



Essential Services Survey

Results November 2016

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0. Executive Summary

The survey yielded a high overall response rate of 52% with 1829 of 3,500 surveys completed

A note about sample responses:

Residents who self-selected to complete the web sample tend to be more negative towards waste collection than those from the random sample

General waste:

- The quality of general waste collection is deemed to be high overall among residents.
- They are generally 'fairly' or 'very' satisfied with their general waste collection service overall, particularly in terms of the types and sizes of the waste containers they have.
- There is a certain level of dissatisfaction with the frequency of collection of general waste, which could be improved

Mixed recycling:

- Residents also consider the quality of mixed recycling collection to be fairly high.
- And they are happier with the overall frequency of mixed recycling collection than they are with general waste collection

Glass collection:

- Residents are less satisfied with their glass collection compared with general waste and mixed recycling collections.
- Satisfaction is slightly higher for frequency of collection, compared with type and size of container.

Garden waste collection:

- Only about half the sample are able to comment on garden waste collection so satisfaction levels are relatively low, but generally the balance is favourable towards the service offered.

Attitudes towards recycling:

- The vast majority (97%) believe recycling is important and 66% consider it to be very important
- Women are significantly more likely to consider recycling to be important
- The vast majority of residents say they do recycle at least some of their waste – 75% do so even if it required additional effort on their part (although younger under 35s are less inclined to make the extra effort)
- However, more could be done as there is a small group (8%) who say they would like to be able to recycle more if they could
- In terms of whether the annual charge of £68 for one 240 litre bin for the garden waste service is value for money, 41% didn't know enough to answer. Opinions are split, as 21% agreed it was good value for money while 38% disagreed, so more are unhappy with the price than happy with the price.
- Behaviour seems to match attitudes towards recycling with 78% using recycling banks for small items (and 22% doing so regularly)
- Under 35s and over 75s are least likely to be using recycling banks

Encouraging people to recycle more:

- Offering a service that collects a wider range of materials would be most likely to encourage more recycling among residents
- Also, more information about what to recycle where would also help
- It is clear that collection of plastic pots, tubs and trays should be the priority for EHDC in terms of expanding kerbside collection, particularly for women
- Following this the focus should be on beverage cartons and then plastic film
- If kerbside glass collection was withdrawn there is a danger that as many as a third of residents would simply resort to putting glass into their general household waste bins.

Grounds maintenance, street cleansing and public toilets:

- Maintenance of shrub and flower beds is rated quite highly among residents
- Cleanliness of urban roads and frequency of grass cutting of public open spaces are also rated fairly well but residents are least satisfied with the frequency of grass cutting of roadside verges
- There is strong agreement that seeding some spaces as wild flower areas would be beneficial to support biodiversity
- With only a third (34%) using public toilets frequently (monthly or more) overall opinion is quite divided among residents, although on balance slightly more are satisfied with the public toilets than are dissatisfied. However, a high proportion felt they didn't know enough about public toilets to give a rating.
- No particular area stands out as an area of focus for the toilets

Communication & information:

- Residents are generally very happy with communication of collection dates and any changes made to these – these stand out as the best in terms of information residents receive from EHDC
- Where residents would like more help or information is how to get in touch with the council. Also important is understanding what happens to recycled materials, how to arrange clinical waste collections, assisted collections and bulky waste collections.
- Any changes to waste and recycling services should be communicated to residents via a leaflet posted through the door. Stickers or hangers on the bin would also work for some. Web/online based communication is still not the best way of keeping residents informed.

1. Introduction

EHDC and WCC have a Joint Waste Service Provision. The two councils work closely together and share some services. The Waste Services Part 1 Consultation is being conducted for both authorities.

1.1. Aim and objectives

- To undertake a bespoke piece of research into the opinions of East Hampshire District and Winchester City Council residents in relation to Waste Service Provision.
- To measure overall perceptions of the council's performance and the perceived value for money that they provide.
- To benchmark the perceptions of council residents, where possible, against national data.
- To understand the perceptions of different customer segments and build our comprehensive customer profiles in order to better target different customer groups.
- To understand any differences between key demographic subgroups for equalities purposes.
- To have an over-arching evidence base from which specific research needs might be identified.
- To analyse specific question areas.

1.2. Methodology

A questionnaire was devised to meet the objectives above in consultation with service managers and team leaders. Questionnaire themes and rationale were then signed off by the Project Sponsor and working group leads and the relevant portfolio holder.

In line with previous surveys (and budget availability) a postal self-completion methodology was selected. The mailing to households included a covering letter - and offering a prize draw - a questionnaire and a freepost envelope. Once respondents had received their survey by post they were given the opportunity to complete and return their survey by post or online. To maintain a random sample the online survey link was only be made available to those who had received a postal survey.

An independent online survey was offered to non-targeted residents, and made available to all residents on the participation councils' websites.

Questionnaire structure

- Satisfaction levels
- Recycling
- Grounds maintenance, street cleansing and public toilets
- Keeping you informed
- About you

1.3. Data Analysis Notes

- Where figures add up to more than 100%, these are multiple choice questions, where more than one answer can be chosen. These are marked in the report by an asterisk (*).
- Certain demographic groups have been highlighted within the analysis where interesting differences are displayed. Where significant differences are referenced, these are statistically significant at the 95% level of confidence.
- All charts in the report display the percentage of people giving any particular answer.
- Base sizes displayed in charts are presented in brackets ie. (800).
- All averages calculated are mean scores.

1.4. Weighting

The data was weighted by respondent age, gender and employment status. This was in accordance with the 2011 ONS census data. Due to the heavy skew toward older age groups, the data was weighted by the following categories: under 65, over 65. In terms of employment status, a similar pattern was shown here, so the data was weighted by the following categories: employed, retired, and other (which included unemployed, students etc.).

The data and results in this report are based on this weighted data.

1.5. Sample

The LGA provides a question set and guidance to help local authority's measure resident satisfaction. This guidance prescribes the conditions that must be met to enable the results to be benchmarked against other authorities who follow the same approach. This has driven the sampling plan for our surveys.

Random sampling (whereby all population members/households have a random one in 'n' chance of being selected) is the LGA's prescribed method of sampling to enable benchmark comparisons with other local authorities.

The LGA recommend a minimum sample size of 500 to enable benchmark comparisons. EHDC and WCC have always worked to a sample size of 1,000 for a statistically significant sample. Therefore to allow for weighting we will aim for 1,100 responses per authority.

The following random sample was drawn from the LLPG, with the aim of getting 1,100 responses per authority:

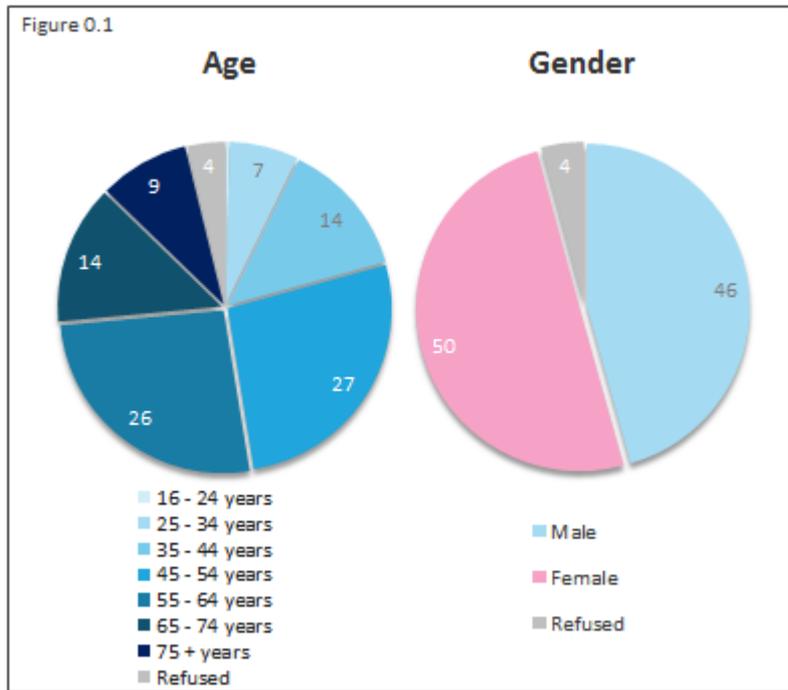
WCC	3,500
EHDC	3,500

The total samples achieved were:

WCC	2,628
EHDC	1,829

1.5.1. Age and gender (Figure 0.1)

The sample consisted of a wide spread of age ranges; from 16 to 75+ years, and a fairly equal split of males and females. Around half of the sample was aged 55+.

