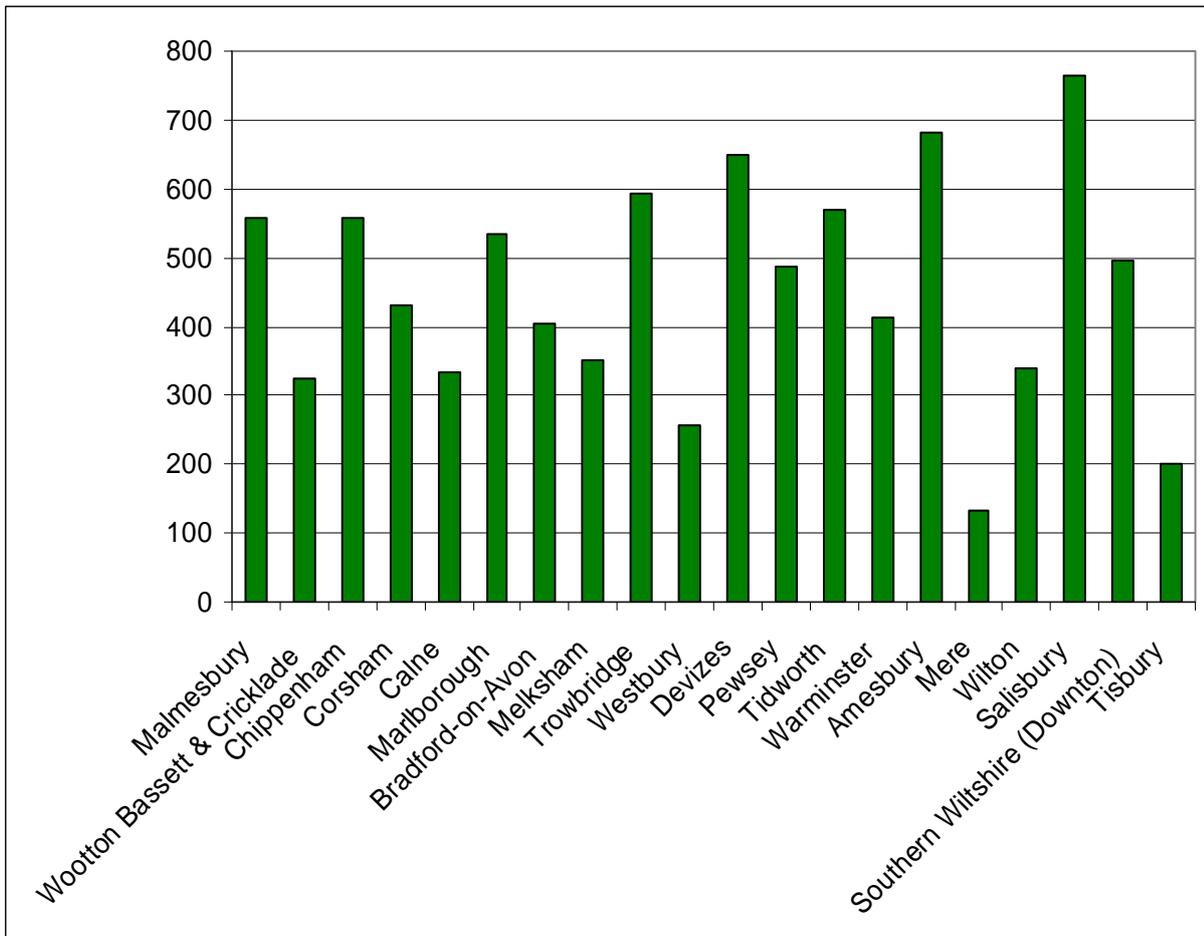
The People's Voice survey was distributed to members of the People's Voice panel and to members of the community area networks. The waste service harmonisation survey was open to all residents of Wiltshire and was available in both paper and electronic versions.

All the figures shown in this report are shown as percentages, unless clearly stated otherwise.

## 1.2 Returns

A total of 2,823 completed People's Voice questionnaires and 7,503 waste service harmonisation surveys were received by the closing date. Completed questionnaires were received from all community areas, although the total return rate varied. The graph below shows the total returns from each community area.

