

Dry Recycling Participation in North East Lincolnshire

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Final version

Report prepared for: Waste Services

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Purpose

The purpose of this report is to present findings of work to monitor re-cycling activity in streets where participation has previously been identified as below 20% and follows on from the survey findings contained in the [Kerbside Recycling Survey Final Report for October 2013 to August 2014](#).

This previous report had given us a baseline from which to measure the impact of the service changes implemented in October 2013 when plastics of grades one, two and three were added to the kerbside collection service, along with small cardboard. A campaign was also undertaken to contact residents and ask questions about their use and perceptions of the waste services they were offered and to issue recycling boxes to those in need or address any other difficulties residents faced when recycling and presenting waste.

It was decided that, due to resources, re-monitoring of the streets within North East Lincolnshire would be limited to the worst performing streets. A limit was set at twenty percent participation and all streets below this were re-monitored.

It should be noted that as far as is known we are the only authority to measure participation in this way. All authorities must, by law, measure recycling rates by weight and North East Lincolnshire is no exception. However, I felt that participation was the key to the problem. We need to identify the reasons why individuals do not recycle in these areas and address those needs. Only by doing this can the weight data be improved.

Andy Drinkell

Scope

A total of 333 streets, which had been identified as returning less than 20% recycling in 2013, were surveyed between October 2014 and April 2015 covering 17,238 properties. Within the whole survey number two samples were classified by the housing types terraced and non-terraced.

Table 1: Samples size by type

	Streets surveyed	Number of Properties
Sample < 20% Terraced	159	9145
Sample < 20% Non-terraced	49	1262
Remaining < 20%	125	6831
Total	333	17238

The distribution of streets returning less than 20% recycling means that East Marsh and West Marsh properties accounted for 47% of the properties survey.

Table 2: Sample size by ward

Properties per ward	Number	%
CROFT BAKER	1688	9.8%
EAST MARSH	4271	24.8%
FRESHNEY	821	4.8%
HAVERSTOE	33	0.2%
HENEAGE	1549	9.0%
HUMBERSTON & NEW WALTHAM	95	0.6%
IMMINGHAM	780	4.5%
PARK	241	1.4%
SCARTHO	937	5.4%
SIDNEY SUSSEX	1294	7.5%
SOUTH	511	3.0%
WALTHAM	327	1.9%
WEST MARSH	3862	22.4%
WOLDS	190	1.1%
YARBOROUGH	639	3.7%
Grand Total	17238	100.0%

Analysis

Overall changes

- 73% of properties and 70% of streets surveyed were observed as having improved recycling rates.
- 18% of properties and 28% of streets surveyed were observed as having decreased recycling rates.
- 9% of properties and 2% of streets surveyed were observed as having no change to recycling rates.

Table 3: Overall change by number of streets and properties

	Streets		Properties	
	Number	%	Number	%
Got worse	60	18.0%	4823	28.0%
Improved	243	73.0%	12119	70.3%
No change	30	9.0%	296	1.7%
Total	333	100%	17238	100%

Improvements

In 82% of the 333 streets surveyed an improvement in the amount of recycling was observed, equating to 72% of properties. Table 4 shows the percentage improvement by sample and includes those showing any improvement and those achieving the 20% threshold.

Table 4: Percentage improvements by sample

Streets	Number surveyed	% Improved
Terraced	159	39.9%
Non-terraced	49	14.4%
Remaining	125	27.6%
Total	333	82.0%
Properties	Number surveyed	% Improved
Terraced	9145	39.7%
Non-terraced	1262	7.2%
Remaining	6831	25.1%
Total	17238	72.0%
Streets	Achieved more than 20% (Number)	Achieved more than 20% (% of sample)
Terraced	68	20.4%
Non-terraced	43	12.9%
Remaining	0	0%
Total	111	33.3%
Properties	Achieved more than 20% (Number)	Achieved more than 20% (% of sample)
Terraced	3209	18.6%
Non-terraced	1149	6.7%
Remaining	0	0
Total	4358	25.3%

33% of streets surveyed achieved the threshold of over 20% recycling made up of 20% terraced streets and 13% non-terraced.

