



Douglas Borough Council

Committee Report

REPORT TO	
Environmental Services Committee	
DATE OF MEETING	
13th December 2021	
REPORTING OFFICER	
Senior Engineering & Waste Services Manager	
SUBJECT	
Carry out further Market Research into the reason for the static recycling rate	
1	REASON FOR REPORT
	To advise members of the results of the latest on-line recycling survey
2	RECOMMENDATION
	To carry out further on-line surveys with focus on the householders attitude and ability to adjust to Alternate Weekly Collections (AWC). Continue to promote the service using a variety of platforms and intensify the direction of the message towards AWC.
3	FURTHER APPROVAL REQUIRED
	Not applicable
4	SUPPORTING RATIONALE
	Members considered a report prepared by the Senior Engineering & Waste Services Manager on 16th November 2020, which analysed the results of an on-line survey in to the reason why the recycling rate had remained static. Members resolved amongst other things that a further survey was to be carried out within 6 months, furthermore that the recycling text and e-mail reminder service be used to promote the service. Due to a number of factors including lockdowns, resourcing issues and further data gathering concerning Alternate Weekly Collections, the survey was delayed until October 2021. The survey was launched on 10th October 2021, initially for a two week period, but was extended by a further week to ensure maximum reach, including use of the text and e-mail reminder service, social media, recycnow.im and the Council's website.

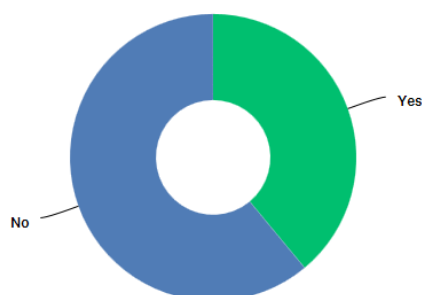
The survey yielded 984 respondents an increase of 17% on the November 2020 survey. The opening question sought to establish how many of the respondents completed the November 2020 surveys as follows: -

Q1

 Customize  Save as ▼

Did you participate in Douglas Borough Council's Kerbside survey in October 2020

Answered: 975 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	38.97%	380
No	61.03%	595
TOTAL		975

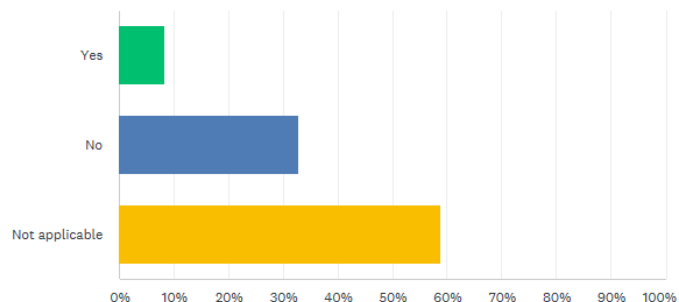
As the aim of the survey was to target Douglas residents only, Q2. asked if the respondent was a Douglas resident, for those that answered no, they were thanked for their interest but not required to complete any further questions. 960 respondents who answered this question claimed to be Douglas residents (98.5%). Assuming, only one response was received from any household, this would represent an approximate sample size of 8.3%, based on 11,600 households in the Borough (*Source - 2016 census*).

As with all surveys, the initial questions sought to gather personal information about the respondent in order to build a profile of those sections of the community who are most likely to contribute to on-line surveys. Questions 3 - 8 included gender, age group, household size and type, whether there are children occupants (No - 68%), if they had access to a car (yes - 94%).

Q.9 queried that if the respondent lived in a flat did they have access to communal recycling bins.