**Total returns from each community area**



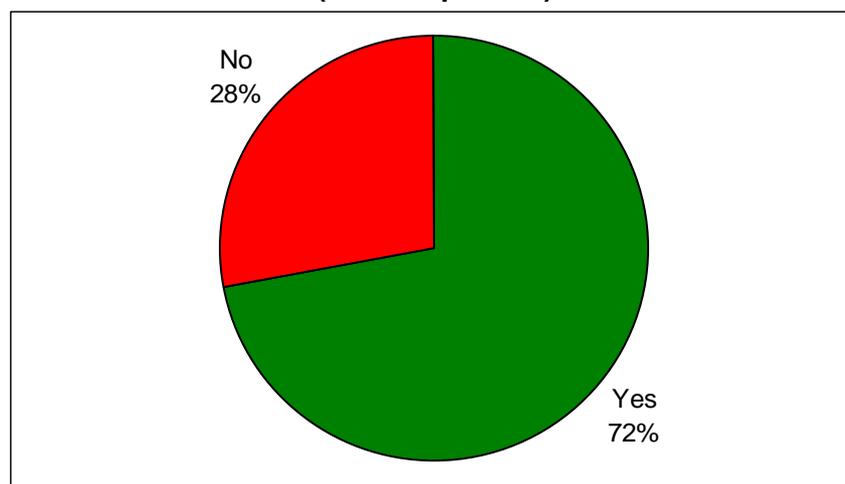
## 2 Waste service harmonisation

### 2.1 Combined responses from the People's Voice and waste service harmonisation surveys

Respondents to both the People's Voice and the waste service harmonisation surveys were told that Wiltshire Council is proposing to make changes to the waste and recycling service provided to Wiltshire residents. They were told that these changes will mean that the same service is provided across the whole of the county and that a wider range of materials will be collected for recycling and less waste will be sent to landfill.

Respondents were then asked whether they agree with the Wiltshire Council proposal, under which Wiltshire residents will receive a kerbside black box collection for glass, papers, cans and textiles every two weeks; a kerbside collection of plastic bottles and cardboard every two weeks; a non-chargeable opt-in kerbside collection of garden waste every two weeks and a collection of left over waste every two weeks.

#### I have read the information and I support the council's proposal (total responses)



Base = 10,326

The majority of respondents to this question (72%) were in favour of the proposal.

The opinions of male and female respondents differed, with a higher percentage of female respondents being in favour:

- Females – 76.35
- Males – 68.1%

There was variation between the opinions of respondents of different ages, those most likely to be in favour were:

