Appendix 9(a)

Household Waste and Recycling Survey - May 2022

in:fusion

Blackpool Council

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1. Executive Summary

The aim of the Household Waste and Recycling Survey was to gain views from residents across Blackpool to understand views on Blackpool's Household Waste and Recycling collection service. A survey was distributed to 4,000 households across Blackpool following a similar process to the survey that was conducted in 2019. This report analyses the responses made in the 2022 survey, with comparisons made to results in 2019.

Key findings:

- Overall satisfaction with all types of waste and recycling collections slightly increased from 2019 to 2022;
- Across different types of waste and recycling collection there was a slight decrease in satisfaction when it came to the size and type of bin/container/sack used for collections from 2019 to 2022;
- Satisfaction with elements of Bulky Waste Collection increased from 2019 to 2022, however, satisfaction with the Green Waste Collection Service decreased from 2019 to 2022;
- Overall satisfaction with Household Waste Recycling Centres increased from 2019 to 2022;
- Having a collection of a wider range of materials continued to be cited as the most popular action respondents felt that could persuade them to recycle more;
- Getting information from Blackpool Council's website respondents cited as the most popular way they currently find out information about waste and recycling in Blackpool and was also the main preference for how respondents would like to find out information about waste and recycling.

2. Introduction

As part of ongoing work to measure the waste and recycling services across Blackpool, ENVECO NW commissioned the council's in-house research team Infusion Research to undertake a tailored-survey exercise based on HWR Public Satisfaction Survey across 4,000 selected homes. Households were selected via a stratified random sample, with sample sizes for each ward adjusted to take into account adult population size, known engagement behaviour such as voter turnout and previous engagement from the last HWR Public Satisfaction Survey in 2019. Oversampling typically occurred in ward areas of Inner Blackpool where engagement in civic activity is typically less frequent.

The results presented here have been weighted by ward population and age to give representative findings and comparability to results in 2019.

The survey ran for four weeks across February to March 2022. A paper copy of the questionnaire was sent out to 4,000 homes across the borough plus a letter explaining the purpose of the survey and instructions of how to provide responses by either placing the completed questionnaire into a free-reply paid envelope or were given the option to complete online. The respondents were given further encouragement to feedback online by the including the chance to win a £50 Love2Shop voucher draw for every 100 online responses received. A further reminder letter was sent on w/c 28th February to 3,569 households.

Who responded?

All results in this section are based on unweighted data unless specified otherwise.

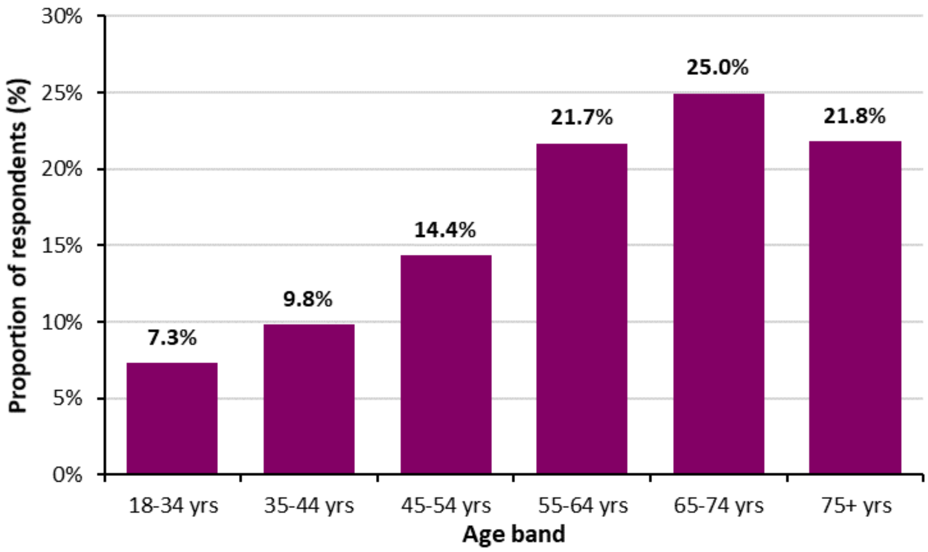
670 households responded to the survey giving a response rate of **16.8%**, which was down from the last time the survey was undertaken in 2019, where the overall response rate was **28.8%** and included responses from 1,151 households.

52.8% of responses came via paper returns and **47.2%** as online responses, with 32.4% of overall responses made on desktops/tablets and 14.8% from smartphones. Online responses were significantly up from 2019, where **94.9%** of responses came via paper returns and only **5.1%** responses were made online.

Responses from female respondents were **55.7%** compared with **43.7%** from male respondents. Four additional respondents identified as non-binary or preferred to self-describe. This is broadly similar to the results in 2019 as follows where females respondents were **58.4%** compared with male respondents **41.6%**.

The following figure gives the responses by age grouping. For the purposes of weighting, responses from those 18-24 and 25-34 were combined into one age grouping.

Figure 1: Graph showing age grouping of respondents



The responses from younger age groups, below the age of 44 years, were slightly boosted by an improvement of around 4% overall. However when examined together, the data shows that those aged 55+ outnumbered other categories of respondent by over 2:1, as compared to the borough population, the proportion of those 55+ is over-represented compared to their known proportions nationally.

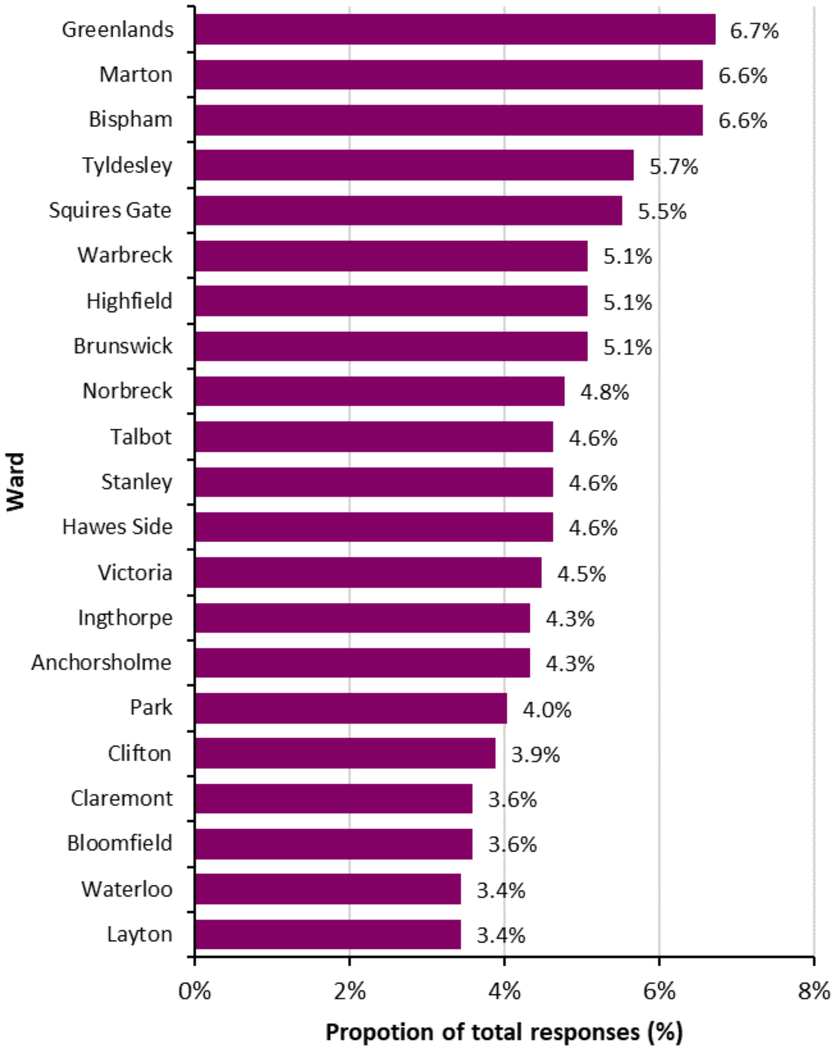
31.2% of respondents identified as having a long standing illness or disability that limited their activity.