If you live in a flat do you have access to communal recycling bins

Answered: 646 Skipped: 338



ANSWER CHOICES	RESPONSES	
Yes	8.36%	54
No	32.82%	212
Not applicable	58.82%	380
TOTAL		646

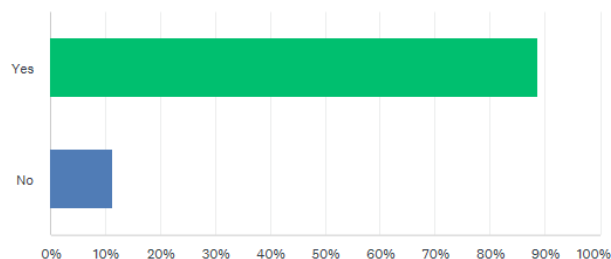
Having reviewed the results and reflected on this question, it is possible that some of the respondents didn't understand or read the question properly. It is suspected that some who answered 'no' don't actually live in a flat, here the correct response should've been 'not applicable'. This question also gave the respondent an opportunity to pass on details of their flat block, with contact numbers for their management company, so it did yield a potentially positive outcome which Waste Services will pursue.

Q10

 [Customize](#) [Save as](#)

Do you have a garden where you live

Answered: 977 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	88.74%	867
No	11.26%	110
TOTAL		977

Q10. 89% of respondents claimed they had a garden, this question also leads in to Q10. and Q19. covered below. According to our research approximately 63% of households in the Borough have gardens so we can also derive from this question that most respondents live in dwellinghouses rather than flats, which also supports the above assertion Q9. that some respondents misunderstood the question.

Q11

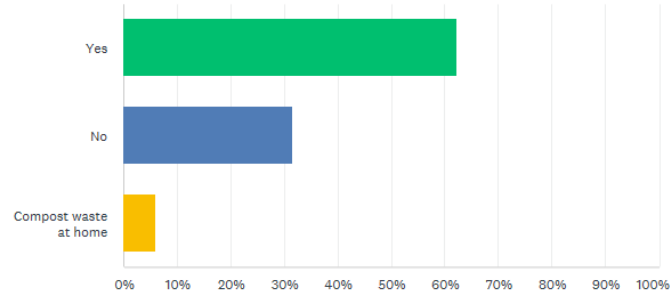


Customize

Save as ▼

If you answered "Yes" to question 10, do you take your garden waste to the Civic Amenity Site

Answered: 929 Skipped: 55



ANSWER CHOICES	RESPONSES	
▼ Yes	62.33%	579
▼ No	31.65%	294
▼ Compost waste at home	6.03%	56
TOTAL		929

Q11. Sought to understand how households with gardens, currently deal with their garden waste, 63% said that they take it to the Civic Amenity Site, which is currently the only disposal route available for households, apart from home composting or putting in their residual waste. Leading on from this, Q19. asked whether householders with gardens would be able to accommodate an extra bin for garden waste;

Q19

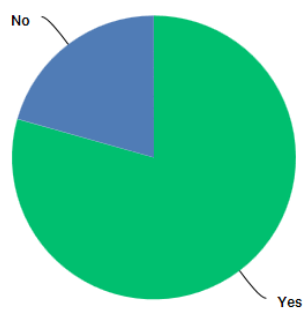


Customize

Save as ▼

Can/would you be able to accommodate an extra bin for your garden waste

Answered: 965 Skipped: 19



ANSWER CHOICES	RESPONSES	
▼ Yes	79.38%	766
▼ No	20.62%	199
TOTAL		965

The results above are slightly misleading because some of those who've answered no, do not have gardens anyway. We know from Q10. that 867 households have gardens and 766 households said they could accommodate an additional bin so in real terms

that represents 88% of households with gardens who have room for a garden waste bin.

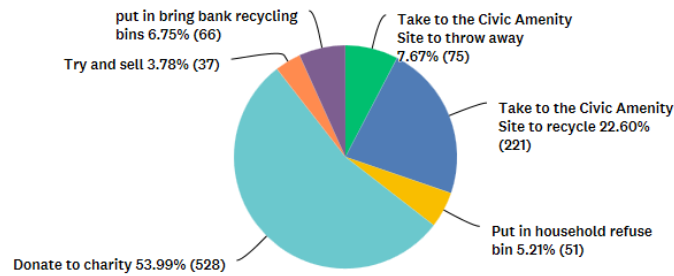
Q12. Sought to find out what households do with used items such as clothes, books, toys etc.

