

Annex one

Responses Summary: Draft Waste Management Strategy

Public Consultation

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Respondent identification

Q1 - Which of the following best describe you?

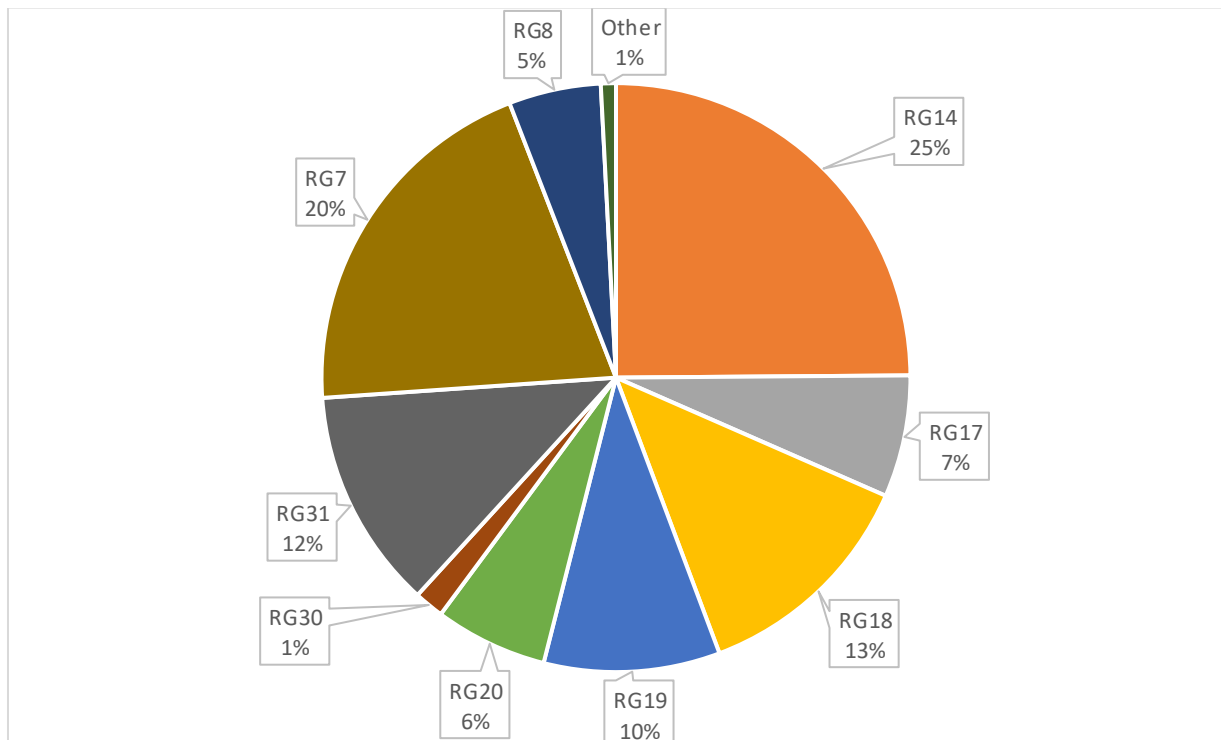
Answered 5073
Skipped 0

Residents	99.33%
Business	0.59%
Other	0.55%
Visitor	0.37%
Town or Parish Council or another local authority	0.32%
Housing Association or Property Management agent	0.06%

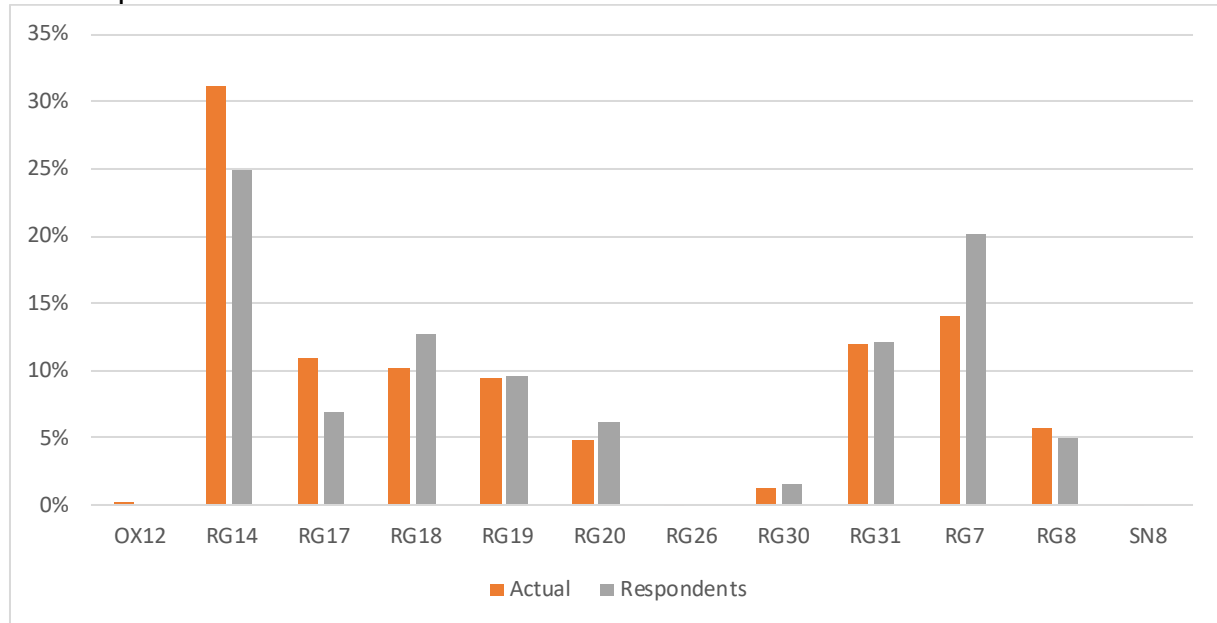
Residents

Q2 What is your home postcode?

Answered 4599
Skipped 474



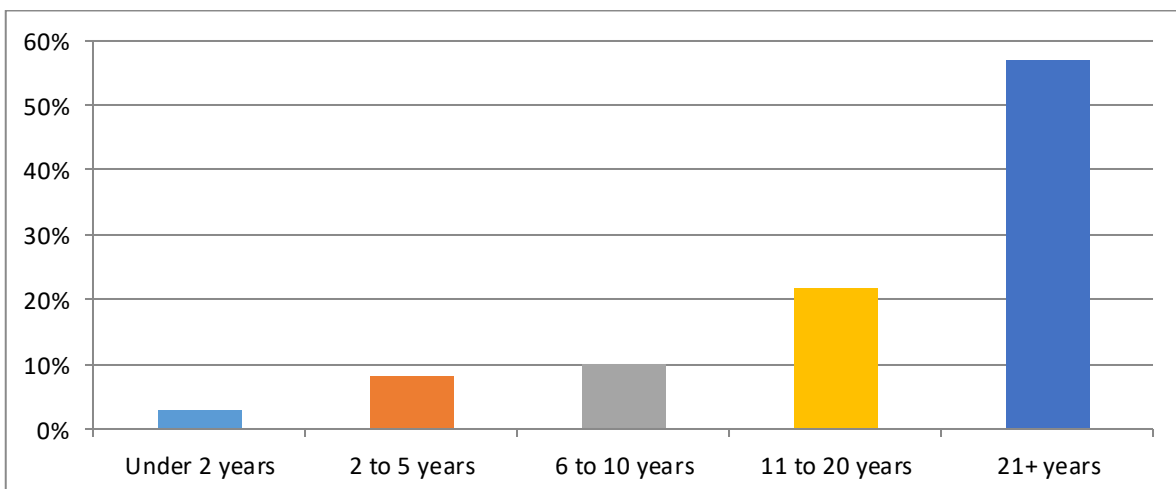
The responses were well distributed across the district.



This graph compares the distribution of West Berkshire's population ('Actual' in orange) with the distribution of respondents to the consultation ('Respondents' in grey) across different postcode areas. The 'Actual' percentages represent the proportion of the total population in each postcode area, while the 'Respondents' percentages show the proportion of consultation participants from each area. Note that in some areas, the percentage of respondents exceeds the actual percentage of the population, indicating higher participation from those regions relative to their population size.

Q3 How long have you lived in West Berkshire?

