



# Waste Survey Results Report

## June 2022

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## ABOUT THE WASTE SURVEY

Oadby & Wigston Borough Council undertook a Waste Survey (“The Survey”) for the first time in 2022.

The Survey was conducted in January and February to help support the current Oadby and Wigston Borough Council Waste Review and to help guide the future Refuse and Recycling strategy.

The survey demonstrates the Council’s commitment to listening to the public’s views on our Refuse and Recycling service.

The survey was open to any individual, regardless of age, who meets one of the following criteria:-

- Lives in Oadby, Wigston, or South Wigston
- Has a business in Oadby, Wigston, or South Wigston

The findings of the survey were focused on kerbside waste, recycling and garden waste collections provided by Oadby & Wigston Borough Council.

All responses were anonymous and data collected is being used to inform the future provision of waste services in the borough.

The survey was open to businesses regarding trade waste. However, there was little response. Further investigations by the Council are to take place to gather more detail relating to this as a potential opportunity.

Both quantitative and qualitative data was collected through the undertaking of the survey, with participants able to expand upon the quantitative data they provided through the use of comment boxes.

## PROMOTION AND RETURN ROUTES

There were two ways of promotion and one return route was utilised in support of the survey.

For the promotional online routes the Council utilised the Council Website, Facebook, and twitter platforms.

### Council Website

The Council's website provided a direct link to the survey on the Council website consultation page.

### Social Media

The survey was also published on the Council's social media platforms. This includes Facebook and Twitter.

### Return Routes

There was one single return route for the survey. An individual 'collector' link was set up on the Council's CRM dash platform on which the survey was hosted.

## SURVEY RESPONSES OVERVIEW

### Overall Responses

1,487 responses were received to the 2022 survey. As part of the survey we broke the responses down into settlement areas e.g. Oadby, Wigston and South Wigston.

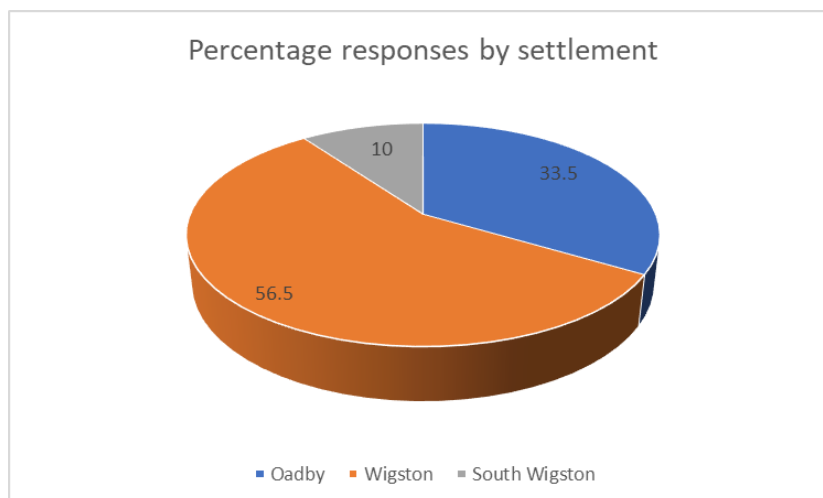
The survey was also broken down into types of waste and further broken down into three specific types of waste disposal.

- General Waste
- Recycling Waste
- Garden Waste

A total of 499 survey responses were received from Oadby residents this equated to 33.5% of the survey responses.

A total of 836 survey responses were received from Wigston residents. This equated to 56.5% of the survey responses.

A total of 152 survey responses were received from South Wigston residents. This equated to 10.0% of the survey respondents.



The Council also requested that businesses complete the survey but the response rate was very small and cannot be used for statistical purposes as the sample size was too small.