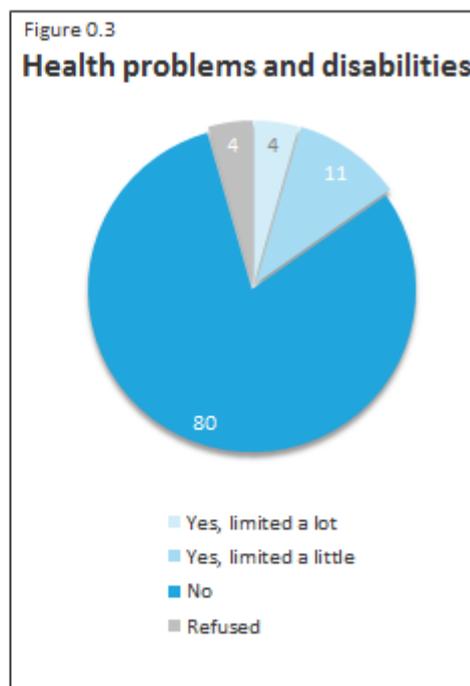
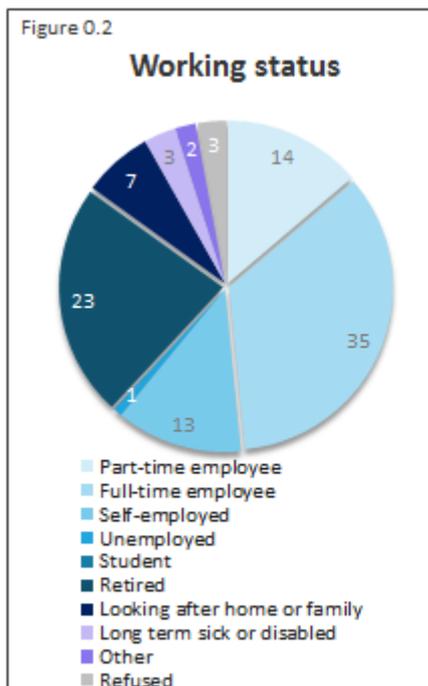


1.5.2. Working status (Figure 0.2)

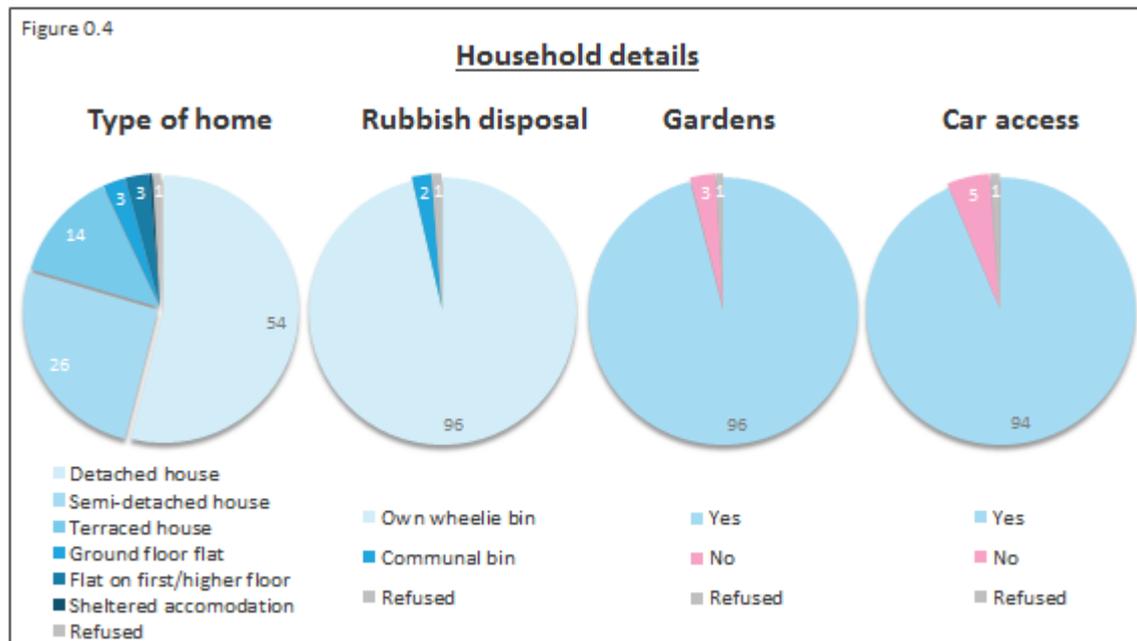
49% of the sample was currently employed. The majority of residents were part time employees (35%) or retired (23%).

1.5.3. Health problems and disabilities (Figure 0.3)

The majority (80%) of residents do not have a health problem or disability that affects their day to day activities.



1.5.4. Household details (Figure 0.4)



Over half of residents are living in a detached house, and over a quarter are living in a semi-detached house.

Almost the entire sample (96%) has their own wheelie bin, as opposed to sharing a communal bin.

Similarly, almost the entire sample (96%) has their own garden.

94% of the sample have their own car - slightly higher at 98% among those who are self-employed.

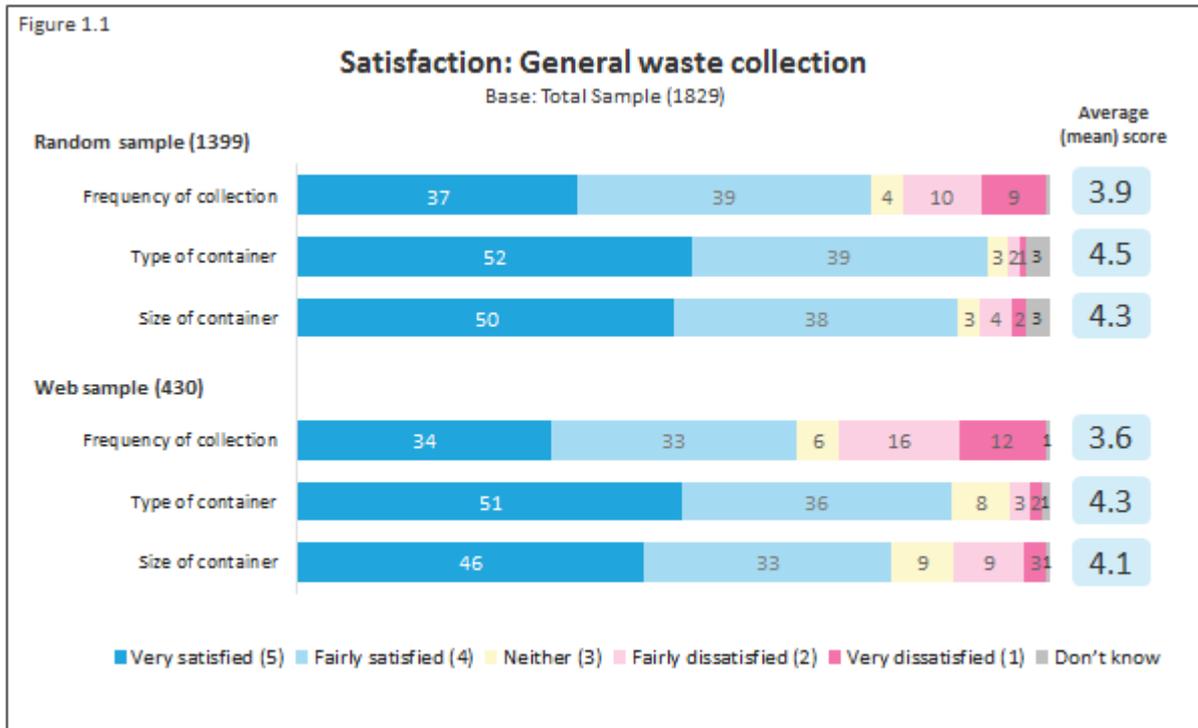
Statistically significant differences:

- Over 35's are significantly more likely to be living in a detached house than those aged 16 to 34, who are significantly most likely to be living in a first or higher floor flat.
- This no doubt explains why under 35's are the most likely group to share a communal bin.

2. Satisfaction levels

2.1. General waste

Thinking about general waste (rubbish) collection from your home, how satisfied or dissatisfied are you with the following...?

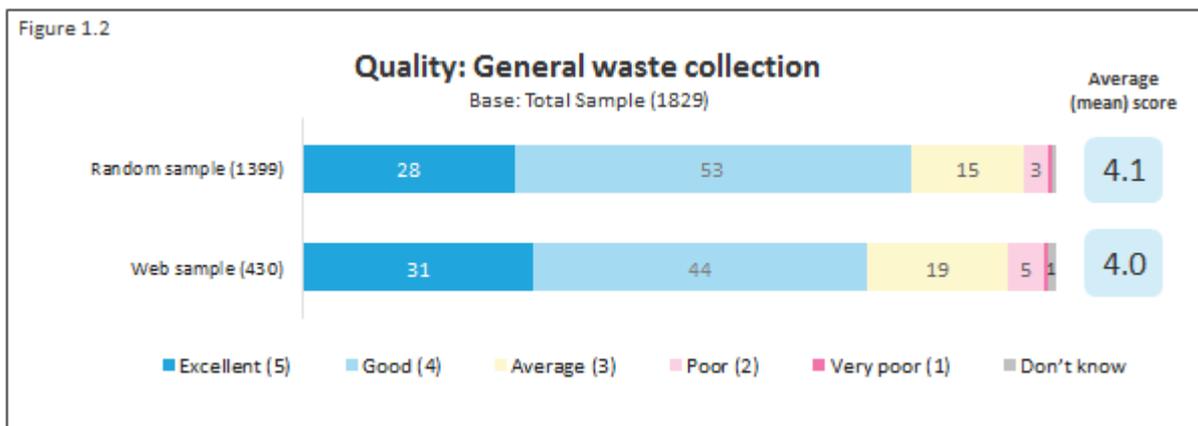


Looking at the overall picture displayed in Figure 1.1, people are generally satisfied with their general waste collection service. Satisfaction is highest for type of container, compared with frequency of collection and size of container.

