

KEY FINDINGS AT A GLANCE

Rubbish and recycling consultation 2020/21



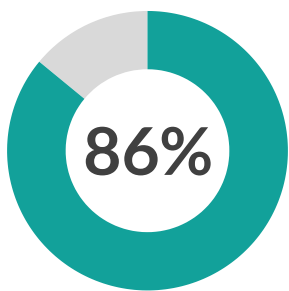
Produced by M-E-L Research on behalf of Herefordshire Council

Herefordshire Council needed to gather feedback from residents on the future of rubbish and recycling collections. The council's current rubbish and recycling contract is coming to an end in 2023. Since the current service was introduced, the government announced a new national resource and waste strategy and the council will have to ensure it meets the new requirements. In addition, in 2019 the council declared a Climate Emergency and has an ambition to make changes to bring about a more sustainable county. The council has already done a great deal of work gathering information to help inform any future decisions. The last stage was to gather feedback from both residents and businesses.

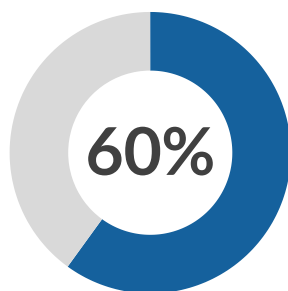
During December 2020 to February 2021, an online survey was circulated to gather this feedback. The consultation was promoted on the council website, social media pages, other media publications and emails were sent to a representative sample of residents. Trade and non-trade waste customers were sent an email to take part in the business survey. This section presents the key findings of the research. Overall, 3,498 resident and 181 businesses provided feedback.

Attitudes and perceptions

(% total positive score)

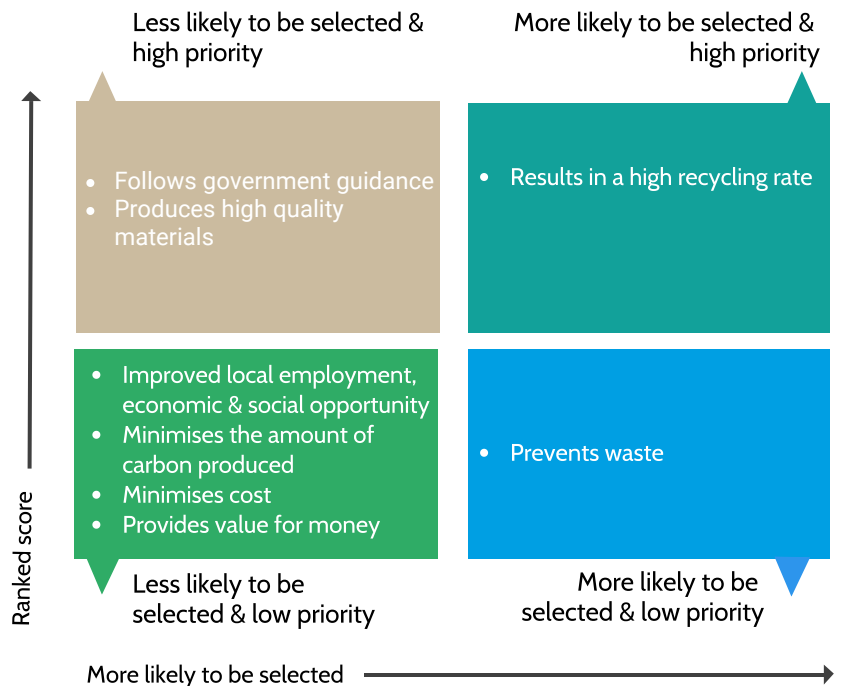


agree that more needs to be done to reduce rubbish and increase recycling



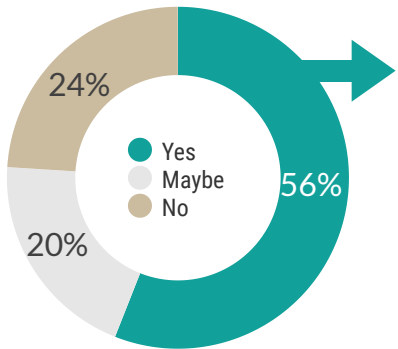
accept the need for the council to change the current rubbish and recycling

