

Findings from the public consultation on Waste Strategy in Leeds

A report for Leeds City Council

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Research

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1 Introduction

This report was commissioned by Leeds City Council City Services and was undertaken and completed by the independent research company QA Research.

2 Aims & Objective

To support Leeds City Council in undertaking wider public consultation for City Services on options for future approaches to waste management and collection services across the local authority area.

3 Methodology

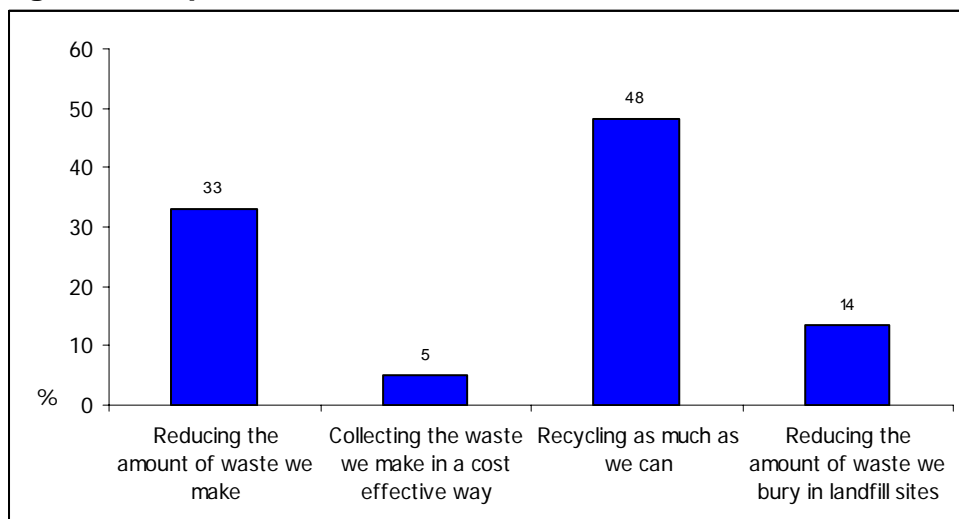
In total, 40,000 leaflets on the subject of reducing, recycling and creating energy from waste were printed and distributed to residents, by Leeds City Services. All respondents were given the option to complete the survey online on the Leeds City Council website.

There were 1118 postal survey returns and 1222 online responses. This report also includes results from 611 Citizens' Panel survey responses from a separate exercise making a total of 2951. All responses were collated and analysed using SPSS v13 software. The resulting data was analysed as overall (frequency) results and a series of cross tabulations created to explore any differences in response between location and other factors. These findings have informed this report.

4 Key Findings

1. Priorities for the Leeds City Council's Waste Strategy

When asked which aspect of Leeds City Council's Waste Strategy was the most important issue half of respondents (48%) felt that recycling as much as they could was paramount. A third (33%) felt that reducing the amount of waste they made was key.

Figure 1 Important issues**Base 2854**

Respondents in the South (53%), East (54%) and West (55%) were significantly **more** likely than respondents in the North East (42%) and North West (44%) to choose recycling as much as they could was their preferred option.

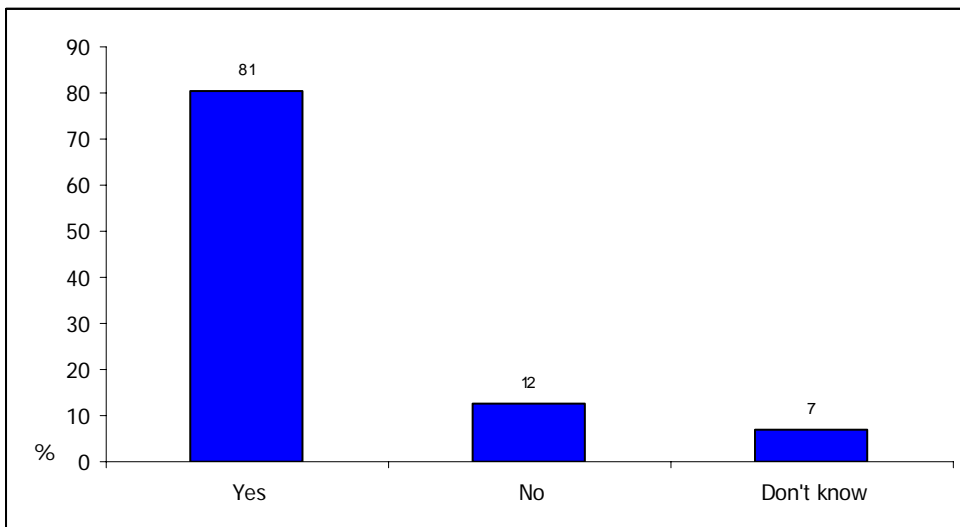
Respondents in the North East (37%) and in the North West (41%) were significantly **more** likely than respondents in the South (28%), East (24%) and West (31%).to favour *'reducing the amount of waste they made as an option'*.