Responses from those identifying as White (British/Irish/Other) was **98%** and the remaining groups were similar to the responses in 2019.

Responses from Blackpool wards ranged from **3.4%** to **6.7%** and were broadly different to those responses from 2019, with the proportion of responses from some less deprived wards (Stanley, Anchorsholme and Norbreck) going down and the majority of wards from Inner Blackpool continuing to be being under-represented as compared to their known representation.

The following figure gives the proportion of responses received by ward area.

Figure 2: Responses by ward area



Postcode data was also analysed using Experian's Mosaic tool to identify which Mosaic Group a household belongs to. Experian's Mosaic tool allows to give an indication into the type of households responding to the survey. Experian's Mosaic divides the UK population into 15 groups and 66 more detailed types based on over 400 data variables and the groups are then segmented based on their demographic characteristics, lifestyles, values and behaviour. However, within a group, there can be still be plenty of variation with regards to the characteristics of people who fall into a Mosaic group or type. Brief descriptions of the different groups are shown at the end of this document. Responses by Mosaic Group are displayed in the table below.

Table 1: Proportion of responses by Mosaic Group (%)

Mosaic Group	%	Mosaic Group	%
Transient Renters	19.8%	Domestic Success	1.1%
Modest Traditions	18.1%	Rental Hubs	0.9%
Senior Security	16.6%	Prestige Positions	0.6%
Vintage Value	12.7%	Country Living	0.2%
Aspiring Homemakers	11.8%	Rural Reality	0.2%
Suburban Stability	9.8%	Urban Cohesion	0.2%
Family Basics	8.1%		

The proportion of respondents households classified as Transient Renters is roughly in line with the proportion of households across the borough who fall into this category. Transient Renters tend to live in rented accommodation in terraced properties and tend to have household incomes of below £30k. Groups that are over-represented as compared to their borough representation include those in the Modest Traditions, Senior Security and Suburban Stability. These groups all tend to own their own properties and people who live in these households tend be aged 55+. Groups that are under-represented as compared to their borough representation include Family Basics and Aspiring Homemakers. These groups tend to be comprised of mainly younger households predominantly aged 26-35, tend to have young children and a significant proportion of households in these groups live in terraced housing. Information about the proportion of households that fall in each Mosaic Group is shown in the Appendix.

3. Results

The data within this section is weighted by age and ward. With the weighted base for 2022 respondents highlighted in each question where possible.

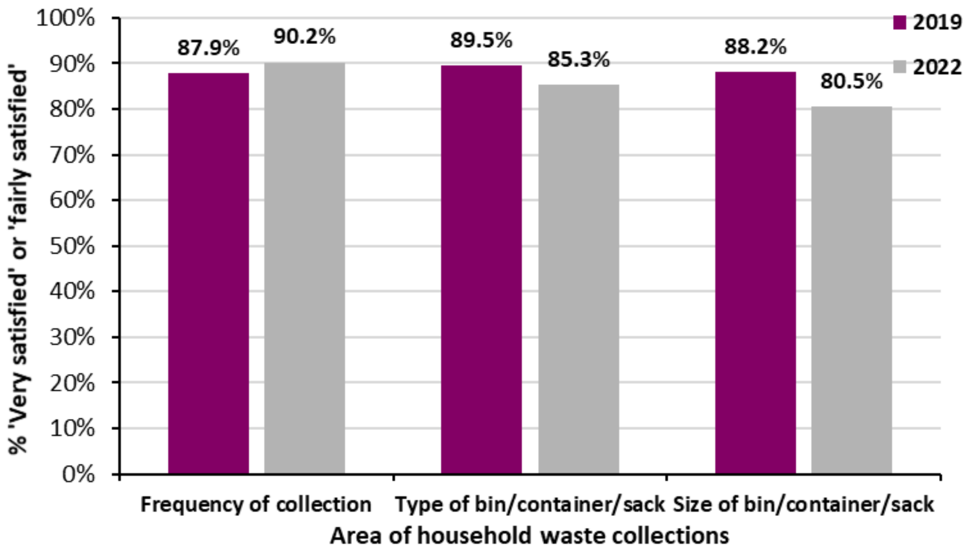
Which type of container do you dispose of your household waste in? (Q1)

From 2019 to 2022, there was a slight decrease in the proportion of respondents who stated they dispose waste in grey/black bin, down to 85.9% from 87.1%. The proportion of respondents who used a refuse sack (red sack)/seagull sack increased by 4 percentage points to 12.4% and those using a communal waste bin increased by 0.4 percentage points It should be noted that some respondents selected more than one option, so figures will not sum to 100%.

Thinking about household waste collection from your home, how satisfied or dissatisfied are you with the following areas? (Q2)

The following figure shows the overall 'satisfaction' percentages (those 'very satisfied' or 'fairly satisfied') within three areas around household waste collections. Overall satisfaction fell with the bin/container/sacks used, however overall satisfaction increased with the frequency of household waste collections.

***Figure 3: Overall satisfaction with elements of household waste collection (%)**



*Weighted bases: Frequency of collection (640), Type of bin (626) and Size of bin (628)

Home Recycling Collections

Which type of container do you dispose of home recycling in? Please select as many as apply [Multiple choice answer] (Q3)

The following table displays the preferences of respondents for the type of container they currently dispose of household recycling in and the types of container they would prefer to dispose their household recycling. Overall, the proportion of respondents using types of container fell, with the exception of those using communal waste bins. The proportion of those stating they had no access to recycling facilities increased by 1.4 percentage points from 2019.