Relationship between priority & frequency of selection

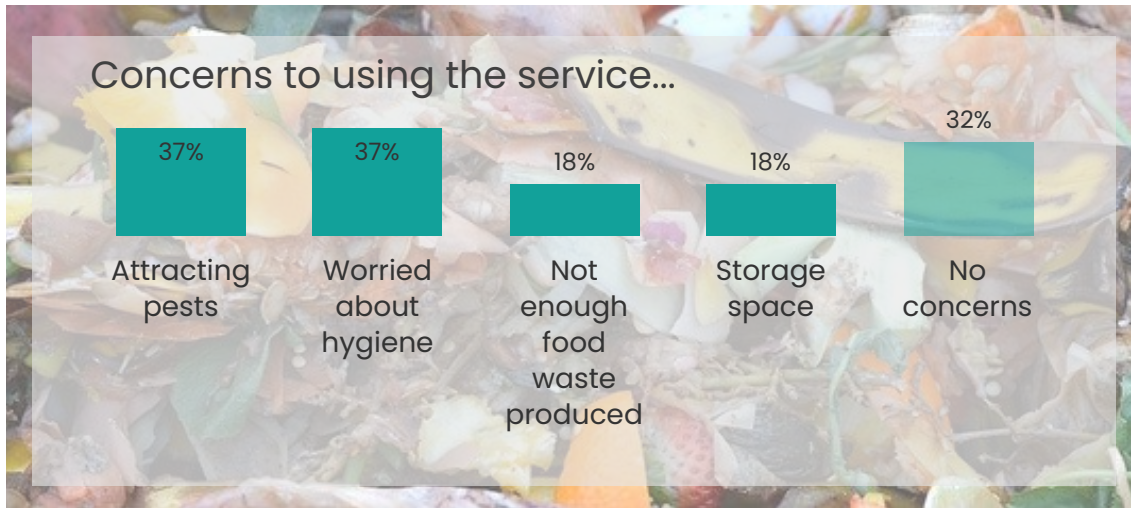


Food waste usage

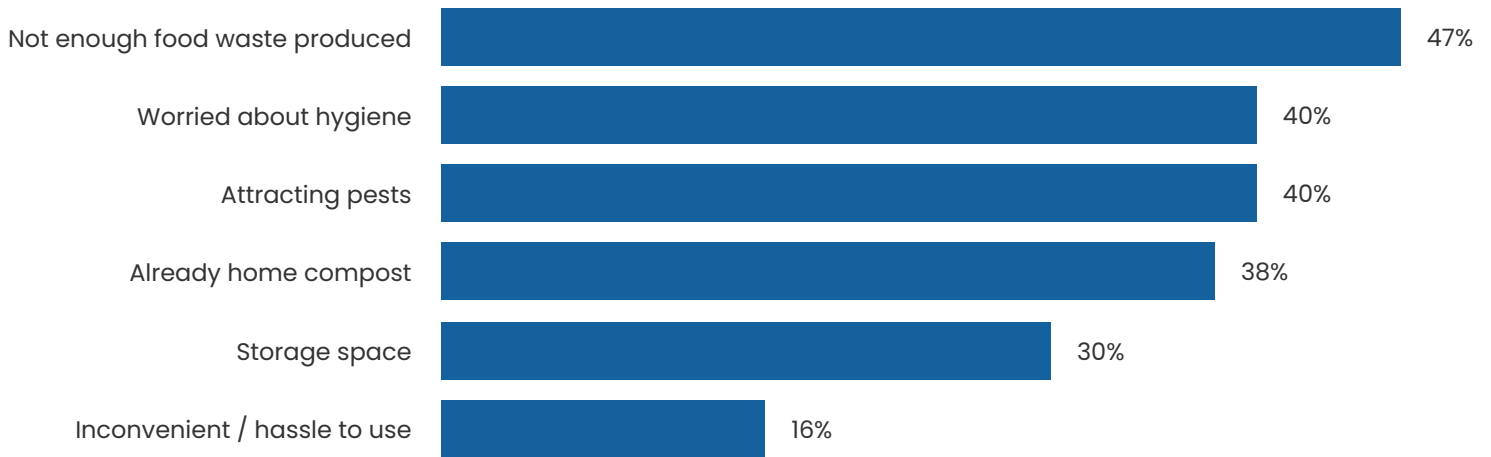
56% said they would use a weekly food waste collection if provided



Concerns to using the service...

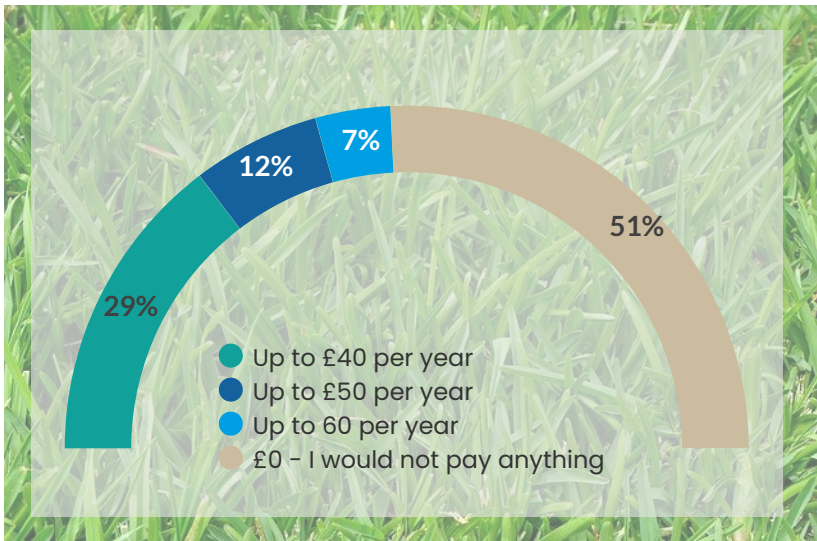


Why residents said 'maybe' or 'no' they would not use a food waste collection...



