



Colchester Doorstep Collection Research – Full Report

For Colchester Borough Council

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1. Executive Summary

- The research included two distinct elements;
 - Initial qualitative stage - eight focus groups with residents across four separate locations in Colchester.
 - Quantitative stage;
 - Face-to-face survey with a representative sample of 1,014 residents undertaken between 7 March and 4 June 2016.
 - An open access online survey made available via the Council website between 7 March until Friday 3 June 2016 and 1,575 surveys were completed.

This Executive Summary outlines quantitative findings. Qualitative findings have been reported in full in a separate report.

Face-to-Face Survey

The current household waste collection service

- The majority of respondents use *'black sacks for rubbish and clear sacks and a green box for recycling'* (93%), while around one-in-twenty use *'communal wheelie bins for rubbish and separate recycling bins for glass, paper and cans'* (7%).
- The majority are satisfied with the black bag service - 82% indicated that they're satisfied with *'the household rubbish collection service overall'*.
 - The lowest level of satisfaction was recorded for *'the suitability of black bags provided for your household rubbish'* (67%).
- The majority of those using communal bins expressed satisfaction with *'the household rubbish collection service overall'* (68%).

The current household recycling collection service

- 85% of those that use the black bags service (and therefore clear sacks and a green box for recycling) expressed satisfaction with *'the recycling collection service overall'*.
 - Around nine-in-ten were satisfied with *'the range of items and materials that can be recycled'* (91%) and *'how often the recycling is collected'* (89%).
 - Satisfaction was lowest for *'how easy it is to store your recycling between collections'* (75%) – in total one-in-ten (11%) expressed dissatisfaction with storing their recycling.
- The majority using communal bins (and therefore separate recycling bins for glass, paper and cans) expressed satisfaction with *'the recycling collection service'* (82%).

Support for possible change to household waste collection

Respondents were read detailed explanatory text about a possible change to the waste collection service and asked if they would support it;

- Residents are divided as to whether they would support a change from black bags to a wheeled bin and fortnightly collection with equal proportions for (44%) and against (43%). More than one-in-ten felt *'unsure'* (13%).
 - Main reasons for being opposed to the change were concerns that *'wheelie bins are too big to store'* (32%) and *'...ugly/unsightly/scruffy'* (19%) and that residents *'don't want a fortnightly collection'* (25%).
 - Main reasons for supporting this change was support for wheelie bins including that they *'...are cleaner'* (31%), *'...make it easier to store refuse'* (17%) and also that *'black bags attract animals and vermin'* (24%).

Support for possible change to household recycling collection

Respondents were read detailed explanatory text about a possible change to the recycling collection service and asked if they would support it;

- Respondents are significantly more likely to support this change than not support it (50% vs. 37%), although around one in ten are unsure (13%).
 - Main reasons for being opposed to the change were concerns that wheelie bins are *'...too big to store'* (32%), *'...ugly/unsightly/scruffy'* (18%) and *'...hard to move'* (12%). Additionally, 14% made a comment that they *'don't want a fortnightly collection'*.
 - Main reasons for supporting this change tended to relate to wheelie bins including that *'wheelie bins would be easier'* (34%) and *'wheelie bins make it easier to store recycling'* (19%).

Likely impact on household recycling behaviour of mixing recycling

It was explained that the possible change to a wheelie bin for recycling collections would mean that residents wouldn't have to separate out their recycling, so respondents were asked what impact this might have on their recycling.

- Most felt that a change to mixed recycling would make no difference (63%) – but, respondents were more likely to say they'd recycle *'more items'* (27%) rather than *'less items'* (4%).
 - Amongst those who anticipated more recycling, this was driven by a belief that the process would simply be *'easier'* (50%) and that they would be able to *'fit more into a bigger bin'* (20%).

Preferred option - multiple bins or a single bin for recycling

- When asked to make a choice, respondents were twice as likely to choose the option for mixing recycling and using a *'single bin'* (50%) than for *'different bins'* (23%).
- A fifth seemingly don't care either way and have *'no preference'* (18%), but one-in-ten said they *'don't know'* (9%).

The current garden waste collection service

- Two thirds said that they either currently use or have ever used the garden waste collection service (66%) and most of these are current users (62%).
- The majority of users indicated that they were satisfied with *'the garden waste collection service overall'* (82%) - satisfaction was highest with *'how often garden waste is collected'* (86%).
- The lowest level of satisfaction was recorded for *'the cost of purchasing the re-usable sacks'* (51%) and a fifth were dissatisfied with this aspect of the service (20%).

Support for possible change to garden waste collection

All respondents, regardless of whether they use the service or not, were read explanatory text and asked whether they would support a possible change to the garden waste collection service;

- Amongst all respondents, equal proportions support and don't support this change (43% and 43% respectively).
- Amongst those that use the service, or ever have done, respondents were significantly more likely to support the change (49%) than not support it (39%), although one-in-ten were unsure (11%).
- The majority of current users felt the change *'would make no difference'* (62%) to the way they use the service - however, a quarter said they'd be *'more likely'* (25%) to use it, while one-in-ten said they'd actually be *'less likely'* (9%).
- Almost a fifth of respondents who've never used this service said they'd be *'more likely'* (19%) to do so if this change was implemented.
- Overwhelmingly, respondents who said they'd be *'more likely'* to use the garden waste service if the changes were implemented said this was because the bin would be *'easier than using bags'* (89%).

Open Access Survey

Responses to key questions amongst respondents to the open access survey are outlined below. Note that, respondents to the open access survey were generally older and more likely to be female than residents of the borough.

The current household waste collection service

- Almost all respondents to the open access survey said they use the black bag service (97%) and only 2% (equating to 30 people) said they use communal bins.
- The majority who completed the open access survey expressed satisfaction with the *'household rubbish collection service overall'* (82%).

The current household recycling collection service

- Four-fifths said they were satisfied with *'the recycling collection service overall'* (81%).

Support for a possible change to household waste collection

- Respondents to the open access survey were significantly less likely than those to the face-to-face survey to support this change (29% vs. 44%).

Support for a possible change to household recycling collection

- Open access respondents were significantly less likely than face-to-face survey respondents to support this change (37%) - the majority didn't (55%) support it.

Likely impact on household recycling behaviour of mixing recycling

- The majority of open access respondents said the change to the recycling collection service would '*make no difference*' (71%) to the number of items they recycle.
- However, they were more likely to say they'd recycle '*more items*' (18%) rather than '*less items*' (8%).

Preferred option - multiple bins or a single bin for recycling

- When asked to make a choice, preference amongst open access respondents was in contrast to that amongst respondents to the face-to-face survey, with almost half choosing '*multiple bins*' (49%), compared with only around a third expressing preference for a '*single bin*' (31%).
- To some degree the older age profile of open access respondents explains why they are generally more likely to prefer '*multiple bins*'.

The current garden waste collection service

- Nine-in-ten respondents to the open access survey said that they either currently use or have ever used the garden waste collection service (90%).
- Three-quarters who use or have used the service indicated that they were satisfied with it (76%).

Support for a possible change to garden waste collection

- Amongst all respondents to the open access survey, the majority did not support this change (56%).
- A similar situation was evident amongst users of the service (59%) – perhaps not surprising given that 90% of all respondents are service users.
- For the majority of all respondents and current users, the change '*would make no difference*' (54% and 53% respectively).
- Amongst the remainder, respondents were more likely say they'd be '*less likely*' to use this service than '*more likely*' and this was true amongst all respondents (21% vs. 15%) and service users (23% vs. 14%).

Conclusions

Conclusion 1: *The research provides an in-depth understanding of the views of residents towards the existing household waste, recycling and garden waste collection services and towards possible changes to all these services.*

Conclusion 2: *The research highlights that residents' individual circumstances have an important role to play in determining their level of support for the possible service changes.*

Conclusion 3: *Users of the black bag service are generally satisfied with this service overall, but specific concerns were noted offering room for improvement.*

Conclusion 4: *Residents are split on their support for a change from 'black bags to a wheeled bin for household waste and collection, which would be collected fortnightly'.*

Conclusion 5: *There is satisfaction with the recycling collection service overall and issues relating to the containers were less evident here than for the black bag service.*

Conclusion 6: *Support for a change to 'a wheeled bin for household recycling, which would be collected fortnightly' was more clear cut than it was for household waste collections.*

Conclusion 7: *Fortnightly collections feature less often than wheeled bins in the findings, suggesting that this aspect of the possible service change is less contentious than wheeled bins.*

Conclusion 8: *Wheelie bins invoke a range of contrasting feelings and it's not uncommon for individual residents to appreciate both the benefits and disadvantages of them.*

Conclusion 9: *Generally, younger residents are more supportive of the introduction of wheeled bins than older ones.*

Conclusion 10: *The research suggests that if the changes were implemented for the recycling service this could lead to a net increase in the number of items recycled.*

Conclusion 11: *Amongst users of the garden service, feelings were mixed towards the 'use of wheeled bins for garden waste that would be collected fortnightly'.*

Conclusion 12: *The research suggests that if the changes to the garden waste service were introduced this would have a positive impact on usage of the service.*

2. Introduction

Colchester Borough Council (CBC, the Council) is exploring the possibility of overhauling the current doorstep waste and recycling collection service in Colchester to improve the collection by both increasing efficiency and delivering a better experience for residents.

In order to gauge resident's views regarding the potential changes, CBC commissioned Qa Research (Qa) to undertake a consultation that involved a mixed method of qualitative and quantitative research.

The study aimed to explore the possibility of introducing wheeled bins to the Borough and to understand residents' attitudes towards these and to recycling and collections more generally.

This report outlines key findings from 8 qualitative focus groups conducted during June 2015, along with in-depth findings from a face-to-face survey with residents undertaken in spring 2016 and an open access online survey carried out around the same time.

3. Aims and Objectives

The principle aim of this consultation was to:

'Evaluate the views of a representative sample of residents regarding possible changes to recycling and refuse collection services in Colchester'

- Additional objectives were to:
 - Test views towards the current collection service: positives, negatives, how it could improve
 - Reveal residents' own attitudes and core behaviours regarding recycling & what could encourage them to recycle more often
 - Gauge level of support for the Council to look at ways to improve the doorstep collection service
 - Reveal reactions towards a proposed new wheeled bin scheme for refuse, recycling and green waste collection
 - Investigate the extent to which a wheeled bin system would encourage more people to recycle more often
 - Evaluate views towards changing the frequency of the collection service

4. Methodology

The research constituted two distinct elements, an initial qualitative stage which was followed by a comprehensive quantitative stage, as follows;

4.1 Initial Qualitative Stage

The research methodology consisted of eight qualitative focus groups with residents across four separate locations in Colchester. The groups lasted 90 minutes and were moderated by Qa researchers. They were undertaken during the week commencing 8th June.

All respondents were recruited 'free-find' by Qa based on agreed recruitment criteria of age, gender, social grade, ethnicity, disability, and presence of children. This was to ensure that the views of a wide cross section of Colchester residents were captured and to ensure that one demographic did not dominate the research.

All participants in the groups were given a financial incentive as a 'thank you' and to compensate them for their time and travel.

The specific composition of the focus groups and level of attendance is shown in the following table:

Group	Accommodation type	Key criteria	Social grade	From...	No. of attendees
1	Mix of houses, flat/ maisonette	Young People (no children)	C2DE	Northern area of Colchester	5
2	Mix of houses, flat/ maisonette	Parents with children at home	C2DE	Northern area of Colchester	10
3	Mix of houses, flat/ maisonette	Older People (60+)	ABC1	Western area of Colchester	8
4	Mix of house types only	Parents with children at home	ABC1	Western area of Colchester	7
5	Mix of house types only	Older People (60+)	C2DE	Eastern area of Colchester	10
6	Mix of houses, flat/ maisonette	Young People (no children)	ABC1	Eastern area of Colchester	7
7	Mix of house types only	Older People (60+)	ABC1	Southern area of Colchester	9
8	Mix of house types only	Parents with children at home	ABC1	South West area of Colchester	3

A total of 59 residents were consulted across the focus groups. For qualitative research this equates to a high volume of total respondents. Although there was low attendance for Group 8, the insight gleaned from this group was still highly valuable and was consistent with the larger group sizes.

It should be noted that qualitative research is about engaging with fewer people but delving deeper in to their opinions and attitudes as opposed to measuring statistics and consulting higher volumes of respondents as in quantitative research.

The moderator used a discussion guide that Qa designed and was approved by CBC, as well as a series of handouts that detailed specifics of the proposed changes to the doorstep collection service. The groups were audio recorded with the permission of the participants so that the researchers could revisit the sessions later. Illustrative quotes from the recordings have been included in this report where appropriate.

4.2 Quantitative Stage

A two stage approach was adopted for the quantitative stage, as follows;

- Face-to-face survey amongst a representative sample of residents
- Open access online survey made available via the CBC website.

4.2.1 Face-to-face Survey

To explore the views of a representative sample of the borough's residents, a face-to-face survey was carried out. The survey was designed by Qa Research and agreed by the Council and was based on findings from the initial qualitative stage. It was delivered using CAPI (Computer Assisted Telephone Interviewing) and all respondents were recruited and interviewed in home.

To ensure a representative sample of respondents, quotas were set based on ward, age, gender and type of dwelling. Minor corrective weighting was applied at analysis.

A total of 1,014 interviews were completed between 7 March and 4 June 2016.

4.2.2 Open access online survey

The face-to-face survey was converted to an online survey and a link was placed on the Colchester Borough Council website. Respondents were asked to enter their postcode and this was checked to ensure it corresponded to a valid postcode for the borough, but no other checks were placed on respondents.

The survey was open from Monday 7 March until Friday 3 June 2016 and in total there were 1,575 survey completions.

5. Key Findings – Initial Qualitative Stage

Findings from the qualitative research have been outlined in detail in a separate report. Outlined below is the Executive Summary from that report, which is repeated here to summarise qualitative findings.

The current service worked well for certain residents but limits recycling for many & leads to streets being unhygienic & unsightly.

- The majority of residents within the older persons' focus groups were happy with the current collection service as they have become used to how it operates for many years and have the time to separate items in to the appropriate boxes and sacks as is required.
- However, many of the young people and family respondents and a number of those in the older groups shared the following frustrations with the current collection service:
 - Mess often littered the streets from weak black bags splitting and spilling
 - Regular animal and vermin attacks of black sacks was a key concern
 - Too many items to separate in to different sacks / boxes was confusing & prevented more frequent recycling

"If I put a sack out, I find the foxes they strew it all over the drive." (Older People, ABC1, South)

"You have to throw your bins out in the street and it just smells so bad." (Young People, C2DE, North)

"I've never understood why they use plastic sacks for paper recycling, it doesn't make sense, why don't you keep a cardboard box and put all the paper in there" (Family, C2DE, North)

Whilst many older residents recycled most items, families and young people admitted they could do more.

- Many older residents felt they recycled most of the items that could be recycled and separated these in to the appropriate sacks and boxes for collection.

"I recycle all the time...I wash tins and bottles and everything." (Older People, ABC1, West)

- But the majority of those in the family and young people groups admitted either being less conscientious or having less time to recycle more items more often. Factors that prevented more recycling included:

- Commotion of living in a large household meant not everyone adhered to the rules of the system and many recyclable items thrown in to black sacks for refuse
- Frustration, confusion and time required to separate so many items in to multiple boxes or sacks led to apathy
- For a minority, just a general lack of concern for recycling anything.

"I do some [recycling] but I wouldn't say I do one hundred percent" (Family, C2DE, North)

"I'm awful [at recycling]...as a busy working mum I haven't got time to sit in my kitchen with several different bins to work out what it is...everything goes in one bin" (Family, ABC1, West)

"There's seven of us living in a house, so...it's constantly quite messy and they don't put things in the right place. So I don't think it [recycling] would work." (Young People, C2DE, North)

Simplification of the system might encourage more to recycle according to a number of residents.

- A number of residents agreed more people might be encouraged to recycle if the system was simplified with fewer containers so that items did not need to be separated, along with clear guidance on what could and could not be recycled.

"I think it needs to be simplified" (Family, ABC1, West)

"I'd want to know what get recycled when and what gets recycled with what and how to organise it." (Young People, C2DE, North)

The majority of family respondents and young people supported CBC looking to improve the collection service, although older residents were resistant.

- Older respondents consistently felt the current service was adequate even though they identified some flaws in it. Younger people and those with families were more likely to feel the service should be improved as the flaws in the system were more apparent for them.

"I think it's really good that they're reviewing because I think that it's not as streamlined as other councils operate...I think it's a positive thing, I think it needs to be done" (Family, ABC1, West)

A number of residents across the groups cited how well wheeled bin systems worked in other areas they knew of or had lived in.

- Before residents were presented with the CBC wheeled bin proposals a number of respondents revealed positive experiences of how wheeled bins had worked in other locations in the UK and around the world. References were made to streets being more hygienic and tidier where animals were also prevented from attacking bins
- However, the prospect of wheeled bins also created a sense of resistance or fear from a number of older residents who appeared to be against the idea before it had been proposed in the sessions

“I lived in Scotland for five years; we had wheelie bins, a brown one, a green one, so the garden one, and the other one... it was so much cleaner, the rats, the badgers, the foxes, couldn’t get in them” (Family, C2DE, North)

“[Spontaneous] Every other county in the country, well most of them, do the wheelie bins, and you put all your recycling stuff in and then it’s sorted at a certain place afterwards” (Older People, ABC1, South)

“[Spontaneous] I personally don’t like the idea of wheelie bins if that’s what you’ve got in mind, and I’ll tell why, because what’ll happen is people will have a collection of different coloured wheelie bins outside the front of their house, not the back, the front, and they’ll just walk out there during the whole week putting whatever they need to put in there and it’ll look dreadful all around the island!” (Older People, ABC1, South)

Reactions to the proposed changes to the refuse collection were mixed amongst young people and those with families although older people were strongly opposed.

- The proposed switch to a wheeled bin system polarised the young persons and families groups. Some felt wheeled bins would mitigate current problems with spillage and animal attacks associated with black sacks. Others were concerned as to how they would store a wheeled bin if they were not able to take it through to a back garden.

“I wouldn’t want a wheelie bin and all the houses on my street are one or two bedroom houses. Any we’ve got such a tiny garden.” (Young People, C2DE, North)

“I think it’s easier for the people, it’s more hygienic, it’ll be tidier on our streets, it’ll be less mess on the streets, I think it’ll stop the amount of rodents and vermin he have sniffing around our rubbish, and I think it would encourage people that didn’t recycling previously to recycle because it’s laziness proof” (Family, ABC1, West)

- Older people were mostly resistant to the suggestion of a wheeled bin collection service for refuse due to concerns of how streets might look where residents were not able to take the bins round to their back yard. There was a fear that wheeled bins could end up being permanently located on front driveways so could diminish the aesthetics of the Borough

“If someone gives me a wheelie bin it will stay outside on the pavement because I won’t be able to get through to the back garden.” (Older People, ABC1, West)

Additional advantages identified related to cleaner streets and safety for operatives.

- Many residents agreed that wheeled refuse bins would reduce spillages of waste in the streets, prevent animal and vermin attacks, improve hygiene and make work safer for operatives

“The streets would be nicer.” (Young People, C2DE, North)

“I think it’s a brilliant idea to keep all the animals away” (Family, C2DE, North)

“You’ve to think for the people who are lifting the bins, that’s going to be better for them because they’re not going to be bending down picking up bags of rubbish...it’s going to make it a safer environment for them to do their job in” (Family, ABC1, West)

Changing to a fortnightly collection concerned those who tended not to recycle as much & those who may be exempt from the changes.

- The proposed fortnightly collection was an area of concern for many residents, but particularly for young people and families, as it was these groups that tended to produce the most waste. The main concern was that certain residents would exceed the capacity of the wheeled bin and would have no way to store or dispose of additional refuse.
- Residents were also concerned that properties exempt from the service changes would lead to far more black bin bags being piled in the street and hoped they could therefore still be collected weekly

“I’m also worried about what happens when the [wheeled] bin gets full and you’ve still got another week to go?” (Young People, C2DE, North)

Initial reactions to a wheeled recycling bin were more positive than for refuse as it would make it easier for residents to recycle.

- Support for a wheeled bin for recycling was particularly strong amongst young people and families. They felt it would be a much simpler way to recycle than the current system. Removing the need to sort and separate recyclable items in to different bags and sacks was seen by many as a way to get more people to recycle and reduce the amount of waste going in to black sacks/bins and on to landfill.

