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## EXECUTIVE SUMMARY

- In January 2008, **ngage** were commissioned by Thurrock Council's Waste and Recycling Department to administer the 'Limiting Landfill in Thurrock' consultation on their behalf.
- The consultation took place between 28th January and 21<sup>st</sup> April 08.
- A selection of methods were used to ensure that there was a greater opportunity for residents in Thurrock to take part in this consultation.
- Over all, a total of 6336 residents in the borough have responded to this consultation from the postal and door stepping opportunities combined. This has been one of the highest responses to date for a Thurrock consultation. Therefore results can be stated with a high degree of statistical confidence and represent the opinions of a high percentage of Thurrock people.
- Statistically the figures shown with the **ngage** Executive Summary are those analysed from the postal part of the consultation. The entire door stepping data analysis is contained within the Waste Watch Executive Summary.
- (90%) of respondents claim to have a wheeled bin. The majority of respondents claim to 'always' recycle. The most frequently recycled materials are paper (93%) and cardboard (90%), followed by glass bottles/jars (89%) and plastic bottles (88%). Only (84%) of respondents recycle tins and cans and garden waste was the least recycled material at only (72%).

- In total, we received 6931 responses when asked what would make recycling easier. This was due to some respondents ticking more than one option. The majority of respondents favoured wheeled bins for recycling at (48%). More recycling boxes came in at only (14%). (12%) of respondents felt that more information about recycling was needed and only (9%) of respondents favoured a Re-use and Recycling centre in the West of Thurrock.
- The majority of respondents (41%) claimed that their property would accommodate 2 extra wheeled bins. This was slightly higher than those respondents (39%) who claimed that their property could accommodate 1 extra wheeled bin. (17%) of respondents said they could not accommodate extra wheeled bins and (3%) of respondents did not answer the question.
- When asked if respondents would like extra recyclable materials collected from the kerbside, there were 7967 responses to this question. This was due to respondents choosing more than one material option. (40%) of respondents chose all plastics, followed by Kitchen waste and textiles at a considerably lower (21%) each.
- Only (43%) of residents said that they would be willing to pay extra council tax to increase recycling above the current levels. (19%) of respondents were willing to pay an extra £10 per year, only (11%) were willing to pay an extra £25 per year. Just over half of the respondents (52%) stated that they would not be willing to extra council tax.
- Only (38%) of respondents claimed that they compost at home.
- When asked if respondents supported the principle of using waste to generate heat and power, (92%) stated that they did. However some residents stated that more information would be needed in order to answer the question.

- Out of the 485 responses we received on the 4 recycling options, (48%) were support of Option 1. Less favourable was Option 2 at only (19%). Option three and four were the least favourable at only (14%) of respondents choosing these options. In some case residents chose two options, these were identified as option (1 & 2) and option (3 & 4).
- The highest response rates came from the SS17 (26%) and RM16 (24%) postcode areas. Only 19 responses were received from the Purfleet area (RM19).
- (51%) respondents chose not to leave a comment once they had completed the questionnaire.
- One of the most common concerns raised for residents was the litter that was left after the kerbside collection.
- Some respondents still reinforced via the further comment section that they supported the principle of using recycling bins instead of boxes.

## 1. BACKGROUND

### 1.1 Introduction and objectives of the consultation

The Waste and Recycling team employed **ngage**, a Thurrock based community company to assist in designing and undertaking the ‘Limiting Landfill in Thurrock’ consultation exercise between the months of February and April 08. The exercise will enable Thurrock Council to provide the views of the local community for the progression of Thurrock’s Waste Strategy.

The objective of the consultation is to gain the views of local people in Thurrock on how Thurrock Council should deal with municipal waste and recycling, and support in the reduction of waste sent to landfill.

The consultation must ensure that local people understand the importance of recycling and understand the actions needed so that Thurrock can reach certain targets set by Government in reducing waste and recycling.

Through the involvement of **ngage** and John Byford, an independent consultant, the consultation needs to be seen as impartial of Thurrock Council. It is essential that residents do not feel that they are being led towards a specific option and it is made clear that no decision has been made prior to the consultation.

**ngage** will take on an administrative role to ensure there is adequate independent analysis, feedback and transparency on the consultation process.

It needs to ensure that all sections of the community have an opportunity to comment, therefore it is essential that the appropriate tools and methods are used to ensure greatest participation.

Leading up to the consultation, **ngage** has been commissioned to work with local residents to create and support an independent Waste strategy working group. Their role is to assist in the planning and development of the Waste strategy and consultation.

## 2. METHODOLOGY

- 2.1 Set up and facilitate a Waste strategy working group that will consist of local residents and group representatives.
- 2.2 Assist in the preparation and planning of the Waste and Recycling Consultation for Thurrock
- 2.3 Support the design and wording for the publicity used in the 'Limiting Landfill in Thurrock' consultation.
- 2.4 Display the leaflets at public locations across Thurrock
- 2.5 Commission Waste Watch, an expert waste and recycling company, to carry out a door step exercise to a sample of households as identified by Thurrock Council.
- 2.6 Support and assist John Byford in visiting various Community Forums and groups across Thurrock.
- 2.7 Organise and facilitate a workshop to inform and consult with Voluntary, Community and Faith Sector groups across Thurrock.
- 2.8 Annotate the responses and produce a report on the findings

## **2.1 Set up and facilitate a Waste Strategy group that will consist of local residents and group representatives**

In February 2007, **ngage** were commissioned by the Waste and Recycling Department to invite representatives to attend a meeting with the aim of setting up a Waste Strategy working group. The core role for the group was to assist in the development of a Waste strategy for Thurrock.

Invitations were sent to Community Forum and group representatives, which resulted in a cross section of people coming together and were able to give their opinions on a range of issues. The group included the following representatives:

Jean Foot: Corringham resident/volunteer

Mike Farman: Homestead Community Forum

Belinda Lowe: Chafford Hundred resident

Daniel Lowe: Chafford Hundred resident

Dave Lawrence: Second Generation Furniture Store

Carol O'Regan: Thurrock Play Network

Olga Benson: Kenningtons Community forum

Jan Mountford: South Ockendon Community Forum

John Lane: Cleaning and Greening Group/Allotment representative

Trevor Martin: Tilbury Community Forum

Leigh Brock: Grangewaters

The group was originally set up for a period of 3 meeting's, however the working group expressed a desire to continue meeting so they could have a greater involvement in the planning of the waste consultation.

ngage facilitated the meetings which included providing chairing and secretarial duties, and were not involved in any voting decisions taken.