Garden waste collections

49% said they would pay for a council garden waste collection



The future of rubbish and recycling collections

Option 1



- Alternative 3 weekly collection of dry recycling (2 x wheeled bin)
- 3 weekly collection of rubbish
- Fortnightly collection of garden waste
- Weekly collection of food waste

Option 2



- Weekly collection of dry recycling (boxes)
- Fortnightly collection of rubbish
- Fortnightly collection of garden waste
- Weekly collection of food waste

Preference for options:

53%

47%

Reasons for preference:

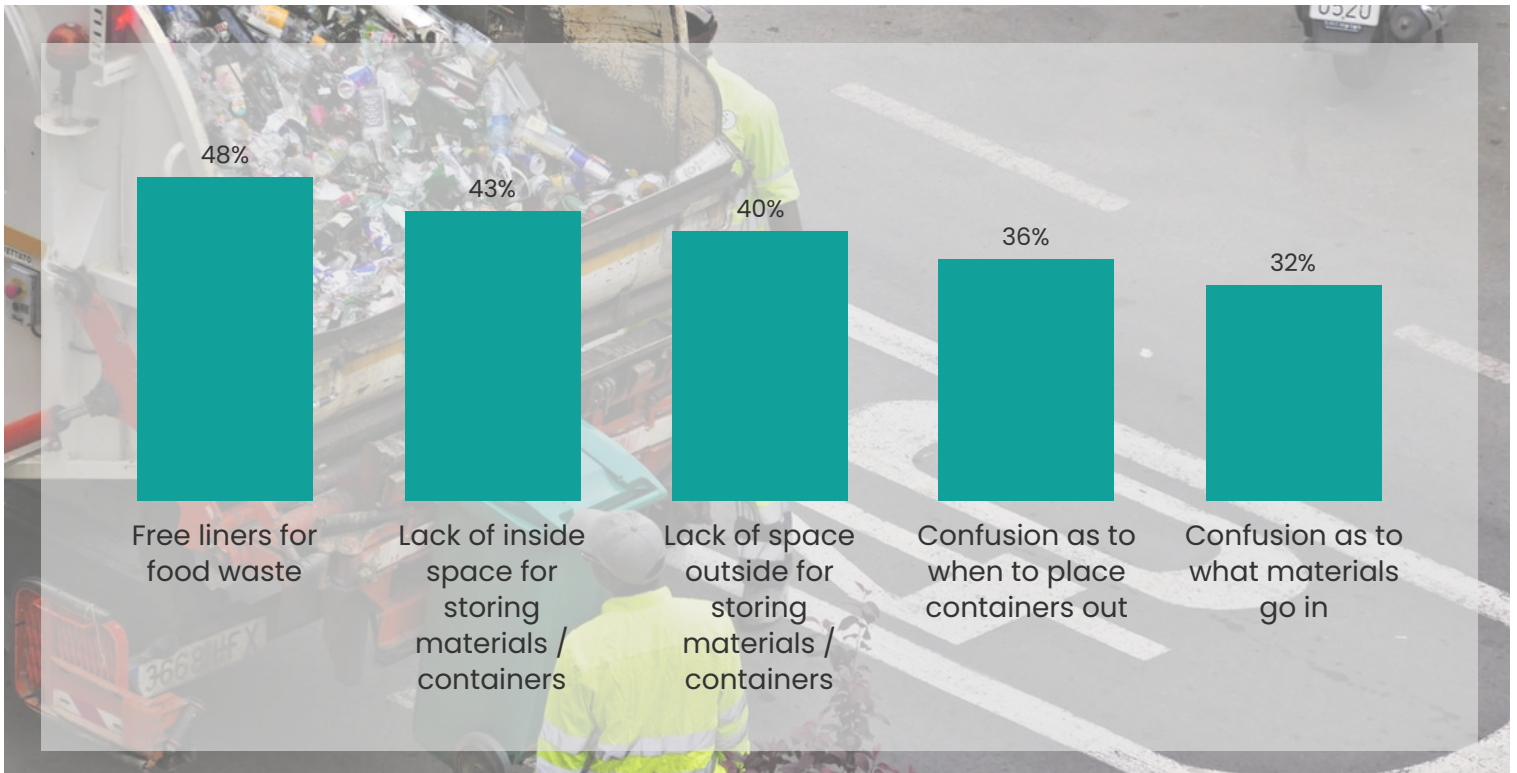


- Bins will be easier to use
- Easier, simple, convenient and straight forward e.g. no need to separate materials
- Boxes will create a mess / boxes not covered

