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## RECYCLING SURVEY

### 1 SUMMARY

- 1.1. The purpose of this report is to advise Members of the results of the recycling survey recently carried out, the closing date for responses being 13 February 2001.

### 2 THE SURVEY

- 2.1. A postal survey of 3,000 properties was carried out on behalf of the Council by ORC International. Addresses were selected at random from the electoral register. The questionnaire and accompanying leaflet were circulated to all Members for comment prior to despatch. Some comments were received and these were incorporated in the final draft.
- 2.2. The survey was sent by first class post. No reminders were issued owing to the very limited timescale for the exercise.
- 2.3. Of the 2,998 forms sent out 1,180 were returned, giving a response of 39%. This level of response means that we can have statistical confidence in the results of +/- 3%.
- 2.4. The results of the survey are appended.

### 3 RESOURCE IMPLICATIONS

- 3.1. The cost of this survey was £7,716, which is being funded from the Best Value Consultation budget.

### 9 RECOMMENDATION

It is proposed that the Committee **RESOLVES**

In the light of the survey response, to determine the way forward in relation to kerbside recycling.

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# **Rochford District Council**

## **Survey on the Future of Recycling**

### **Summary Report of the Findings**

#### **Submitted to**

Rochford District Council

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# **1 Background and Methodology**

## **1.1 Background**

Rochford District Council, like all authorities in the country will be set Government standards on recycling. In order to meet these standards changes have to be made to the way in which recycling is carried out in the District. The new refuse collection contract (beginning in April 2001) represents an opportunity to change current practices through kerbside collection of recyclable material.

The Council has been running a pilot kerbside collection scheme in the Hawkwell/Ashington area of the District. The experience of this scheme and the need to increase recycling rates led the Council to propose two collection options. To decide on the options and, because either choice would mean an increase in Council Tax, it was essential that the Council consulted the public.

## **1.2 Methodology**

### Fieldwork

A postal survey of Rochford District Council residents was carried out in the second half of January and early February over two and half weeks of fieldwork. One mailing went to 2,998 residents.

The mailing contained a personalised covering letter which explained the purpose of the research and that responses would be confidential. The letter also included a helpline number for queries and the actual question. A four-page information booklet was also included, this was designed by the Council and explained in more detail why it was necessary to change the current arrangements and what the two options were. Both the covering letter and the booklet were printed on recycled paper. Finally, the questionnaire pack contained a Business Reply Envelope for responses directly back to ORC International.

### Sampling

The District Council electoral register was used to select 2,998 residents. The selection was made so that exactly the correct proportion of people were sampled from each ward within the District.

The Council was particularly interested in identifying those households selected in the sample who were living in the pilot recycling scheme area. In total, 151 (5% of the sample) lived in the pilot area. This number is in line with the proportion of households within the District taking part in the pilot scheme

## 2 Response Rates

In total 1,180 completed forms were received giving a response rate of 39%. This level of response means that we can have statistical confidence in the results of  $\pm 3\%$ .

So for example, if 50% of the sampled respondents chose 'Option A' we can be 95% confident that between 47% and 53% of the total electorate of Rochford District Council would also choose 'Option A'.

It is important to remember that this margin of error applies to the total number of responses and that when subsets of the data are used the degree of error will increase. Therefore it is less statistically valid to compare the results from pilot households, these should be treated as indicative of trends rather than strictly robust.

### **Response from pilot households**

Five percent of the sample lived in the recycling pilot scheme area in Hawkwell/Ashington. From this group of residents there was a higher level of response with 76 out of 151 (50%). This is understandable because those in the pilot area would be more likely to find the survey relevant and to want to contribute their views.