The working group received briefings on the various types of options available for treating recyclable and municipal waste. The group were also able to contribute towards the consultation process for the 'Limiting Landfill in Thurrock' consultation.

The Waste and Recycling Department have found it extremely useful working with the Waste Strategy working group and it has been suggested that the group should continue once the consultation has ended to support the development of the strategy.

<b>2.2 Assist in the preparation and planning of the Waste and Recycling consultation for Thurrock.</b>
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ngage met with John Gilford, Thurrock Council Waste and Recycling Manager, and John Byford months before the consultation began so that the consultation could be planned more efficiently to ensure greater results.

The 'Principles of Community Engagement' were used as a tool to ensure that all residents were given the best opportunity to be involved should they wish to. The principles have been approved by the Shaping Thurrock partnership as a more effective way of engaging and involvement residents in key decisions that affect them and their community.

John Gilford was happy for ngage to advise on the process and style of the consultation.

This included widening the consultation to ensure that all residents were given the opportunity to participate instead of just a percentage. The timing was also extended to ensure that residents were able respond within an acceptable period.

### 2.3 Support the design and wording for the publicity used in the 'Limiting Landfill in Thurrock' consultation

The 'Principles of Community Engagement' were followed to ensure that any material produced would be clear and understandable.

ngage advised on the name of the consultation 'Limiting landfill in Thurrock' because of the impact the title would have for residents who wished to respond.

ngage were able to advise on the wording of the leaflet to ensure that residents were able to fully understand the contents and be clear on what was being asked of them.

The communication materials produced for this consultation were:

- A leaflet (tri-folded) containing details of the consultation, government targets, what it is currently costing residents, what the council were doing, what residents could do to minimise waste and how they could participate in the consultation and a questionnaire. This leaflet was delivered to every household in Thurrock.

The leaflet also contained the following communication options:

- A freepost address, for people to send their completed feedback forms. The freepost address was printed on the reverse of the feedback form.
- Online consultation at [www.thurrock.gov.uk/waste](http://www.thurrock.gov.uk/waste)
- A freephone number 0800 581 281, manned during office hours was given to anyone wishing to obtain the more detailed consultation leaflet that was used within the door step exercise.

- Posters were also produced and taken out to public places, however they were produced in A2 size by Thurrock Council and most places could not accommodate a poster of this size. In future **ngage** would suggest that a variety of sizes are produced such as A4, A3 and A2 to enable for better publicity opportunities.
- A more detailed consultation document was produced and used in the door stepping exercise. Because there was more explanation about the management of waste, recycling options were given for residents to choose from. **ngage** also advised on the wording of this document.

### **Questions used in the consultation**

The questions used in the consultation were subject to a lot of discussion between **ngage**, John Gilford and John Byford. It was felt that it was important to keep the questions simple and to a minimum, but essential to get the type of information and responses that could support the consultation and inform the council of some of the issues for Thurrock residents. From experience, most residents do not like to spend more than 5 minutes filling out a questionnaire.

It was also important that the questions should not be leading, nor should they present the appearance of steering people towards a fixed viewpoint.

The decision was made by the Waste and Recycling Department not to include a diversity section to the question. This was because of concerns that it would deter residents from completing the questionnaire. It was therefore agreed that the door to door survey would include a diversity section instead.

It was agreed that the insertion of the postcode would enable the data to be analysed more effectively.

The questions were based upon the current waste and recycle levels, and whether residents would be willing to accommodate further recycling opportunities.

**ngage** felt that it would be important for residents to be able to add further comments should they wish to. This was because any feedback good or bad would be useful to inform the way that the service of waste management is delivered in Thurrock.

Sample of the consultation leaflet

1. **What type of property do you occupy?** Detached  Semi   
Terraced  Maisonette  Flat  Caravan  Other.....
  2. **Do you have a wheeled bin?** Yes  No
  3. **How often do you recycle the following items from the kerbside?**

	Always	Sometimes	Never
Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cardboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tins and cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass bottles and jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Garden waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
  4. **What would make recycling easier for you? Tick all that apply –**  
 Wheeled bins for recycling  More recycling bins   
 More bring banks  A re-use and recycling centre in the west of Thurrock   
 More information about recycling  other.....
  5. **Does your property allow you to accommodate extra wheelie bins for collection of materials for recycling/composting?**  
 Yes 2 extra  Yes 1 extra  No
  6. **Would you like any of the following extra recyclable materials collected from your door? Tick all that apply -**  
 Kitchen waste  Textiles  All plastics  other.....
  7. **How much extra council tax would you be prepared to pay to increase recycling above current levels?**  
 £25 per year  £10 per year  £5 per year  Nothing
  8. **Do you compost at home?** Yes  No
  9. **Do you support the principle of using the waste left after recycling/composting to generate heat and power?** Yes  No
- Please insert your post code to help us to analyse this information
- Do you have any further comments about recycling in Thurrock.....
- .....

## **Circulation of the consultation leaflet**

The smaller leaflet was delivered as a solus delivery and not included as an inset within the local paper. It was delivered by a specialist company called 'Letter box' who were employed by Thurrock council to take on the task of delivering the leaflets to households across Thurrock.

However through our community links it became apparent that not all residents had been in receipt of the consultation document. The Waste and Recycling department were informed of our concerns.

ngage were later advised that a meeting had been arranged between the department and Letter box. However we combated any delivery weakness by ensuring that adequate amounts of the leaflet were taken out with ngage staff when visiting community groups and local areas.

### **2.4 Display the leaflets in public locations across Thurrock**

ngage were responsible for ensuring the leaflet was made available at public locations in Thurrock such as Council Offices, Libraries, Community buildings, Doctors, Dentists and opticians.

ngage divided Thurrock into 4 areas for distribution of the leaflets and identified key places that could accommodate the consultation documents. ngage identified a worker who would be responsible for each of the four areas throughout the consultation period.

The aim of the exercise was to visit each site on 3 occasions over the consultation period and ensure that there were adequate quantities of the consultation leaflet on display.

## Consultation period

The consultation took place between 28th January and 21<sup>st</sup> April 08. There were various articles within the local press and Thurrock Council publications such as the Thurrock Focus leading up to the consultation and over the consultation period.

The scale of the responses at 6336, has been generated via the responses within the postal/on line facility and the door step exercise. The detail we obtained in many of the responses demonstrates that people were keen to participate in this consultation and felt that it was a worthwhile exercise to be involved in.

### **2.5 Commission Waste Watch, an expert waste and recycling company to carry out a door step exercise to a sample of households**

6300 residents were visited in the door step exercise. The amount was worked out on a 10 per cent population of Thurrock residents by Thurrock Council. Households were identified by the type of property and area of location and areas.

