

Kerbside Recycling Survey

Final report of survey findings

Collection period October 2013 – August 2014

Version 0.1

Date: 24/09/2014

Prepared for:

Neighbourhood Improvement – Waste Management, Neighbourhood Services, Place
Directorate

Prepared by: Informatics and Research, Resources Directorate

Introduction

In October 2013 North East Lincolnshire Council introduced improvements to the kerbside recycling collection including introduction of weekly collections and expanding the materials which can be collected at the kerbside to include plastic and cardboard.

A door-to-door survey (see appendix 1) has been conducted by the re-cycling service with the objectives of:

- Identifying if residents are aware of the improvements to the kerbside dry recycling service.
- Identify the effectiveness of the promotional material and the public's preferred medium for receiving information regarding kerbside collections.
- Identify how residents are currently using the scheme including any difficulties and reasons behind non participation

The face-to-face methodology of the survey was selected as it provides opportunity to promote the new service to householders and encourage an increase in re-cycling behaviours in the area.

Summary of findings

General

2419 surveys were completed during the period of just over 10 months.

Immingham, East Marsh and West Marsh were most extensively surveyed with 7.7%, 6.6% and 5.1% of households surveyed respectively. Haverstoe, Humberston and New Waltham and Wolds had less than 1% of households surveyed. Households were also categorised by dwelling type however little correlation was found between dwelling type and preferred method of communication or participation. The majority (63.3%) of properties surveyed were classified as average with a garden.

Communications

Overall 82.3 % of householders surveyed said they were aware of the improvements to the re-cycling service. 1573 householders were asked if they found the letter explaining the changes informative, of those 79.3% said it was fairly or very informative. Of the 24 respondents who found the leaflet to be 'not informative' only 7 were not taking part in the scheme.

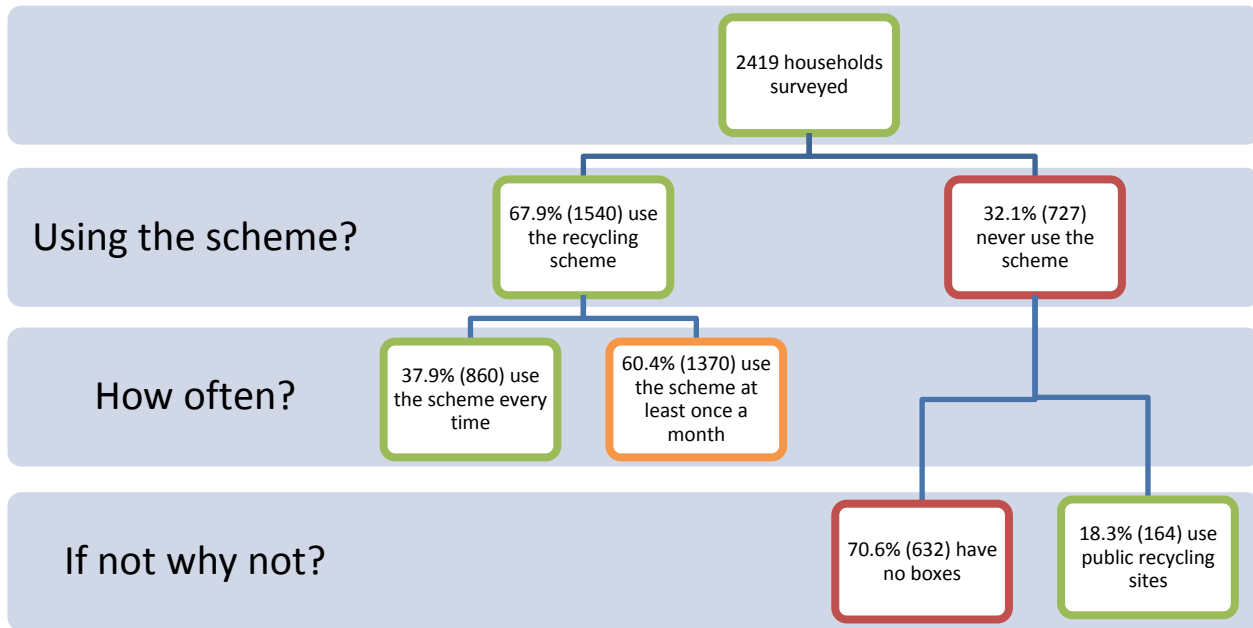
At the end of the survey interview 83.5% of valid responses (2229) to the question "Do you think that you have been provided with sufficient information regarding the scheme improvements?" were positive. 100% of respondents in the Wolds ward replied that they had sufficient information compared with 36.4% of respondents in the Humberston and New Waltham ward, however these results may not be representative of a larger sample.

96.2% of all respondents stated a preference for receiving further information by leaflet.

Participation

67.9% of householders surveyed said that they used the kerbside scheme to some extent; 37.9 % of householders surveyed said that they used the scheme every week. Of those taking part every week 94% present boxes which are half-full or over. Ward analysis indicates 100% of respondents in Haverstoe return boxes half-full or over compared with 75% in Humberston and New Waltham, however as previously noted very few households were surveyed in these areas.