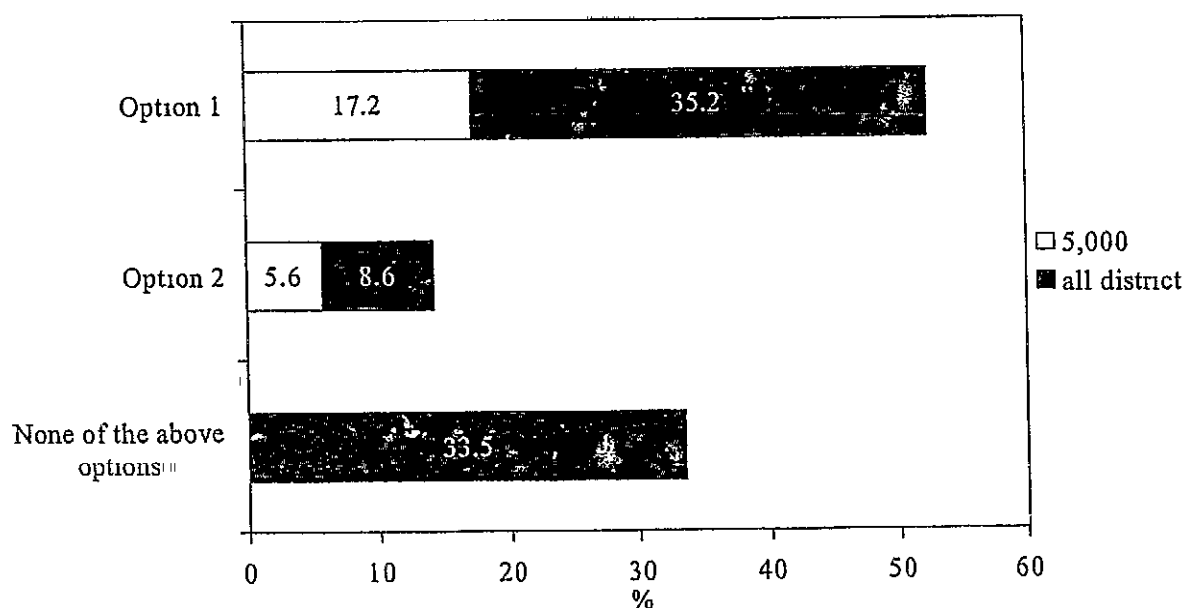
### 3 Findings

#### 3.1 Overall Findings

**Figure (a): Overall frequencies**

		%	Number
Option 1	For 5,000 properties	17.2%	203
	For the whole district	35.2%	415
	<b>Total in support of Option 1</b>	<b>52.4%</b>	<b>618</b>
Option 2	For 5,000 properties	5.6%	66
	For whole district	8.6%	101
	<b>Total in support of Option 2</b>	<b>14.2%</b>	<b>167</b>
<b>Total in support of recycling (either option 1 or 2)</b>		<b>66.5%</b>	<b>785</b>
None of the above options (continue weekly collections with no recycling)		33.5%	395

**Figure (b): The overall result -Base: 1180 responses**



### 3.2 Findings in the Pilot area

Please note that percentages from pilot households are based on just 76 responses, when the data is examined at this level it is not statistically robust and the trends revealed must be treated as indicative only.

The most obvious trait amongst respondents living in the Pilot area is how few specified "None of above options " Only 7 out of 76 (9%) did not choose either option 1 or 2 which compares to 35% of non-pilot households.

**Figure (c): The result by pilot area**

		Pilot Households		Rest of the district	
		%	Number	%	Number
Option 1	For 5,000 properties	22.4%	17	16.8%	186
	For the whole district	44.7%	34	34.5%	381
	<b>Total in support of Option 1</b>	<b>67.1%</b>	<b>51</b>	<b>51.4%</b>	<b>567</b>
Option 2	For 5,000 properties	11.8%	9	5.2%	57
	For whole district	11.8%	9	8.3%	92
	<b>Total in support of Option 2</b>	<b>23.7%</b>	<b>18</b>	<b>13.5%</b>	<b>149</b>
<b>Total in support of recycling (either option 1 or 2)</b>		<b>90.8%</b>	<b>69</b>	<b>64.9%</b>	<b>716</b>
None of the above options (continue weekly collections with no recycling)		9.2%	7	35.1%	388

These results reveal that the high proportion supporting "Option 1 (for the whole district)" in the pilot area is edging this option ahead of "None of the above" when we consider the District as a whole.