After much deliberation it was agreed that using a Waste expert company would be more effective when consulting local residents on waste and recycling issues, as they would have the expertise to answer questions that residents may have on waste management and recycling.

This door knocking approach has been used in other consultations In Thurrock and proved to be particularly effective with 1544 out of 6300 residents responding during the door knocking consultation period.

Waste Watch were asked to produce their key findings by 25<sup>th</sup> April. The results are included within this report.

## **2.6 Support and assist John Byford in visiting various Community Forums and groups across Thurrock**

Community forums and groups were offered a presentation by John Byford at their public meetings. **ngage** helped to arrange the visits on his behalf.

13 Community Forums/groups received presentations.

A full summary is contained within the report

## **2.7 Organise and facilitate a workshop to inform and consult with Voluntary, Community and Faith sector groups across Thurrock**

Voluntary, Community and Faith sector groups were given the opportunity to attend an event to discuss the consultation in more detail.

The meeting was structured to inform and educate the VCF on waste management issues and raise awareness of the consultation to their group members. More than 20 group representatives attended the event. Feedback from the event is contained within the report

## **2.8 Annotate the responses and produce a report of the findings**

This report is the work of that annotation. Key issues and findings are also contained within the report.

### 3. DISTRIBUTION OF LEAFLETS IN PUBLIC PLACES

#### 3.1 Schedule of work

The aim of the exercise as specified by Thurrock Council was to visit each site on 3 occasions over the consultation period. The first occasion was to leave a batch of leaflets that had been counted and recorded. The second time the visit took place was half way through the consultation whereby the display would be topped up as necessary. The third visit was to remove the consultation material and to log the actual numbers taken from display over the consultation period (see appendix 3).

Unfortunately some Health practices refused the leaflets at the beginning of the visit, this was due to them having inadequate space to display the consultation leaflets due to the need to publicise their own health publications.

Some Health practices took a batch of leaflets on the first visit, however it was clear that by the second visit, the leaflets had been removed and/or disposed off.

When collecting the remaining leaflets from the Libraries on the third visit, it became apparent that the Libraries had also received a batch of consultation leaflets direct from Thurrock Council.

Also In some places, the leaflets had been removed following the second visit. Therefore when visiting the place to retrieve the final amount of leaflets, we were unable to count the remaining amount that had been on display.

Taking into account the above concerns, it is apparent that some of the figures could be inconclusive as we were unable to count the remaining amounts that were once on display.

Although **ngage** kept a record of the visits, we still feel that some of the data is inconclusive due to the removal/disposal and addition of leaflets.

### 3.2 Results

Table 1 shows the amount of leaflets that were put on display across the various locations in Thurrock. It also shows the amount of small and large leaflets that were taken from those displays.

Areas in with displays	Amount of public places	Amount displayed	Amount taken
<b>Central area</b> Grays Blackshots Stifford Clays Little Thurrock Woodside	25 public places	1100 small 229 large	605 small 158 large
<b>West Area</b> West Thurrock South Stifford Purfleet Chafford Hundred South Ockendon Aveley	14 public places	575 small 125 large	289 small 58 large
<b>East Area</b> Stanford Le Hope Corringham Horndon on the Hill Bulphan Orsett	15 public places	460 small 40 large	207 small 15 large
<b>South Area</b> Chadwell St Mary Tilbury East/West Tilbury Linford	25 public places	739 small 110 large	325 small 26 large
<b>Total</b>	<b>79 public places</b>	<b>2874 small 504 large</b>	<b>1426 small 257 large</b>

## 4. DOOR STEPPING EXERCISE

### 4.1 Planning the door step exercise

ngage felt that it was important to use an expert organisation to do the door to door surveys in order that residents could be able to ask questions if necessary about waste management. On the recommendation of Thurrock Council, a company called Waste Watch were contacted as experts in waste and recycling consultations. We felt that taking this option was far better than using local volunteers to consult residents. This is because we felt that residents would have found it extremely frustrating should there have been further questions arising from the door step exercise.

10% of Thurrock households were selected by Thurrock Council. The households had been selected reflecting different types of residential properties throughout the Borough, this was in order to obtain the widest range of views as possible.

A larger consultation document was used by canvassers and provided information to help residents make an informed choice about the options for minimising waste production, re-use, recycling and limiting landfill.

The larger document contained the original nine questions from the smaller leaflet, however a tenth question was added so that residents were able to select an option for recycling the four identified.

Should the resident have already completed the smaller nine question questionnaire, they would have only been expected to have answered the tenth question about the options for recycling. However this was only possible had the resident taken the opportunity to read the contents of the document.

The four options informed residents of the need to increase charges in order to divert waste away from Landfill and show the balance between the environmental benefits of recycling, composting, the use of resources and overall cost.

- Option 1 to reach a 40% recycling rate
- Option 2 to reach a 35% recycling rate
- Option 3 to reach a 30% recycling rate
- Option 4 to reach a 27% recycling rate

The larger consultation document was sent to 6,300 residents in clear packaging by the Royal Mail and was accompanied by a letter explaining the consultation in more detail.

The 'Principals of community engagement' were used to ensure that residents were clear about why they had been chosen and how they could participate.

## 4.2 Sample of the letter used in the door step exercise

Dear Resident,

### Limiting Landfill for Thurrock – Draft Municipal Waste Strategy 2007 - 2020

Thurrock Council is undertaking a public consultation of their draft plans for limiting landfill and recycling waste in Thurrock, and is using **ngage** a local independent community organisation to ensure the consultation process is independent and transparent.

Your views on how we should deal with these very important issues are extremely valuable to us and this is your chance to have your say. Various methods are being used in order to obtain the views of all residents throughout Thurrock including an online facility, leaflets delivered to all properties, public events, and local press.

In addition to this 10% of households have been selected to participate in a door to door survey. The properties have been selected to be representative of the different types of residential properties throughout the borough, in order to obtain the widest range of views as possible.

**Therefore as part of this consultation you have been selected to express your views.**

The enclosed information is provided to help you make an informed choice about the options for minimising waste production, re-use, recycling and limiting landfill, that are being proposed.

**The doorstep survey will be carried out between 4<sup>th</sup> and 28<sup>th</sup> March 2008** by a specialist waste survey company called Waste Watch. Your views and comments will influence the future direction of the way in which waste is handled. If for some reason you are not available when Waste Watch call or you do not wish to take part in the doorstep survey, you still have the opportunity to take part in this important consultation by completing and returning the enclosed pre- paid questionnaire.