“That will be easier actually...putting it in a bin all together that will be easier” (Family, ABC1, South)

“It makes you want to recycle more I think because you’ve just got to chuck it in...one bin, it makes it a lot easier” (Young People, ABC1, East)

“It’s tidy, people might think it’s unsightly but it’s tidy, like when you walk down the street it’s just a green bin not bags of rubbish” (Family, ABC1, West)

Older people still against the idea of wheeled bins but some did agree with the principles of encouraging more people to recycle this way

- For a number of older residents their resistance to the prospect of a wheeled bin for recycling in addition to one for refuse compounded the main reason for rejecting the concept initially - the diminished aesthetics of streets where residents could not take them round to the back garden
- There were also concerns as to how those with mobility issues or infirmity would be able to manoeuvre the bins to and from the back garden and the front of the house
- However, a number of older residents felt they could see how mixing recycling items in one bin would encourage more people to recycle with some referring to how this system had worked well in other locations and nations

“That’s two bins we’ve got outside now...absolutely disgusting” (Older people, C2DE, East)

“For a lot of us it would be very hard to move it if it was full” (Older People, ABC1, South)

“I support the recycling bin but not the others; the recycling will seem more convenient to put it all in one and that’ll be collected at once” (Older people, C2DE, East)

“[In the USA] All your recyclables go in one bin – and it works.” (Older People, ABC1, West)

The benefits of an alternate weekly collection service between refuse and recycling bins were appreciated, but concern as to whether bins might get too full too quickly.

- Residents were concerned that large households might fill their wheeled refuse and recycling bin way before each fortnightly collection date so wondered if varying sizes could be provided.
- With many residents agreeing that more people would recycle using the green wheeled bin some were concerned it would get way too full before the collection date and overspill or that the lid may not shut which could lead to things blowing out and in to gardens/streets

“[A drawback would be] whether the bins will be big enough?” (Young People, C2DE, North)

The proposed wheeled bin for green waste collection seen to suit heavy users but be unnecessary for those requiring lower level use

- The green waste wheeled bin proposals were seen to be more suited to those that were heavy users but less so for very infrequent users of this service. The current system for heavy users was seen as inefficient and cumbersome and the idea of having a larger bin to contain more waste was a appealing for some.

“The garden bags are a bit small” (Family, ABC1, West)

“I like the idea...it’s cleaner, tidier, easier to put stuff in” (Family, C2DE, North)

“I’ve got a strip of grass...that wheelie bin is just too much” (Young People, ABC1, East)

Older people and those from other groups concerned over aesthetic affect of three wheeled bins in certain streets.

- Many older people and a small number of young people and family respondents that had been resistant to the wheeled bin scheme overall were again very concerned about seeing streets where many households would have to leave three wheeled bins sitting outside their houses if they had no way to wheel them through to the back garden.

“I think they’re awful” (Older people, C2DE, East)

“That’ll look so bad though, three bins!” (Young People, ABC1, East)

Residents suggested weekly collection in summer/spring but much less in colder months.

- Most respondents agreed that a weekly collection service during summer would be welcome, particularly for heavy users that opted in. But many didn't see the need for a fortnightly collection during the colder months so wondered if this could be monthly.

"I cut my grass once a week in summer" (Family, C2DE, North)

"They could probably get away with three weeks...in the winter" (Family, ABC1, West)

"You're not going to need that in the winter, most people in the winter if they've got a little bit they'll just put it in their rubbish bin" (Older people, C2DE, East)

If wheeled bin scheme is implemented, then residents are keen to be educated on how to use each bin and to be reminded of collection dates and times.

- One of the main challenges with the current system is the inconsistent understanding of what item should go in to which sack/box. Respondents hoped that all residents would be properly educated as to how to use the wheeled bin system if implemented. This meant ensuring everybody knew what could and could not be thrown in each bin. For example, what types of plastic would and would not be accepted by the recycling bin

"We all sort of agree with recycling, but to be educated on what needs to be done and how it needs to be done [would be useful]" (Family, ABC1, West)

- Residents would also welcome regular reminders of when each wheeled bin would be collected, particularly if alternate weekly collections for the refuse and recycling bin were implemented.

"Constant updates would be good." (Young People, C2DE, North)

- A number of respondents suggested residents could receive a sticker or sign that could be placed on the bins that communicated how each bin should be used and when their associate collection date or period would be

"Sticker on the bin" (Family, C2DE, North)

"When I lived in Sutton they had pictures on the bins, so you had your green bin for recycling and it had a list of things, so would just get there and it would be easy" (Family, ABC1, West)

"Put it on top of the bin... it could be embossed into the actual making of the bin so it's never lost" (Older people, C2DE, East)

A wide range of communication formats and channels are required if CBC is looking to inform residents of changes to the service.

- If the new scheme was implemented, respondents wanted to ensure all residents were made fully aware of the changes. To do this they felt the Council would need to communicate the developments using a range of formats that suited the many ways in which people accessed information about public services in Colchester
- Suggested communication formats and channels included:
 - Council website articles that were regularly published on social media sites such as Twitter
 - Letters and / or leaflets through every residents door
 - Posters located throughout the Borough
 - Television broadcast via local news channels
 - Collection operatives able to offer additional info or advice if asked

“If it’s in a letter from Colchester Council then people will read it” (Family, C2DE, North)

“It should be on Look East as well” (Family, C2DE, North)

“Poster campaign in the centre of town, everyone goes through there at least once a week” (Family, ABC1, West)

“I’ve got to be honest really, before this I was just like I don’t really care about recycling’, but I don’t think many people of my age think about recycling, but maybe if we knew what it was for, what happened, like, the good parts of it maybe more people would be interested in it and do it” (Young People, ABC1, East)

Overall, the wheeled bin scheme is more likely to be welcomed by families and young people.

- When asked the extent to which they supported the implementation of the wheeled bin scheme, residents were split between older residents who were against it and wanted things to stay the same and most of the family and young people respondents who felt the wheeled bins would make recycling and domestic waste management easier for them and more efficient for the Council

“That’s a lot better than what we’ve got now, but it’s far from an ideal solution, a long, long way” (Family, C2DE, North)

“I think a lot depends on where we live, doesn’t it; if you’ve got a nice big space we can say ‘oh, yeah, we’ve got plenty of room for wheelie bins’, but it’s another story if you haven’t got the space” (Older people, C2DE, East)

6. Key Findings – Quantitative Stage: Face-to-Face Survey

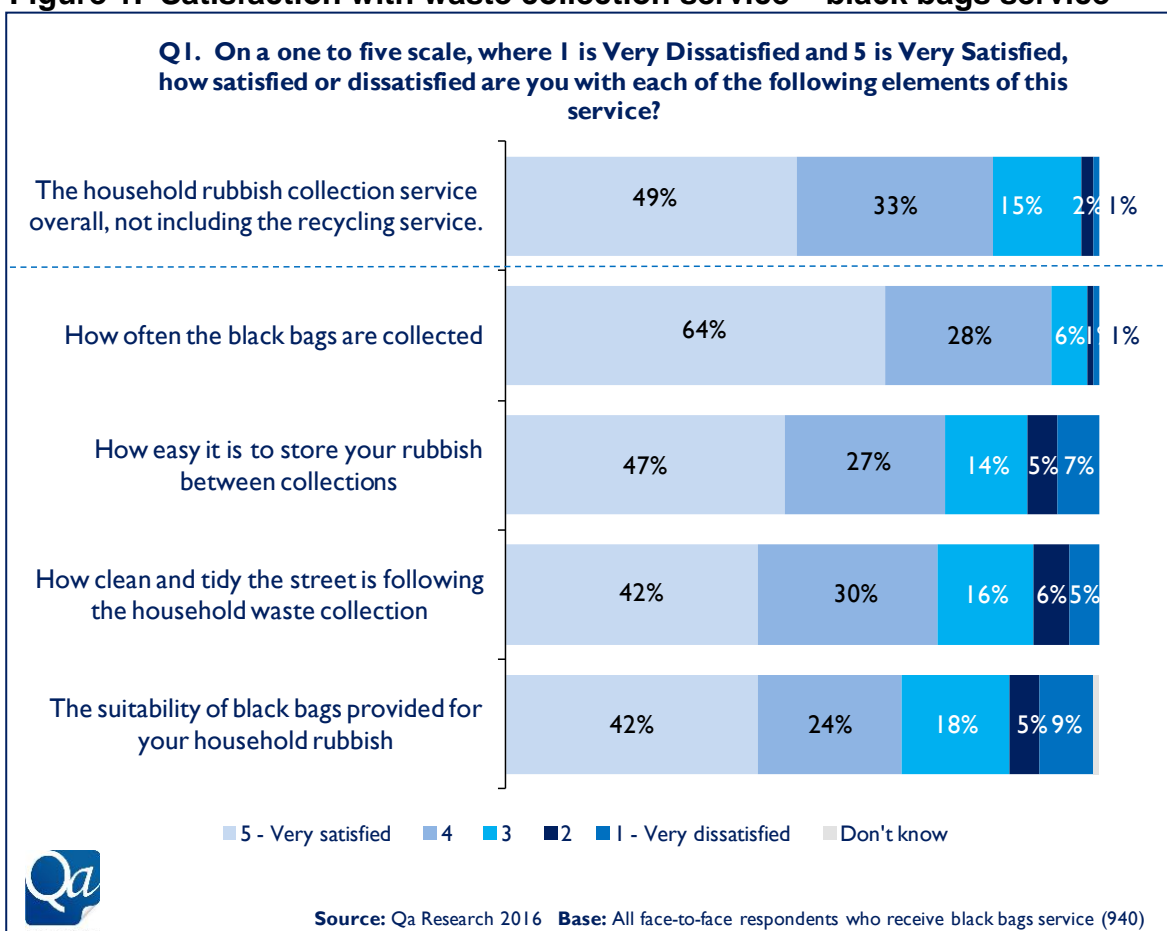
This section of the report outlines in detail findings from the quantitative stages of the research, which constituted of a face-to-face survey amongst a representative sample of residents and an open access online survey made available to anyone who wished to give their views. The sections below outline findings amongst the representative sample of residents. Findings from similar questions from the open-access survey have been reported separately in the following chapter.

6.1 Rating of current service – waste collection service

Respondents were asked to identify which of the two waste and recycling services they receive and the majority indicated that they use *'black sacks for rubbish and clear sacks and a green box for recycling'* (93%) while only around one-in-twenty use *'communal wheelie bins for rubbish and separate recycling bins for glass, paper and cans'* (7%).

Respondents were then asked to outline how satisfied they were with different elements of the service they receive. Responses are shown in the charts below. Due to the different services received by residents, findings amongst those who use black bags are shown in separate charts to those who use communal bins;

Figure 1. Satisfaction with waste collection service – black bags service



Responses here clearly highlight that the majority of respondents are satisfied (giving a score of 4 or 5 out of 5) with the black bag service, with 82% indicating that they are satisfied with *'the household rubbish collection service overall, not including the recycling service'* and almost half giving the highest score of 5 out of 5 (49%).

More specifically, nine-in-ten expressed satisfaction with *'how often the black bags are collected'* (92%) and almost two-thirds gave the very highest score for this of 5 out of 5 (64%).

Similar proportions expressed satisfaction with *'how easy it is to store your rubbish between collections'* (74%) and *'how clean and tidy the street is following the household waste collection'* (73%).

The lowest level of satisfaction was recorded for *'the suitability of black bags provided for your household rubbish'* (67%) and although this is a comparatively low rating it should be emphasised that this means that two-thirds were satisfied with this aspect of the service. That said, 15% expressed some degree of dissatisfaction with the black bags themselves (a score of 1 or 2 out of 5).

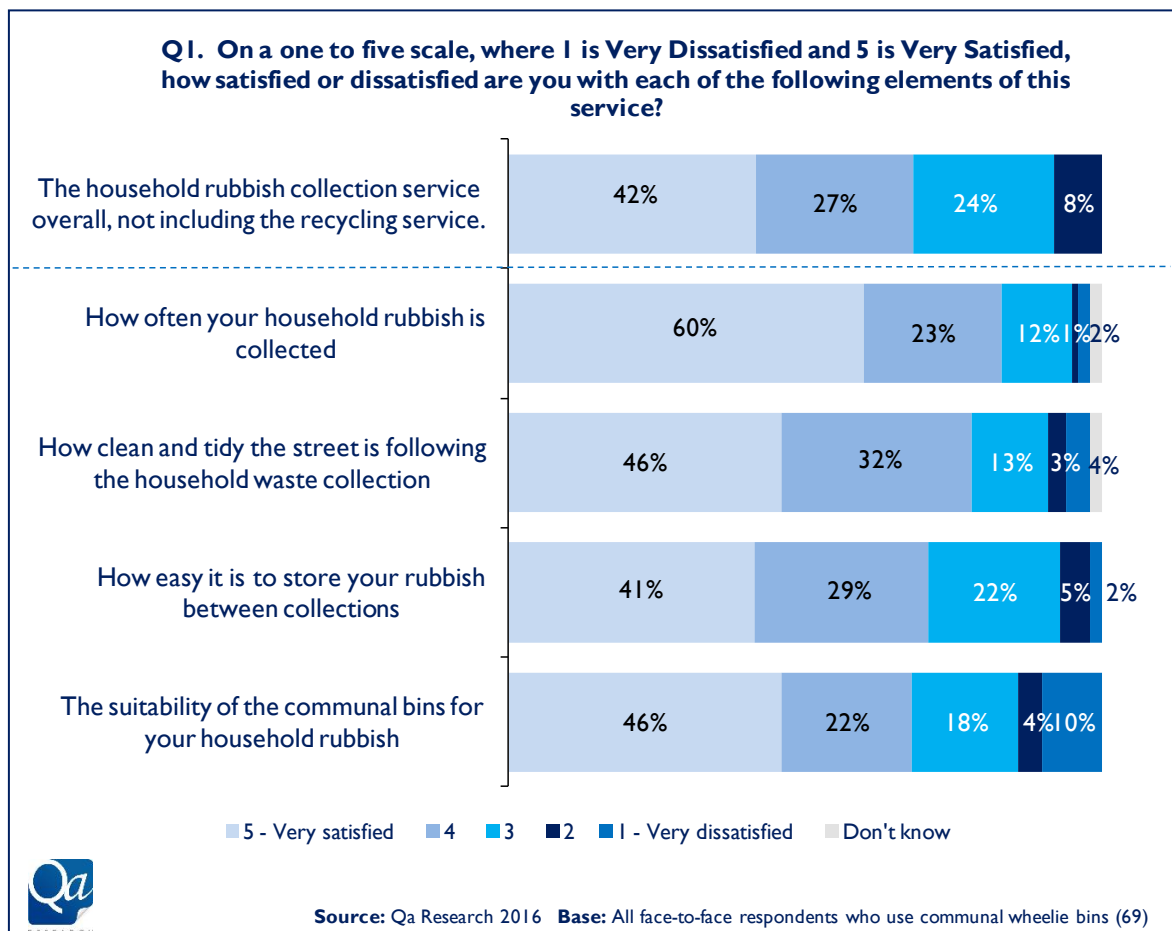
Additional Analysis

Older respondents tended to record higher levels of satisfaction with the *'household rubbish collection service overall'* than younger ones (16-24: 75%, 25-34: 79%, 35-44: 79%, 45-54: 83%, 55-64: 86%, 65+: 90%).

Respondents with a garden were more likely to express satisfaction than those without (83% vs. 68%). In line with this, respondents who expressed dissatisfaction with *'how easy it is to store your rubbish between collections'* were less likely than those who were satisfied to express satisfaction with the *'household rubbish collection service overall'* (55% vs. 90%) – however, this does still mean that the majority of those who have issues storing their rubbish are still satisfied with the black bags service.

The chart below shows responses amongst those using communal bins;

Figure 2. Satisfaction with waste collection service – communal bins service



The majority of those using communal bins expressed satisfaction with *'the household rubbish collection service overall'* (68%); this is a significantly lower level of satisfaction than that recorded amongst residents that use black bags, suggesting that communal bins do not meet the needs of residents as well as black bags and almost one-in-ten users of communal bins expressed some degree of dissatisfaction with the *'the household rubbish collection service overall'* (8%).

More specifically, while 68% expressed satisfaction with *'the suitability of the communal bins for your household rubbish'* around one-in-seven indicated that they were dissatisfied with this aspect of the service (15%).

Users of communal bins were most happy with *'how often your household rubbish is collected'* (83%) and *'how clean and tidy the street is following the household waste collection'* (78%).

Slightly lower levels of satisfaction were recorded for *'how easy it is to store your rubbish between collections'* (71%).

All respondents who expressed dissatisfaction with *'the household rubbish collection service overall'* were asked why this was the case. This was a completely open question and responses have been coded into themes for analysis and are shown below.

Only 34 respondents said they were dissatisfied, so the table below shows findings amongst residents that use the black bag service or communal bins.

Figure 3. Reasons for dissatisfaction with the waste collection service

Q2. Reasons for being dissatisfied with the household rubbish collection service.		
Bags are too thin, so split easily	15	45%
Collection crew don't collect ripped bags	7	19%
Animals get attracted to rubbish and may rip bags	5	14%
Rubbish is not picked up off the floor by the collection crew	4	12%
Not enough bags are delivered	3	10%
Chute in building gets full or clogged	3	10%
Bags not always collected	3	8%
No bags provided at all	2	6%
Some of the rubbish is left	2	6%
Wheelie bin is a better option	1	4%
Other	3	8%
Base: All respondents dissatisfied with the household rubbish collection service overall (34)		

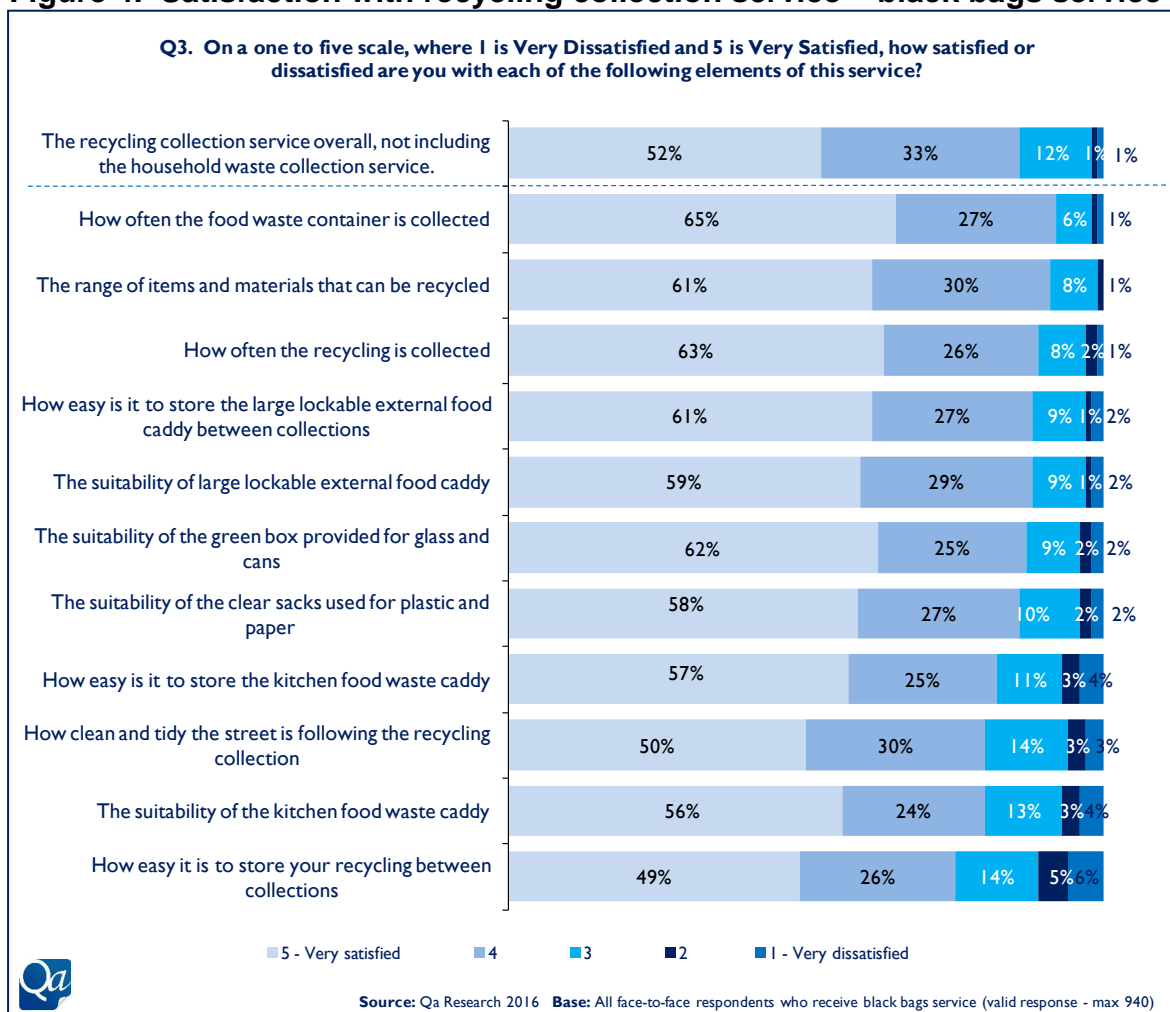
A range of reasons were given here and no single issue dominated, although there is evidence that amongst the small number of black bag users who expressed dissatisfaction this is often driven by concerns over the bags splitting.