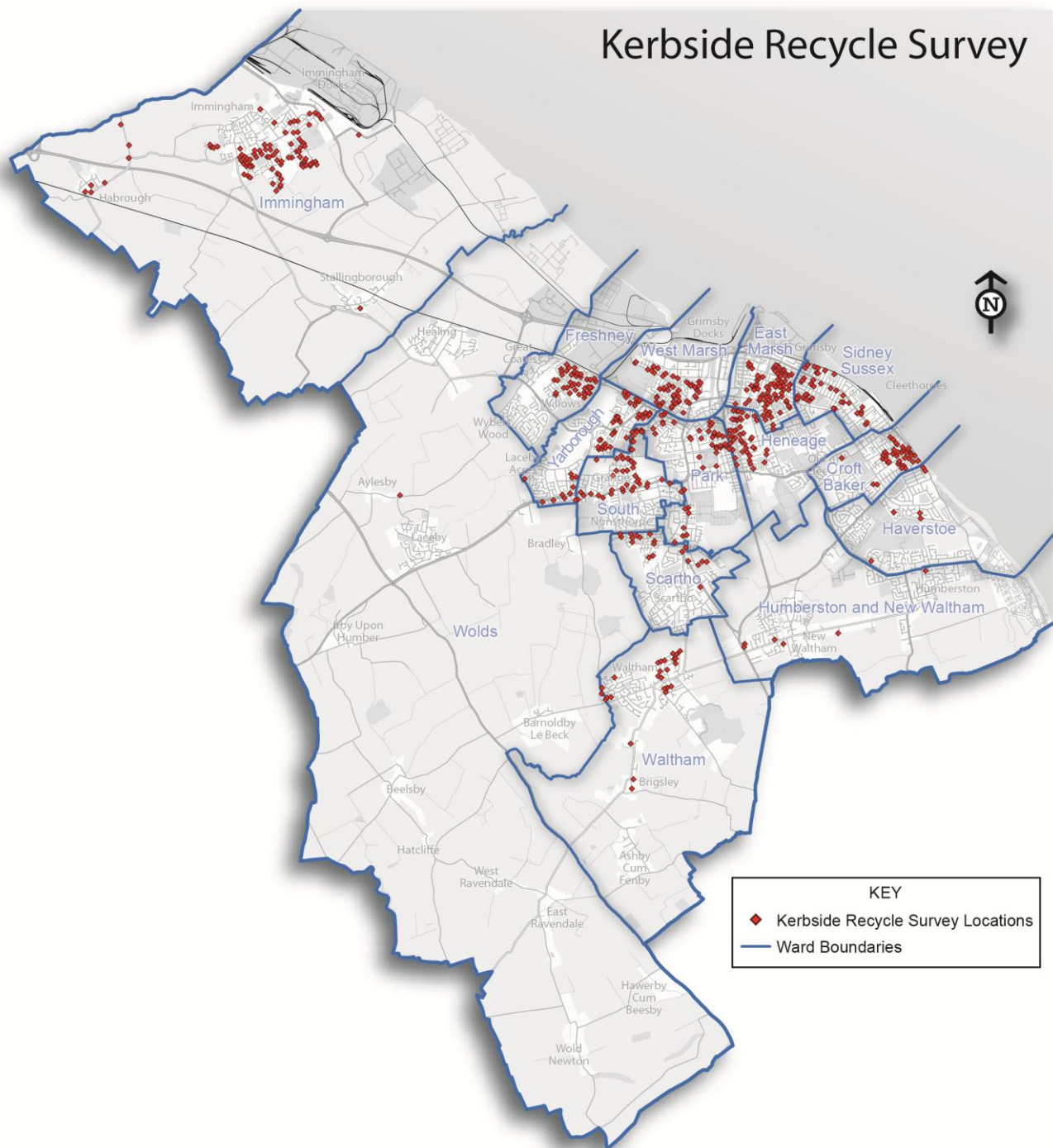
Of those not taking part in the scheme at all, the majority, 70.6% stated that they did not have any boxes, while 18.3% stated that they used public recycling sites.



Of those not using the scheme every week, 69% responded that they did not have enough material to collect while 10.8% sometimes used recycling banks. 11.1% said they were unaware of the collection day, this broadly aligns with the percentage of householders surveyed who were not aware of the improvements to the recycling survey.

There was no obvious correlation between the size / type of property and the reason for not taking part in the scheme.

General Survey Data



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2419 surveys were carried out during the period 15th October 2013 to 24th August 2014. Immingham, East Marsh and West Marsh have been most extensively surveyed with 7.7% 6.6% and 5.1% of households surveyed respectively. The map above shows all postcode areas surveyed. 2 surveys were incomplete, having no house number identified. Incomplete surveys have been discounted from ward and house type analysis.

Ward	Survey count	Household count*	% coverage
Croft Baker	125	5605	2.2%
East Marsh	381	5794	6.6%
Freshney	198	4192	4.7%
Haverstoe	10	4424	0.2%
Heneage	210	5025	4.2%
Humberston and New Waltham	15	4709	0.3%
Immingham	381	4961	7.7%
Park	169	5169	3.3%
Scartho	77	4507	1.7%
Sidney Sussex	151	5392	2.8%
South	185	5275	3.5%
Waltham	90	3016	3.0%
West Marsh	188	3681	5.1%
Wolds	22	2988	0.7%
Yarborough	215	4969	4.3%
N/A	2		
Grand Total	2419	69707	3.5%

Care should be taken in drawing conclusions for an area or category where sample sizes are small. East Marsh, West Marsh and Immingham wards were most extensively surveyed while only small numbers of households were surveyed in Haverstoe, Humberston and New Waltham and Wolds.

Households were also classified by type of dwelling. 58 surveys have not been included in dwelling type analysis as this information was not recorded. Only small numbers of dwellings categorised as '2d Large (Executive flats & large terrace houses) - without garden' and '2f Small properties (Bed sits / multi occupancy) - without garden' were surveyed.

Dwelling type	Number	Percentage
1a Large (Large houses) - with garden	370	15.3%
1b Average (Semi- detached / estates) - with garden	1532	63.3%
1c Small houses with garden	116	4.8%
2d Large (Executive flats & large terrace houses) - without garden	23	1.0%
2e Average (Mid-range town terraces, medium houses) - without garden	310	12.8%
2f Small properties (Bed sits / multi occupancy) - without garden	10	0.4%
Question not answered	58	2.4%
Grand Total	2419	100.0%

Of the 2419 households surveyed (1532) 63% were classified as large to average houses with a garden. The following table gives a breakdown of house type by ward.

Ward / Dwelling type	1a Large (Large houses) - with garden	1b Average (Semi-detached / estates) - with garden	1c Small houses with garden	2d Large (Executive flats & large terrace houses) - without garden	2e Average (Mid-range town terraces, medium houses) - without garden	2f Small properties (Bed sits / multi occupancy) - without garden	Question not answered	Grand Total
CROFT BAKER	5	64	27	5	14	6	4	125
EAST MARSH	3	224		1	148	1	4	381
FRESHNEY	5	189			3	1		198
HAVERSTOE	1	7	2					10
HENEAGE	14	116	4	8	53		15	210
HUMBERSTON AND NEW WALTHAM	5	9					1	15
IMMINGHAM	94	214	20	8	26	2	17	381
PARK	83	53	17		15		1	169
SCARTH0	27	32	14				4	77
SIDNEY SUSSEX	23	96	6		26			151
SOUTH	36	142	2		2		3	185
WALTHAM	40	30	9		3		8	90
WEST MARSH	3	161	9		15			188
WOLDS	7	6	3	1	4		1	22
YARBOROUGH	24	189	2					215
#N/A			1		1			2
Grand Total	370	1532	116	23	310	10	58	2419