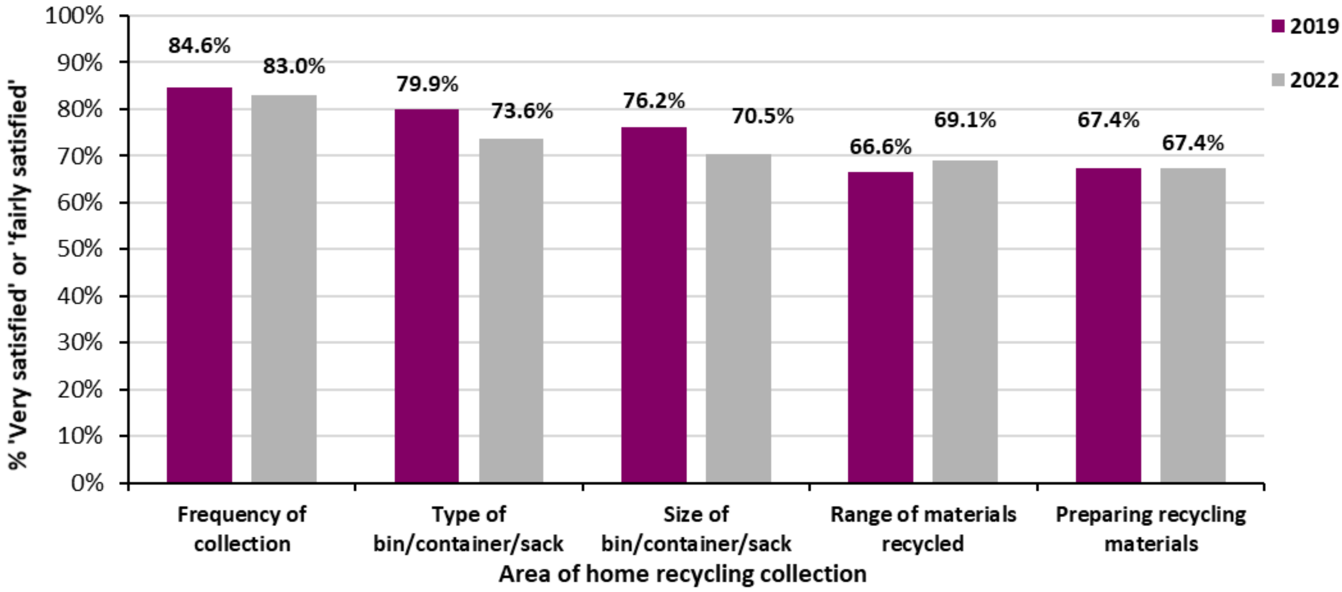
Table 2: Home recycling collections type of container currently used and preferences

Type of container	*% of respondents using container (2022)	% of respondents using container (2019)	*% of respondents preference (2022)	% of respondents preference (2019)
Blue lid bin	82.3%	83.1%	80.1%	76.4%
Green lid bin	16.9%	23.2%	27.6%	32.4%
Brown bag	62.9%	68.2%	46.5%	52.8%
Textile sack (clear sack)	2%	3.2%	6.6%	8.2%
Grey/black lid bin	19.7%	28.2%	29.4%	32.9%
Refuse sack (red sack)	4.1%	4.2%	2.1%	3%
Communal waste bin	3.5%	2.4%	4.9%	5.7%
I do not recycle	1%	1%	-	-
I have no access to recycling facilities	7.6%	6.2%	-	-
Don't know/not sure	0.3%	0.1%	2.8%	3.4%
Not applicable	-	-	4.8%	6.1%

Thinking about the collection of home recycling, how satisfied or dissatisfied are you with the following…? (Q4)

The following figure shows the overall 'satisfaction' percentages within five areas around home recycling collection. Overall satisfaction fell from 2019 across three areas with satisfaction with the range of materials that could be recycled improving and satisfaction with preparing recycling materials remaining the same.

***Figure 4: Overall satisfaction with elements of home recycling collection (%)**



*Weighted bases: Frequency of collection (637), Type of bin (624), Size of bin (626), Range of materials recycled (616) and preparing recycling materials (624)

How often if at all, do you use recycling banks (e.g. 'bottle banks') for small items such as glass bottles, paper and textiles? (Q5) [Weighted base - 639]

From the survey responses the use of recycling has marginally improved from **35.9%** to **37.2%**. However, around six out of ten respondents say they do not use recycling banks for small items.

If ENVECO NW was to introduce a free recycling service for items such as textiles, small electricals, metal/wooden items or cartons/tetra pak, would you use the service? (Q6) [Weighted base - 639]

91% of respondents said if a free recycling service for items such as textiles, small electricals, metal/wooden items or Cartons/Tetra Pak was introduced they would regularly or sometimes use the service. This is roughly in line with the proportion in 2019.

How do you currently dispose of these items? Please select as many as apply [Multiple choice answer] (Q7)

When asked how they currently dispose of these items the 2022 responses were generally in line with 2019 responses. However, there was a small reduction (3.5 percentage points) in disposing items at the tip and a small increase (3 percentage points) in making a charity donation.

Garden Waste collections

ENVECO NW offers a 'paid for' garden waste collection service (green bin). Please would you tell us whether you subscribe to this service? Please tick one box only (Q8) [Weighted base - 622]

Roughly the same proportion of respondents said they subscribed to a 'paid for' garden waste collection service (green bin) in 2022 as in 2019, with **27.3%** of respondents stating they subscribed to the service, whereas in 2019, **27.8%** of respondents said they subscribed to the service.

