

WASTE SERVICE REVIEW

PILOT CONSULTATION REPORT

1.0 BACKGROUND

- 1.1 This report provides the findings from the Recycling Bin Collection Adjustment Pilot Survey.
- 1.2 In July 2021 a number of proposed amendments to Tameside Council's Waste and Enforcement Policy were announced. The proposed amendments were for Tameside Council to begin charging residents for replacement recycling bins, and to adjust the collection frequency of black bins (plastic bottles, glass and cans) and blue bins (paper and cardboard) from fortnightly to every three weeks.
- 1.3 Three neighbourhoods across Tameside were selected to pilot the adjusted collection frequency of black bins and blue bins from August 2021. These neighbourhoods were Haughton Green, Hyde Central, and Ridge Hill. A distinct survey – separate to the wider public Waste Policy consultation – was sent to residents within the pilot areas to gather their specific feedback on the impact of the collection adjustment. Charging for replacement bins was not included within the pilot.

2.0 PILOT CONSULTATION ENGAGEMENT AND COMMUNICATION

- 2.1 Residents in the three pilot areas were notified of the commencement of the pilot via a letter from Waste Services hand delivered to each property. The letter included an accompanying information pack that provided the household with a revised collection calendar, frequently asked questions and other resources to assist with them adapting to the move to the three weekly pilot.
- 2.2 After two cycles of the new three weekly collections a further letter was hand delivered to all properties in the pilot areas. The letter included a copy of a paper survey (and pre-paid return envelope) seeking feedback from residents on their experience of the pilots. The survey was issued at this point so residents were able to provide informed feedback based on experience of the new arrangements.
- 2.3 Unlike the Waste Policy consultation that was accessible to the wider public, the Recycling Bin Collection Adjustment Pilot Survey was only made available to residents living within the three pilot neighbourhoods. To support completion of surveys and seek feedback in those three areas a doorstep engagement campaign was undertaken.
- 2.4 Twelve members of the service team visited the three pilot areas in September. They were clearly identifiable as Tameside Council staff and engaged with residents on the doorstep to explain the pilot approach, answer questions, encourage completion of the survey and gather feedback. The team visit 1,893 homes (35% of the pilot areas) and had conversations with 699 households (13% of the pilot areas).

3.0 RECYCLING BIN COLLECTION ADJUSTMENT PILOT SURVEY RESULTS AND ANALYSIS

- 3.1 The survey consisted of introductory text, a series of multiple choice questions and then an open ended question. Following this open-text question, twelve demographic questions were

included as per best practice, for the purposes of inclusion and equalities, and help to fulfil Tameside Council's Public Sector Duties under s.149 of the Equality Act 2010.

- 3.2 Overall, there were 1,205 responses to the Recycling Bin Collection Adjustment Pilot Survey. A response rate of 22%.
- 3.3 Of the 1,205 respondents to the Recycling Bin Collection Adjustment Pilot Survey, 1,201 provided a response to the multiple choice question: "Please select the area which best describes where you live". A breakdown of these responses is detailed in Table 1.

Table 1: Responses to Q1 "Please select the area which best describes where you live".

Answer	Count	Percentage
Haughton Green – Denton	493	41.1%
Hyde Central – Hyde	286	23.8%
Ridge Hill – Stalybridge	421	35.1%
Other	1	0.1%

- 3.4 1,196 respondents provided a response to the multiple choice question: "How many people live in your household including yourself?" A breakdown of these responses is detailed in Table 2.

Table 2: Responses to Q2 "How many people live in your household including yourself?"

Answer	Count	Percentage
One person	330	27.6%
Two people	457	38.2%
Three people	174	14.6%
Four people	139	11.6%
Five people	61	5.1%
Six people	20	1.7%
More than six people	15	1.3%

- 3.5 1,201 responses were provided to the multiple choice question: "What best describes your residence?" A breakdown of these responses is detailed in Table 3.

Table 3: responses to Q3 "What best describes your residence?"

Answer	Count	Percentage
Flat/apartment	38	3.2%
Bungalow	188	15.7%
Terraced house	373	31.1%
Semi-detached house	510	42.5%
Detached house	79	6.6%
Other	13	1.1%

- 3.6 1,103 responses were provided to the multiple choice question "Prior to the pilot operating, which of the following options best described your usual experience?", which was specifically concerned with blue paper/cardboard recycling bin collection. Table 4 provides a breakdown of these responses.

Table 4: responses to Q4 "Prior to the pilot operating, which of the following options best described your usual experience?"

Answer	Count	Percentage
I put my blue paper/cardboard recycling bin out for collection every two weeks and it was usually full/nearly full	682	61.8%
I put my blue paper/cardboard recycling bin out for collection every two weeks but it was usually not full	230	20.9%
I put my blue paper/cardboard recycling bin out for collection every other collection date (so every four weeks) because it was usually not full every two weeks	165	15.0%
I hardly ever put my blue paper/cardboard recycling bin out for collection	26	2.4%

- 3.7 1,115 responses were provided to the multiple choice question “Prior to the pilot operating, which of the following options best described your usual experience?”, which was specifically concerned with black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin collection. A breakdown of these responses is detailed in Table 5.

Table 5: responses to Q5 “Prior to the pilot operating, which of the following options best described your usual experience?”, which specifically concerned black co-mingled recycling bin collection.