Thank you in anticipation of your cooperation and participation.

John Gilford

Waste & Recycling Manager, Thurrock Council

### 4.3 Schedule of work for Waste watch

There were clear parameters put in place for Waste Watch to undertake the piece of work on behalf of **ngage**, which are as follows:

1. Waste Watch will undertake a doorstepping attitudinal survey of 6,300 pre selected properties in Thurrock to collect or complete a 10 question survey. The survey and accompanying consultation pack will have been sent to the selected properties in advance of the doorstepping.
2. The doorstep survey will be approximately 10 minutes in length and be composed of predominantly closed questions .A similar procedural approach will be taken to the previous doorstepping exercise undertaken in Thurrock in 2006-7.
- 3 Waste Watch will be expected to complete a minimum of 1,500 surveys in total, equivalent to approximately 25% of the total housing stock selected.
- 4 The quote provided includes full set-up, recruitment and management of the survey teams, data entry, analysis and reporting of surveys completed by Waste Watch on the doorstep.
5. An experienced Project Officer will manage the survey which will be undertaken by two teams of 3 Recycling Surveyors each over a period of three weeks.
6. Waste Watch will provide training to their staff prior to the start of the doorstepping survey.
7. The doorstepping survey will commence on Monday 3<sup>rd</sup> March (Recycling Promoter training) and finish on or before Friday 28<sup>th</sup> March. Recycling Promoter working times: 11am – 7pm Tuesday - Friday, 10am – 5pm Saturdays (7 hour days)

8. Waste Watch will liaise with **ngage** throughout the door stepping exercise and provide weekly progress reports. **ngage** will be informed of all team meetings and will be invited to attend.
9. Waste Watch Recycling Promoters will wear branded Thurrock 'Be smart' backpacks, high-visibility jackets and ID badges.
10. The survey will be delivered to the following quality standards:
  - At each property in the selected area, the Recycling Promoter will collect the 10 question survey or assist in the completion of the 10 question survey. The 9 question survey should be completed if the resident prefers.
  - A comment will be logged against each addressee stating whether the resident participated on the doorstep/by post/was not available/did not wish to participate.
  - Waste Watch will ensure that all properties pre-selected by Thurrock Council are visited and that residents are given the opportunity to participate.

**ngage** will be required to:

11. Provide a Letter of Introduction (on letter-headed paper) for each Waste Watch Recycling Promoter.
12. Provide addresses of residents who will participate in the door stepping exercise
13. Provide ward maps and street lists (via Thurrock Council) of the areas and properties to be visited.
14. Answers to 'Frequently asked questions' (via Thurrock Council)

#### 4.4 Waste Watch results

We would like to thank Waste Watch in assisting **ngage** in administering the 'Limiting Landfill Consultation in Thurrock' consultation.

Waste Watch were very professional in their recruitment of their doorstep surveyors and employed a project manager to over see the piece of work they were contracted to do. **ngage** provided the date base that was used for their data entry and the results and overall summary of the survey findings are detailed within their report.

Waste Watch sent their Final report on the 25<sup>th</sup> April as agreed.

It is with regret that we are unable to produce the information on recycling options on any of the door stepping surveys.

**ngage** have challenged Waste Watch on the amount of pre-selected properties they were expected to visit, as they had fallen under the agreed amount of 6,300. This has resulted in some postcodes not receiving a door step visit.

When viewing the report it became apparent that only 6,068 properties had been visited. Waste Watch have stated that it is because they reached the minimum amount of 1,500 surveyed properties and did not feel it was necessary to visit the remainder pre-selected properties. It has also become apparent that Waste Watch did not actively encourage their canvassers to complete the 10<sup>th</sup> question whilst at the door step.

Residents have only been asked to complete the 9 question survey and not the 10 question survey as stated within the schedule of work.

However, **ngage** have still received 485 responses to question 10 on the recycling options. This has been via the consultation packs that have been returned from the doorstep exercise and those that have been displayed at the public places or via the on line facility.

There has also been adequate response to the recycling options received via the Community Forum public meetings and the Voluntary, Community and Faith Sector workshop that can be included in the overall results of the consultation.

## 5. VOLUNTARY, COMMUNITY AND FAITH SECTOR (VCF) WORKSHOP

ngage were asked to set up a workshop specifically for Voluntary, Community and Faith sector groups.

The workshop took place on Thursday 6<sup>th</sup> March 2008 and was attended by more than 20 different group representatives. Group representation consisted of Community associations, older people groups, minority ethnic groups, disability groups and Community Forum representatives.

The aim of the workshop was to inform groups on the various ways that waste can be treated in order to prevent landfill and to discuss the waste options in more detail.

The information provided was intended to help the representative make an informed response to the consultation and help them inform other group members. The workshop also gave the opportunity to ask questions about issues surrounding recycling and waste management.

### 5.1 Feedback from the workshop

The following are some of the issues/comments raised at the workshop

- Some representatives felt that the waste contractors were a problem and that on some occasions the blue box and green bin waste were all going in the same lorry.
- It was also stated that a contractor had lied to a resident regarding this. It was felt that contractors were giving the wrong message to residents.

- It was suggested that pictures should be displayed on what can be recycled. Labels could be stuck on the side of boxes/bins and would help as a constant reminder of what to recycle.
- A disability group representative had concerns that some disabled people who are assisted do not always get their bins collected. He felt that the service really lets them down. He suggested that stickers could be put on the bin to identify that the person is in need of assistance. This would be a constant reminder to the refuse collectors.
- The question was asked if Thurrock Council would consider operating a scheme whereby children can encourage their parents to take old newspapers and recycle them within the school grounds.
- One representative said that should Option 4 be agreed, it might be possible that recycling would increase anyway because the Council were now doing more education to encourage greater participation in recycling.
- One representative was pleased to hear that goods were going to the Second Generation Store for recycling.

Additional comments included:

- Could Thurrock take a wider range of plastics?
- Could more recycling information be put on the website?
- Would Thurrock consider doing their waste collections like Spain do?

When asked about the options of recycling, the following options were chosen:

- Option 1: 19
- Option 2: 0
- Option 3: 0
- Option 4: 2

## 6. COMMUNITY FORUM AND GROUP PRESENTATIONS

Thurrock has 20 non political Community Forums who made up of representatives from the local community including residents, Schools, Local businesses, Voluntary, Community and Faith groups. They enable residents to be kept informed about local issues and engage them in local decision making.

ngage, in their role as the umbrella organisation for Community Forums, facilitated and in most cases accompanied John Byford to each of the Community Forum/group public meetings that received a presentation on waste management and recycling options.