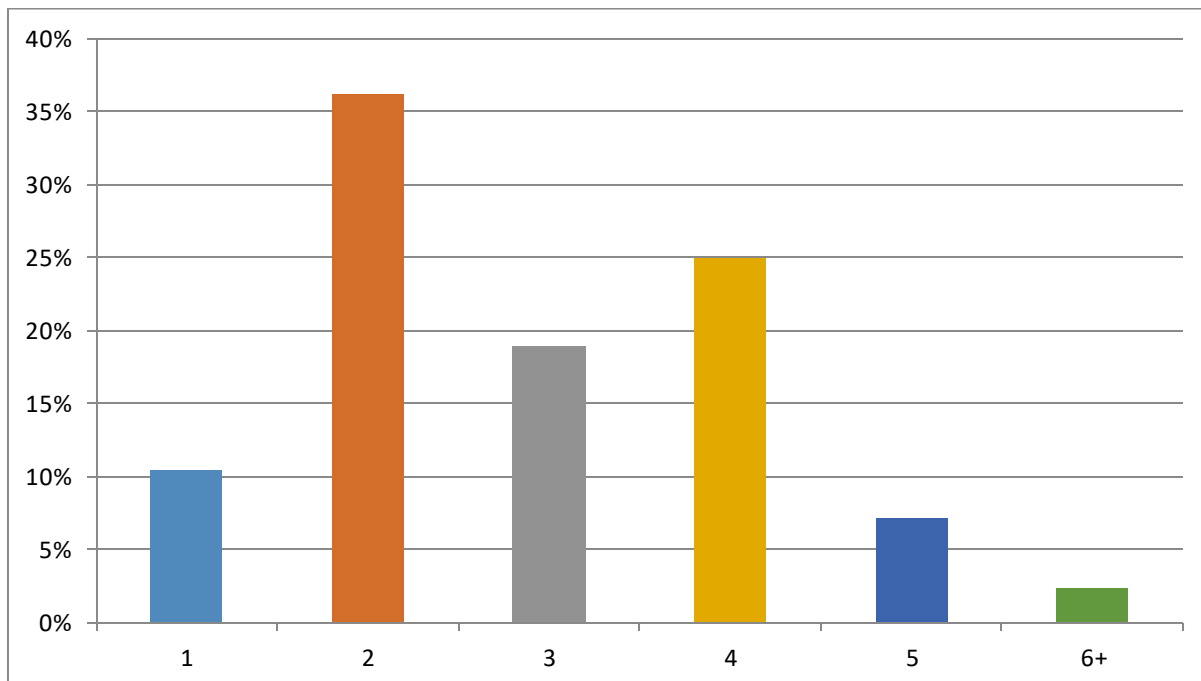
Answered 4922
Skipped 151



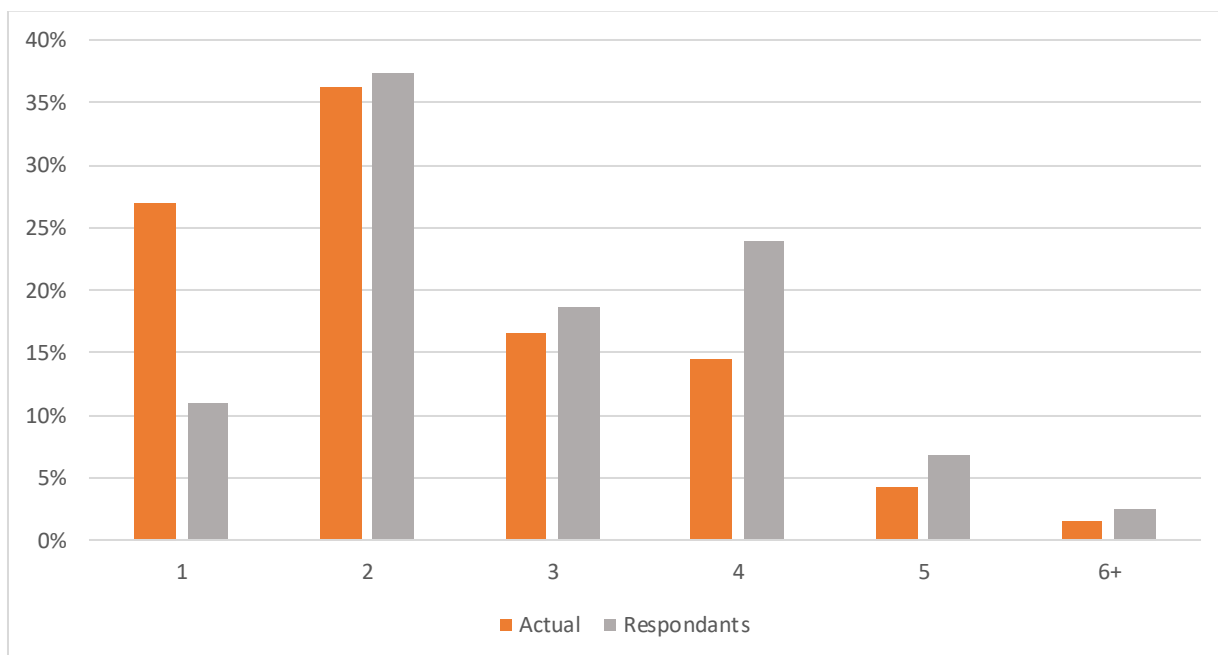
Most respondents have lived in the district long-term, indicating familiarity with previous waste management changes, such as the shift to fortnightly black bin collections in 2011.

Q4 How many people live in your household?

Answered 4922
Skipped 151



Most respondents live in households of two or more people. Comparisons with ONS 2021 census data provide insights into how representative this sample is.

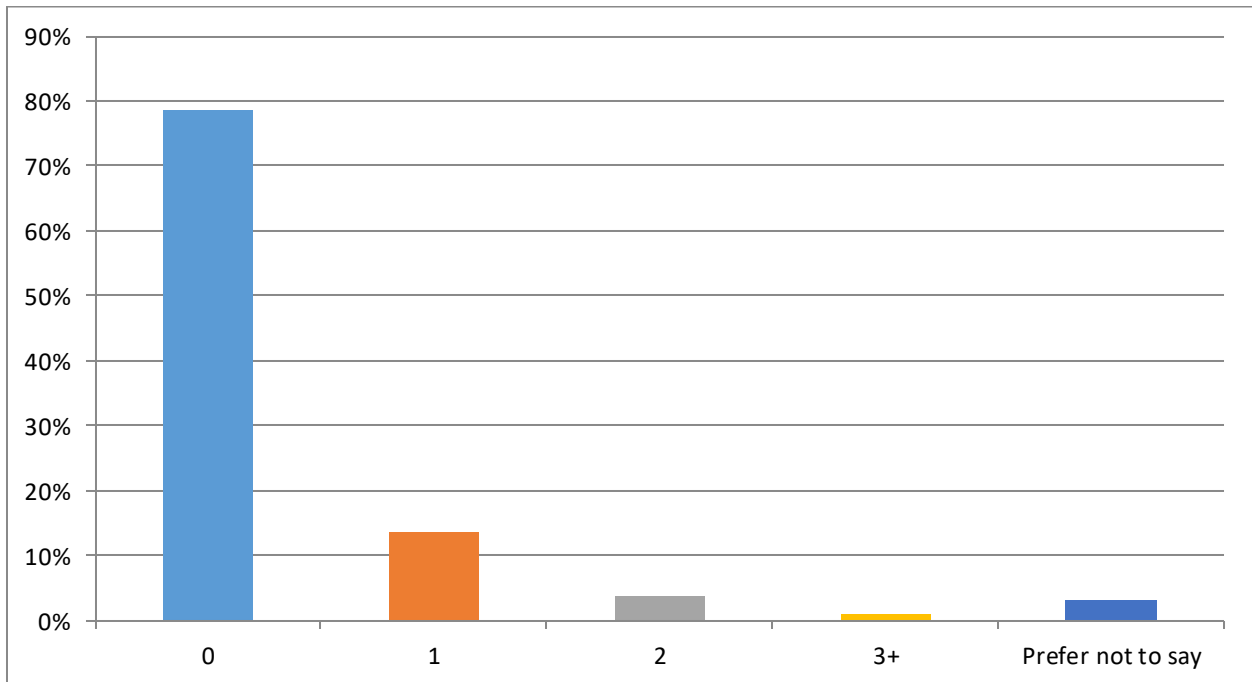


The 'Actual' percentages represent the ONS data, while the 'Respondents' percentages show the answers from participants of the consultation.

This shows that responses are well represented apart from single occupancy properties.