Respondents who favoured an *'energy from waste'* policy were significantly **more** likely to favour *'recycling as much as they could'* (49%) than those who did not support an *'energy from waste'* policy (40%).

Respondents who agreed that *'if their green bin were emptied more often their black bin could be emptied less often'* were significantly **more** likely to favour *'recycling as much as they could'* (46%) than those who did not agree (40%).

2. Collection and recycling of garden waste

A clear majority of respondents thought that a regular collection of garden waste should be provided by the council. Eight out of ten (81%) respondents agreed with this proposal.

Figure 2 Garden waste collection

Base = 2921

There were no significant variations in this opinion in respect of geography.

Respondents who supported an *'energy from waste'* policy were significantly **more** likely (81%) to think that the council should provide a *'regular service to householders to collect and recycle garden waste'* than those who did not support an energy from waste policy (71%).

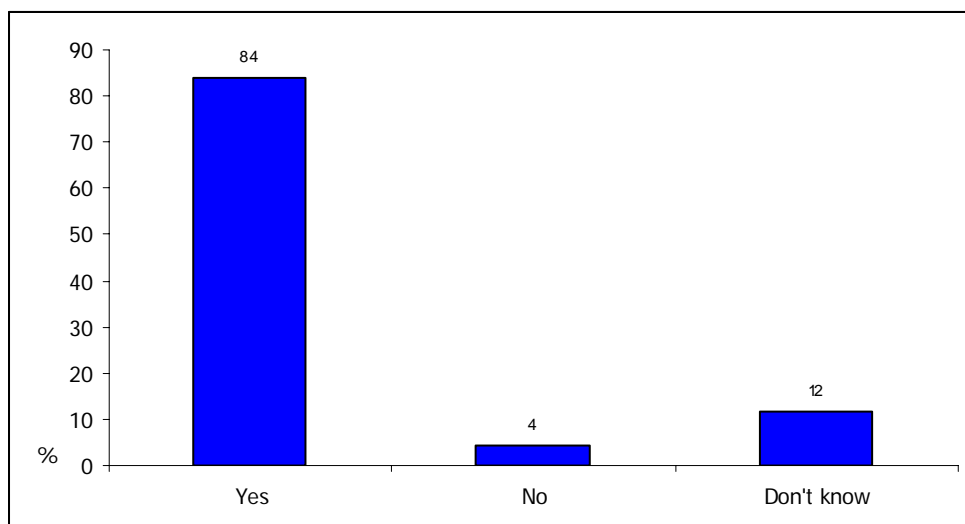
Respondents who agreed that they would *'recycle more if their green bin were emptied more often'* were significantly **more** likely (84%) to favour a garden waste collection from the council than those who did not (73%).

Respondents who agreed that they would *'recycle more if a **wider range** of materials were collected from their properties'* were significantly **more** likely (83%) to think that the council should collect and recycle their garden waste than those who did not (59%).

3. The introduction of an *'energy from waste facility'*

As the chart below shows, a clear majority of respondents (84%) thought that an *'energy from waste'* facility would be the right choice for Leeds to deal with the waste that could not be recycled.