Not all Community Forums received a presentation. In some case this was due to either the Forum's meeting taking place outside of the consultation period, or there already being a guest speaker arranged. There were also a couple of Forums that could not accommodate a public meeting of this scale within the consultation period.

John Byford gave his presentation clearly and tried to ensure that no acronyms or jargon were used.

John was happy to take comments and questions from local residents, which we felt was important to ensure that they had a clear understanding of the issues on recycling and how important it was to meet the targets set by government.

Feedback from residents also confirmed that they had been happy with his presentation and had stated that it had been delivered in 'plain English' and that John had spoke to them on 'their level.'

## **6.1 A list of Community forums/Groups who received a presentation**

- Grays Central Community Forum
- Little Thurrock Community Forum
- Thameside Community Forum
- Orchards Community forum
- Stifford Clays Community Forum
- Tilbury Community Forum
- Chadwell Community Forum
- Corringham Community Forum
- Orsett Community Forum
- Kenningtons Community Forum
- Aveley Village Community Forum
- Purfleet community Forum
- North Stifford Village Community Association

## 7. RESULTS OF THE POSTAL AND ON LINE CONSULTATION

### 7.1 Extent of the responses

There were 4792 responses received that were included in the full analysis.

Postcode	By post	On line	Total	%
RM14 postcode areas	70	1	71	1%
RM15 postcode areas	752	10	762	16%
RM16 postcode areas	1117	18	1135	24%
RM17 postcode areas	984	16	1000	21%
RM18 postcode areas	415	1	416	9%
RM19 post code areas	16	3	19	0%
RM20 postcode areas	63	3	66	1%
SS17 postcode areas	1234	15	1249	26%
No Post code given	73	0	73	2%
RM13 (Out of the area)	1	0	1	0%
<b>Total</b>	<b>4725</b>	<b>67</b>	<b>4792</b>	

1. 4725 responses were received by post, and 67 from the on-Line facility.
2. We received responses from all geographical areas and every effort has been made to obtain a representative sample from all areas in Thurrock.
3. Because some postcode areas are small, the number of responses received from them have been too low to have much significance. This applies to RM 19 (Purfleet), RM14 (Bulphan Village), and RM20 (West Thurrock). Information from these areas is nevertheless included in the data analysis.

## 7.2 Summary of survey findings

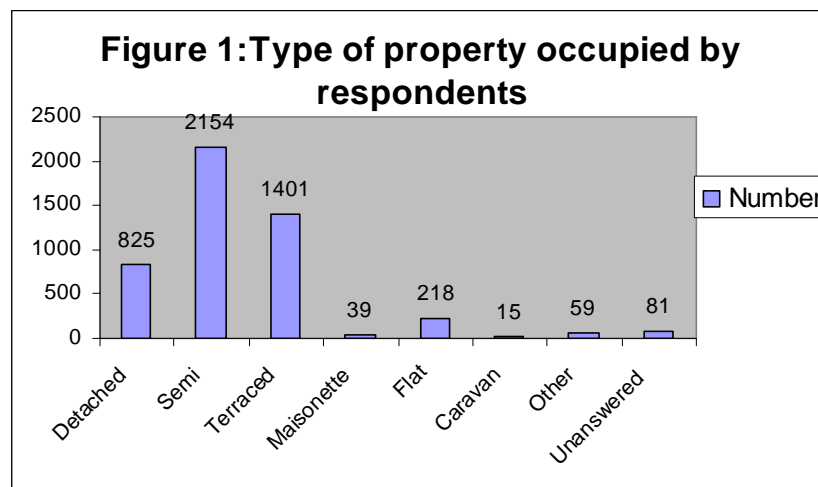
A total of 4702 responses were received from the postal and on line facility.

Most frequently recycled material as stated by the respondents	<b>Paper</b>
Least frequently material as stated by the respondents	<b>Garden waste</b>
Most common response to what would make recycling easier for the respondent	<b>Wheeled recycling bins</b>
Respondents able to accommodate one or more wheeled bins	<b>80%</b>
Material most requested to be included in recycling service	<b>All plastics</b>
Respondents not prepared to pay any extra council tax to increase recycling	<b>52%</b>
Respondents composting at home	<b>38%</b>
Respondents supporting the generation of heat and power from waste left after recycling and composting	<b>92%</b>

### 7.3 Housing type

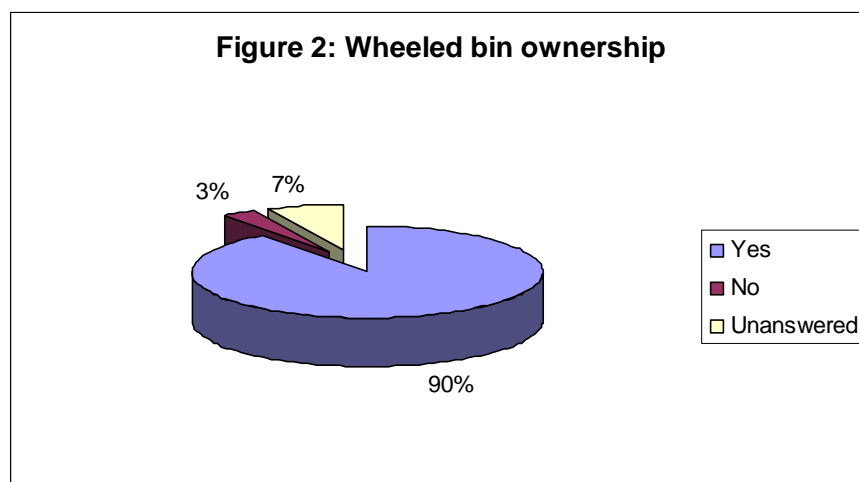
Figure 1 shows the comparison of housing types from respondents. The most common housing type was semi detached houses at (45%). A small number of respondents classified their home as a caravan, and approximately (2%) of respondents left the question unanswered.

**Figure 1: Type of property occupied by respondents**



### 7.4 Wheeler bin ownership

Figure 2 shows the proportion of wheeled bin owned by the respondents.



(90%) of respondents stated that they owned a wheeled bin. (3%) claimed that they did not own a wheeled bin this could be due to their style of property and (7%) of respondents chose not to answer the question.

## 7.5 Frequency of current recycling

Table 1 shows a comparison between six different recyclable materials and the frequency for recycling of those materials from the kerbside collection.