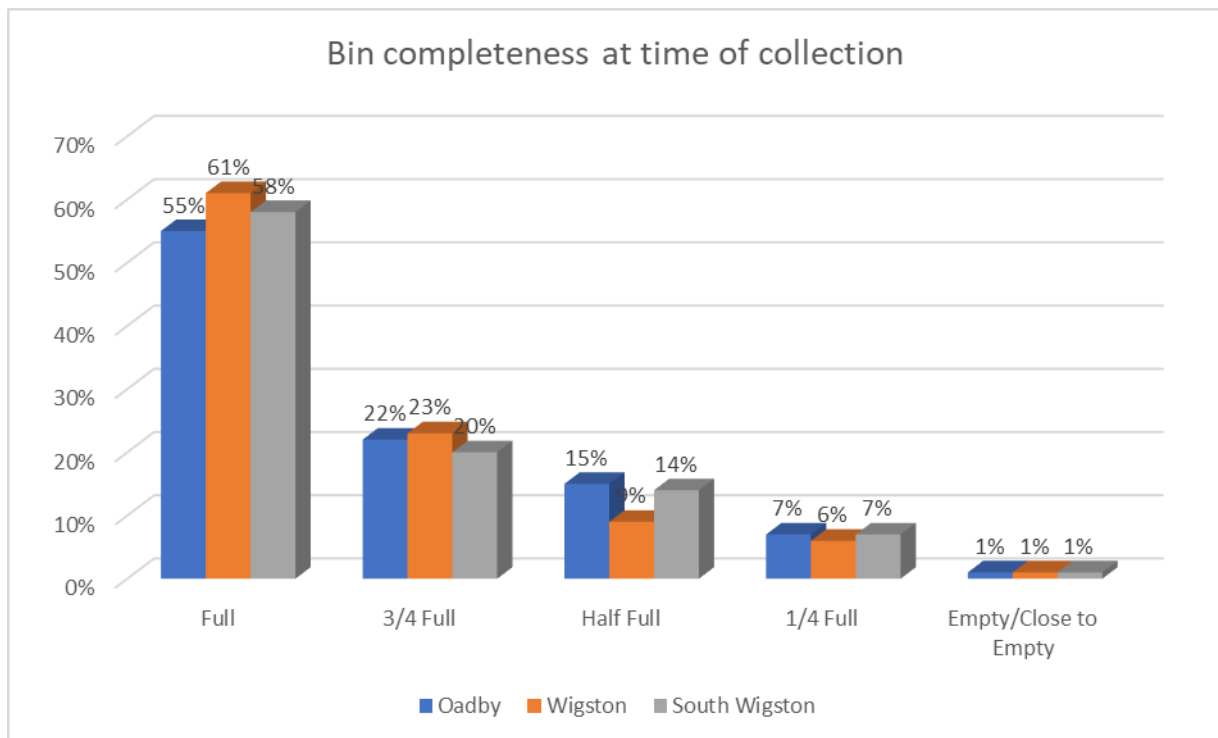
## RESPONSES BY TYPES OF WASTE

### GENERAL WASTE

Residents were asked to comment on the completeness of their bins when they were collected on a weekly basis.

*On average how full are residents black bins when they are collected weekly?*

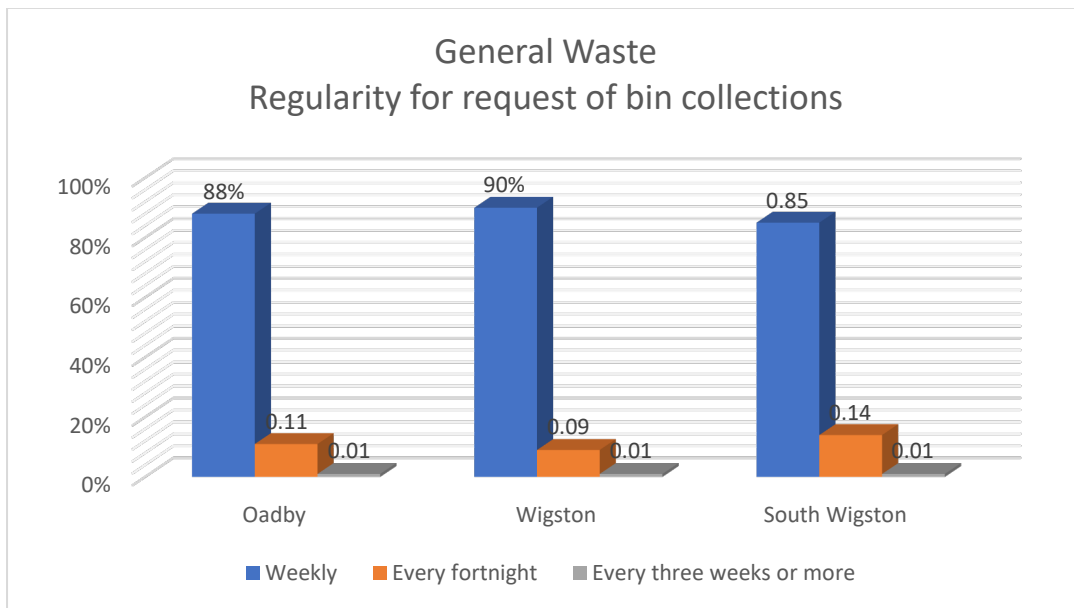
It is evident that over 55% of the population across the borough have their bins full at the time of weekly collection. Oadby 55%, Wigston 61% and South Wigston 58% respectively.



Based on residents household's needs and how quickly they fill their bin, residents were asked how regularly they felt they needed their general bin to be emptied. Residents were offered three options and these are listed below.