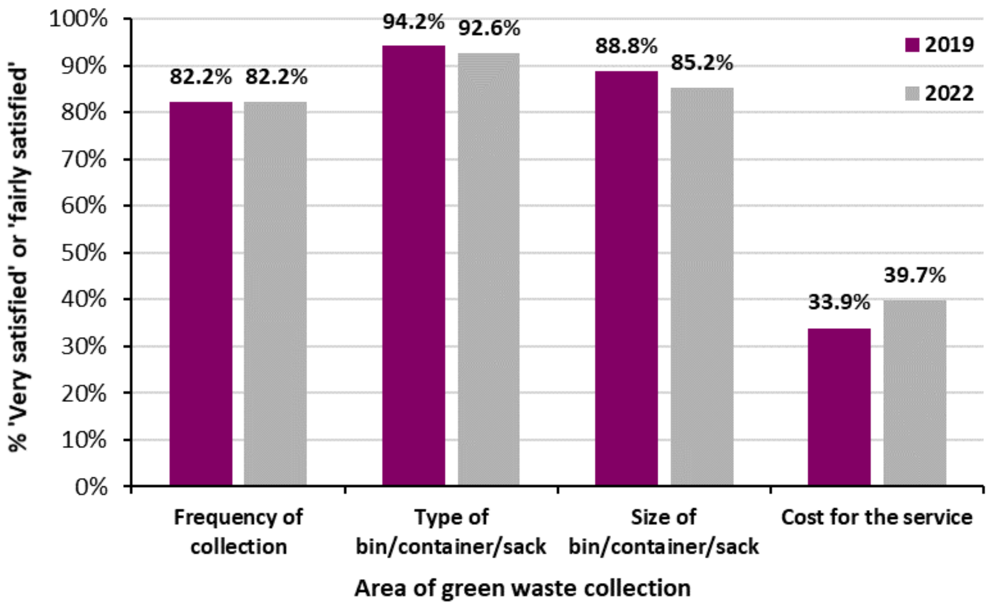
How satisfied or dissatisfied are you with the garden waste collection service (green bin)? Please tick one box only (Q8a) [Weighted base - 266]

Of those who said they subscribed to the service, **71.7%** of respondents were 'satisfied' with the service ('very satisfied' or 'fairly' satisfied'). This is down from 2019, where **76.2%** of respondents were 'satisfied' with the service.

Thinking about the collection of garden waste (green bin) from your home, how satisfied or dissatisfied are you with the following…? Please tick one box per row (Q8b)

The following figures shows the shows the satisfaction percentages within four areas around green waste collections. Satisfaction was largely in-line with the results in 2019, with respondents being more 'satisfied' with the cost of the service in 2022 than in 2019. However, overall satisfaction fell with the bin/container/sacks used. Satisfaction with the frequency of collection remained the same.

***Figure 5: Overall satisfaction with elements of garden waste collection (%)**



*Weighted bases: Frequency of collection (241), Type of bin (231), Size of bin (233) and Cost for Service (241)

Please could you tell us why are you not registered to the subscription garden waste collection service (green bin)? (Q8c)

Although directed to only pick one response, some respondents picked more than one and a decision was taken to keep all the data rather than omit. **7.7%** of respondents who said they were not registered to the service (either by saying they didn't subscribe or weren't sure if they were subscribed) selected more than one option.

Of those who stated they didn't subscribe or weren't sure if they were subscribed and had not commented on elements of the green waste collection: **39.4%** of respondents said that they did not have any garden waste, up from **30.8%** who said they did not have garden waste in 2019. Full results are shown in the table below.

Table 3: Reasons why residents have not subscribed to garden waste collection service's (%)

Reason	% of respondents (2022)	% of respondents (2019)
I do not have any garden waste	39.4%	30.8%
The service is too expensive for me	26.9%	27.8%
I dispose of green waste with general	15.1%	13.9%
I compost my garden waste	5.7%	4.6%
I take my garden waste to the tip	6.4%	9.8%
I was not aware of the service	5.7%	4.3%
Other	5.4%	8.8%

Respondents who answered with 'other' were asked to give more details as to why they are not subscribed to the garden waste collection service and were able to provide further detail about their response. In total, **66 comments** were provided (excluding 'no', 'N/A', 'nothing to add' or other non-applicable comments).

Responses mentioned that the service was not needed due to having either no garden, no greenery in the garden, sharing the garden waste bin with someone else, or including their garden waste with household waste. Other respondents said that either they did not produce enough garden waste to justify the service, their gardener already provides this service, they were unhappy with the cost of the service, dissatisfied with previous experiences of the service, or they simply missed the service subscription date. The figure below summarises all of the key themes highlighted by respondents.

Figure 6: Please could you tell us why are you not registered to the subscription garden waste collection service (green bin)? (Other)

Examples of comments to this question include:

"I don't have enough garden waste to make it worth paying and making room for an extra bin, but if it was small and/or free I'd definitely use it."

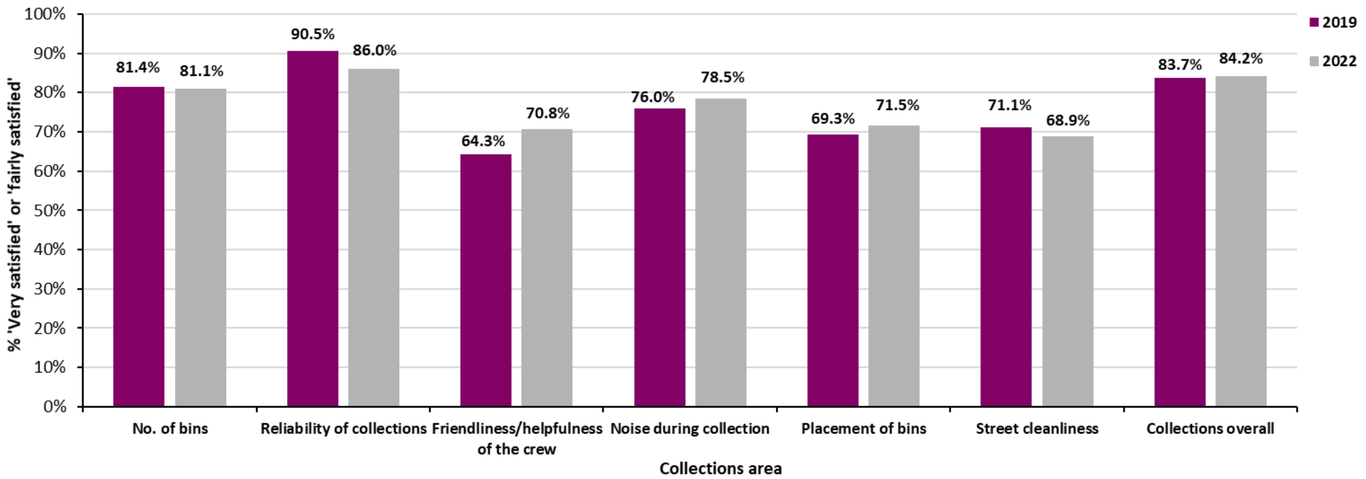
"Did have a green bin but disappointed with restrictions on what can go in the bin."

Overall satisfaction with collections

Thinking about all collections from your home (household waste, home recycling and Green waste), how satisfied or dissatisfied are you with the following…? Please tick one box per row (Q9)

The following figure highlights the overall 'satisfaction' percentages across all waste collections from within the borough. In the 2022 version of the survey, some respondents answered more than once, so some proportions will not sum to 100%. Overall, satisfaction in waste collections increased by 0.5 percentage points from 2019. Broadly there were only small changes in satisfaction from 2019 to 2022 with the largest change being a 6.5 percentage point increase regarding satisfaction with the friendliness and helpfulness of the crew.

