



Winchester
City Council

Essential Services Survey

Results November 2016

CONTENTS

0. Executive Summary	3
1. Introduction	5
1.1. Aim and objectives	5
1.2. Methodology	5
1.3. Data Analysis Notes.....	6
1.4. Weighting.....	6
1.5. Sample	6
1.5.1. Age and gender (Figure 0.1)	7
1.5.2. Working status (Figure 0.2)	7
1.5.3. Health problems and disabilities (Figure 0.3)	7
1.5.4. Household details (Figure 0.4)	8
2. Satisfaction levels.....	9
2.1. General waste.....	9
2.2. Mixed recycling.....	10
2.3. Garden waste	11
3. Recycling	12
3.1. Importance and attitudes	12
3.2. Current rubbish disposal methods	13
3.3. Encouragement to recycle more.....	14
3.4. Kerbside recycling collection	15
4. Grounds maintenance, street cleansing and public toilets	16
4.1. Grounds maintenance and street cleansing	16
4.2. Public toilets	18
5. Keeping you informed	19
5.1. Satisfaction	19
5.2. Methods of receiving information	20
5.3. Complaints and enquiries	21

0. Executive Summary

The survey yielded a high overall response rate of 75% with 2,628 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 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

Garden waste:

- Residents are less able to comment on the specifics of their garden waste collection (higher proportions of 'don't know' responses)
- Of those who do comment, satisfaction is fairly high in terms of frequency, size of container and type of container, but is still lower than for the general and mixed waste recycling service

Attitudes towards recycling:

- The vast majority (95%) believe recycling is important and 65% consider it to be very important
- Women and retired residents 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 – 73% 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 (9%) who say they would like to be able to recycle more if they could
- Behaviour seems to match attitudes with 92% using recycling banks for small items (and two-thirds doing so regularly)
- Again it is the under 35s who 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, particularly for the retired residents
- Having more frequent emptying of bottle banks and better containers would also encourage more recycling activity, along with a better overall collection service
- It is clear that glass collection should be the priority for WCC in terms of expanding kerbside collection, particularly for the under 45s
- Following this the focus should be on plastic items and then drinks cartons

Grounds maintenance, street cleansing and public toilets:

- Maintenance of shrub and flower beds is rated quite highly among residents
- Frequency of grass cutting is also rated fairly well where it is in open spaces and parks, but not so well along roadside verges
- Opinions are slightly more polarised towards the perceived cleanliness of roads and streets (both urban and rural)

- There is strong agreement that seeding some spaces as wild flower areas would be beneficial to support biodiversity, particularly the slightly younger residents (under 65s)
- With fewer than half (43%) 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
- No particular area stands out as an area of focus for the toilets where overall cleanliness probably determines the overall rating

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 WCC
- Where residents would like more help or information is in understanding what happens to recycled materials, how to home compost and how to donate to charities, or potentially arrange a bulky waste collection
- 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:

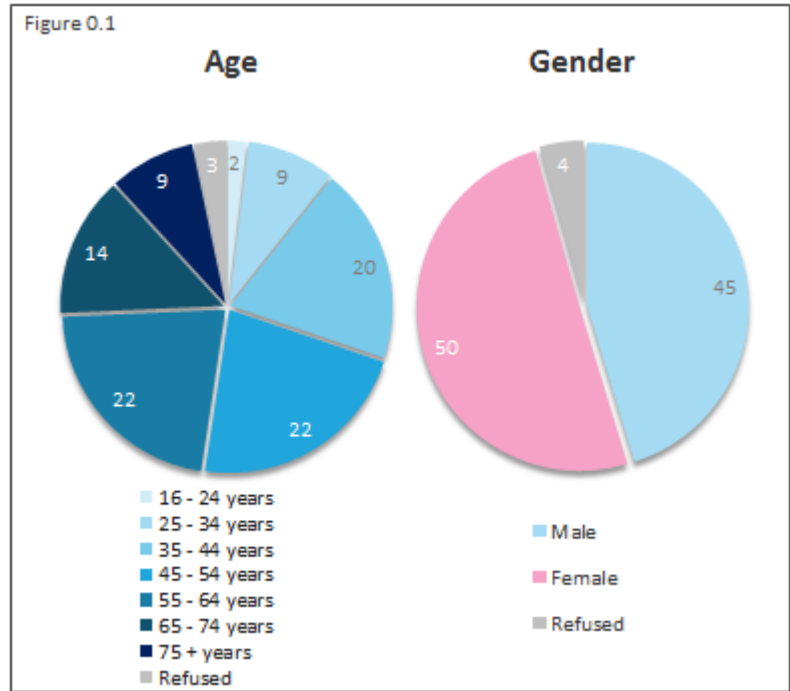
WCC	3,500
EHDC	3,500

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. 45% of the sample was aged 55+.

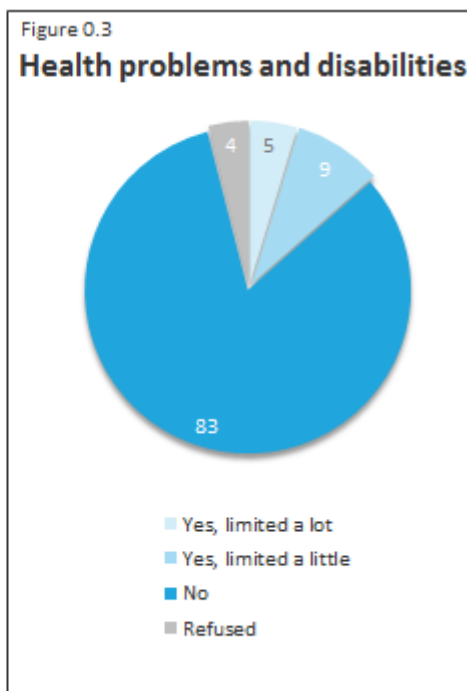
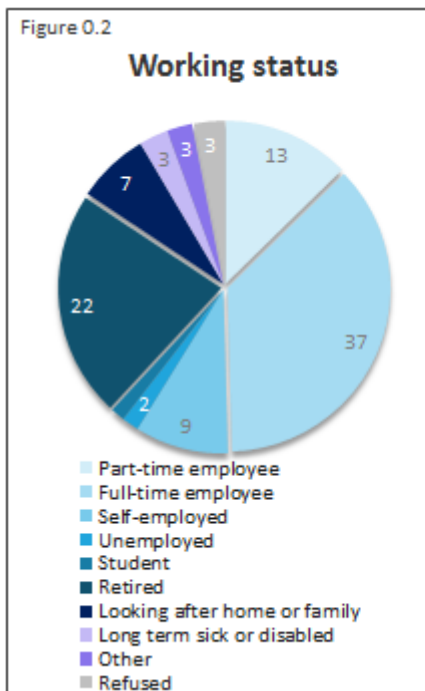