- aged over 75 - 76.2%
- aged 65-74 - 74.8%
- aged 25-34 or 35-44 - both 72.6%

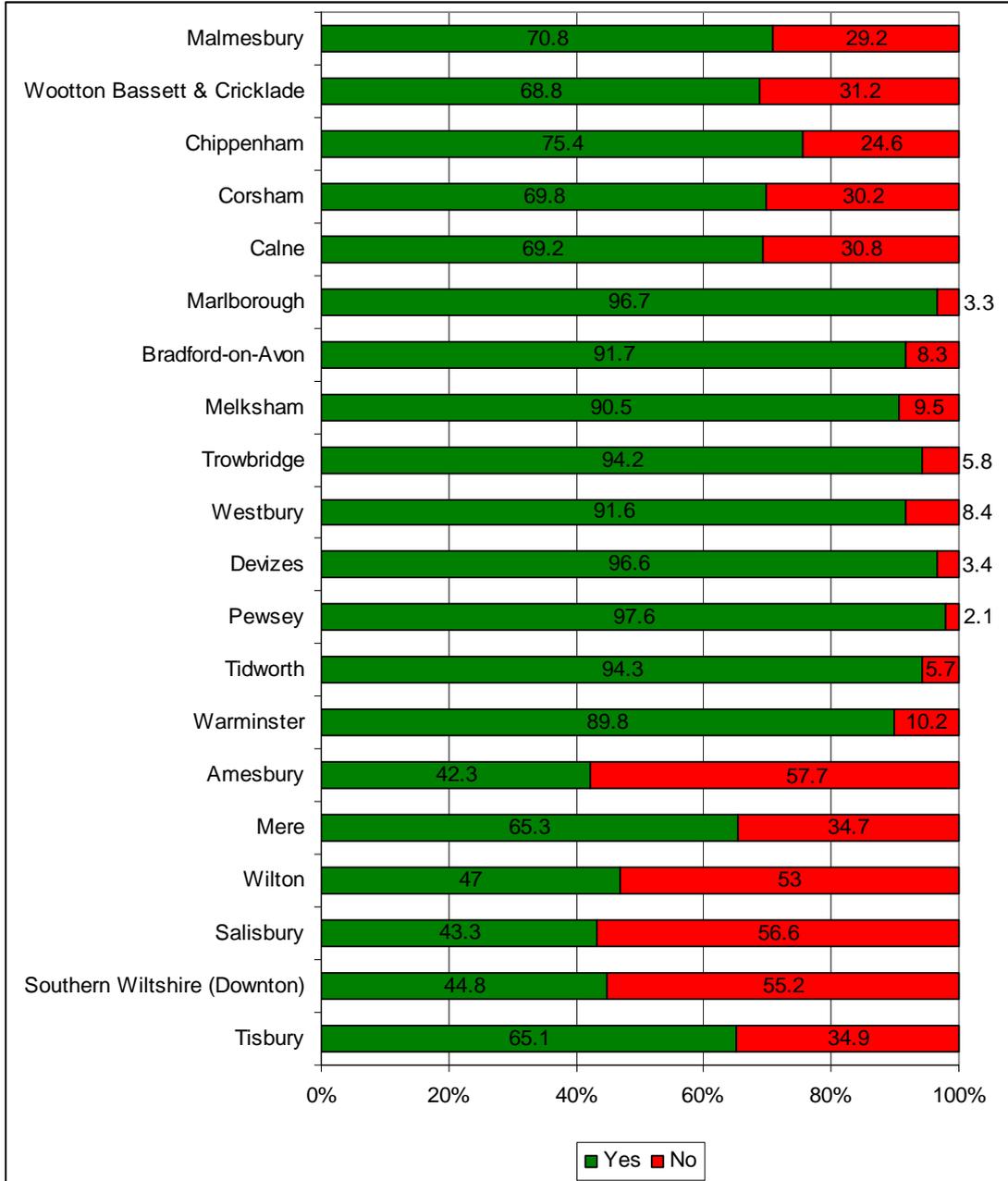
Those least likely to be in favour were:

- aged 18-24 - 64.6%
- aged 55-64 - 70.4%

- aged 45-54 - 71.9%

There was also variation between the opinions of respondents from different community areas.

**I have read the information and I support the council's proposal  
(responses by community area)**



The community areas most strongly in favour of the proposal were:

- Pewsey - 97.6% in favour
- Marlborough - 96.7%
- Devizes - 96.6%
- Tidworth - 94.3%
- Trowbridge - 94.2%

Those least in favour were:

- Amesbury - 42.3%
- Salisbury - 43.4%
- Southern Wiltshire - 44.8%
- Wilton - 47%
- Tisbury - 65.1%

This shows that although there is support for the waste service harmonisation proposal across the county as a whole, and that this support is very strong in some community areas, there are four community areas where respondents were not in favour of the proposal. These are all community areas in the south of the county, as are Tisbury and Mere which, although in favour of the proposal, are only weakly in favour.

It is the community areas in the east of the county which are most strongly in favour of the waste service harmonisation proposal, followed by those in the west. Community areas in the north were also all in favour, but less strongly so.