Figure 7: Overall satisfaction with elements of all waste collections (%)



Recycling (bulky waste)

Thinking about bulky waste e.g. furniture, large electrical appliances etc., how satisfied or dissatisfied are you with the following…? Please tick one box per row (Q10)

Over a third of respondents in 2019 and 2022 responded as 'don't know/not applicable', so this data was excluded when calculating the 'satisfaction' percentages.

When respondents were asked to think about the range of bulky waste that can be collected e.g. furniture, large electrical appliances etc., they rated their 'satisfaction' as **59.2%** (58.5% in 2019) and their 'dissatisfaction' as **14.8%** (17.4% in 2019). When asked about the ease of arranging a collection of bulky waste they rated their satisfaction as **56.9%** (55.7% in 2019) and their dissatisfaction as **14.3%** (17.8% in 2019). When respondents were asked about the charge for the collection of bulky waste they rated their satisfaction as **40.9%** (38.2% in 2019) and their dissatisfaction as **34.1%** (37.4% in 2019).

Thinking about the following Council services which, if any, apply to you? Please tick one box per row (Q11)

Respondents were asked about their awareness and use of bulky waste services. More respondents had 'heard of and used' and 'heard of and not used' the Bulky Matters Service as compared to 2019. A smaller proportion of respondents had also not heard of any of the bulky waste services as compared to 2019. Full results are shown in the table below.

Table 4: Awareness and usage of bulky waste services (%)

Service	Rover Mobile Recycling Service		Bulky Matters Service		Reuse shop at the Household Waste Recycling Centre	
Service response	*% of respondents (2022)	% of respondents (2019)	*% of respondents (2022)	% of respondents (2019)	*% of respondents (2022)	% of respondents (2019)
Heard of and have used	13.2%	13.6%	26.4%	23.8%	28.8%	30.1%
Heard of and have not used	35.1%	31.7%	44.7%	36.8%	36%	35%
Not heard of	41.4%	42.4%	18.3%	27.9%	25.8%	24.9%
Don’t know/ not sure	10.2%	12.2%	10.6%	11.6%	9.3%	10%

*Weighted bases: Rover Mobile Recycling Service (616), Bulky Matters Service (615) and Reuse shop at the Household Waste Recycling Centre (618)

Recycling preferences

What could persuade you to recycle more…? Please select as many as apply. (Q12)

Residents were asked to identify what could persuade them to recycle more. Two items were omitted from the 2022 survey, shown below in grey. The area identified which would help respondents recycle more was to collect a wider range of materials for recycling. There was also a significant reduction in the proportion of respondents who felt they were happy with recycling all that they could (nearly 15 percentage points). Full results are shown in the table below.

Table 5: Items which could persuade respondents to recycle more (%)

What could persuade you to recycle more	% of respondents (2022)	% of respondents (2019)
Collection of a wider range of materials	41.5%	46.5%
Information on what to recycle	35.1%	46.4%
I am happy that I recycle all that I can	33.9%	48.7%
Having different/better recycling bins/containers	32.5%	23.3%
Receiving rewards (vouchers/discounts/coupons)	28.3%	33.2%
More frequent household collections	21.3%	23.7%
Better/more information on what happens to recyclable materials and its benefits	20.1%	25.1%
More recycling banks being available	17%	18.3%
Better/new recycling facilities at household waste recycling centres (Tips)	9.2%	11.8%
Recycling ('bottle') banks being emptied more frequently	7.6%	8.2%
Penalties/fines for not recycling	7.6%	7.9%

Don't know/not sure	2.3%	3.3%
Nothing - I am not interested in recycling more	1.9%	1.8%
Not having to rinse bottles and cans for recycling	-	24.5%
Help with recycling e.g. assisted services	-	7.5%

Would you prefer to replace the current brown sack that you use to recycle household paper/card, with a wheeled bin? Please tick one box only (Q12a) [Weighted base - 619]

60.1% of respondents said they would definitely (46.5%) or probably (13.6%) prefer to replace the current brown sack with a wheeled bin. In 2019, **56.9%** of respondents said they would definitely (42.9%) or probably (14%) prefer to replace the current brown sack with a wheeled bin.

31.8% said they would prefer to continue with using the sack. This is slightly down on 2019, where **35%** said they would prefer to continue with using the sack.

Household Waste Recycling Centres (the Tip)

Thinking about the last 12 months, how often, if at all, would you say you, or members of your household, have taken household waste and/or recycling to Household Waste Recycling Centres run by Blackpool Council? Please tick one box only (Q13) [Weighted base - 637]

38.8% of respondents stated they or members of their household had visited a Household Waste Recycling Centres run by Blackpool Council 'every three months or so' in the past 12 months, this is almost the same as the proportion in 2019 (**38.9%**).

14.3% of respondents stated they had been at least once a month ('once a month' or 'once a week' or 'more than once a week') to visit a Household Waste Recycling Centres run by Blackpool Council. In 2019, **20.2%** of respondents stated had been at least once a month ('once a month' or 'once a week' or 'more than once a week') to visit a Household Waste Recycling Centres run by Blackpool Council.

The proportion of respondents who either rarely or never visited a Household Waste Recycling Centres run by Blackpool Council in the past 12 months increased from **33.5%** in 2019 to **37.9%** in 2022.

Still thinking about Household Waste Recycling Centres, how satisfied or dissatisfied are you with the following…? Please tick one box per row (Q14)

The following table highlights the overall 'satisfaction' percentages across elements of Household Waste Recycling Centres. Although in the 2022 version, some respondents answered more than once, overall satisfaction in Household Waste Recycling Centres increased by nearly 8 percentage points from responses in 2019 and across all elements overall 'satisfaction' increased from 2019.