1.5.2. Working status (Figure 0.2)

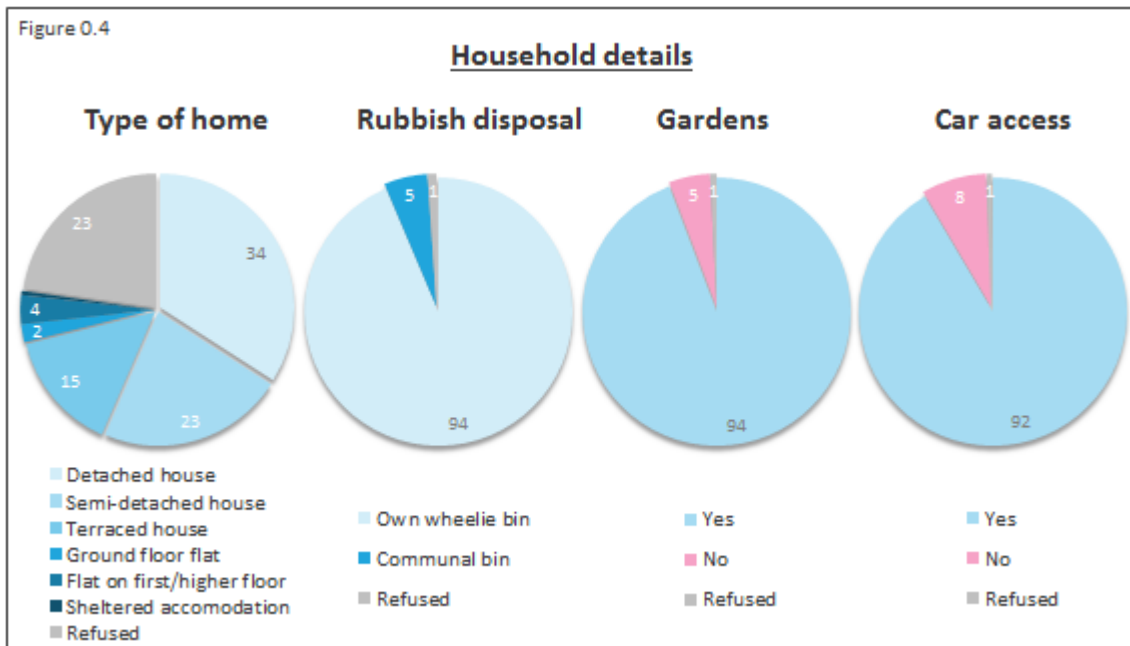
48% of the sample was currently employed. The majority of residents were part time employees (37%) or retired (22%).

1.5.3. Health problems and disabilities (Figure 0.3)

The majority (83%) 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)



One third of residents are living in a detached house, and nearly a quarter are living in a semi-detached house.

Almost the entire sample (94%) has their own wheelie bin, as opposed to sharing a communal bin.

Similarly, almost the entire sample (94%) has their own garden.

92% of the sample have their own car - slightly higher at 96% among those who are self-employed.

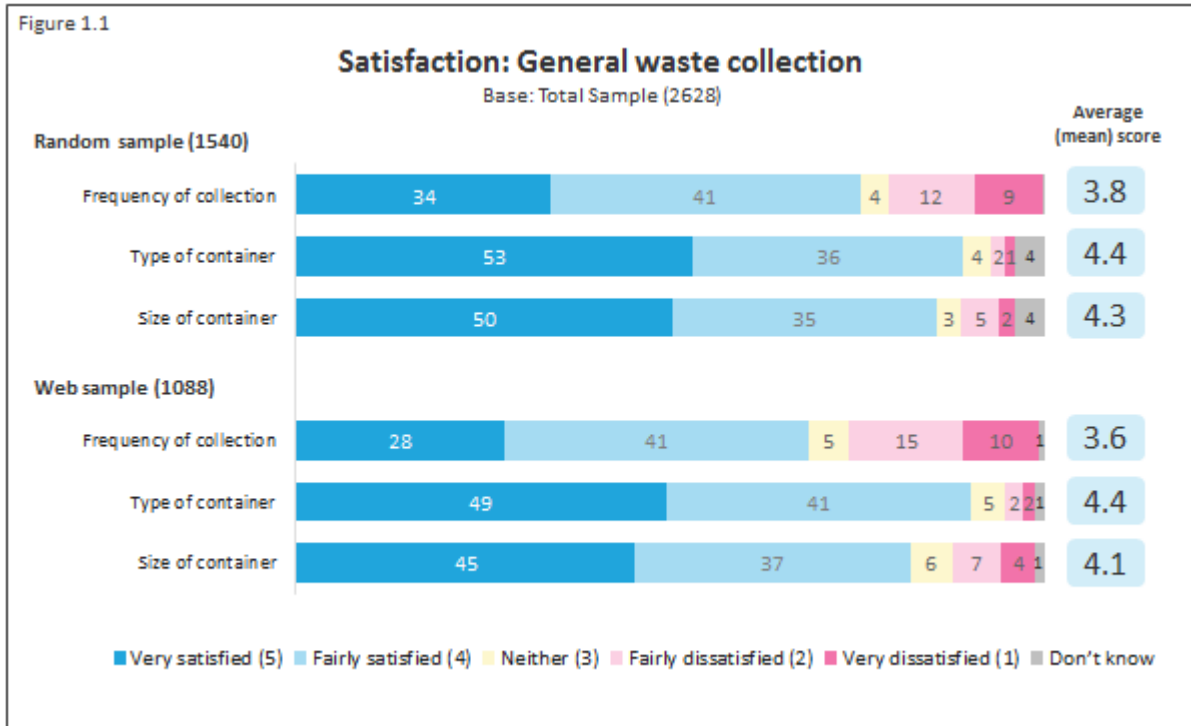
Statistically significant differences:

- Under 35's are the significantly least likely group to have their own garden (87%).
- Over 45's are significantly more likely to be living in a detached house than those aged 16 to 44.
- Under 35's are significantly most likely to live in terraced houses (28%), semi-detached houses (34%) and flats on the first floor or higher (10%), compared with residents aged 35 and over.
- 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...?

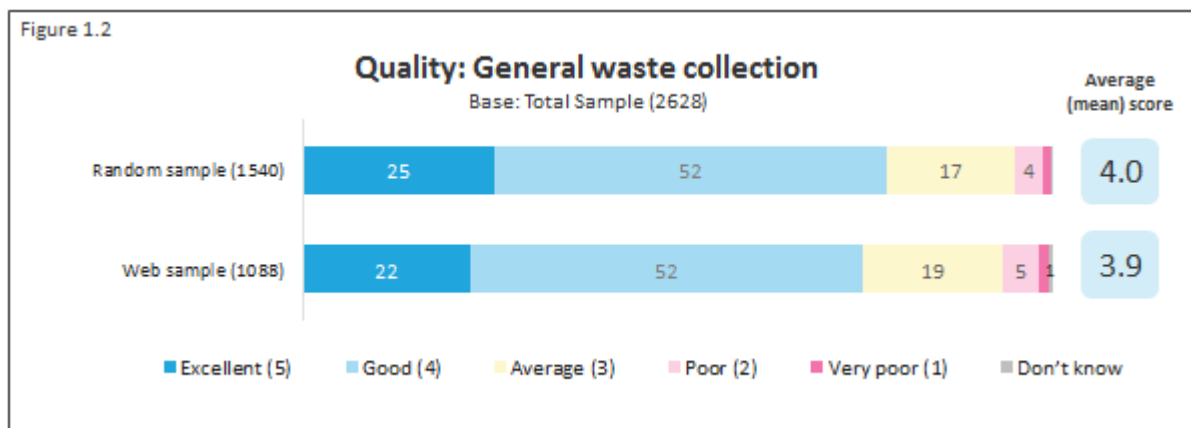


Looking at the overall picture displayed in Figure 1.1, people are generally satisfied with their general waste collection service, but particularly for the size and type of container being used.

And overall, how would you rate the quality of the general waste collection service provided by Winchester City Council?

