

PERTH AND KINROSS COUNCIL**Environment Committee****9 September 2015****HOUSEHOLD WASTE AND RECYCLING PUBLIC SATISFACTION SURVEYS****Report by Depute Director (Environment)**

This report summarises the key findings from two successive Household Waste and Recycling Customer Satisfaction Surveys carried out in November 2013 and November 2014. It also sets out recommendations for improvements in service based on participant responses.

1. BACKGROUND / MAIN ISSUES

1.1 In November 2013 and November 2014, 4000 surveys were sent out to a representative sample of Perth and Kinross residents. The 8 page survey asked questions relating to kerbside waste and recycling collections, Recycling Points, bulky uplifts, and Recycling Centres. The purpose was to establish the following:

- identify householders' attitudes and behaviour, and current barriers to kerbside recycling.
- identify what would encourage and engage householder participation in kerbside recycling.
- explore attitudes, acceptability and satisfaction with the existing kerbside recycling services.
- explore attitudes, acceptability and satisfaction with Recycling Centres and Recycling Points.

Questionnaire response rates, participating Councils and Satisfaction Indicators

1.2 In 2013, the questionnaire received 908 responses, representing a 22.7% response rate. In 2014, the questionnaire received 1064 responses, representing a 26.6% response rate.

1.3 The standardised survey was also carried out in five other UK local authorities in 2013 (Blackpool Borough Council; London Borough of Hounslow; Hull City Council; Selby District Council; and Wiltshire Council), and five local authorities in 2014 (Blackpool Borough Council; East Dunbartonshire Council; Hull City Council; Midlothian Council; and Wiltshire Council). The results from each Council were used for benchmarking purposes, as well as setting a standard for future surveying. Two sets of data are reported on – Weighted and Unweighted (a full explanation of the Weighing Matrix can be found in Appendix 3):

- **Weighted data** is used for benchmarking against other local authorities. A Weighting Matrix from the Office of National Statistics is used to balance the demography of respondents to ensure they are comparable for all participating authorities.
- **Unweighted data** is the true response from respondents within Perth & Kinross Council before the matrix is applied. This has been used when looking at rates of satisfaction and behaviours without comparison to other participating authorities.

1.4 The survey contained 15 Key Satisfaction Indicators (KSI's) which fall under four categories: Kerbside Collections; Recycling Centres; Communication; and Enquiries/Complaints.

Questionnaire results – 2014 Survey

Highlights for Perth and Kinross Council

- (a) 1st place overall for satisfaction of Kerbside Service with a weighted score of 84.3%.
- (b) 2nd overall for satisfaction of Recycling Centres with a weighted score of 85.1%.
- (c) Only 1% (unweighted data) of respondents said they were not interested in recycling more.
- (d) Unweighted response of 87% fairly/very satisfied with requirement of separation of recycling materials and 81% of respondents fairly/very satisfied with preparation of materials for recycling.
- (e) Only 16% of respondents (unweighted) would not continue to recycle (use Recycling Centres or Points) when their container is full.
- (f) 1st overall for satisfaction of Collection/Recycling Information with a weighted score of 72.5%.
- (g) Unweighted response of 92% of respondents will use leaflets and direct mailings to find information on services, with 33% using the Council website, 24% calling the Service Centre and 10% asking collection crews.

Areas for Development

- (h) 5th overall for satisfaction with the range of recycling materials collected with a weighted score of 73.5%
- (i) 42% (unweighted) of respondents said they would recycle more if there were a wider range of materials collected.
- (j) 22% (unweighted) of respondents would recycle more if they had a better idea of what happens to the materials they recycle.

- 1.5 Perth and Kinross Council has maintained a high level of satisfaction with our service amongst respondents. As per 1.4(a), 84.3% of those surveyed are either fairly satisfied, or very satisfied with the overall collection service resulting in the highest score amongst participating authorities (see Appendix 2). Satisfaction levels remained high for Recycling Centres (see 1.4(b)) placing second amongst participating authorities.
- 1.6 One area which has seen a drop in the comparative level of satisfaction is the range of materials that can be recycled at the kerbside. As per 1.4(h), Perth & Kinross Council placed fifth overall with a score of 73.5%. Despite the response levels being similar to last year's (73.8%, 3rd overall) results, the addition of two new authorities to the survey process has appeared to have raised the average rate of satisfaction.
- 1.7 An examination of the differences in services offered by the other participating authorities for recycling services shows that Perth & Kinross Council appears to be the only one not to collect glass at the kerbside.
- 1.8 Perth and Kinross Council do not collect glass with dry mixed recyclates as it can:
- Contaminate the paper and card with shards of glass and therefore restrict the number of reproprocessors interested in the material. This then affects the value of the material.
 - Increase the cost of material processing at Materials Recovery Facilities in comparison to material mixes without glass.
 - Reduce the proportion of glass being sent for genuine recycling i.e colour separated re-melt applications.
- 1.9 In addition, the two highest performing councils in this category were also the only authorities which accepted food and drinks cartons in their kerbside recycling receptacles. This may go some way to explaining the Council's position compared to other authorities. In addition to this, householders also list the range of materials as the most popular factor (42% of respondents) to encourage further recycling. It is expected that the roll out of the Improved Recycling Trial approved by the Environment Committee in June 2015, (Report No. 15/243 refers), including the addition of food and drink cartons recycling materials and new information leaflets will improve the Council's satisfaction rating for this indicator.
- 1.10 As per 1.4(c), only 1% of those surveyed stated they are not interested in recycling more (see Appendix 2, 1.9). This again proves there is a receptive audience who are willing to use the services provided. Householders, on the whole, are content with the minimal separation and preparation (see 1.4(d) and (e)) required to use the kerbside recycling service. As per 1.4(f), only 16% of householders said they were not willing to continue to recycle (through use of recycling centres and points) when their bin was full. Just under half of those surveyed stated they visit Recycling Centres and Points on at least a monthly basis.

- 1.11 A Key Satisfaction Indicator which has seen improvement is that of the collection service information issued to the public. Perth & Kinross Council is ranked highest amongst the participating local authorities with a score of 72.5%. This improvement is attributed to the Garden and Food Waste campaign launched at the beginning of 2014. The campaign involved a leaflet revision, direct mailing, and large scale billboard advertising. The key change driving this improvement may be householders receiving leaflets (the most preferred medium of communication for 92% of respondents). Bringing other recycling support materials in line with the Garden and Food Waste leaflet improvements should continue to result in positive feedback.

Summary of Results

- 1.12 The results from the survey show the vast majority of householders are content with the existing waste and recycling services, and are participating in recycling schemes.
- 1.13 An analysis of the survey results for 2013 and 2014 can be found in Appendix 1 and 2, respectively. The survey has not only provided an insight into satisfaction rates of the current waste and recycling services offered, but combined with last year's data, have also created a baseline to be used for future benchmarking. The ongoing use of the Survey provides valuable information that can be taken into consideration when considering new initiatives and the re-design of services.

2. PROPOSALS

- 2.1. The surveys have identified areas for improvement and the following improvement actions are proposed:
- Expand the range of materials accepted through contract negotiation with the Council's current recycling processor (SITA)
 - Include a wider range of materials in the contract specification for the new dry mixed recycle processing contract, which will be in place by November 2016
 - Encourage further use of kerbside recycling bins
 - Provide additional information on recycling
- 2.2 In regard to contract discussions with our existing contractor, SITA, it is anticipated that the existing set of accepted materials for recycling can be extended to include food and drink cartons, if market conditions allow.
- 2.3 One of the recurring themes through both the 2013 and 2014 surveys is that householders in Perth and Kinross are highly engaged in using their recycling containers either full-time or part-time, with a return of only 2% respondents each year stating they "never" use their recycling containers. However, both survey results reflect that householders would be encouraged to recycle more if a wider range of materials were accepted in the kerbside recycling bins, with returns of 45% in 2013 and 42% in 2014 respectively expressing this view.

- 2.4 The roll out of the new kerbside waste and recycling collections approved by the Environment Committee in June 2015 (Report No. 15/243 refers) should go some way toward achieving the above mentioned proposals. Firstly, a slimline residual waste container will encourage many households to become more effective recyclers. In addition, on-going education and awareness activities will help pass on the positive message of recycling.
- 2.5 Surveys over both years have shown consistency in response with 96% and 97% respectively of residents using the kerbside recycling service. However, 25% and 22% of householders stated that knowing what happens to their recycling would encourage them to recycle more. From this feedback, it can be identified there is scope to improve the existing suite of supporting materials. Using a best practice approach created by Zero Waste Scotland, in the form of their branding templates, Perth & Kinross Council can create new supporting materials and provide additional information on:
- Details on what happens to our recycling:
 - Website updates including material “journeys”
 - Tool box talks (a brief summary) for frontline staff, to allow them to communicate the message to the public
 - Social media updates and targeted campaigns through Facebook advertising
- 2.6 In 2013, Perth & Kinross Council was the only Scottish local authority to take part in the HWR Survey. The results from the 2013 survey were then summarised and reported through the Waste Managers Network. It was noted that this survey, in particular, was robust in its nature, producing both quantitative and qualitative benchmarking data.
- 2.7 To encourage other local authorities to take part to improve benchmarking Zero Waste Scotland, as part of their work programme for 2015/16, are considering this survey approach nationally.

3. CONCLUSION AND RECOMMENDATIONS

- 3.1 The surveys have shown that Perth & Kinross Council has performed well in comparison to the other participating local authorities. In 2014, Perth & Kinross Council was joined in the survey by two other Scottish local authorities; East Dunbartonshire Council and Midlothian Council. The results show that the vast majority of respondents are content with the existing waste and recycling services, and are actively participating in recycling schemes.
- 3.2 The survey has confirmed that expanding on the range of materials accepted in the kerbside bins would encourage more people to recycle.
- 3.3 The surveys have also identified areas for improvement, which potentially could be implemented whilst moving forward with service changes. It is intended that Perth & Kinross Council will again take part in the survey in 2015.