And overall, how would you rate the quality of the general waste collection service provided by East Hampshire District Council?

Statistically significant differences:

- 21% of the total sample is dissatisfied with the frequency of collection; significantly higher than type and size of container.
- Over 65's were significantly most likely to rate the quality of general waste collection as 'excellent' or 'good'.



Satisfaction regarding quality of general waste collection is high among residents; with an average score of 4 out of 5.

2.2. Mixed recycling

Thinking about the collection of mixed recycling from your home, how satisfied or dissatisfied are you with the following...?

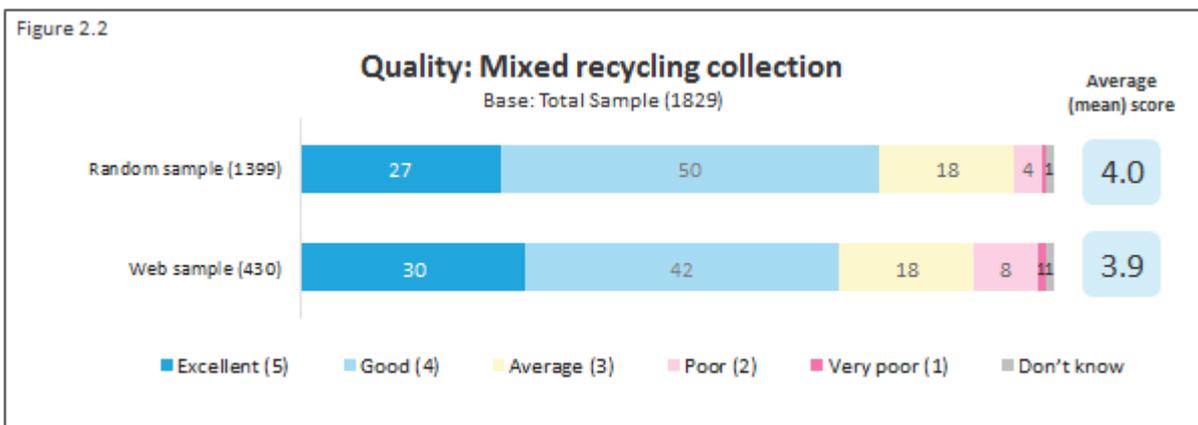


On the whole, residents are most satisfied with the type of container (91%). 7% of the total sample were dissatisfied with the frequency of collection and size of the container.

Statistically significant differences:

- The random sample is significantly more satisfied than the web sample regarding frequency of collection and size of container.
- On average, retired residents are significantly most satisfied compared with other groups (4.1 out of 5).

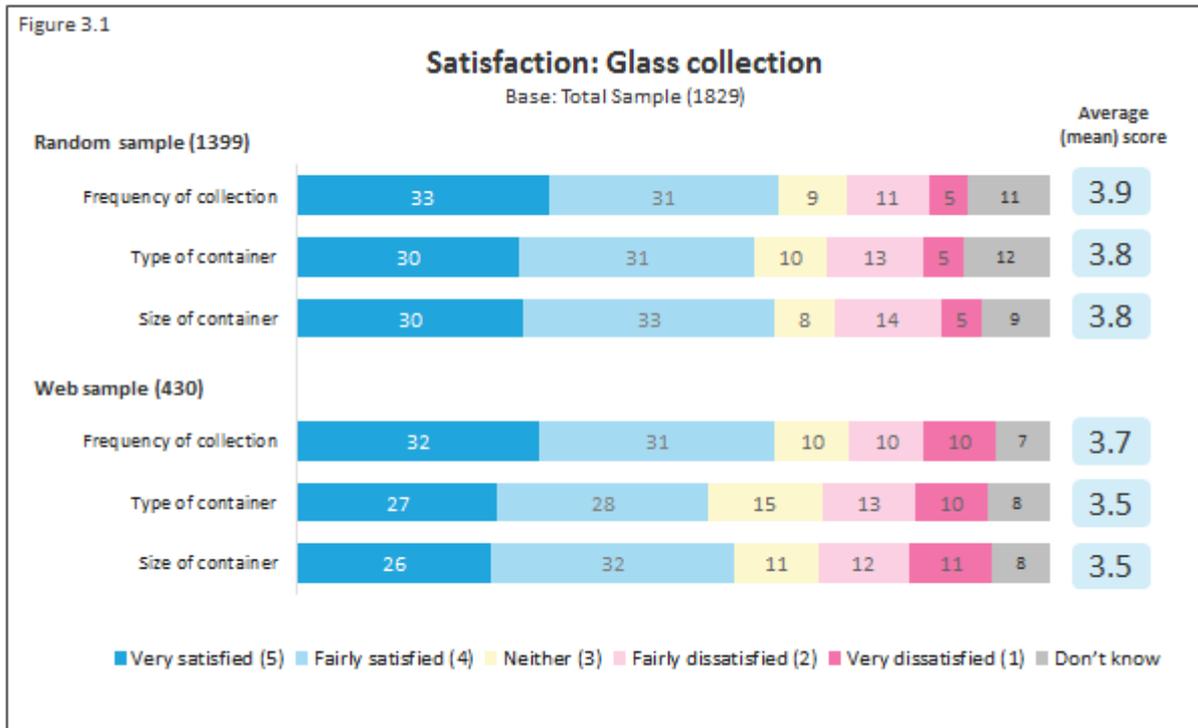
And overall, how would you rate the quality of the mixed recycling collection service provided by East Hampshire District Council?



Over three quarters of the total sample are satisfied with the quality of mixed recycling collection. Looking at average scores between sample types, the random sample were slightly more satisfied than the web sample.

2.3. Glass collection

Thinking about the glass collection service from your home, how satisfied or dissatisfied are you with the following...?

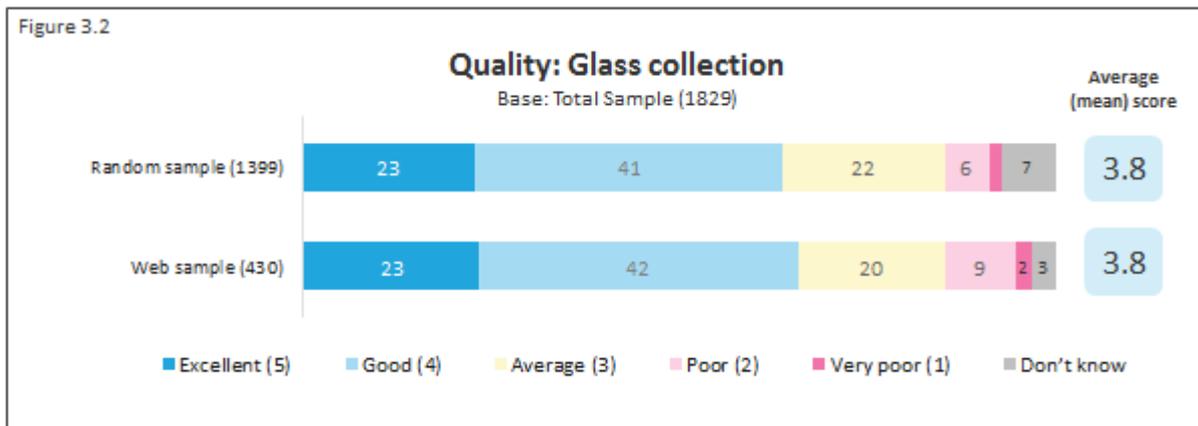


Compared to general waste and mixed recycling collections, average satisfaction scores are slightly lower for glass collection.

Statistically significant differences:

- 33% of the total sample are 'very satisfied' with the frequency of collection; significantly more than type and size of container.
- Those aged 65+ were significantly more satisfied compared to other age groups for frequency of collection, type and size of container.

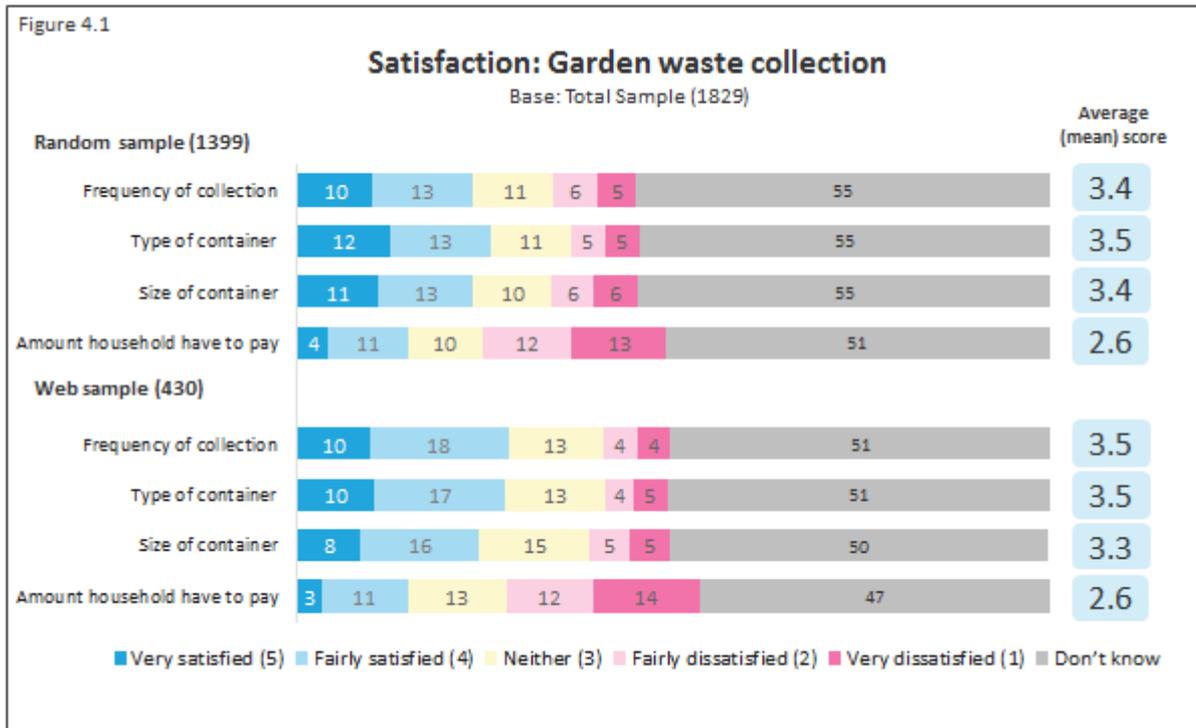
And overall, how would you rate the quality of the glass collection service provided by East Hampshire District Council?