- Weekly
- Every fortnight
- Every three weeks or longer

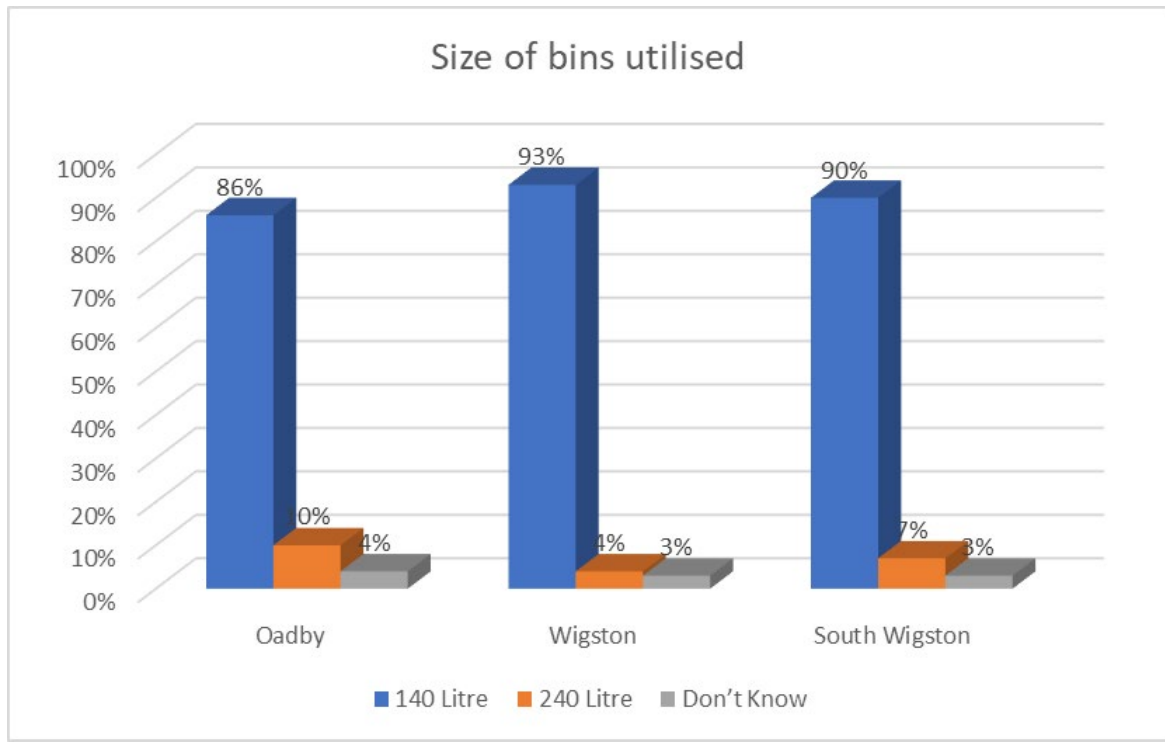
From the responses received residents preference across the Borough is for general waste to be collected on a weekly basis.



Residents were asked to respond to a question based on the size of bins that they utilise for general waste.

The majority of residents across the borough the majority of residents utilise 140 litre bins. Only a minimal percentage of residents utilise a 240 litre bin.

There was a small percentage of residents who were unclear as to the size of their bin at the property for general waste.



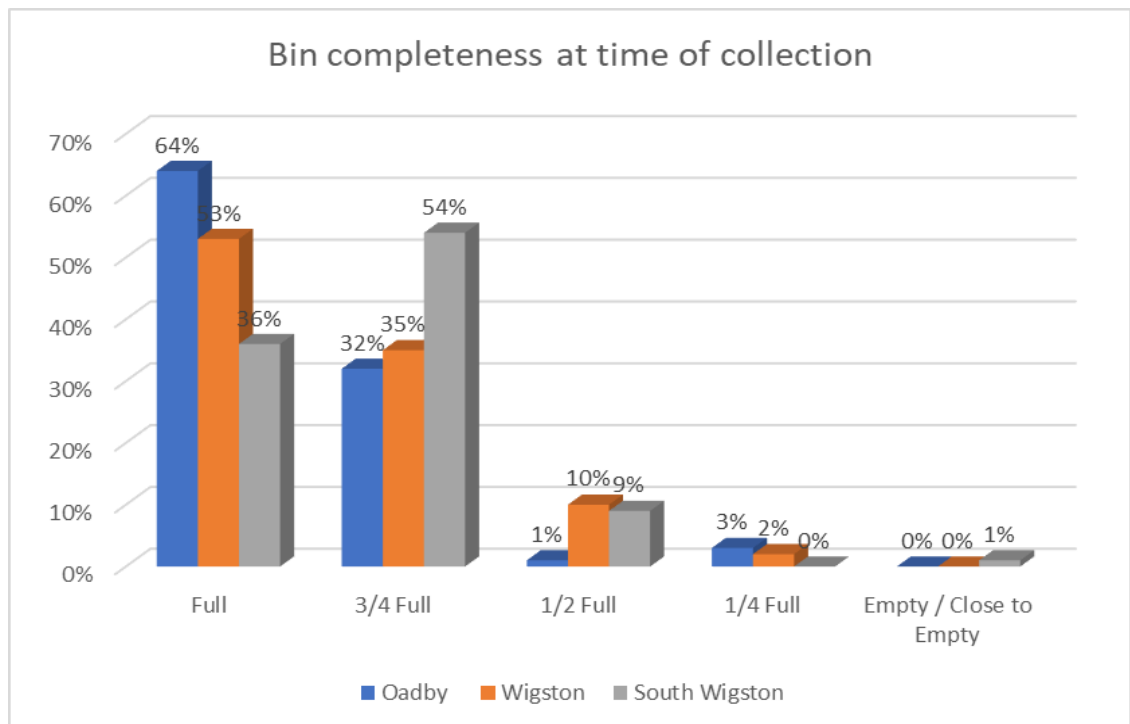


## RECYCLING

Residents were asked to comment on the completeness of their bins when they were collected on a weekly basis for recycling.