Q12

 Customize  Save as ▼

If you have items that you no longer use/need ie. books, clothes, toy's, shoes etc how do you dispose of them

Answered: 978 Skipped: 6



ANSWER CHOICES	RESPONSES	
Take to the Civic Amenity Site to throw away	7.67%	75
Take to the Civic Amenity Site to recycle	22.60%	221
Put in household refuse bin	5.21%	51
Donate to charity	53.99%	528
Try and sell	3.78%	37
put in bring bank recycling bins	6.75%	66
TOTAL		978

More than half (54%) said they take these items to the charity shop and just 13% disposed of it in skips at the CA site or in their refuse bin. Most importantly 87% of respondents prioritised re-use and/or recycling before recovery (Energy from Waste) which is consistent with the waste hierarchy.

In terms of alternate weekly collections (AWC) Q13. is a key question in understanding how households will cope with reduced capacity.

Q13

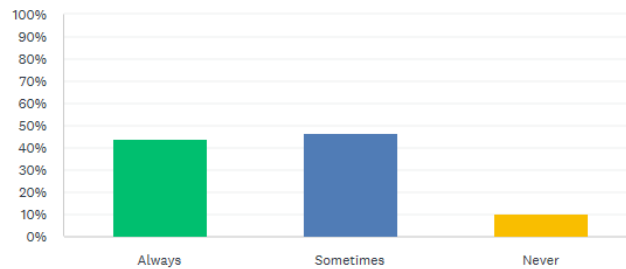


Customize

Save as ▼

Are your normal household waste bins normally full when they are collected

Answered: 980 Skipped: 4



ANSWER CHOICES	RESPONSES	
Always	43.67%	428
Sometimes	46.53%	456
Never	9.80%	96
TOTAL		980

Only 10% of households claim that their bin is never full when due for collection, this group should easily adjust to AWC. On the downside they may not feel compelled to recycle everything they can. Those that answered 'sometimes' represented the largest group at 46.5% and with additional waste streams coming on line and the availability of additional receptacles should be able to make the adjustment relatively seamlessly. The 'always' group, represents the greatest challenge, a garden waste bin and additional boxes/ bags will significantly reduce the numbers in this group, but we must accept that a proportion of this group will struggle with the reduced residual capacity and in those circumstances an assessment will be carried out.

Q14

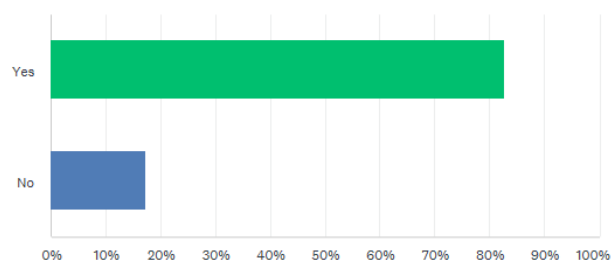


Customize

Save as ▼

Do you use the Kerbside Recycling boxes to recycle

Answered: 979 Skipped: 5



ANSWER CHOICES	RESPONSES	
Yes	82.74%	810
No	17.26%	169
TOTAL		979

17% of households say they don't use the kerbside boxes to recycle. We can't say for certain whether this is because they do not have access to the kerbside service, choose

not to use it, do not currently have boxes or live in a flat and use the communal bring banks instead.

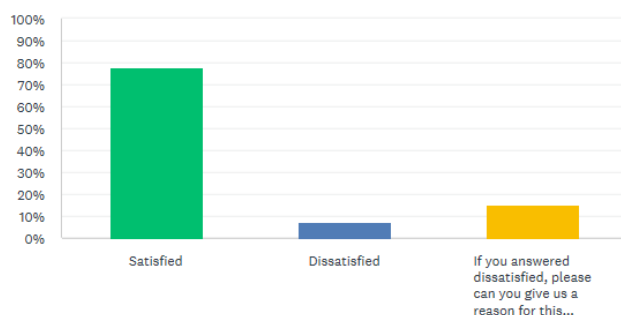
Q15. This question helps the Council to understand its base position, this question also gave the dissatisfied respondent an opportunity to comment.