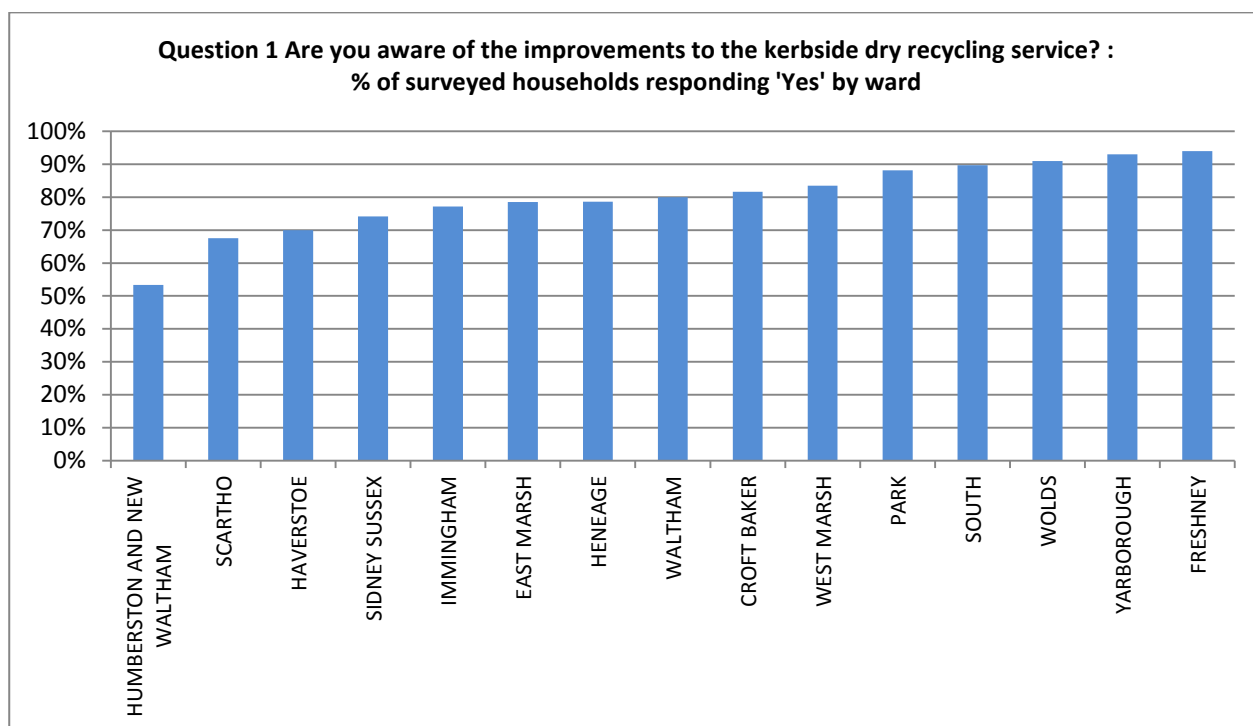
Question Analysis

Question 1

Are you aware of the improvements to the dry kerbside dry recycling service?

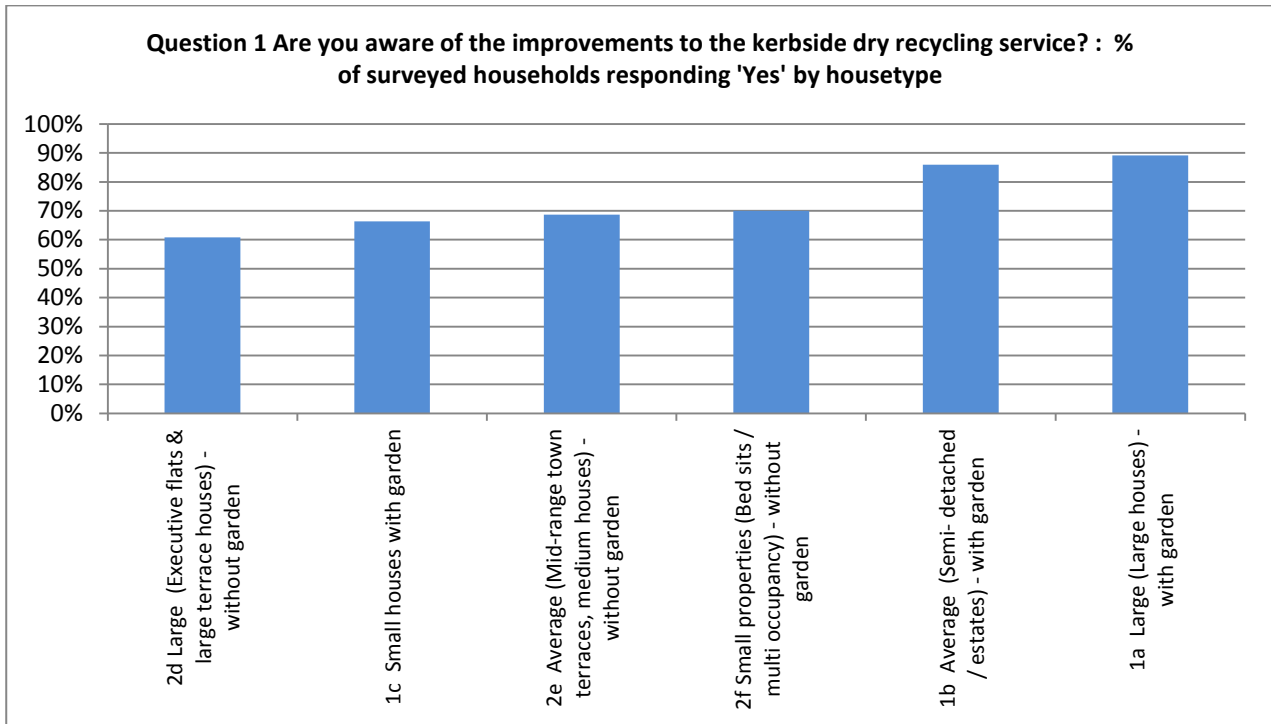
	Response Count	% of total responses
Yes	1990	82.3%
No	332	13.7%
Question not answered	97	4.0%
Grand Total	2419	100.0%

Overall 82.3 %, of householders surveyed, said they were aware of the improvements.



Households surveyed in the Freshney ward had the highest percentage of 'Yes' responses at 93.9%, while Humberston and New Waltham and Scartho wards had the lowest percentage at 53.3% and 67.5% respectively.

When analysed by household type over 80% of householders with large and average sized properties with a garden (1a and 1b) responded 'Yes', they were aware of improvements, compared with between 60% and 70% for other properties.