*On average how full are residents recycling bins when they are collected weekly?*

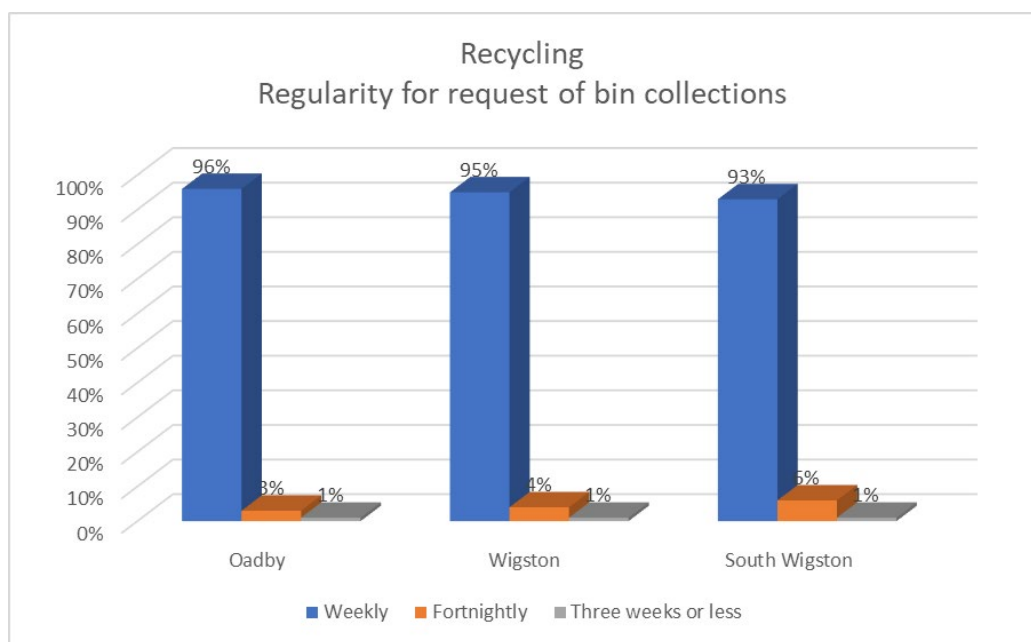
It is positive to note that at the time of collection across the borough the completeness of the bin is either the Full or  $\frac{3}{4}$  Full category was 96% for Oadby, 87% for Wigston and 90% for South Wigston.



Based on residents household's needs and how quickly they fill their bin, residents were asked how regularly they felt they needed their recycling bin to be emptied. They were given three responses.

- Weekly
- Every fortnight
- Every three weeks or longer

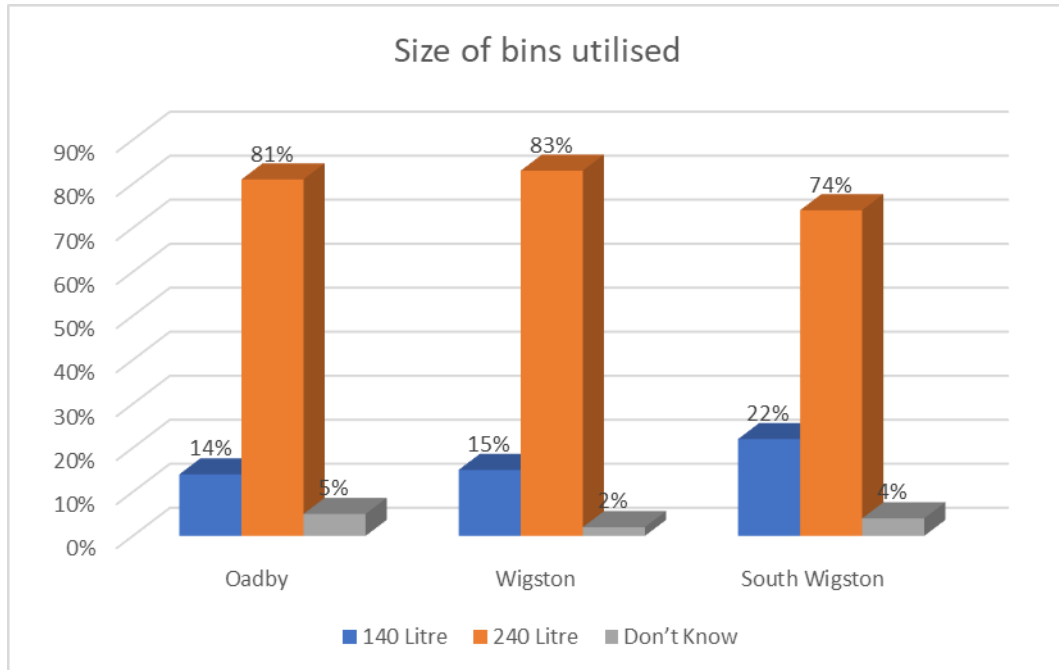
Across the whole Borough, residents indicated that they need their recycling bins emptied on a weekly basis based on their household needs with the lowest score being 93% and the highest being 96%.



Residents were asked to respond to a question based on the size of bins that they utilise for recycling.

*What size of bins do you utilise in your households for recycling?*

The majority of residents utilise 240 litre bins. The standard recycling bin offered is 140 litre.