Average satisfaction with the quality of glass collection among the total sample is 3.8 out of 5, with scores remaining fairly consistent between the random and web samples.

2.4. Garden waste

Thinking about the collection of garden waste from your home, how satisfied or dissatisfied are you with the following...?

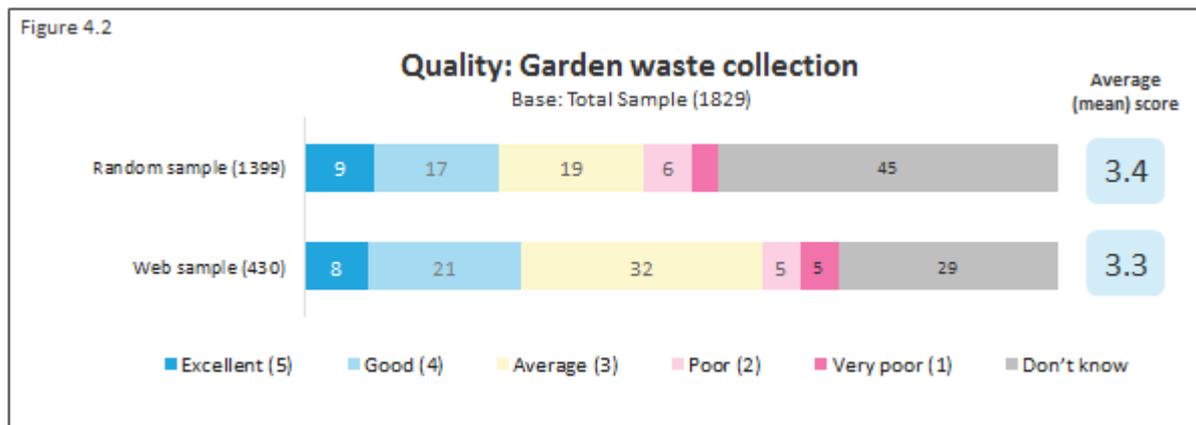


Approximately half of the sample was unable to comment regarding their satisfaction levels of garden waste collection. Around a quarter of residents were satisfied with frequency of collection, size and type of container. However, only 15% were satisfied with the amount the household have to pay.

Statistically significant differences:

- 25% of the total sample were dissatisfied with the amount the household have to pay; significantly more dissatisfied than they were with frequency of collection, size and type of container.
- 45% of the random sample didn't know about the quality of their garden waste collection; significantly more than 29% of the web sample.

And overall, how would you rate the quality of the garden waste collection service provided by East Hampshire District Council?

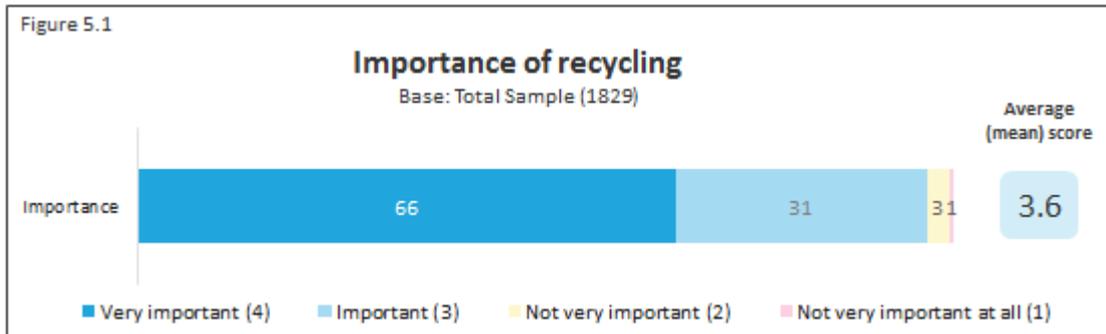


26% of the total sample are satisfied with the quality of garden waste collection, with an average rating of 3.4 out of 5. The web sample were much more inclined to rate the quality as 'average'. Residents aged 75 and over were most likely to rate the quality as 'excellent'.

3. Recycling

3.1. Importance and attitudes

Thinking about recycling household waste, which of the statements below best describes how important recycling is to you personally?

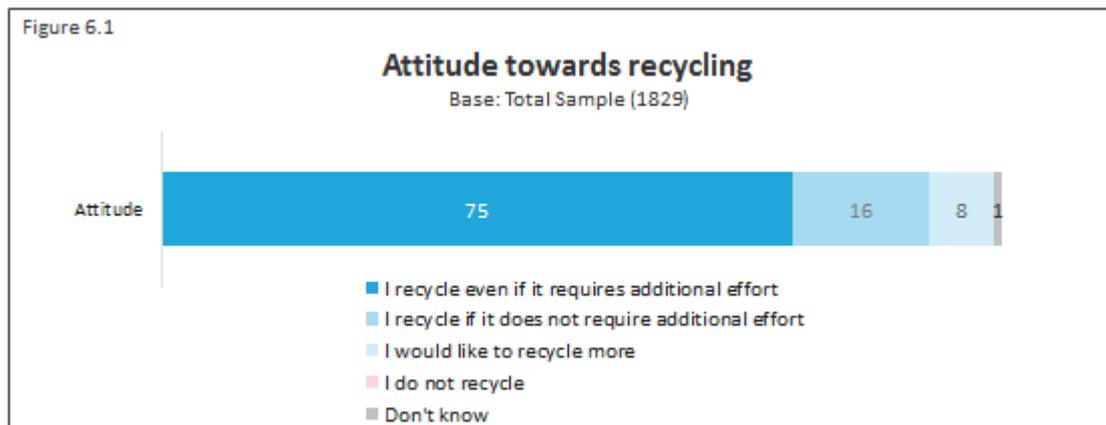


97% of the total sample rate recycling as important. Only 3% rated recycling as 'not very important' or 'not very important at all'.

Statistically significant differences:

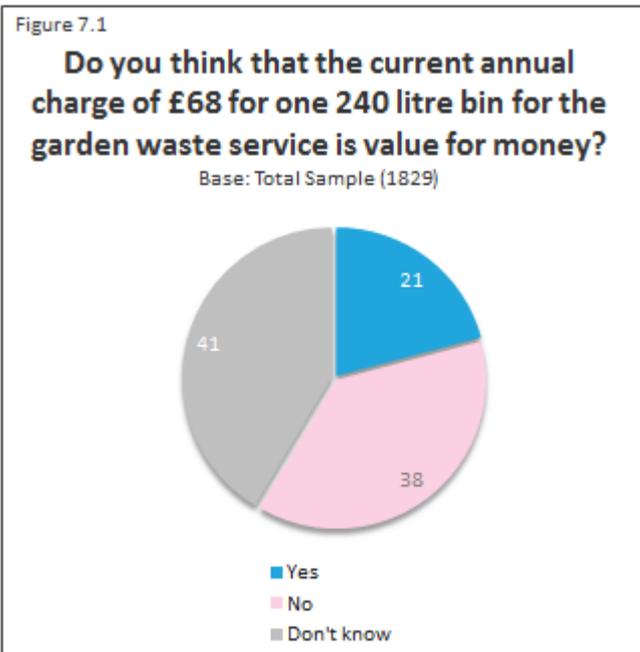
- Females were significantly more likely to rate recycling as 'very important' (69%), compared with males (62%).
- Under 35's are significantly less likely to recycle if it requires additional effort, and significantly more likely to recycle if it does not require additional effort, compared with other age groups.

Which of the statements below best describes your attitude to recycling?



- 75% of the total sample recycle even if it requires additional effort.
- 8% would like to recycle more.
- Less than 1% do not recycle.
- 14% of under 35's would like to recycle more.
- Residents currently in employment are more likely to recycle provided it does not require additional effort.

Do you think that the current annual charge of £68 for one 240 litre bin (equating to £2.72 per collection) for the garden waste service is value for money?



When asked whether they thought that the current annual charge for garden waste service is value for money, the majority (41%) didn't know. 21% of residents thought it was good value for money, however 38% disagreed.