Q5 To help us understand the types of waste your household produces and the questions that may be relevant to you, please indicate how many (a) children in nappies and/or (b) adults using incontinence products live in your household?

Answered 4922
Skipped 151

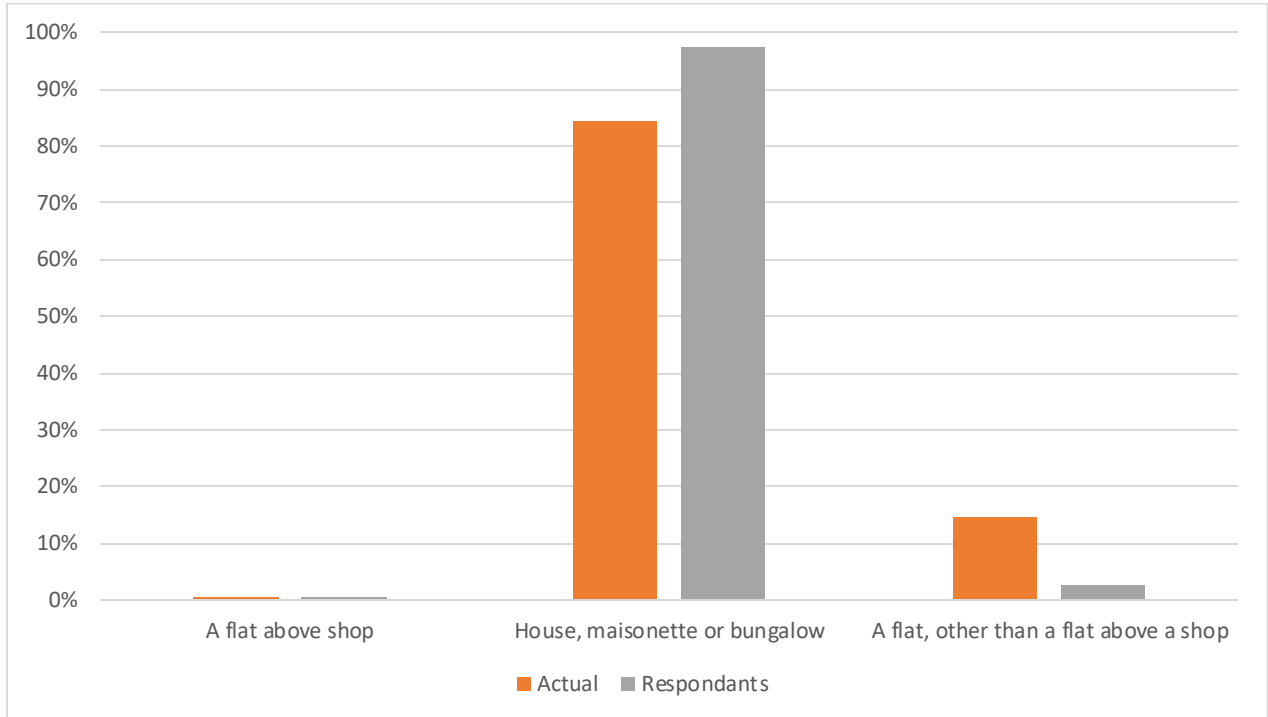


Most respondents do not have any children or adults using nappies/incontinence products. 18% of households have at least 1 occupant using nappies/incontinence products.

Q6 What type of property do you live in?

Answered 4922

Skipped 151



The 'Actual' percentages represent the ONS data for West Berkshire, while the 'Respondents' percentages show the proportion of consultation participants for each property type.

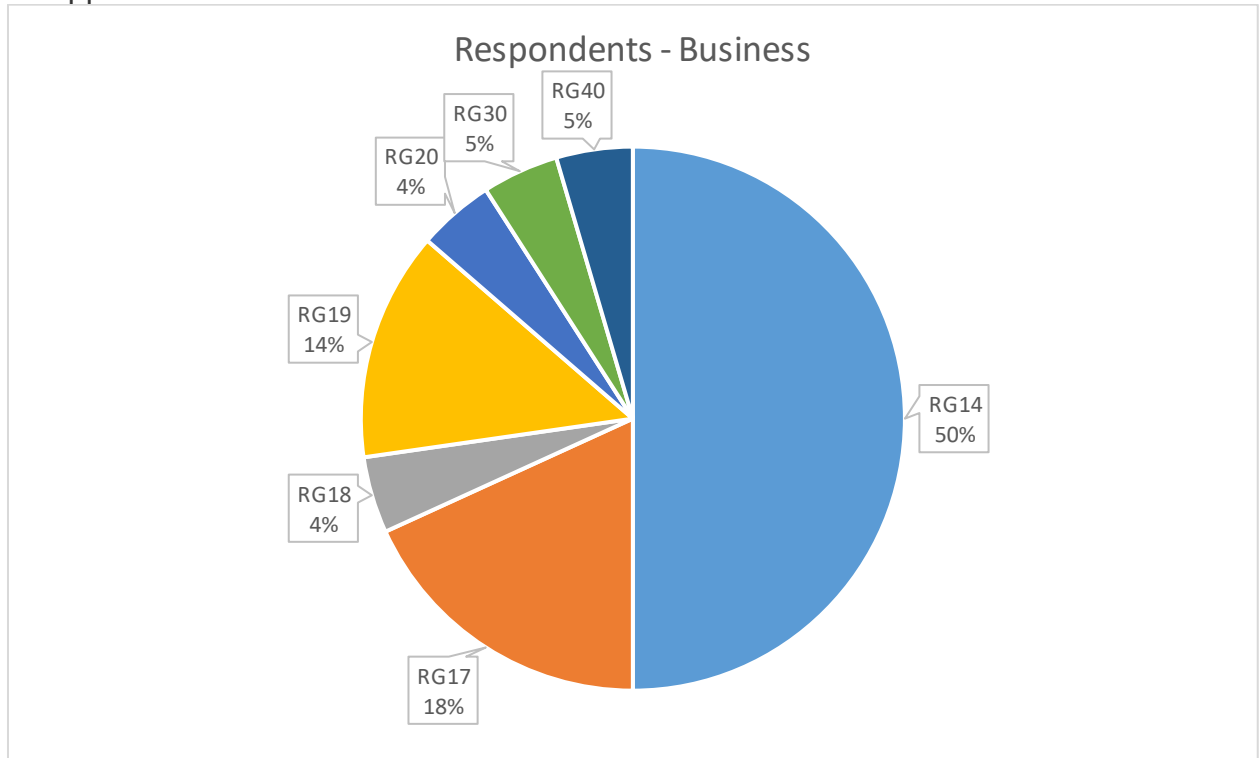
Survey participation was highest among residents in houses, maisonettes, and bungalows, with lower representation from flats, a known challenge for waste collection services.

We broke accommodation type into these 3 subsets, as they closely represent the different types of service we need to provide, with a known challenge engaging and collecting from flats, particularly flats above shops.

Business

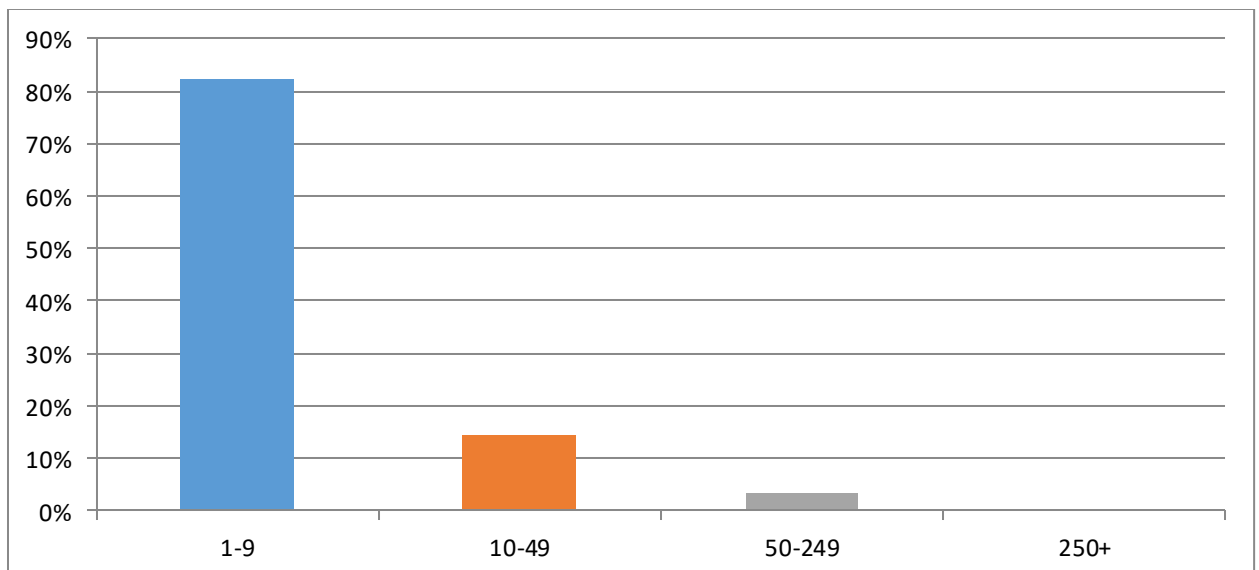
Q7 What is the postcode of your business?