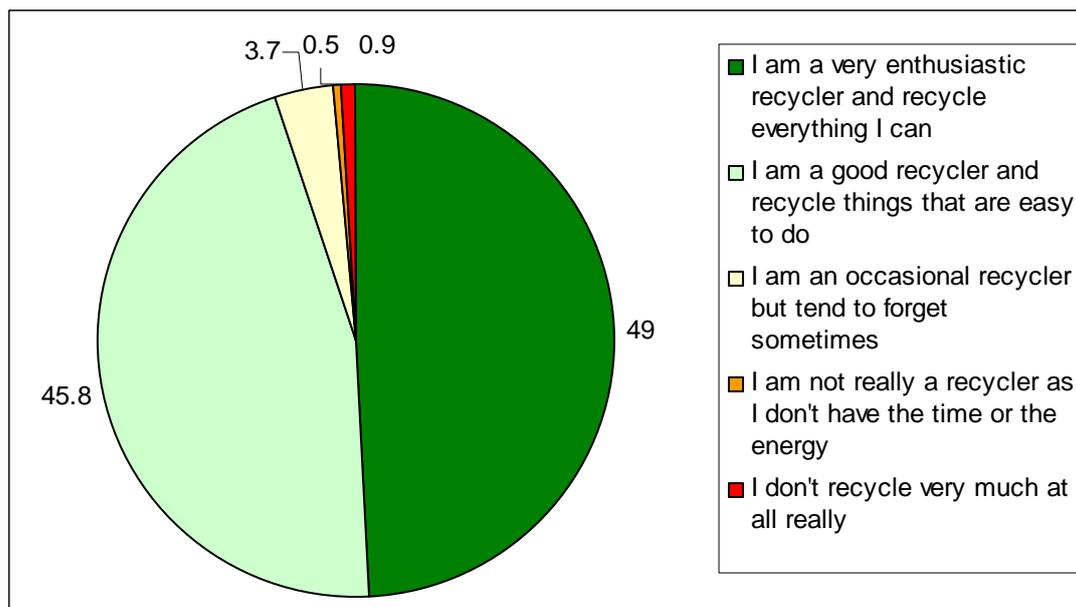
### 3 Recycling

The following sections refer only to responses to the People's Voice questionnaire, as these questions were not asked as part of the waste harmonisation survey. The first section of the June 2010 People's Voice survey covered questions on recycling; assessing respondents' attitudes to and knowledge of issues related to recycling.

#### 3.1 Attitudes to recycling

First, respondents were asked what sort of recycler they perceive themselves to be.

**In relation to recycling, if you were to describe yourself to a friend, which of the following would best describe you?**



Base = 2,808

The majority of respondents see themselves as enthusiastic or good recyclers with 49% saying that they are a very enthusiastic recycler and recycle everything they can and 45.8% that they are a good recycler and recycle things that are easy to do. Only 3.7% respondents said that they are an occasional recycler but tend to forget sometimes and 1.4% that they are not really a recycler or don't recycle very much at all.

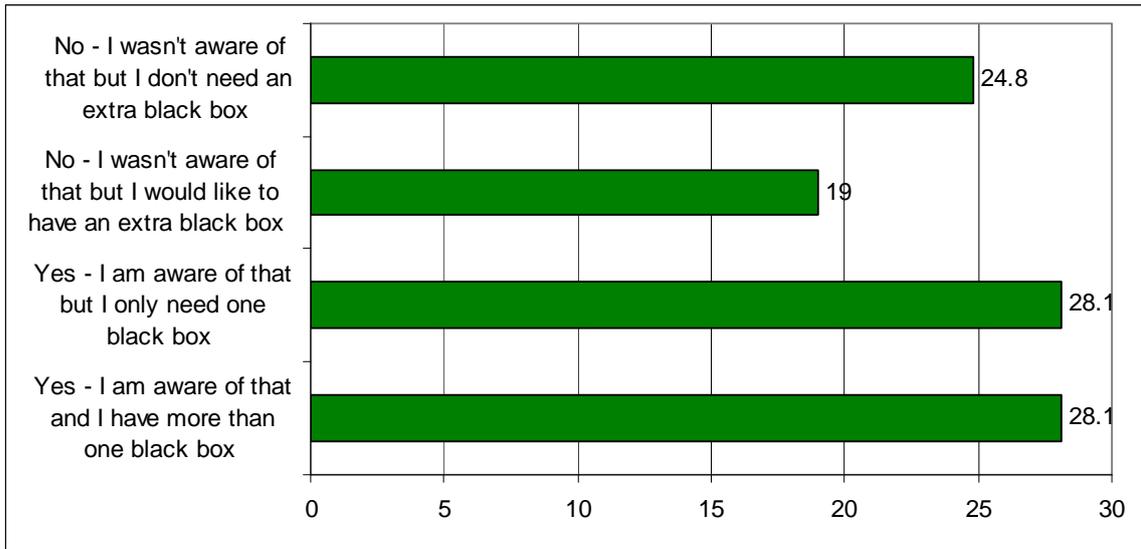
There were no significant differences between the responses of males and females or between those of different ages. There was some variation between responses from different community areas though, most notably:

- 60.6% respondents from Wilton described themselves as enthusiastic recyclers but only 38.7% respondents from Tidworth
- 58.1% respondents from Tidworth described themselves as good recyclers, but only 35.4% respondents from Wilton
- 6% respondents from Wootton Bassett described themselves as an occasional recycler, but only 1.8% from Amesbury

#### 3.2 Recycling using a black box

Question two asked whether respondents were aware that they can have two black boxes for recycling and, in either case, whether or not they need more than one black box.