Q15

 Customize  Save as ▼

How satisfied are you with the Kerbside recycling service

Answered: 945 Skipped: 39



ANSWER CHOICES	RESPONSES
▼ Satisfied	77.67% 734
▼ Dissatisfied	7.30% 69
▼ If you answered dissatisfied, please can you give us a reason for this response, to enable us to improve our service	Responses 15.03% 142
TOTAL	945

Unfortunately, the results are distorted because the third question is linked to the 'dissatisfied' response, so should not generate a score in its own right. The actual score should read as follows: -

Satisfied – 734 = 87%

Dissatisfied – 69 = 8%

Neither satisfied or dissatisfied – 39 (those that skipped the question) = 5%

Analysing the responses, the most common themes (more than 10 people) were as follows: -

1. Currently no boxes – many left contact details (16 responses)
2. Boxes not big enough or not enough capacity (16 responses)
3. Wanted more frequent recycling collections (11 responses)
4. Wanted alternative receptacles e.g. stacked boxes/ wheelie bins (18 responses)
5. Lack of info./confusing info./ reminder service doesn't work (14 responses)
6. More material streams e.g. cardboard*, garden waste, textiles (16 responses)

Other responses included; unreliable service (7), no access to kerbside (9), kerbside collection is bad for the environment (5)

Whilst there are a number of responses which could be perceived as negative or critical of the service e.g. 7 people said the service was unreliable, in real terms this represents less than 1% of respondents and should not detract from the overwhelming number who are satisfied or those that would shift to satisfied with better info., more boxes, new material streams etc.

*A few respondents commented that a cardboard collection service should be introduced so clearly our messages are not getting out to everyone, this is picked up in Q.22 and Q.23 below.

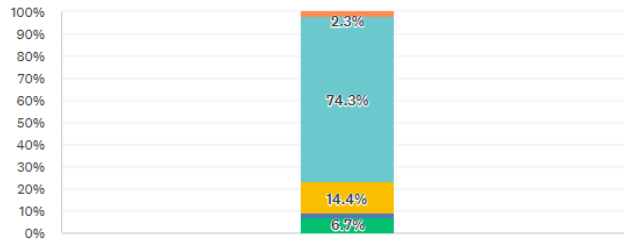
Q16. Queried how people perceived themselves with regards to recycling;

Q16

 Customize  Save as

Which of the following best describes you

Answered: 980 Skipped: 4



-  "Type 1" Non-recycler - does not use the kerbside collection scheme and put all ...
-  "Type 2" Non-recycler - does not use the kerbside collection scheme and disposes...
-  Non-committed recycler (occasionally recycles)
-  Committed recycler
-  If you answered Type 1 or Type 2, please can you provide a reason for your response

ANSWER CHOICES	RESPONSES	
"Type 1" Non-recycler - does not use the kerbside collection scheme and put all household waste in refuse bins, but do use the civic amenity site	6.7%	66
"Type 2" Non-recycler - does not use the kerbside collection scheme and disposes of all waste in the bin	2.2%	22
Non-committed recycler (occasionally recycles)	14.4%	141
Committed recycler	74.3%	728
If you answered Type 1 or Type 2, please can you provide a reason for your response	Responses 2.3%	23
TOTAL	980	

9% of respondents described themselves as non-recyclers, 14.5% as non-committed recyclers and 74.5% as committed recyclers (again slightly distorted as the last question links to types 1 & 2 so should not have a value in its own right). It is likely that the main resistance to AWC will come from the 9% group, however it's worth noting that the type 1's (6%) do use the Civic Amenity Site, so they have the means and willingness to manage their waste beyond their refuse bin, which should make them less resistant than the type 2's.