6.2 Rating of current service – recycling collection service

Respondents were then asked to indicate how satisfied they were with different aspects of the recycling collection service. Again, findings have been shown separately for those that use black bags and those that use communal bins in the charts below.

In addition, for some aspects of the service rated here a relatively high proportion either said they '*don't know*' or that they '*don't have this container*' so responses have been recalculated excluding respondents giving these answers to enable valid comparisons to be made.

Figure 4. Satisfaction with recycling collection service – black bags service



Generally, the majority of respondents that use the black bags service (and therefore clear sacks and a green box for recycling) expressed satisfaction with each of these aspects of the recycling service, summarised by the fact that 85% indicated that they were satisfied with '*the recycling collection service overall...*' and that the majority gave a score of 5 out of 5 (52%).

Around nine-in-ten were satisfied with *'the range of items and materials that can be recycled'* (91%) and *'how often the recycling is collected'* (89%).

Slightly lower proportions expressed satisfaction with *'how clean and tidy the street is following the recycling collection'* (80%) and *'how easy it is to store your recycling between collections'* (75%) – in total one-in-ten (11%) expressed dissatisfaction with storing their recycling, the highest level of dissatisfaction recorded for any of the statements covered here.

Respondents were asked to rate the suitability of different containers made available for their recycling and similar levels of satisfaction were recorded for the *'...large lockable external food caddy'* (88%), the *'...green box provided for glass and cans'* (87%) and the *'clear sacks used for plastic and paper'* (86%).

A slightly lower level of satisfaction was recorded for the *'...kitchen food waste caddy'* (80%) and more than one-in-five expressed dissatisfaction with this container (7%). One of the reasons for this may be that respondents were slightly less likely to express satisfaction with *'how easy it is to store the kitchen food waste caddy'* (82%) than with *'how easy it is to store the large lockable external food caddy between collections'* (88%).

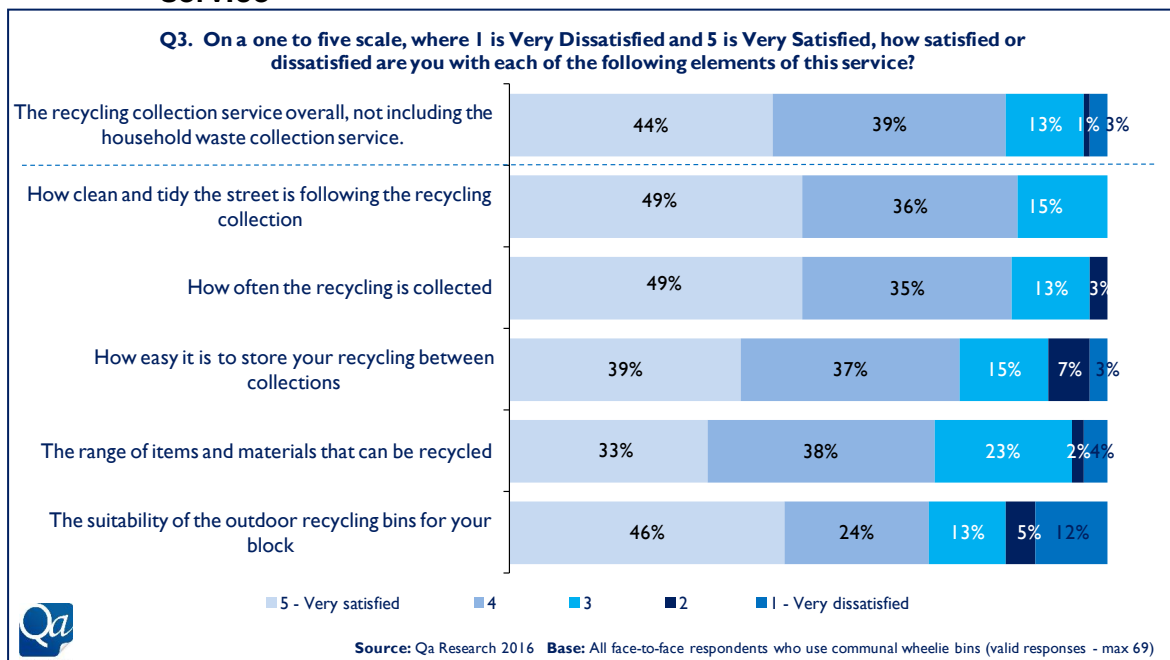
That said, a high level of satisfaction was recorded for *'how often the food waste container is collected'* (92%), suggesting that storage is not an issue even if some residents face challenges around storing the kitchen food waste caddy specifically.

Additional Analysis

As with the household waste collection service, older respondents tended to record higher levels of satisfaction with the *'recycling collection service overall'* than younger ones (16-24: 78%, 25-34: 82%, 35-44: 81%, 45-54: 85%, 55-64: 89%, 65+: 93%).

Satisfaction with the recycling collection service amongst respondents who use communal bins is shown below. Note that these respondents were not asked about the food caddy service as they were unlikely to receive this service yet;

Figure 5. Satisfaction with recycling collection service – communal bins service



As was the case amongst respondents receiving the black bag service, the majority of those using communal bins (and therefore separate recycling bins for glass, paper and cans) expressed satisfaction with each aspect of the recycling collection service. Overall, just over eight-in-ten expressed satisfaction with *'the recycling collection service'* (82%).

A similar proportion felt satisfied with *'how clean and tidy the street is following the recycling collection'* (85%) and *'how often the recycling is collected'* (84%).

Lower levels of satisfaction were recorded for other aspects namely *'how easy it is to store your recycling between collections'* (75%), *'the range of items and materials that can be recycled'* (71%) and *'the suitability of the outdoor recycling bins for your block'* (70%) – notably 17% expressed dissatisfaction with this aspect suggesting that some respondents experience issues with outdoor recycling bins specifically.

In total, only 25 respondents were dissatisfied with the recycling collection service they receive overall (whether black bags or communal bins) and these respondents were asked why this was the case.

The most frequently given reasons related to the *'lack of attention towards recycling by bin men and the public'* which was mentioned by 11 of the respondents and included comments such as the following;

"They just don't care. If bottles are broken or anything on the floor, bin men leave it."

"They never collect the recycling so we don't bother anymore; we've tried a few times but they don't take it."

6.3 Improving the collection service

All respondents were asked two fully open questions to gather any suggestions for ways to improve the household waste service and the recycling collection service. Similar responses have been coded into over-codes and are shown below.

Figure 6. Ways to improve the household waste collection service

Q5. Are there any ways that you think the household waste service that you receive could be improved?		
Wheelie bins would be better	131	13%
Better, stronger black bags	54	5%
The current service is good	54	5%
Collection crews should clear up after themselves better	51	5%
Provide more bags, perhaps in a roll	39	4%
General comments about improving the frequency and timing of collections	28	3%
The collection crews are good	18	2%
Stronger bags or bins to prevent animals accessing the rubbish	15	1%
Collection crew should always pick up my refuse, even from gardens/collection points	12	1%
Provide more free bags	10	1%
Bigger communal bins and a larger bin area on estates	9	1%
Bins need to be bigger	8	1%
Improve the existing plastic containers and bins	1	<1%
Other	46	5%
No improvements required/Don't know	519	51%
Base: All face-to-face respondents (1,014)		

Around half felt able to make a suggestion for how the household waste service could be improved and a range of issues were highlighted.

At this point in the interview, wheelie bins had not been mentioned at all, but more than one-in-ten spontaneously made a comment specifically relating to how *'wheelie bins would be better'* (13%) which includes the following examples;

"I think wheeled bins will look tidier and easier for bin men, too many bags left hanging around."

"The collectors do a good job but wheelie bins would be a better service."

Other comments related to issues around the black bags (which most respondents use) including that the service would be improved with *'better, stronger bags'* (5%) and *'provide more bags, perhaps in a roll'* (4%).

Comments were also made that *'collection crews should clear up after themselves better'* (5%) and about *'...improving the frequency and timing of collections'* (3%).

The table below outlines suggestions for improving the recycling collection service;

Figure 7. Ways to improve the recycling collection service

Q6. Are there any ways that the recycling collection service could be improved?		
Any mention of wheelie bins/wheeled bins	89	9%
The current service is good	66	6%
More or bigger boxes and bags	53	5%
General comments about improving the frequency of collections	41	4%
General comments about not being supplied with the required recycling items e.g. boxes, bags etc	36	4%
Collection crews should clear up after themselves better	25	2%
Make it easier to recycle specific materials	24	2%
Recycle everything in the same bin	14	1%
The collection crews are good	14	1%
Improved information to advise people what they should be doing	12	1%
Collection team to put bins and boxes back in the right place	12	1%
Collection team to stop throwing boxes around; they break	11	1%
Current plastic bins are good	1	<1%
Other	41	4%
No improvements required/Don't know	555	55%
Base: All face-to-face respondents (1,014)		

A range of comments were recorded here and once again around half of all respondents offered a suggested improvement.

Comments included *'any mention of wheelie bins/wheeled bins'* (9%) and comments about the need for *'more or bigger boxes and bags'* (5%).

Respondents also made comments about *'...improving the frequency of collections'* (4%) and about *'...not being supplied with the required recycling items e.g. boxes, bags etc.'* (4%).

Given later questions in the survey, it should be highlighted that a handful of respondents made reference to a desire to *'recycle everything in the same bin'* (1%) which includes the following example comments;

"It's messy; too many containers, too fiddly."

"Shove it all into one big bin."

6.4 Potential options for waste collection

Respondents were read the following explanatory text and then asked whether they would support a change to the waste collection service;

A full review of the waste and recycling service is being undertaken by Colchester Council and different methods of collection are being considered. Colchester Council is looking at how other councils across the country deliver their waste and recycling services, especially those councils that perform best.

Thinking first about waste collections, at the moment most households are given black sacks for their waste. Many other councils have replaced the black sacks with a single wheeled bin like this one (IMAGE A)

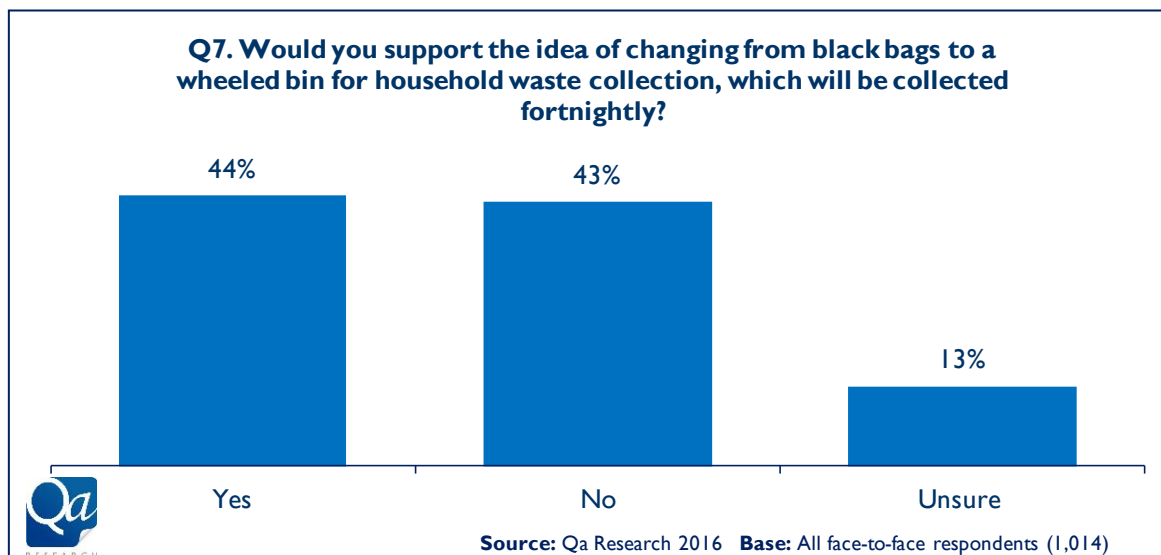
Councils that have introduced wheeled bins have all reported positive benefits of introducing them, including a reduction in animal and vermin attacks and less mess left behind after collection and improved health and safety for collection staff through less lifting and carrying amongst other things.

Colchester Council is aware that not all types of accommodation would be suited to wheeled bins, for example if:

- ***There is a steep slope between the property and the kerb***
- ***There are more than three steps between the property and the kerb***
- ***The property has no front garden***
- ***There are narrow, inaccessible roads to properties preventing trucks from accessing and collecting***

The chart below shows the proportion that would support the possible change;

Figure 8. Support for change to the household waste collection service



Clearly, residents are divided as to whether they would support a change from black bags to a wheeled bin and fortnightly collection with equal proportions for (44%) and against (43%). Notably, more than one-in-ten felt 'unsure' (13%).

Additional Analysis

Unsurprisingly, given that 93% use it, respondents that use the black bag service gave similar answers to the sample as a whole (support: 44% vs. not support: 42%), but those that use communal bins were more likely not to support it than support it (support: 36% vs. not support: 55%).

Levels of support differed depending on the type of dwelling a respondent lives in;

- *Terraced house* – respondents were more likely to support rather than not support this change (support: 50% vs. not support: 30%).
- *Flat/apartment* - those living in a flat/apartment were more likely to oppose the change than support it (support: 34% vs. not support: 53%).
- *Bungalow/detached/semi-detached house* - opinion was divided amongst these respondents (support: 44% vs. not support: 45%).

Notably, a fifth of those living in a terraced house said they were '*unsure*' (20%), perhaps reflecting uncertainty about how this system would operate for these residents.

This is a change that is supported more readily by younger residents than older ones (16-24: 56%, 25-34: 53%, 35-44: 51%, 45-54: 44%, 55-64: 37%, 65+: 24%).

It's notable that the majority of respondents living in postcodes classified as Village, Hamlet & Isolated Dwellings on the rural/urban classification said that they wouldn't support this change (58%), while broadly similar proportions supported and didn't support this change amongst those living in areas classified as Urban (support: 45% vs. not support: 41%) or Town and Fringe (support: 40% vs. not support: 46%).

Responses to this question by ward are outlined below;

Figure 9. Support for change to the household waste collection service – by ward

Q7. Would you support the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly?	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
Yes	46%	61%	34%	21%	68%	-	13%	41%	19%	64%	-	6%	78%	46%	44%	51%	39%	45%	56%	46%	28%	52%	54%	39%	39%	30%	40%
No	39%	39%	40%	70%	10%	92%	68%	45%	73%	23%	64%	88%	14%	29%	41%	44%	61%	52%	35%	35%	57%	42%	35%	17%	56%	70%	44%
Unsure	16%	-	26%	10%	22%	8%	19%	15%	8%	12%	36%	5%	8%	24%	14%	4%	-	3%	9%	18%	15%	6%	12%	44%	5%	-	9%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6%
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

There are clearly differences in the level of support between respondents in the different wards. Support is highest amongst respondents living in Mile End (78%), Highwoods (64%) and Birch and Winstree (61%).

In contrast, the highest proportion of respondents answering no was recorded in Dedham and Langham (92%) and Marks Tey (88%), although it should be stressed that the number of respondents in these wards is low.

Respondents were asked specifically why they support or don't support this change or why they were unsure and the charts below outline responses amongst these three groups. This was an entirely open question and similar responses have been coded into over-codes for analysis.

The table below outlines reasons for not supporting the change;

Figure 10. Household waste collection: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q8. Reasons for <u>not supporting</u> the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly.		
Wheelie bins are too big to store	139	32%
Don't want a fortnightly collection	109	25%
Wheelie bins are ugly/unsightly/scruffy	83	19%
Wheelie bins are hard to move	59	13%
Happy with current system	57	13%
Would be unhygienic or smelling if collected fortnightly	44	10%
Accommodation would make it difficult to have a wheelie bin	37	8%
Don't want a wheelie bin (general comments)	17	4%
I don't produce enough waste to warrant it	12	3%
Bins would be vandalised or damaged	10	2%
Wheelie bins are easier to move around	1	<1%
Other	7	2%
Don't know	1	<1%
Base: All face-to-face respondents who do not support the change (447)		

Both the move to wheelie bins and the change to fortnightly collections feature here.

Specifically, a third of those opposed to the change expressed concern that '*wheelie bins are too big to store*' (32%) and a fifth that they are '*...ugly/unsightly/scruffy*' (19%). Others mentioned they are '*...hard to move*' (13%).

Fortnightly collections were mentioned less frequently, but a quarter of those opposed to the changes said that they simply '*don't want a fortnightly collection*' (25%) and more specifically they felt that rubbish '*would be unhygienic or smelling if collected fortnightly*' (10%).

The chart below shows responses amongst those who support the changes;

Figure 11. Household waste collection: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q8. Reasons for <u>supporting</u> the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly.		
Wheelie bins are cleaner	137	31%
Black bags attract animals and vermin	105	24%
General positive comment on wheelie bins	80	18%
Wheelie bins make it easier to store refuse	74	17%
Wheelie bins would be easier (general)	52	12%
Wheelie bins have more capacity	34	8%
Street or local area would be cleaner	26	6%
Wheelie bins are more robust	24	5%
Don't want a fortnightly collection	22	5%
Wheelie bins are easier to move around	21	5%
Wheelie bins are too big to store	6	1%
Would be unhygienic or smelling if collected fortnightly	4	1%
Happy with current system	3	1%
Don't mind either way	3	1%
Don't want a wheelie bin (general comments)	2	1%
Wheelie bins are ugly/unsightly/scruffy	2	<1%
Accommodation would make it difficult to have a wheelie bin	1	<1%
I don't produce enough waste to warrant it	1	<1%
Bins would be vandalised or damaged	1	<1%
Other	8	2%
Don't know	6	1%
Base: All face-to-face respondents who support the change (434)		

A range of reasons were given in support of wheelie bins including that they '*...are cleaner*' (31%), '*...make it easier to store refuse*' (17%), '*...have more capacity*' (8%) and would generally just be '*easier*' (12%). Driving these feelings were concerns that '*black bags attract animals and vermin*' (24%).

Respondents generally didn't mention the change to fortnightly collection although around one-in-twenty of those who support the change to waste collections made a comment here that they '*don't want a fortnightly collection*' (5%).

The chart below shows responses amongst those who were unsure of they support the changes;

Figure 12. Household waste collection: change to wheelie bin/fortnightly collections – reasons for being unsure

Q8. Reasons for being <u>unsure</u> whether to support the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly.		
Don't want a fortnightly collection	37	27%
Wheelie bins are too big to store	31	23%
Happy with current system	11	8%
Would be unhygienic or smelling if collected fortnightly	11	8%
Don't mind either way	10	7%
General positive comment on wheelie bins	7	5%
Wheelie bins are ugly/unsightly/scruffy	7	5%
Accommodation would make it difficult to have a wheelie bin	6	5%
I don't produce enough waste to warrant it	3	2%
Black bags attract animals and vermin	2	2%
Wheelie bins are hard to move	2	2%
Wheelie bins are more robust	2	1%
Don't want a wheelie bin (general comments)	2	1%
Wheelie bins make it easier to store refuse	1	1%
Wheelie bins are cleaner	1	1%
Street or local area would be cleaner	1	1%
Other	3	2%
Don't know	11	8%
Base: All face-to-face respondents unsure if support the change (131)		

As this chart highlights, many of those who indicated that they were unsure made comments here that suggested they were opposed to the change, particularly that they '*don't want a fortnightly collection*' (27%) or that '*wheelie bins are too big to store*' (23%).

6.5 Potential options for recycling collection

Respondents were read the following explanatory text and then asked whether they would support a change to the household recycling collection service;

Most Colchester residents currently use a green box for recycling glass and cans and clear sacks for plastic and paper.

The current system is limited in its capacity and ability to improve the recycling rate and increase the income Colchester Council receives for the recycling it can divert from landfill. In particular, plastic sacks to collect paper and cardboard immediately contaminate the materials. This means that the quality of the end product is poorer and therefore less income can be derived per ton, simply because of the containers that are currently being used.