Table 1: Frequency of recycling materials

Answer	Number	Percentage
Paper – always	4417	93%
Paper – sometimes	160	3%
Paper – Never	155	3%
Paper – Unanswered	60	1%
Cardboard – always	4322	90%
Cardboard – sometimes	225	5%
Cardboard – never	162	3%
Cardboard – unanswered	83	2%
Tins & cans – always	4011	84%
Tins & cans – sometimes	389	8%
Tins & cans – never	278	6%
Tins & cans – unanswered	114	2%
Glass bottles/jars – always	4287	89%
Glass bottles/jars – sometimes	222	5%
Glass bottles/jars – never	191	4%
Glass bottles/jars – unanswered	92	2%
Plastic bottles – always	4223	88%
Plastic bottles – sometimes	251	5%
Plastic bottles – never	219	5%
Plastic bottles – unanswered	99	2%
Garden waste – always	3463	72%
Garden waste – sometimes	753	16%
Garden waste – never	427	9%
Garden waste – unanswered	149	3%

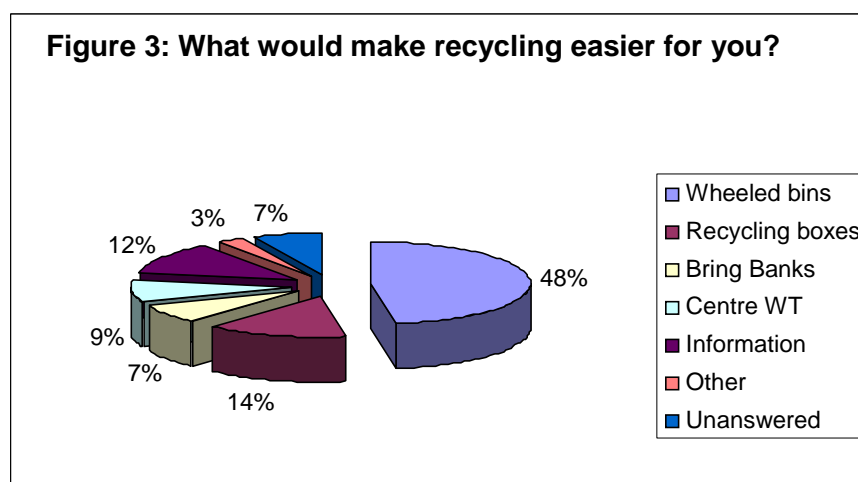
Paper and cardboard is the most frequently recycled material at (93%). Garden waste was the least recycled material at only (72%) respondents claiming always to recycle. The number of respondents claiming that they never recycled paper or cardboard was only (3%) for both materials. Comparatively respondents claiming never to recycle Glass and bottles came in at (4%) Glass and (5%) plastic bottles.

Tins and cans were the least recycled dry material that respondents claimed they always recycled at (83%). Only (6%) of respondents claimed they never recycled this material.

## 7.6 Options for easier recycling

When asked what would make recycling easier for respondents. Just under half of respondents (48%) claimed that having a wheeled bin for recycling would make it easier for them.

This was also confirmed with respondents also stating this when writing any further comments. (14%) of respondents claimed that extra boxes for recycling and (12%) of residents stated that more information about recycling was needed.

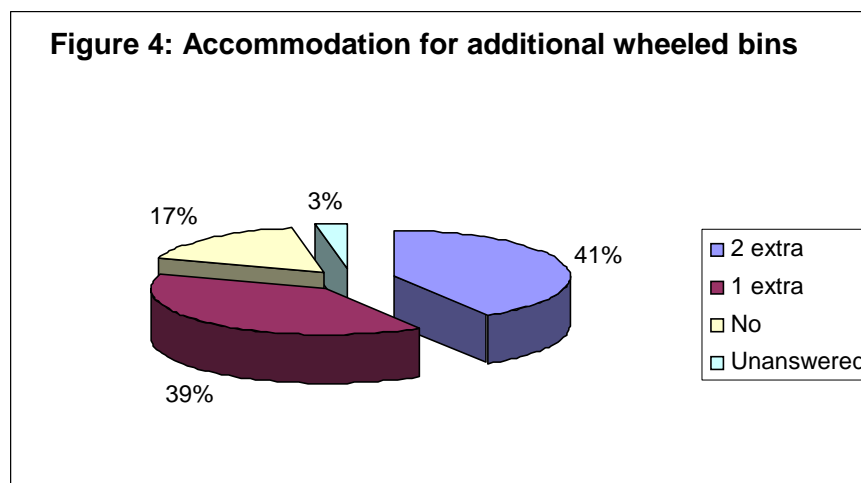


A new Re-use and Recycling Centre at West Thurrock was the third most popular at (9%). Bring Banks came in as the lowest option that would make recycling easier recycling for respondents at only (7%).

Some respondents selected more than one option when answering this question on easier recycling (6931 in total).

### 7.7 Accommodation of additional wheeled bins

Figure 5 shows the amount of additional wheeled bins that properties could accommodate for the collection of materials for recycling/composting. Respondents were asked if their property could accommodate 1 or 2 extra wheeled bins. The response is very close at (41%) for 2 extra and (39%) for 1 extra wheeled bin. Only (17%) of residents stated that their property could not accommodate extra wheeled bins.



Below is a table showing the different types of household properties that could accommodate 1 or 2 extra wheeled bins. These figures are only available from those respondents who included the 'type of property they occupy' when completing the questionnaire.

Table 2: Number of additional wheeled bins by property type

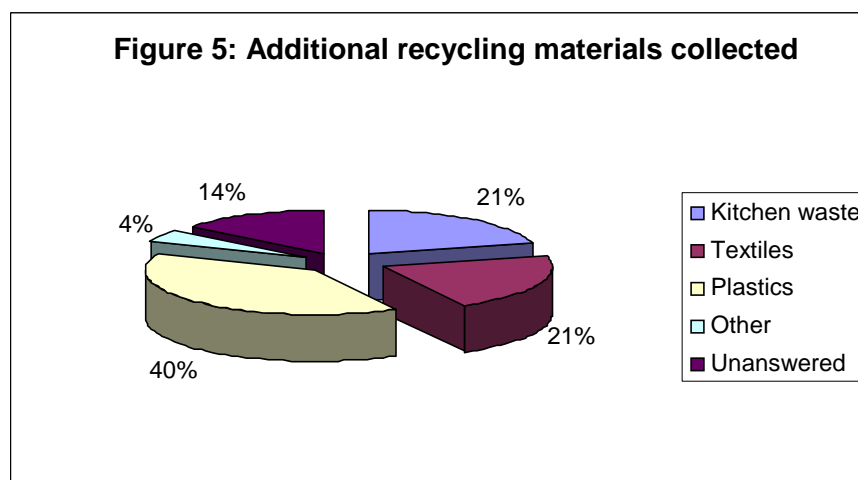
Property	2 extra	1 extra	No	Unanswered
Detached	440	297	67	21
Semi	985	862	251	56
Terraced	443	594	337	27
Maisonette	9	10	20	0
Flat	54	48	106	10
Caravan	1	13	1	0
Other	15	26	13	5
<b>TOTAL</b>	<b>1947</b>	<b>1850</b>	<b>795</b>	<b>119</b>
<b>Percentage</b>	<b>41%</b>	<b>39%</b>	<b>17%</b>	<b>3%</b>

## 7.8 Additional recyclable materials collected

When asked if respondents would like extra recyclable materials collected from their door, (40%) of respondents stated that they would like all plastics included in their kerbside collection.