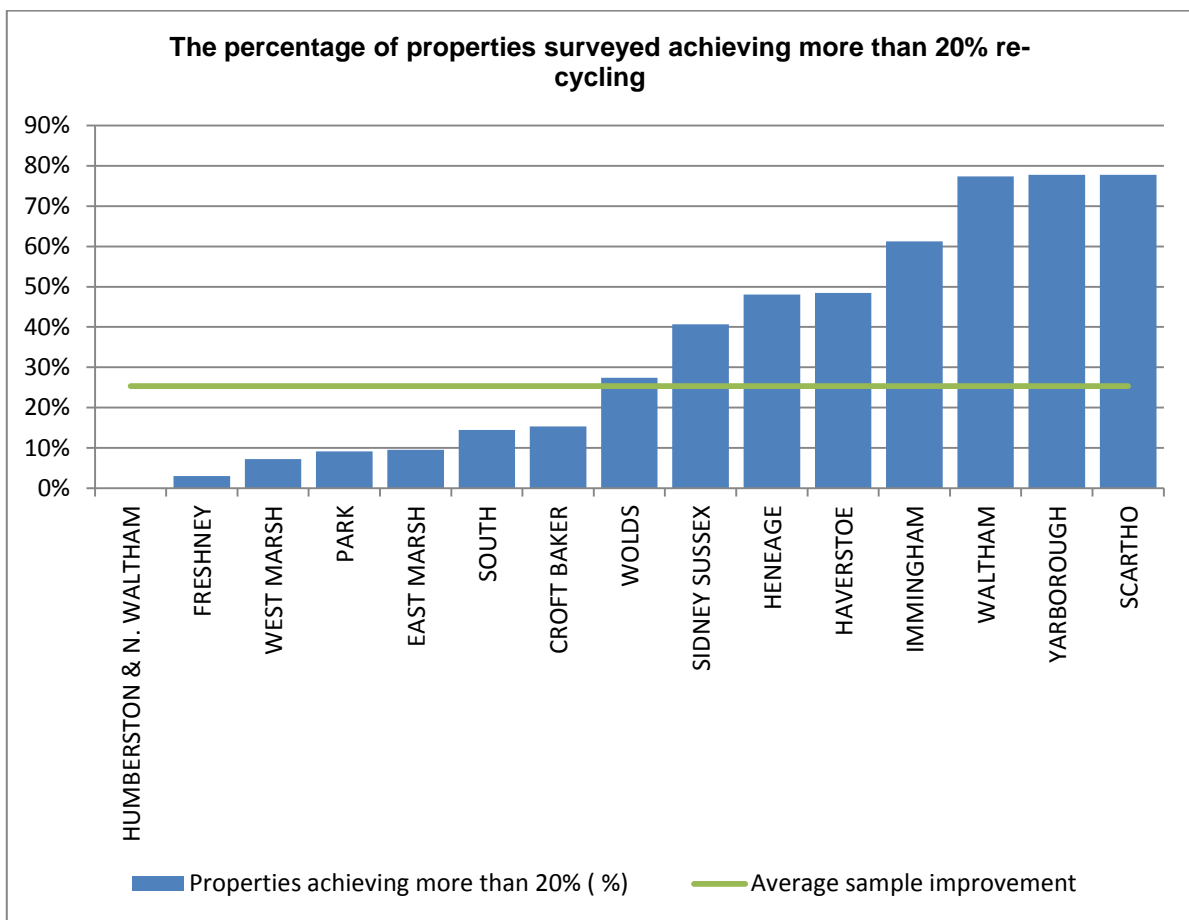
25% of the properties surveyed achieved the threshold of over 20% recycling made up of 19% terraced properties and 7% non-terraced.

Although improvements were observed in the uncategorised ‘remaining’ sample none achieved the 20% threshold.

Improvements by ward

Figure 1 shows how each ward performed against the average for the percentage of properties achieving the threshold of more than 20% recycling.

Figure 1: The percentage of properties surveyed achieving more than 20% re-cycling by ward



Over 70% of properties surveyed in Waltham, Yarborough and Scartho improved to meet the 20% threshold for recycling.

None of the streets identified for survey in Humberston and New Waltham improved enough to meet the threshold. Additionally less than 10% of the sample re-surveyed in Freshney, West Marsh, Park and East Marsh improved to meet the threshold. Table 5 shows the details of numbers and percentage of properties and streets surveyed in each ward which met the threshold.