Statistically significant differences:

- Under 65's are significantly more likely to think that the current annual charge was not good value for money, compared to those aged 65 and over.
- On the other hand, over 65's were significantly most likely to be unsure.

Would you be prepared to pay more for the same service?

65% of the total sample would not be prepared to pay more for the same service, 30% said they were unsure, and only 4% said they would pay more. 5% of over 65's and 6% of retired residents said they would pay £10 more annually, and there was a general consensus that £20 or more would be too much to pay.

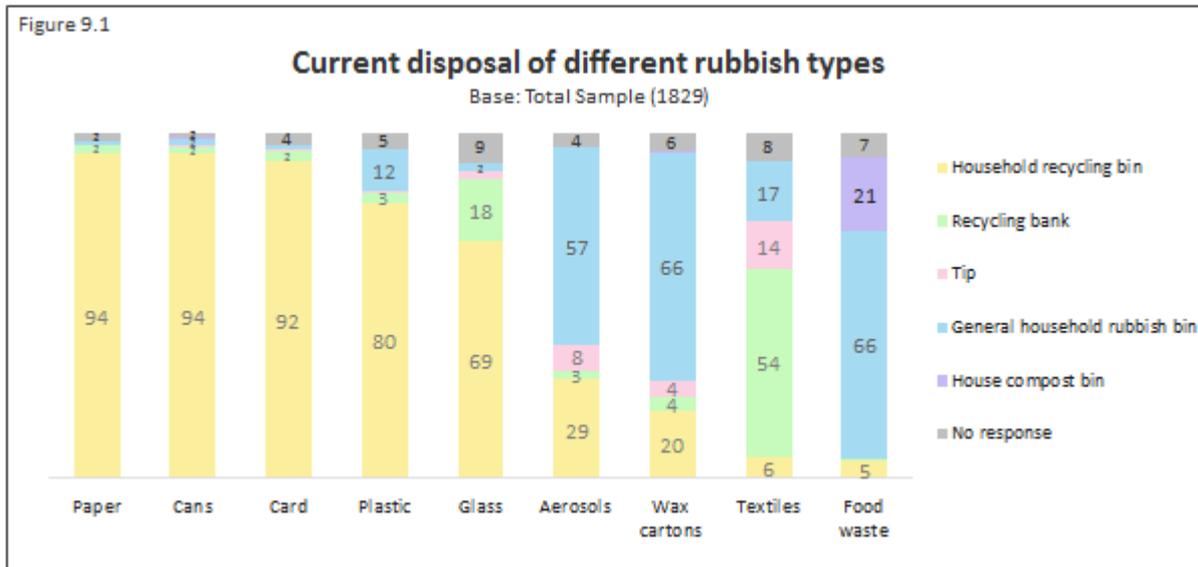


Statistically significant differences:

- Under 65's are significantly more likely to say they would not pay more for the same service, compared with over 65's.
- The web sample were significantly more likely to say 'no' (70%) compared with the random sample (64%).

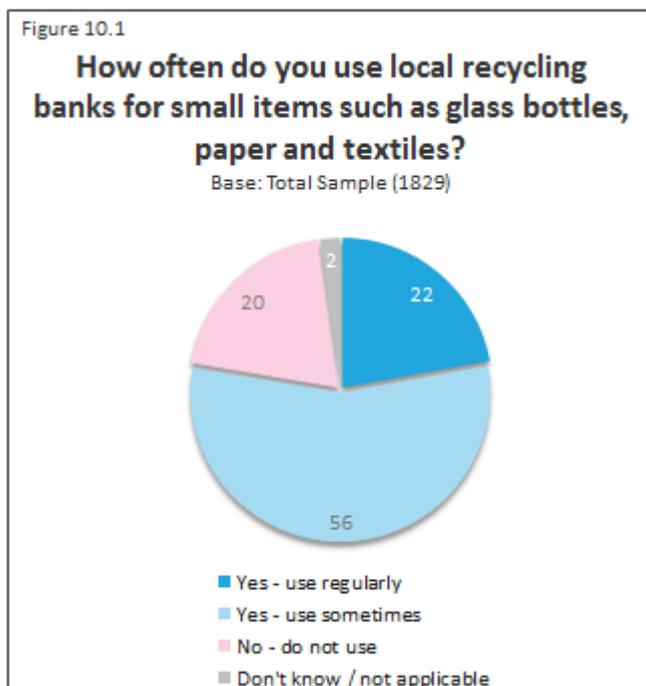
3.2. Current rubbish disposal methods

How do you currently dispose of the following rubbish?



Residents are **most** likely to dispose of each of the following types of rubbish in the following:

- Paper = Household recycling bin (94%)
- Cans = Household recycling bin (94%)
- Card = Household recycling bin (92%)
- Plastic = Household recycling bin (80%)
- Glass = Household recycling bin (69%)
- Aerosols = General household rubbish bin (57%)
- Wax cartons = General household rubbish bin (66%)
- Textiles = Recycling bank (54%)
- Food waste = General household rubbish bin (66%)



And how often if at all, do you use local recycling banks (e.g. 'bottle' banks) for small items such as glass bottles, paper and textiles?

78% of the total sample use local recycling banks for small items; and 22% described their use as regular.

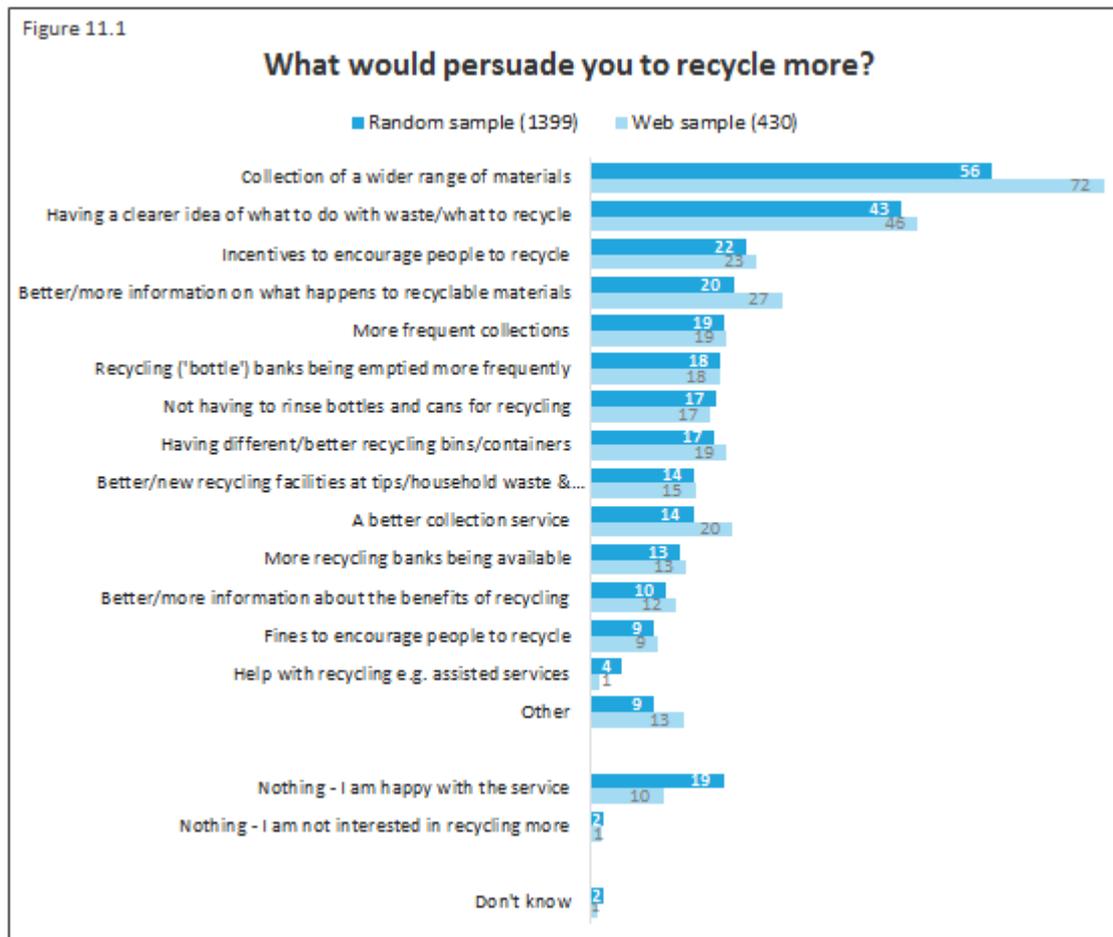
20% of the total sample does not use local recycling banks.

Statistically significant differences:

- 31% of 16-34 year olds and 33% of 75+ year olds do not use local recycling banks; a significantly higher proportion than other age groups.

3.3. Encouragement to recycle more

What, if anything, would persuade you personally to recycle more?*



On the whole, residents would be most inclined to recycle more if a wider range of materials was collected, and if they had a clearer idea of what to do with waste and what to recycle. Residents were much less influenced by more information on the benefits of recycling, fines to encourage people to recycle, and help with recycling.