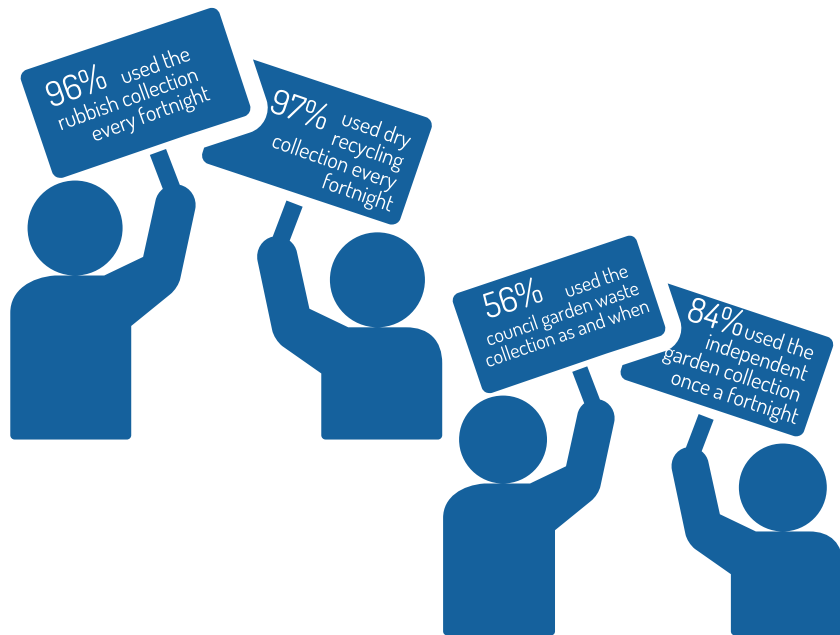
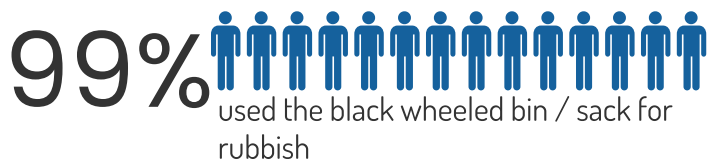


- General rubbish / recycling needs to be collected more frequently
- More frequently collected
- Easy and simple to use e.g. collection schedule

The council needs to consider the following (top 5):



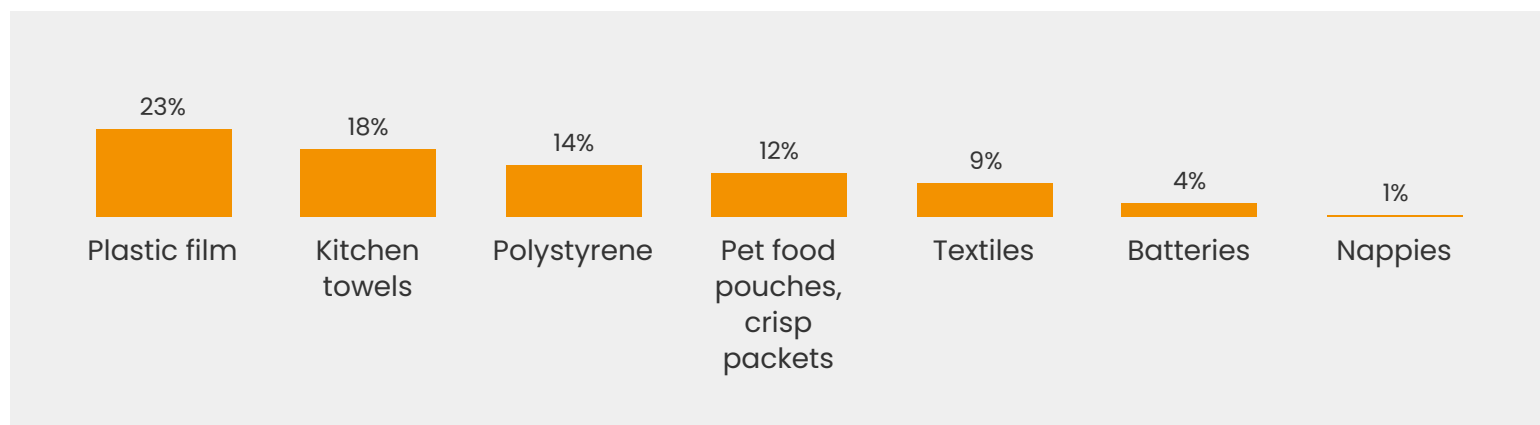
Claimed usage of current services



Materials recycled in the green wheeled bin / clear sacks (top 6):



Four in ten said they placed at least one type of non-requested material in the green wheeled bin / clear sacks