Figure 3 Energy from waste facility



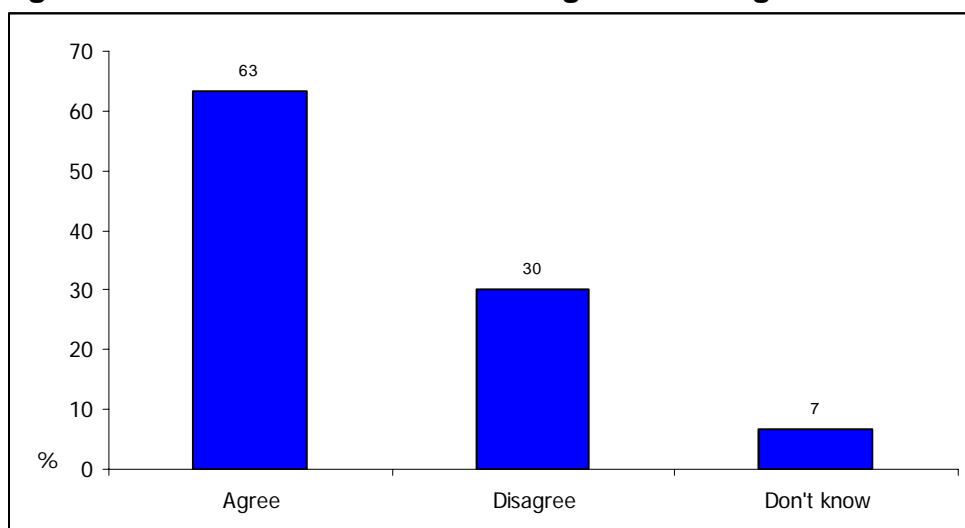
Base 2925

There were no significant and relevant differences amongst the respondents.

4. Frequency of green bin/bags collection

Two thirds of respondents (63%) agreed that they would recycle more if their green bins/bags were emptied more often. However, nearly a third (30%) disagreed with this proposition.

Figure 4 Preferences for increased green bin/bags collection



Base 2912

Respondents in the North East (35%) and North West (33%) were significantly **more** likely to disagree that they would 'recycle more if their green bins/bags were emptied more often than respondents in the East' (25%).

Respondents who thought 'recycling as much as they could' was the most important issue were significantly **more** likely (67%) to agree that they 'would recycle more if their green bins were emptied more often than their black bins' than those who

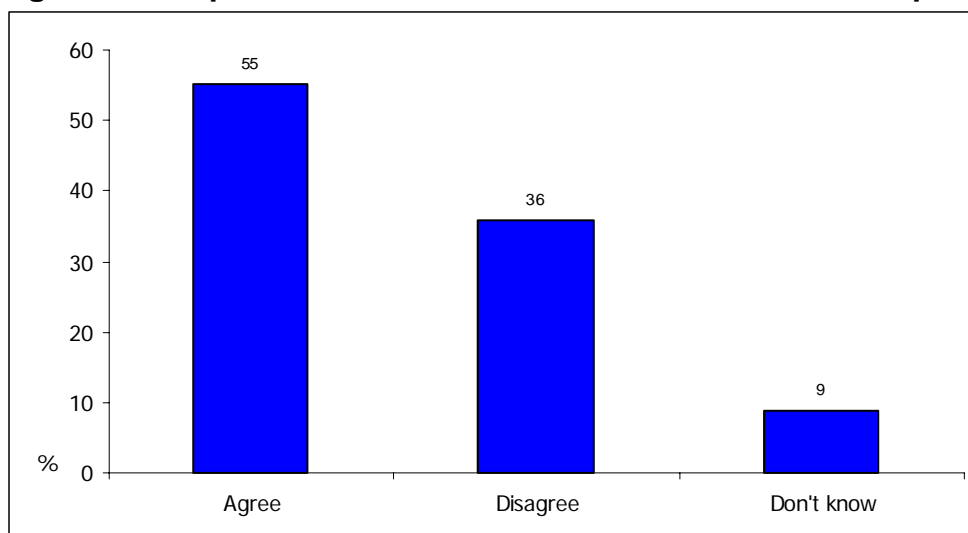
thought *'reducing the waste they made'* (57%) and *'collecting it in a cost effective way'* (54%) were the most important issues.

Respondents who agreed that the council should provide a *'regular service to householders to collect and recycle garden waste'* were significantly **more** likely (66%) to *'recycle more if their green bins were emptied more often than their black bins'* than those who disagreed with the assertion (53%).

5. Options for green and black bin collection

Just over half (55%) of respondents felt that *'if their green bins/bags were emptied more often they would be happy for their black bin to be emptied less often.'* Fewer respondents (36%) disagreed with the proposition.

Figure 5 Response to reduction of black bin collection frequency



Base 2297¹

Respondents in the North East (42%) were significantly **more** likely to disagree that *'if their green bags/bins were emptied more often they would be happy for their black bin to be emptied less'* often than those in the North West (33%) and the West (29%).

Respondents who felt that *'reducing the waste they made'* was the most important issue were significantly more likely (55%) to agree with the statement; *'I would not need my black bin emptying every week if my green bin was emptied **more** often'* than those who believed that *'collecting the waste they made in a cost effective manner'* was the most important issue (33%).