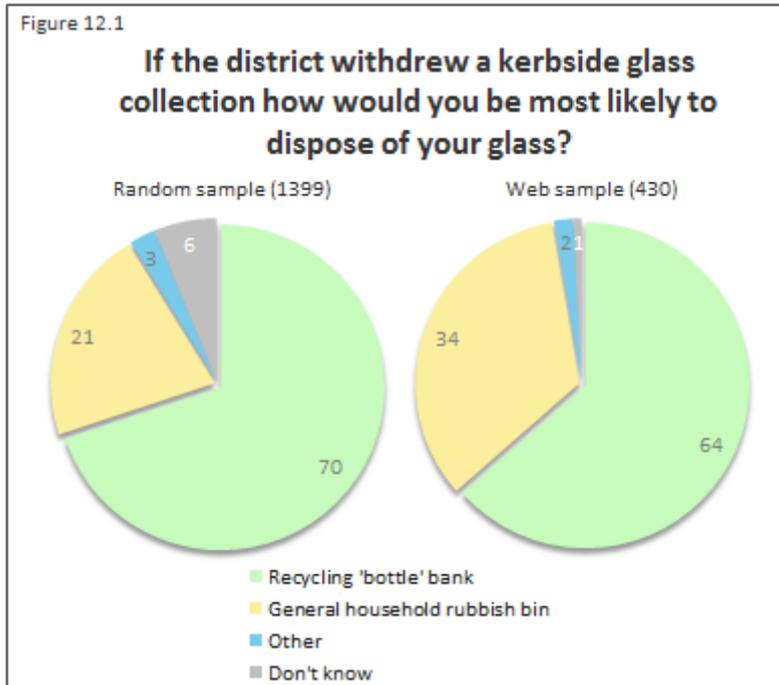
Statistically significant differences:

- The web sample were significantly more likely than the random sample to be persuaded to recycle more by:
 - Collection of a wider range of materials
 - Better/more information on what happens to recyclable materials
 - A better collection service
- Males are significantly more likely than females to be persuaded by:
 - Having a clearer idea of what to do with waste/what to recycle
 - A better collection service
- Residents aged 75+ were significantly less likely to be persuaded to recycle more by the offer of collection of a wider range of materials, compared with younger age groups.

3.4. Kerbside recycling collection

If the district withdrew a kerbside glass collection how would you be most likely to dispose of your glass?

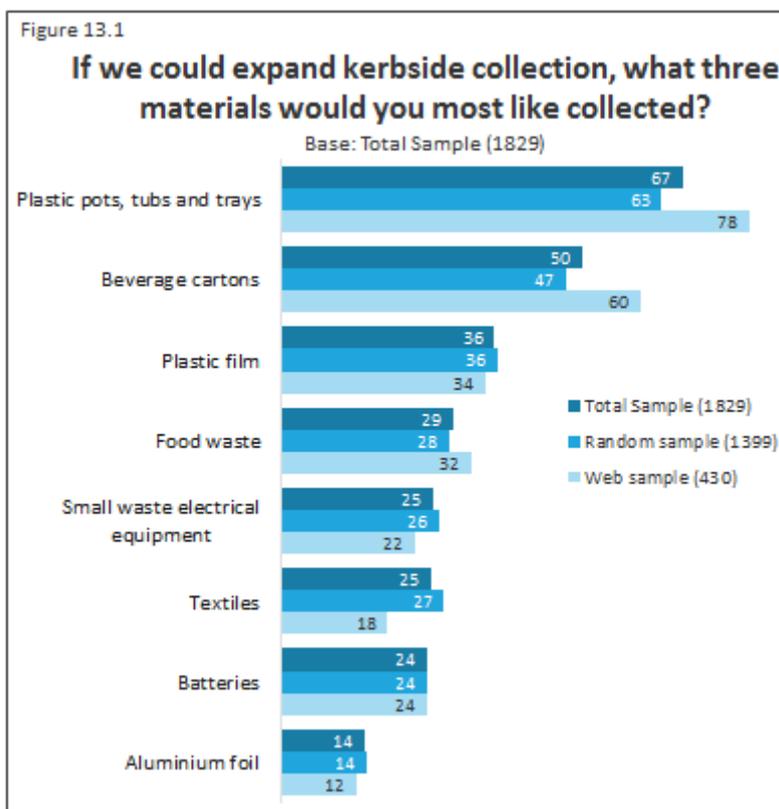
68% of the total sample use recycling bottle banks to dispose of their glass, and 24% use a general household rubbish bin.



Statistically significant differences:

- The random sample were significantly more likely to use a recycling bottle bank (70%) and the web sample were more likely to use their general household rubbish bin (34%).
- On the whole, females are significantly more likely to use a recycling bottle bank (72%) compared to males (65%).
- Under 35's were significantly most likely to use general household rubbish bins to dispose of their glass (40%).

*If we could expand the kerbside recycling collection to include more materials which three materials would you most like collected?**



There is a general consensus that residents would most like plastic pots, tubs and trays to be collected, followed by beverage cartons.

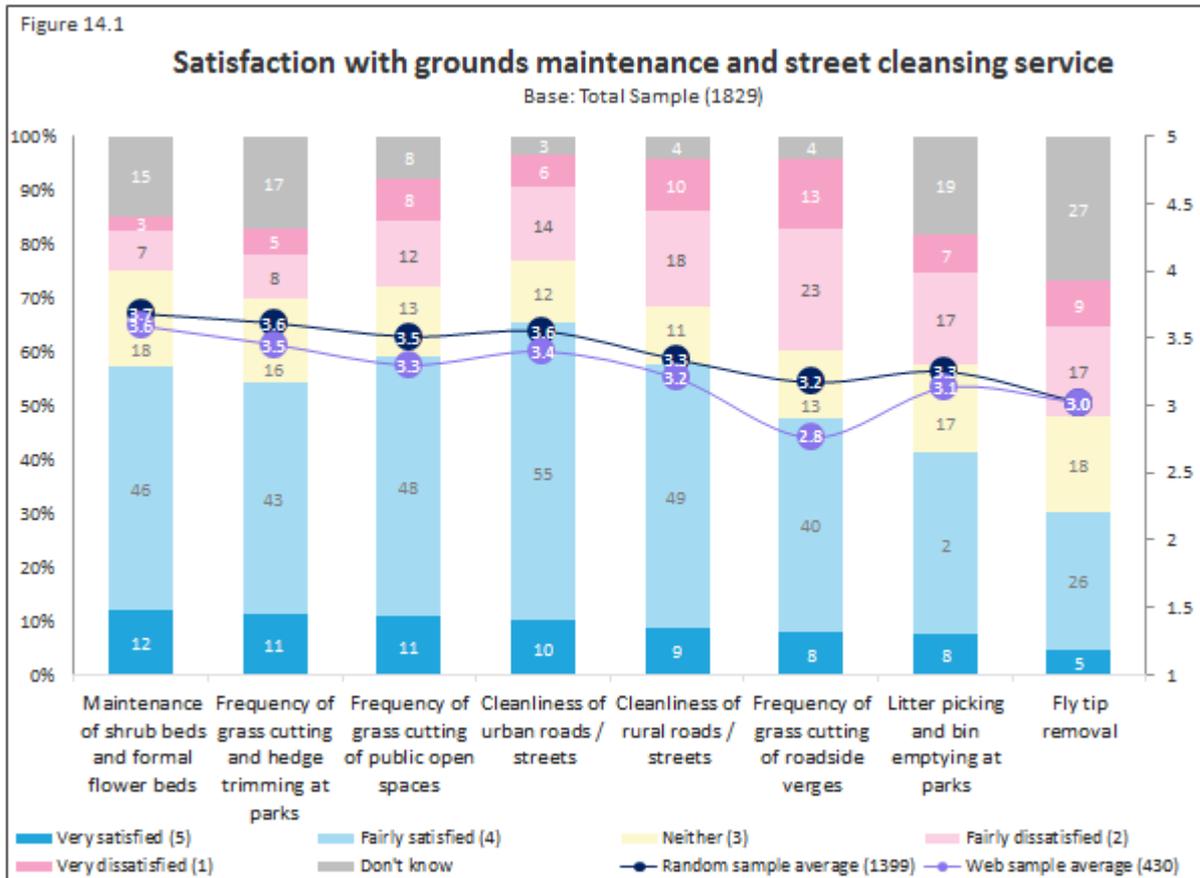
Statistically significant differences:

- 78% of the web sample would like plastic pots, tubs and trays collected; significantly more than the random sample (63%). This was also the case for beverage cartons (60% vs 47%).
- Females were significantly more likely than males to want plastic pots, tubs and trays and food waste collected.
- Residents aged 75+ were significantly most likely to want collection to include small waste electrical equipment (37%).

4. Grounds maintenance, street cleansing and public toilets

4.1. Grounds maintenance and street cleansing

Thinking about the following aspects of East Hampshire District Council's grounds maintenance and street cleansing service, how satisfied or dissatisfied are you with the following?