**How aware are you that you could have two black boxes  
(for glass, paper, cans and textiles)?**



Base = 2,789

There is not much variation between the responses to this question. The most common responses were “yes – I am aware of that and I have more than one black box” (28.1%) and “yes – I am aware of that but I only need one black box” (28.1%), followed by “no – I wasn’t aware of that but I don’t need an extra black box” (24.8%) and then “no – I wasn’t aware of that but I would like to have an extra black box” (19%).

There was some variation between responses from the different community areas though. The numbers of respondents saying they were unaware that they could have more than one black box, but that they would like to have an extra one are probably the most significant for Wiltshire Council. The community areas which had the highest percentages of respondents selecting this answer were:

- Calne - 29.4%
- Malmesbury - 27%
- Wootton Bassett and Corsham - 23.6%

Those with the lowest percentages of respondents selecting this answer were:

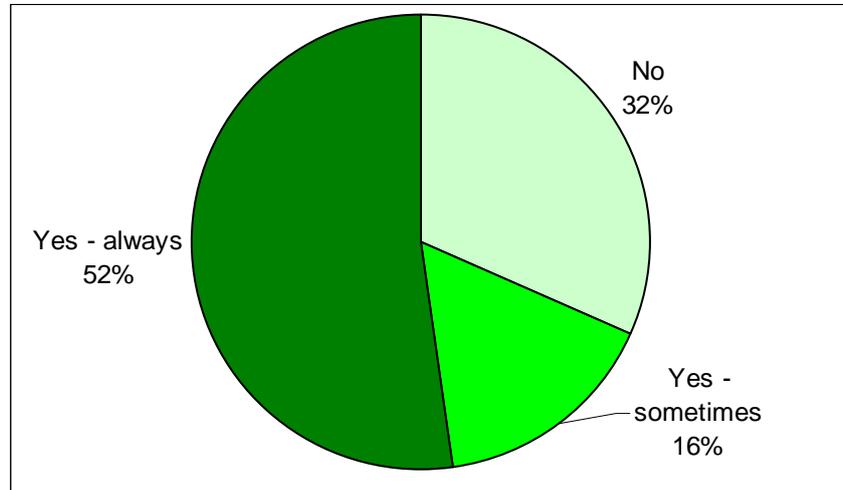
- Southern Wiltshire - 9.3%
- Devizes - 11.4%
- Pewsey - 12.5%

These results suggest that further promotion of the black box is needed in certain parts of the county.

### 3.3 Food waste recycling

The next block of questions asked about respondents' attitudes to food waste recycling.

**Do you add uncooked food waste, such as vegetable peelings, to a compost heap or bin?**



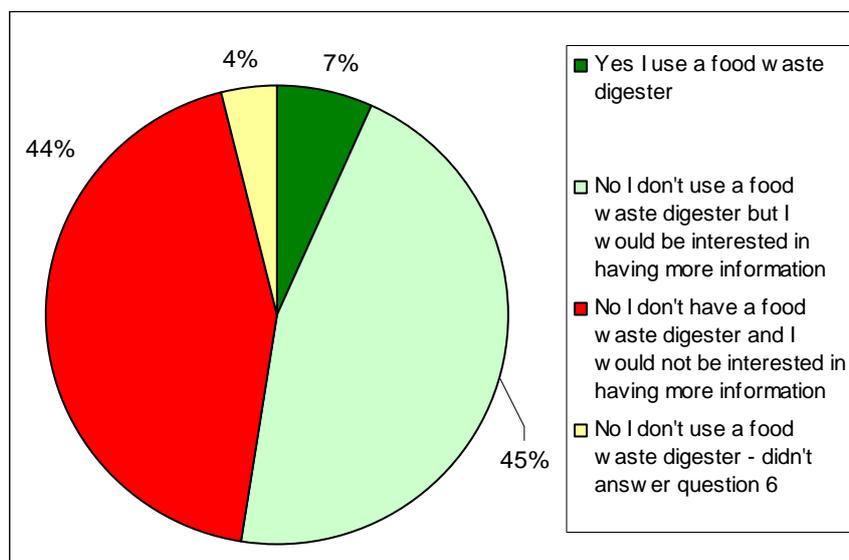
Base = 2,804

The majority (52%) said that they always use a compost heap or bin, 16% said that they sometimes use one and 32% that they never use one.