A number of other councils have replaced the green boxes and clear plastic sacks with a single wheeled bin like this one (IMAGE B). Households would then put all their recycling (i.e. glass, cans, paper and plastic) into the wheeled bin.

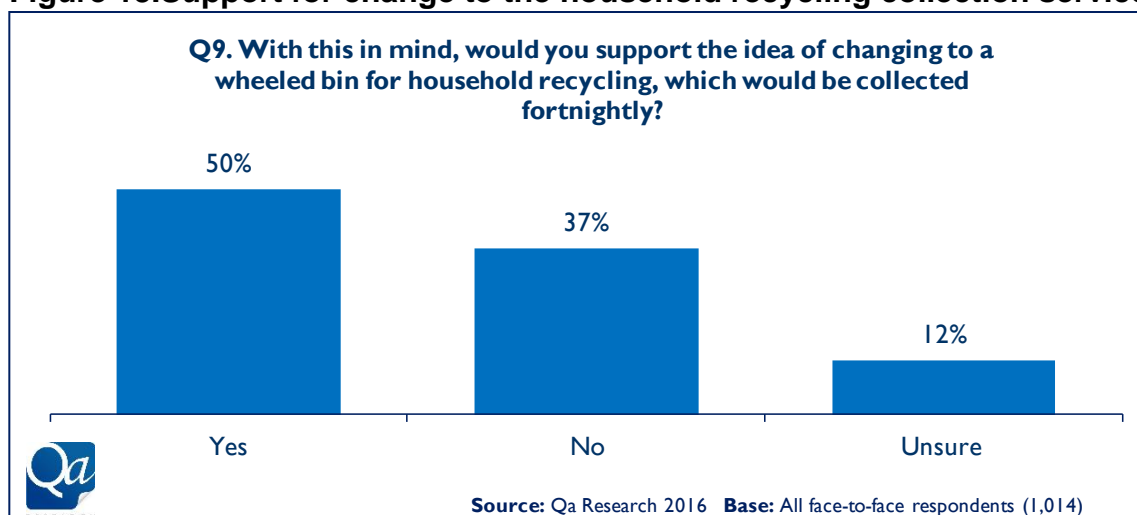
Introducing a wheeled bin for mixed recycling would create the following benefits:

- ***Less hassle for residents than separating items out in to multiple boxes / bags***
- ***No need to continue to go to collection points to collect sacks for recycling***
- ***Larger capacity to store more recyclable items***
- ***More items recycled means less waste going to landfill***

Therefore, for most households, this has been shown to be a more convenient and cost effective solution and usually leads to increased recycling efforts

The chart below shows the proportion that would support the possible change;

Figure 13. Support for change to the household recycling collection service



Respondents are significantly more likely to support this change than not support it (50% vs. 37%), although around one in ten are unsure (13%).

Additional Analysis

Respondents that use the black bag service gave similar answers to the sample as a whole (support: 51% vs. not support: 37%), but those that use communal bins were more divided in their opinion (support: 46% vs. not support: 45%).

Again, levels of support differ by type of dwelling a respondent lives in;

- *Terraced house* – these respondents were more likely to support rather than not support this change (support: 56% vs. not support: 27%).
- *Flat/apartment* - opinion was divided amongst these respondents (support: 44% vs. not support: 45%).
- *Bungalow/detached/semi-detached house* – respondents in these types of dwellings were more likely to support rather than not support this change (support: 50% vs. not support: 39%).

As was the case when considering the change to the waste collection service, younger respondents were more likely to support the change to recycling collections (16-24: 66%, 25-34: 60%, 35-44: 55%, 45-54: 51%, 55-64: 44%, 65+: 29%). Specifically, 63% of those aged 65 or over do not support this change.

It's also notable that respondents who expressed dissatisfaction with '*how easy it is to store your recycling between collections*' expressed high levels of support for the change (72%) – respondents who were satisfied with this aspect of the service had mixed feelings about the change (support: 45% vs. not support: 43%).

Levels of support broken down by ward were as follows;

Figure 14. Support for change to the household recycling collection service – by ward

Q9. With this in mind, would you support the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly?																											
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
Unsure	20%	-	24%	15%	22%	8%	6%	17%	5%	11%	46%	32%	8%	8%	10%	4%	13%	3%	8%	21%	29%	4%	7%	27%	-	6%	-
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

In 16 of the 27 wards the majority of respondents said they supported this change, with support highest amongst respondents living in Mile End (80%) and St Andrew's (73%).

In 8 of the 11 remaining wards the majority said that they don't support this change, with the proportion highest in Dedham and Langham (86%) and East Donyland (76%).

The table below outlines reasons for not supporting the change;

Figure 15. Household recycling collection: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q10. Reasons for <u>not supporting</u> the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly.		
Wheelie bins are too big to store	120	32%
Wheelie bins are ugly/unsightly/scruffy	67	18%
Happy with current system	59	16%
Don't want a fortnightly collection	53	14%
Wheelie bins are hard to move	45	12%
Don't want a wheelie bin (general comments)	35	9%
Accommodation would make it difficult to have a wheelie bin	19	5%
Wheelie bins make it easier to store recycling	1	<1%
Other	33	9%
Don't know	2	<1%
Base: All face-to-face respondents who do not support the change (391)		

Issues around wheelie bins were mentioned most often, with concerns that they are '*...too big to store*' (32%) and are '*...ugly/unsightly/scruffy*' (18%) and '*...hard to move*' (12%). Fortnightly collections were mentioned less often, but 14% did make a comment here about the fact that they '*don't want a fortnightly collection*'.

The chart below shows responses amongst those who support the changes;

Figure 16. Household recycling collection: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q10. Reasons for <u>supporting</u> the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly.		
Wheelie bins would be easier (general)	174	34%
Wheelie bins make it easier to store recycling	95	19%
General positive comment on wheelie bins	76	15%
It means I don't have to split out my recycling	68	13%
Wheelie bins are cleaner	61	12%
Wheelie bins have more capacity	33	6%
Wheelie bins are too big to store	11	2%
Will reduce animals or vermin	10	2%
Street or local area would be cleaner	10	2%
Wheelie bins are more robust	9	2%
Don't want a fortnightly collection	9	2%
Wheelie bins are easier to move around	8	2%
Happy with current system	2	<1%
Don't want a wheelie bin (general comments)	2	<1%
Don't mind either way	2	<1%
Wheelie bins are hard to move	1	<1%
Wheelie bins are ugly/unsightly/scruffy	1	<1%
Other	15	3%
Don't know	15	3%
Base: All face-to-face respondents who support the change (500)		

Comments here tended to relate to wheelie bins and a third made a general comment that *'wheelie bins would be easier'* (34%) while other specific aspects were also mentioned including that *'wheelie bins make it easier to store recycling'* (19%). More specifically, around one-in-ten who would support this change made a comment about how this would mean they *'...wouldn't have to split out recycling'* (13%).

The chart below shows responses amongst those who were unsure if they support the changes;

Figure 17. Household recycling collection: change to wheelie bin/fortnightly collections – reasons for being unsure

Q10. Reasons for being <u>unsure</u> whether support the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly.		
Wheelie bins are too big to store	32	25%
Don't want a fortnightly collection	27	21%
General positive comment on wheelie bins	17	13%
Don't mind either way	6	5%
Happy with current system	5	4%
Wheelie bins are ugly/unsightly/scruffy	4	3%
Wheelie bins make it easier to store recycling	2	2%
Don't want a wheelie bin (general comments)	2	2%
Wheelie bins are hard to move	1	1%
Accommodation would make it difficult to have a wheelie bin	1	1%
Don't know	16	13%
Other	16	13%
Base: All face-to-face respondents unsure if support the change (123)		

A range of comments were made here and many (but not all) were negative about aspects of the changes, suggesting that these respondents lean more towards not supporting this change than supporting it.

Broadly equal proportions made comments that *'wheelie bins are too big to store'* (25%) and that they *'don't want a fortnightly collection'* (21%) suggesting that both aspects of the change pose concerns for these residents.

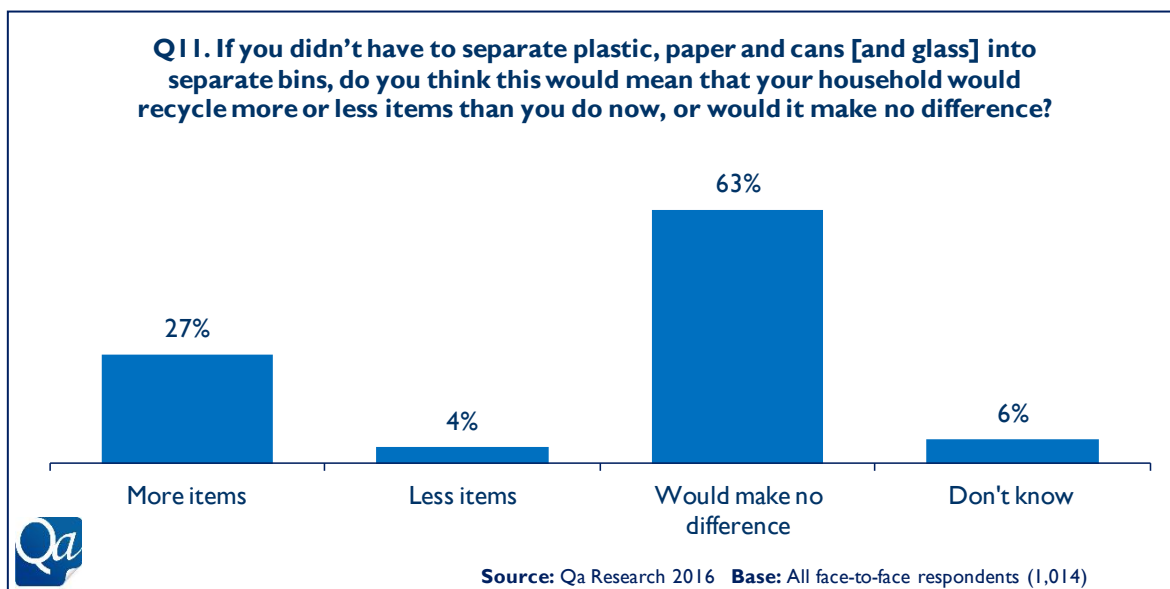
6.6 Likely impact on household recycling behaviour of mixing recycling

It was explained to respondents that the possible change to a wheelie bin for recycling collections would mean that they didn't have to separate out their recycling and all were then asked what impact this might have on their household's recycling.

Respondents who use the black bags service with clear sacks and a green box of recycling were told that they wouldn't have to separate plastic, paper, cans and glass, when recycling, while those who use communal bins were told that recycled glass would continue to have its own bin and they wouldn't have to separate plastic, paper and cans into separate bins.

Responses amongst all respondents are outlined below;

Figure 18. Impact on household recycling of not having to separate recycling



Evidently, most felt that a change to mixed recycling would make no difference (63%), but amongst those that would anticipate a change, this was much more likely to be the recycling of '*more items*' (27%) rather than '*less items*' (4%)

Follow-up open questions revealed that amongst those who anticipated more recycling, this was driven by a belief that the process would simply be '*easier*' (50%) and that they would be able to '*fit more into a bigger bin*' (20%). Also, one-in-ten of those who anticipated more recycling said that they '*don't recycle at all at the moment*' (11%), suggesting that this change could encourage some residents to start recycling for the first time.

Additional Analysis

No difference was recorded between those who use the black bags service and those who use communal bins, with 27% of each group anticipating they'd recycle '*more items*'.

Mirroring levels of support for the changes to the household recycling collection service, younger respondents were significantly more likely than older ones to say that they'd expect to recycle '*more items*' (16-24: 42%, 25-34: 38%, 35-44: 34%, 45-54: 22%, 55-64: 17%, 65+: 10%). Generally, younger respondents tended to be more likely to say it '*would make no difference*' the older they were.

Amongst respondents who said they would support the change to the recycling collection service, 45% said they would recycle '*more items*' if they didn't have to sort recycling - most of the remainder said it '*would make no difference*' (51%).

Those who wouldn't support it generally said it '*would make no difference*' (78%) but were also more likely to say they'd recycle '*less items*' rather than '*more items*' (9% vs. 4%).

It's also notable that amongst respondents who said they'd prefer multiple bins for recycling rather than a single bin, 16% said that they would expect to recycle '*more items*' if they had a single bin (9% said they'd recycle '*less items*'). This suggests that the introduction of mixed recycling is likely to have a positive impact on behaviour even amongst those who would prefer not to receive this service.

Additionally, the majority of respondents that were dissatisfied with '*how easy it is to store your recycling between collections*' said that mixed recycling would mean that they would be likely to recycle '*more items*' (53%) suggesting that this change is likely to solve storage problems for some.

When looking at responses by the urban/rural classification, the only difference is that those living in areas classified as Urban were significantly less likely to say they'd recycle '*less items*' than those in areas classified as Village, Hamlet & Isolated Dwellings or Town and Fringe (2%, 9% and 7% respectively).

Responses by ward were as follows;

Figure 19. Impact on household recycling of not having to separate recycling – by ward

Q11. If you didn't have to separate plastic, paper and cans [and glass] into separate bins, do you think this would mean that your household would recycle more or less items than you do now, or would it make no difference?	Wards																										
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
	49%	38%	3%	7%	33%	6%	6%	21%	10%	31%	2%	21%	35%	43%	20%	28%	33%	25%	35%	47%	27%	14%	46%	43%	12%	21%	25%
	4%	4%	-	-	10%	37%	-	9%	7%	-	-	-	-	5%	2%	2%	-	2%	-	4%	3%	8%	7%	4%	10%	10%	3%
	41%	55%	86%	93%	57%	40%	88%	64%	73%	69%	90%	79%	62%	42%	77%	63%	62%	53%	63%	37%	62%	69%	46%	50%	76%	58%	72%
	6%	3%	10%	-	-	17%	6%	6%	10%	-	8%	-	4%	10%	-	7%	5%	20%	2%	12%	8%	9%	2%	3%	2%	11%	-
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

In 21 of the 27 wards the majority said that a change to mixed recycling would make no difference, with the proportion indicating this highest amongst respondents in Christ Church (93%), Lexden (90%), East Donyland (88%) and Castle (86%).

Respondents in Berechurch (49%), St Andrews (47%), Tiptree (46%) and New Town (43%) were the most likely to believe that this change would make them recycle 'more items'.

6.7 Preferred option for multiple bins or a single bin for recycling

All respondents were asked to make a choice between two options for recycling and responses were as follows;

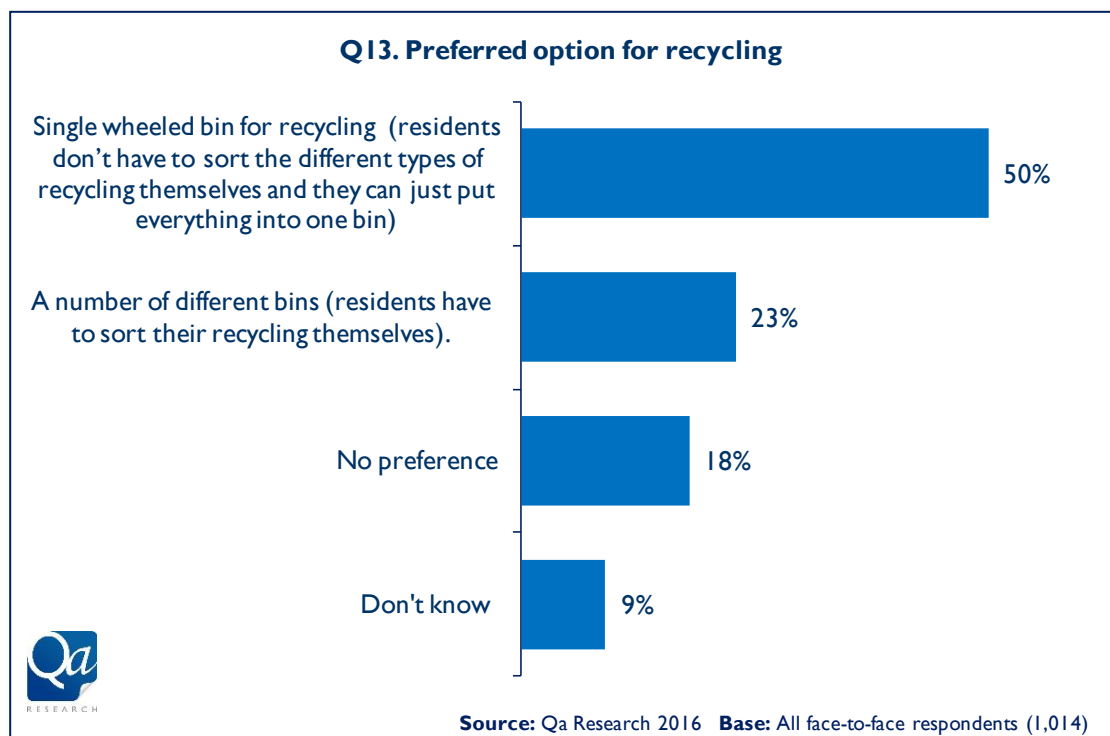


Figure 20. Preference for multiple bins or a single bin for recycling

Exactly half of all respondents chose the option for mixing recycling and using a single bin (50%), around twice as many as expressed a preference for different bins (23%).

Many seemingly don't care either way and have '*no preference*' (18%), but one-in-ten said they '*don't know*' (9%), perhaps suggesting that they require more information to choose.

Additional Analysis

Younger respondents were generally more likely than older ones to express a preference either way and also more likely to say they'd prefer a '*single bin*' (16-24: 57%, 25-34: 60%, 35-44: 51%, 45-54: 54%, 55-64: 42%, 65+: 37%). Notably, a similar proportion of respondents aged 65+ said they'd prefer a '*single bin*' as said they'd prefer '*multiple bins*' (37% and 32% respectively).

Respondents with a garden (either a front or back garden) were more likely than those without one to indicate they they'd prefer '*multiple bins*' (24% vs. 11%), although respondents with a garden tended to favour a '*single bin*' (50%) overall.

Interestingly, a fifth (20%) of those who said they don't support *'the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly'* did actually choose a *'single bin'* at this question - although they were more likely to choose *'multiple bins'* (33%). This suggests that it may be the idea of fortnightly collections which is leading many of these respondents to not support the change.

It should also be highlighted that amongst those who were unsure about this change, the largest proportion chose a *'single bin'* (42%), perhaps suggesting that these respondents tend to lean towards the possible changes to household recycling collections, although many clearly have concerns as outlined earlier in this report.

Respondents living in areas classified as Town and Fringe were significantly more likely to choose *'multiple bins'* (40%) than those living in areas classified as Urban (18%) or Village, Hamlet & Isolated Dwellings (24%). Respondents living in the latter two classifications were most likely to choose a *'single bin'* (51% and 48% respectively), an option chosen by 41% of those in Town and Fringe areas – Note that respondents in Town and Fringe areas were more likely to choose an option at this question rather than say *'no preference'* or they *'don't know'*.

Responses by ward were as follows;

Figure 21. Preference for multiple bins or a single bin for recycling – by ward

Q13. Preferred option for recycling.	Wards																										
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
Single bin for all recycling	62%	38%	60%	52%	58%	27%	20%	58%	41%	54%	10%	38%	63%	59%	60%	35%	76%	33%	73%	67%	56%	32%	63%	38%	44%	37%	24%
Multiple bins for your recycling	21%	30%	3%	10%	32%	11%	50%	32%	25%	17%	16%	12%	8%	31%	21%	19%	24%	30%	8%	20%	25%	23%	32%	39%	45%	47%	31%
No preference	13%	12%	22%	34%	-	27%	23%	11%	19%	25%	18%	50%	28%	6%	19%	29%	-	25%	16%	7%	4%	31%	5%	6%	11%	7%	26%
Don't know	4%	19%	14%	3%	10%	35%	6%	-	15%	4%	57%	-	2%	4%	-	16%	-	12%	3%	5%	16%	11%	-	17%	-	8%	10%
No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2%	-	-	-	-	9%
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

The majority of respondents in 14 of the 27 wards chose a 'single bin', with the highest proportion mentioning this in Pyefleet (76%) and St Andrew's (73%). Respondents were significantly more likely to choose 'multiple bins' if they lived in West Mersea (45%), Wivenhoe Cross (47%) or West Bergholt and Eight Ash Green (39%), although it should be noted that in West Mersea and West Bergholt and Eight Ash Green they were no more likely to pick 'multiple bins' than a 'single bin'.