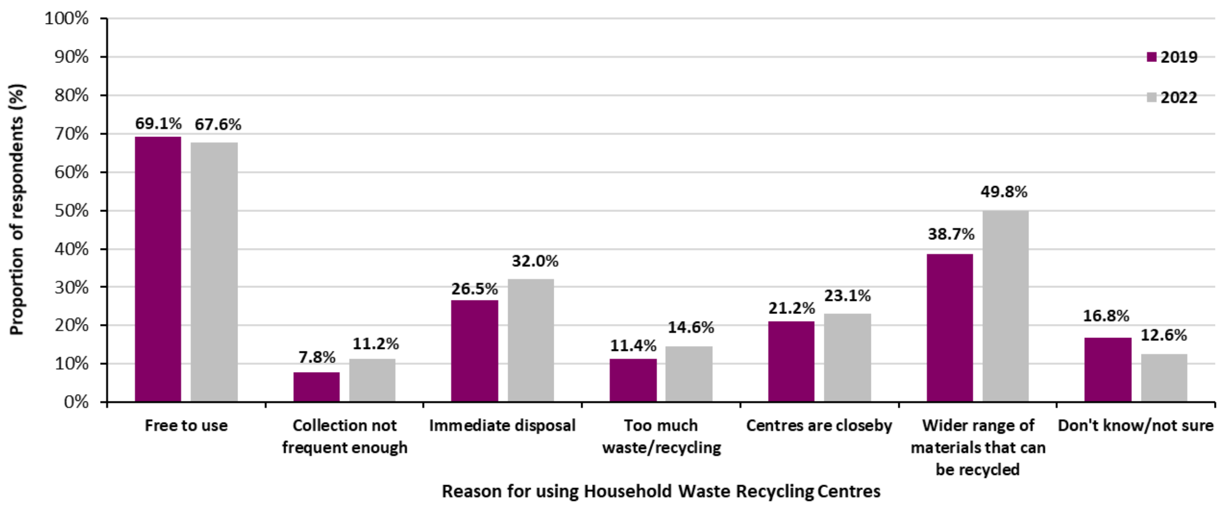
Table 6: Overall satisfaction with elements of Household Waste Recycling Centres (%)

Area	% of respondents (2022)	% of respondents (2019)
Their opening hours	69.5%	60.4%
Ease of finding centres	78.9%	70.6%
Queuing time	69.8%	63.5%
Layout/accessibility	77.6%	70.8%
Advice signage about which items can be put into which container	78.7%	70.8%
The range of items that can be recycled	75.6%	72.7%
Ease of getting waste into the containers	76.9%	68.3%
Frequency of containers being emptied	67.6%	59.4%
The friendliness/helpfulness of staff	74.4%	68.9%
How 'clean and tidy' the centre is	78.9%	73%
Centres overall	78.7%	70.8%

Which of the following reasons, if any, best explain why you, or members of your household, use the council's Household Waste Recycling Centres? Please select as many as apply [Multiple choice answer] (Q15)

Continuing from 2019, the fact that the Household Waste Recycling Centres are free to use remains the top reason cited as why respondents use them, albeit with a slight reduction from 2019. Having the option to recycle a wider range of materials remains the second most cited reason to use a Household Waste Recycling Centre, with the proportion of respondents who cited increasing by more than 11 percentage points since 2019.

Figure 8: Reasons why residents use the Household Waste Recycling Centres (%)



Have you contacted Blackpool Council about a Household Waste Recycling centre in the past 12 months? You might have made contact online, by phone, by post, or in person. Please tick one box only (Q16) [Weighted base - 626]

12.5% of respondents have contacted Blackpool Council about a Household Waste Recycling centre in the past 12 months. This is up from 2019, where **8.3%** of respondents had been in contact in the past 12 months.

Thinking about the most recent time you contacted Blackpool Council, how satisfied or dissatisfied were you with the following…? Please tick one box per row (Q17)

Excluding those who responded 'don't know/not applicable', **72.7%** were 'satisfied' with the ease of getting through to the right person and **79.2%** were satisfied with the helpfulness of staff, levels of satisfaction were both slightly up from 2019. However, only **70.1%** were 'satisfied' with the outcome of their contact, whereas in 2019, **72.7%** of respondents were 'satisfied' with the outcome of their contact.

Keeping you informed

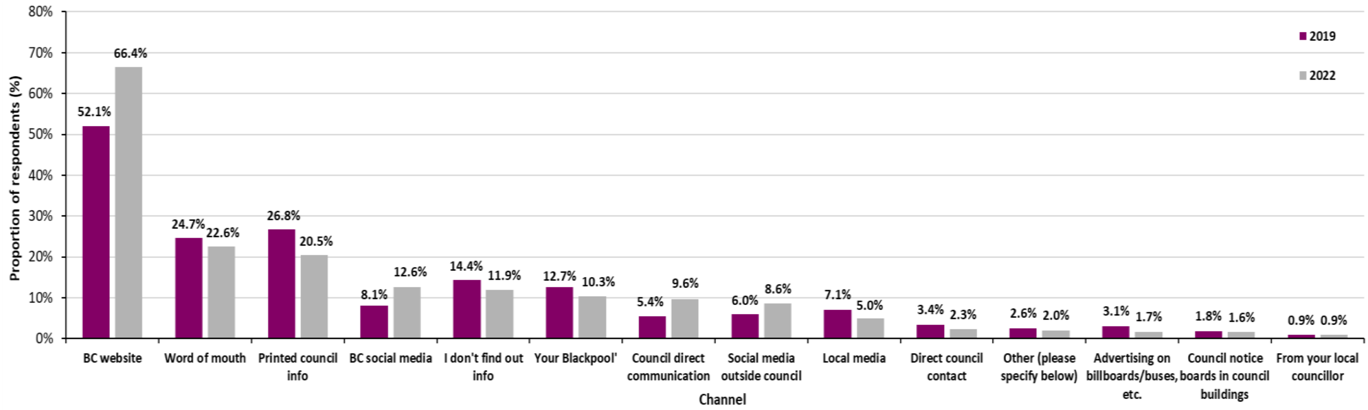
How satisfied or dissatisfied are you with the availability of information about waste and recycling in Blackpool? Please tick one box only (Q18) [Weighted base - 632]

63.2% (54.7% in 2019) of respondents were very or fairly satisfied with the availability of information about waste and recycling in Blackpool and **11.7%** were very or fairly dissatisfied (16.2% in 2019).

How do you currently find out information about waste and recycling in Blackpool? Please select as many as apply [Multiple choice answer] (Q19)

Respondents were asked about how they currently find out about waste and recycling in Blackpool. As in 2019, the most cited way in which households find out about waste and recycling is through Blackpool Council's website, with an increase in the proportion of respondents who stated this by more than 14 percentage points. Full comparisons to 2019 are shown in the following figure below.

Figure 9: Channel respondents hear about waste and recycling in Blackpool (%)



Respondents could respond with ‘other’ when asked about how they currently find out about waste and recycling in Blackpool and were able to provide further detail about their response. In total, **14 comments** were left (excluding ‘no’, ‘N/A’, ‘nothing to add’ or other non-applicable comments).

Responses mentioned several key methods of contact, as shown in the figure below.

Figure 10. How do you currently find out information about waste and recycling in Blackpool? (Other)

Would you be interested in finding out more information on...? Please select as many as apply. (Q20)

Respondents were asked about how they would be interested in finding out about waste and recycling in Blackpool. As in 2019, the most cited way in which households would be interested in finding out about waste and recycling is through Blackpool Council’s website, with an increase in the proportion of respondents who stated this by more than 14 percentage points. Full comparisons to 2019 are shown in the following figure below.