Respondents aged 18-24 were least likely to ever use a compost heap or bin (35.7% always or sometimes); those aged 65-74 and 75+ were most likely to make use of one (70.5% and 70.3%, always or sometimes respectively).

There is variation between the levels of use of a compost heap or bin in different community areas. Respondents from Marlborough were most likely to say that they use one always or sometimes (77.4%), those from Trowbridge were least likely (58.6%).

**Question 5 and 6 – Do you use a food waste digester? If not would you be interested in reducing your food waste or using a digester if you had more information?**



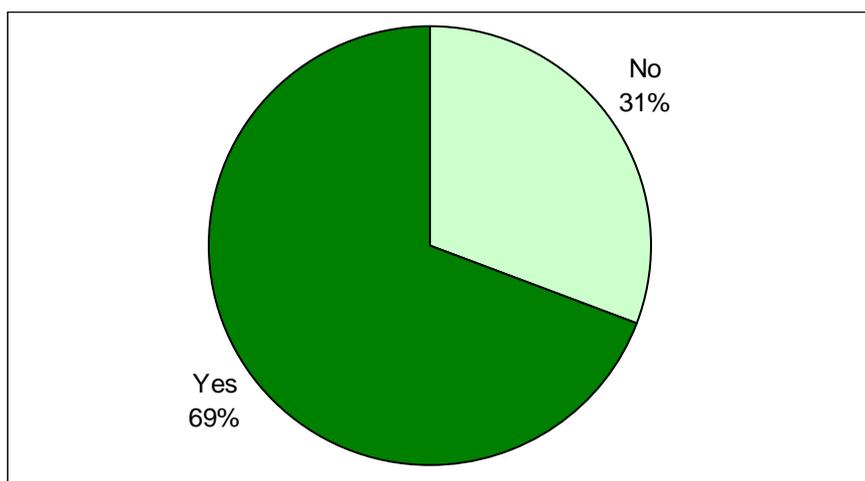
Base = 2,807

Only 6.6% respondents said that they use a food waste digester at present. Of those who said that they don't, 45.8% said that they would be interested in reducing their waste or using a digester if they had more information and 43.5% said that they would not.

### 3.4 Junk mail and the mailing preference service

Questions 7-10 asked about respondents' experiences of the mailing preference service; finding out whether respondents had ever been a member of the mailing preference service and what their experiences of the service had been.

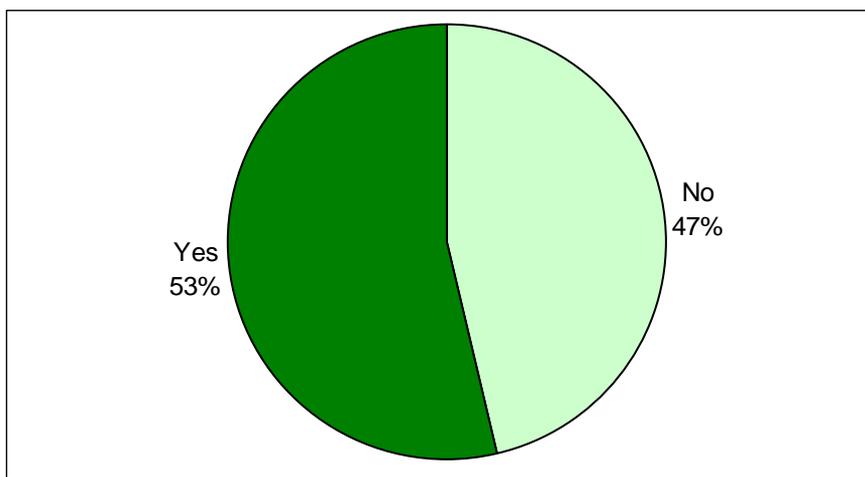
#### Do you find junk mail a problem?



Base = 2,778

Over two thirds of respondents said that they find junk mail to be a problem (69%), with a high of 78.3% respondents in Westbury and a low of 62.9% in Trowbridge.