Answered 24
Skipped 5049



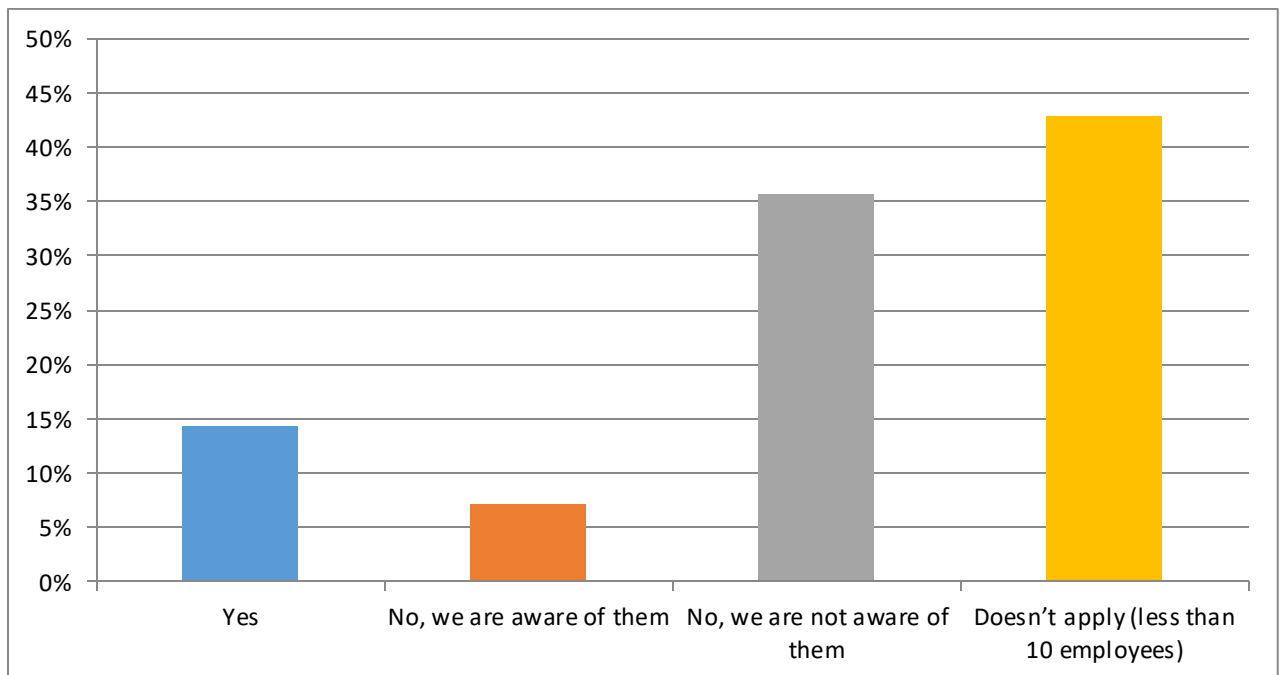
Q8 How many employees work in your business?

Answered 28
Skipped 5045



Q9 Is your business ready for Simpler Recycling regulations that come into effect 31 March 2025?

Answered 28
Skipped 5045



Most businesses that responded were from RG14 with over 80% being micro firms (under 10 employees). The majority are not aware of the government's Simpler Recycling requirements, which will apply to business from March 2025, but will not impact micro firms until March 2027. While we do not collect business or commercial waste, we will make efforts where possible to spread the message so local businesses are aware of the upcoming changes.

Organisations

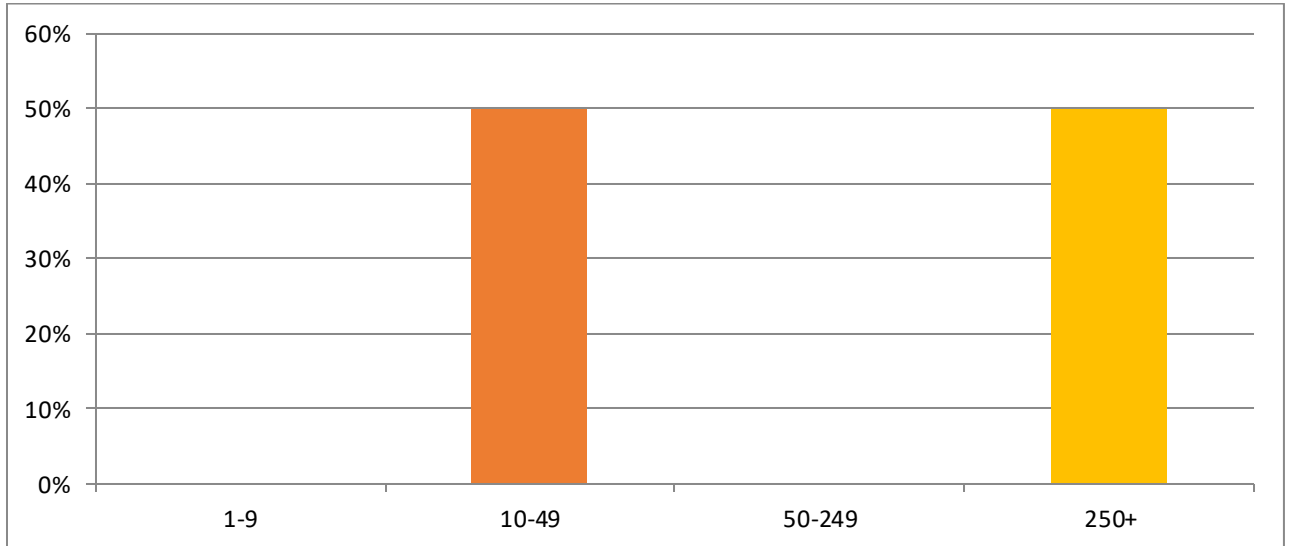
Q10 What is the name of your organisation? This information will be used to help analyse the results and will not be used to identify respondents.

Answered 17
Skipped 5056

This information is for analysis purposes only.

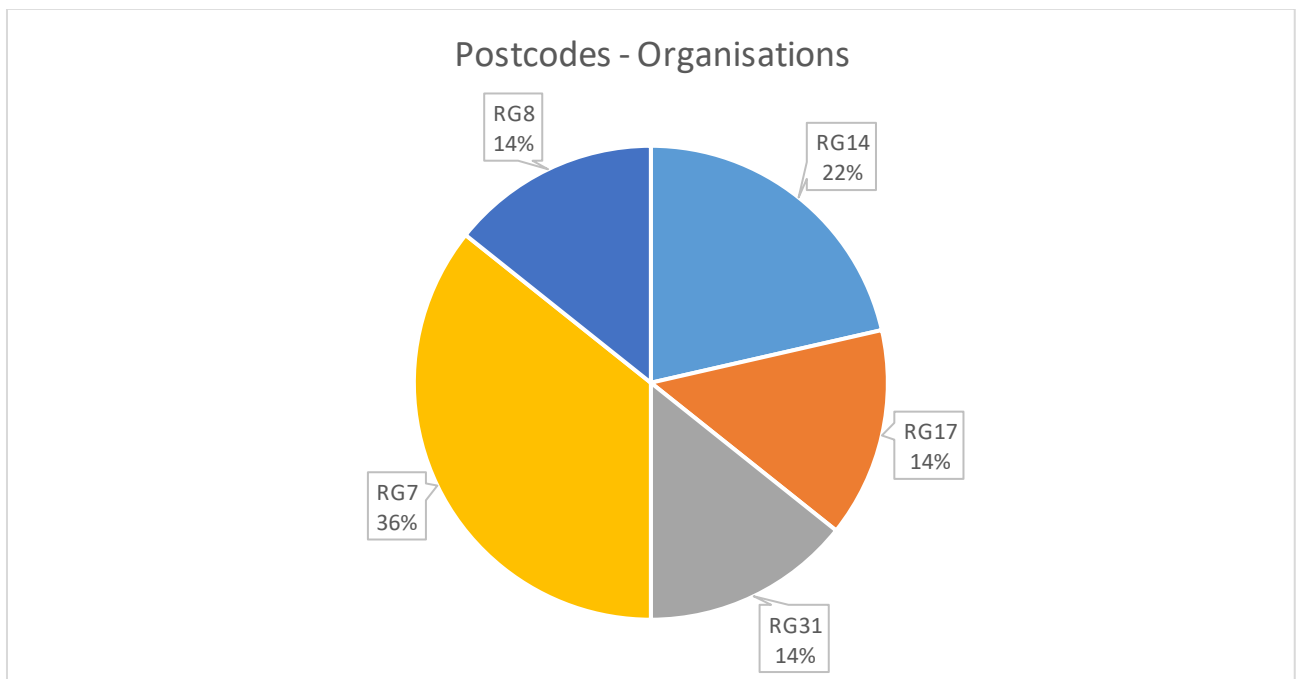
Q11 How many properties does your organisation manage in West Berkshire?

