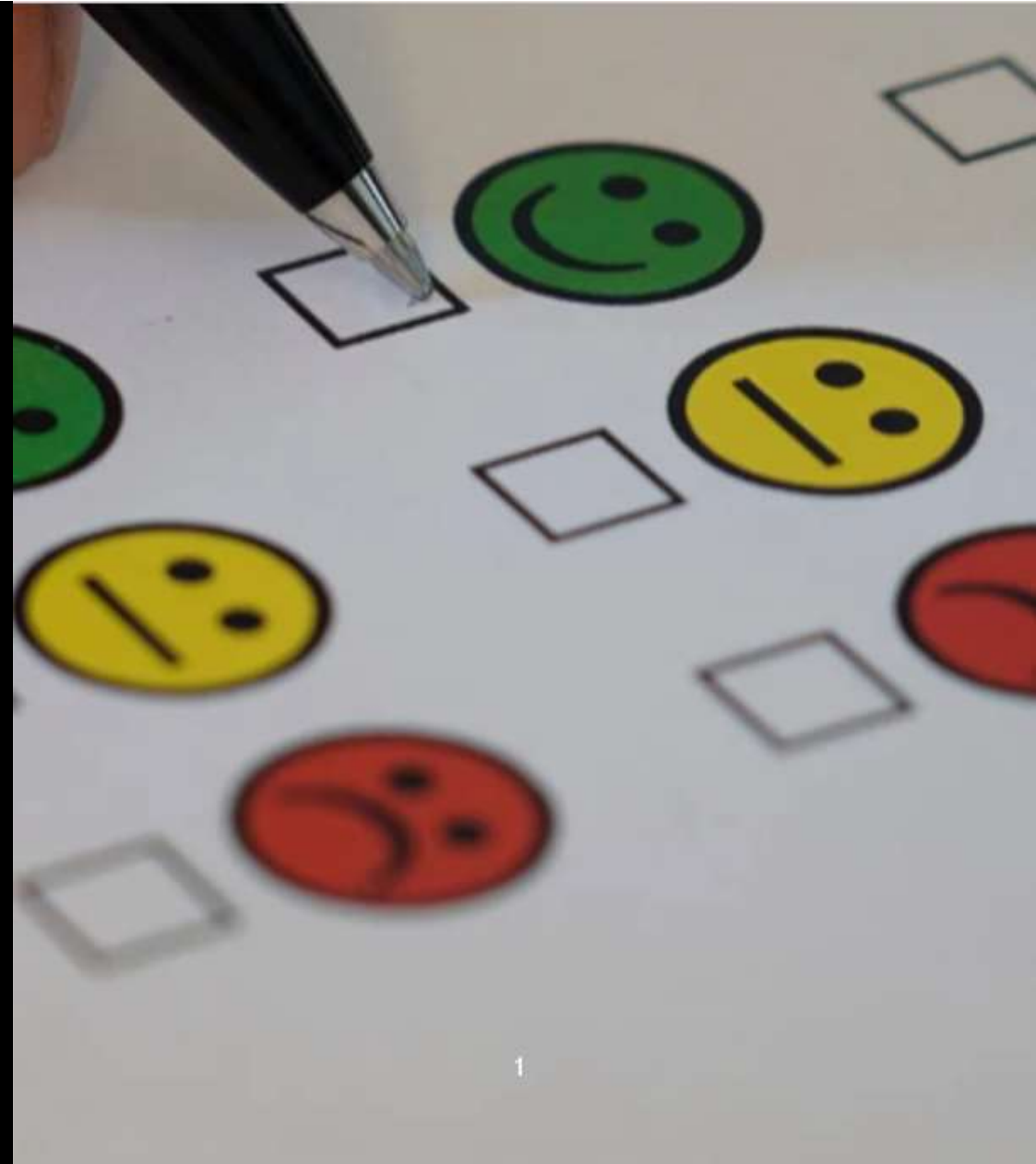


Annual Waste and Recycling Survey

Neighbourhoods and Regeneration and Scrutiny

Background

- The annual waste service partner prepares an annual Customer Satisfaction Survey for the Local Authority aimed at understanding the perception of the recycling and waste service we are providing to our communities.
- The survey is available digitally through the Authority's website and physically at Authority run libraries and leisure centres.
- The survey forms part of the Authority's existing feedback mechanisms received such as customer enquiries, comments, complaints, compliments and online polls.
- The Waste and Recycling Team uses the feedback to work with its waste service partner to identify service improvement areas and reasons to be proud.
- Results are analysed by our waste service partner, to provide a survey analysis report, we also promote these results to the general public.