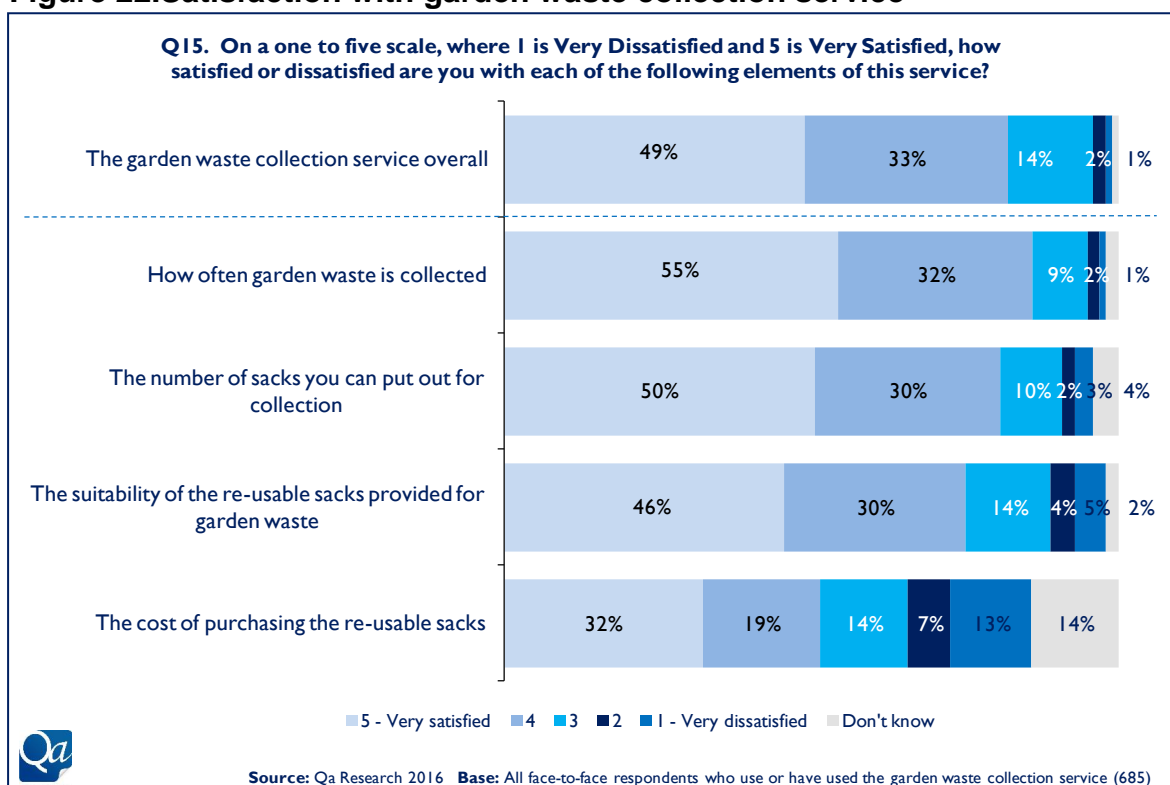
6.8 Rating of the current service - garden waste collection service

Two thirds said that they either currently use or have ever used the garden waste collection service (66%) and most of these are current users (62%).

Amongst those who don't use it, this was primarily due to a lack of a requirement to do so rather than issues with the service itself. Respondents said they 'don't have a garden' (32%) or they 'take garden waste to recycling centre (household tip) instead' (17%) or simply 'don't produce much garden waste' (14%).

All that currently use or have used this service were asked how satisfied or dissatisfied they were with different aspects of the service;

Figure 22. Satisfaction with garden waste collection service



The majority of users indicated that they were satisfied with 'the garden waste collection service overall' (82%) and almost half gave the highest rating here of 5 out of 5 (49%). In particular, satisfaction was highest with 'how often garden waste is collected' (86%).

Respondents were slightly more likely to be satisfied with 'the number of sacks you can put out for collection' (80%) than they were with 'the suitability of the re-usable sacks provided for garden waste' (75%) – almost one-in-ten indicated that they were dissatisfied with the suitability of the sacks (9%).

The lowest level of satisfaction was recorded for 'the cost of purchasing the re-usable sacks' (51%) and a fifth were dissatisfied with this aspect of the service (20%).

Additional Analysis

Although a fifth said they were dissatisfied with *'the cost of purchasing the re-usable sacks'*, the majority of these were satisfied with *'the garden waste collection service overall'* (58%) – only 12% were dissatisfied with the service overall. This suggests that concerns around costs don't detract from views on the service generally.

6.9 Support for possible change to the garden waste collection service

All respondents, regardless of whether they use the service or not, were read the following explanatory text and then asked whether they would support a change to the garden waste collection service;

It could be said that the current system in Colchester is flawed and inconvenient to use for either residents or collection crews. The current bags:

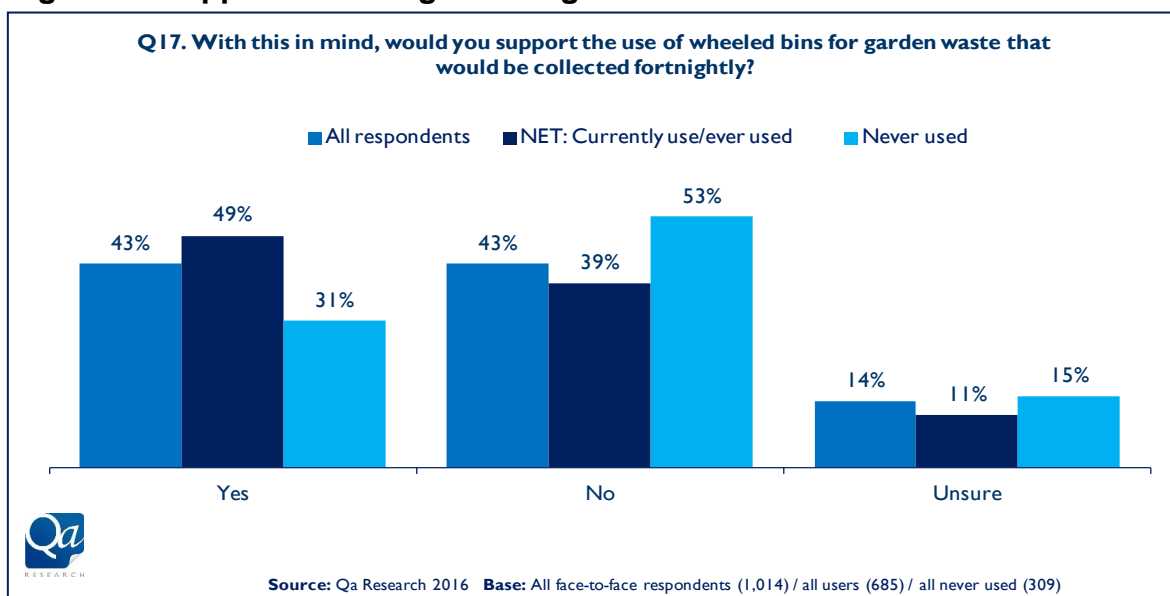
- ***Are difficult to manoeuvre without dragging and damaging them***
- ***Do not have a large enough capacity***
- ***Limit the amount you can leave out for collection during the year***
- ***Frequently get lost or blow away once emptied.***

As a result, Colchester Council is exploring other methods of garden waste collection and is asking for your views about using a larger, more robust wheeled bin instead of the container you currently have (IMAGE C).

Other councils have found it to be beneficial to have a single wheeled container for garden waste, rather than a number of sacks and that the new bin proved to be much easier to maneuver for the householder and council collectors and also reduced the overall number of 'vehicle trips' to the recycling centre.

The chart below shows the proportion that would support 'the use of wheeled bins for garden waste that would be collected fortnightly'. Responses have been shown amongst all respondents and also separately amongst users or the service and those that have never used it;

Figure 23. Support for change to the garden waste collection service



Amongst all respondents, equal proportions support and don't support this change (43% and 43% respectively). Amongst those that use the service, or ever have done, respondents were significantly more likely to support the change (49%) than not support it (39%), although one-in-ten were unsure (11%).

In contrast, respondents who'd never used the garden waste service tended not to support the change (53%) rather than support it (31%).

Additional Analysis

Amongst all respondents, levels of support were significantly higher amongst woman than men (50% vs. 36%) and older respondents were less likely to support the change than younger ones (16-24: 48%, 25-34: 53%, 35-44: 48%, 45-54: 45%, 55-64: 36%, 65+: 28%). It should be highlighted that older respondents are much more likely to use the garden waste service than younger ones.

Respondents were asked specifically why they support or don't support this change or why they were unsure and the charts below outline responses amongst these three groups. This was an entirely open question and similar responses have been coded into over-codes for analysis.

The proportions supporting and not supporting this change were similar amongst respondents living in areas classified as Urban (support: 42% vs. not support: 41%) and Town and Fringe (support: 46% vs. not support: 46%). In contrast, respondents in areas classified as Village, Hamlet & Isolated Dwellings (were significantly more likely to not support this change (55%) than support it (31%).

Responses amongst all respondents in different wards were as follows. Note that due to the small base sizes it's not possible to filter this data on current users of the garden waste service;

Figure 24. Support for change to the garden waste collection service – by ward

Q17. With this in mind, would you support the use of wheeled bins for garden waste that would be collected fortnightly?																												
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay	
	Yes	54%	53%	30%	17%	57%	-	23%	29%	18%	62%	2%	7%	63%	59%	59%	38%	48%	39%	37%	46%	41%	48%	56%	50%	47%	34%	45%
	No	30%	43%	47%	52%	22%	100%	55%	48%	51%	30%	52%	73%	29%	34%	22%	52%	52%	55%	32%	40%	35%	50%	42%	26%	42%	66%	52%
	Unsure	16%	4%	22%	31%	21%	-	23%	23%	31%	8%	46%	20%	8%	7%	19%	10%	-	6%	30%	14%	24%	2%	2%	24%	4%	-	3%
	No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7%	-	-
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31	

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

The highest level of support was recorded amongst respondents living in Mile End (63%) and Highwoods (62%) and the majority of respondents in 7 of the 27 wards indicated that they would support this change.

All respondents in Dedham and Langham (100%) and three-quarters in Marks Tey (73%) said that they wouldn't support this change.

The table below outlines reasons for not supporting the change;

Figure 25. Garden waste recycling service: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q18. Reasons for <u>not supporting</u> the use of wheeled bins for garden waste that would be collected fortnightly.		
Wheelie bins are too big to store	89	21%
Happy with current system	68	16%
I don't have a garden or do not produce garden waste	59	14%
I don't produce enough garden waste to warrant it	43	10%
Don't want a wheelie bin (general comments)	38	9%
Wheelie bins are hard to move	34	8%
Wheelie bins are ugly/unsightly/scruffy	32	7%
Wheelie bins would be harder (general comments)	32	7%
Wheelie bins have less capacity	24	6%
Three bins would be too many	22	5%
Accommodation would make it difficult to have a wheelie bin	13	3%
The garden is not my responsibility	13	3%
Wheelie bins are dirtier/would require cleaning	9	2%
Don't want a fortnightly collection	6	1%
Wheelie bins have more capacity	3	1%
Wheelie bins are more robust	3	1%
Wheelie bins are easier to move around	3	1%
Wheelie bins would be easier (general)	1	<1%
General positive comment on wheelie bins	1	<1%
Bags get lost frequently	1	<1%
Other	8	2%
Don't know	3	1%
Base: All face-to-face respondents who don't support the change (446)		

As expected, many of the comments here related to the fact that respondents *'don't have a garden or do not produce garden waste'* (14%) or *'don't produce enough garden waste to warrant it'* (10%).

However, a fifth made a comment that *'wheelie bins are too big to store'* (21%) and other comments were recorded about the bins being *'...hard to move'* (8%), *'...ugly/unsightly/scruffy'* (7%) and having *'...less capacity'* (6%). Issues around wheelie bins were mentioned more often here with concerns that they are *'...too big to store'* (32%), *'...ugly/unsightly/scruffy'* (18%) and *'...hard to move'* (12%).

Fortnightly collections were mentioned by very few respondents at this question.

The table below shows responses amongst those who support the changes;

Figure 26. Garden waste collection service: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q18. Reasons for <u>supporting</u> the use of wheeled bins for garden waste that would be collected fortnightly.		
Wheelie bins are more robust	116	27%
Wheelie bins would be easier (general)	101	23%
Wheelie bins are cleaner	69	16%
Wheelie bins have more capacity	64	15%
Wheelie bins are easier to move around	60	14%
General positive comment on wheelie bins	42	10%
Wheelie bins make it easier to store garden waste	29	7%
Bags get lost frequently	13	3%
Bags are expensive to buy	10	2%
Street or local area would be cleaner	9	2%
Wheelie bins are too big to store	9	2%
I don't produce enough garden waste to warrant it	7	2%
I don't have a garden or do not produce garden waste	6	1%
The garden is not my responsibility	4	1%
Will reduce animals or vermin	2	<1%
Wheelie bins are hard to move	2	<1%
Don't want a wheelie bin (general comments)	2	<1%
Don't want a fortnightly collection	1	<1%
Wheelie bins have less capacity	1	<1%
Don't mind either way	1	<1%
Other	8	2%
Don't know	9	2%
Base: All face-to-face respondents who support the change (430)		

Support for this change is driven by the wheelie bins themselves, with comments about them being '*...more robust*' (27%), '*...easier (general)*' (23%), '*...cleaner*' (16%), having '*...more capacity*' (15%) and '*...easier to move around*' (14%).

Again, fortnightly collections were mentioned by very few respondents at this question.

The table below shows responses amongst those who were unsure if they support the changes;

Figure 27. Garden waste collection service: change to wheelie bin/fortnightly collections – reasons for being unsure

Q18. Reasons for being <u>unsure</u> whether support the use of wheeled bins for garden waste that would be collected fortnightly.		
Wheelie bins are too big to store	27	19%
I don't have a garden or do not produce garden waste	24	17%
Happy with current system	13	9%
Wheelie bins have less capacity	10	7%
I don't produce enough garden waste to warrant it	10	7%
The garden is not my responsibility	7	5%
Wheelie bins are hard to move	5	3%
Accommodation would make it difficult to have a wheelie bin	5	3%
Wheelie bins would be harder (general comments)	5	3%
Don't mind either way	4	3%
General positive comment on wheelie bins	3	2%
Don't want a fortnightly collection	3	2%
Wheelie bins are more robust	2	1%
Wheelie bins are easier to move around	2	1%
Wheelie bins are ugly/unsightly/scruffy	2	1%
Bags get lost frequently	1	1%
Wheelie bins are dirtier/would require cleaning	1	1%
Three bins would be too many	1	1%
Other	4	3%
Don't know	18	13%
Base: All face-to-face respondents unsure if support the change (135)		

A mixture of comments were recorded here, and once again some indicated that they were unsure because they *'don't have a garden or do not produce garden waste'* (17%).

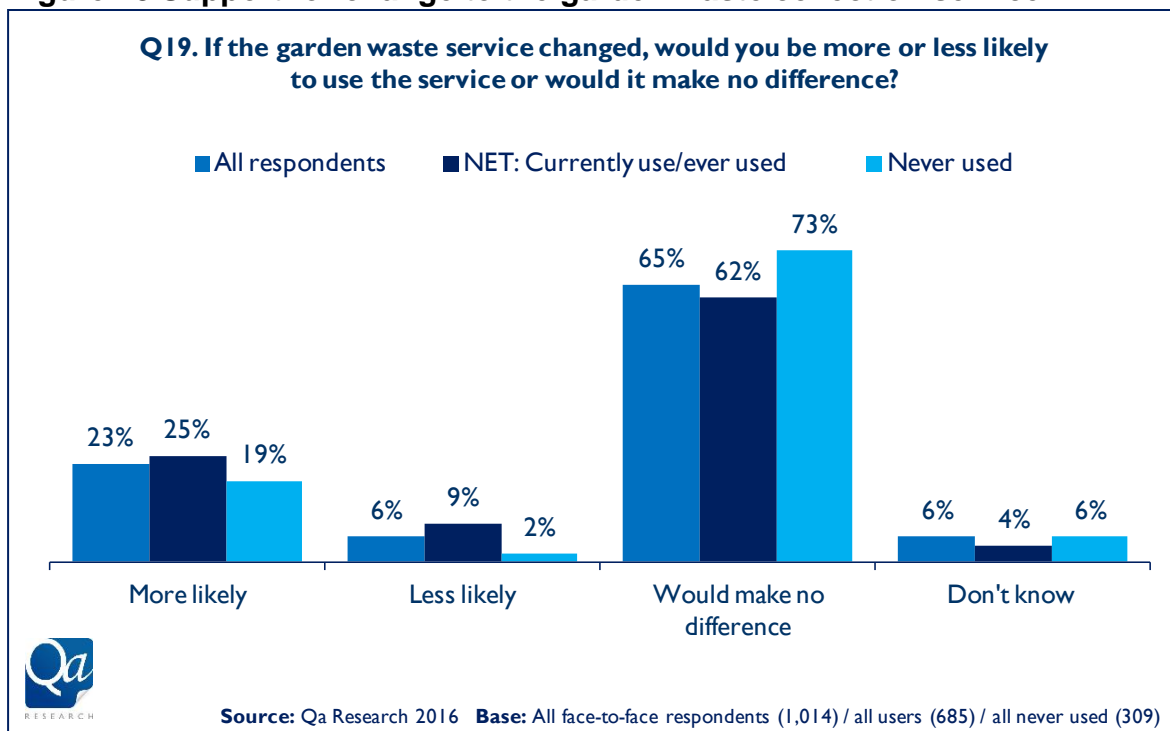
Others said they were *'happy with the current system'* (9%), but a fifth expressed concern that *'wheelie bins are too big to store'* (19%) and *'...have less capacity'* (7%).

6.10 Impact on usage of changes to the garden waste service

All respondents were asked if they'd be more or less likely to use the garden waste service if the changes discussed were implemented.

On the chart below, responses have been shown amongst all respondents and also separately amongst users or the service and those that have never used it;

Figure 28. Support for change to the garden waste collection service



While the majority of current users feel the change *'would make no difference'* (62%) to the way they use the service, a quarter said they'd be *'more likely'* (25%) to use it. However, one-in-ten said they'd actually be *'less likely'* (9%).

What's notable about these findings is that almost a fifth of respondents who've never used this service said they'd be *'more likely'* (19%) to do so if this change was implemented, suggesting that implementation may draw new users to the service. If this happened, it would help to compensate for the one-in-ten existing customers who think they'd be *'less likely'* to use the service should these changes be implemented.

Overwhelmingly, respondents who said they'd be *'more likely'* to use the garden waste service if the changes were implemented said this was because the bin would be *'easier than using bags'* (89%).

More specifically, around half said that the bin would have *'greater capacity than the bags'* (48%).

Responses by ward amongst all respondents were as follows. Here also the small base sizes mean that it's not possible to filter responses by those who currently use the garden waste service;

Figure 29. Support for change to the garden waste collection service – by ward

Q19. If the garden waste service changed, would you be more or less likely to use the service or would it make no difference	Wards																											
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay	
	More likely	22%	49%	17%	7%	57%	-	11%	10%	5%	51%	5%	-	51%	34%	5%	32%	7%	34%	8%	9%	21%	30%	16%	22%	11%	17%	29%
	Less likely	12%	12%	5%	-	12%	27%	-	23%	-	2%	-	-	4%	1%	5%	2%	-	10%	-	4%	15%	4%	11%	14%	6%	13%	11%
	Would make no difference	58%	35%	77%	81%	-	68%	75%	52%	76%	47%	55%	93%	45%	58%	88%	65%	93%	56%	90%	74%	64%	63%	70%	45%	81%	67%	54%
	Don't know	8%	3%	1%	12%	31%	5%	13%	15%	18%	-	41%	7%	-	6%	3%	2%	-	-	2%	13%	-	-	3%	19%	-	3%	6%
	No response	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4%	-	-	2%	-	-
Base: All face-to-face respondents	51	26	63	26	9	18	16	30	17	57	34	16	62	64	37	50	15	55	64	51	25	47	45	29	46	30	31	

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

Respondents were significantly more likely to say that this change would make them 'more likely' to use the service if they lived in Mile End (51%), Highwoods (51%), Birch and Winstree (49%), New Town (34%), Shrub End (34%), Prettygate (32%), Stanway (30%) or Wivenhoe Quay (29%).

However, the majority in most wards felt this would make no difference.

6.11 Demographic Profile

The table below shows the weighted and unweighted profile of respondents and compares this against the demographic profile of the borough as a whole.