Respondents who thought that *'recycling as much as they could'* was the most important issue (57%) and those that thought that *'reducing the amount of waste buried in landfill sites'* was the most important issue (54%) were significantly **more** likely to agree that *'I would not need my black bin emptying every week if my green*

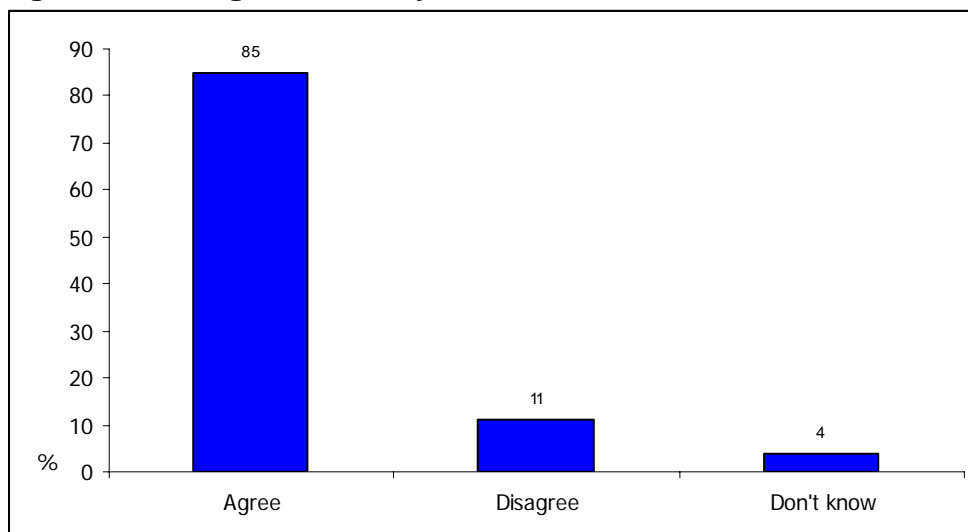
¹ The lower base size at this question is due to the fact that Panel respondents were not asked this question in the survey.

*bin was emptied **more often*** than respondents who favoured *'collecting the waste they made in the most cost effective manner'* (33%).

6. Collection of various recyclables from home

There was clear agreement from 85% of respondents that they *'would recycle more if a wider range of materials were collected from their properties.'* A small proportion (11%) disagreed with this statement.

Figure 6 Willingness to recycle materials from home



Base 2929

Respondents who thought *'**reducing** the amount of waste they **made**'* was the most important issue were significantly **more** likely (84%) to agree they *'would recycle more if a **wider range** of materials were collected from my property'* than those who favoured *'collecting the waste they made in a cost effective manner'* (71%).

Respondents who favoured *'**recycling** as much as they could'* were significantly **more** likely (87%) to agree that they would *'recycle more if a **wider range** of materials were collected from my property'* than those who chose *'collecting the waste in the most cost effective manner'* (71%)

Those respondents who would *'recycle more if their green bins were emptied more often than their black bins'* were significantly **more** likely (92%) to agree that they *'would recycle more if a wider range of materials were collected by the council from their property'* than those who did **not** agree that they *'would recycle more if green bins were emptied more often'* (72%).

Respondents who agreed that they *'would not need their black bins emptied so often if their green bins were emptied more often'* were significantly **more** likely (94%) to say that they *'would recycle more if a wider range of materials were collected by the council from their property'* than those who did **not** agree with the statement (80%)

5 Conclusions & Recommendations

There was strong support amongst those surveyed in favour of an energy from waste facility and we suggest that, on this evidence, this should be pursued by the Council in order to accomplish a reduction in the amount of waste going to landfill.

Respondents were in favour of the collection of garden waste and would generally recycle more if a wider range of recycling facilities were made available to them.

Options to collect green bins or bags more often and to empty black bins less often met with a mixed reception, possible because of difference in requirements in different wedges of the city.

Respondents in the South, East and West were more likely to embrace recycling than those in the North East and North West who would prefer to reduce waste and who were also less likely to recycle more even if green bin or bags were emptied more often. The reasons for this could be explored in further research.

It seems that more regular emptying of green bins is a driver in getting residents to recycle more and a wider range of options. This may be due to having more space to do so each week.

It was noticeable that those who are less willing to recycle tend to view waste collection and recycling as the responsibility of the Council and have little ownership of the issue themselves.

A balance between increased recycling activity and a simultaneous reduction of waste would be highly desirable and this should be encourage and enabled by Leeds City Council.