Some respondents chose to select more than one option to this question which increased the total amount of responses to 7967.

Some of the 'other' suggestions included Metal objects, batteries, wood, and small electrical items. 1123 respondents chose not to answer this question.



## 7.9 Willingness to pay extra council tax to increase recycling

Respondents were asked if they would be willing to pay additional extra council tax in order to increase recycling above the current levels.

Respondents were given four options to choose from £25, £10 or £5 extra per year or nothing. More than half of the respondents (52%) stated that they would not be willing to pay any extra council tax.

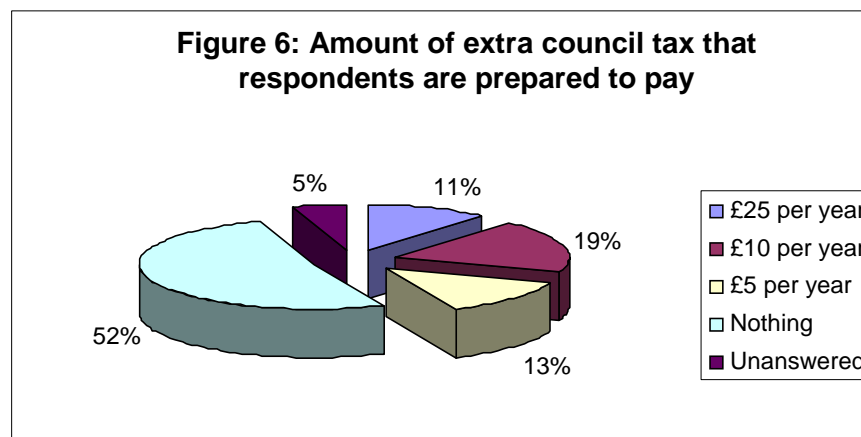


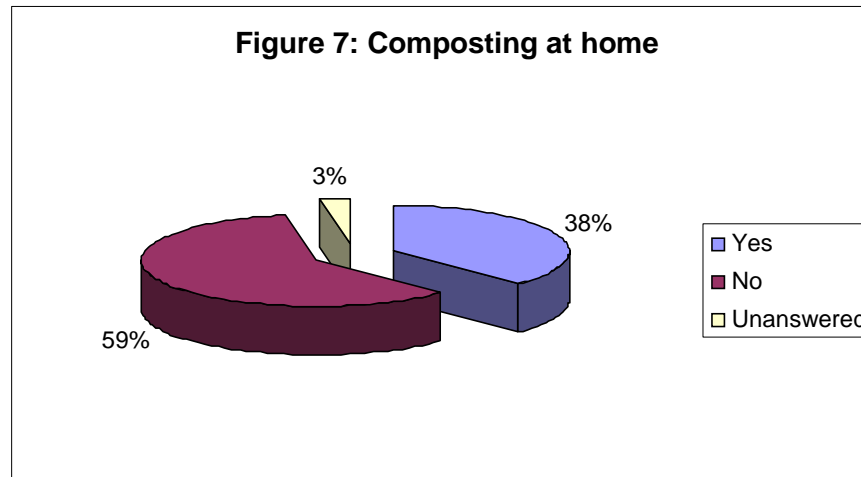
Table 3 shows the amount of extra council tax that respondents are prepared to pay by property type. These figures are only available from those respondents who included the 'type of property they occupy' when completing the questionnaire. The table also shows that overall the majority of respondents regardless of property type are not prepared to pay extra council tax to increase recycling above current levels.

Table 3: Amount of extra council tax respondents are prepared to pay by property type

Property	£25	£10	£5	Nothing	Unanswered
Detached	132	166	107	385	35
Semi	244	404	286	1117	103
Terraced	134	274	190	745	58
Maisonette	4	10	3	20	2
Flat	23	35	38	108	14
Caravan	0	0	0	15	0
Other	4	10	6	34	5
Total	541	899	630	2424	217
<b>Percentage</b>	<b>11%</b>	<b>19%</b>	<b>13%</b>	<b>52%</b>	<b>5%</b>

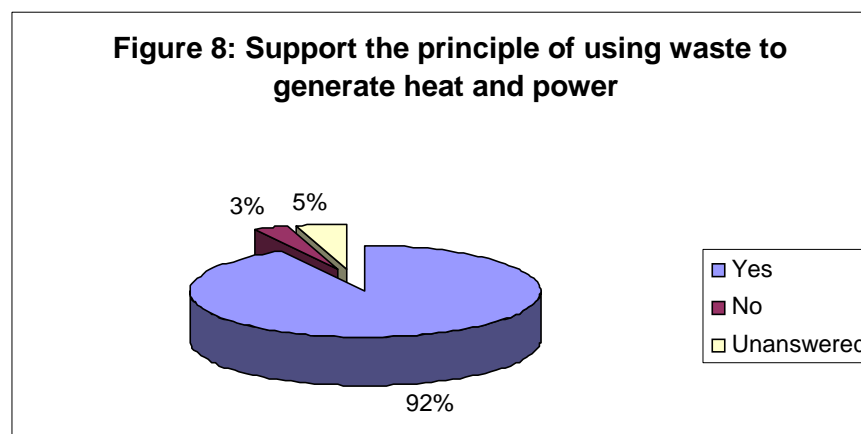
## 7.10 Home composting

Respondents were asked if they compost at home. More than half of the respondents (59%) stated that they did not compost their garden and/or kitchen waste, however (38%) of respondents stated that they did compost.



## 7.11 Using waste left after recycling to regenerate heat and power

Figure 8 shows the amount of respondents (92%) who said they supported the principle of waste left after recycling/composting to generate heat and power. Some residents stated that more information would be needed in order to answer the question. This may have been the case for a lot of the respondents as the question did not give any supportive information.