Statistically significant differences:

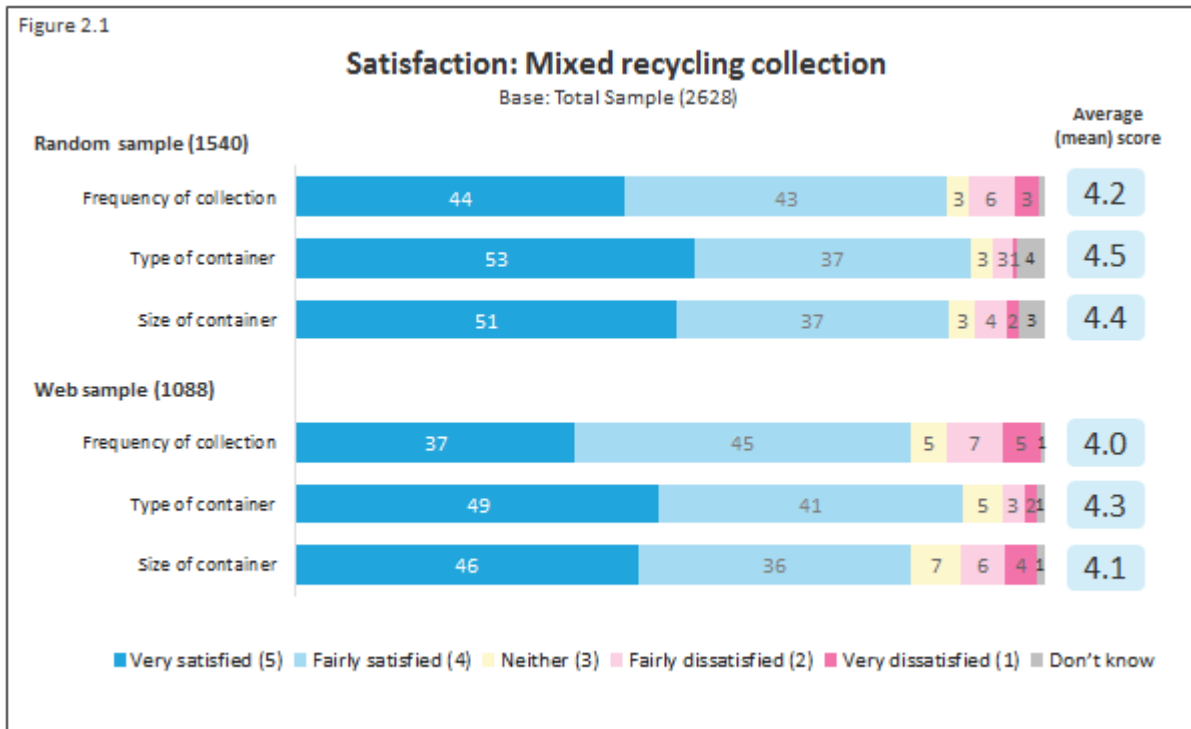
- Dissatisfaction is much higher for frequency of collection than for size or type of container being used.
- Retired residents are significantly more likely to rate the quality of general waste collection as 'excellent' (30%) compared with those in employment.



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...?

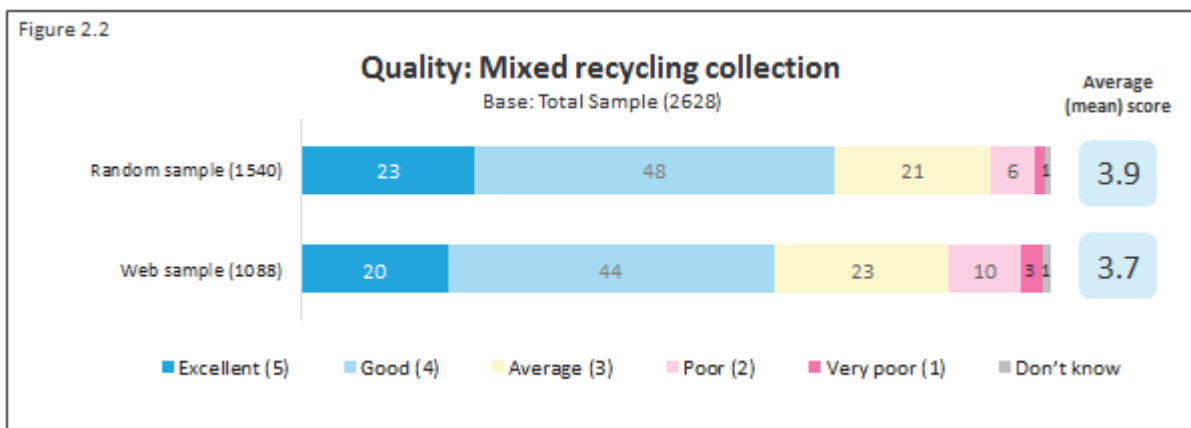


On the whole, residents are most satisfied with the type of container (90%). 10% of the total sample were dissatisfied with the frequency of collection and 8% with the size of the container.

Statistically significant differences:

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

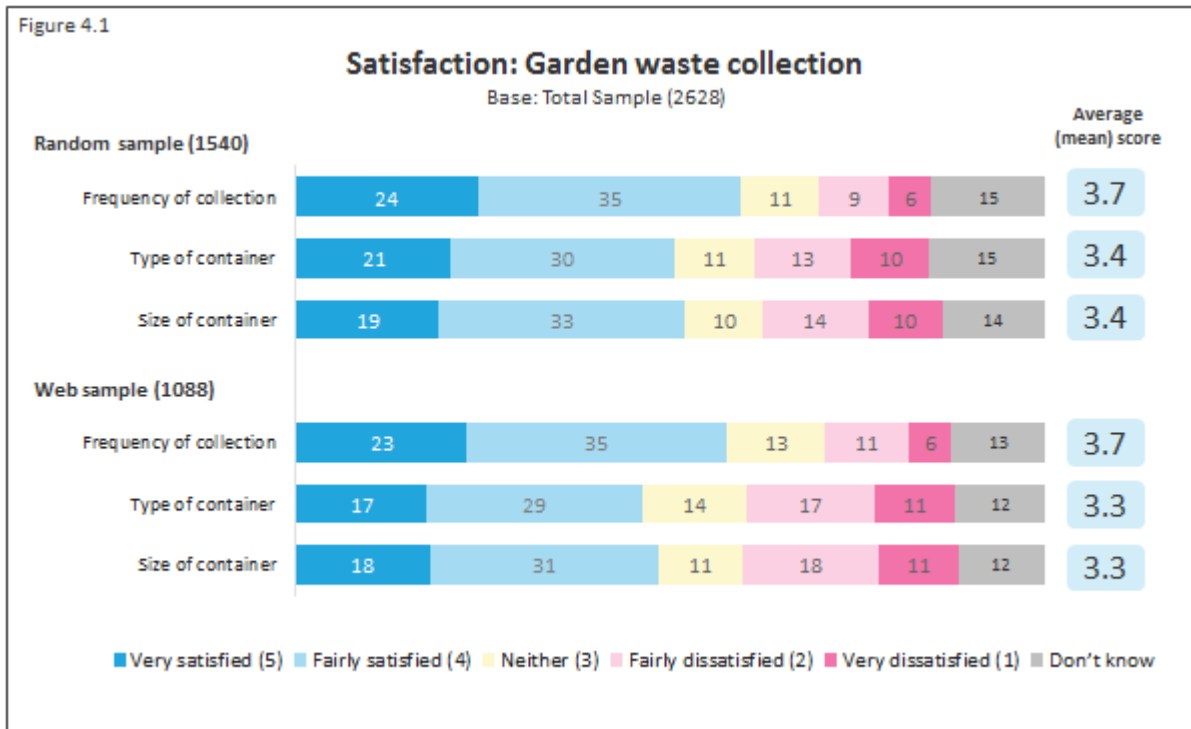
And overall, how would you rate the quality of the mixed recycling collection service provided by Winchester City Council?



68% of the total sample are satisfied with the quality of mixed recycling collection. Looking at average scores between sample types, the random sample were more satisfied than the web sample.