3.4 It is recommended that the Environment Committee agree:

- (i) Perth and Kinross Council undertake the survey again in 2015.
- (ii) The implementation of the improvement actions, as outlined in para 1.4 (h) – (j).

Author(s)

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Approved

Name	Designation	Date
Barbara Renton	Depute Director (Environment)	31 August 2015

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1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

Strategic Implications	Yes / None
Community Plan / Single Outcome Agreement	Yes
Corporate Plan	Yes
Resource Implications	
Financial	Yes
Workforce	None
Asset Management (land, property, IST)	None
Assessments	
Equality Impact Assessment	Yes
Strategic Environmental Assessment	Yes
Sustainability (community, economic, environmental)	Yes
Legal and Governance	Yes
Risk	No
Consultation	
Internal	Yes
External	Yes
Communication	
Communications Plan	None

1. Strategic Implications

Community Plan / Single Outcome Agreement

- 1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan which outlines the key things we think are important for Perth and Kinross.
- i) Giving every child the best start in life
 - ii) Developing educated, responsible and informed citizens
 - iii) Promoting a prosperous, inclusive and sustainable economy
 - iv) Supporting people to lead independent, healthy and active lives
 - v) Creating a safe and sustainable place for future generations
- 1.2 It is considered that the actions contained within this report contribute to all of the above objectives.

Corporate Plan

- 1.3 The Council's Corporate Plan 2013-2018 outlines the same five objectives as those detailed above in the Community Plan. These objectives provide a clear strategic direction, inform decisions at a corporate and service level and shape resource allocation. It is considered that the actions contained in the report contribute to the objectives as outlined in paragraph 1.2 above.

2. Resource Implications

Financial

- 2.1 There will be costs of £6,800 involved in participating in the survey materials, mailing and advertising. These costs will be funded from the Waste Services Revenue budget.

Workforce

- 2.2 There are no workforce implications arising from the report.

Asset Management (land, property, IT)

- 2.3 There is no land, property, or IT implications arising from the report.

3. Assessments

Equality Impact Assessment

- 3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allows the Council to demonstrate that it is meeting these duties. The Equality Impact Assessment undertaken in relation to this report can be viewed clicking [here](#).
- 3.2 The proposals have been considered under the Corporate Equalities Impact Assessment process (EqIA) with the proposals assessed as not relevant for the purposes of EqIA. An existing assisted lift service is provided for people unable to present their waste at the kerbside, and that service will be unchanged.

Strategic Environmental Assessment

- 3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals.
- 3.4 The proposals have been considered under the Act and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

Sustainability

- 3.5 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. Under the Climate Change (Scotland) Act 2009 the Council also has a duty relating to climate change and, in exercising its functions must act:
- in the way best calculated to delivery of the Act's emissions reduction targets;
 - in the way best calculated to deliver any statutory adaptation programmes; and
 - in a way that it considers most sustainable.
- 3.6 The proposals have been assessed in terms of the requirements to manage waste and recycling in a co-ordinated manner which will contribute and influence changes to create resource efficient communities.

Legal and Governance

- 3.7 The Head of Legal Services has been consulted on the proposals contained within the report.

Risk

- 3.8 There are no risks arising from the report.

4. Consultation

Internal

- 4.1 The Head of Legal Services and the Head of Democratic Services have been consulted in the preparation of this report.

External

- 4.2 In November 2013 and November 2014, 4000 surveys were sent out to a representative sample of Perth and Kinross residents.

5. Communication

- 5.1 We will continue to communicate with residents through education and Awareness campaigns and seek their views through the Household Waste and Recycling Survey.

2. BACKGROUND PAPERS

None

3. APPENDICES

Appendix 1: Household Waste and Recycling Satisfaction Survey Summary 2013

Appendix 2: Household Waste and Recycling Satisfaction Survey Summary 2014.

Appendix 3: Household Waste and Recycling Satisfaction Survey – Weighting Methodology

HOUSEHOLD WASTE AND RECYCLING PUBLIC SATISFACTION SURVEY 2013

In November 2013, 4000 surveys were sent out to a representative sample of Perth and Kinross residents. The 8 page survey asked questions relating to kerbside waste and recycling collections, recycling points, bulky uplifts, and recycling centres.

The questionnaire received 908 responses, a 22.7% response rate.

The standardised survey was also carried out in five other UK local authorities, these are: Blackpool Borough Council; London Borough of Hounslow; Hull City Council; Selby District Council; and Wiltshire Council. The results from each were used to benchmark against each other, as well as set a standard for future surveying.

The survey contained 15 Key Satisfaction Indicators (KSI's) which fall under four categories: Kerbside Collections; Recycling Centres; Communication; and Enquiries/Complaints.

Perth & Kinross Council ranked either 1st or 2nd in all but one of the KSI's.

This report provides a summary of the survey results for Perth & Kinross Council and identifies improvements arising from the survey and benchmarking exercise.

1. KEY FINDINGS

Two sets of data are reported on – Weighted and Unweighted:

- **Weighted data** is used for benchmarking against other local authorities. A Weighting Matrix from the Office of National Statistics is used to balance the demography of respondents to ensure they are comparable for all participating authorities.
- **Unweighted data** is the true response from respondents within Perth & Kinross Council before the matrix is applied. This has been used when looking at rates of satisfaction and behaviours without comparison to other participating authorities.

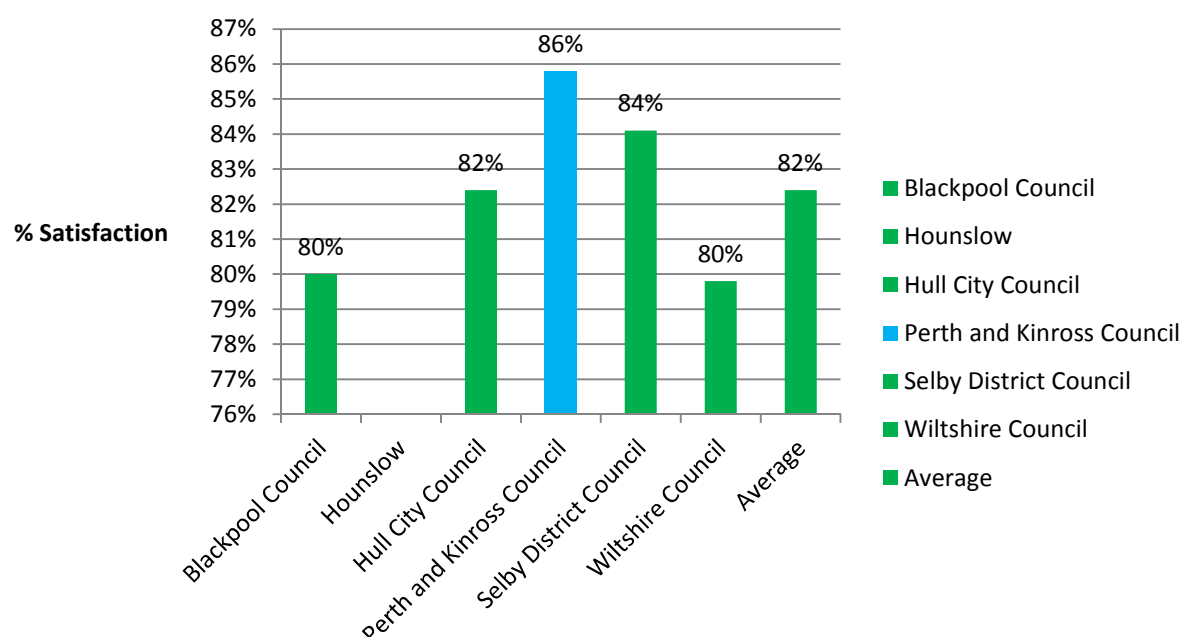
1.1. Kerbside Collection

The following graphs show the performance of PKC compared with other participating authorities.

1.2 General Waste Collection

Perth & Kinross Council ranked 1st overall from the 6 participating local authorities in the satisfaction of the general waste kerbside collection.

Figure 1: Percentage satisfaction with general waste collection*

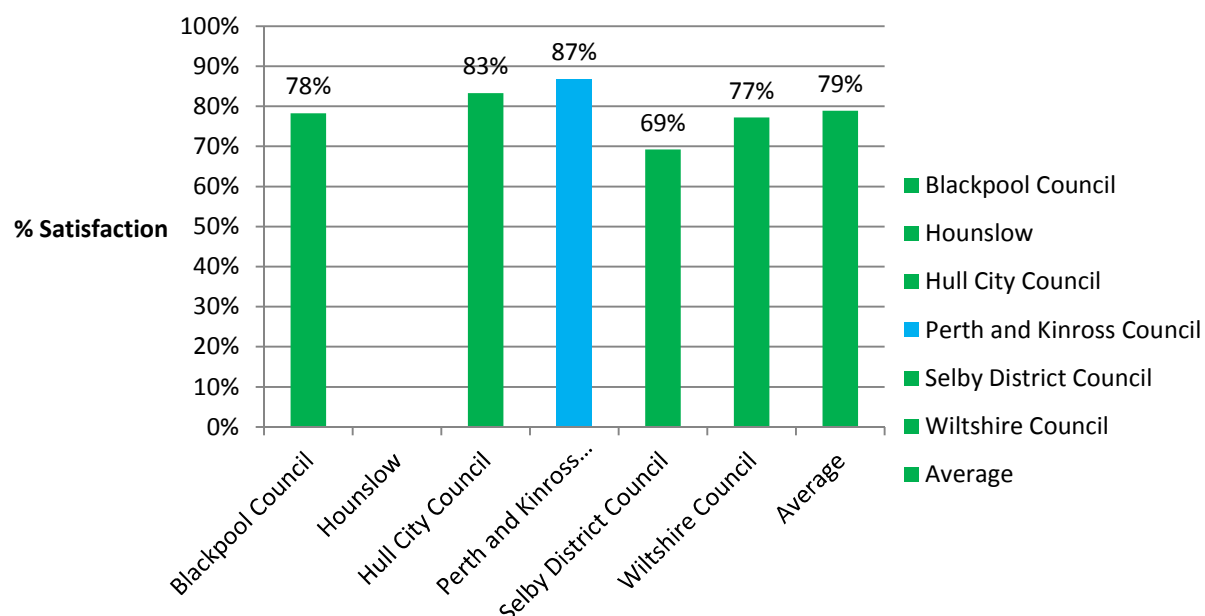


*Weighted results (see Section 1 for details)

1.3 Dry Mixed Recycling Collection

Perth & Kinross Council ranked 1st overall for recycling collections.