Answered 2
Skipped 5071



Q12 What is the postcode of your organisation?

Answered 16
Skipped 5057

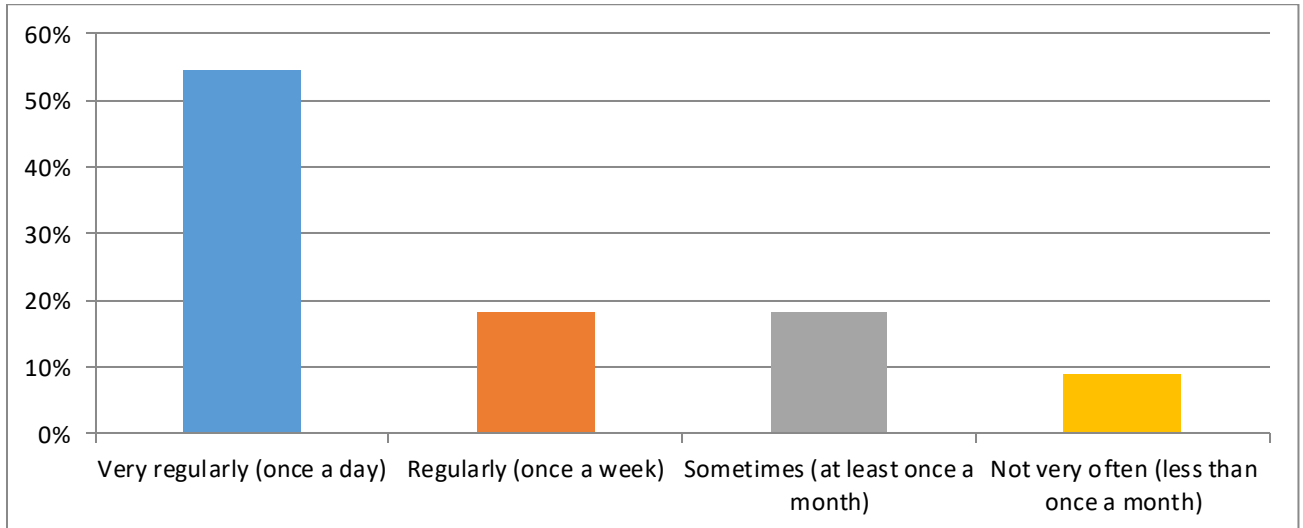


These 2 questions were asked to organisations such as town and parish councils, housing associations and other local organisation, as they are important stakeholders within the community.

Visitors

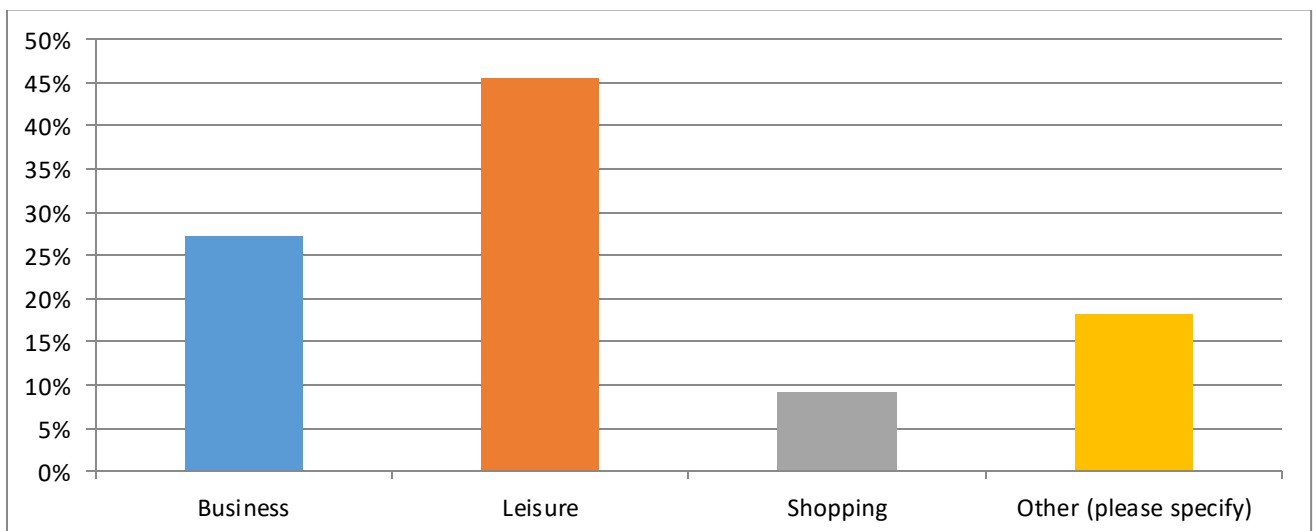
Q13 How often do you visit West Berkshire?

Answered 11
Skipped 5062



Q14 What is your main reason for visiting West Berkshire?