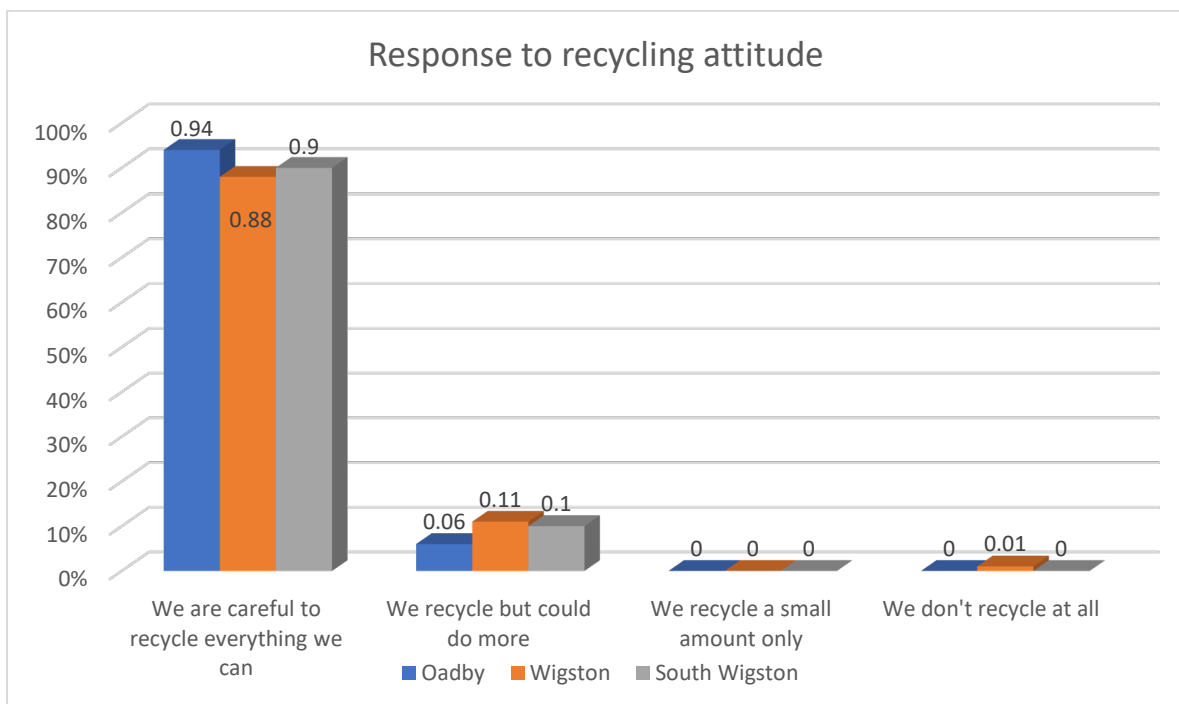


In the survey residents were asked to summarise their approach to recycling. This includes the volume of recycling, regularity of collections and households needs.

Residents were also requested to discuss what barriers there were preventing them recycling more.

*How would you summarise your households approach to recycling?*

- *We are careful to recycle everything we can*
- *We recycle but could do more*
- *We recycle a small amount only*
- *We don't recycle at all*



While the percentage responses above indicate that most residents are careful to recycle everything they can, the verbatims from the question “what barriers prevent you from recycling more?” indicate that there is still a lack of awareness of just what can be recycled.

Verbatims from residents are listed below.

#### Qualitative data for Recycling responses

Qualitative free flow responses were available specifically for Recycling questions.

*“I recycle everything that is currently collected. Suggest a food waste collection could be arranged- in other parts of the country this is collected with garden waste at NO additional charge!”*

*“Provide educational content for residents to learn how to recycle effectively and what can/cannot be recycled.”*

*“Offer an incentive e.g. reduction in council tax, parking permit or green waste permit”.*

*“ Not use social media and send out leaflets or letters. Speak to younger generations in high school.”*

*“reminders of what can and cannot be recycled or when changes additions to the list”*

*“Issue a sticker with the above information so people would know what could be placed in the bin. To be stuck on the bin.”*

*“Maybe a sticker on the lid with pictures so everybody can clearly see what should be recycled.”*

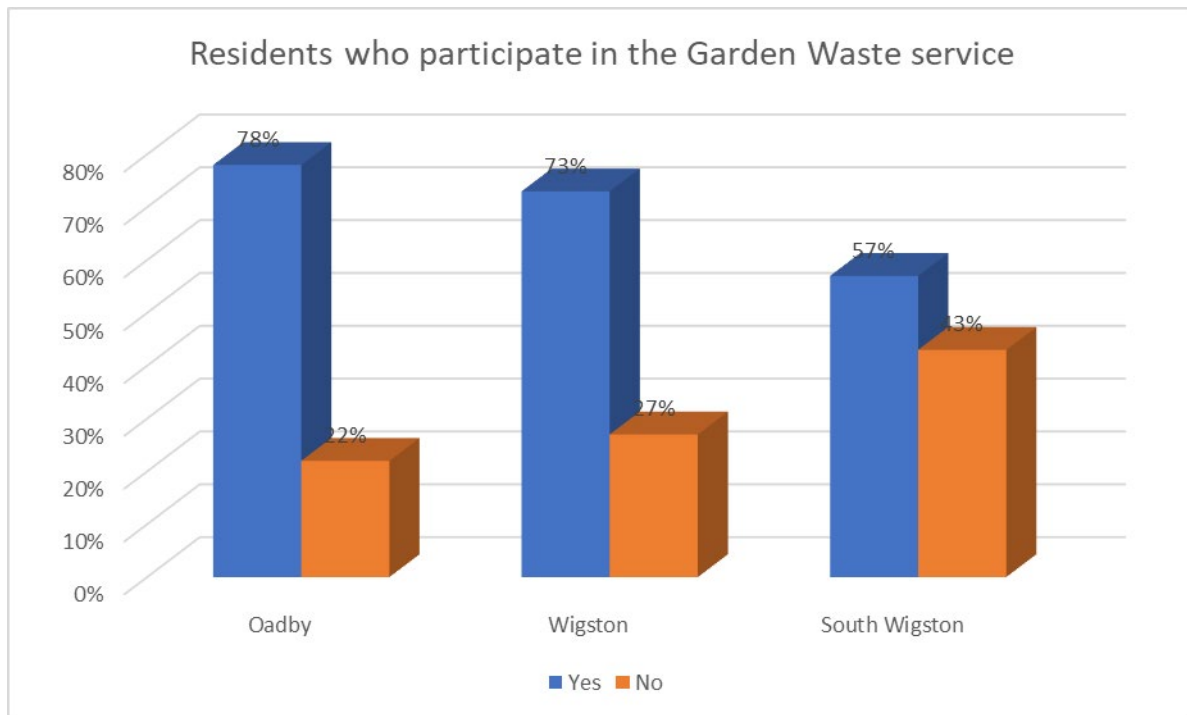
*“I think there needs to be clearer advice. For example, we can recycle film, but does this include film wrappings from supermarket products that state that the film cannot be recycled, etc?”*