Figure 2: Percentage satisfaction with dry mixed recycling collection*

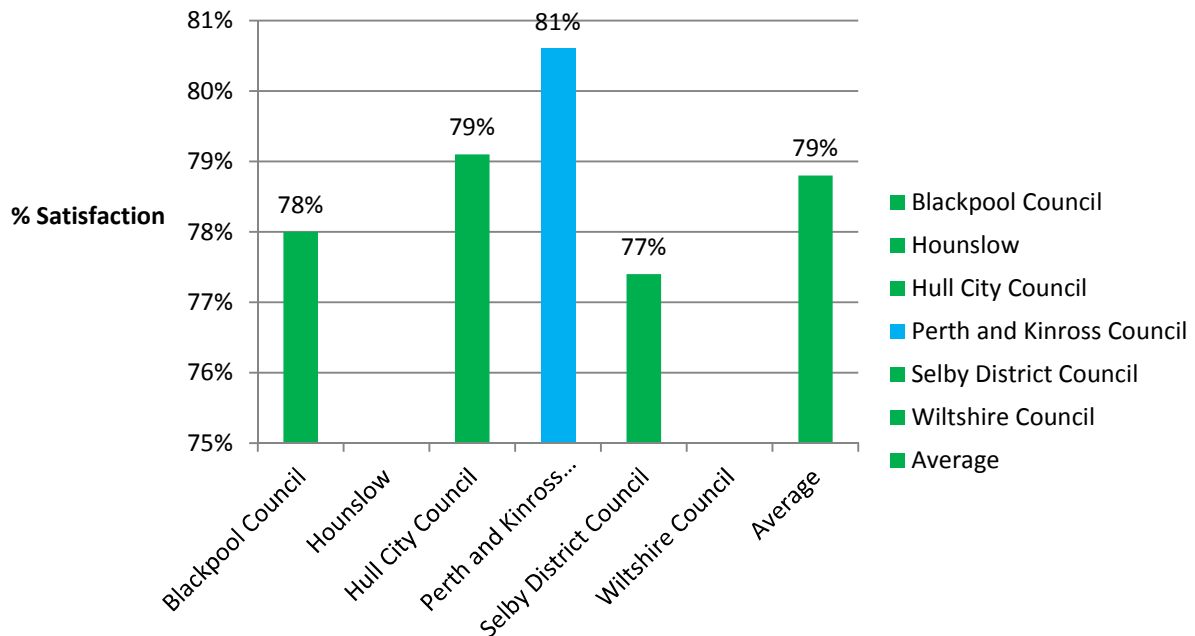


*Weighted results (see Section 1 for details)

1.4 Food Waste Collection

Perth & Kinross Council ranked 1st overall for the current food waste collection.

Figure 3: Percentage satisfaction with food waste collection*



*Weighted results (see Section 1 for details)

1.5 Garden Waste Collection

This service is one of the only categories in which PKC did not out-perform the other participating authorities. While householders are satisfied they do not have to pay/subsidise this service, PKC ranked 4th in frequency of collection, 2nd in type of container, and 3rd in size of container.

These results could be attributed to more frequent uplifts provided by other participating authorities, or that the Perth and Kinross residents surveyed would prefer a weekly collection due to the amount of garden waste they produce. Looking at the results in regard to the size of container, again, this could come down to the amount of garden waste being produced, with the existing container not providing enough capacity. Another factor to consider here could be the ability of the respondent, to be able to manoeuvre a full garden waste bin. It could be that some of those householders surveyed would prefer a smaller container.

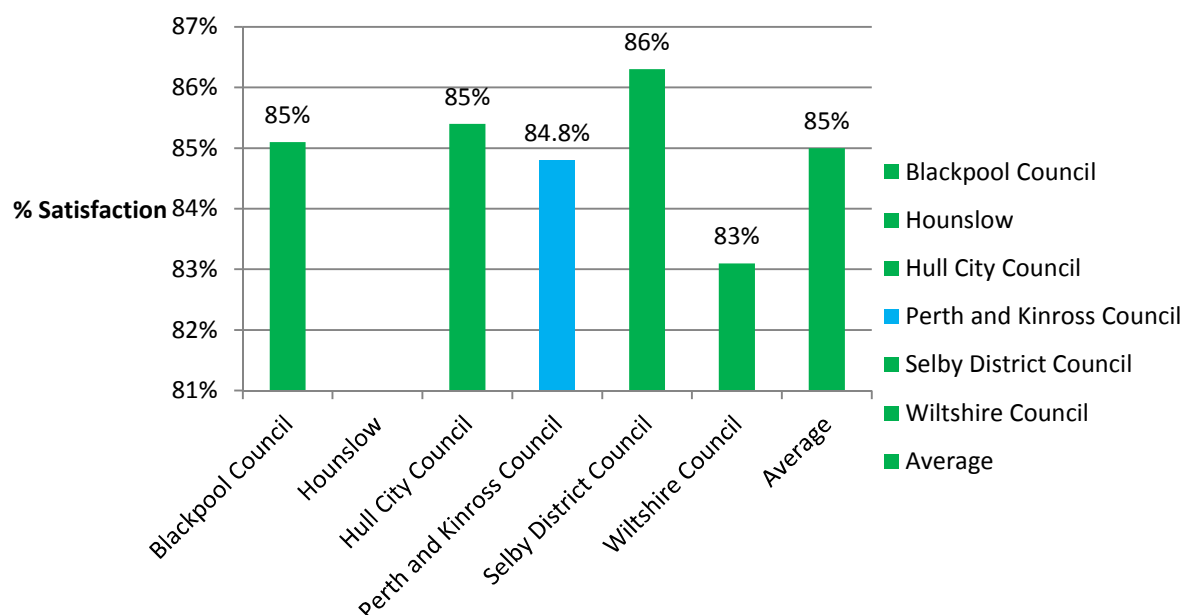


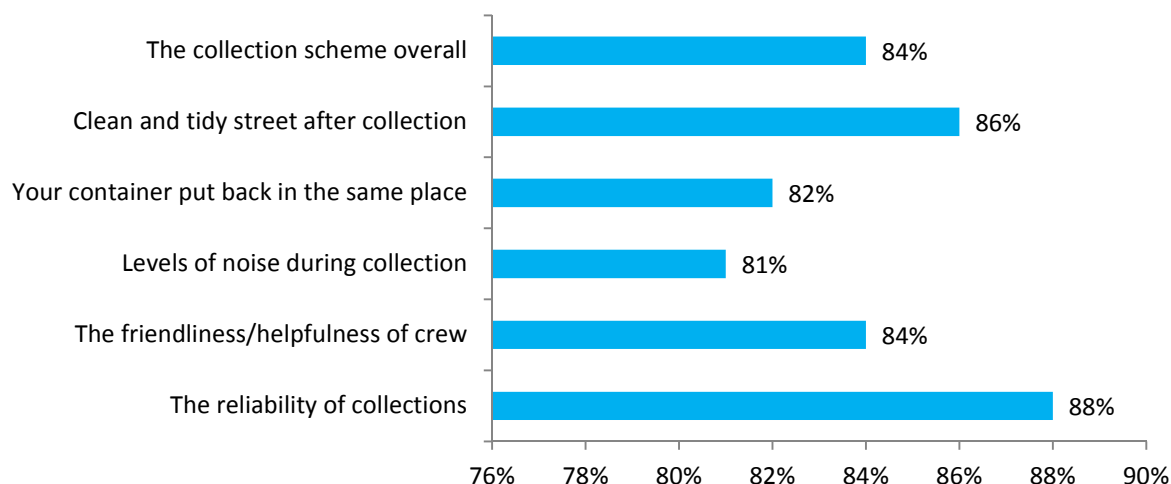
Figure 4: Percentage satisfaction with garden waste collection*

*Weighted results (see Section 1 for details)

1.6 Operational Satisfaction

Looking at the kerbside service as a whole, there is a high level of satisfaction with the service provided by the Operations Team, with Perth & Kinross Council ranked 1st overall.

Figure 5: Percentage satisfaction with operations*



*Weighted results (see Section 1 for details)

1.7 Recycling Collection Aspects

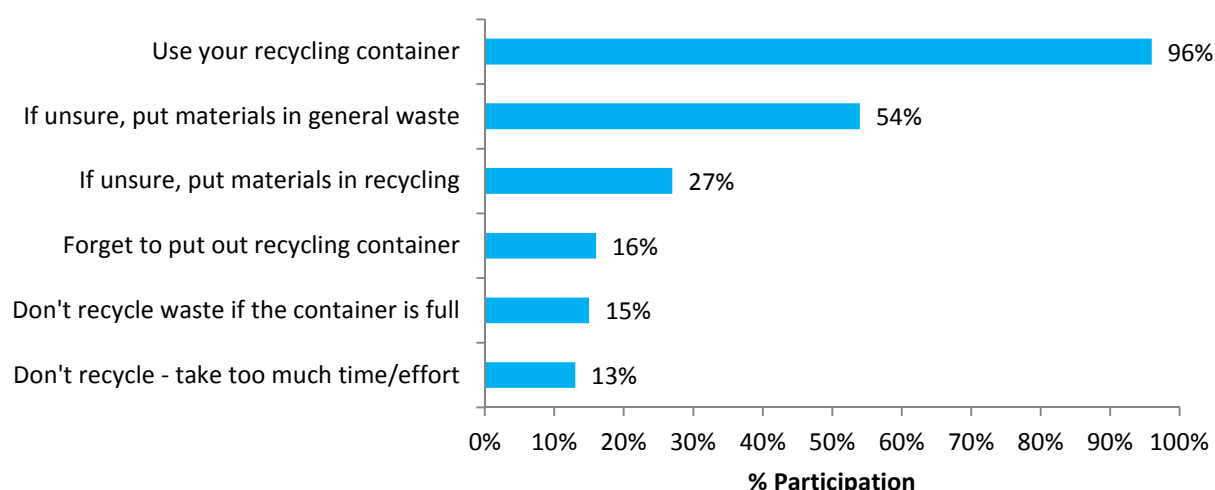
This section covers the range, separation, and preparation of materials recycled at the kerbside. Perth & Kinross Council ranked 3rd overall for the range of recyclate collected at the kerbside, and 2nd for both separation and preparation.