Q17. Explored what householders thought were the most effective ways of encouraging people to use the kerbside service. Respondents were allowed to select more than one option.

Q17

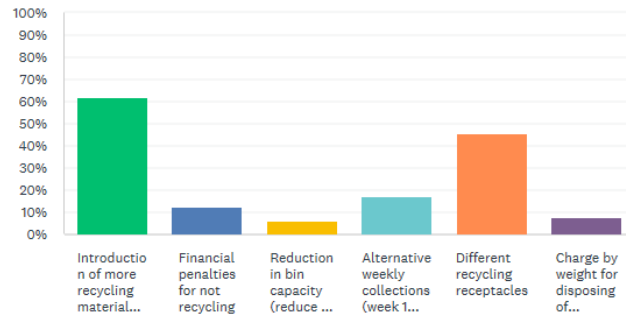


Customize

Save as ▼

What do you think would encourage Douglas residents to use the Kerbside recycling service

Answered: 950 Skipped: 34



ANSWER CHOICES	RESPONSES	
▼ Introduction of more recycling material streams	61.4%	583
▼ Financial penalties for not recycling	12.1%	115
▼ Reduction in bin capacity (reduce bin size)	5.8%	55
▼ Alternative weekly collections (week 1 refuse, week 2 recycling)	16.7%	159
▼ Different recycling receptacles	45.2%	429
▼ Charge by weight for disposing of household waste	7.4%	70
Total Respondents: 950		

Critically, introduction of additional waste streams (583 responses) and different types of receptacles (429 responses) were the top responses, with AWC (159 responses) third place. Nevertheless interesting to see that 115 respondents said that financial penalties should be introduced. Note: Percentage scores should not be relied upon with these types of questions, where more than one answer can be given, these are better done on a ranking basis, not everyone selects more than one option, but it doesn't mean that they are opposed to the other options.

Q18. Seeks to find householders views on AWC and is arguably the most fundamental question in the survey.

Q18

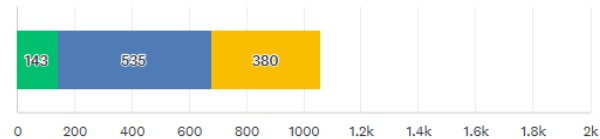


Customize

Save as ▼

What are you thoughts regarding alternative weekly collections (waste one week, recycling/garden waste the other)

Answered: 973 Skipped: 11



- Does not affect me as the waste is collected just different weeks
- I'm against any changes to the service
- I understand the need to recycle more

ANSWER CHOICES	RESPONSES	
Does not affect me as the waste is collected just different weeks	14.7%	143
I'm against any changes to the service	55.0%	535
I understand the need to recycle more	39.1%	380
Total Respondents: 973		

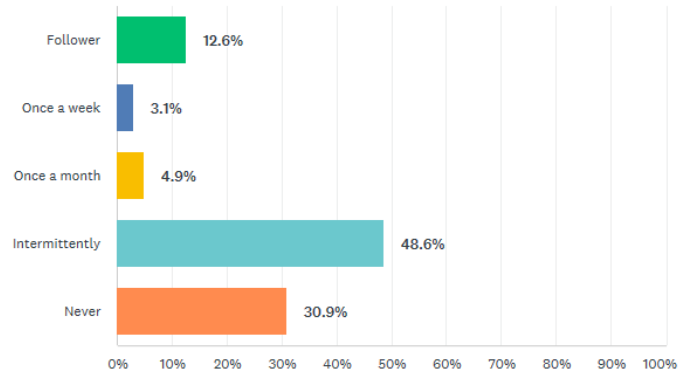
NB. Inadvertently respondents were allowed to answer more than one of the options, and the reason why the totals add up to more than 100%. The key thing to take from this is that currently 543 of the respondents are against changes to the current system, and why the communication campaign is so important.