Figure 30. Sample Profile (face-to-face): gender, age and ethnicity

	Adult 16+ Population (Census 2011)		Unweighted Sample		Weighted Sample	
Males	68,916	48.7%	490	48%	494	49%
Females	72,511	51.3%	524	52%	520	51%
Net: 16-24	23,606	16.7%	123	12%	169	17%
Net: 25-34	23,313	16.5%	190	19%	167	16%
Net: 35-44	24,254	17.1%	160	16%	174	17%
Net: 45-54	22,705	16.1%	185	18%	163	16%
Net: 55-65	20,241	14.3%	126	12%	145	14%
Net: 65+	27,308	19.3%	230	23%	196	19%
NET: White	130,922	92.6%	946	93%	939	93%
NET: BME	10,505	7.4%	63	6%	67	7%
Prefer not to say	-	-	5	<1%	6	1%
	141,427		1,014		1,014	

This table confirms that the sample is representative of these demographics.

The table below outlines details of respondents dwelling;

Figure 31. Sample Profile (face-to-face): dwelling details

	Unweighted Sample		Weighted Sample	
S4. Which of the following best describes this accommodation?				
NET: Flat/apartment	179	18%	181	18%
- Ground floor flat or apartment	74	7%	73	7%
- A flat or apartment not on the ground floor	105	10%	108	11%
NET: Bungalow/semi/detached	593	58%	588	58%
- Bungalow	77	8%	71	7%
- A detached house	201	20%	201	20%
- A semi-detached house	315	31%	315	31%
- Residential windmill	1	<1%	1	<1%
A terraced house	241	24%	244	24%
D1. Does your home have...				
NET: Garden	891	88%	886	87%
- Front garden	682	67%	673	66%
- Back garden	885	87%	881	87%
Neither	121	12%	126	12%
Don't know	2	<1%	2	<1%
		1,014	1,014	

The table below outlines the breakdown of interviews by ward;

Figure 32. Sample Profile (face-to-face): ward

Ward	Unweighted Sample		Weighted Sample	
Berechurch	51	5%	48	5%
Birch And Winstree	26	3%	26	3%
Castle	63	6%	66	6%
Christ Church	26	3%	26	3%
Copford And West Stanway	9	1%	9	1%
Dedham And Langham	18	2%	18	2%
East Donyland	16	2%	15	1%
Fordham And Stour	30	3%	29	3%
Great Tey	17	2%	17	2%
Highwoods	57	6%	61	6%
Lexden	34	3%	36	4%
Marks Tey	16	2%	17	2%
Mile End	62	6%	63	6%
New Town	64	6%	63	6%
Old Heath	37	4%	35	3%
Prettygate	50	5%	49	5%
Pyefleet	15	1%	16	2%
Shrub End	55	5%	54	5%
St Andrew's	64	6%	68	7%
St Anne's	51	5%	53	5%
St John's	25	2%	25	2%
Stanway	47	5%	45	4%
Tiptree	45	4%	45	4%
West Bergholt And Eight Ash Green	29	3%	29	3%
West Mersea	46	5%	43	4%
Wivenhoe Cross	30	3%	29	3%
Wivenhoe Quay	31	3%	30	3%
	1,014		1,014	

Quotas were set to ensure that interviews were distributed proportionally between wards based on the adult population and this is reflected in the table above.

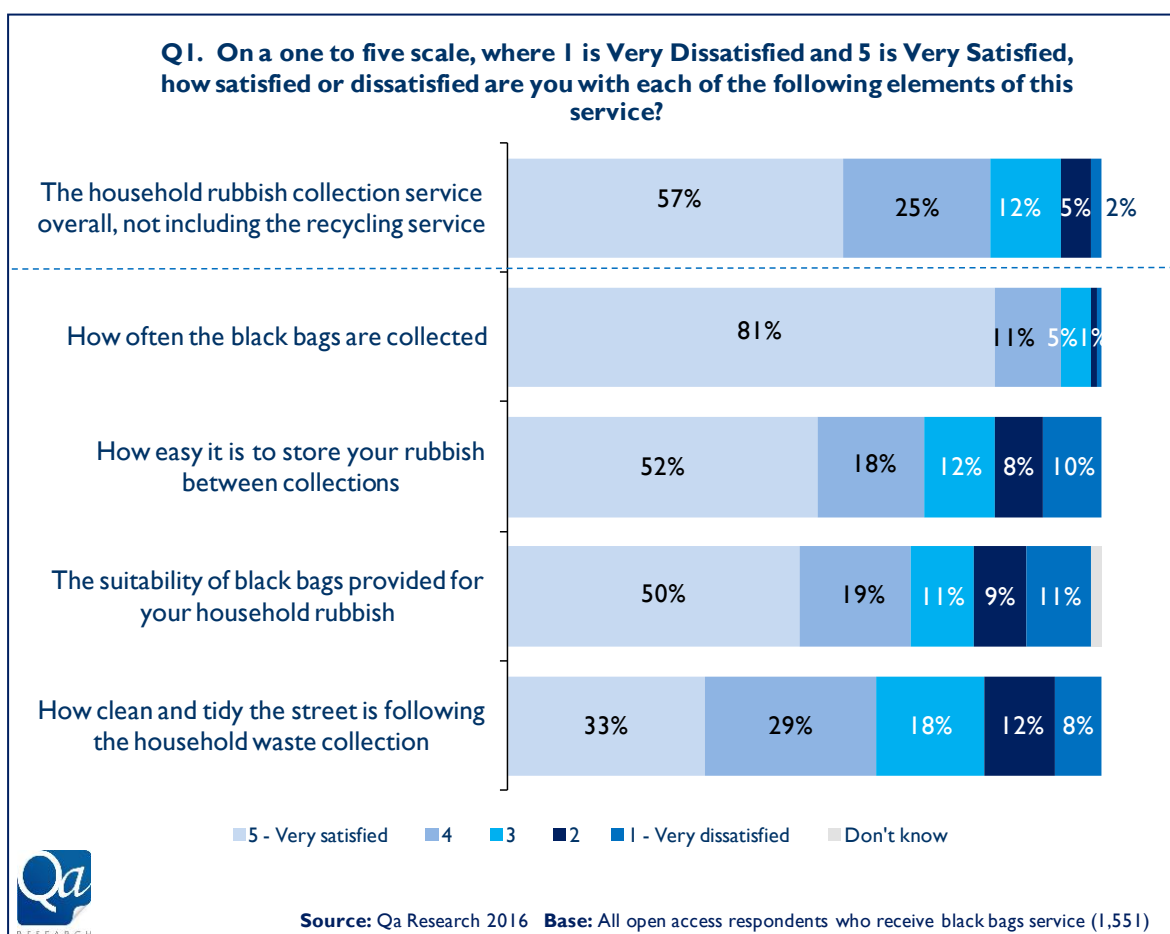
7. Key Findings – Quantitative Stage: Open Access Survey

7.1 Rating of current service – waste collection service

Almost all respondents to the open access survey said they use the black bag service (97%) and only 2% (equating to 30 people) said they use communal bins. Due to this small sample size, analysis of the views of open access survey respondents towards the communal bins service has not been included in this report.

Levels of satisfaction amongst respondents to the open access survey who use black bags are outlined below;

Figure 33.(Open Access) Satisfaction with the household rubbish collection



service – black bags service

These respondents generally shared the same views as black bag users in the face-to-face survey.

The majority of residents who completed the open access survey expressed satisfaction with the 'household rubbish collection service overall' (82%).

More specifically, open access respondents were less likely to be satisfied with *'how clean and tidy the street is following the household waste collection'* (62% vs. 73%) but more likely to be satisfied with *'how often the black bags are collected'* (93% vs. 82%) than face-to-face respondents.

No difference between the two samples was recorded for *'the suitability of black bags provided for your household rubbish'* (68% vs. 67%) and *'how easy it is to store your rubbish between collections'* (70% vs. 74%).

Respondents who said they were dissatisfied with *'the household rubbish collection service overall'* were asked why this was the case and responses were as follows;

Figure 34.(Open Access) Reasons for dissatisfaction with the waste collection service

Q2. Reasons for being dissatisfied with the household rubbish collection service.		
Animals get attracted to rubbish and may rip bags	43	38%
Rubbish is not picked up off the floor by the collection crew	33	29%
Wheelie bin is a better option	28	25%
It is difficult to store the bags up until collection day	16	14%
Bags not always collected	13	12%
Bags are too thin, so split easily	11	10%
There is a confusing or inconsistent schedule	11	10%
The bags are unhygienic	9	8%
Not enough bags are delivered	8	7%
Some of the rubbish is left	8	7%
The bags are unsightly	8	7%
Containers or bags are not placed back or looked after correctly	7	6%
Communal bin stores are inadequate	5	4%
Collection crew do not collect ripped bags	3	3%
No bags provided at all	1	1%
Other	7	6%
Base: All open access respondents dissatisfied with the household rubbish collection service overall (112)		

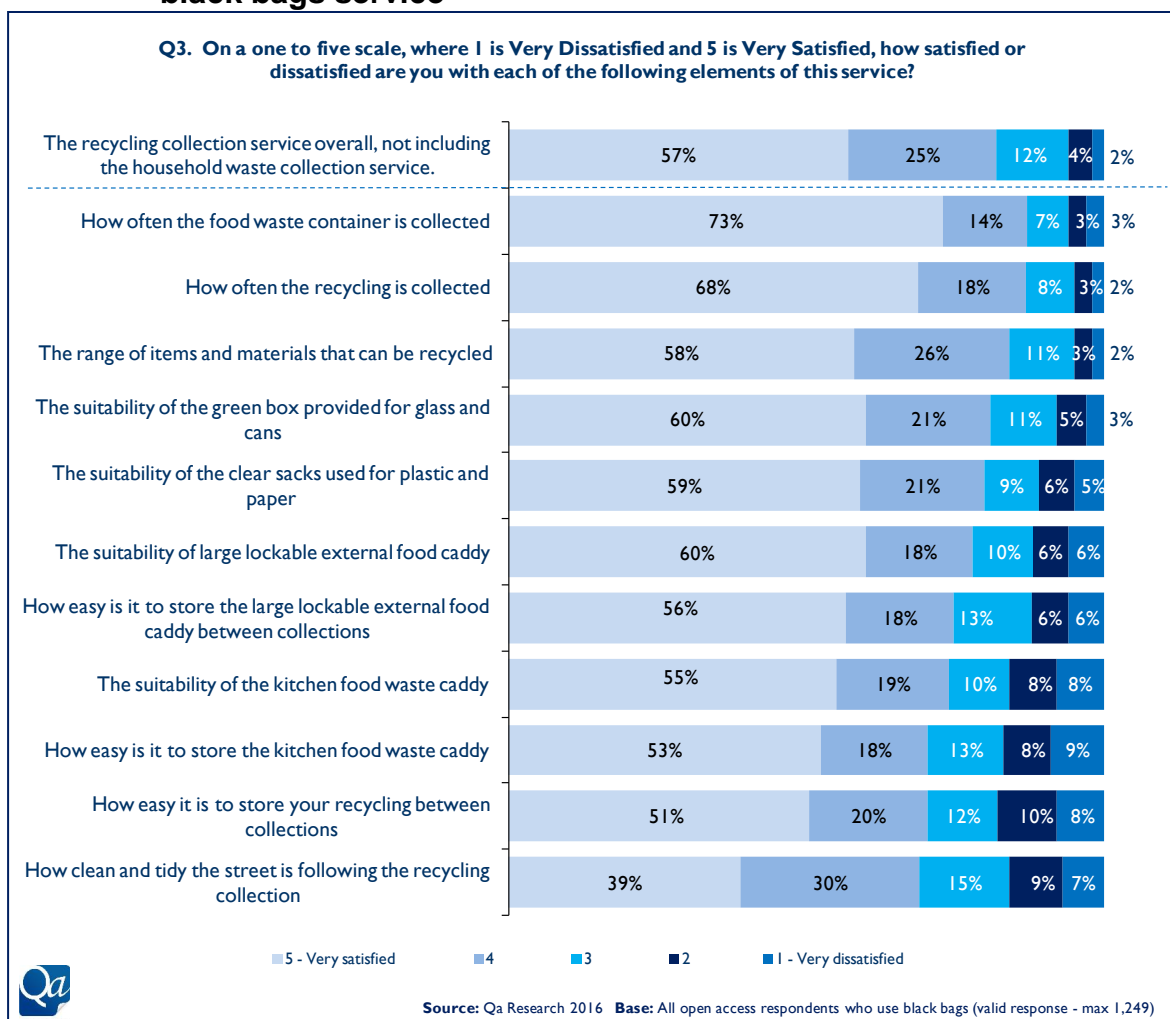
The same concerns about the household collection service were expressed by dissatisfied respondents to the open access survey as were recorded amongst those to the face-to-face survey, with issues around bags splitting and the behaviour of collection crews mentioned most readily.

Additionally, around a quarter specifically felt that *'a wheelie bin is a better option'* (25%).

7.2 Rating of current service – recycling collection service

Levels of satisfaction amongst respondents to the open access survey who use the black bags service are outlined below;

Figure 35.(Open Access) Satisfaction with recycling collection service – black bags service



Four-fifths said they were satisfied with *'the recycling collection service overall'* (81%). Similar proportions were satisfied with *'the range of items and materials that can be recycled'* (84%) and *'how often the recycling is collected'* (86%).

As was the case amongst the face-to-face sample, slightly lower levels were recorded for *'how clean and tidy the street is following the recycling collection'* (69%) and *'how easy it is to store your recycling between collections'* (70%).

Here also, when assessing the containers, similar levels of satisfaction were recorded for the *'...green box provided for glass and cans'* (81%), the *'clear sacks used for plastic and paper'* (80%) and then the *'...large lockable external food caddy'* (78%).

Respondents who said they were dissatisfied with *'the recycling collection service overall'* were asked why this was the case and responses were as follows.

Figure 36.(Open Access) Reasons for dissatisfaction with the recycling collection service

Q4. Reasons for being dissatisfied with the recycling collection service.		
Storage is difficult	35	33%
No recycling containers or facilities available or unaware of facilities available	20	19%
Bins should be collected more frequently	17	16%
Wheelie bins are better options	17	16%
Lack of attention towards recycling by bin men and the public	15	14%
Containers or bags are not placed back or looked after correctly	14	13%
Bags are too thin, so split easily	12	11%
Unhygienic	11	10%
Rubbish is just left in the street making it untidy	11	10%
Animals get attracted to rubbish and may rip bags	7	7%
There is a confusing or inconsistent schedule	6	6%
Recycling from a flat recycling should be collected as well, not just from a house	5	5%
No food waste	3	3%
Use a communal bin	2	2%
Other	5	5%
Base: All open access respondents dissatisfied with the household recycling collection service overall (106)		

A range of issues were mentioned here and no single issue dominated, but a third did mention that *'storage is difficult'* (33%).

Others felt that *'bins should be collected more frequently'* (16%) and specifically that *'wheelie bins are better options'* (16%) and that there was a *'lack of attention towards recycling by bin men and the public'* (14%).

Notably, a fifth simply said that they had *'no recycling containers or facilities available or unaware of facilities available'* (19%).

7.3 Improving the collection service

Suggested improvements to the household waste collection service amongst respondents to the open access survey are outlined below;

Figure 37.(Open Access) Ways to improve the household waste collection service

Q5. Are there any ways that you think the household waste service that you receive could be improved?		
The current service is good	384	24%
Wheelie bins would be better	283	18%
General comments about improving the frequency & timing of collections	129	8%
Better, stronger black bags	125	8%
Stronger bags or bins to prevent animals accessing the rubbish	118	7%
Collection crews should clear up after themselves better	102	6%
We should not have wheelie bins	70	4%
Collection crew should take more care handling and returning boxes or bags	51	3%
Encourage more people to recycle	39	2%
Something to help with storage as it is difficult to store things between collections	34	2%
Warn or fine people who put their recycling out too early	32	2%
Provide more bags, perhaps in a roll	27	2%
Collection crew should always pick up refuse, even from gardens or collection points	27	2%
Bigger communal bins and a larger bin area on estates	22	1%
Improve the existing plastic containers & bins	14	1%
Provide more free bags	14	1%
The collection crews are good	14	1%
Bins need to be bigger	6	<1%
Improve general cleanliness & hygiene around recycling areas	3	<1%
Other	50	3%
No improvements suggested or do not know	313	20%
Base: All open access respondents (1,592)		

Many open access respondents believe that the '*current service is good*' (24%) or could suggest '*no improvements*' (20%).

Mentioned spontaneously before they had been mentioned at all in the questionnaire, almost a fifth of respondents said that '*wheelie bins would be better*' (18%), a higher proportion than said '*we should not have wheelie bins*' (4%).

Others made reference to *'improving the frequency & timing of collections'* (8%) but comments here most often related to a desire for *'better, stronger black bags'* (8%) and specifically *'stronger bags or bins to prevent animals accessing the rubbish'* (7%). Collection crews were referenced, including that they *'...should clear up after themselves better'* (6%) or *'...take more care handling/returning boxes or bags'* (3%).

Suggested improvements to the household waste collection service amongst respondents to the open access survey are outlined below;

Figure 38.(Open Access) Ways to improve the recycling collection service

Q6. Are there any ways that the recycling collection service could be improved?		
The current service is good	256	16%
Any mention of wheelie bins or wheeled bins	162	10%
More or bigger boxes & bags	154	10%
General comments about improving the frequency of collections	151	9%
Make it easier to recycle specific materials	138	9%
Recycle everything in the same bin	67	4%
Currently not being supplied with the required recycling items e.g. boxes, bags etc	62	4%
Comment about bags or boxes blowing away in the wind	62	4%
Improved information to advise people what they should be doing	53	3%
Problems with storage of bags during the week	53	3%
Collection team to put bins & boxes back in the right place	47	3%
Collection crews should clear up after themselves better	44	3%
Collection team to stop throwing boxes around; they break	44	3%
Fine or warn people who do not recycle	26	2%
The collection crews are good	7	<1%
Current plastic bins are good	3	<1%
Other	58	4%
No improvements suggested or do not know	376	24%
Base: All open access respondents (1,592)		

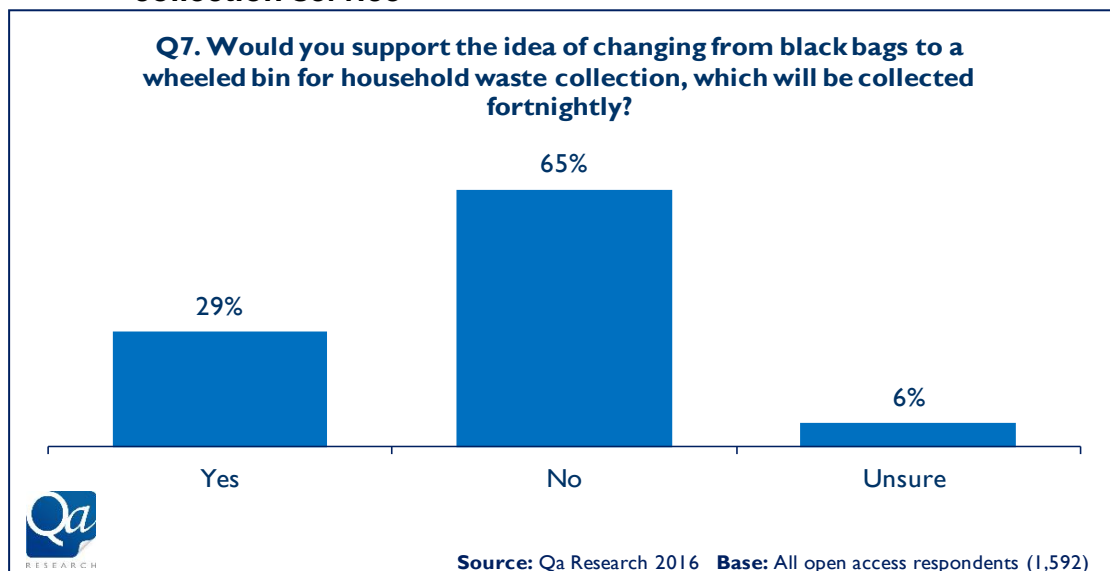
A quarter of open access respondents suggested *'no improvements'* (24%) and a further 16% said that *'the current service is good'*. Suggestions covered a range of different factors including the containers, such as *'more or bigger boxes and bags'* (10%). One-in-ten specifically mentioned *'wheelie bins or wheeled bins'* (10%) at this question.

Around one-in-ten made comments about *'improving the frequency of collections'* (9%) and a similar proportion did so about making it *'...easier to recycle specific materials'* (9%). Almost one-in-twenty made a comment about a desire to *'recycle everything in the same bin'* (4%).