The results from these questions show that Perth & Kinross Council residents are happy with the minimal separation and preparation of materials they currently recycle. However, the results also show there is scope for improving on the range of materials which can be recycled at the kerbside.

1.8 Recycling Behaviour & Attitudes

Householders were asked a series of questions relating to their attitudes and behaviours toward kerbside recycling. A few assumptions can be drawn from the results:

Figure 6: Kerbside recycling behaviour*



*Unweighted results (see Section 1 for details)

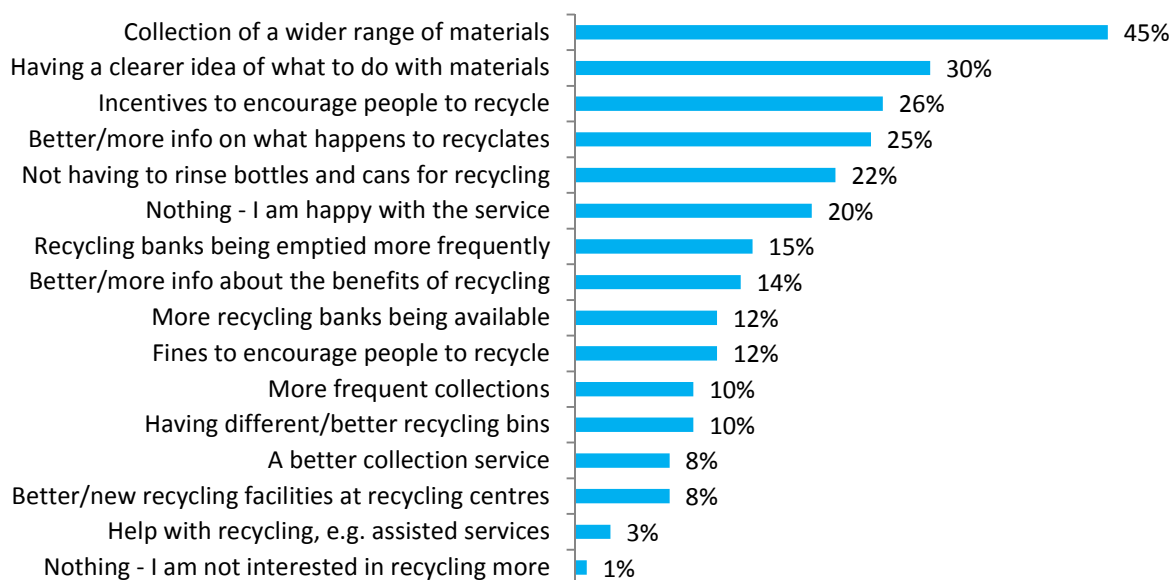
- 96% of respondents are using the kerbside recycling service, and only 2% not using the services at all. This figure proves the vast majority of householders surveyed are engaged in using the kerbside services, which indicates there is a willingness to recycle.
- Only 15% of respondents stated they would not continue to recycle when their containers are full. This indicates those surveyed are using Recycling Centres and Points.

- More than half of those surveyed will put materials in their general waste bin if they are unsure whether they can recycle them. This suggests there is scope to improve knowledge of the existing services, and promotion of the various support materials available from the Council such as leaflets or website information.
- Only 2% of householders believe it “always” takes too much time/effort to recycle, and 11% of respondents stating it can “sometimes” take too much time/effort to recycle. This 2% is consistent with the finding that only 2% of people state they “never” recycle.

1.9. Recycling More

When asked the question of what would persuade householders to recycle more (respondents could chose more than one answer), the key responses are shown in figure 7.

Figure 7: Improving Kerbside Recycling Participation*



*Unweighted results (see Section 1 for details)

- 45% of people stated they would recycle more if it was possible to recycle a wider range of materials. Other responses in this category are: not having to rinse bottles and cans before recycling (22%); recycling banks emptied more frequently (15%); and more recycling banks being available (12%).
- In the information category, 30% stated that they would recycle more if they had a clearer idea of what to do with waste/what to recycle. The requirement for more information is also highlighted in the following statements: better/more information on what happens to recyclable material (25%); and better/more information about the benefits of recycling (14%).

Only 1% of respondents stated they are not interested in recycling more. This figure shows the vast majority of householders are engaged and willing to recycle.

1.10 Special Uplifts

The final question relating to kerbside collections is that of special bulky waste uplifts. When compared with the other participating authorities, Perth & Kinross Council ranks 1st or 2nd in each of the following categories:

- Range of items collected
- Cost of collections
- Ease of arranging collection

1.11 Recycling Centres

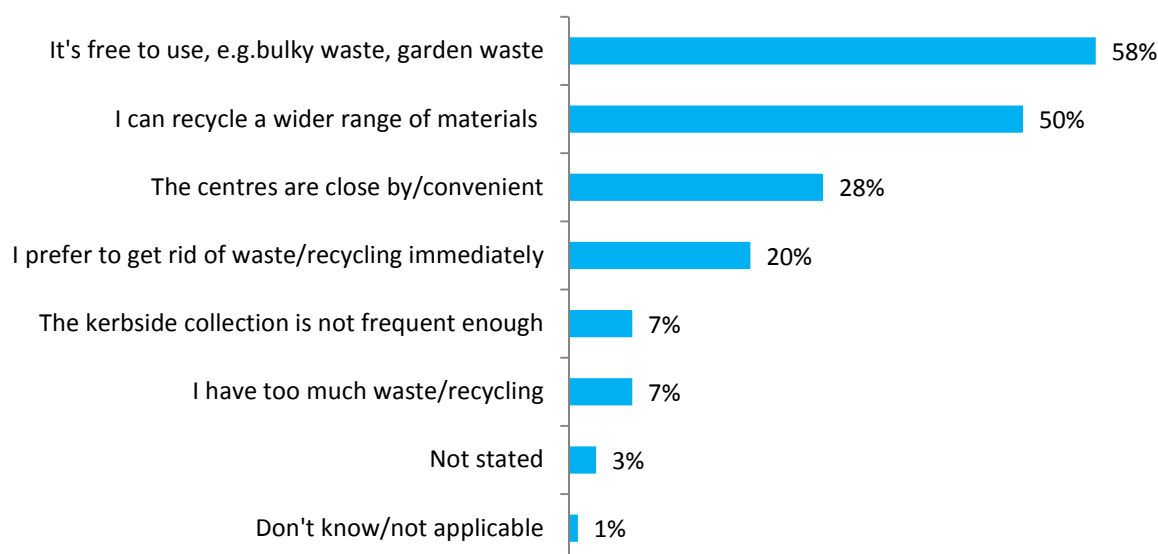
Perth & Kinross Council Recycling Centres ranked 2nd overall for both overall satisfaction, and aspects of service. The percentage of respondents who were either “very” or “fairly” satisfied was 69%, with less than 1% “very” or “fairly” dissatisfied.

1.12 Use of Recycling Centres

Just under half of respondents surveyed are visiting the Recycling Centre on at least a monthly basis. The reasons given vary (more than one could be selected), but the three most popular are:

- It's free to use to dispose of bulky or additional waste/recycling
- You can recycle a wider range of materials than using the kerbside service
- Centres are close by/convenient

Figure 8: Recycling centre usage*



*Unweighted results (see Section 1 for details)

Perth & Kinross Council scored above average on all aspects of service, and performed particularly well on operational customer service satisfaction. In addition, there is a high level of satisfaction with the set-up of the Recycling Centres.

1.13 Complaint Handling, Communication, and Information Access

Perth & Kinross Council ranked second overall among participating authorities for their complaint handling, communication, and access to information.

1.14 Kerbside Collection Complaints and Information

Over the last 12 months, only 15% of respondents had contacted the Council with a query/complaint. Householders were asked their level of satisfaction on the following factors:

- Ease of getting through
- Outcome of contact
- Helpfulness of staff

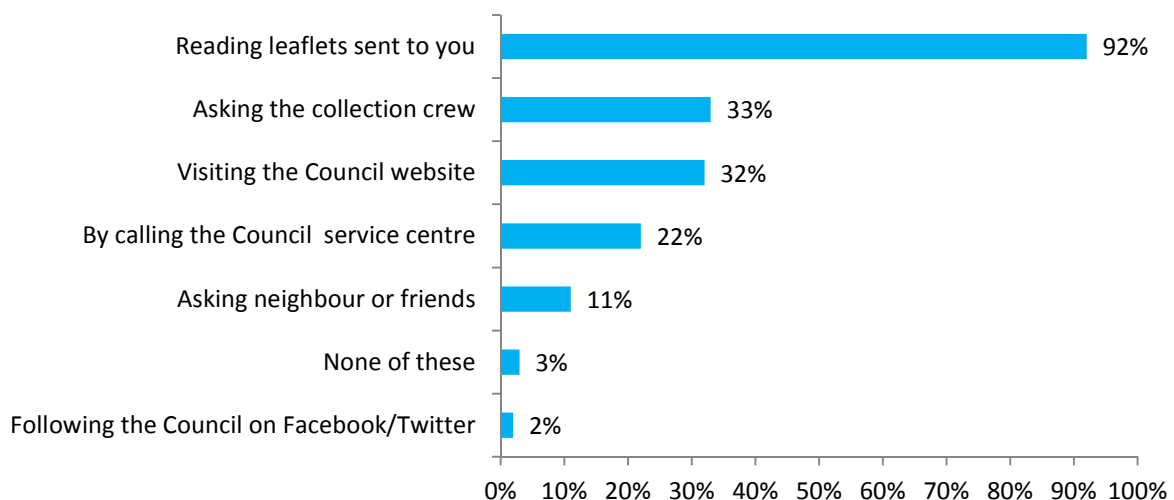
Perth & Kinross Council ranked second overall for complaint/query handling.