*“Feedback on the positive impact of recycling in our area. How much residents have recycled etc. What it means in terms of the environment/planet.”*

## GARDEN WASTE

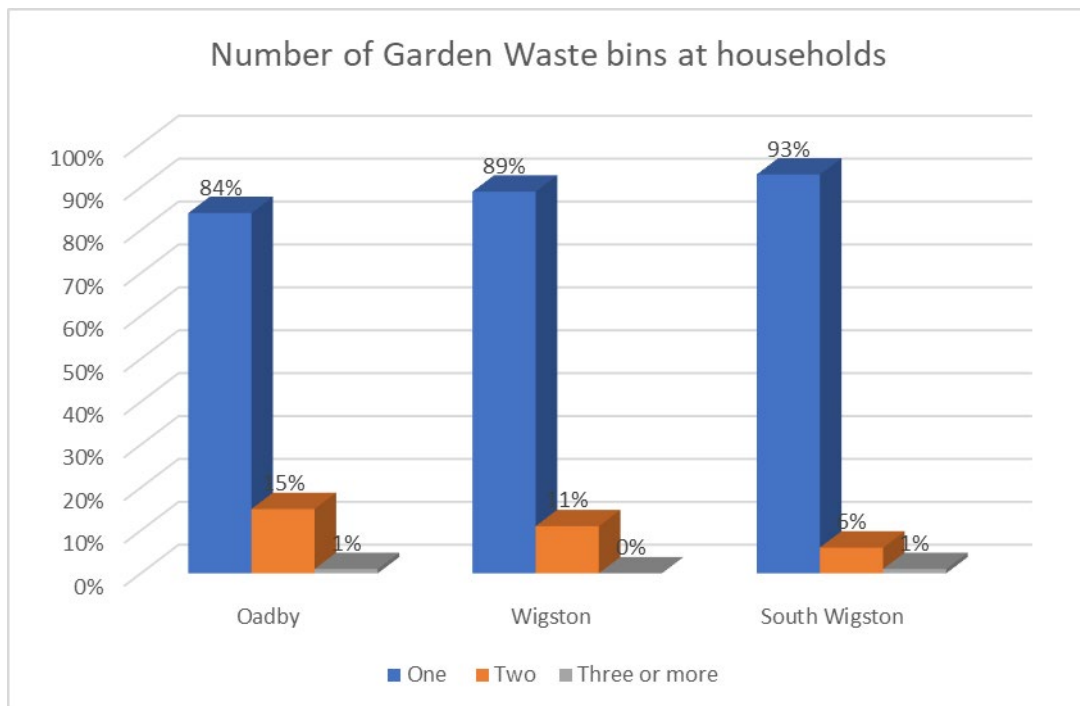
Of those residents who responded to the survey each was asked if they subscribed the garden waste service.

There is strong participation in the garden waste service in both Oadby and Wigston with 78% and 73% respectively. 57% of South Wigston's residents participate in the service.



Residents were asked if they did participate in the scheme how many garden waste bins they had at their household.

The majority of households across the Borough have only one garden waste bin per household. In Oadby and Wigston those households that have a second garden waste bin are 15% and 11% respectively. Only Oadby and Wigston have 1% of the households having three or more garden waste bins.



## DEMOGRAPHIC INFORMATION

Demographic information was split into four categories. Where residents lived, home type, number of adults and number of children.

### Where the resident lived

- Oadby
- Wigston
- South Wigston

### Home Type Options

- Detached
- Semi-detached
- Terrace
- Flat
- Bungalow
- Sheltered accommodation
- Other