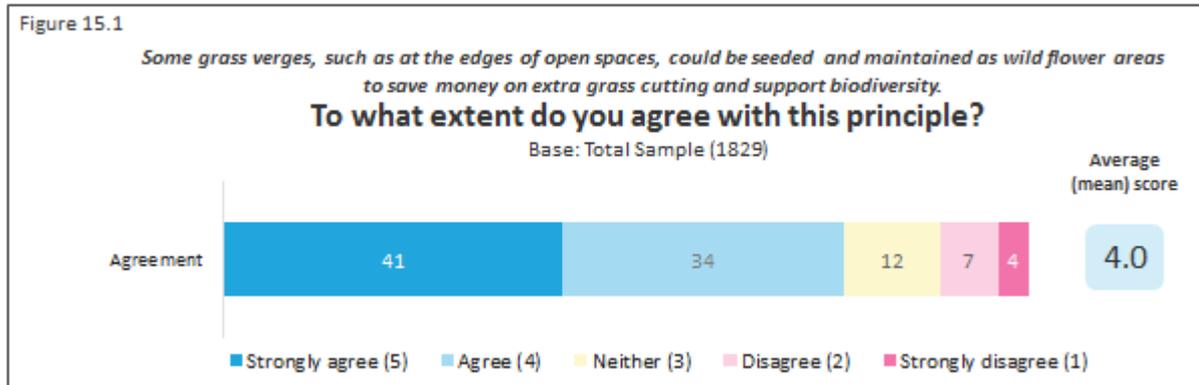
Looking at the total sample, residents are most satisfied with the maintenance of shrub beds and formal flower beds, cleanliness of urban roads and frequency of grass cutting of public open spaces.

Residents are least satisfied with the frequency of grass cutting of roadside verges.

Statistically significant differences:

- On average, the random sample are significantly more satisfied than the web sample with:
 - Cleanliness of urban roads / streets
 - Frequency of grass cutting of roadside verges
 - Frequency of grass cutting of public open spaces
 - Frequency of grass cutting and hedge trimming at parks
- Males are significantly more likely to be dissatisfied with the frequency of grass cutting of roadside verges (38%) compared to females.

Some grass verges, such as at the edges of open spaces, could be seeded and maintained as wild flower areas to save money on extra grass cutting and support biodiversity. To what extent do you agree or disagree with this principle?



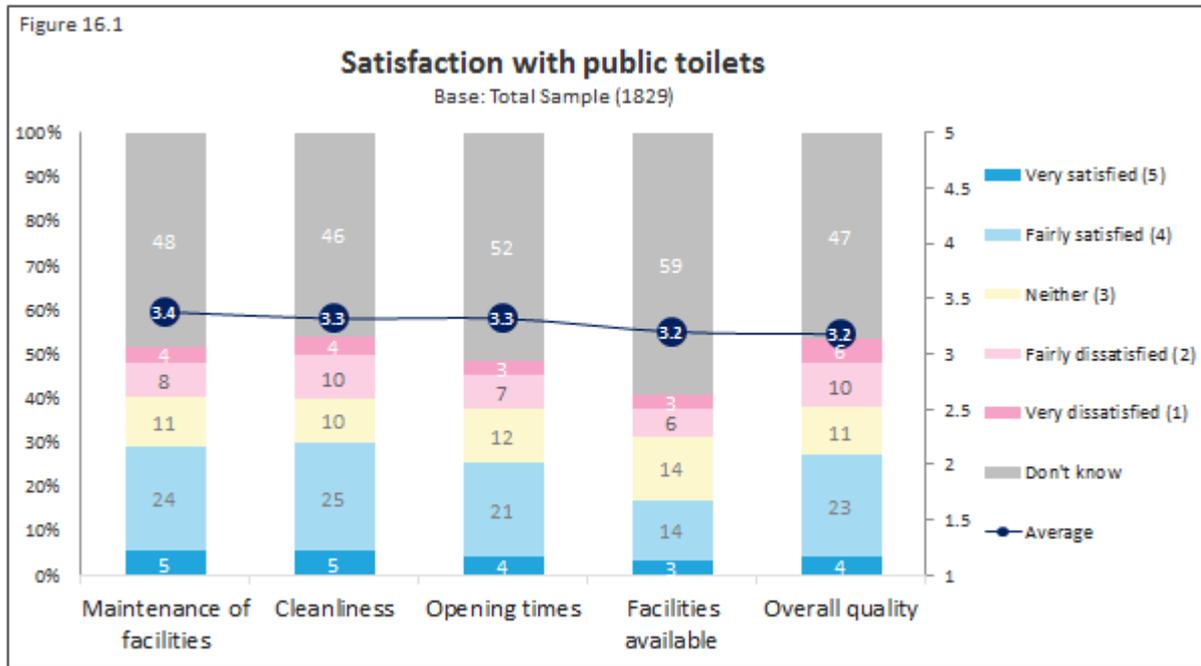
76% of the total sample agreed with this statement, and only 11% disagreed, with an average score of 4 out of 5. This distribution was fairly consistent across sample type and gender.

Statistically significant differences:

- Those aged 75+ were significantly less likely to 'strongly agree' with the statement.
- 81% of self-employed residents agreed with the statement; significantly more than retired residents (71%).

4.2. Public toilets

Thinking about public toilets in your local area, how satisfied or dissatisfied are you with the following?

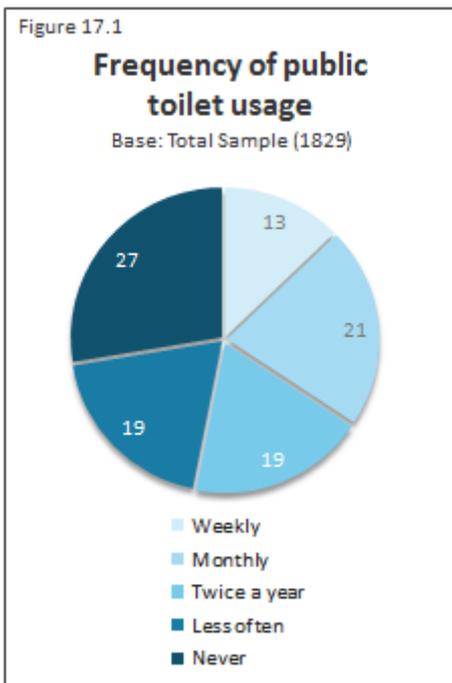


27% of the total sample are satisfied with the overall quality of public toilets. The highest average satisfaction level is regarding facilities maintenance, followed by cleanliness and opening times.

Cleanliness and overall quality both stand out as areas that divide opinion, as 14% are dissatisfied with the cleanliness and 16% are dissatisfied with the overall quality.

Statistically significant differences:

- Looking at average satisfaction scores, residents aged 65+ are most satisfied with the cleanliness of public toilets, maintenance of facilities, opening times, facilities available and overall quality.



How frequently would you say that you use public toilets?

34% of residents use public toilets monthly or more. 38% are even less frequent users and over one quarter (27%) never use public toilets.

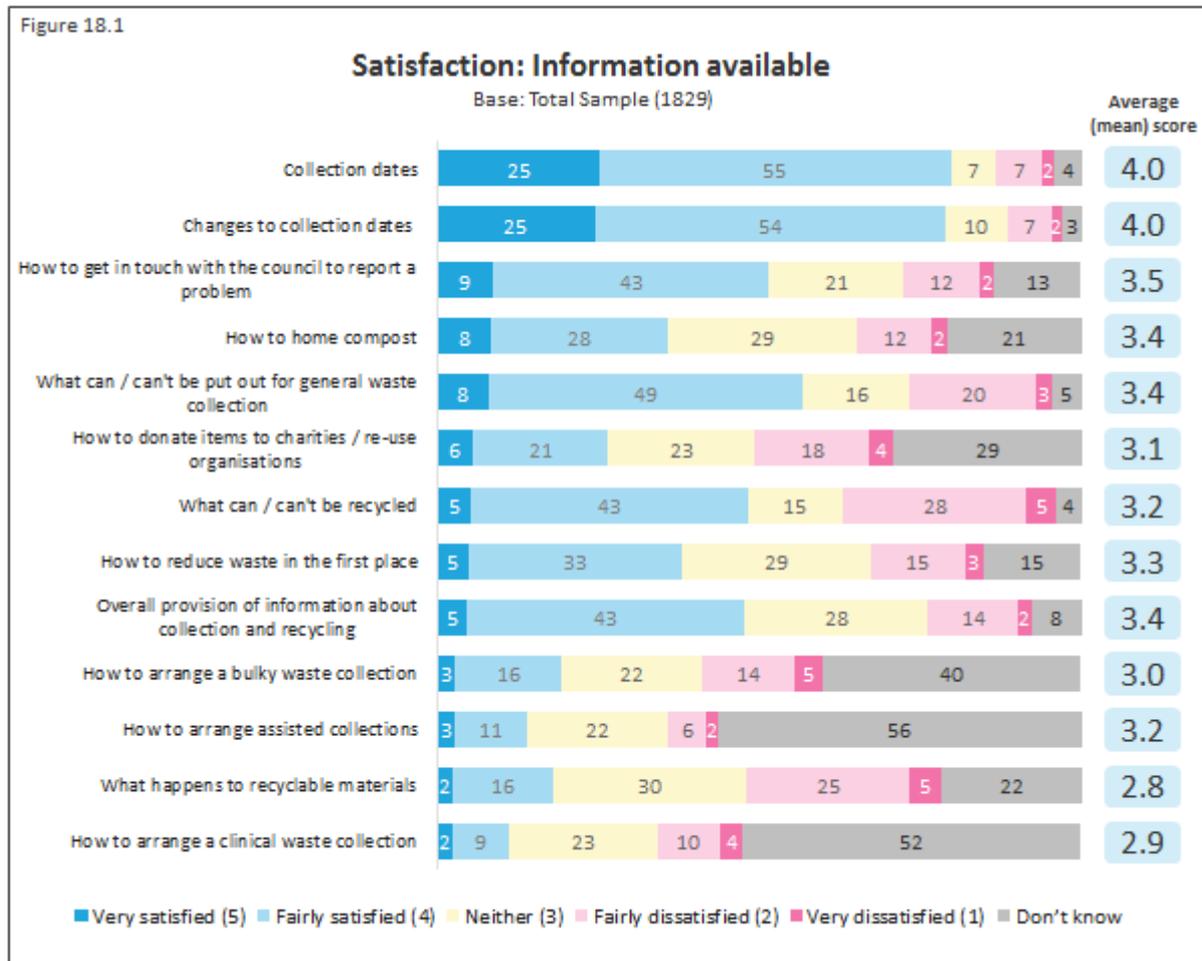
Statistically significant differences:

- 31% of females never use public toilets; a significantly higher proportion than males (24%).