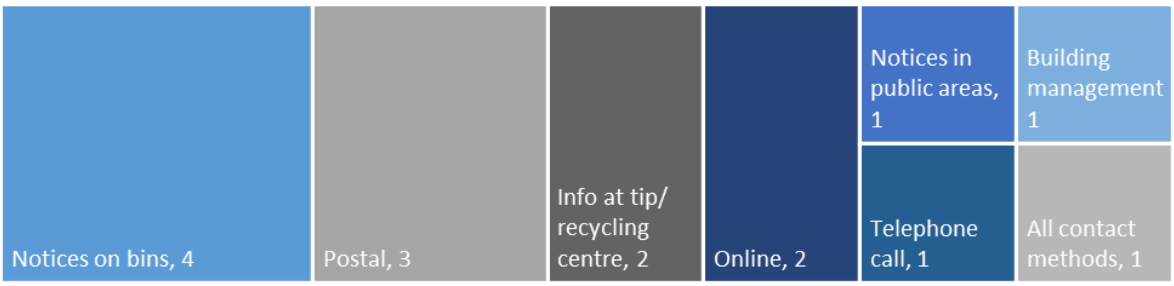
Table 7: Preferred channel for respondents to hear about waste and recycling in Blackpool (%)

	% of respondents (2022)	% of respondents (2019)
Blackpool Council website	63.5%	48.8%
Printed information provided by the council (e.g. leaflets, flyers, public notices)	35.7%	43.4%
Council texts, emails and e-newsletters	25.3%	17.7%
Blackpool Council's social media sites (e.g. Facebook/Twitter/Instagram)	23.2%	20.5%
'Your Blackpool' newspaper	17.9%	20.3%
Social media outside the council (e.g. Facebook, Twitter, YouTube)	14.1%	11%
Word of mouth (e.g. friends, neighbours, relations)	12.5%	11.7%
Local media (e.g. newspapers, TV, radio)	12.1%	11.1%
Advertising on billboards/buses, etc.	6.5%	14%
Direct contact with the council (e.g. contact with staff, public meetings and events)	4.2%	6.9%
Council notice boards in council buildings	4.0%	4.7%
From your local councillor	3.0%	2.6%
Other (please specify below)	1.0%	1.4%

Respondents could respond with ‘other’ when asked about which contact methods they preferred to find out information about waste and recycling in Blackpool and were able to provide further detail about their response. In total, **15 comments** were left (excluding ‘no’, ‘N/A’, ‘nothing to add’ or other non-applicable comments).

Responses mentioned several key methods of contact, as shown in the figure below.

Figure 11: Which of these methods would you prefer to find out information about waste and recycling in Blackpool? (Other)



Would you be interested in finding out more information on...? Please select as many as apply. (Q21)

The following table details what areas of waste and recycling respondents would be more interested in finding out more information about. Overall, respondents wanted to know what items can go into recycling the most out of the options given, as previously seen in 2019. There was also a significant rise in the proportion of respondents that wanted more information on collection dates (a 9.4 percentage point increase).

Table 8: Information about waste and recycling respondents would like to hear more information on (%)

	% of respondents (2022)	% of respondents (2019)
What can go into Recycling	62.6%	60.1%
What can't go into general waste	52.7%	53.9%
How to recycle efficiently	39.1%	39.8%
What happens to recycled items	35.7%	41.4%
Collection dates	30.7%	21.3%
How to reduce waste	30.1%	27.1%
How to home compost	19.9%	15.3%
How to arrange assisted bin collections	16.7%	12%

Contacting the Council

Thinking about the past 12 months, have you contacted Blackpool Council to make a complaint or enquiry about waste and recycling collections from your home? You might have made contact online, by phone, by post or in person. Please tick one box only (Q22) [Weighted base - 635]

16.9% of residents, who responded to the survey, have contacted Blackpool Council to make a complaint or enquiry about waste and recycling collections from their home. The contact may have been online, by phone, by post or in person. This is slightly up from 2019, where **15.5%** of respondents had been in contact with the council in the last 12 months.

Thinking about the most recent time you contacted Blackpool Council about waste/ recycling from your home, how satisfied or dissatisfied were you with the following? Please tick one box per row (Q23)

Of those who stated they had been in contact in the last 12 months:

- **62.7%** were 'satisfied' with the ease of getting through to the right person (**17.5%** were 'dissatisfied'). The proportion of those 'satisfied' is down on 2019, where **70.9%** of respondents were 'satisfied';
- **62%** were 'satisfied' with the helpfulness of staff (**15.3%** were 'dissatisfied'). The proportion of those 'satisfied' is significantly down on 2019, where **81.3%** of respondents were 'satisfied';
- **51.1%** were 'satisfied' with the outcome of their contact (**34.2%** were 'dissatisfied'). The proportion of those 'satisfied' is significantly down on 2019, where **75.3%** of respondents were 'satisfied';
- **52.9%** were 'satisfied' with the ease of using the website/form (**9.8%** were 'dissatisfied'). This is up from 2019, where only **47.9%** of respondents were 'satisfied'.

Do you have any final comments in regards to waste/recycling? (Q24) [Weighted base - 238]

Respondents were asked whether they had any final comments about waste and/or recycling. In total, **230 comments** were left (excluding 'no', 'N/A', 'nothing to add' or other non-applicable comments). Some comments covered several topics in their response.

The largest cluster of comments mentioned problems with specific containers, with some respondents disclosing that the bags/sacks provided are not fit for purpose, for example because of a low ability to withstand adverse weather conditions. Some comments also gave generally positive remarks about the service, ENVECO NW staff, and experiences at the tip.

Responses highlighted potential ways of improving the service offer with two key topics mentioned. This included improving communication from the council – more information was wanted about what you can and can't recycle, what happens to recycling, and some respondents had experienced difficulties when accessing the website. Another suggested improvement focused on providing more support with waste collection, particularly for the older age population.

Quite a few comments referred to recycling. Many responses showed support for recycling and were happy that this service is provided, and some responses expressed a want for more options when recycling, e.g. Tetra Pak.