#### Are you or have you ever been a member of the mailing preference service?



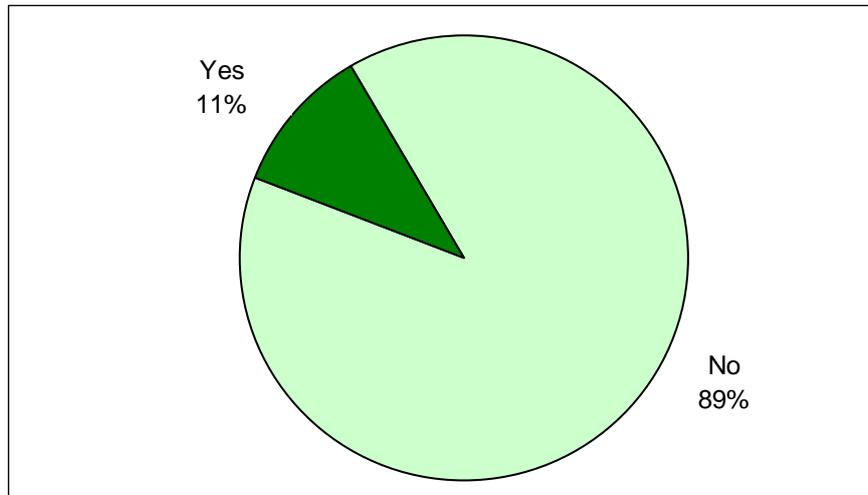
Base = 2,769

Just over half of respondents said that they are, or have at some time been, a member of the mailing preference service (53%). Once again there was some variation in responses from different community areas, ranging from 66% answering yes in Bradford on Avon to only 39.7% in Tidworth.

When combining the results from questions seven and eight we can see that:

- 37.4% respondents both find junk mail to be a problem and are, or have been, a member of the mailing preference service (some of these respondents may no longer be members)
- 31.9% find junk mail to be a problem but have not ever been a member of the mailing preference service
- 16% don't find junk mail to be a problem but are, or have been, a member of the mailing preference service
- 14.6% don't find junk mail to be a problem and have not ever been a member of the mailing preference service.

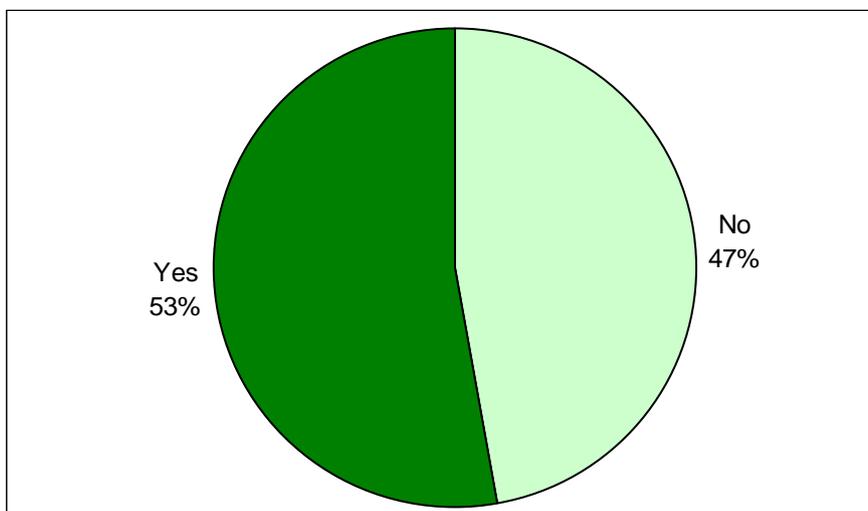
**Did you know that you need to re-register with the Mailing Preference Service every five years, otherwise it lapses?**



Base = 2,760

The majority of respondents said that they were not aware that you need to re-register with the Mailing Preference Service every five years, with only 10.8% saying that they were. Amongst respondents who are, or have been, a member of the Mailing Preference Service only 16% said that they are aware of the need to re-register, which suggests that education is needed around this area.

**If you are a member of the Mailing Preference Service do you still have problems with junk mail?**



Base = 1,680

The results of this question were close, with 53% saying that they do still have a problem with junk mail despite being a member of the Mailing Preference Service and 47% saying that they don't.