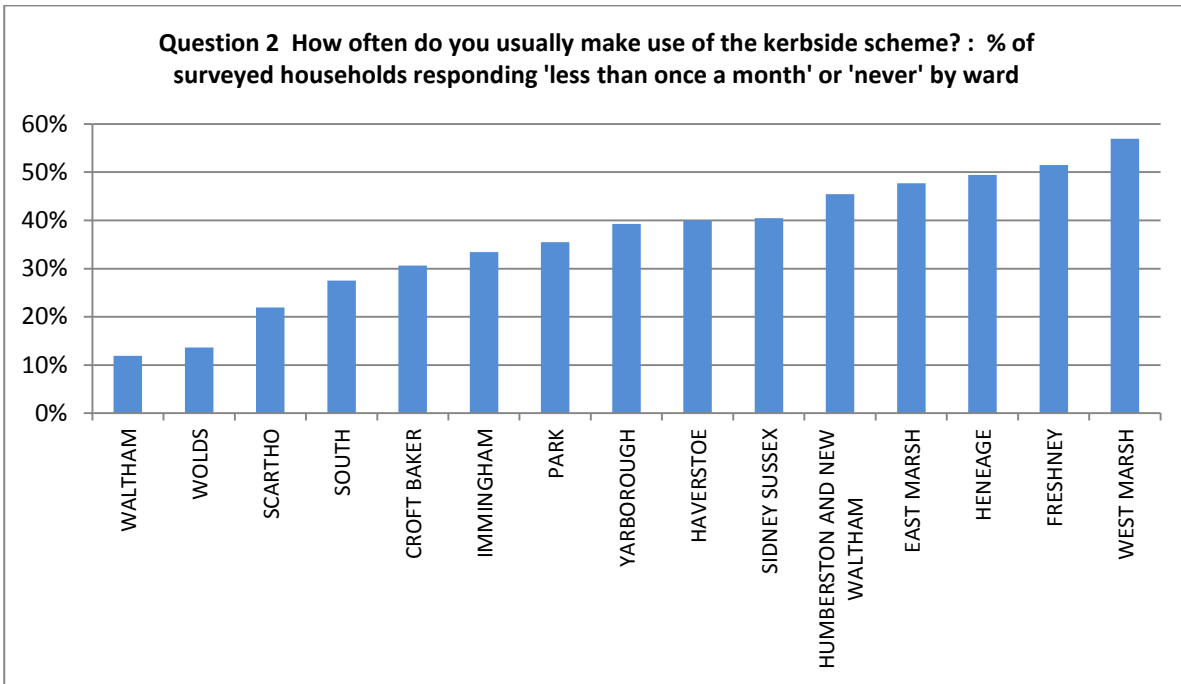


Question 2

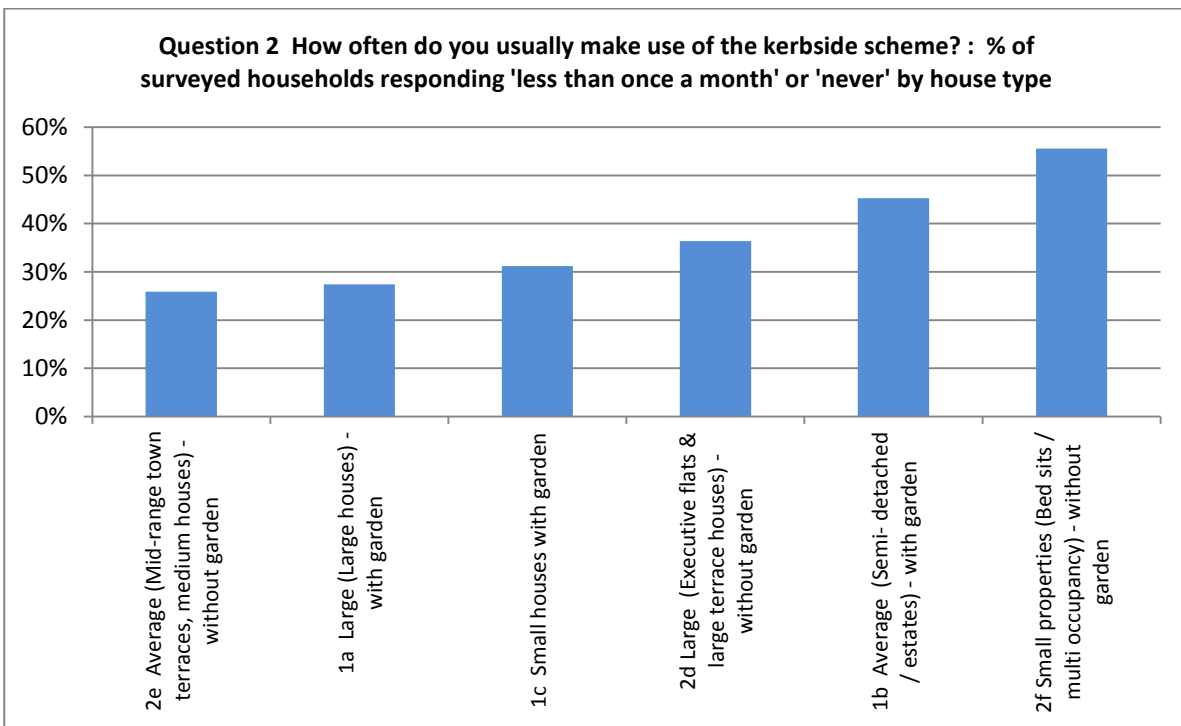
How often do you usually make use of the kerbside scheme?

	Response Count	% of total responses
Every time	860	37.9%
Fortnightly	15	0.7%
Once a month	495	21.8%
Less than once a month	170	7.5%
Never	727	32.1%
Grand Total	2267	100.0%

38% of households surveyed responded that they use the kerbside scheme every week. 32% responded that they never used the collection. Households surveyed in the West Marsh area had the highest percentage (57%), responding that they used the service infrequently or never (‘less than once a month’ or ‘never’), this compares with the best performing area, Waltham, where this measure was only 12%.



56% of small properties without gardens (2f) were infrequent users or did not use the scheme at all compared with 26% of mid-range houses without gardens, however the sample size for 2f dwellings is only 10 so may not be representative of all such housing in the area.