Answer	Count	Percentage
I put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every two weeks and it was usually full/nearly full	445	39.9%
I put black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every two weeks but it was usually not full	335	30.0%
I put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every other collection date (so every four weeks) because it was usually not full every two weeks	303	27.2%
I hardly ever put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection	32	2.9%

- 3.8 1,097 responses were received to the multiple choice question “Which of the following options best describes your experience during the pilot?”, which specifically concerned blue paper/cardboard recycling bin collection. A breakdown of these responses is provided in Table 6.

Table 6: responses to Q6 “Which of the following options best describes your experience during the pilot?”, which specifically concerned blue paper/cardboard recycling bin collection.

Answer	Count	Percentage
I put my blue paper/cardboard recycling bin out for collection every three weeks and it was usually full/nearly full	850	77.5%
I put my blue paper/cardboard recycling bin out for collection every three weeks but it was usually not full	164	15.0%
I put my blue paper/cardboard recycling bin out for collection every other collection date (so every six weeks) because it was usually not full every three weeks	61	5.6%
I hardly ever put my blue paper/cardboard recycling bin out for collection	22	2.0%

3.9 1,102 responses were received to the multiple choice question “Which of the following options best describes your experience during the pilot?”, which specifically concerned black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin collection. A breakdown of these responses is provided in Table 7.

Table 7: responses to Q7 “Which of the following options best describes your experience during the pilot?”, which specifically concerned black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin collection.

Answer	Count	Percentage
I put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every three weeks and it was usually full/nearly full	631	57.3%
I put black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every three weeks but it was usually not full	306	27.8%
I put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection every other collection date (so every six weeks) because it was usually not full every three weeks	139	12.6%
I hardly ever put my black co-mingled (glass, plastic bottles, cans and tin foil) recycling bin out for collection	26	2.4%

3.10 1,166 responses were received to the multiple choice question “Which of the statements below best describes your current approach towards recycling?”. Table 8 details a breakdown of these responses.

Table 8: responses to Q8 “Which of the statements below best describes your current approach towards recycling?”

Answer	Count	Percentage
I am not interested in recycling	20	1.7%
I am interested in recycling but struggle to find the time to do it	24	2.1%
I am interested in recycling and try to recycle as much as I can	547	46.9%
I recycle at every available opportunity	575	49.3%

3.11 Of the 1,205 respondents to the Recycling Bin Collection Adjustment Pilot Survey overall, 316 did not provide a response/provided a blank response to the open-ended question: “Please describe your experience during the pilot of the adjusted recycling bin collections below and provide any other comments below”. As such, there were 889 respondents who provided a response to the primary question.

3.12 Each of the 889 responses was read and thematically coded by at least two members of the project team. Some responses were short and only covered one theme, others responses were long and covered multiple themes. The top ten themes were as follows:

- Supportive/understanding of changes to black bin collection frequency (32.7%)
- Supportive/understanding of changes to blue bin collection frequency (30.0%)
- Blue bin full before 3 weeks (22.7%)
- Brown bins were not emptied on time during pilot (18.7%)
- Black bin full before 3 weeks (15.2%)
- Green bin issues - larger or more frequent (11.2%)
- Having to go to the tip since changes made (9.9%)

- Changes may impact families / larger households more (6.3%)
- Concerns that new scheme will/has increased fly-tipping and rubbish in the area (6.0%)
- More critical that bins must be emptied on time (4.8%)

3.13 In total 31 themes were identified in the coding of responses. A full list of ranked themes can be found in **Appendix 4 (A)**.

4.0 NOTABLE DIFFERENCES BETWEEN PILOT AREAS

- 4.1 Across the three pilot areas in total there is roughly a three way split between wholly positive, wholly negative and mixed views. Mixed views being neutral observations or comments, or where there are both positive and negative views in the same comment (e.g. support the black bin change to 3-weekly but not the blue bin). Hyde Central has more negative responses and Haughton Green more positive. The difference is probably reflective of the average household size with Hyde Central having the largest and Haughton Green the lowest.
- 4.2 The response across the three pilot areas in total is 22%. Hyde Central has the lowest response rate at 14%. Given the demographics of the Hyde Central area with a large South East Asian community there are potentially language barriers to participating in the survey leading to the lower response rate.
- 4.3 High presentation rates at every collection with the bin full or nearly full are reported in Hyde Central and Ridge Hill. It is likely this reflects the larger average household size in those areas and in Hyde Central the large South East Asian community that has above average numbers of multi-generational households.
- 4.4 Attitudes to recycling are generally similar across all three areas albeit slightly lower in Hyde Central. As with the response rate this could be linked to language barriers to accessing information – e.g. what can be recycled and can't etc.
- 4.5 In terms of the themes summarised from the open text question asking for any other views the top ten are generally similar with a few notable differences. Hyde Central have greater concerns regarding fly-tipping and rubbish on the streets. This could be linked to the proximity to the town centre and the house type of terraces where off-street bin storage is more challenging. Ridge Hill respondents raise more concerns than the other two areas about the change to 3-weekly collection reducing the capacity to recycle. Haughton Green feedback reports issues with bins being emptied on time (in particular brown bins). This is likely to reflect short term operational issues at that time not directly related to the proposed changes.
- 4.6 More detail on the results for each pilot areas is provided in **Appendix 4 (B)**