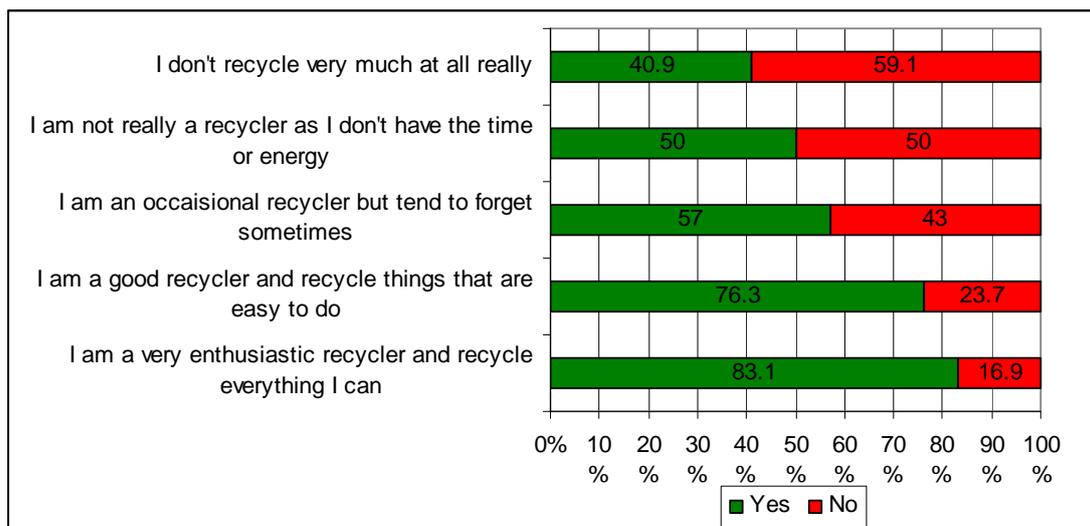
However, analysing the results of the last question showed that of those who are, or have been, a member of the Mailing Preference Service and still have a problem with junk mail 85% do not know that they need to re-register ever five years. Therefore it is possible that some of the respondents who answered yes to this question are, in fact, no longer a member of the Mailing Preference Service, but are unaware of the fact that their membership has lapsed.

## 4 Comparison of the results of the recycling and waste service harmonisation questions in People's Voice

### 4.1 Attitudes to recycling and attitudes to waste service harmonisation

The following section analyses the comparison between different attitudes to recycling and to the waste service harmonisation proposal using results from the People's Voice survey.

**In relation to recycling, if you were to describe yourself to a friend, which of the following would best describe you and do you agree with the waste harmonisation proposal?**



Unsurprisingly these results show that the better a recycler respondents consider themselves to be, the more likely they are to agree with the waste harmonisation proposal. However, they also show that half of those who say that they are not really a recycler as they “don't have the time or energy” are in favour of the proposal and may therefore make use of the additional recycling facilities if they are quick and easy to use.

### 4.2 Use of the black box and attitudes to waste service harmonisation

Respondents who know that they can have more than one black box and already have one were most likely to be in favour of the waste service harmonisation proposal:

- Yes I know that I can have more than one black box and I already have more than one - 83.4% in favour
- No I didn't know that I could have more than one black box but I would like to have more than one - 78.1%
- Yes I know that I could have more than one black box but I only need one - 76.8%
- No I didn't know that I could have more than one black box and I don't need more than one - 74.9%.

### **4.3 Recycling of food waste and attitudes to waste service harmonisation**

Respondents who always add uncooked food waste to a compost heap or bin were most likely to be in favour of the waste service harmonisation proposal:

- Yes I always add uncooked food waste to a compost heap or bin - 82.1% in favour
- Yes I sometimes add uncooked food waste to a compost heap or bin - 78.7%
- No I don't add uncooked food waste to a compost heap or bin - 72%.

Respondents who would be interested in reducing their food waste or using a digester if they had more information were more likely to be in favour of the waste service harmonisation proposal than those who wouldn't:

- Yes - 81.8% in favour
- No - 74.8% in favour

## 5 Conclusion

The results of the two surveys analysed in this report show that across the county as a whole there is support for the proposed waste service harmonisation, but that although some community areas are very strongly in favour of the changes others are not in favour. Levels of support for the proposed changes can be linked to which of the old districts the community areas belonged and, therefore, to the service which they presently receive.

However, the majority of respondents to People's Voice consider themselves to be "very enthusiastic" or "good" recyclers. Many are prepared to try different methods of recycling such as using a compost heap or food waste digester, or reducing junk mail by using the Mailing Preference Service. Unsurprisingly there is correlation between levels of enthusiasm for these other methods of recycling and levels of support for the waste service harmonisation proposal.

Any comments on this report or help needed should be addressed to Phil Morgan, Wiltshire Council, e-mail [philip.morgan@wiltshire.gov.uk](mailto:philip.morgan@wiltshire.gov.uk)