5. Keeping you informed

5.1. Satisfaction

How satisfied or dissatisfied are you with the amount of information available about the following?



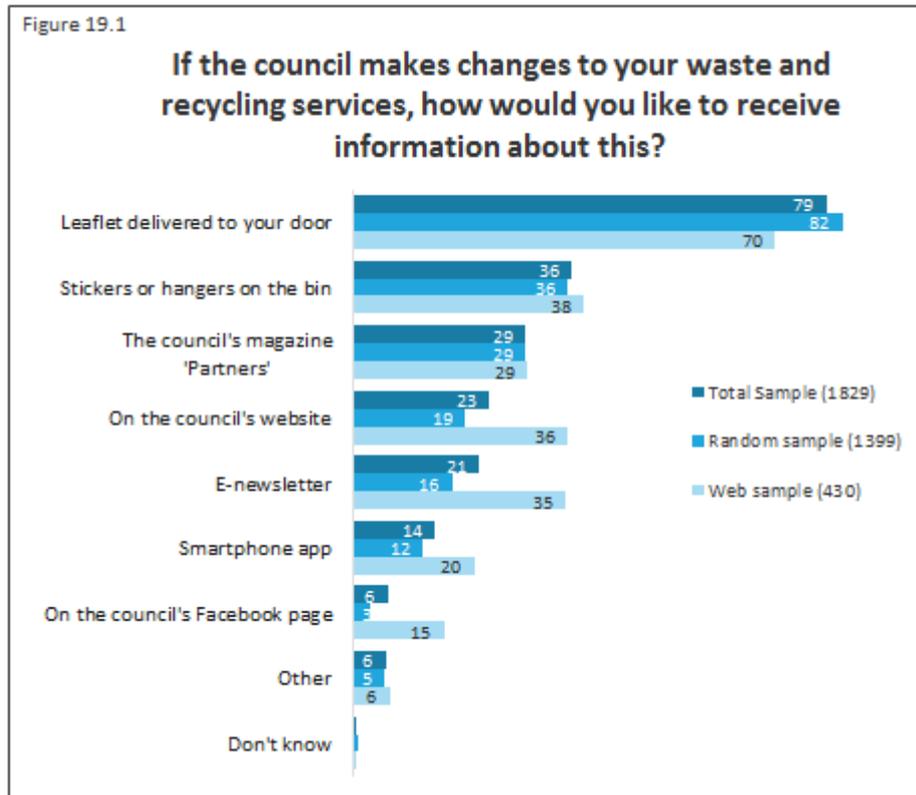
Residents are most satisfied with the information available regarding collection dates and changes to collection dates. Residents are generally least satisfied with information available regarding what can and can't be recycled, and what happens to recyclable materials.

Statistically significant differences:

- Over 75's were the most satisfied age group with information available regarding:
 - What can and can't be put out for collection
 - What can and can't be recycled
 - How to donate items to charities
 - How to get in touch with the council
 - How to arrange a clinical waste collection
 - How to arrange a bulky waste collection
 - How to arrange assisted collections
- 30% of the web sample was very satisfied with information available on collection dates; significantly more than the random sample (23%).
- 16-34 year olds stand out as the most dissatisfied group with information on changes to collection dates.

5.2. Methods of receiving information

*If the council makes changes to your waste and recycling services, how would you like to receive information about this?**



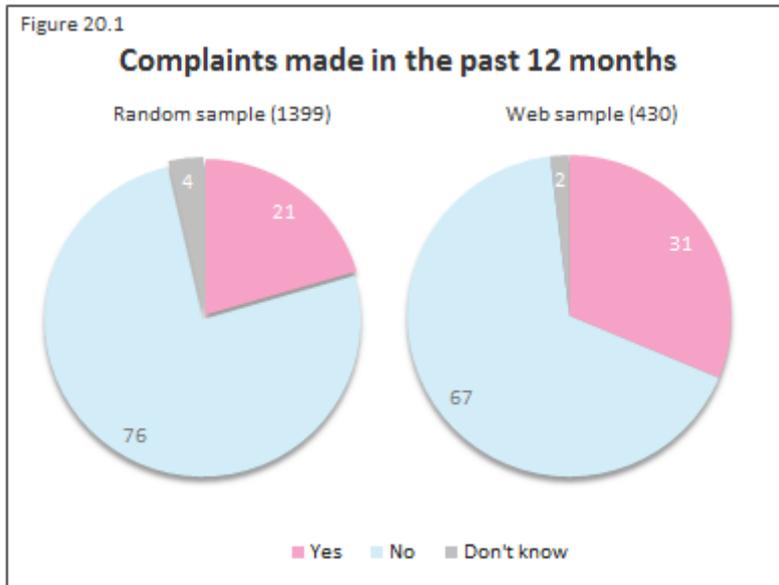
Leaflets are definitely the most popular method of receiving information (79% of total sample). Residents were generally less willing to receive information via online methods such as via a smartphone app or the council's Facebook page.

Statistically significant differences:

- The random sample was significantly more enthused about leaflets (82%) than the web sample (70%).
- The web sample was much more favourable towards online methods such as the website, e-newsletter, Facebook page, and smartphone app.
- Residents aged 75+ are most likely to want to receive their information via the council magazine or leaflets.

5.3. Complaints and enquiries

Thinking about the past 12 months or so, have you contacted East Hampshire District Council to make a complaint or enquiry about waste/recycling collections from your home, street cleansing, grounds maintenance or public toilets? You might have made contact by phone, by post, email or in person.

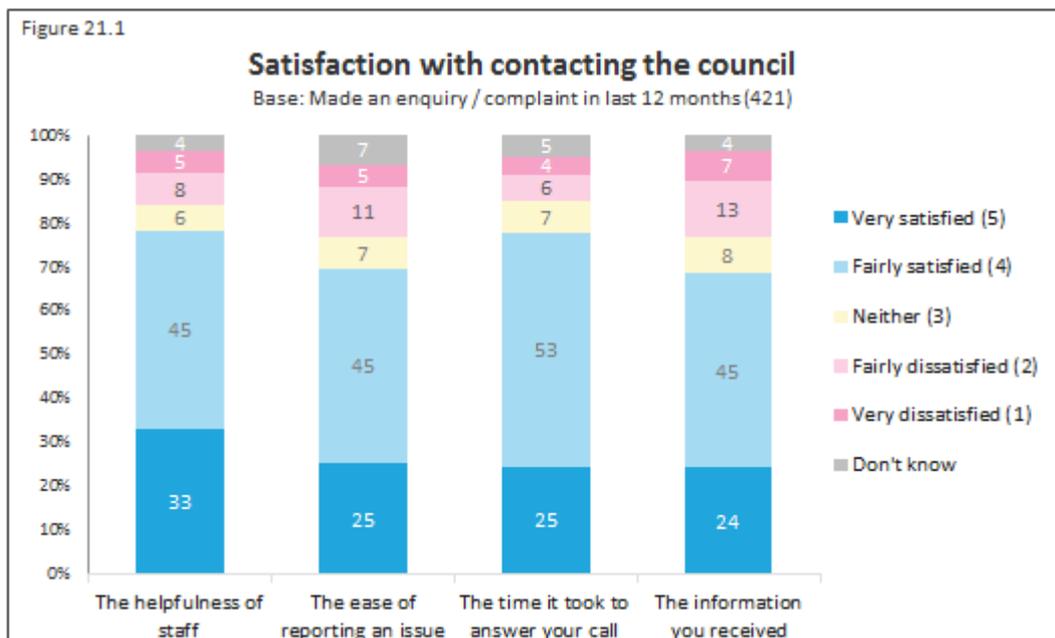


23% of the total sample had made a complaint or enquiry in the last 12 months.

Statistically significant differences:

- Unsurprisingly, the web sample were significantly more likely to have made a complaint/enquiry in the last year (31%) compared with the random sample (21%).
- Full time employees were significantly most likely to have not made a complaint/enquiry (78%) compared with residents of other working statuses.

If yes, please think about the most recent time that you contacted the Council, how satisfied or dissatisfied were you with the following?



78% of the total sample was satisfied with the time to answer their call and the helpfulness of staff. However, 20% were dissatisfied with the information received and 16% were dissatisfied with the ease of reporting an issue.