1.15 Access to Information Relating to Kerbside Collections

By far the most popular way of gaining information was via leaflets with 92% of respondents stating that they read these support materials. Other methods used include:

- Asking collection crew
- Visiting the Council website
- By telephoning Council

Figure 9: Kerbside collection communication*



*Unweighted results (see Section 1 for details)

Overall, Perth and Kinross Council scored above average, however the three areas which were identified for improvement are:

- What can/can't be waste
- Changes to collection dates
- What can/can't be recycled

The results show, that on the whole, the information available and accessible to householders is adequate, and that the preferred media is in leaflet form.

1.16. Recycling Centre Complaints and Information

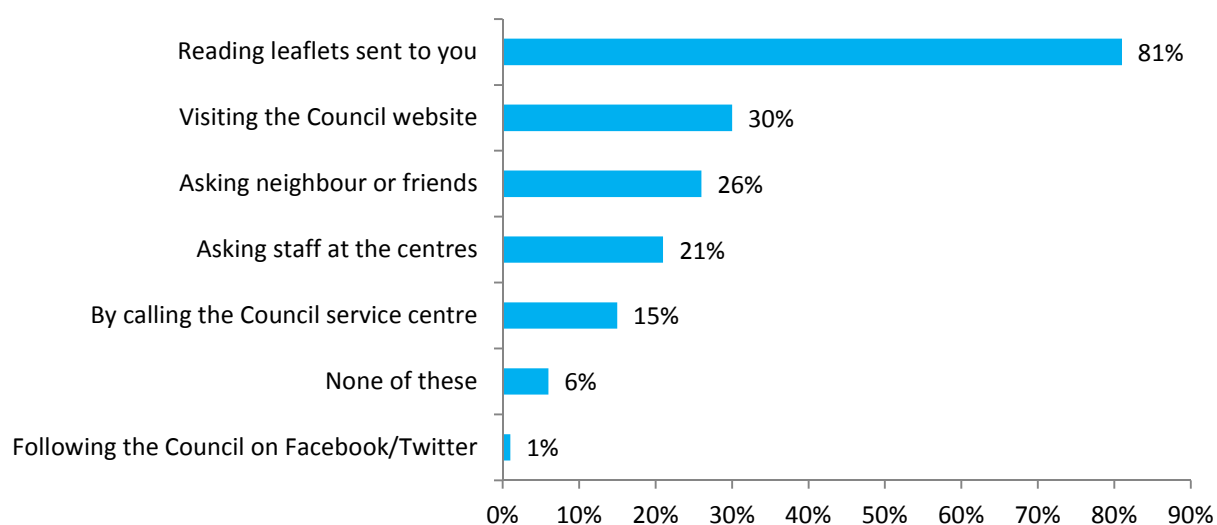
Over the last 12 months, only 10% of respondents have contacted the Council with a query/complaint regarding Recycling Centres, which gives PKC a second place ranking.

1.17 Access to Information on Recycling Centres

Again, respondents found reading leaflets sent to them was by far the most popular way of finding out information relating to Recycling Centres. Similar to the kerbside communications, householders used the Council website as the second most popular avenue, with asking neighbours close behind.

1.18 Access to Information on Recycling Centres

Figure 10: Recycling centre communications*



*Unweighted results (see Section 1 for details)

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The survey contained fifteen Key Satisfaction Indicators (KSI's) which fall under three broad categories: Kerbside Collections; Recycling Centres; Communication; and Enquiries/Complaints.

This report provides a summary of the survey results for Perth & Kinross Council, identifies improvements arising from the survey and benchmarking exercise and provides valuable information that can be taken into account when considering new initiatives and the re-design of services.

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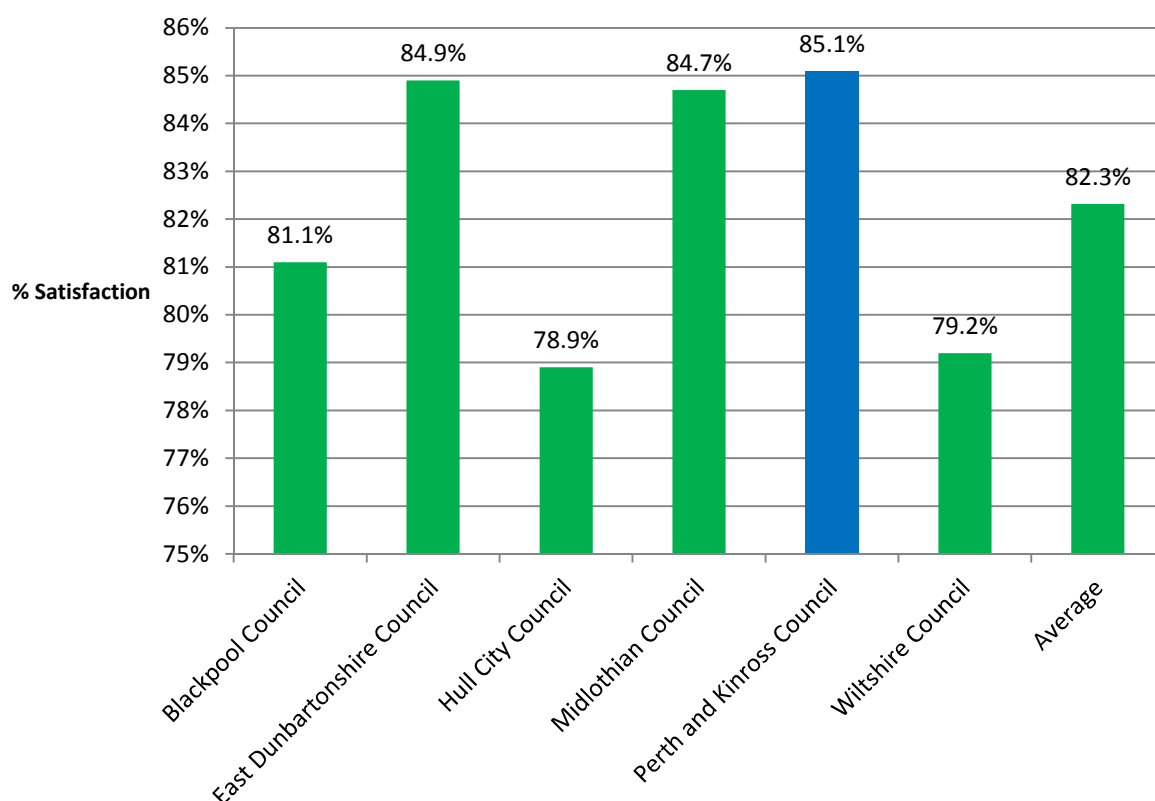
1.1. Kerbside Collection

The following graphs show the performance of PKC compared with other participating authorities.

1.2 General Waste Collection

Perth & Kinross Council has again been ranked 1st overall from the 6 participating local authorities in the satisfaction of the general waste kerbside collection.

Figure 1: Percentage satisfaction with general waste collection*



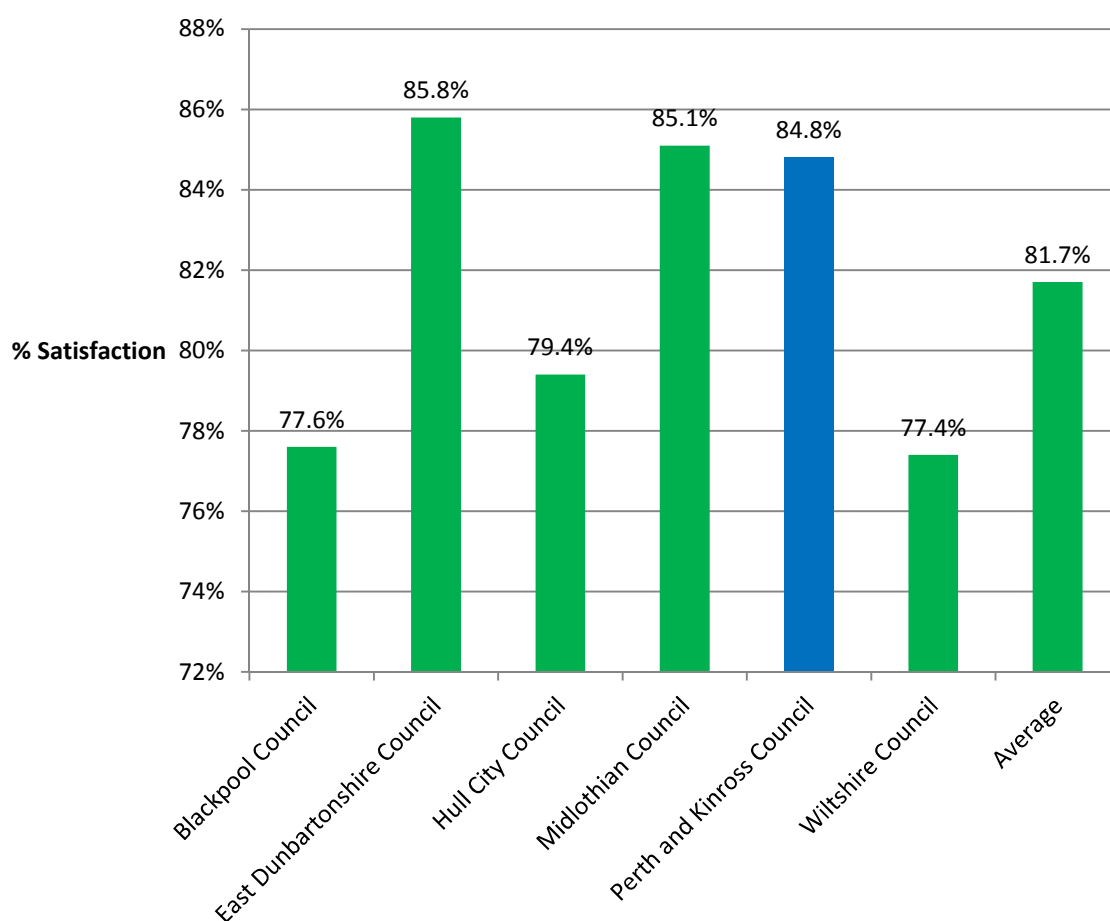
*Weighted results (see Section 1 for details)

1.3 Dry Mixed Recycling Collection

Perth & Kinross Council is 3rd overall for recycling collections since last year's survey. The top three Councils returned results within 1% of each other.