2.3. Garden waste

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

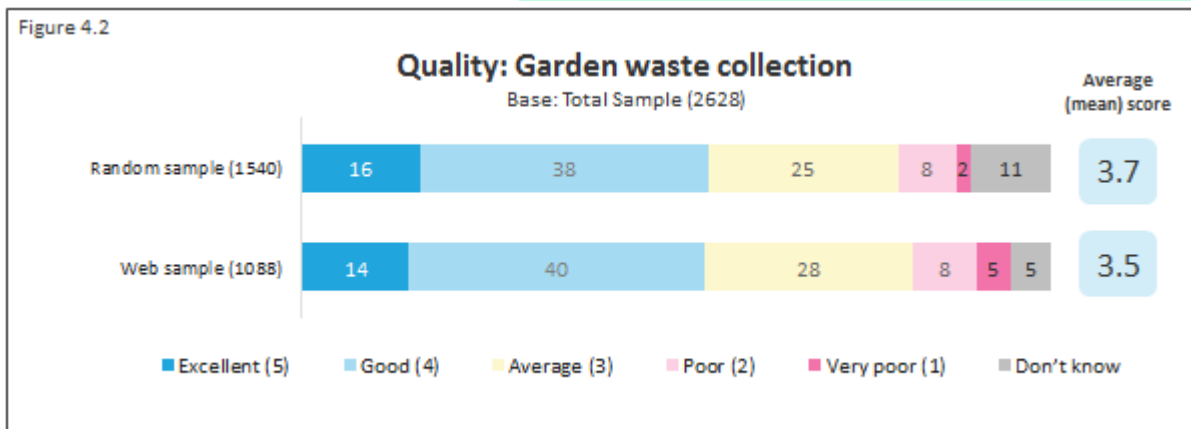


Around half of residents were satisfied with frequency of collection, size and type of container. But overall, residents are less able to comment on garden waste.

Statistically significant differences:

- Residents were significantly more satisfied with frequency of collection (59%) than with the size or type of container.
- 51% of the random sample were satisfied with the type of container, and 29% of the web sample were dissatisfied with the size of container; both significant differences between sample types.

And overall, how would you rate the quality of the garden waste collection service provided by Winchester City Council?

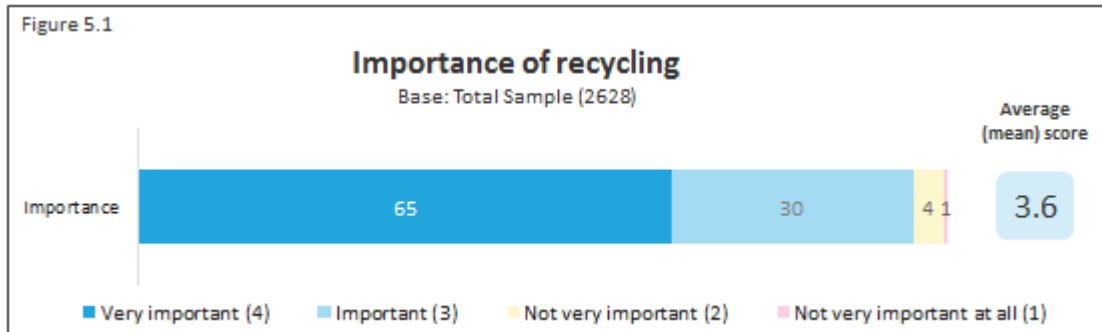


54% of the total sample are satisfied with the quality of garden waste collection, with an average rating of 3.6 out of 5. The web sample were more inclined to rate the quality as 'very poor'. Residents aged 65 and over were most likely to rate the quality as 'excellent'.

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?

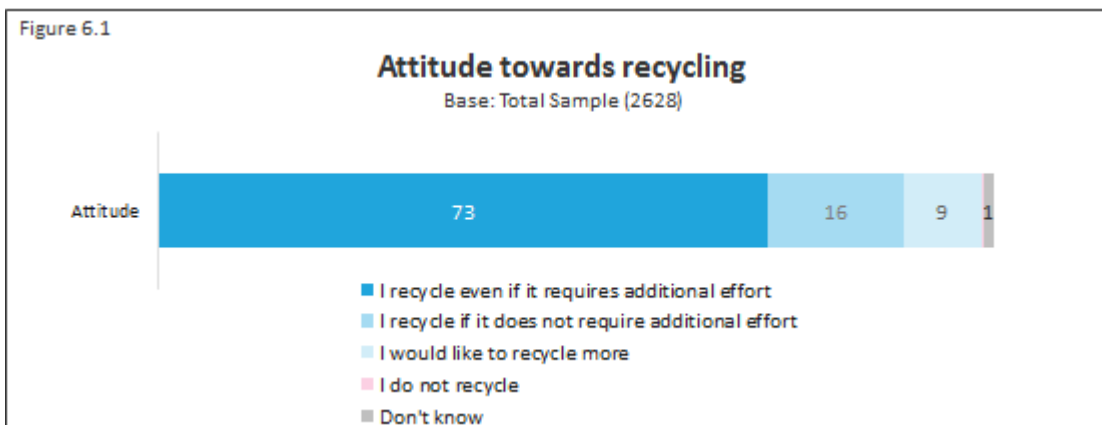


95% of the total sample rate recycling as important. Only 4% rated recycling as 'not very important' or 'not very important at all'.

Statistically significant differences:

- Females were significantly more likely to rate recycling as 'very important' (69%), compared with males (61%).
- 73% of residents over 75 rated recycling as 'very important', significantly more than under 35's.

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



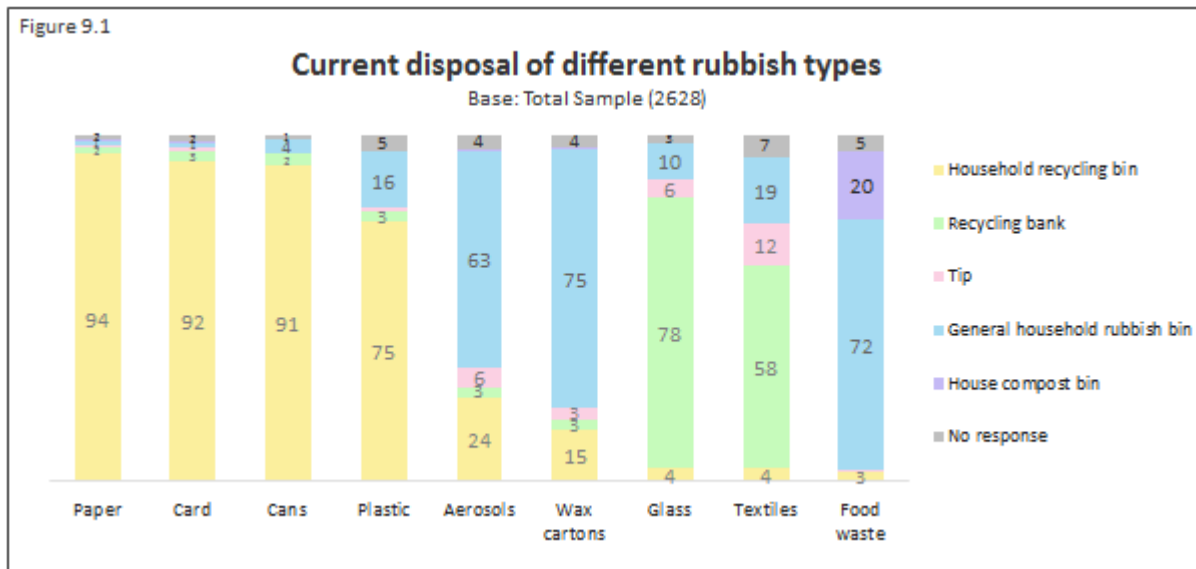
- 73% of the total sample recycle even if it requires additional effort.
- 9% would like to recycle more.
- Less than 1% do not recycle.
- 11% of residents aged 75 and over would like to recycle more.

Statistically significant differences:

- Under 35's are significantly most likely to recycle provided it doesn't require additional effort (22%).