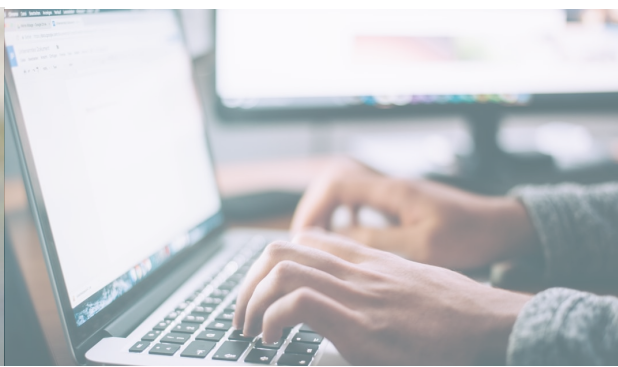
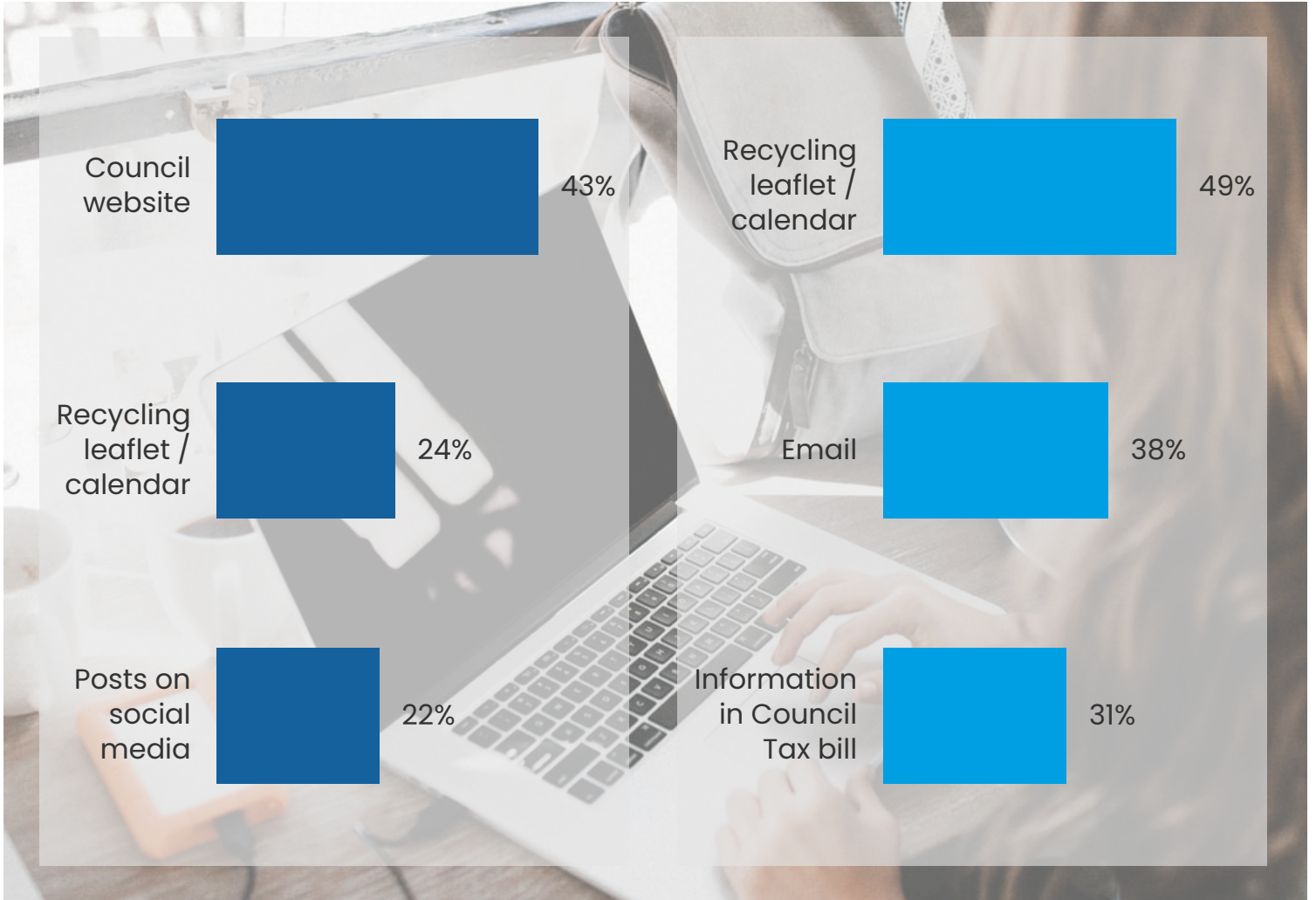




said they either 'frequently' or 'occasionally' contact the council

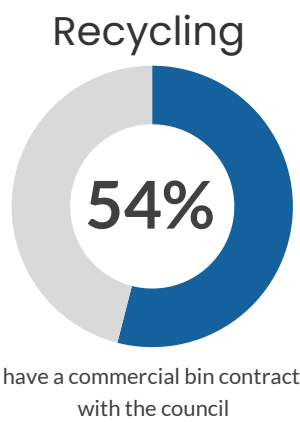
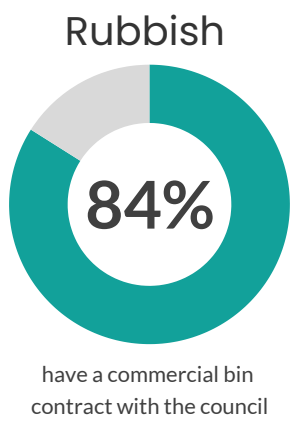
Where advertisements & information on rubbish & recycling services has been seen or heard (top 3):