7.4 Potential options for waste collection

This chart shows views on the change amongst open access survey respondents;

Figure 39.(Open Access) Support for change to the household waste collection service



Respondents to the open access survey were significantly less likely than those to the face-to-face survey to support this change (29% vs. 44%).

The top 10 reasons for not supporting the change were as follows;

Figure 40.(Open Access) Household waste collection: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q8. Reasons for <u>not</u> supporting the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly.		
- Top 10 responses -		
Wheelie bins are too big to store	496	48%
Wheelie bins are ugly, unsightly or scruffy	465	45%
Wheelie bins are hard to move	295	28%
Accommodation would make it difficult to have a wheelie bin	168	16%
Do not want a fortnightly collection	158	15%
Would be unhygienic or smelly if collected fortnightly	111	11%
Happy with current system	103	10%
Wheelie bins are hard to clean	63	6%
I do not produce enough waste to warrant it	56	5%
Wheelie bins would not encourage recycling	50	5%
Base: All open access respondents who do not support the change (1,041)		

Not only were open access survey respondents more likely not to support the change, amongst those that didn't individuals gave more reasons for their opposition. This was primarily driven by concerns about wheelie bins being '*...too big to store*' (48%), and '*...ugly, unsightly or scruffy*' (45%) and also '*...hard to move*' (28%).

There were fewer mentions of fortnightly collections, but one-in-seven said that they '*do not want a fortnightly collection*' (15%) and one-in-ten expressed concern that rubbish '*would be unhygienic or smelly if collected fortnightly*' (11%).

Amongst those who support the change, the main reasons for doing so were as follows;

Figure 41.(Open Access) Household waste collection: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q8. Reasons for <u>supporting</u> the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly.		
- Top 10 responses -		
Black bags attract animals and vermin	199	43%
Wheelie bins make it easier to store refuse	117	25%
Wheelie bins are cleaner	114	25%
General positive comment on wheelie bins	63	14%
Wheelie bins would be easier (general)	45	10%
Wheelie bins are easier to move around	43	9%
I have had previous experience of wheelie bins and liked them	37	8%
Street or local area would be cleaner	33	7%
Wheelie bins would encourage recycling	23	5%
Do not want a fortnightly collection	21	5%
Base: All open access respondents who support the change (460)		

Similar reasons were given here as in the face-to-face survey, with respondents re-enforcing concerns that '*black bags attract animals and vermin*' (43%) and highlighting that wheelie bins will '*...make it easier to store refuse*' (25%) and '*...are cleaner*' (25%).

Support for the change to the household waste collection service amongst open access respondents living in different wards was as follows;

Figure 42.(Open Access) Support for change to the household waste collection service – by ward

Q7. Would you support the idea of changing from black bags to a wheeled bin for household waste collection, which will be collected fortnightly?	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
Yes	37%	32%	23%	34%	33%	27%	38%	25%	26%	25%	17%	-	33%	26%	34%	19%	33%	63%	32%	32%	25%	22%	55%	18%	24%	33%	12%
No	59%	63%	68%	62%	67%	73%	57%	68%	74%	63%	80%	91%	61%	69%	61%	78%	62%	31%	65%	60%	74%	71%	36%	74%	72%	67%	81%
Unsure	4%	5%	10%	4%	-	-	5%	7%	-	11%	2%	9%	6%	6%	5%	4%	5%	6%	3%	8%	2%	7%	9%	8%	3%	-	8%
Base: All open access respondents	49	19	80	47	9	60	21	57	23	71	82	11	158	86	56	138	21	124	31	62	53	72	22	39	29	36	119

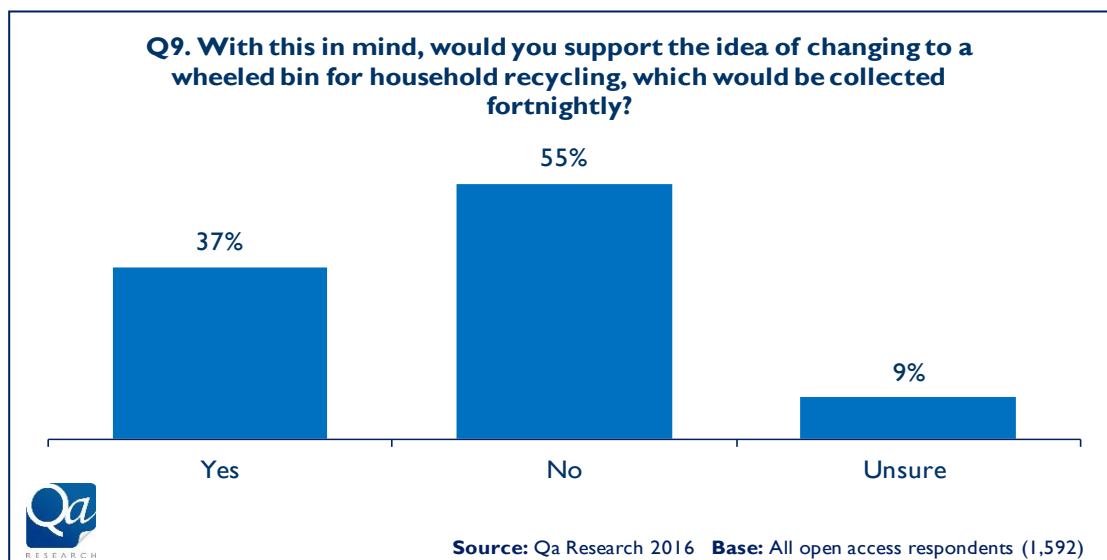
NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

The majority of respondents in 25 of the 27 wards said that they would not support this change – the exceptions to this were Shrub End and Tiptree where the majority said they would support it (63% and 55% respectively).

7.5 Potential options for recycling collection

This chart shows views on the change to the recycling collection service amongst open access survey respondents;

Figure 43.(Open Access) Support for change to the recycling collection



service

These respondents were significantly less likely than face-to-face survey respondents to support this change (37% vs. 50%) and the majority didn't (55%).

Reasons for not supporting the change were as follows;

Figure 44.(Open Access) Household recycling collection: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q10. Reasons for not supporting the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly.

- Top 10 responses -

Wheelie bins are too big to store	361	42%
Wheelie bins are ugly, unsightly or scruffy	270	31%
Wheelie bins are hard to move	148	17%
Sorting your own waste is better or easy	123	14%
Accommodation would make it difficult to have a wheelie bin	83	10%
Happy with current system	79	9%
Do not want a fortnightly collection	75	9%
Do not want a wheelie bin (general comments)	49	6%
Wheelie bin would be too small	41	5%
It means I do not have to split out my recycling	7	1%

Base: All open access respondents who do not support the change (868)

Amongst these respondents it's wheelie bins that cause concern, rather than the fortnightly collection, with the bins being seen as '*...too big to store*' (42%) and '*...ugly/unsightly/scruffy*' (31%) as well as '*...hard to move*' (17%).

The top 10 reasons for supporting the change were as follows;

Figure 45.(Open Access) Household recycling collection: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q10. Reasons for <u>supporting</u> the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly.		
- Top 10 responses -		
Wheelie bins would be easier (general)	212	36%
It means I do not have to split out my recycling	156	27%
Wheelie bins make it easier to store recycling	114	20%
Wheelie bins have more capacity	58	10%
Wheelie bins are cleaner	55	9%
Wheelie bins are more robust	28	5%
Street or local area would be cleaner	25	4%
Do not want a fortnightly collection	22	4%
Will reduce animals or vermin	21	4%
General positive comment about wheelie bins	19	3%
Base: All open access respondents who support the change (583)		

Wheelie bins feature here with general comments that they '*...would be easier*' (36%) and also more specifically that they '*...make it easier to store recycling*' (20%) and '*...have more capacity*' (10%).

Around a quarter of those who supported the change to the recycling service said they did so as it means they don't have to '*...split out recycling*' (27%).

Support for the change to the recycling collection service amongst open access respondents living in different wards was as follows;

Figure 46.(Open Access) Support for change to the recycling collection service – by ward

Q9. With this in mind, would you support the idea of changing to a wheeled bin for household recycling, which would be collected fortnightly?	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
Yes	45%	37%	35%	34%	33%	37%	43%	32%	35%	41%	23%	-	46%	37%	38%	20%	38%	70%	45%	40%	28%	26%	59%	31%	28%	39%	18%
No	51%	58%	55%	53%	44%	48%	57%	60%	61%	46%	72%	91%	43%	53%	52%	70%	52%	26%	48%	50%	66%	68%	32%	59%	62%	50%	71%
Unsure	4%	5%	10%	13%	22%	15%	-	9%	4%	13%	5%	9%	11%	9%	11%	9%	10%	4%	6%	10%	6%	6%	9%	10%	10%	11%	12%
Base: All open access respondents	49	19	80	47	9	60	21	57	23	71	82	11	158	86	56	138	21	124	31	62	53	72	22	39	29	36	119

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

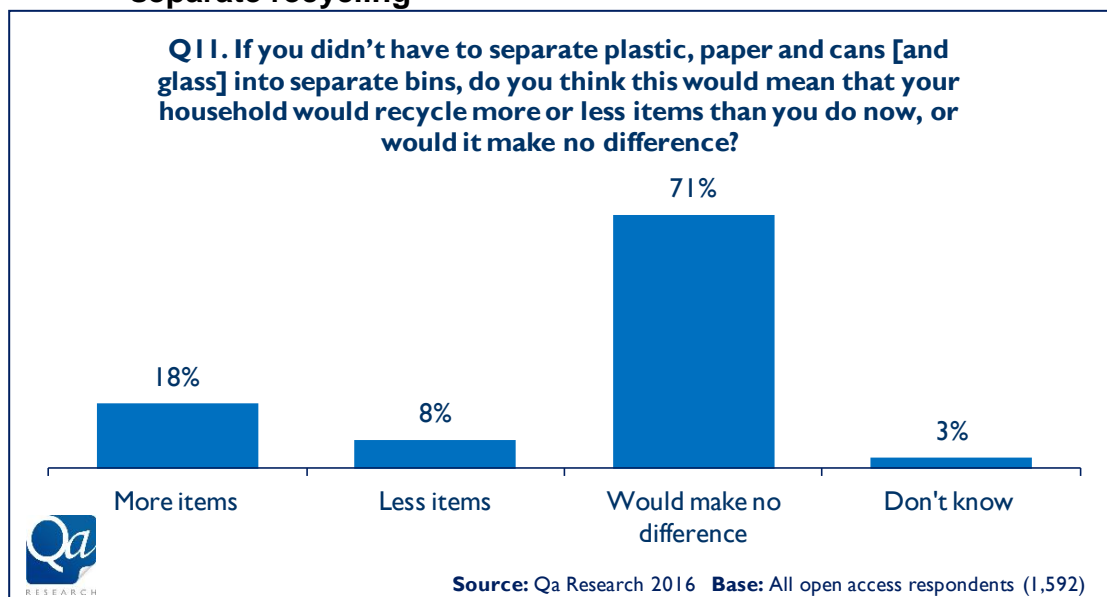
The majority of respondents in 19 of the 27 wards indicated that they wouldn't support this change and this was felt significantly more by respondents living in Lexden (72%), Wivenhoe Quay (71%), Prettygate (70%) and Stanway (68%) and by 91% of the 11 respondents from Marks Tey.

In contrast, respondents were most likely to support this change if they lived in Shrub End (70%) or Tiptree (59%).

7.6 Likely impact on household recycling behaviour of mixing recycling

Responses amongst all respondents to the open access survey are outlined below;

Figure 47.(Open Access) Impact on household recycling of not having to separate recycling



Although open access respondents were generally less likely than respondents to the face-to-face survey to support the change to the recycling collection service, they were also more likely to indicate that it would '*make no difference*' (71%) to the number of items they recycle. Moreover, they were also more likely to say they'd recycle '*more items*' (18%) rather than '*less items*' (8%).

Consequently, despite being more reluctant to see the change introduced, the net effect of doing so amongst these respondents would be to see an overall increase in the number of items recycled.

The table below outlines responses by ward;

Figure 48.(Open Access) Impact on household recycling of not having to separate recycling

Q11. If you didn't have to separate plastic, paper and cans [and glass] into separate bins, do you think this would mean that your household would recycle more or less items than you do now, or would it make no difference?	Ward																											
	Ward																											
	Ward																											
	Ward																											
	Ward																											
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay	
More likely	16%	16%	25%	9%	11%	10%	14%	11%	13%	20%	10%	9%	23%	24%	16%	12%	14%	42%	13%	27%	15%	11%	27%	15%	14%	25%	9%	
Less likely	8%	5%	5%	15%	-	7%	-	11%	9%	3%	7%	-	5%	8%	7%	8%	5%	7%	6%	5%	13%	15%	5%	10%	28%	6%	17%	
Would make no difference	73%	79%	70%	72%	89%	78%	81%	74%	70%	75%	82%	91%	68%	66%	71%	80%	76%	48%	77%	66%	68%	68%	68%	74%	59%	69%	72%	
Don't know	2%	-	-	4%	-	5%	5%	5%	9%	3%	1%	-	4%	1%	5%	-	5%	2%	3%	2%	4%	6%	-	-	-	-	2%	
Base: All open access respondents	49	19	80	47	9	60	21	57	23	71	82	11	158	86	56	138	21	124	31	62	53	72	22	39	29	36	119	

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

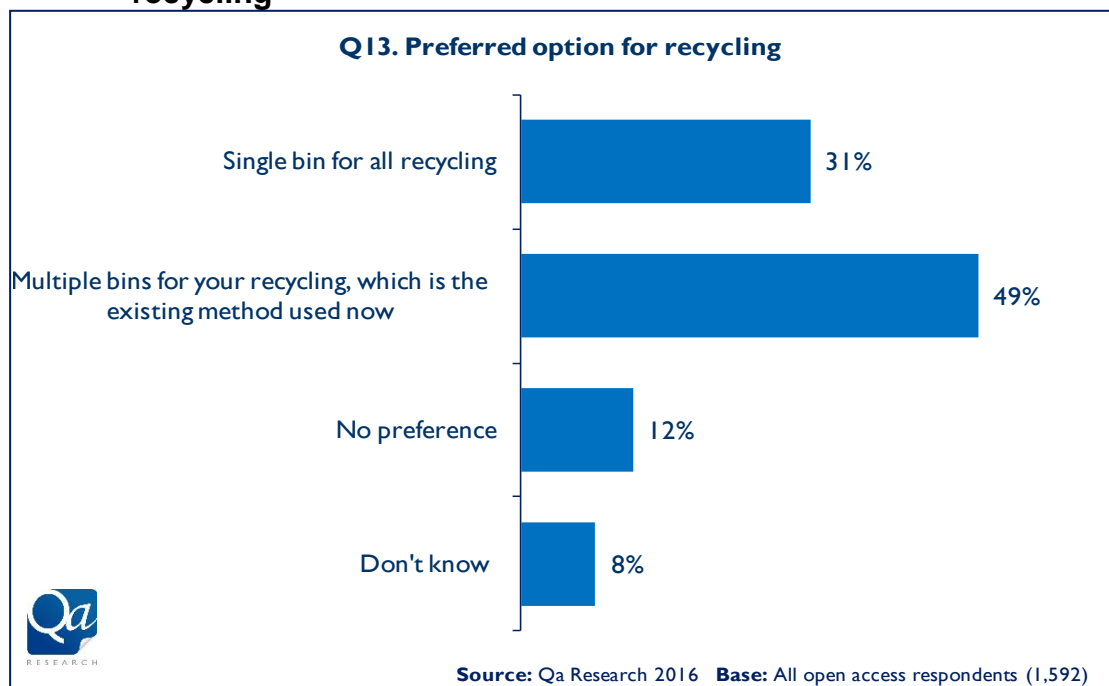
The majority of respondents in every ward said that the change to a mixed bin '*would make no difference*' to the amount they recycle.

However, respondents were significantly more likely to say that they would recycle '*more items*' if they lived in Shrub End (42%), St Anne's (27%), Castle (25%), New Town (24%) or Mile End (23%).

7.7 Preferred option for multiple bins or a single bin for recycling

Open access respondents were also asked to make a choice between two options for recycling and responses were as follows;

Figure 49.(Open Access) Preference for multiple bins or a single bin for recycling



The preference amongst open access respondents was in complete contrast to that amongst respondents to the face-to-face survey, with almost half choosing '*multiple bins*' (49%), compared with only around a third expressing preference for a '*single bin*' (31%).

To some degree the older age profile of open access respondents (as outlined in Section 7.11) explains why they are generally more likely to prefer '*multiple bins*'.

Preference amongst respondents living in different wards is shown below;

Figure 50.(Open Access) Preference for multiple bins or a single bin for recycling – by ward

Q13. Preferred option for recycling																								
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green
Single bin for all recycling	24%	21%	35%	21%	33%	38%	24%	23%	35%	39%	26%	36%	38%	33%	32%	22%	29%	48%	29%	35%	26%	28%	45%	28%
Multiple bins for your recycling	55%	58%	49%	55%	56%	52%	62%	53%	43%	45%	48%	45%	42%	45%	50%	49%	52%	33%	45%	53%	47%	56%	27%	44%
No preference	10%	16%	6%	15%	11%	5%	14%	14%	13%	13%	13%	-	12%	17%	14%	13%	10%	10%	26%	10%	15%	8%	23%	18%
Don't know	10%	5%	10%	9%	-	5%	-	11%	9%	3%	13%	18%	8%	5%	4%	15%	10%	8%	-	2%	11%	8%	5%	10%
Base: All open access respondents	49	19	80	47	9	60	21	57	23	71	82	11	158	86	56	138	21	124	31	62	53	72	22	39

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards.

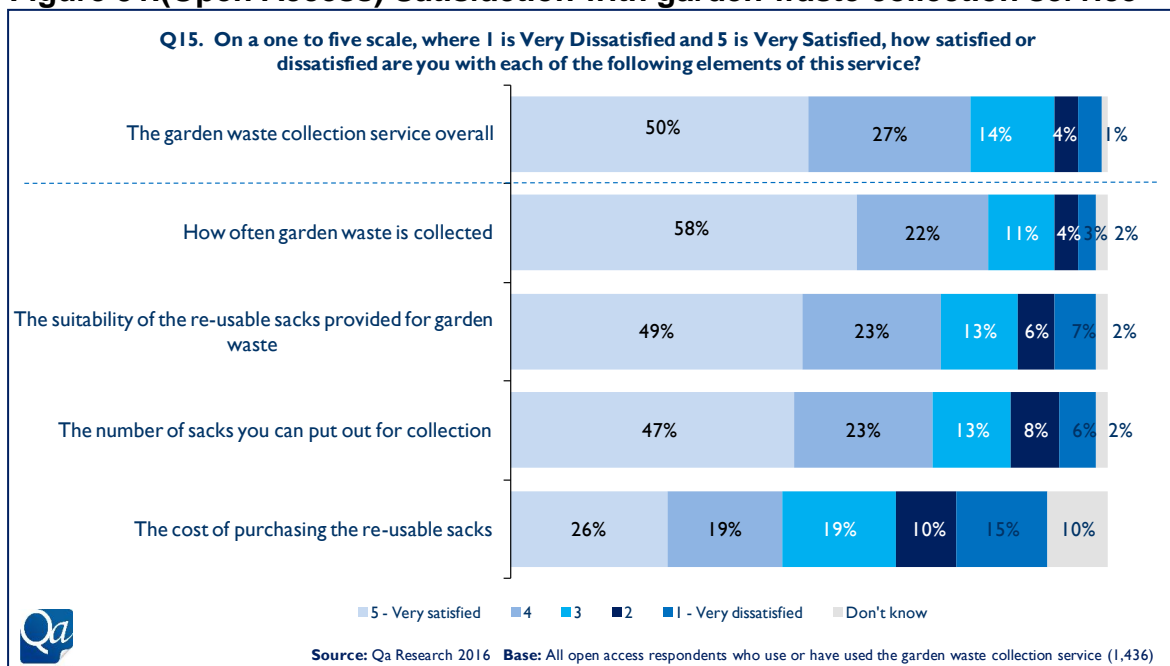
As the table above highlights, preferences were relatively consistent amongst respondents in each ward. In most instances, preference was for 'multiple bins', but the largest proportion chose a 'single bin' in Shrub End (48%) and Tiptree (45%), although this figures was only significantly higher amongst Shrub End respondents.

7.8 Rating of the current service - garden waste collection service

Nine-in-ten respondents to the open access survey said that they either currently use or have ever used the garden waste collection service (90%). The majority of these are current users (81%).