Q21. Asked whether householders knew that they could ask for more kerbside boxes and provided the contact number for waste services. 47% said they were unaware of this so this will be the basis of a social media promotional push in the coming weeks.

Q.22. & Q23. Sought to establish whether householders used the Council's social media or web site for information;

How often do you look at the Council's Facebook page

Answered: 982 Skipped: 2



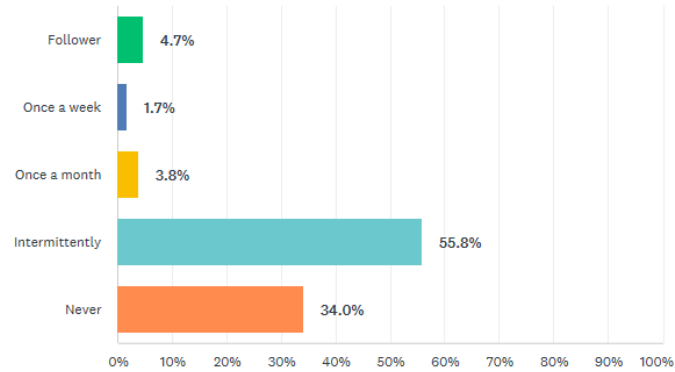
ANSWER CHOICES	RESPONSES	
▼ Follower	12.6%	124
▼ Once a week	3.1%	30
▼ Once a month	4.9%	48
▼ Intermittently	48.6%	477
▼ Never	30.9%	303
TOTAL		982

Q23

 Customize  Save as ▼

How often do you look at the Council's website page

Answered: 981 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ Follower	4.7%	46
▼ Once a week	1.7%	17
▼ Once a month	3.8%	37
▼ Intermittently	55.8%	547
▼ Never	34.0%	334
TOTAL		981

	More than 30% of respondents never view the Council's Facebook page and 34% never open the Council's web site. The vast majority of our communication is via these platforms, so clearly we are missing a significant proportion of the target audience. Door knocking has been important in getting greater reach, but it's very labour intensive, relies on the householder being home, and is focussed at non-participants, thus those that do participate may still miss out on key information. Q.24 and Q.25 queried whether people had received a kerbside calendar and if not, had they contacted the Council to get one or did they download their own from the website. 75% said they'd received one and just 31 respondents said they'd contacted the Council for one. A further 79 said they'd downloaded the calendar from the website. All in all, Waste Services' believe that this latest survey has provided some new insight in to how households view the service, how it can be improved, what things concern householders the most and would householders with gardens have the spatial capacity to accommodate another bin. The survey was the first real opportunity to gauge feelings regarding AWC. With the prospect of AWC in the near future the findings from this survey need to be pursued further, both through further surveys but also as part of a continuous stream of promotional material giving facts and figures, dispelling myths and giving helpful tips on how to minimise waste.
5	ALTERNATIVES CONSIDERED BUT NOT RECOMMENDED
	Not to carry out further on-line surveys – this is not recommended as evidence shows that on-line surveys are one of the most effective ways of reaching large target audiences.
6	IF PREVIOUSLY CONSIDERED BY COMMITTEE OR COUNCIL, DATE AND DECISION
	ENVIRONMENTAL SERVICES COMMITTEE Monday 16th November 2020 A6. Market Research into the reason for the Static Recycling Rate The Senior Engineering and Waste Services Manager joined the meeting for discussion of the item. The Committee considered a report submitted by the Senior Engineering and Waste Services Manager advising on the market research undertaken to identify the reasons for the static recycling rate in the Borough. As part of the Department for Enterprise Internship Programme, an Intern had assisted Waste Services with the launch of the Kerbside Cardboard Collection Service and supported by the Waste Services Team had devised an on-line survey to ascertain the reasons for the Borough's static recycling rate. Members were advised that 841 survey responses had been received, 95% of which were Douglas Residents. This represents an approximate sample size of 7% based on 11,600 households in the Borough. Detailed within the officer's report were the survey questions together with the responses received. The Senior Engineering and Waste Services Manager drew Members' attention to question seven, 'what prevents you from recycling' and advised that this question had

been a missed opportunity to find out the barriers to respondents recycling more or at all and if approved, this would be covered in the further in-depth recycling survey.