Table 5: Properties and streets achieving more than 20% recycling by ward

Achieving more than 20% recycling by ward	Streets achieving more than 20% (Number)	Total number of streets surveyed	Streets achieving more than 20% (%)	Properties achieving more than 20% (Number)	Total number of properties surveyed	Properties achieving more than 20% (%)
CROFT BAKER	10	46	21.7%	258	1688	15.3%
EAST MARSH	6	47	12.8%	405	4271	9.5%
FRESHNEY	2	20	10.0%	25	821	3.0%
HAVERSTOE	1	2	50.0%	16	33	48.5%
HENEAGE	6	20	30.0%	745	1549	48.1%
HUMBERSTON & NEW WALTHAM	0	4	0.0%	0	95	0.0%
IMMINGHAM	9	19	47.4%	478	780	61.3%
PARK	1	4	25.0%	22	241	9.1%
SCARTH	27	32	84.4%	729	937	77.8%
SIDNEY SUSSEX	6	14	42.9%	526	1294	40.6%
SOUTH	5	12	41.7%	74	511	14.5%
WALTHAM	11	17	64.7%	253	327	77.4%
WEST MARSH	15	73	20.5%	278	3862	7.2%
WOLDS	4	7	57.1%	52	190	27.4%
YARBOROUGH	8	16	50.0%	497	639	77.8%
	111	333	33.3%	4358	17238	25.3%

Heneage and Scartho wards showed the most improvement between surveys as shown below in figure 2.

Areas of concern

Figure 2 compares the proportion of properties in the first survey, which failed to meet the 20% threshold, with the proportion of properties in the second survey.

East Marsh and West Marsh wards stand out as making the least improvement increasing the proportion of the failing sample by 5% or more.

In Freshney and Croft Baker wards there was a broadly similar increase in the proportion of properties sampled which failed to meet the threshold (1.4 and 1.3 respectively) however Croft Baker remains of more concern with 11% of the sampled properties failing compared to 6% in Freshney.

Figure 2: Difference between the proportion of properties achieving less than the 20% threshold in the first and second survey