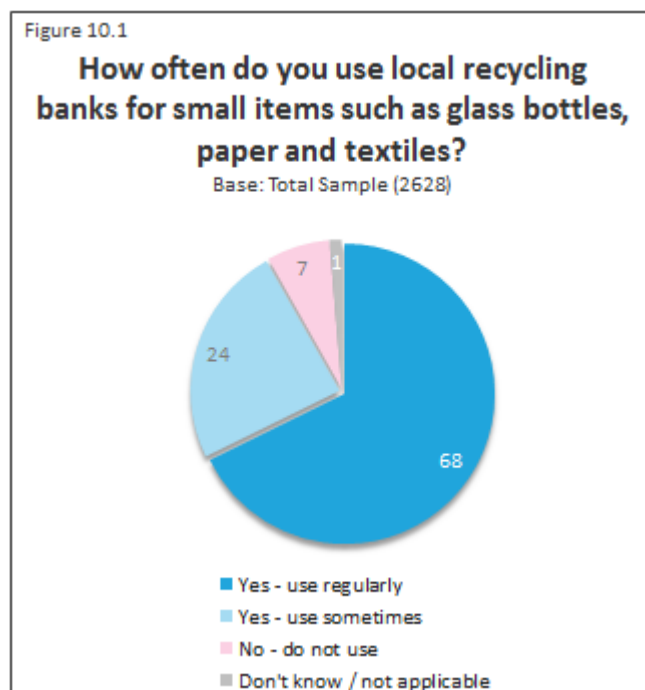
3.2. Current rubbish disposal methods

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%)
- Card = Household recycling bin (92%)
- Cans = Household recycling bin (91%)
- Plastic = Household recycling bin (75%)
- Aerosols = General household rubbish bin (63%)
- Wax cartons = General household rubbish bin (75%)
- Glass = Recycling bank (78%)
- Textiles = Recycling bank (58%)
- Food waste = General household rubbish bin (72%)



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?

92% of the total sample use local recycling banks for small items; and 68% described their use as regular.

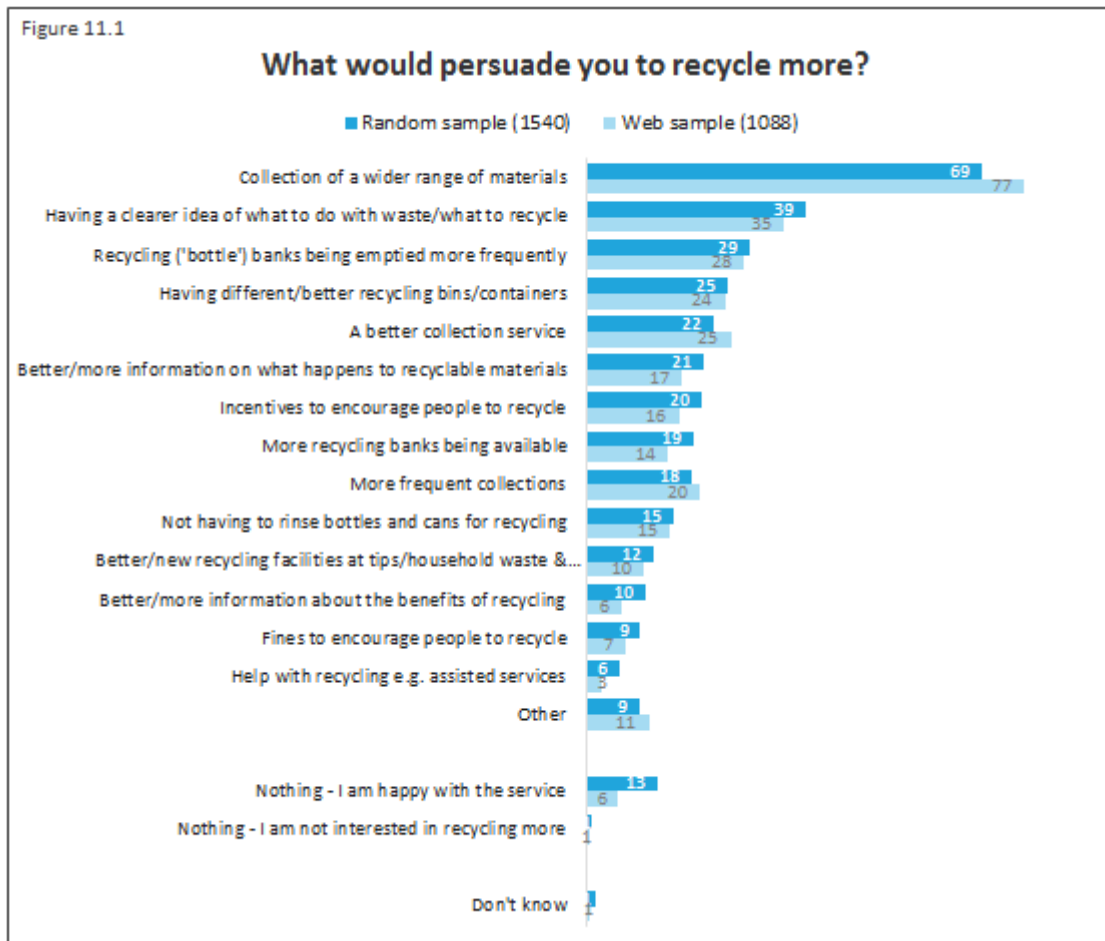
7% of the total sample does not use local recycling banks.

Statistically significant differences:

- 13% of 16-34 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?*



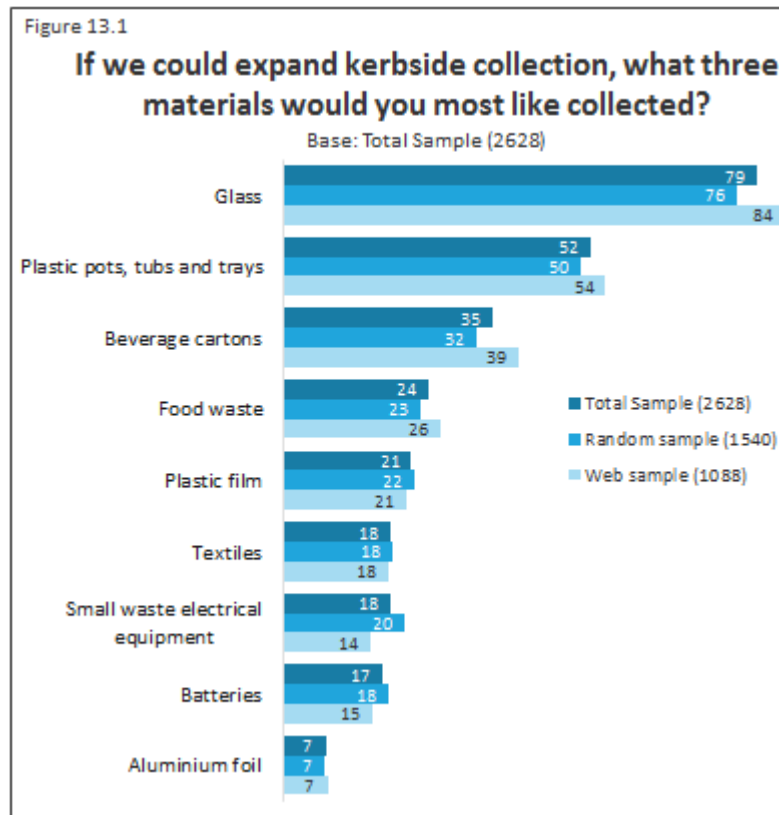
On the whole, residents would be most inclined to recycle more if a wider range of materials was collected, and if they had a clearer idea of what to do with waste and recycling banks being emptied more frequently. Residents were much less influenced by more information on the benefits of recycling, 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.
- The random sample were significantly more likely than the web sample to be persuaded by:
 - Having a clearer idea of what to do with waste / what to recycle
 - Incentives to encourage people to recycle
 - More recycling banks being available
 - Better / more information about the benefits of recycling
 - Fines to encourage people to recycle
 - Help with recycling eg. assisted services
- Females are significantly more likely than males to be persuaded by:
 - Recycling banks being emptied more frequently
- Retired residents were the significantly most likely group to be persuaded by having a clearer idea of what to do with waste and what to recycle.