Preferred way of receiving information about rubbish & recycling services (top 3):



BUSINESS SURVEY

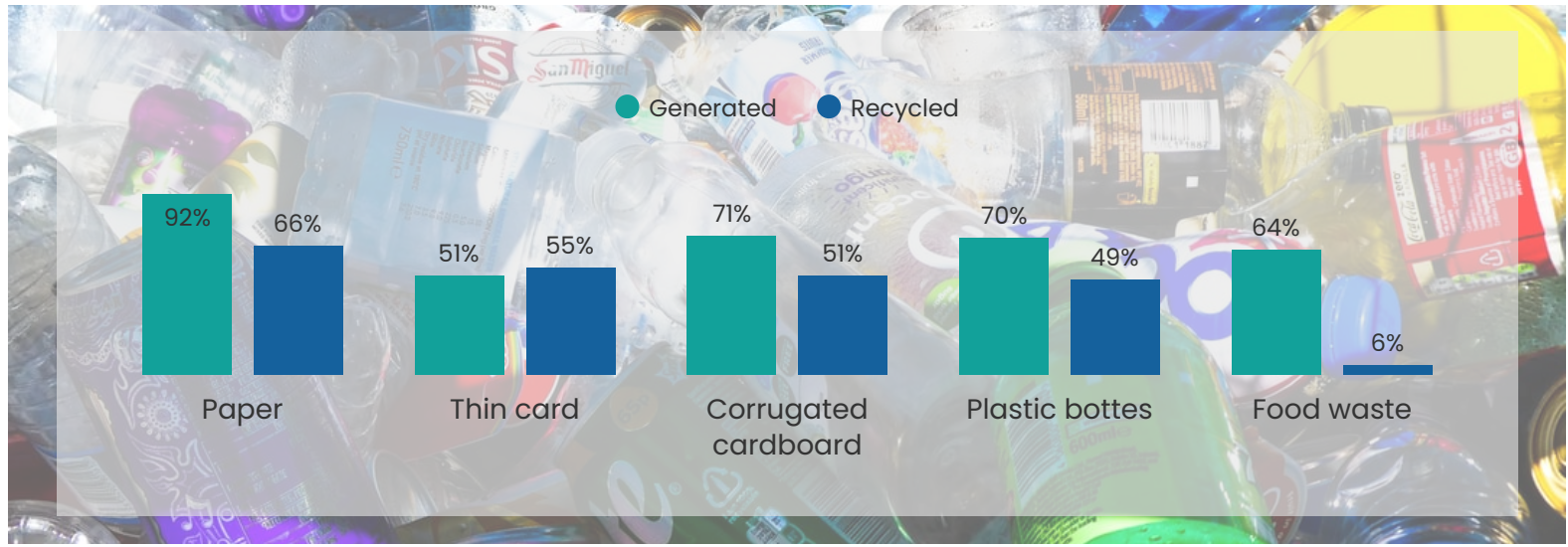
Current disposal methods



73% Stored their rubbish & recycling outside on their own land on collection day

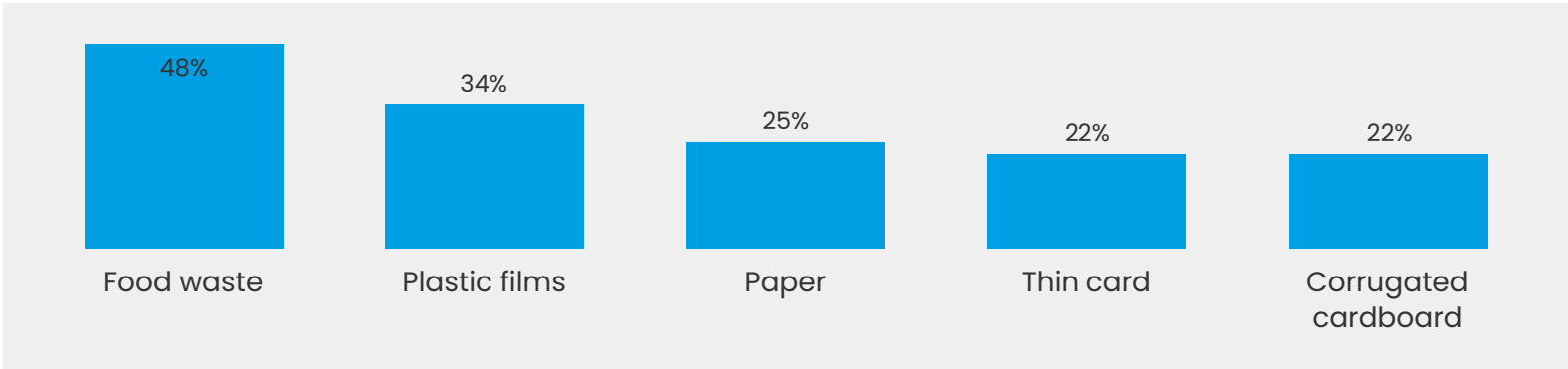
Stored their rubbish & recycling outside on public land on collection day **19%**