Answered 11
Skipped 5062

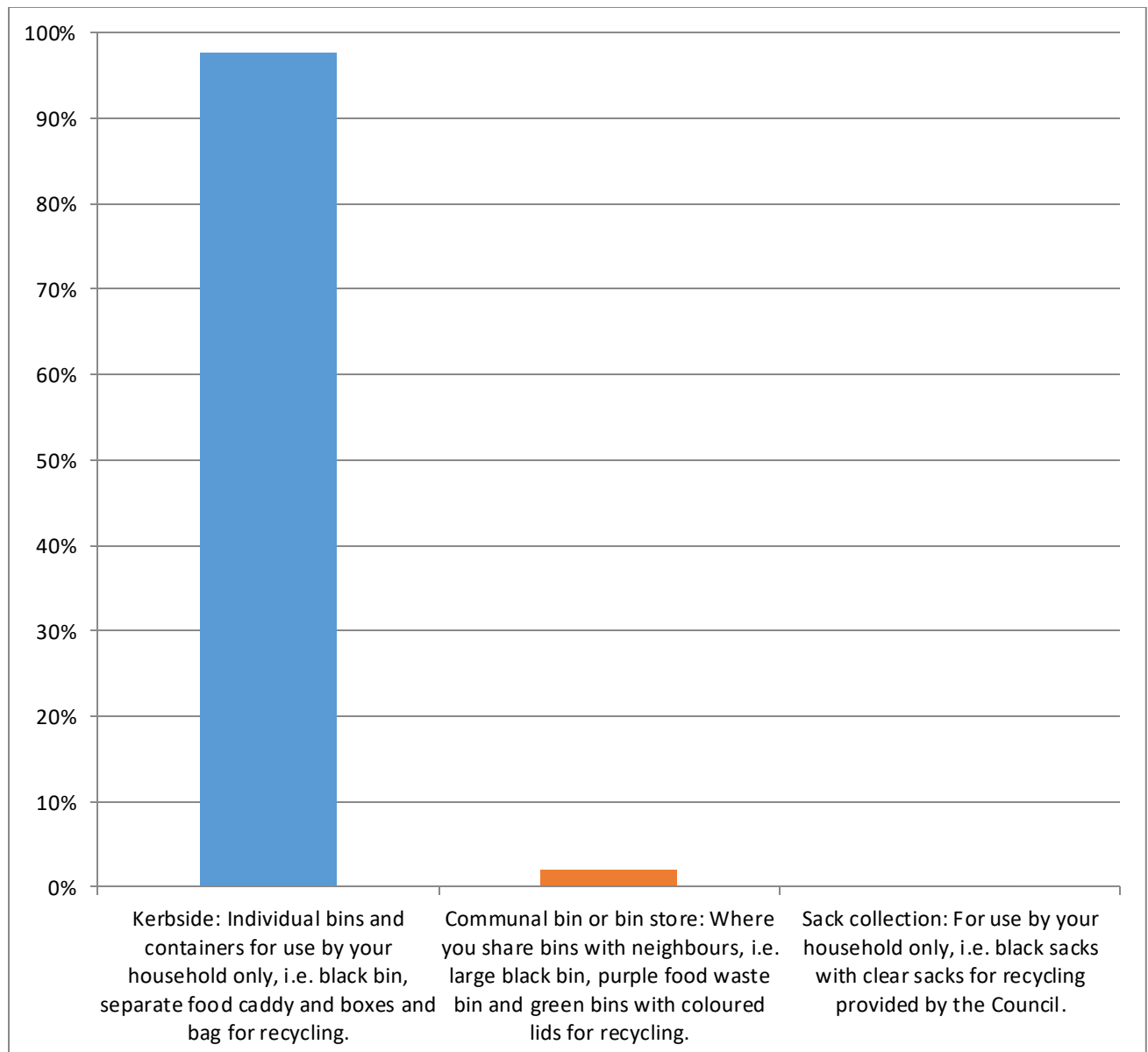


Visitors to the district were only asked questions regarding street-scene aspects of our service and the draft waste management strategy.

Current collection services

Q15 What type of recycling and rubbish collection do you receive from West Berkshire Council? If you are answering on behalf of a Housing Association or Property Management Company, please select the option which best describes most of the properties you manage in West Berkshire.

Answered 4909
Skipped 164



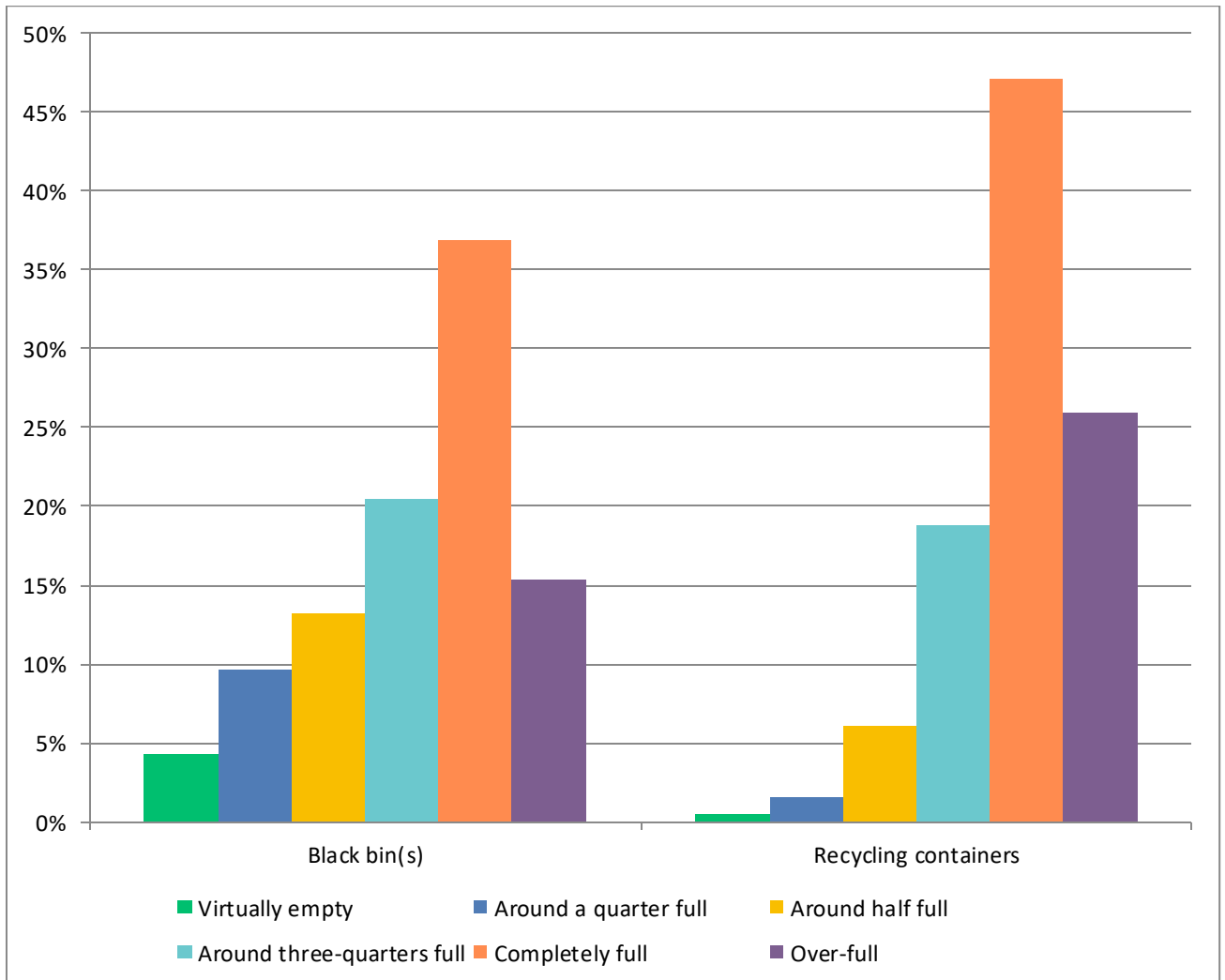
This demonstrates that many of our respondents receive a kerbside collection. This was asked to help identify needs for different collection types and to help us gauge how representative answers to questions regarding specific services are.

Kerbside bin collection Service

Q16 How full are your black bin(s) and recycling containers before they are emptied on collection day?