3.4. Kerbside recycling collection

*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 glass to be collected, followed by plastic pots, tubs and trays and beverage cartons.

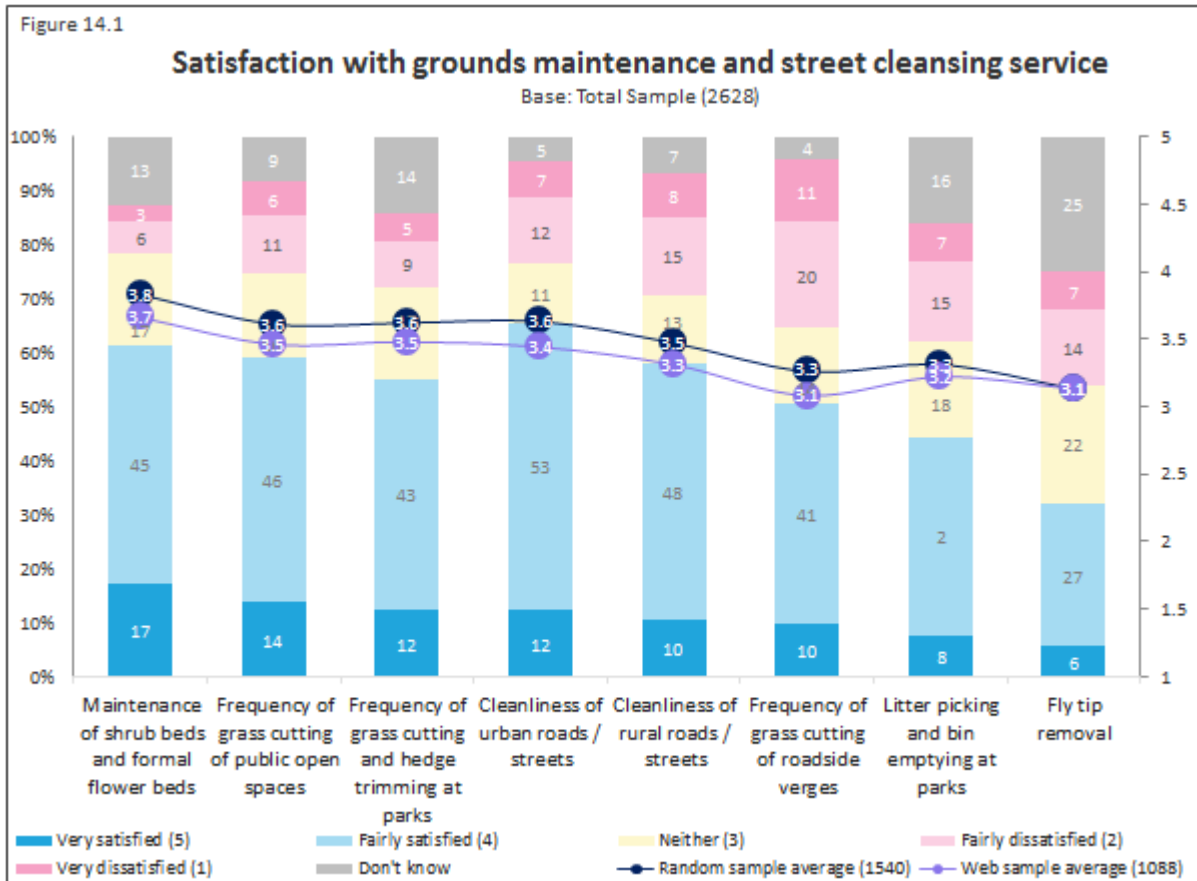
Statistically significant differences:

- 84% of the web sample would like glass to be collected; significantly more than the random sample (76%). This was also the case for beverage cartons (39% vs 32%).
- The random sample was significantly more likely than the web sample to want small waste electrical equipment to be collected (20% vs 14%).
- 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 (24%) and aluminium foil (12%).
- Under 45's were significantly most likely to want glass collected compared with older residents.

4. Grounds maintenance, street cleansing and public toilets

4.1. Grounds maintenance and street cleansing

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



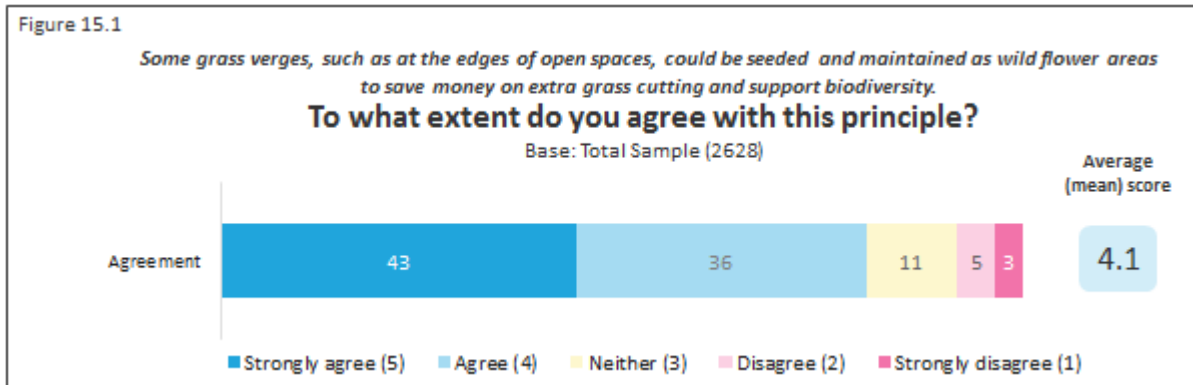
Looking at the total sample, residents are most satisfied with the maintenance of shrub beds and formal flower beds and cleanliness of urban roads.

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
 - Cleanliness of rural 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
 - Maintenance of shrub beds and formal flower beds
- Females are significantly more satisfied than males with:
 - Cleanliness of rural roads / streets
 - Frequency of grass cutting of roadside verges
 - Frequency of grass cutting of public open spaces
 - Maintenance of shrub beds and formal flower beds
 - Fly tip removal

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?



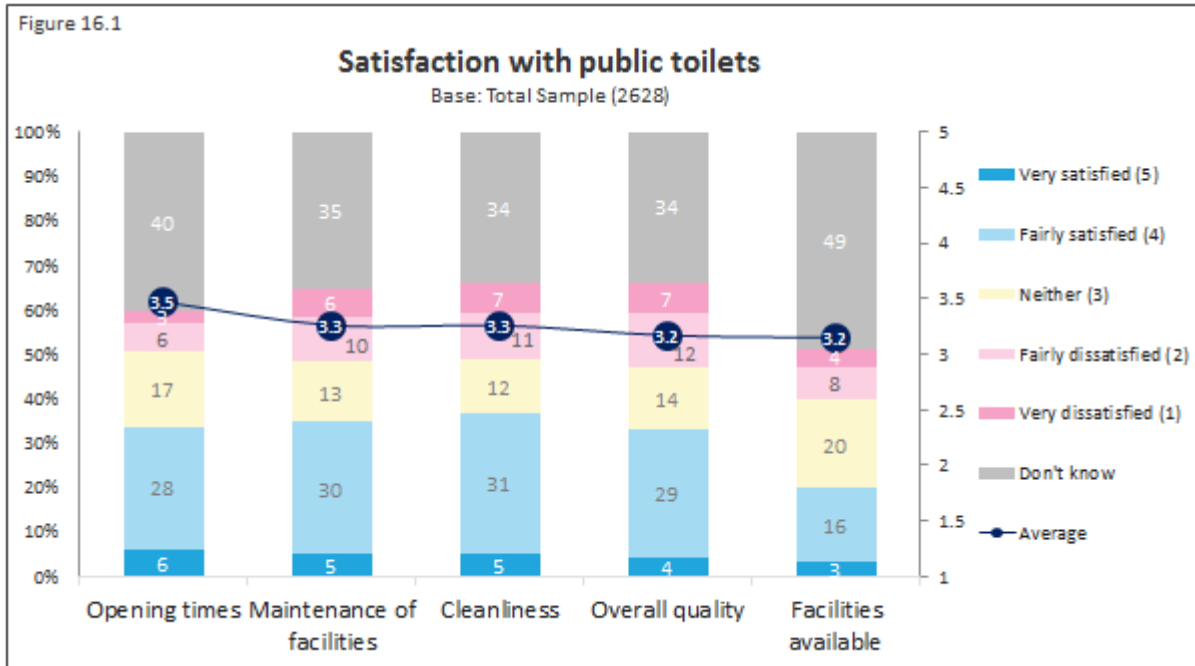
79% of the total sample agreed with this statement, and only 8% disagreed, with an average score of 4.1 out of 5. This distribution was fairly consistent across sample type and gender.