## 7.12 Recycling options (Larger questionnaire only)

Only the larger consultation document gave respondents the opportunity to answer question 10 on the recycling options. This was due to the type of information needed to ensure that respondents were able to make an informed choice. The smaller consultation leaflet did not have the capacity to hold this amount of information.

Table 4: Preferred Recycling options

Option selected	Number of respondents	Percentage
All 4 options selected	13	3%
Option 1 only	237	48%
Option 2 only	90	19%
Option 3 only	68	14%
Option 4 only	67	14%
Option 1 & 2	8	2%
Option 3 & 4	2	0%
<b>Total</b>	<b>485</b>	<b>100%</b>

Nearly half of the respondents (48%) stated that they supported 'Option 1' for recycling and composting.

This option contained the following information which aims to support Thurrock in achieving a 40% recycling rate.

- Treatment of all waste that is not recycled or composted.
- New Re-use & Recycling Centre.
- Weekly recycling with wheeled bins.
- Weekly collection of kitchen and garden waste with wheeled bins.
- Fortnightly collection of non-recyclable waste.

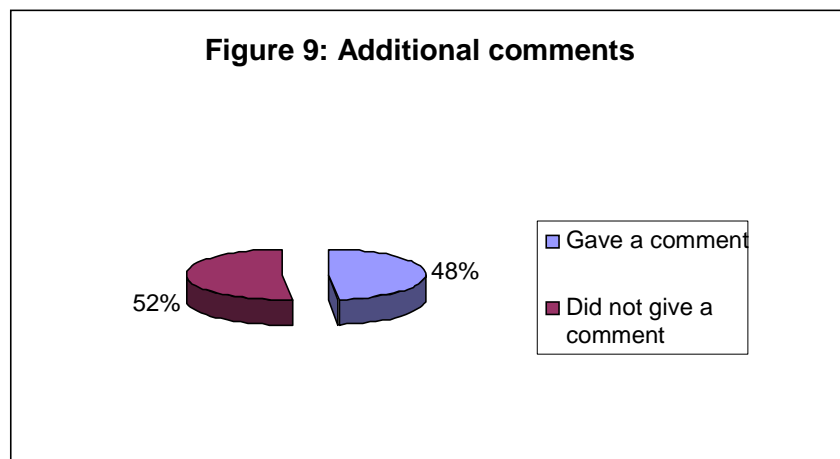
A small percentage of respondents (3%) selected all 4 options. This could be due to them not understanding the question or that they are in support of either of the recycling options.

Some respondents chose to select two options instead of just one of the four options available.

8 of the respondents chose option 1 & 2 and 2 of the respondents chose option 3 & 4. Option 1 and 2 are almost identical. However Option 1 offers a fortnightly collection of non-recyclable waste and Option 2 offers a weekly collection.

**7.13 Additional comments**

Respondent were invited to give additional comments. Figure 10 shows that more then half of the respondents (52%) chose not to leave a comment.



When the data base was initially set up the criteria for logging the comments was given to us by the Waste and Recycling Department. However as the consultation progressed further comments that did not fit within the initial set headings were included in the 'other' section (46%).

Respondents were invited to give additional comments. In total (48%) of respondents chose to leave a comment and these are categorised in Table 5.

Table 5: Further comments about recycling in Thurrock

Comment	No of people	%
Benefits for people who recycle/reduced council tax	27	1%
Boxes bins not returned properly	94	4%
Containers not supplied	21	1%
Don't want to pay more	85	4%
Education	121	5%
In favour of real nappies	4	0%
Litter left after collection	130	6%
No fortnightly collections	53	2%
Non collection of recyclates	37	2%
Penalties for those who don't recycle	82	3%
People should pay more	1	0%
Satisfaction with service	86	4%
Should not be land filling other Councils rubbish	88	4%
Want bins not boxes	295	13%
Want increased recycling to flats	30	1%
Want more collections	22	1%
Want other materials collected	81	3%
Other	1062	46%
<b>Total</b>	<b>2319</b>	<b>100%</b>

(13%) of respondents included as a further comment, the need for wheeled bin instead boxes recycling. Additional comments regarding the service included litter left after collection (6%), boxes not returned properly (4%).

A further (5%) of respondents felt that education was an issue and that people are still unsure what materials can and cant be recycled, for example composting, blue box etc. Overall (4%) of respondents stated that they were happy with the service and (3%) of respondents felt that there should be penalties in place for households who do not recycle.

Out of the 46% 'Other 'category, here is an example of some of the comments raised:

A number of people comments that more focus to be made on reducing the Supermarkets/manufacturers packaging. No respect for blue boxes as they are always thrown about

There was also an uncertainty between some respondents as to why certain materials have a recycling logo on them and yet can't be recycled in the blue box.

There seemed to be some confusion between respondents as to why they needed to separate recycling materials when they all go in the same lorry.

This shows that some respondents are still separating their materials such as glass, plastic, tins etc before placing them in the blue box and supports the need for additional education/information for residents.

It was also stated that some respondent's additional requests for replacement blue boxes or green bags either take too long or never turn up.

## 8. Summary

We feel that the 'Limiting Landfill in Thurrock' consultation has been well received by Thurrock residents. This can be evidenced by the high amount of responses received for the consultation.

Feedback received via the consultation leaflet (48%) and Voluntary, Community and Faith sector workshop, confirms that the majority of residents are supportive of Option 1. This is also mirrored by the public response made at the Community Forum meetings as attended by John Byford and ngage.

Respondents are also in favour of using wheeled bins for recycling (48%). This was also reiterated by the number of comments made by respondents when completing the questionnaires.

ngage have undertaken measures to ensure the consultation was representative, effective and delivered to a high standard. We have also worked hard to ensure that the consultation conforms to the 'Principles of Community Engagement' as agreed by the Local Strategic Partnership.

ngage would advise that the community are provided feedback on how their response to the consultation has been used, and of any decisions that are made following the consultation as stated within the 'Principles of Community Engagement'.

***Principal 7: As a result of your involvement we will ensure that:***

- *You will be informed of what has happened*
- *You are able to get hold of the information easily*
- *We let you know how this information is used*

***Principal 8: When decisions and choices made are based on the information you have supplied and/or your involvement:***

- *You will be given the chance to say what you think*
- *You will be able to question decisions and choices made.*

*ngage would like to thank John Gilford, John Byford, Sharon Pritchard, Waste Watch and all Thurrock residents and groups that have taken part in this consultation.*