During discussion of the question 'do you know where your recycled material goes' Members expressed their frustration at the misperception that the majority, if not all, waste goes to the Energy from Waste Plant with Members being of the view that knowledge of where material goes is a key factor towards increasing the recycling rate.

A Member expressed the view that door step surveys are the best way to target households that do not currently recycle. It was noted that to date 20% of Households have been door step surveyed.

Resolved, "That particulars of the report and discussion be noted on the minutes and that the Waste Services Section continue to pursue the following activities;

- (i) A further in-depth recycling survey be carried out within six months, using the existing 'recycling reminder service' to promote the survey;
- (ii) Schools Recycling Programme;
- (iii) Door Step Surveys;
- (iv) On-line promotion of the service;
- (v) Expand the service toward more flats, where feasible to do so;
- (vi) Constantly review potential material streams; and
- (vii) Ensure households have sufficient receptacles to recycle."

4 For 1 Against

Mr Councillor F. Horning asked that his name be recorded as voting against the resolution.

Special Meeting of the Council of the Borough of Douglas, 10.00.a.m. on Wednesday, 29th January, 2020

8. Alternate Weekly Collections

Resolved, "(i) That particulars of the report be noted on the minutes;

(ii) That in relation to the recommendations of the Environmental Services Committee, as agreed at that Committee's meeting on Monday 14th October 2019 -

- (1) The roll out of Alternate Weekly Collections proposed to commence in November 2020 be not supported;
- (2) The acquisition of appropriate receptacles in the sum of £105,500 be not supported;
- (3) Given the decision in (1) above, the proposal for the introduction of a fortnightly garden waste collection service for households in the Borough, automatically fell;

	(4) Given the decision in (1) above, the proposal for the issue of new additional recycling boxes to households prior to the implementation of the Alternate Weekly Collections, automatically fell; (5) The introduction of a household cardboard waste collection service, subject to approval being given for the purchase of new recycling collection vehicles, be supported; and (iii) That the Director of Environment and Regeneration submit a report to the Environmental Services Committee in relation to researching the reasons for the static recycling rate, and that appropriate funding to be made available by Committee, if required, for the market research and analysis to be carried out."
7	CAPITAL COST AND FUNDING SOURCE
	Not applicable
8	CHANGES TO REVENUE ESTIMATES AND FUNDING SOURCE
	None arising from this report.
9	STAFFING/HUMAN RESOURCES IMPLICATIONS
	None foreseen
10	LEGAL IMPLICATIONS
	None foreseen
11	EQUALITY ACT COMPLIANCE
	There are no breaches of the Equality Act foreseen. The Council already provides an assisted collection service and this will continue, irrespective of any changes in how waste is collected.
12	COMPLIANCE WITH CORPORATE PLAN
	Desirable place to live, work and visit Expand recycling opportunities for both households and businesses throughout Douglas. Environmental stewardship Provide a cost effective refuse and recycling collection service for both domestic and commercial customers.
13	BUSINESS RISK IMPLICATIONS
	No change to the current situation
14	ENVIRONMENTAL IMPACT

	Increasing participation and material capture through the promotion of the kerbside service is a positive strategy.	
15	IMPLICATIONS FOR ECONOMIC DEVELOPMENT (of the Borough or Island)	
	Increasing the recycling rate through promotional activities.	
16	CROSS-DEPARTMENTAL ISSUES	
	Not applicable	
17	APPENDICES	
	None.	
18	REASON FOR CONFIDENTIALITY	
	Not applicable	
REPORTING OFFICER		Senior Engineering and Waste Services Manager
RESPONSIBLE CHIEF OFFICER		Director of Environment and Regeneration
DATE		