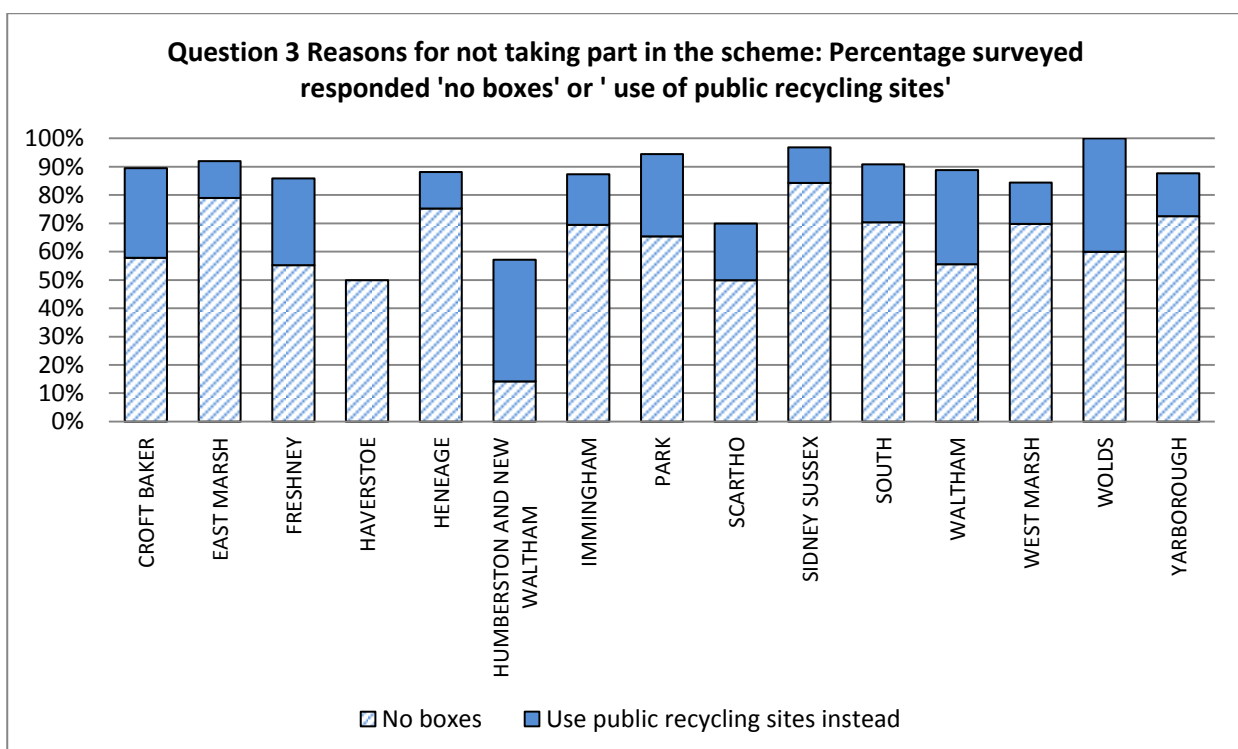


Question 3

Reasons for not taking part in the scheme?

	Response Count	% of total responses
Boxes too heavy	8	0.9%
Lack of storage for boxes	12	1.3%
No boxes	632	70.6%
Too much effort	39	4.4%
Unconvinced of environmental benefits	5	0.6%
Use public recycling sites instead	164	18.3%
Other reason	35	3.9%
Grand Total	895	100.0%

Of the 895 surveyed, who were not taking part in the scheme, 632 (70.6%) responded that they had no boxes. This was the top reason given in all wards except Humberston and New Waltham ward where 43% cited use of public recycling sites as a reason for not taking part in the scheme. Some variation will be as a result of small numbers surveyed i.e. Haverstoe, Scartho, Wolds and Humberston and New Waltham yielded ten or fewer responses to this question.



There is no obvious correlation between size / type of property and reason for not taking part in the scheme.

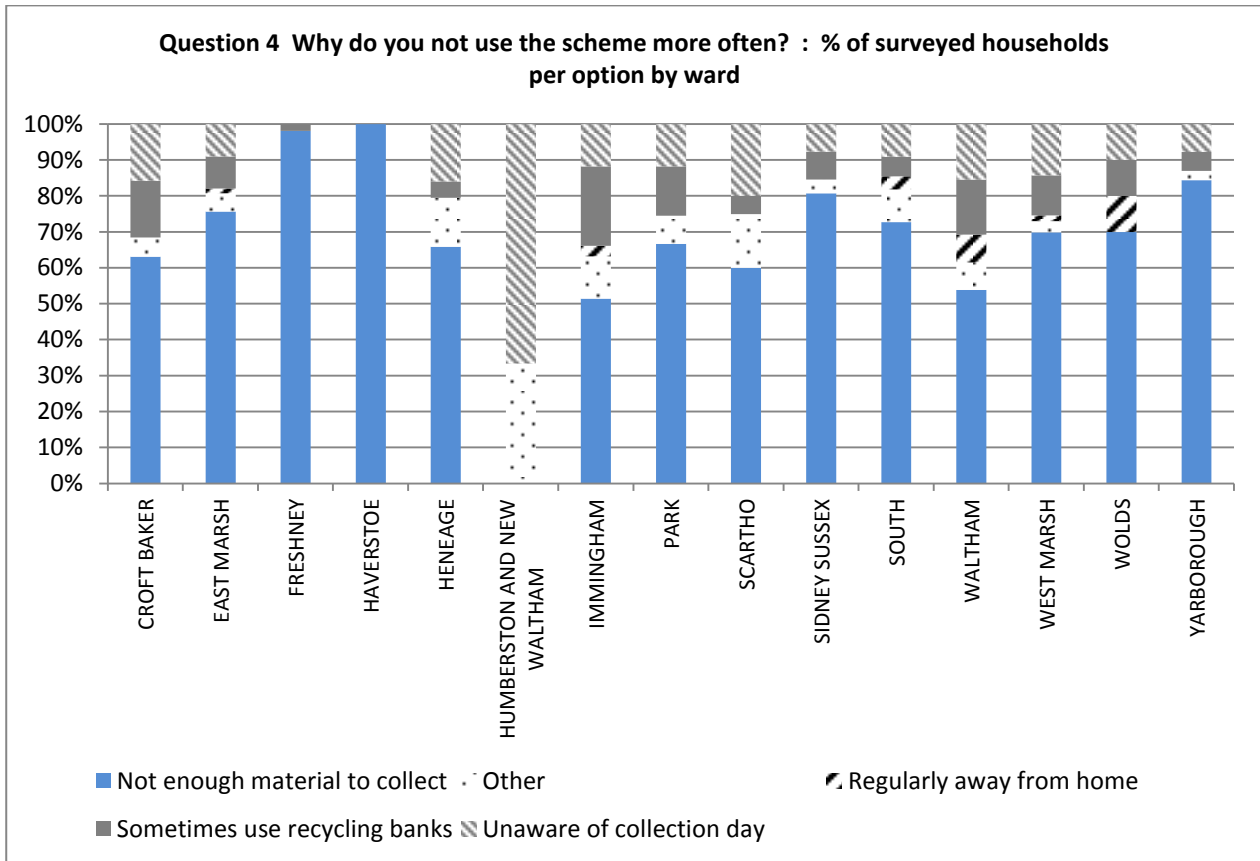
Reason for not taking part in the scheme by house type	1a Large (Large houses) - with garden	1b Average (Semi-detached / estates) - with garden	1c Small houses with garden	2d Large (Executive flats & large terrace houses) - without garden	2e Average (Mid-range town terraces, medium houses) - without garden	2f Small properties (Bed sits / multi occupancy) - without garden
Lack of storage for boxes		1.5%	4.9%		0.7%	
No boxes	59.7%	76.7%	48.8%	66.7%	65.3%	57.1%
Other reason	4.2%	2.9%	12.2%		6.1%	
Too much effort		3.6%	2.4%	8.3%	9.5%	
Use public recycling sites instead	36.1%	15.3%	31.7%	25.0%	18.4%	42.9%
Sample size	72	588	41	12	147	7

Question 4

Why do you not use the scheme more often?