Looking at the raw, unweighted data (see Section 1 for description), 93% of respondents said they were either "very satisfied" or "fairly satisfied" with the Recycling Collection overall.

Figure 2: Percentage satisfaction with dry mixed recycling collection*

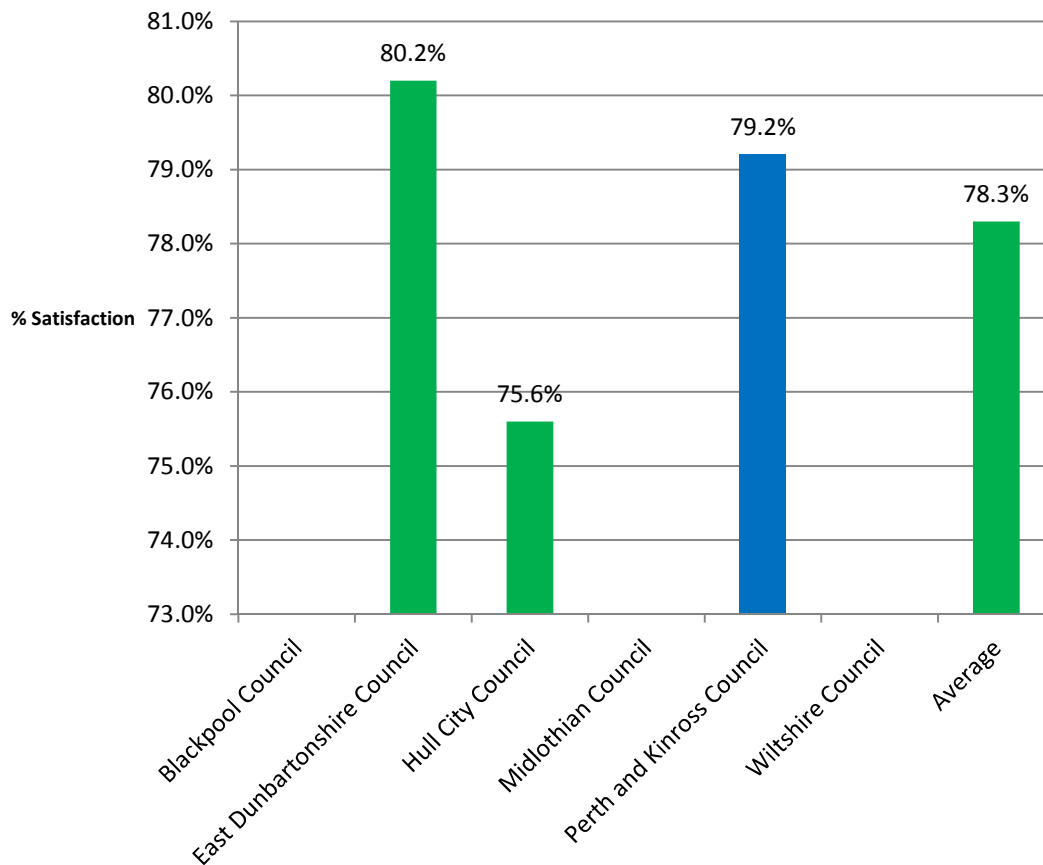


*Weighted results (see Section 1 for details)

1.4. Food Waste Collection

Perth & Kinross Council moved from 1st (80.6%) to 2nd (79.2%) overall for the current food waste collection compared with last year. Satisfaction dropped slightly with aspect of service; however Perth & Kinross Council were only 1% behind the best performing authority.

Figure 3: Percentage satisfaction with food waste collection

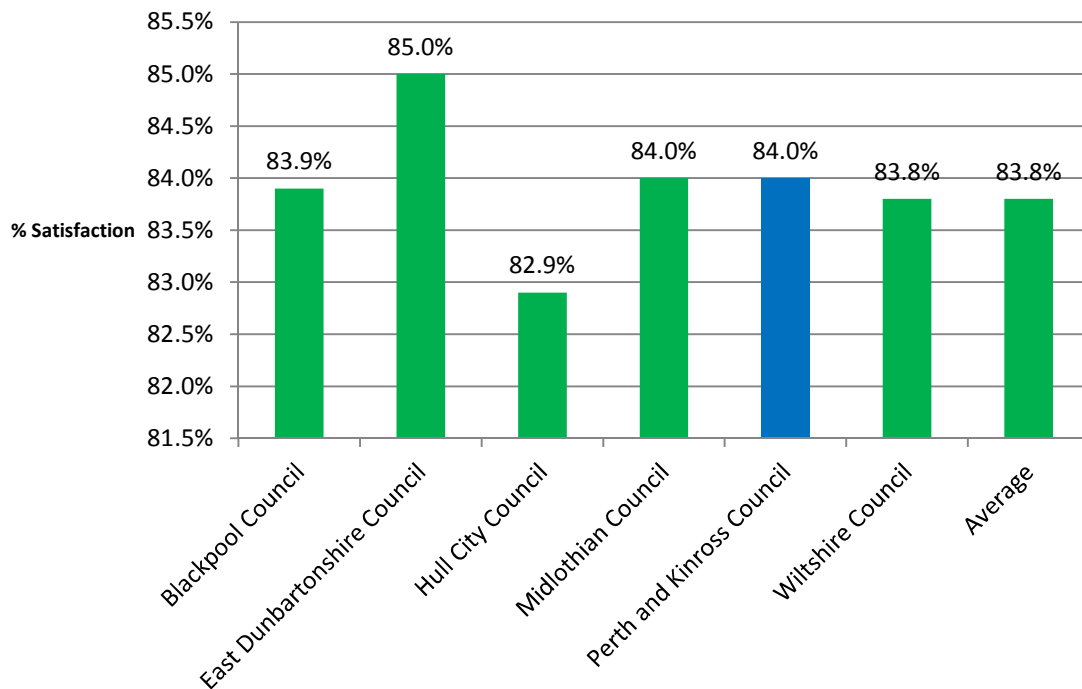


*Weighted results (see Section 1 for details)

1.5. Garden Waste Collection

Satisfaction with the Garden waste kerbside collection improved this year, going from 4th (84.8%) overall, to 2nd (84.0%). Again, householders are satisfied they do not have to pay/subsidise this service; however, satisfaction rates have decreased slightly in each aspect of the collection service. This result is in line with the slight drop in average satisfaction rates.

Figure 4: Percentage satisfaction with garden waste collection*



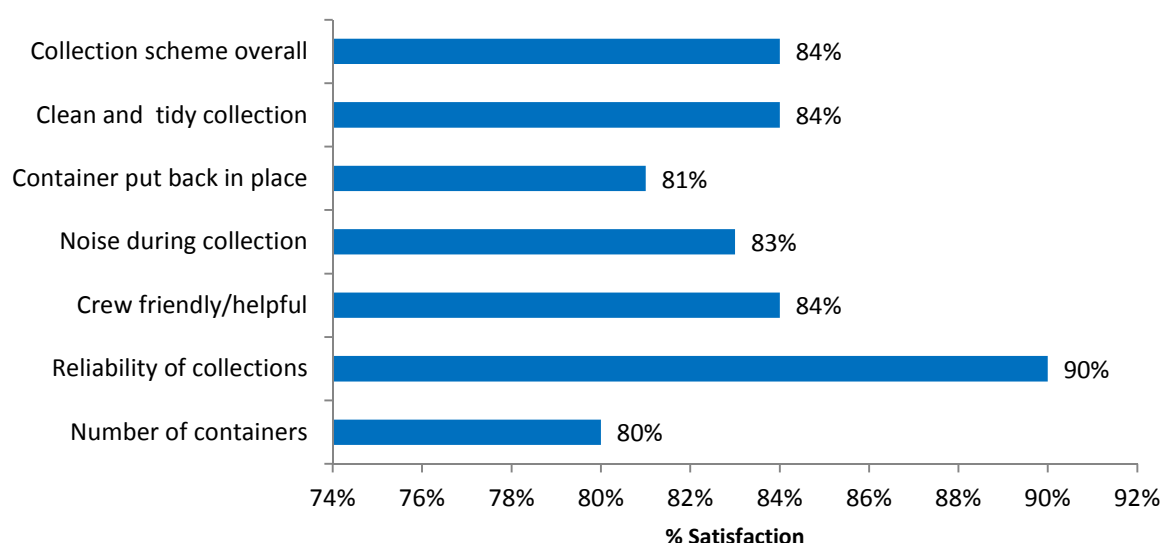
*Weighted results (see Section 1 for details)

1.6. Operational Satisfaction

Looking at the weighted data (see Section 1 for description) for the kerbside service as a whole, there is a high level of satisfaction with the service provided by the Operations Team, with Perth & Kinross Council again ranked 1st overall compared to other local authorities taking part.

The results have remained relatively consistent with last year's figures, showing the Operations Team is continuing to perform at a consistently high level.