Materials generated and materials recycling (top 6):



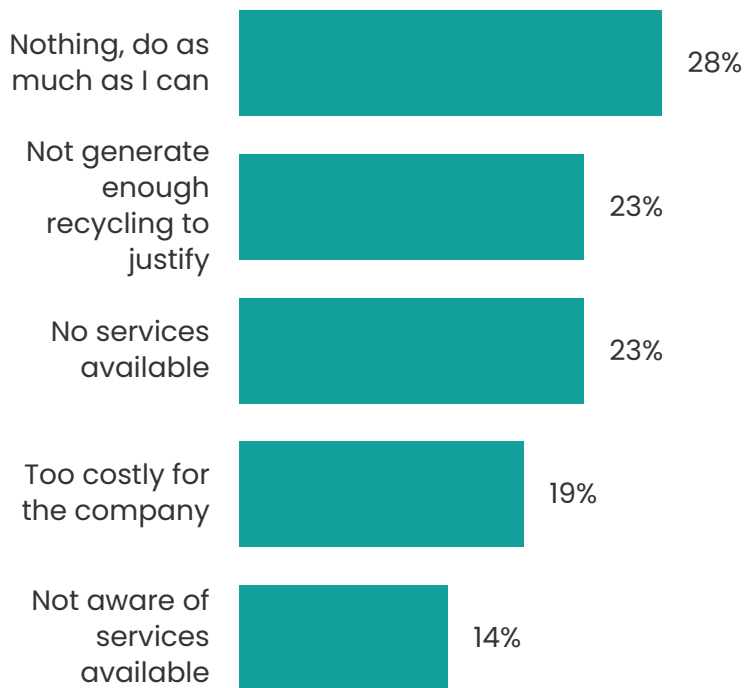
Opportunities to improve recycling

Materials businesses would like to recycle (top 5):

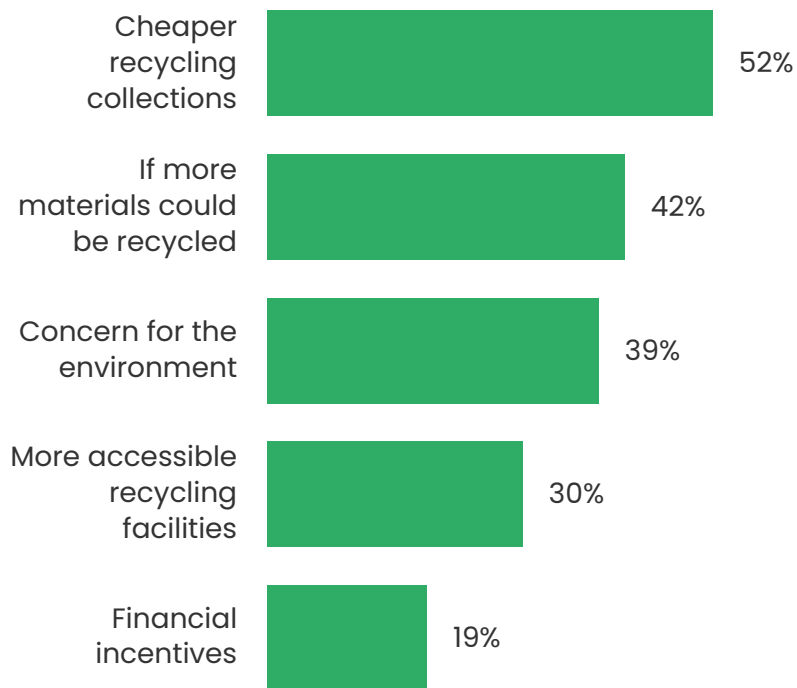


Barriers to recycling more

What stops businesses from recycling (Top 5):

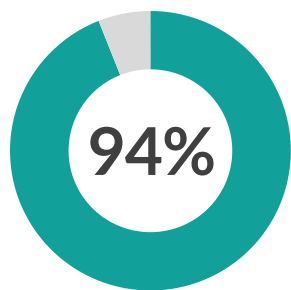


What would encourage your business to recycle more (Top 5):