Answered 4780

Skipped 293

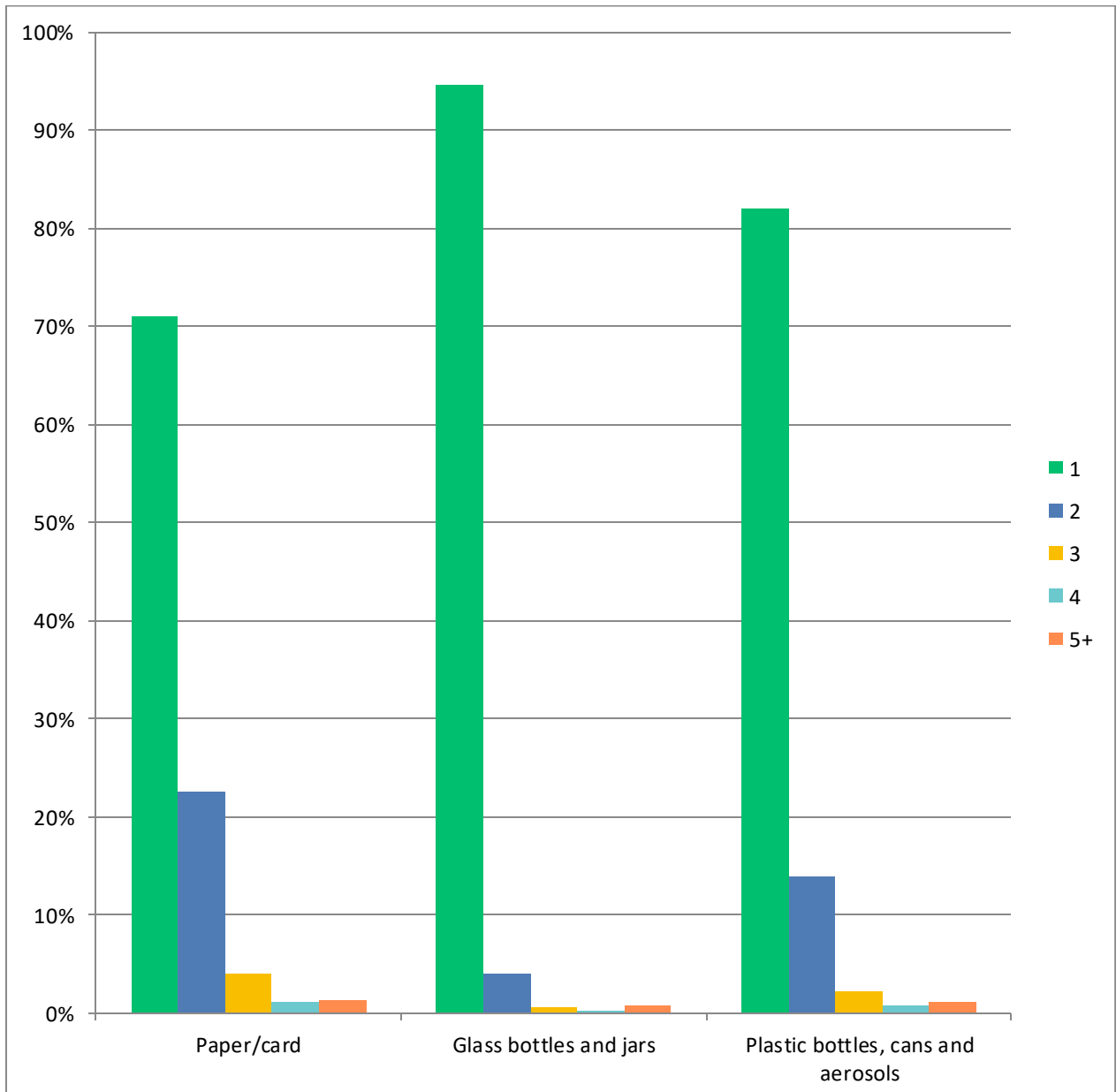


- 47.7% have space left in their black bins before collection.
- 26.9% have excess capacity in their recycling containers.

This demonstrates that without the addition of collecting more items for recycling, nearly half of our kerbside service users have space within their black bin on collection day, arguably supporting the case for changing the collection frequency to 3-weekly.

Q17 How many containers do you have in total to present your paper/card, glass bottles and jars and plastic bottles, cans and aerosols for collection? As standard, we provide one box for paper/card, another box for glass bottles and jars and a lone hessian sack for plastic bottles, cans and aerosols mixed. You can order additional recycling containers at www.westberks.gov.uk/requestabin - This was only asked to respondents who answered that they have a kerbside service in Q15.

Answered 3457
 Skipped 1616

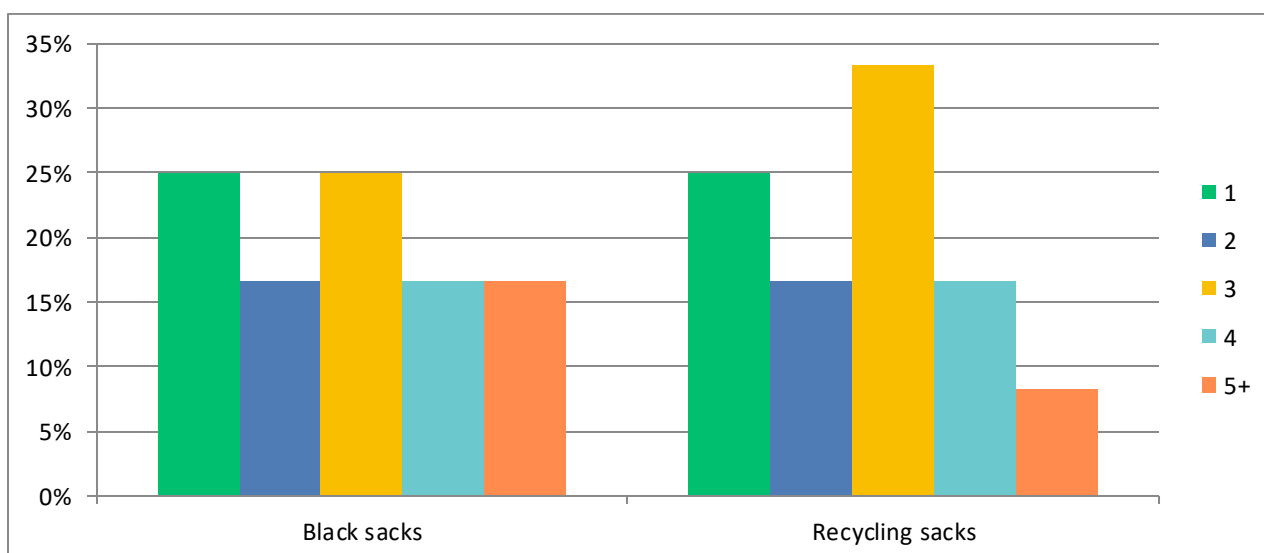


Findings demonstrate the need to promote and adequately support the recycling container delivery service.

Kerbside sack collection service

Q18 How many black sacks or sacks of recycling do you typically put out on collection day? - This was only asked to respondents who answered that they have a sack service in Q15.

Answered 12
Skipped 5061

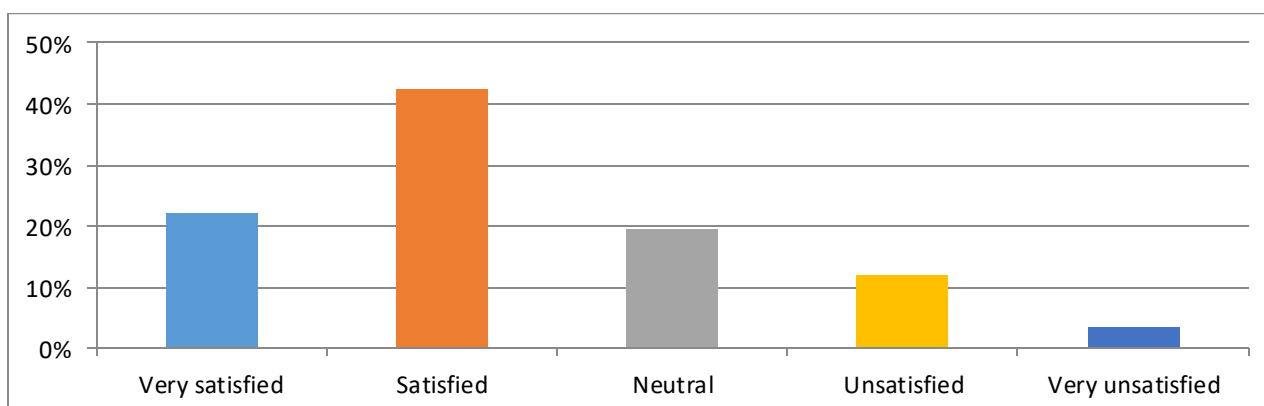


Most respondents using the sack collection service put out 1-3 black sacks every two weeks.

Satisfaction and participation

Q19 How satisfied are you with the black bin/sack and recycling collection services provided by West Berkshire Council? This was only asked to respondents who answered that they have a kerbside bin or sack service in response to Q15.