Statistically significant differences:

- Those aged 75+ were significantly less likely to 'strongly agree' with the statement.
- 82% of residents in full time work agreed with the statement; significantly more than retired residents (76%) and self-employed residents (75%).
- Over 65's were the most likely group to disagree with the statement.

4.2. Public toilets

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



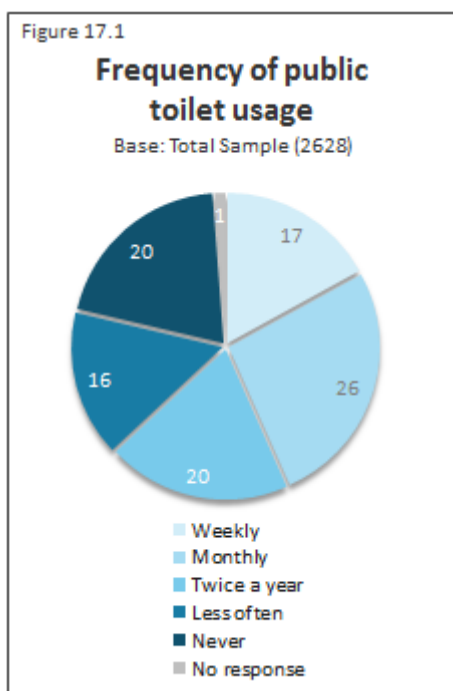
33% of the total sample are satisfied with the overall quality of public toilets. The highest average satisfaction level is regarding opening times, followed by cleanliness and facilities maintenance.

Cleanliness, facilities maintenance and overall quality both stand out as areas that divide opinion:

- Cleanliness (36% satisfied, 17% dissatisfied)
- Facilities maintenance (35%, 17%)
- Overall quality (33%, 19%)

Statistically significant differences:

- Looking at average satisfaction scores, residents aged 75+ are most satisfied with the cleanliness of public toilets, and overall quality.
- Part time workers are significantly more likely to be 'very dissatisfied' with the following compared to retired residents:
 - Cleanliness
 - Maintenance of facilities
 - Facilities available
 - Overall quality



How frequently would you say that you use public toilets?

43% of residents use public toilets monthly or more. 35% are even less frequent users and 20% never use public toilets.

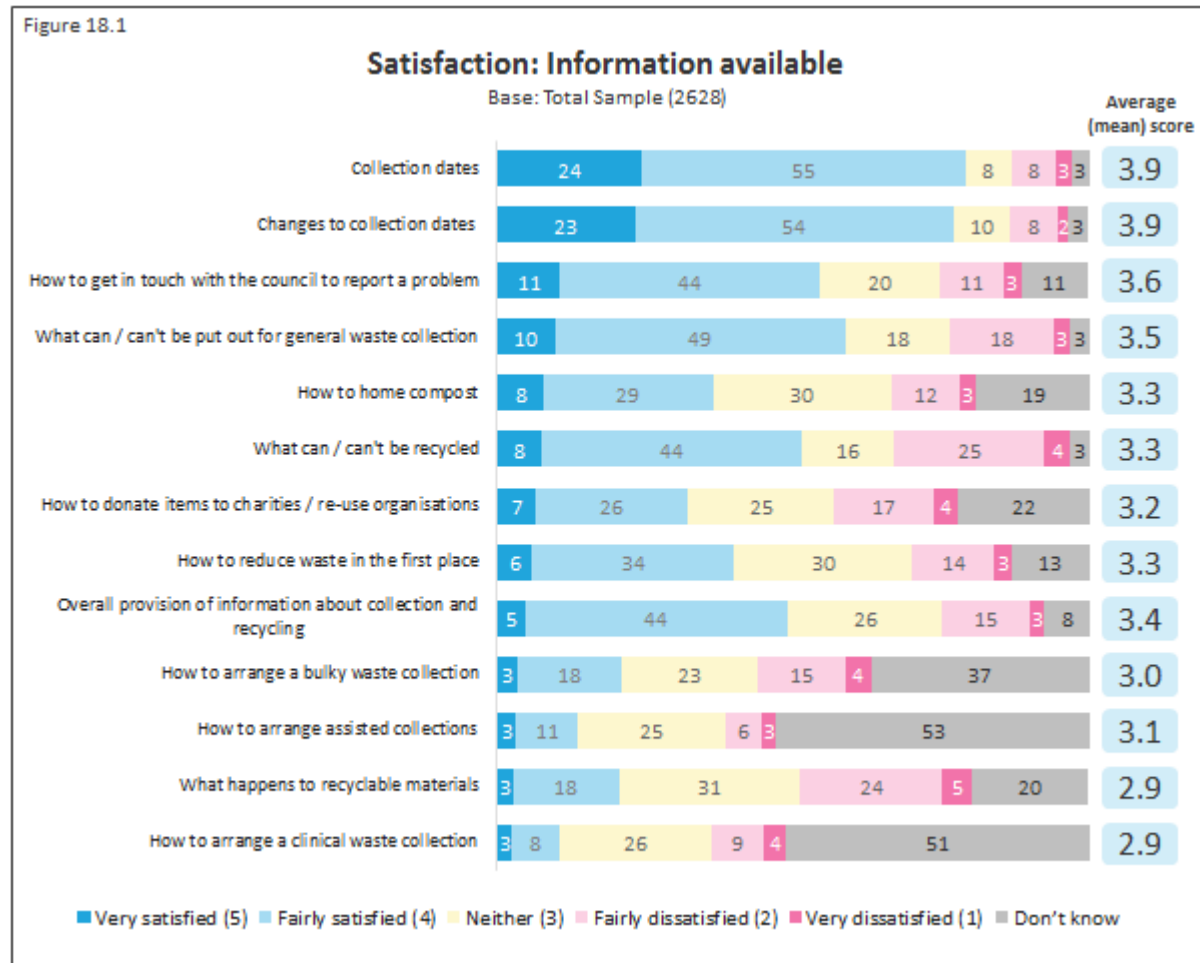
Statistically significant differences:

- 22% of females never use public toilets; a significantly higher proportion than males (18%).
- 19% of the random sample use public toilets weekly; significantly more than the web sample (14%).
- Retired residents are significantly more likely to use public toilets weekly (24%) compared with working residents.