Figure 5: Percentage satisfaction with operations*



*Weighted results (see Section 1 for details)

1.7. Recycling Collection Aspects

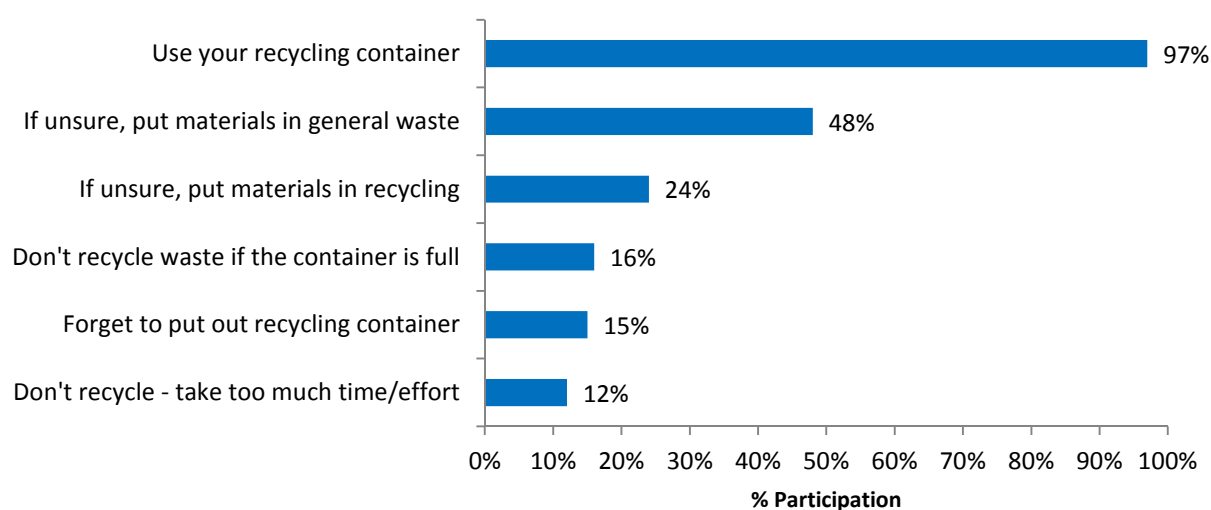
This section covers the range, separation, and preparation of materials recycled at the kerbside. Perth & Kinross Council moved from 3rd (73.8%) to 5th (73.5%) overall for the range of recyclate collected at the kerbside, however remained 2nd overall for both separation (79%) and preparation (73%).

The results from these questions show that Perth & Kinross Council residents are still happy with the minimal separation and preparation of materials they currently recycle. However, the results again show there is an appetite for improving on the range of materials which can be recycled at the kerbside.

1.8 Recycling Behaviour & Attitudes

Householders were asked a series of questions relating to their attitudes and behaviours toward kerbside recycling. A few assumptions can be drawn from the raw, unweighted (see Section 1 for description) results:

Figure 6: Kerbside recycling behaviour*



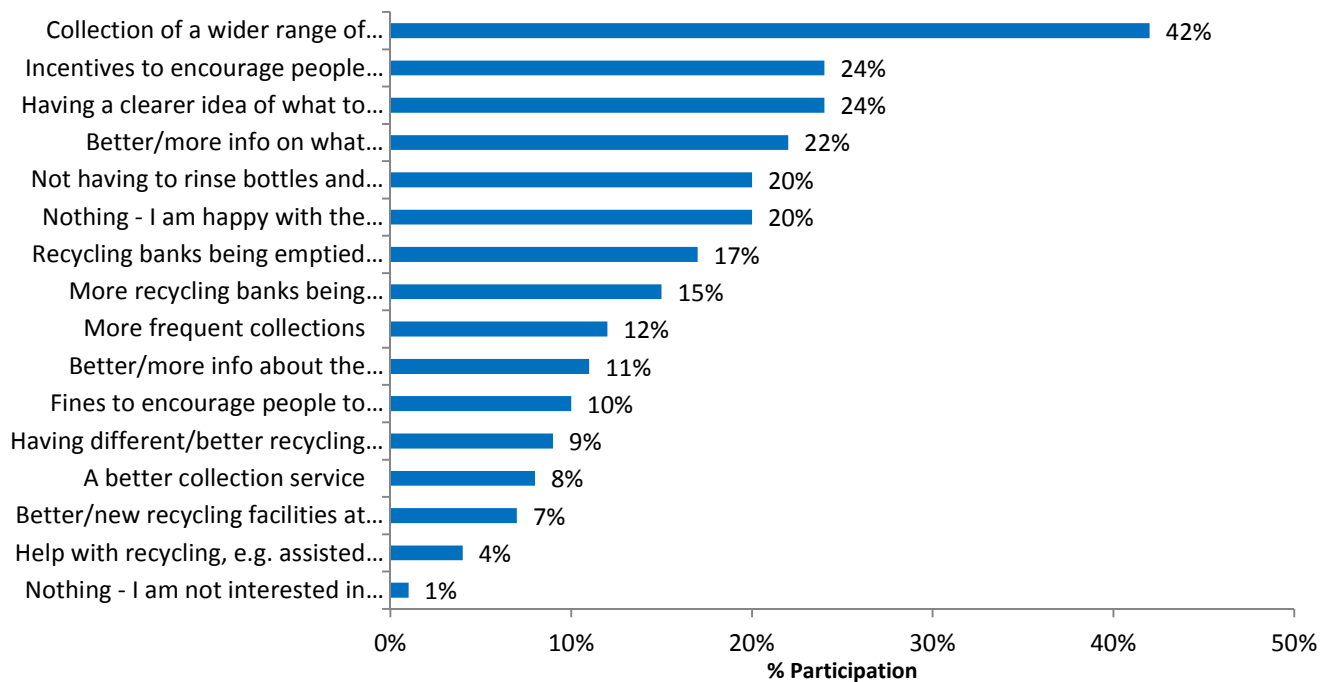
*Unweighted results (see Section 1 for details)

- Similarly to last year, 97% of respondents are using the kerbside recycling service, and only 2% state they “never” use their recycling container. This figure proves the vast majority of householders surveyed are engaged in using the kerbside services, which indicates there is a willingness to continue to recycle.
- Only 16% of respondents stated they would not continue to recycle when their containers are full. This indicates those surveyed are using Recycling Centres and Points.
- 48% of those surveyed will put materials in their general waste bin if they are unsure whether they can recycle them. This has decreased by 6% suggesting there is growing confidence in knowledge of existing services, or in access to support information. There is still scope to improve understanding of the existing services, and further promotion of the various support materials available from the Council such as leaflets or website information.
- Similarly to last year, only 2% of householders believe it “always” takes too much time/effort to recycle, and 11% of respondents stating it can “sometimes” take too much time/effort to recycle. This 2% is consistent with the finding that only 2% of people state they “never” recycle.

1.9. Recycling More

When asked the question of what would persuade householders to recycle more (respondents could choose more than one answer), the key responses are shown in figure 7. All responses are raw, unweighted (see Section 1 for details) data.

Figure 7: Encouraging more recycling*



*Unweighted results (see Section 1 for details)

- 42% of people stated they would recycle more if it was possible to recycle a wider range of materials. This is a 3% decrease on last year's result. Other responses related to materials and convenience are: not having to rinse bottles and cans before recycling (20%); recycling banks emptied more frequently (17%); and more recycling banks being available (15%).
- In the information category, 24% stated that they would recycle more if they had a clearer idea of what to do with waste/what to recycle. The requirement for more information is also highlighted in the following statements: better/more information on what happens to recyclable material (22%); and better/more information about the benefits of recycling (11%).

Last year, only 1% of respondents stated they are not interested in recycling more. This figure has again been returned by householders, showing the vast majority of them engaged and willing to recycle.

1.10 Special Uplifts

The final question relating to kerbside collections is that of special bulky waste uplifts. When compared with the other participating authorities (using weighted data), Perth & Kinross Council is 2nd overall from 1st in last year's survey.

- Range of items collected
- Cost of collections
- Ease of arranging collection

1.11. Recycling Centres

Perth & Kinross Council Recycling Centres remain 2nd overall for both with weighted data showing overall satisfaction (85.1%), and aspects of service (83.9%).

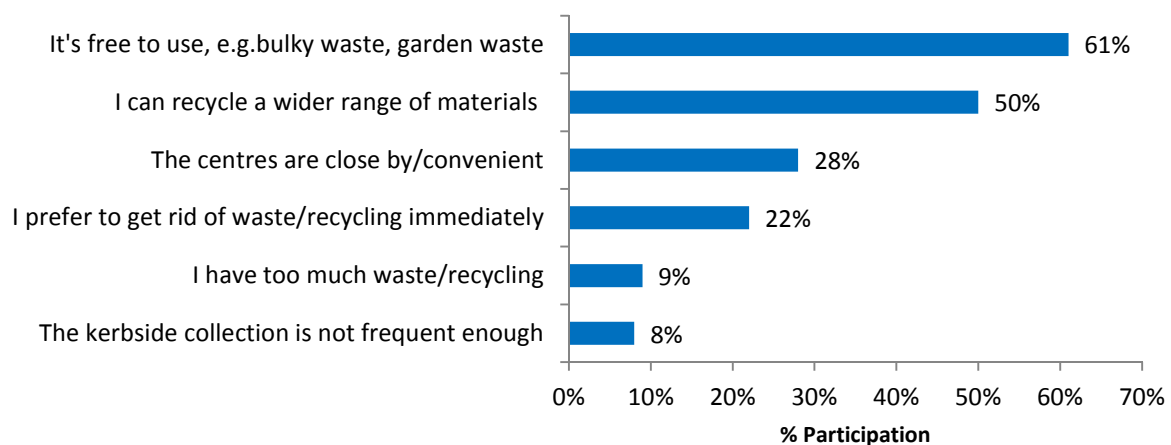
Looking at the unweighted data, the percentage of respondents who were either “very” or “fairly” satisfied has risen slightly to 94%, with less than 1% “very” or “fairly” dissatisfied.

1.12. Use of Recycling Centres

Again, just under half of respondents surveyed are visiting the Recycling Centre on at least a monthly basis. The reasons given vary (more than one could be selected), but the three most popular are:

- It's free to use to dispose of bulky or additional waste/recycling
- You can recycle a wider range of materials than using the kerbside service
- Centres are close by/convenient

Figure 8: Recycling centre usage*



*Unweighted results (see Section 1 for details)

Perth & Kinross Council again scored above average on all aspects of service, and outperformed other participants on waiting times and container signage and information. In addition, there is a high level of satisfaction with the layout, directional signs, cleanliness, and range of materials you can recycle at Recycling Centres.