	Response Count	% of total responses
Not enough material to collect	462	69.4%
Other	47	7.1%
Regularly away from home	11	1.7%
Sometimes use recycling banks	72	10.8%
Unaware of collection day	74	11.1%
Grand Total	666	100.0%

69% of the 666 householders asked this question stated that they did not have enough material to use the scheme more often. This was the top reason in all wards apart from Humberston and New Waltham ward where 2 out of the 3 respondents surveyed stated they were unaware of the collection day.



There is no obvious correlation between size / type of property and reason for not taking part more often in the scheme.

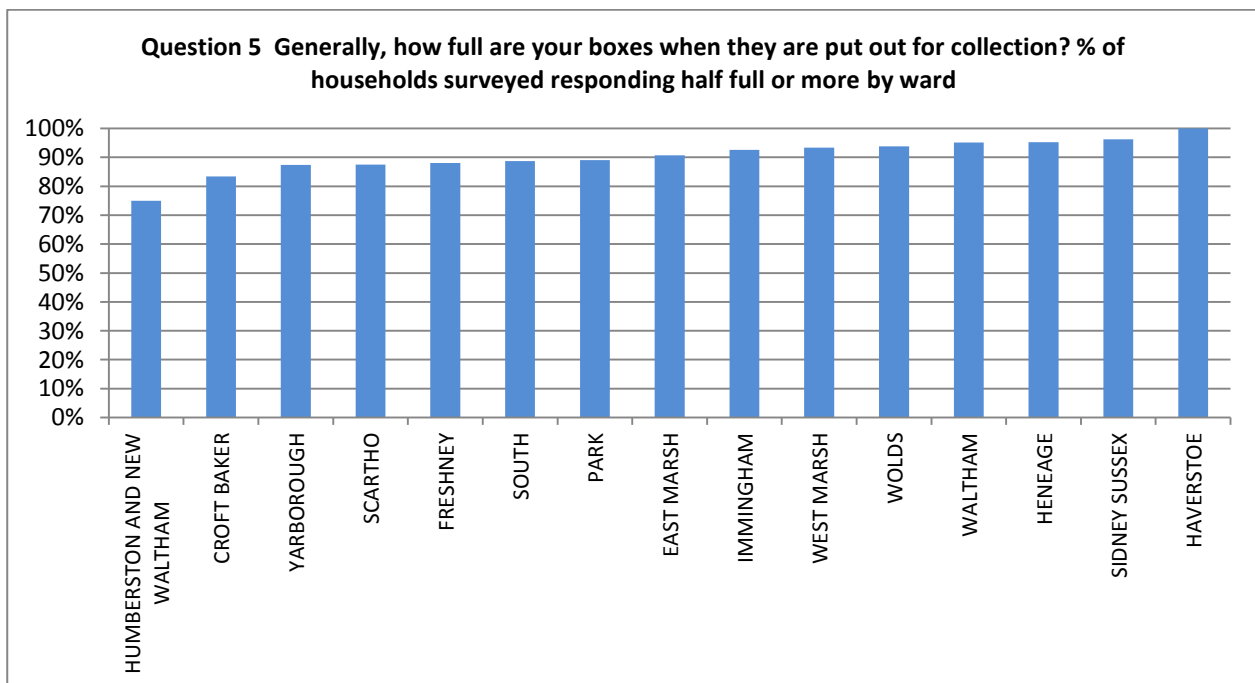
Why do you not use the scheme more often? By house type	1a Large (Large houses) - with garden	1b Average (Semi-detached / estates) - with garden	1c Small houses with garden	2d Large (Executive flats & large terrace houses) - without garden	2e Average (Mid-range town terraces, medium houses) - without garden	2f Small properties (Bed sits / multi occupancy) - without garden
Not enough material to collect	74%	74%	35%		57%	75%
Other	3%	6%	23%		2%	
Regularly away from home	2%	1%		25%	2%	
Sometimes use recycling banks	13%	8%	26%	25%	12%	
Unaware of collection day	7%	10%	16%	50%	27%	25%
Sample size	122	437	31	4	49	4

Question 5

Generally, how full are your boxes when they are put out for collection?

	Response Count	% of total responses
Full	454	30.0%
Three Quarters	339	22.4%
Half Full	579	38.3%
Under Half Full	141	9.3%
Grand Total	1513	100.0%

91% of households surveyed stated that they presented boxes half-full to full for collection. Ward analysis indicates respondents in Haverstoe return boxes half-full or over 100% of the time, compared with 75% in Humberston and New Waltham however, as stated previously, very few households were surveyed in this area.



Cross analysis with question 2, (how often do you use the kerbside scheme) reveals that, of those using the service every time, 94% present boxes which are half-full or over. 76% of householders, using the service less than once a month, presented boxes that were half full or under.

	Every time	Fortnightly / Once a month	Less than once a month
Full	334 40%	77 16%	25 16%
Three Quarters Full	184 22%	133 28%	12 8%
Half Full	259 31%	237 49%	72 46%
Under Half Full	50 6%	36 7%	47 30%
Grand Total	827 100%	483 100%	156 100%

20 surveys indicated that the householders 'never' used the service but were presenting boxes, these have also been excluded from the table above as inconsistent replies.

There is no obvious correlation between size / type of property and the amount of recycling presented.

Generally, how full are your boxes? By ward	1a Large (Large houses) - with garden	1b Average (Semi-detached / estates) - with garden	1c Small houses with garden	2d Large (Executive flats & large terrace houses) - without garden	2e Average (Mid-range town terraces, medium houses) - without garden	2f Small properties (Bed sits / multi occupancy) - without garden
Full	30%	25%	38%	47%	50%	20%
Half Full	40%	43%	26%	27%	21%	20%
Three Quarters Full	22%	23%	23%	7%	22%	40%
Under Half Full	9%	9%	13%	20%	7%	20%
Sample size	318	1153	93	21	284	7

Question 6

This question was replaced part way through the survey. No analysis by ward or dwelling type has been completed as the questions were not asked of the whole sample.