### Adults

- One
- Two
- Three
- Four or more

### Children

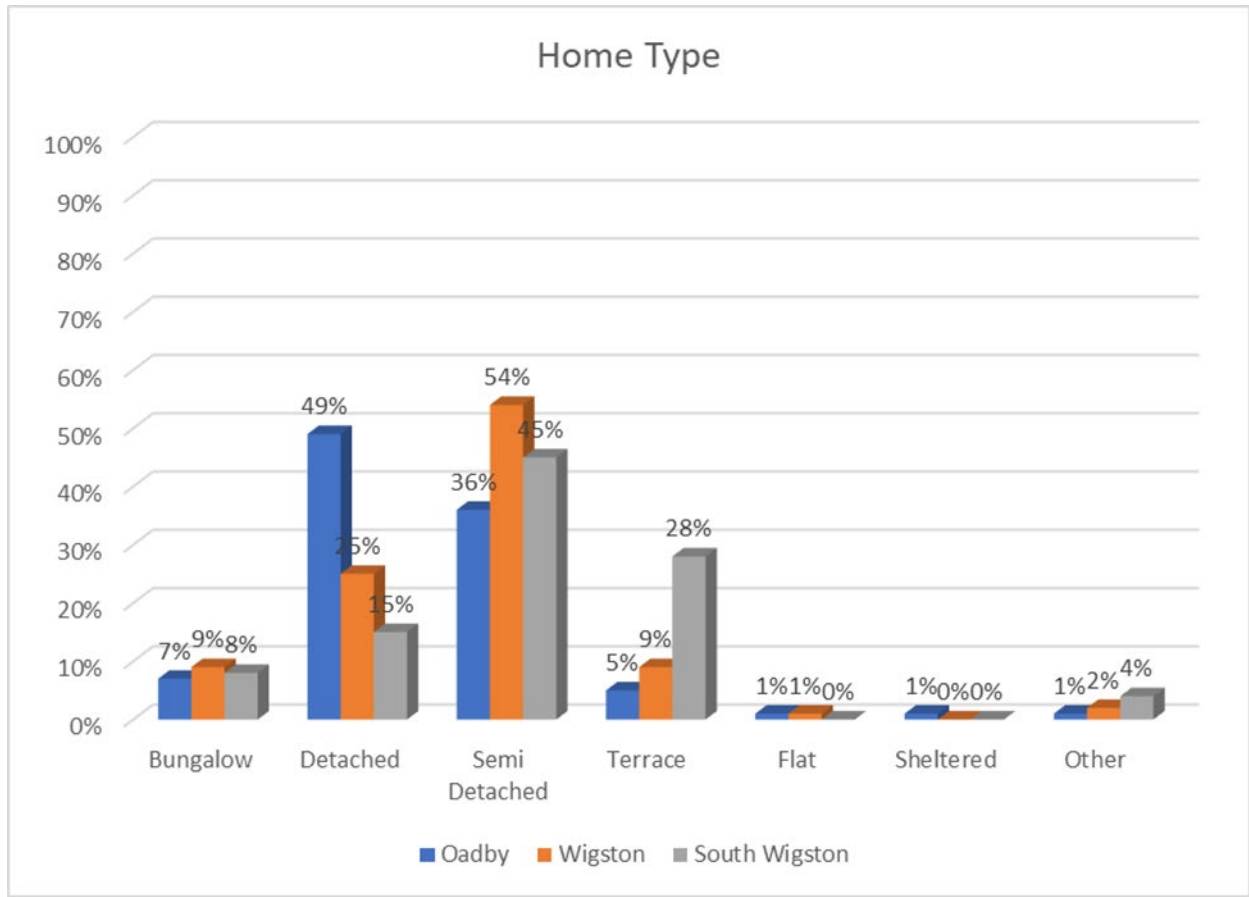
How many children (under 18) are in your household?

- One
- Two
- Three
- Four or more



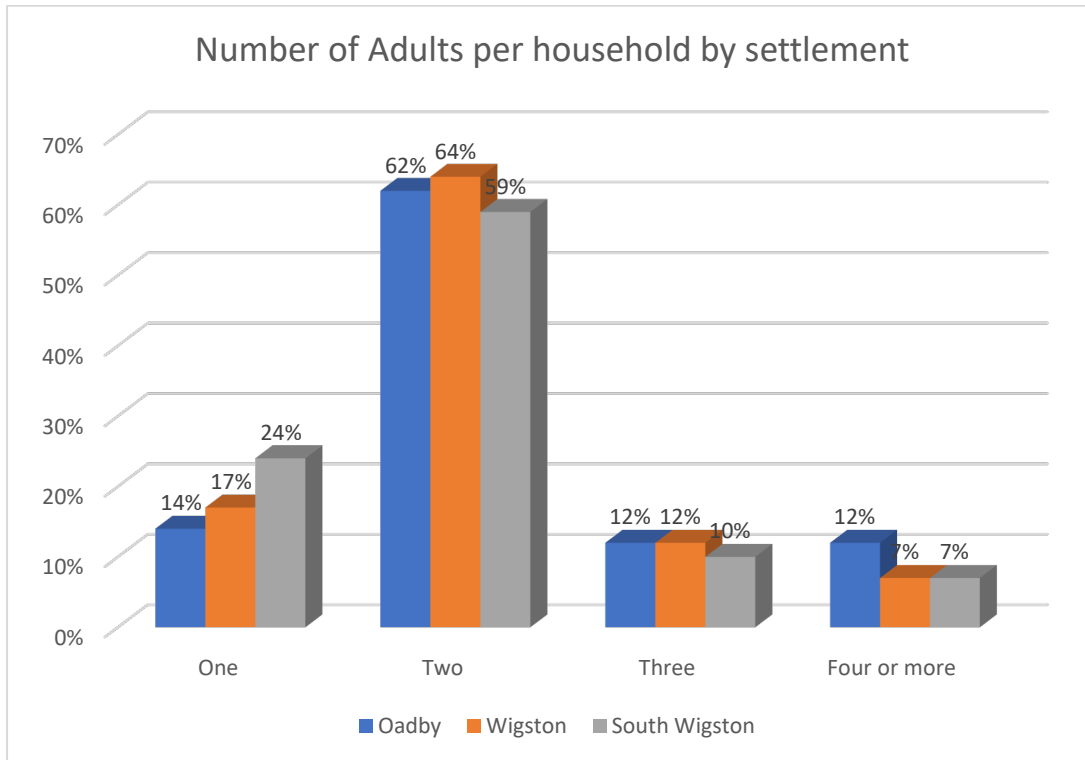
Residents were asked what type of homes residents live in and by settlement.