5. Keeping you informed

5.1. Satisfaction

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



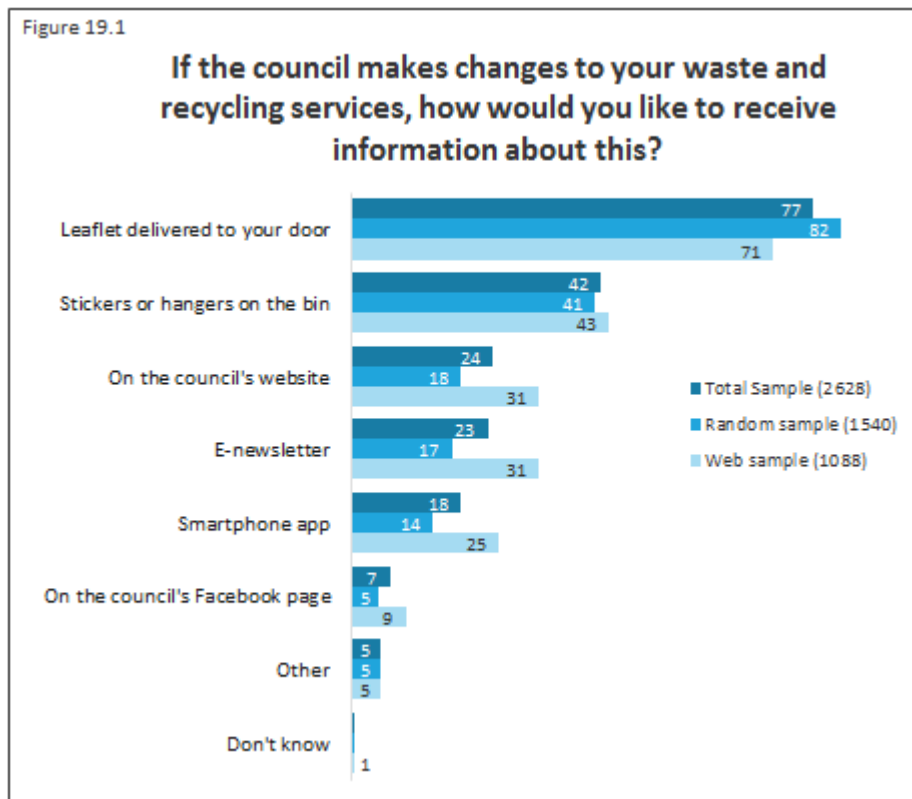
Residents are most satisfied with with the information available regarding collection dates and changes to collection dates. Residents are generally least satisfied with information available regarding what can and can't be recycled, and what happens to recyclable materials.

Statistically significant differences:

- Under 35's were the least satisfied age group with information available regarding:
 - What can and can't be put out for collection
 - What can and can't be recycled
 - Collection dates
 - Changes to collection dates
 - How to donate items to charities
 - What happens to recyclable materials
 - How to get in touch with the council
 - How to reduce waste in the first place
 - How to home compost
 - How to arrange a clinical waste collection
 - Overall provision of information
- 36% of the random sample was satisfied with information available on how to donate items; significantly more than the random sample (28%). The web sample was significantly more dissatisfied with information on how to home compost (17%).

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?**



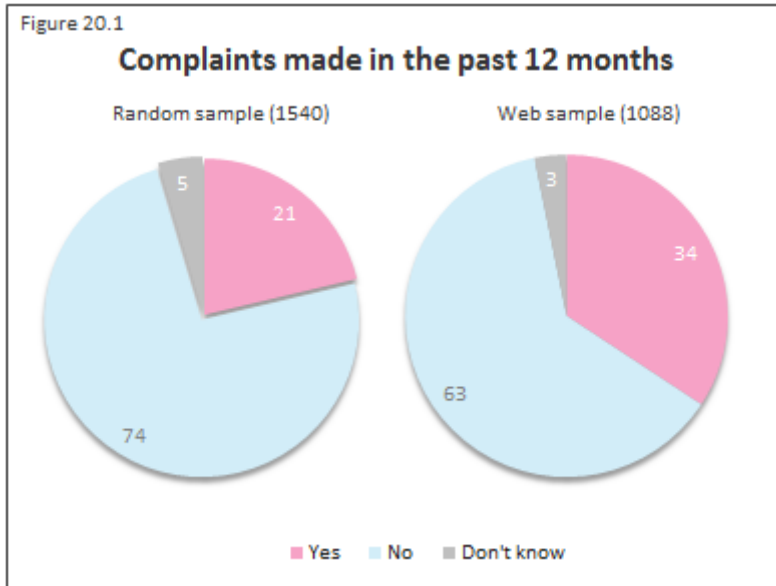
Leaflets are definitely the most popular method of receiving information (77% of total sample). Residents were generally less willing to receive information via online methods such as via a smartphone app or the council's Facebook page.

Statistically significant differences:

- The random sample was significantly more enthused about leaflets (82%) than the web sample (71%).
- The web sample was much more favourable towards online methods such as the website, e-newsletter, Facebook page, and smartphone app; reflecting their affinity with online services.
- Retired residents and those aged 75+ are most likely to want to receive their information via leaflets.
- Females are significantly more likely than males to favour leaflets (81% vs 73%), whereas males prefer e-newsletters and the council website.

5.3. Complaints and enquiries

Thinking about the past 12 months or so, have you contacted Winchester City 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.

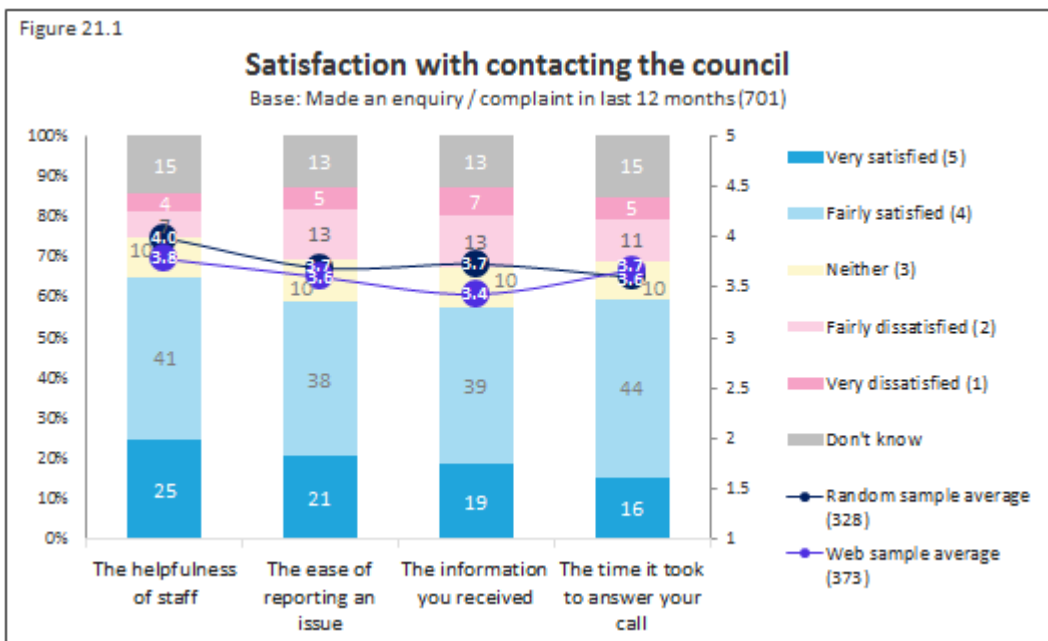


27% of the total sample had made a complaint or enquiry in the last 12 months.

Statistically significant differences:

- Unsurprisingly, the web sample were significantly more likely to have made a complaint/enquiry in the last year (34%) compared with the random sample (21%).

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



Around 60% were satisfied with the time it took to answer their call and the ease of reporting the issue. However, 20% were dissatisfied with the information received.

Statistically significant differences:

- Helpfulness of staff is rated significantly better than other rating factors.
- Looking at average satisfaction scores, the random sample was significantly more satisfied than the web sample with the information received and helpfulness of staff.