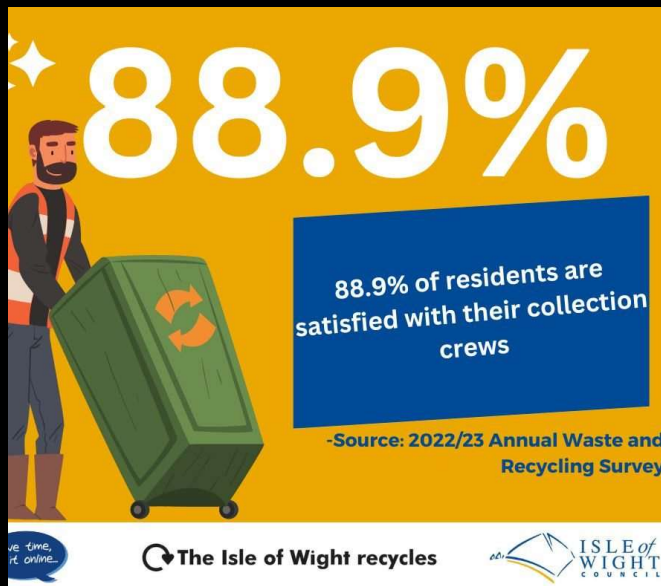


Survey Feedback

- Comparison report provided to the Authority providing a year-on-year comparison to the previous year
- The above report also contains an overview of themes and trends collated from further comments fields
- On average between 400 to 600 responses are received

Communications:

- news release to local media and on Authority news section : thanking for participation and outlining topline trends/ figures
- Social media: positive trends outlined
- You said, we listened: section on Waste and Recycling web page – How are we doing
- Survey insights and results are weaved into campaigns and communications throughout the year



Comparison 2021 and 2022

	2021 (%)	2022 (%)
Non-Recyclable Waste Collection Service Very Satisfied or Satisfied	78	85.5
Non-Recyclable Waste Collection Service Very Dissatisfied or Dissatisfied	9.1	7.35
Recyclable Collection Service Very Satisfied or Satisfied	82.5	88.3
Recyclable Collection Service Very Dissatisfied or Dissatisfied	5	4.3
Food Collection Service Very Satisfied or Satisfied	79.7	83.6
Food Collection Service Very Dissatisfied or Dissatisfied	4.1	4.5
Collection Crew Very Satisfied or Satisfied	84.6	88.9
Collection Crew Very Dissatisfied or Dissatisfied	5.8	3.4
Information Booklet Very Informative or Quite Informative	82.5	87.9
Information Booklet Not Informative	9.2	0.8
Garden Waste Service Very Satisfied or Satisfied	73.3	80
Garden Waste Service Very Dissatisfied or Dissatisfied	7	5.3
Assisted Waste Collections Very Satisfied or Satisfied	31.5	40
Assisted Waste Collections Very Dissatisfied or Dissatisfied	9.3	10
Collection Plus Very Satisfied or Satisfied	44.4	42.8
Collection Plus Very Dissatisfied or Dissatisfied	5.5	14.3

You said, we listened



- In 2021, 69.7 % of respondents had not used the kerbside textile recycling service

In response a focused #TackleTextiles campaign was launched in August 2022 to flag awareness of kerbside textile recycling service and alternative options to reuse and recycle, such as donations or upcycling.

- In 2022, 38.59% used the textile recycling service.
- This was borne out in textile tonnage monitored by our waste service provider, following the campaign.
- In September 2022, 1.34 tonnes of textiles were collected at the kerbside. This is compared to 0.7 tonnes in the same period the year before.

You said, we listened

- Previous year's survey results (2021) saw 74.5% of respondents say they would use a kerbside battery service if it was introduced.

As a direct result from the survey feedback, in May 2022, we introduced a kerbside battery collection service, collected approx. 2 ½ tonnes of batteries in its first two months and saw reduction of battery related fire instances impacting crew and waste facility.

Awareness raising news releases issued throughout 2022ar focusing on the effects of placing batteries inside bins.





Looking to the future...

- Inclusivity and accessibility: aim to be a waste and recycling service used by all of the community
- Increasing public desire for a smartphone app
- Less uptake of physical surveys seen at Libraries and leisure centres – increasing focus for digital options
- Focus on lobbying businesses to cut down on packaging
- Increasing waste education and knowledge through our Waste Education activity and soon to open Waste education center at Forest Park