All that currently use or have used this service were asked how satisfied or dissatisfied they were with different aspects of the service;

Figure 51.(Open Access) Satisfaction with garden waste collection service



Three-quarters of open access respondents who use, or have used, the service indicated that they were satisfied with it (76%) and half gave the highest score of 5 out of 5 (50%).

As with the face-to-face sample, satisfaction was highest with '*how often garden waste is collected*' (80%). Notably, the majority of those who were dissatisfied with this aspect of the service were also dissatisfied with the service overall (52%), suggesting that the timing of collections is very important to existing service users.

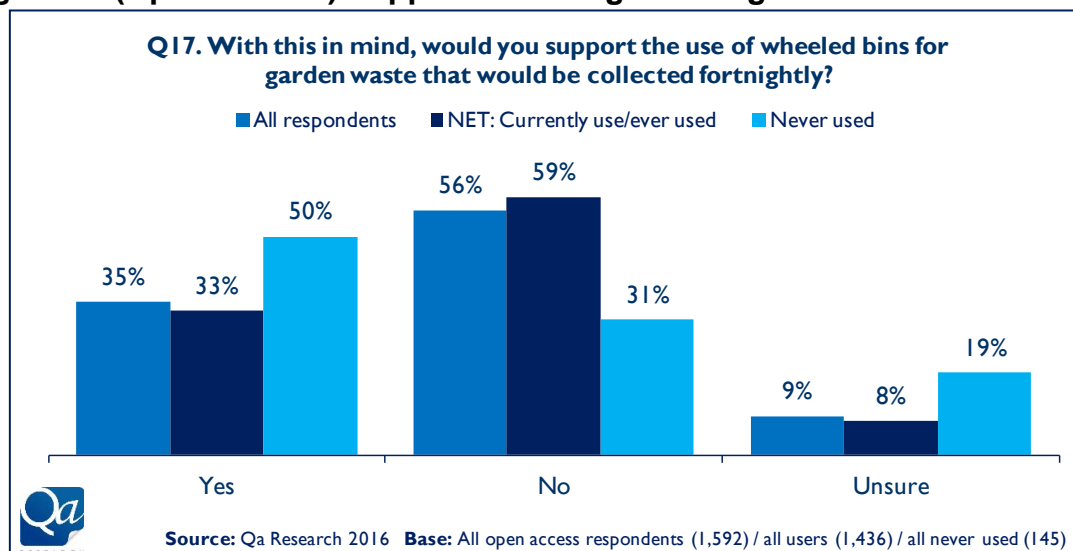
Lower satisfaction was recorded for '*the number of sacks you can put out for collection*' (71%) and with '*the suitability of the re-usable sacks provided for garden waste*' (72%), perhaps indicating why frequent collections are important to existing users.

Also, the lowest level of satisfaction was recorded for '*the cost of purchasing the re-usable sacks*' (45%), with a quarter dissatisfied with this aspect of the service (25%).

7.9 Support for possible change to the garden waste collection service

This chart shows the proportion of open access respondents that would support *'the use of wheeled bins for garden waste that would be collected fortnightly'*.

Figure 52.(Open Access) Support for change to the garden waste service



Amongst all respondents to the open access survey the majority did not support this change (56%). A similar situation was evident amongst users of the service (59%) – perhaps not surprising given that 90% of all respondents are users. Perhaps understandably, a fifth of respondents who'd never used the service said they were *'unsure'* (19%), but exactly half were in favour of this change (50%).

The table below outlines reasons for not supporting the change;

Figure 53.(Open Access) Garden waste recycling service: change to wheelie bin/fortnightly collections – reasons for not supporting the change

Q18. Reasons for <u>not</u> supporting the use of wheeled bins for garden waste that would be collected fortnightly.		
- Top 10 responses -		
Wheelie bins are too big to store	318	36%
Wheelie bins are ugly, unsightly or scruffy	194	22%
Wheelie bins are hard to move	156	17%
Happy with current system	108	12%
Wheelie bins have less capacity	94	11%
Do not want a wheelie bin (general comments)	76	9%
Accommodation would make it difficult to have a wheelie bin	74	8%
Three bins would be too many	56	6%
Wheelie bins are dirtier or would require cleaning	45	5%
Wheelie bins would be harder (general comments)	37	4%
I do not produce enough garden waste to warrant it	37	4%
Base: All open access respondents who don't support the change (894)		

The previous table highlights that concerns over wheelie bins prompt respondents to not support the change. Namely, that they are '*...too big to store*' (36%), '*...ugly/unsightly/scruffy*' (22%) and '*...hard to move*' (17%).

The table below outlines reasons for supporting the change;

Figure 54.(Open Access) Garden waste recycling service: change to wheelie bin/fortnightly collections – reasons for supporting the change

Q18. Reasons for supporting the use of wheeled bins for garden waste that would be collected fortnightly.

- Top 10 responses -

Bags get lost frequently	156	28%
Wheelie bins would be easier (general comments)	143	26%
Wheelie bins are easier to move around	109	20%
Wheelie bins have more capacity	64	12%
General positive comment about wheelie bins	56	10%
Wheelie bins make it easier to store garden waste	54	10%
Wheelie bins are more robust	51	9%
Wheelie bins are cleaner	36	7%
Bags are expensive to buy	33	6%
Street or local area would be cleaner	15	3%

Base: All open access respondents who support the change (550)

Comments here reflect support for wheelie bins which these respondents feel '*...would be easier*' (26%) and '*...easier to move around*' (20%).

Clearly, issues with the bags and the fact that they '*...get lost frequently*' (28%) drive support as well.

The table below outlines levels of support amongst all respondents to the open access survey living in each ward. Note that due to the small base sizes for each ward it's not possible to filter these figures on current users of the survey;

Figure 55.(Open Access) Support for change to the garden waste service – by ward

Q17. With this in mind, would you support the use of wheeled bins for garden waste that would be collected fortnightly?	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green	West Mersea	Wivenhoe Cross	Wivenhoe Quay
Yes	43%	26%	25%	26%	33%	28%	29%	28%	35%	45%	23%	-	41%	31%	48%	26%	38%	65%	45%	37%	28%	25%	64%	23%	31%	42%	18%
No	53%	58%	64%	60%	56%	62%	62%	65%	65%	49%	73%	91%	46%	52%	39%	68%	43%	27%	39%	55%	64%	65%	27%	64%	69%	50%	76%
Unsure	4%	16%	11%	15%	11%	10%	10%	7%	-	6%	4%	9%	13%	16%	13%	6%	19%	8%	16%	8%	8%	10%	9%	13%	-	8%	7%
Base: All open access respondents	49	19	80	47	9	60	21	57	23	71	82	11	158	86	56	138	21	124	31	62	53	72	22	39	29	36	119

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards

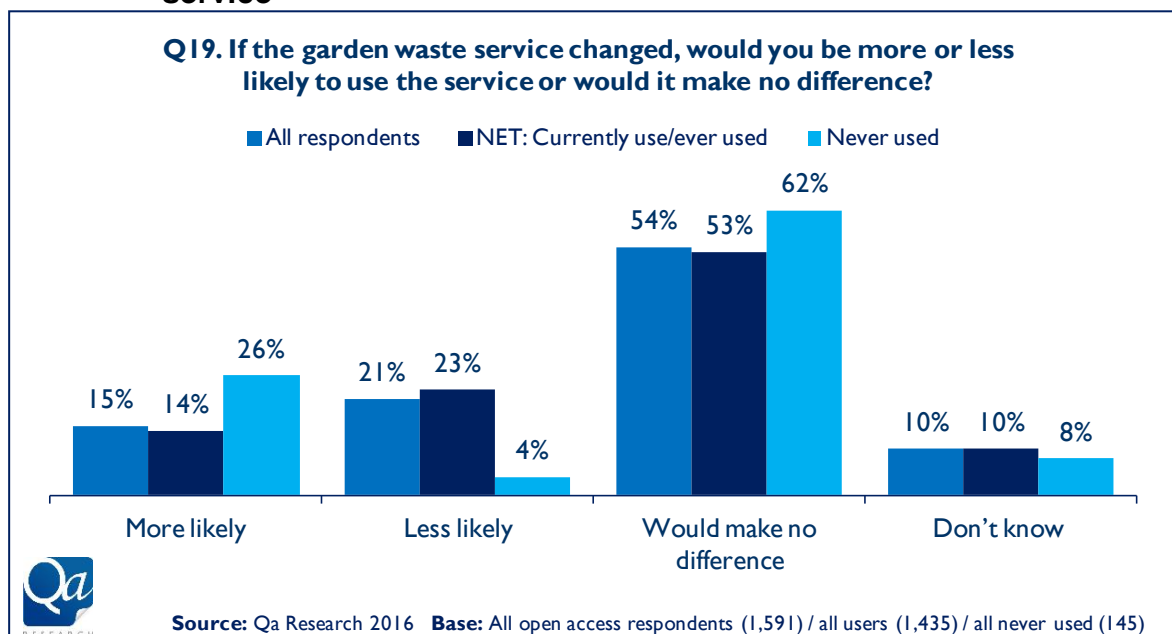
In 19 of the 27 wards the majority of respondents said that they would not support this change.

However, the majority said they would support the change in Shrub End (65%) and Tiptree (64%) and there were also significantly higher levels of support amongst respondents in Old Heath (48%) Highwoods (45%), St Andrew's (48%) Berechurch (43%) and Mile End (41%).

7.10 Impact on usage of changes to the garden waste service

On the chart below, responses have been shown amongst all respondents to the open access survey and also separately amongst users of the service and those that have never used it;

Figure 56.(Open Access) Support for change to the garden waste collection service



For the majority of all respondents and current users, the change *'would make no difference'* (54% and 53% respectively).

Amongst the remainder, respondents were more likely say they'd be *'less likely'* to use this service than *'more likely'* and this was true amongst all respondents (21% vs. 15%) and service users (23% vs. 14%).

The table below outlines likely usage of the service amongst respondents in each ward;

Figure 57.(Open Access) Support for change to the garden waste collection service – by ward

Q19. If the garden waste service changed, would you be more or less likely to use the service or would it make no difference?																								
	Berechurch	Birch And Winstree	Castle	Christ Church	Copford And West Stanway	Dedham And Langham	East Donyland	Fordham And Stour	Great Tey	Highwoods	Lexden	Marks Tey	Mile End	New Town	Old Heath	Prettygate	Pyefleet	Shrub End	St Andrew's	St Anne's	St John's	Stanway	Tiptree	West Bergholt And Eight Ash Green
	More likely	20%	16%	6%	13%	22%	8%	14%	11%	23%	15%	12%	-	17%	14%	20%	9%	10%	40%	13%	26%	13%	6%	14%
	Less likely	18%	26%	23%	23%	11%	17%	14%	19%	14%	20%	36%	14%	23%	20%	28%	14%	11%	16%	26%	28%	26%	14%	21%
	Would make no difference	53%	58%	61%	51%	56%	68%	62%	53%	45%	55%	55%	61%	50%	54%	54%	67%	41%	65%	34%	47%	61%	64%	64%
	Don't know	8%	-	10%	13%	11%	7%	10%	18%	18%	15%	9%	8%	13%	7%	9%	10%	7%	6%	15%	11%	7%	9%	10%
Base: All open access respondents		49	19	80	47	9	60	21	57	22	71	82	11	158	86	56	138	21	124	31	62	53	72	22

NB: a Grey box indicates a figure which is significantly higher than at least 5 other wards

With the exception of 4 wards, the majority of respondents in each ward said that the change '*would make no difference*' to their use of the service - the exceptions (where a lower proportion said this) were Great Tey (45%), Shrub End (41%), Wivenhoe Cross (39%) and St Anne's (34%).

Notably, respondents in Shrub End were significantly more likely than those in other wards to say that they'd be '*more likely*' to use this service (40%).

7.11 Demographic Profile

The table below shows the profile of respondents to the open access survey.

Figure 58. Sample Profile (open access): gender, age and ethnicity

	Adult 16+ Population (Census 2011)		Unweighted Sample	
Males	68,916	48.7%	646	41%
Females	72,511	51.3%	837	53%
Prefer not to say	-	-	108	7%
Net: 16-24	23,606	16.7%	13	1%
Net: 25-34	23,313	16.5%	196	12%
Net: 35-44	24,254	17.1%	235	15%
Net: 45-54	22,705	16.1%	287	18%
Net: 55-65	20,241	14.3%	287	18%
Net: 65+	27,308	19.3%	430	27%
Prefer not to say	-	-	143	9%
NET: White	130,922	92.6%	1,365	86%
NET: BME	10,505	7.4%	24	2%
Prefer not to say	-	-	202	13%
Base: All open access respondents		141,427	1,591	

The above table highlights that respondents to the open access survey were generally older and more likely to be female than residents of the borough.

The table below outlines details of respondents dwelling;

Figure 59. Sample Profile (open access): dwelling details

		Unweighted Sample
S4. Which of the following best describes this accommodation?		
NET: Flat/apartment	84	5%
- Ground floor flat or apartment	29	2%
- A flat or apartment not on the ground floor	55	3%
NET: Bungalow/semi/detached	1,240	78%
- Bungalow	149	9%
- A detached house	570	36%
- A semi-detached house	521	33%
A terraced house	263	17%
Other	5	<1%
D1. Does your home have...		
NET: Garden	891	88%
- Front garden	682	67%
- Back garden	885	87%
Neither	121	12%
Don't know	2	<1%
Base: All open access respondents		1,591

The above table highlights that these respondents are more likely to live in a bungalow, semi-detached or detached house than face-to-face respondents.

The table below outlines the breakdown of interviews by ward;

Figure 60. Sample Profile (open access): ward

Ward	Unweighted Sample	
Berechurch	49	3%
Birch And Winstree	19	1%
Castle	80	5%
Christ Church	47	3%
Copford And West Stanway	9	1%
Dedham And Langham	60	4%
East Donyland	21	1%
Fordham And Stour	57	4%
Great Tey	23	1%
Highwoods	71	5%
Lexden	82	5%
Marks Tey	11	1%
Mile End	158	10%
New Town	86	5%
Old Heath	56	4%
Prettygate	138	9%
Pyefleet	21	1%
Shrub End	124	8%
St Andrew's	31	2%
St Anne's	62	4%
St John's	53	3%
Stanway	72	5%
Tiptree	22	1%
West Bergholt And Eight Ash Green	39	2%
West Mersea	29	2%
Wivenhoe Cross	36	2%
Wivenhoe Quay	119	8%
Base: All open access respondents		1,575

As highlighted above, some wards are over-represented in the open access survey sample including 'Mile End' (10%), 'Prettygate' (9%), 'Shrub End' (8%) and 'Wivenhoe Quay' (8%).

Consequently, others are under-represented in the sample including 'Birch and Winstree' (1%), 'East Donyland' (1%), 'Marks Tey' (1%) and 'Tiptree' (1%).

8. Conclusions

Conclusion 1: The research provides an in-depth understanding of the views of residents towards the existing household waste, recycling and garden waste collection services and towards possible changes to all these services.

With 8 in-depth focus groups, an open access survey that generated more than 1,500 responses and a sample survey based on the views of a representative sample of 1,000 residents this research offers a comprehensive assessment of the current system and explores in detail how the introduction of wheeled bins and fortnightly collections are viewed. It's important to emphasise that the face-to-face survey explores the views of a representative sample of the borough's residents. In contrast, no control over the sample of the open access survey was possible, so while this provides an important snap-shot of the views of residents, it's important to remember that it is more skewed towards older residents and females.

Conclusion 2: The research highlights that residents' individual circumstances have an important role to play in determining their level of support for the possible service changes.

A mix of views was recorded for each of the services asked about and no overwhelming, clear consensus was recorded for any of them. As a result, the data do not provide clear guidance as to whether any, or all, of the changes should be taken forward, with views reflecting the different circumstances of residents in terms of their dwelling, family make-up, age etc.. This reflects the qualitative research which highlighted that while many, particularly older residents, view the current service as working well, there are frustrations for others (especially younger residents and families).

Conclusion 3: Users of the black bag service are generally satisfied with this service overall, but specific concerns were noted offering room for improvement.

With 92% of black bag users indicating that they are satisfied with the household waste collection service overall there may seem little scope to improve things. But only two-thirds were satisfied with the suitability of the black bags and around three-quarters with how easy it is to store rubbish between collections and the state of the streets after collections, suggesting scope for improvement with specific aspects of this service does exist.

Conclusion 4: Residents are split on their support for a change from 'black bags to a wheeled bin for household waste and collection, which would be collected fortnightly'.

Amongst the representative sample interviewed in the face-to-face survey, almost equal proportions supported and didn't support this proposal (44% and 43%). To a degree this is influenced by the type of dwelling a resident occupies, with those in terraced houses most supportive and residents in flats/apartments more likely not to support than support.

Conclusion 5: There is satisfaction with the recycling collection service overall and issues relating to the containers were less evident here than for the black bag service.

Amongst the representative sample, 85% of users of the black bag service for recycling (namely clear sacks and a green box for recycling) expressed satisfaction with it and similar levels were recorded for specific aspects including the containers themselves and the food waste service. Storage was the main area of concern, but with levels of satisfaction of at least 80% recorded for all aspects, serious issues do not exist in the current delivery of this service.

Conclusion 6: Support for a change to 'a wheeled bin for household recycling, which would be collected fortnightly' was more clear cut than it was for household waste collections.

Amongst the representative sample, half supported this proposal (50%), a significantly higher proportion than did not support it (37%). Here also, those in terraced houses were supportive along with residents in bungalows/semi-detached/detached houses while occupants of flats/apartments were divided equally between supporters and non-supporters. It may seem surprising that support was high for this change, given that low levels of dissatisfaction with the existing system were recorded, but there is evidence that residents' feel this would be an easier system and therefore worth implementing.

Conclusion 7: Fortnightly collections feature less often than wheeled bins in the findings, suggesting that this aspect of the possible service change is less contentious than wheeled bins.

Generally, qualitative respondents expressed some concerns about a change to fortnightly collections, but this doesn't come through very strongly in the quantitative research. Although a quarter of those that don't support the changes for household waste collection and one-in-seven that don't support them for recycling collections mentioned that they don't want fortnightly collections, concerns around wheeled bins were mentioned more readily.

Conclusion 8: Wheelie bins invoke a range of contrasting feelings and it's not uncommon for individual residents to appreciate both the benefits and disadvantages of them.

The qualitative research highlighted mixed feelings towards wheelie bins specifically, (not least across different age groups, with older residents in particular expressing concerns). While it was recognised that they could alleviate many of the problems of using black bags, concerns around storage and the detrimental impact on the look and feel of streets were recorded. This is borne out in the quantitative findings, and for each aspect of the service (waste recycling and garden waste) similar views were expressed;

- Positively - wheeled bins are seen as being easier, cleaner and offering more capacity and of alleviating the well documented issues that come with the use of black bags.
- Negatively - there are concerns that they are too big to store, are ugly/unsightly/scruffy and hard to move.

Conclusion 9: Generally younger residents are more supportive of the introduction of wheeled bins than older ones.

The majority of those aged 44 or under support the introduction of wheeled bins for household waste collections and for recycling collections, while only around a quarter of residents aged 65 or over support these changes.

Conclusion 10: The research suggests that if the changes were implemented for the recycling service this could lead to a net increase in the number of items recycled.

The qualitative research highlighted a view amongst some residents that simplifying the recycling system may encourage more recycling and the quantitative findings support this. Although most respondents in the face-to-face survey said that not having to mix recycling would '*make no difference*' to the amount they recycle, a quarter said they'd recycle '*more items*' compared to only around one-in-twenty who felt they'd recycle less. Consequently, the net effect of introducing this change may be an increase in the amount of recycling collected.

Conclusion 11: Amongst users of the garden service, feelings were mixed towards the 'use of wheeled bins for garden waste that would be collected fortnightly'.

Almost half (49%) of those who currently use, or have ever used, this service said they'd support this change, but two-fifths (39%) did not feel they could support it. The qualitative research highlighted that support for this was linked to usage of the system with frequent and heavy users more supportive than infrequent users and it's likely that this is reflected in these findings (although usage levels were not recorded in the survey).

Conclusion 12: The research suggests that if the changes to the garden waste service were introduced this would have a positive impact on usage of the service.

Although most existing users felt the change would make no difference to how they use the service, they were almost three-times more likely to indicate that they'd use the service *more* than they were to say they'd use it *less* if it was implemented. Additionally, a fifth of non-users felt that they'd be likely to use the system if the changes were made, suggesting that it may encourage a greater degree of take-up of the service amongst residents.