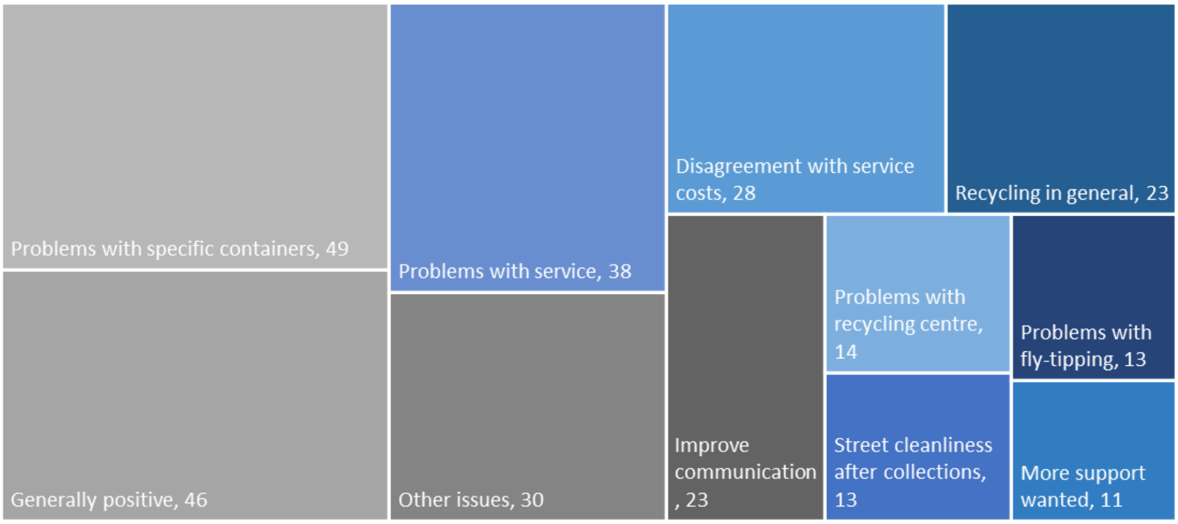
A portion of respondents used the space to report problems they have experienced regarding waste. This included streets being left littered after collections, problems with the waste recycling centres due to difficulty accessing the locations and rules being too stringent, problems with the overall service provided, for example the waste collection not being frequent enough, challenges associated with assisted bin collection, and undelivered replacement bags/sacks.

Some respondents disagreed with cost of the services, and other comments referred to fly-tipping, in particular associating the cost of the service with an increased likelihood to engage in fly-tipping.

Comments categorised as ‘other issues’ included mention of others’ recycling habits, potentially providing recycling centres at schools, specific requests from the service, not having enough storage for waste, recycling, and bins, and changing the number of waste containers per property in line with household sizes.

The figure below summarises all of the key themes highlighted by respondents.

Figure 12. Do you have any final comments in regards to waste and/or recycling?



Examples of comments to this question include:

“As we are a seaside resort, I would like to see more advertising re plastic waste which would encourage residents and visitors to limit this.”

“Blue bin recycling could be improved to stop bins blown over by wind spilling their contents on the public highway, once this happens no one is sure how to collect littered items found on the street.”

“Keep up the good work!”

Appendix A: Mosaic Groups

Mosaic Group	Key features
City Prosperity City Prosperity work in high status positions.	Commanding substantial salaries they are able to afford expensive urban homes. They live and work predominantly in London, with many found in and around the City or in locations a short commute away. Well-educated, confident and ambitious, this elite group is able to enjoy their wealth and the advantages of living in a world-class capital to the full.
Prestige Positions Established families in large detached homes living upmarket lifestyles (7% of UK households, 0.6% of Blackpool households).	Prestige Positions are affluent married couples whose successful careers have afforded them financial security and a spacious home in a prestigious and established residential area. While some are mature empty-nesters or elderly retired couples, others are still supporting their teenage or older children.
Country Living Well-off owners in rural locations enjoying the benefits of country life (6% of UK households, 0.003% of Blackpool households).	Country Living are well-off homeowners who live in the countryside often beyond easy commuting reach of major towns and cities. Some people are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.
Rural Reality Householders living in inexpensive homes in village communities (6% of UK households, 0.04% of Blackpool households).	Rural Reality are people who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small business.
Senior Security Elderly people with assets who are enjoying a comfortable retirement (8% of UK households, 11.3% of Blackpool households).	Senior Security are elderly singles and couples who are still living independently in comfortable homes that they own. Property equity gives them a reassuring level of financial security. This group includes people who have remained in family homes after their children have left, and those who have chosen to downsize to live among others of similar ages and lifestyles.
Suburban Stability Mature suburban owners living settled lives in mid-range housing (8% of UK households, 4.7% of Blackpool households).	Suburban Stability are typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.
Domestic Success Thriving families who are busy bringing up children and following careers (7% of UK households, 1.1% of Blackpool households).	Domestic Success are high-earning families who live affluent lifestyles in upmarket homes situated in sought after residential neighbourhoods. Their busy lives revolve around their children and successful careers in higher managerial and professional roles.
Aspiring Homemakers Younger households settling down in housing priced within their means (9% of UK households, 14.9% of Blackpool households).	Aspiring Homemakers are younger households who have, often, only recently set up home. They usually own their homes in private suburbs, which they have chosen to fit their budget.

Family Basics Families with limited resources who have to budget to make ends meet (7% of UK households, 10.9% of Blackpool households).	Family Basics are families with children who have limited budgets and can struggle to make ends meet. Their homes are low cost and are often found in areas with fewer employment options.
Transient Renters Single people privately renting low cost homes for the short term (6% of UK households, 20.9% of Blackpool households).	Transient Renters are single people who pay modest rents for low cost homes. Mainly younger people, they are highly transient, often living in a property for only a short length of time before moving on.
Municipal Tenants Urban renters of social housing facing an array of challenges (6% of UK households, 4.7% of Blackpool households).	Municipal Tenants are long-term social renters living in low-value multi-storey flats in urban locations, or small terraces on outlying estates. These are challenged neighbourhoods with limited employment options and correspondingly low household incomes.
Vintage Value Elderly people reliant on support to meet financial or practical need (7% of UK households, 12.9% of Blackpool households).	Vintage Value are elderly people who mostly live alone, either in social or private housing, often built with the elderly in mind. Levels of independence vary, but with health needs growing and incomes declining, many require an increasing amount of support.
Modest Traditions Mature homeowners of value homes enjoying stable lifestyles (6% of UK households, 14.5% of Blackpool households).	Modest Traditions are older people living in inexpensive homes that they own, often with the mortgage nearly paid off. Both incomes and qualifications are modest, but most enjoy a reasonable standard of living. They are long-settled residents having lived in their neighbourhoods for many years.
Urban Cohesion Residents of settled urban communities with a strong sense of identity (5% of UK households, 0.1% of Blackpool households).	Urban Cohesion are settled extended families and older people who live in multi-cultural city suburbs. Most have bought their own homes and have been settled in these neighbourhoods for many years, enjoying the sense of community they feel there.
Rental Hubs Educated young people privately renting in urban neighbourhoods (7% of UK households, 3.3% of Blackpool households).	Rental Hubs contains predominantly young, single people in their 20s and 30s who live in urban locations and rent their homes from private landlords while in the early stages of their careers, or pursuing studies.