

**24 October 2017**

## **Environment & Enforcement Committee**

### **Participation Survey**

**Report of:** *Dawn Taylor – Business Support Services Manager*

**Wards Affected:** *All wards*

**This report is:** *Public*

#### **1. Executive Summary**

- 1.1 The Technical Officer for education and recycling, monitored a minimum of 1100 households, in order to assess the uptake for the Council's waste and recycling kerbside services.
- 1.2 The survey took place in April, May and June of 2017. The monitoring covered a period of eight weeks, ensuring the capture of as much data as possible.
- 1.3 The participation rate results indicate that despite the reduction in the tonnage of recyclables collected the participation rate has increased for recyclables, when compared with the results of a survey taken in 2014- with the exception of food waste.

#### **2. Recommendation(s)**

- 2.1 That the Committee note the results of the Participation Survey to enable further debate on the appropriate actions to be taken with the issues concerning the reduction in recyclables collected and the increase in residual waste collected.**

#### **3. Introduction and Background**

- 3.1 The Chair requested that a Participation Survey of waste and recycling was undertaken and the results reported to the Committee.
- 3.2 Participation monitoring is an important measure, particularly as we can compare the results with a previous survey undertaken in 2014.

3.3 A household is defined as a participant if it sets out waste or recycling at least once within the eight week period of the survey. The rate is calculated over a number of collection opportunities to ensure allowance is made for the week(s) when a household does not present their waste and recycling, due to a number of reasons: for example, containers are not full, they forget or are away.

3.4 The set out rate was also calculated; this is the proportion of households that put out materials on one collection opportunity.

#### **4. Issue, Options and Analysis of Options**

4.1 The recycling rate and recycling tonnages have been dropping over recent years: for example between 2012/13 and 2016/17 the recycling rate dropped by 6% and the volume of mixed dry recyclables collected dropped by 934 tonnes (16%).

4.2 It should be noted that landfilled residual waste increased by 1,722 tonnes (12%) over the period 2012/13 to 2016/17, this equates to a c.50 kg increase per annum per household.

4.3 The issues of the fall in recycling may be arising due to the following barriers:

- Situational – e.g. lack of space
- Behavioural – e.g. too busy
- Knowledge – e.g. understanding of the schemes
- Attitude – e.g. uncaring

The barriers listed are interdependent; it's likely that the reasons for non-compliance will be a combination of two or more.

4.4 It was decided in order to enhance the understanding of the issues a participation survey was undertaken.

4.5 Participation results as a percentage:

	<b>2017</b>	<b>2014</b>
<b>Food</b>	42.4	43.2
<b>Garden</b>	<b>53.0</b>	23.3
<b>Glass</b>	<b>57.4</b>	42.8
<b>MDR</b>	<b>89.9</b>	84.9
<b>Textiles</b>	1.7	0.0
<b>Residual</b>	<b>90.6</b>	83.7

4.6 The average set out rates as a percentage:

	Average
Food	27.3
Garden	16.5
Glass	18.3
MDR	70.0
Textiles	0.2
Residual	68.0

4.7 Participation rates for 2017 are encouraging when compared with the results from 2014. MDR has increased despite a reduction in tonnage. The reduction could be due to an increase in contamination and recyclate that is lighter; additionally there may be an educational issue whereby residents need to be better informed as to what can be recycled.

4.8 Despite a positive direction for food, garden and glass, evidently more can be done to encourage greater participation.

4.9 Four recycling road shows were held in October and five recycling road shows are planned for December, which will be helpful in promoting the benefits of recycling. They are an opportunity to address the barriers to recycling that residents may have on a 'face to face' basis.

4.10 The Technical Officer for education and recycling will also use the data collated to facilitate a doorstepping exercise; whereby householders who are not recycling can be approached on a 'face to face' basis and assistance can be offered to help and encourage them to recycle their waste.

- 4.11 The following data table provides the participation rate for the Wards-excluding Brentwood West, Brentwood South and Hutton East:

	<b>Food</b>	<b>Garden</b>	<b>Glass</b>	<b>MDR</b>	<b>Textiles</b>	<b>Residual</b>
BRENTWOOD NORTH	45.6	42.1	70.2	94.7	1.8	96.5
BRIZES AND DODDINGHURST	42.7	44.7	68.9	92.2	1.0	95.1
HERONGATE, INGRAVE AND WEST HORNDON	27.9	52.4	56.5	81.0	2.0	84.4
HUTTON CENTRAL	43.6	49.1	45.4	83.4	0.6	83.4
HUTTON NORTH	35.2	60.4	49.5	89.0	1.0	88.0
HUTTON SOUTH	49.6	49.6	60.4	91.4	2.0	92.8
INGATESTONE, FRYERNING AND MOUNTNESSING	32.0	58.6	50.0	93.1	3.4	98.3
PILGRIMS HATCH	34.9	49.2	61.9	93.7	0.0	95.2
SHENFIELD	53.4	71.7	67.6	95.4	2.7	95.0
SOUTH WEALD	28.9	39.2	45.4	82.5	3.1	82.5
TIPPS CROSS	56.7	61.7	68.3	93.3	1.7	90.0
WARLEY	50.7	34.3	40.3	98.5	0.0	95.5

## **5 Reasons for Recommendation**

- 5.1 Members are required to be fully informed on the status of the Council's waste and recycling services; with particular reference to data captured: such as the results of this participation survey and statistics on weights collected.
- 5.2 Members will be able to contribute to the ongoing process of helping to evolve the strategy for engagement with householders.

## **6 References to Corporate Plan**

- 6.1 The approval of the recommendation will enable the Council to focus on reducing waste of all sorts by promoting either re-use or recycling through developing educational opportunities to encourage waste minimisation and recycling.

## **7 Implications**

### **Financial Implications**

**Name & Title:** Jacqueline van Mellaerts, Financial Services Manager  
(Deputy S151 Officer)

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- 7.1 No direct financial implications arising from this report.

### **Legal Implications**

**Name & Title:** Daniel Toohey – Head of Legal Services and  
Monitoring Officer

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- 7.2 There are no legal implications arising from this report.

**Other Implications** (where significant) – i.e. Health and Safety, Asset Management, Equality and Diversity, Risk Management, Section 17 – Crime & Disorder, Sustainability, ICT.

- 7.3 None

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