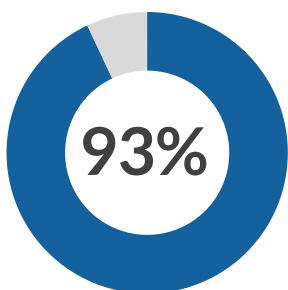


Scoping the future of service delivery

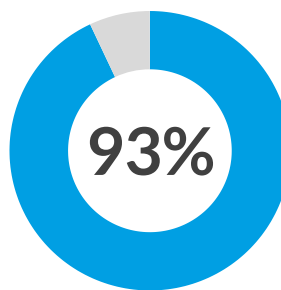
% very / fairly important



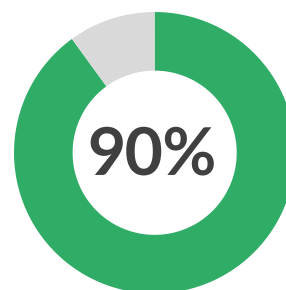
managing waste safely & legally to deliver better environmental outcomes



making efforts to increase the amount of waste diverted for re-use



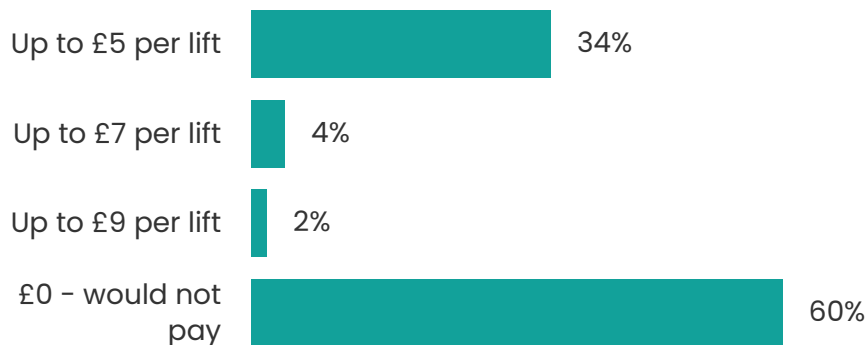
making efforts to increase the amount of waste recycled



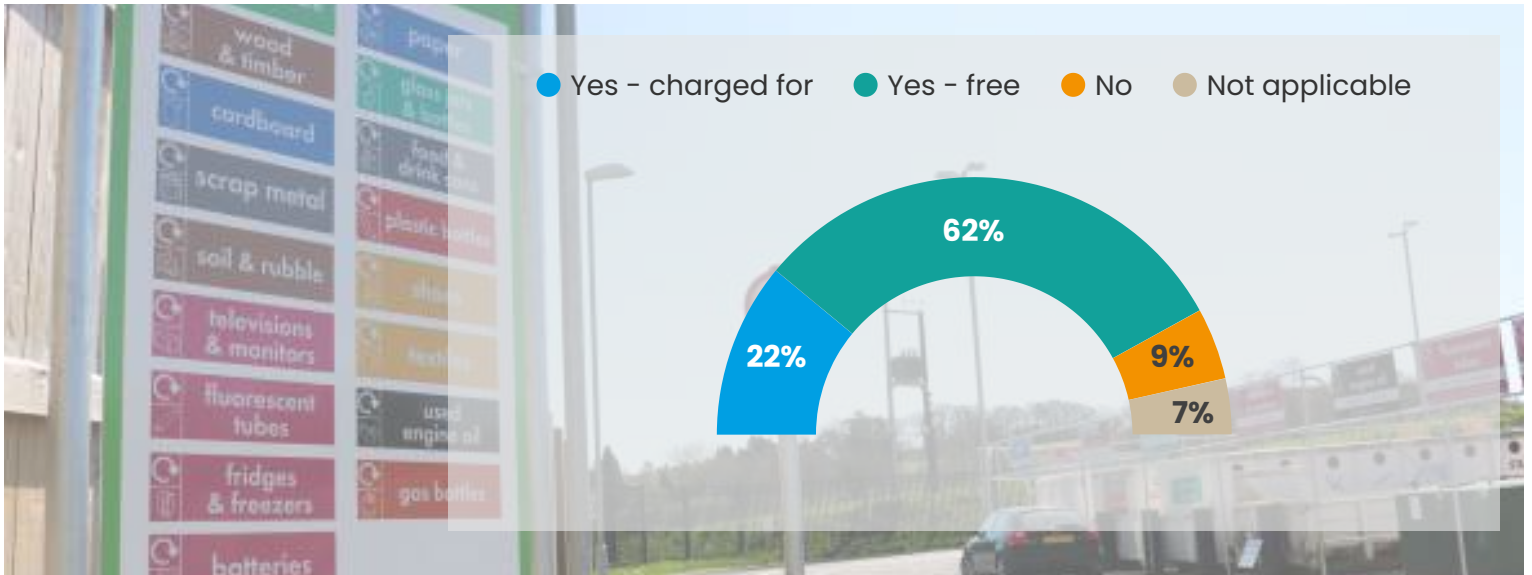
promoting sustainable resource use across the business



Willingness to pay for a food waste collection



Willingness to use a Commercial Recycling Centre



Communication and information



said they either 'frequently' or 'occasionally' contact the council

Where advertisements & information on business rubbish & recycling services has been seen or heard (top 3):

Preferred way of seeking or receiving information about business rubbish & recycling services (top 3):