The majority of those respondents from all settlements areas were from detached or semi-detached properties.



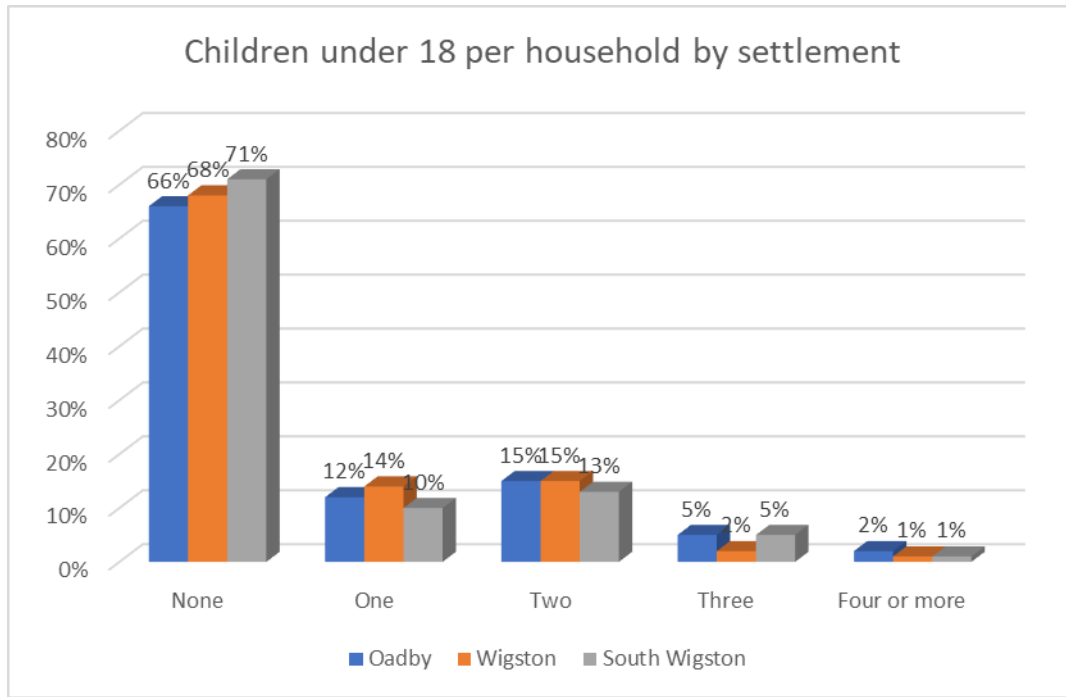
Residents were also requested based on their household and settlement to respond with how many adults were in those specific homes.

Across all three settlements, Oadby, Wigston and South Wigston the majority of households have two adults living in them.



Residents were also requested based on their household and settlement to respond with how many children under the age of 18 were in those specific homes.

Across all three settlements, Oadby, Wigston and South Wigston the majority of households had no children living in them under the age of 18. 66% for Oadby, 68% for Wigston and 71% for South Wigston respectively.



## SUMMARY

The responses received for the survey were 1,487. Oadby 499, Wigston 836 and South Wigston 152. For reporting data and making informed decisions about our refuse, recycling and garden waste provision this shows a stable sample size in responses.

### Regularity of general waste and recycling collections

From the responses received from residents regarding our refuse and recycling service it is clear that residents value the weekly collection. This is not isolated to one specific area but is representative across all areas of the Borough.

General Waste	Oadby 88%, Wigston 90%, South Wigston 85%
Recycling	Oadby 96%, Wigston 95%, South Wigston 93%

### Supporting verbatims

*“Continue with weekly collections”*

*“Keep the weekly collections for both recycling and general waste. Keep publishing information about recycling methods. Don’t assume that because it’s been published once, everyone will know what to do”.*

*“Continue with the weekly collection otherwise residents will look at other ways to get rid of their recycling/rubbish”.*

### Recycling Opportunities

While the responses above indicate that most residents are careful to recycle everything they can, the verbatims from the question “what barriers prevent you from recycling more?”, indicate that there is still a lack of awareness of just what can be recycled.

A recommendation has been made that as part of this report that the Communications Team include a Recycling Campaign as part of the Communication Strategy and Action Plan that can be run later in 2022.

In addition, it is recommended that officers leverage Residents Forums and Town Centre pop-up stands can be utilised to create greater awareness.

As part of the Council’s two paper communications per year, it is recommended that the communication team include what can be recycled as part of the communication campaign.

### Business/Trade Waste Opportunities

Unfortunately minimal responses were received from businesses relating to trade waste. Therefore, further discussions are in the process of taking place with businesses to see if there are opportunities and appetite for the Council to offer this service.