Question 6i – question withdrawn 05/03/2014

How informative have you found the letter provided?

	Response Count	% of total responses
Very informative	1043	66.3%
Fairly informative	204	13.0%
Not informative	34	2.2%
Have not received anything	290	18.4%
Other	2	0.1%
Grand Total	1573	100.0%

The majority of respondents (79.3%) felt that the letter regarding changes to the service was very, or fairly informative; 18.4% stated that they had not received anything.








The tables below are a cross analysis of responses to question 6 and question 2 (How often do you usually make use of the kerbside scheme?)

	Very informative		Fairly informative		Not informative	
	Response	%	Response	%	Response	%
Every time	492	49.1%	87	46.5%	12	50.0%
Less than once a month	87	8.7%	15	8.0%	1	4.2%
Never	227	22.6%	38	20.3%	7	29.2%
Once a month	197	19.6%	47	25.1%	4	16.7%
Grand Total	1003	100.0%	187	100.0%	24	100.0%

Of the 24 respondents who found the leaflet to be 'not informative' 50% were recorded as presenting their boxes every time. Of the 272 respondents who stated that they never used the service 265 (97.4%) found the letter fairly or very informative.

Question 6ii – replacement question introduced 06/03/2014

Do you need any recycling boxes?

Number of boxes required			
1	13 Orange 	12 Blue 	9 Green 
2	5 Orange/blue 	6 Blue /Green 	5 Orange/green 
3	212 Orange / blue / green 		

Of the 723 households asked this question 262 (36%) stated that they needed one or more boxes. 212 households (29%) requested all 3 boxes. Of the wards where this question was asked West Marsh had the highest number of requests (68) for all 3 boxes, which equates to 40% of those surveyed.

Ward	Number of boxes required				Grand Total	% requiring 3 boxes
	0	1	2	3		
EAST MARSH	4	1		3	8	38%
FRESHNEY	140	5	2	51	198	26%
PARK	42	5	2	13	62	21%
SCARTHO	4			1	5	20%
SIDNEY SUSSEX	3	2		1	6	17%
SOUTH	66	2	3	22	93	24%
WEST MARSH	94	7	3	68	172	40%
YARBOROUGH	108	12	6	53	179	30%
Grand Total	461	34	16	212	723	29%

Question 7

Do you think you have been provided with sufficient information regarding the scheme improvements?

	Response Count	% of total responses
Yes	1861	83.5%
No	368	16.5%
Grand Total	2229	100.0%

83.5% of valid responses to the question “ Do you think you have been provided with sufficient information regarding the scheme improvements?” were positive. Respondents in the Wolds ward had the highest proportion of “Yes” answers (100%), while Humberston and New Waltham had the least (36%), however these results may not be reflective of a larger sample.

Ward	No	Yes	Grand Total	% "Yes"
CROFT BAKER	38	79	117	68%
EAST MARSH	90	245	335	73%
FRESHNEY	4	194	198	98%
HAVERSTOE	3	7	10	70%
HENEAGE	50	137	187	73%
HUMBERSTON AND NEW WALTHAM	7	4	11	36%
IMMINGHAM	29	315	344	92%
PARK	29	124	153	81%
SCARTH0	19	54	73	74%
SIDNEY SUSSEX	28	98	126	78%
SOUTH	32	142	174	82%
WALTHAM	7	75	82	91%
WEST MARSH	21	165	186	89%
WOLDS		20	20	100%
YARBOROUGH	11	200	211	95%
Grand Total	368	1861	2229	83%

When analysed by house type only 50% of householders with ‘average sized properties without a garden’ (2e) responded positively. 48% of these house types are in East Marsh ward.

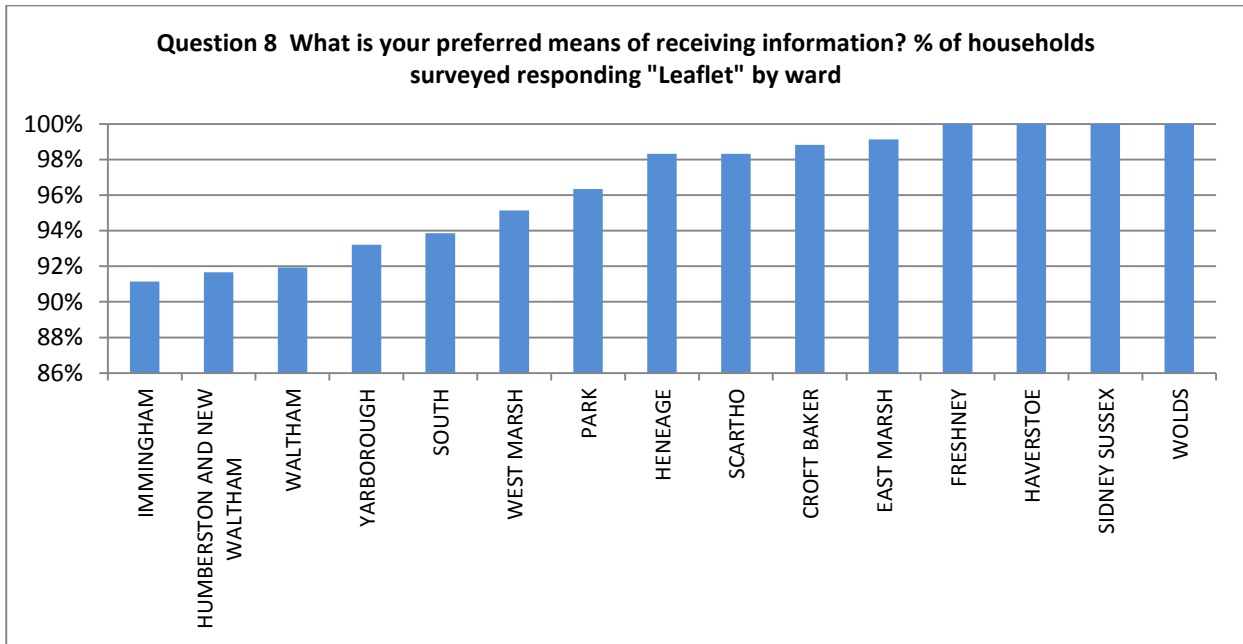
House type	No	Yes	Total	%
1a Large (Large houses) - with garden	35	312	347	90%
1b Average (Semi- detached / estates) - with garden	170	1292	1462	88%
1c Small houses with garden	24	80	104	77%
2d Large (Executive flats & large terrace houses) - without garden	5	12	17	71%
2e Average (Mid-range town terraces, medium houses) - without garden	124	123	247	50%
2f Small properties (Bed sits / multi occupancy) - without garden	2	8	10	80%
Total	360	1827	2187	84%

Question 8

What is your preferred means of receiving information?