1.13. Complaint Handling, Communication, and Information Access

Perth & Kinross Council remains second overall among participating authorities for their complaint handling, communication, and access to information in regard to Recycling Centres. However, although moving to 3rd place overall for communication, access to information, and complaint handling of kerbside collection services, the Council are within 0.5% of the highest ranked Authority.

1.14 Kerbside Collection Complaints and Information

Over the last 12 months, only 15% of respondents had contacted the Council with a query/complaint. Householders were asked their level of satisfaction on the components of overall complaint handling, and ranked as follows: 1st in provision of information; 3rd for ease of getting through to the right person; 3rd in helpfulness of staff; and 5th in outcome of contact.

Although the above results do not look favourable, there is a high level of satisfaction when looking at the unweighted data (see Section 1 for description). This data shows that 71% of the respondents who had contacted the Council were either “satisfied” or “very satisfied” with the outcome of their contact which is only 3% less than last year. 87% of the respondents were either “satisfied” or “very satisfied” with the helpfulness of staff, which is a 3% increase in satisfaction from last year. Finally, 90% of respondents were either “satisfied” or “very satisfied” with the ease of getting through to the right person. This is an increase of 13% from last year showing marked improvement in internal communications through identifying the correct member of staff to handle the query/complaint.

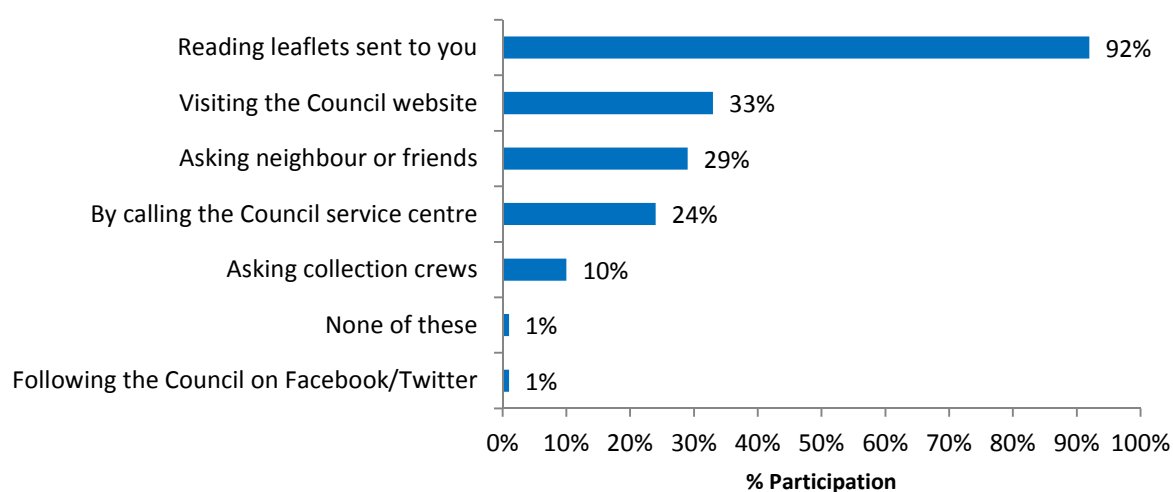
1.15 Access to Information Relating to Kerbside Collections

Perth & Kinross Council have again ranked 1st overall for the access and provision of information to householders.

Looking at the unweighted data, gaining information through leaflets is still by far the most popular way with 92% of respondents stating that they read these support materials. Other methods used include:

- Visiting the Council website
- Asking neighbours and friends
- By telephoning Council

Figure 9: Kerbside collection communication*



***Unweighted results (see Section 1 for details)**

Overall, Perth and Kinross Council scored above average, however the two areas which were identified for improvement are:

- How to donate items
- Arranging assisted collections

As with last year's survey, the results show that on the whole, the information available and accessible to householders is adequate, and that the preferred media is in leaflet form.

1.16 Recycling Centre Complaints and Information

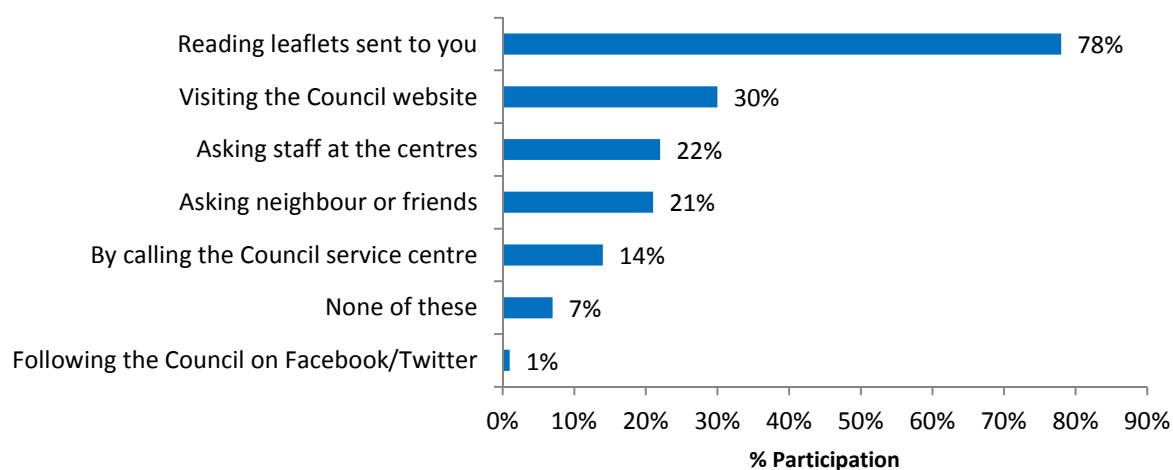
Looking at the unweighted data, over the last 12 months, only 9% of respondents have contacted the Council with a query/complaint regarding Recycling Centres. The levels of satisfaction (weighted) compared to the other participating authorities are as follows: 1st for outcome of complaint; 2nd for ease of reaching the right person; 2nd for helpfulness, and 3rd for provision of information.

Looking at the unweighted response data, the results are similar to those from last year's survey. However, there has been an 8% increase in respondents who are either "satisfied" or "very satisfied" with the ease of getting through to the right person. Similarly to the collections complaint handling outcome, there appears to be a marked improvement in internal communications through identifying the correct person to respond to queries/complaints.

1.17. Access to Information on Recycling Centres

Again, respondents found reading leaflets sent to them was by far the most popular way of finding out information relating to Recycling Centres. Similar to the kerbside communications, householders used the Council website as the second most popular avenue, with asking staff at centres and neighbours close behind.

Figure 10: Recycling centre communications*



*Unweighted results (see Section 1 for details)

HWR 2012 – weighting methodology

Why do we weight the data?

All surveys are estimates of the 'truth' i.e. the views/behaviors of the 'universe' – in this case, every 16+ year old resident in a particular local authority area. The findings derived from our surveys are generated from a sample of residents and we will use the data to draw conclusions about the 'universe' subject to sampling error, standard error, confidence intervals etc.

Weighting the data changes the sample profile to improve estimates of the attitudinal characteristics of the 'universe'. One of the circumstances where weighting is required is when there are variable response rates, for example from different sub-groups of the population. Weighting can be used to compensate for different levels of non-response in different sub-groups of the population.

Weighting is used to correct for any imbalances between the survey sample profile and the profile of the 'universe'. In the case of postal surveys such as this one, each respondent has been given a weight in order that the results are representative of the profile of residents in each local authority area. This is to ensure that we are drawing conclusions about the 'universe' from a sample which reflects it in terms of key demographic variables.

How do we weight the data?

Data for each participant local authority is weighted in line with the known population profile (using the latest available sources) and with design weights additionally applied in the few cases where disproportionate stratification has been employed. This is standard market research practice.

Responses from each individual completing the survey – i.e. each respondent – are given a weight in accordance with several categories:

- age – in three categories – 16-34, 35-54 and 55+;
- gender – male vs. female;
- ethnicity – 'white' vs. BME; and
- work status – working full-time vs. not working full-time.

This is done in order to correct for the differences between the survey sample profile (the aggregate profile for all respondents) and the actual known profile of the 'universe'. This is particularly important when it comes to postal-self completion methodologies where respondents are, by their nature, self-selecting and quotas cannot be used to control the achieved sample.

A weighting matrix from the Office for National Statistics Census Mid-Year Estimates is produced which includes the proportions of residents in each local authority which fall into the weighting categories described above (we will be able to use 2011

Census data for HWR 2013). We then look at the profile of respondents to the survey and weight those answering the questions related to the weighting categories. This is done so that the profile of respondents better matches that of the population profile of 16+ residents in each local authority. We then apply 'rim' weighting rather than interlace the target variables given above (as with 'cell' weighting), i.e. each is applied in an incremental way, one by one.

This year, we reviewed the variation in the size of weights and the potential effects of capping these at 5.0 (as per the Government's 2008-9 Place Survey methodology). Our review has taken into account statistical, ethical and comparability considerations as well as the stability of local authority-level data over time. The following changes have been made to the weighting scheme, and will be applied to the 2012 data:

- i) we have combined the 16-24 and 25-34 age categories; and
- ii) we have imposed a weighting cap of 5.

We have also revised our approach to weighting cases with missing weighting variables. Any respondent who does not answer any of the weighting categories is weighted neutrally with a factor of 1.0 which is standard practice for weighting in a survey such as this; respondents must answer questions in all of the weighting categories in order for us to weight them. (Such an approach provides a good solution; the sample profiles and the data generated is more representative of the views of residents in each of the local authority areas than it would have otherwise been, while avoiding our re-assigning respondents into categories they ought not to be in, which itself could introduce biases). But in order to protect the stability of the data, we have applied an exception to this rule in respect of the age category 16-34.

Further detail?

If a local authority is interested in the weighted and unweighted profile of respondents and the effect of adding in those respondents who have been neutrally weighted, this will be possible by turning the weights in the raw data, which can be obtained from `measure2improve` on or off.

Further information is available from: james.stannard@ipsos.com
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