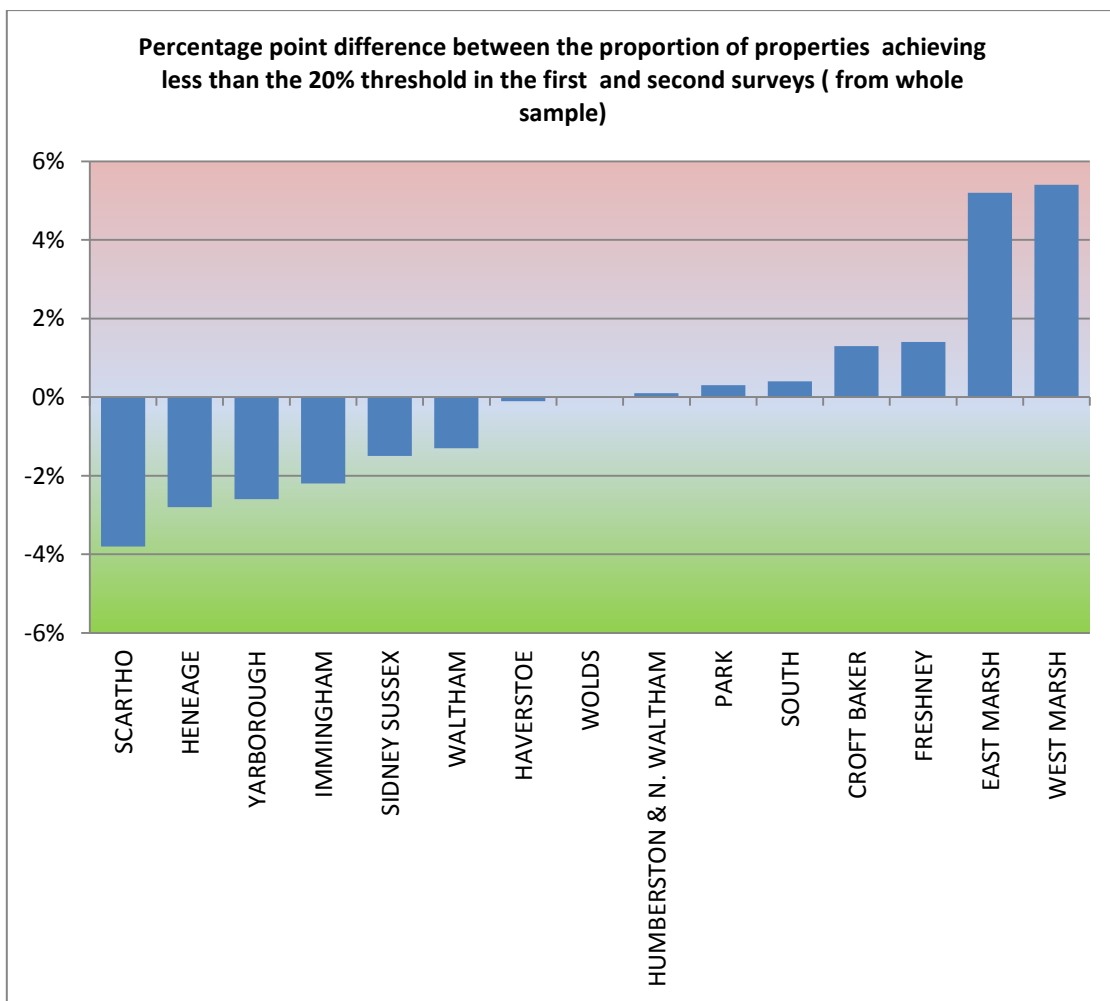


Table 6 shows the detailed number and percentage of properties in each ward for the 2 samples which achieved less than 20% recycling.

Table 6: Comparison of first and second survey

	Total Sample	% of properties in total sample	Properties achieving less than 20% on 2 nd survey (Number)	Properties achieving less than 20% on 2 nd survey (%)	Difference (number)	Difference (%)
CROFT BAKER	1688	9.80%	1430	11.10%	-258	1.30%
EAST MARSH	4271	24.80%	3866	30.00%	-405	5.20%
FRESHNEY	821	4.80%	796	6.20%	-25	1.40%
HAVERSTOE	33	0.20%	17	0.10%	-16	-0.10%
HENEAGE	1549	9.00%	804	6.20%	-745	-2.80%
HUMBERSTON & NEW WALTHAM	95	0.60%	95	0.70%	0	0.10%
IMMINGHAM	780	4.50%	302	2.30%	-478	-2.20%
PARK	241	1.40%	219	1.70%	-22	0.30%
SCARTH0	937	5.40%	208	1.60%	-729	-3.80%
SIDNEY SUSSEX	1294	7.50%	768	6.00%	-526	-1.50%
SOUTH	511	3.00%	437	3.40%	-74	0.40%
WALTHAM	327	1.90%	74	0.60%	-253	-1.30%
WEST MARSH	3862	22.40%	3584	27.80%	-278	5.40%
WOLDS	190	1.10%	138	1.10%	-52	0.00%
YARBOROUGH	639	3.70%	142	1.10%	-497	-2.60%
Grand Total	17238	100%	12880	100%	-4358	

Looking at just the Croft Baker, East Marsh and West Marsh wards, (a total of 135 streets), 16% were observed as participating less than 1 % while 19% were achieving within 4% of the threshold.

Table 7: Broad band participation percentages for Croft Baker , East Marsh and West Marsh

Number of streets with less than 20% participation in 2015 in sample for selected wards	CROFT BAKER	EAST MARSH	WEST MARSH	Grand Total	%
Under 1%	10	4	8	22	16.3%
1 to 5 %	7	6	12	25	18.5%
6 to 10%	9	14	8	31	23.0%
11 to 15%	4	7	20	31	23.0%
16 to 19%	6	10	10	26	19.3%
Grand Total	36	41	58	135	100%

Examining the survey results by sample cohort very few (2.7%) non-terraced streets did not achieve the 20% threshold compared with 41% of terraced properties.

Table 8: Streets by sample type where recycling was below 20%

Streets by sample type and ward where recycling levels were below 20%	Non-terraced		Other		Terraced		Total	
	Count	%	Count	%	Count	%	Count	%
CROFT BAKER			19	8.6%	17	7.7%	36	16.2%
EAST MARSH			22	9.9%	19	8.6%	41	18.5%
FRESHNEY			14	6.3%	4	1.8%	18	8.1%
HAVERSTOE			1	0.5%			1	0.5%
HENEAGE			6	2.7%	8	3.6%	14	6.3%
HUMBERSTON & NEW WALTHAM			3	1.4%	1	0.5%	4	1.8%
IMMINGHAM			5	2.3%	5	2.3%	10	4.5%
PARK			3	1.4%			3	1.4%
SCARTH	2	0.9%	2	0.9%	1	0.5%	5	2.3%
SIDNEY SUSSEX			4	1.8%	4	1.8%	8	3.6%
SOUTH			4	1.8%	3	1.4%	7	3.2%
WALTHAM	3	1.4%	3	1.4%		0.0%	6	2.7%
WEST MARSH			29	13.1%	29	13.1%	58	26.1%
WOLDS	1	0.5%	2	0.9%		0.0%	3	1.4%
YARBOROUGH			8	3.6%		0.0%	8	3.6%
Grand Total	6	2.7%	125	56.3%	91	41.0%	222	100%