	Response Count	% of total responses
Leaflet	1201	96.2%
Newspaper	14	1.1%
Other	24	1.9%
Radio	4	0.3%
Website	6	0.5%
Grand Total	1249	100.0%

Of the 1249 valid responses to this question 96% preferred to receive information by leaflet, only 0.5% of respondents preferred to receive information via a website. Immingham ward showed the lowest preference for information by leaflet at 91%. Of those in Immingham who did not share this preference the most recorded preference was 'other' . Text comments recorded by surveyors against this question indicate that of those responding 'other' the preferred method of communication was by phone or letter.



No correlation between dwelling type and preference for communication was observed.

Respondents with a preference for information by leaflet	'Leaflet'	Total	%
1a Large (Large houses) - with garden	154	159	97%
1b Average (Semi-detached / estates) - with garden	641	672	95%
1c Small houses with garden	87	89	98%
2d Large (Executive flats & large terrace houses) - without garden	19	19	100%
2e Average (Mid-range town terraces, medium houses) - without garden	262	268	98%
2f Small properties (Bed sits / multi occupancy) - without garden	9	9	100%

Appendix 1: Survey form version 1

Survey Date: <i>in use 15/10/2013 to 05/03/2014</i>		Surveyor initials:	
Street:			N ^o :-
With garden 1a Large (Large houses) <input type="checkbox"/> 1b Average (Semi-detached / estates) <input type="checkbox"/> 1c Small houses <input type="checkbox"/>		Without garden 2d Large (Executive flats & large terrace houses) <input type="checkbox"/> 2e Average (Mid-range town terraces, medium houses) <input type="checkbox"/> 2f Small properties (Bed sits / multi occupancy) <input type="checkbox"/>	
1.	<u>Are you aware of the improvements to the dry kerbside dry recycling service?</u> Yes <input type="checkbox"/> If yes go to question 2 No <input type="checkbox"/> explain changes then see q 2		
2.	<u>How often do you usually make use of the kerbside scheme?</u> Every time <input type="checkbox"/> (see q5) Once a month <input type="checkbox"/> (see q4) Less than once a month (see q4) <input type="checkbox"/> Never <input type="checkbox"/> (see q3)		
3.	<u>Reasons for not taking part in the scheme</u> Unconvinced of environmental benefits <input type="checkbox"/> No boxes <input type="checkbox"/> Boxes too heavy <input type="checkbox"/> Lack of storage for boxes <input type="checkbox"/> Too much effort <input type="checkbox"/> Use public recycling sites instead <input type="checkbox"/> (see q6) Other reason <input type="checkbox"/>		
4.	<u>Why do you not use the scheme more often?</u> Unaware of collection day <input type="checkbox"/> Regularly away from home <input type="checkbox"/> Sometimes use recycling banks <input type="checkbox"/> Not enough material to collect <input type="checkbox"/> Other <input type="checkbox"/>		
5.	<u>Generally, how full are your boxes when they are put out for collection?</u> Under ½ Full <input type="checkbox"/> ½ Full <input type="checkbox"/> ¾ Full <input type="checkbox"/> Full <input type="checkbox"/>		
6.	<u>How informative have you found the letter provided?</u> Have not received anything <input type="checkbox"/> (see q8) Very informative <input type="checkbox"/> Not informative <input type="checkbox"/> Fairly informative <input type="checkbox"/>		
7.	<u>Do you think you have been provided with sufficient information regarding the scheme improvements?</u> Yes <input type="checkbox"/> <b style="color: red;">No more questions No <input type="checkbox"/> (see q8)		
8.	<u>What is your preferred means of receiving information?</u> Leaflet <input type="checkbox"/> Newspaper <input type="checkbox"/> Website <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/>		

Appendix 1: Survey form version 2

Survey Date: : in use 06/03/2014 to 24/08/ 2014		Surveyor initials:	
Street:			Nº:-
With garden 1a Large (Large houses) <input type="checkbox"/> 1b Average (Semi- detached / estates) <input type="checkbox"/> 1c Small houses <input type="checkbox"/>		Without garden 2d Large (Executive flats & large terrace houses) <input type="checkbox"/> 2e Average (Mid-range town terraces, medium houses) <input type="checkbox"/> 2f Small properties (Bed sits / multi occupancy) <input type="checkbox"/>	
1.	<u>Are you aware of the improvements to the dry kerbside dry recycling service?</u> Yes <input type="checkbox"/> If yes go to question 2 No <input type="checkbox"/> explain changes then see q 2		
2.	<u>How often do you usually make use of the kerbside scheme?</u> Every time <input type="checkbox"/> (see q5) Once a month <input type="checkbox"/> (see q4) Less than once a month (see q4) <input type="checkbox"/> Never <input type="checkbox"/> (see q3)		
3.	<u>Reasons for not taking part in the scheme</u> Unconvinced of environmental benefits <input type="checkbox"/> No boxes <input type="checkbox"/> Boxes too heavy <input type="checkbox"/> Lack of storage for boxes <input type="checkbox"/> Too much effort <input type="checkbox"/> Use public recycling sites instead <input type="checkbox"/> (see q6) Other reason <input type="checkbox"/>		
4.	<u>Why do you not use the scheme more often?</u> Unaware of collection day <input type="checkbox"/> Regularly away from home <input type="checkbox"/> Sometimes use recycling banks <input type="checkbox"/> Not enough material to collect <input type="checkbox"/> Other <input type="checkbox"/>		
5.	<u>Generally, how full are your boxes when they are put out for collection?</u> Under ½ Full <input type="checkbox"/> ½ Full <input type="checkbox"/> ¾ Full <input type="checkbox"/> Full <input type="checkbox"/>		
6.	<u>Do you need any recycling boxes?</u> No <input type="checkbox"/> Green <input type="checkbox"/> Blue <input type="checkbox"/> Orange <input type="checkbox"/>		
7.	<u>Do you think you have been provided with sufficient information regarding the scheme improvements?</u> Yes <input type="checkbox"/> No more questions No <input type="checkbox"/> (see q8)		
8.	<u>What is your preferred means of receiving information?</u> Leaflet <input type="checkbox"/> Newspaper <input type="checkbox"/> Website <input type="checkbox"/> Radio <input type="checkbox"/> Other <input type="checkbox"/>		
Additional Comments:-			