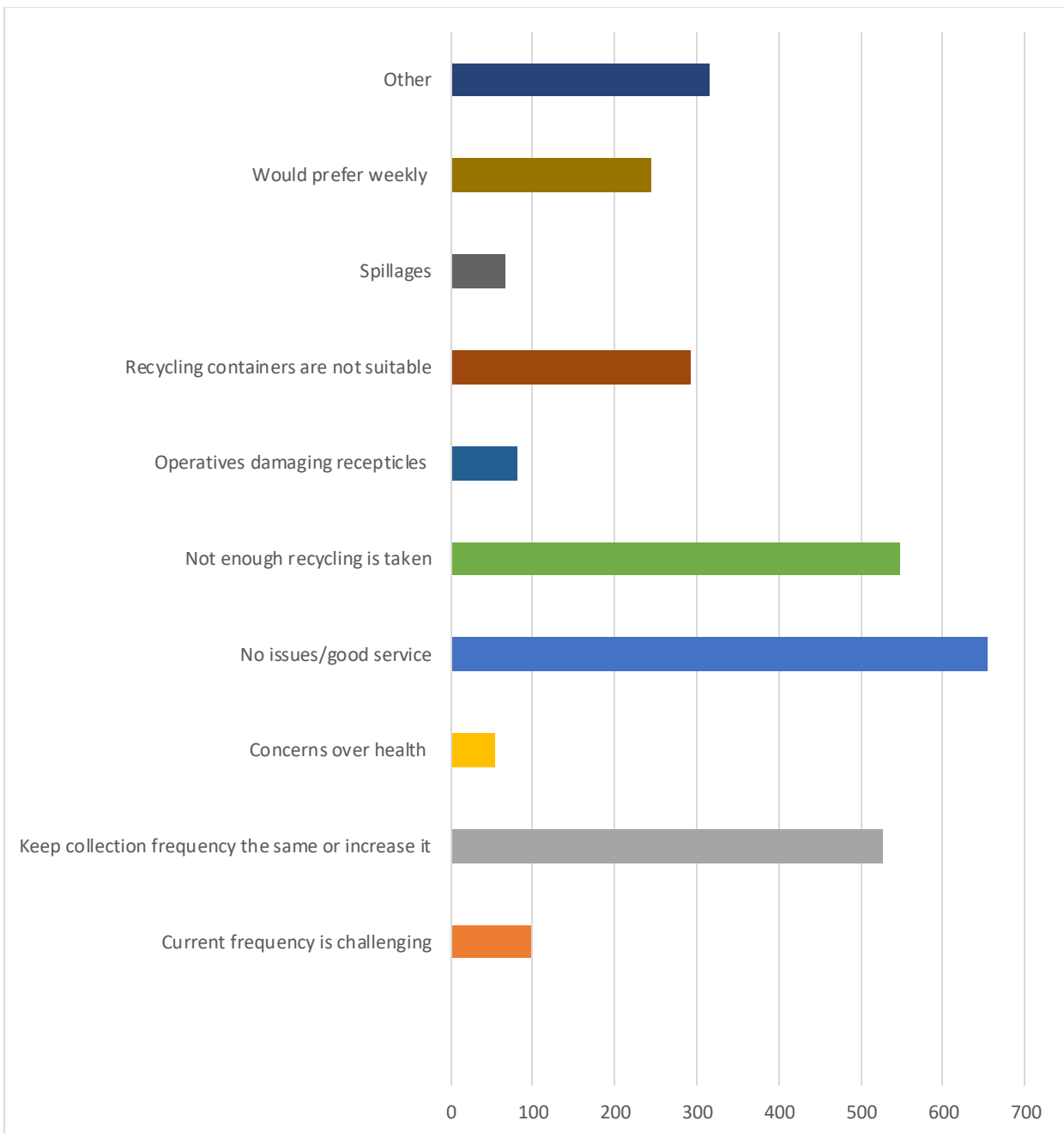
Answered 3802
Skipped 221



- 84% of respondents are neutral or satisfied.
- 64.8% express satisfaction or strong satisfaction.

Residents generally approve of current services, though some seek expanded recycling options.

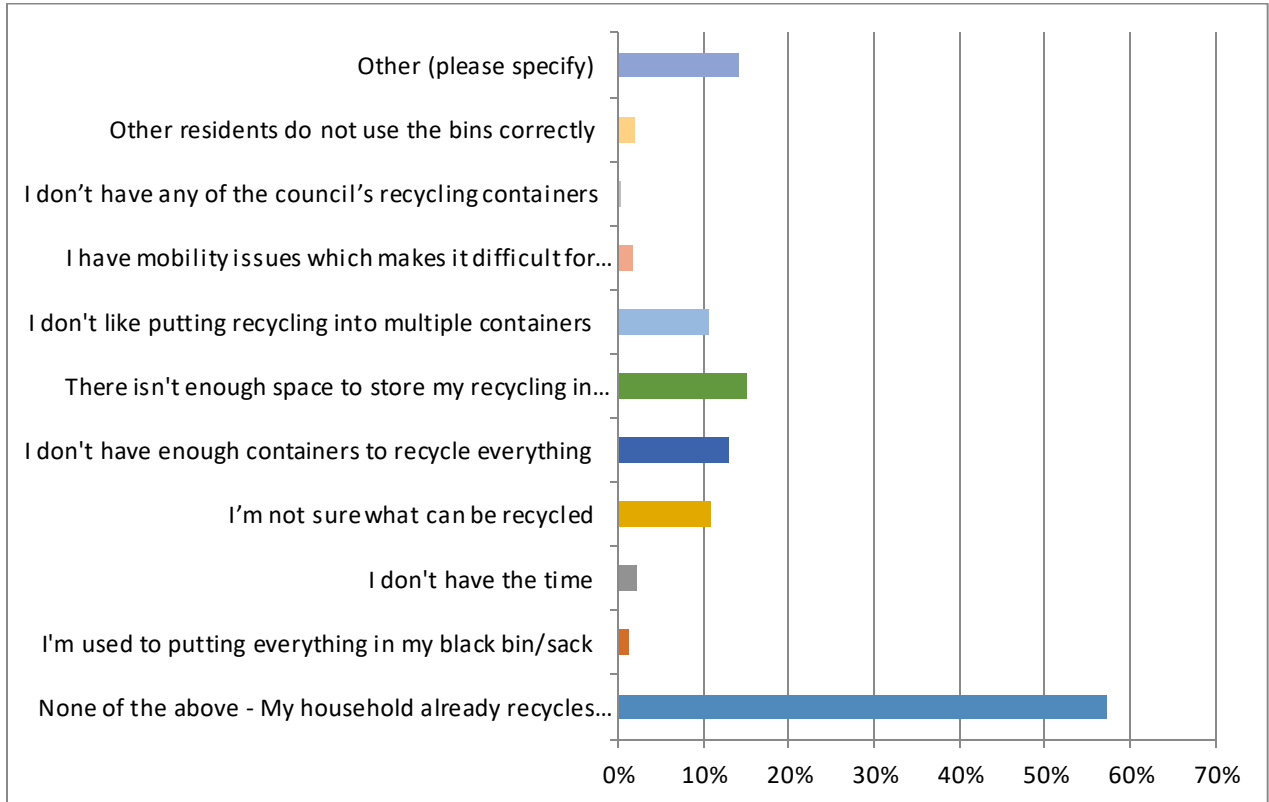
We asked respondents to explain the reasons for their responses. We have broken these insights down into 11 categories, with the majority stating that it's a good service, but also want us to collect more waste types for recycling, closely followed by comments around keeping the current frequency of black bin collection the same.



Q20 What, if anything, stops you and your household from increasing the amount you recycle? Please select all that apply.

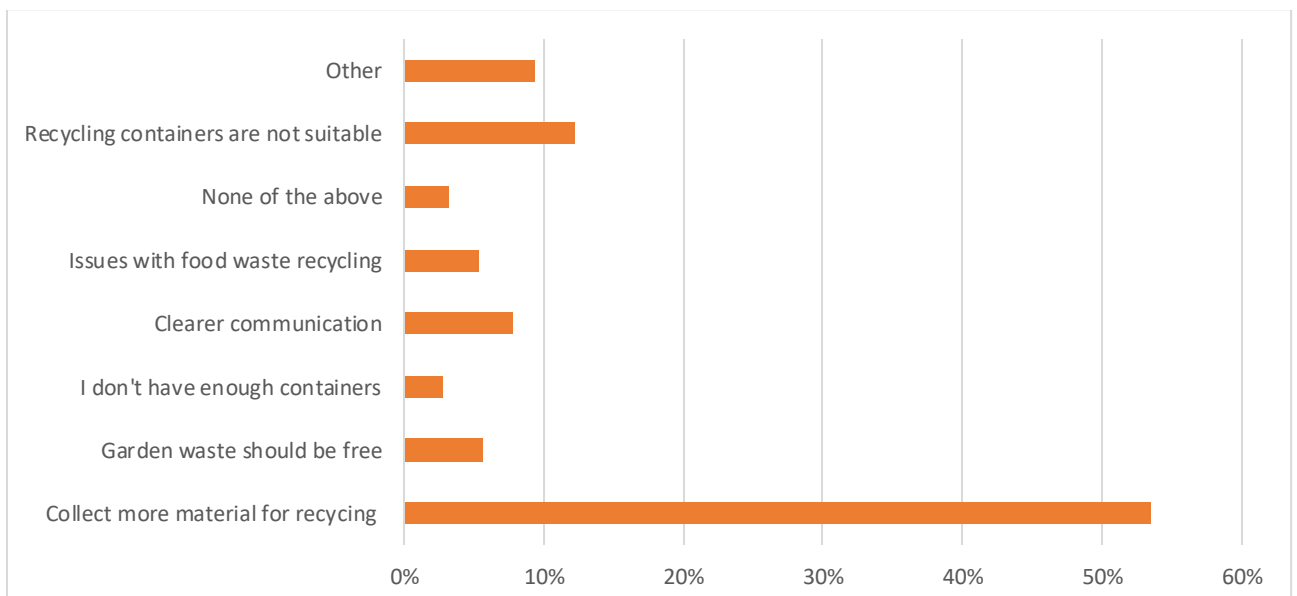
Answered 3768

Skipped 225



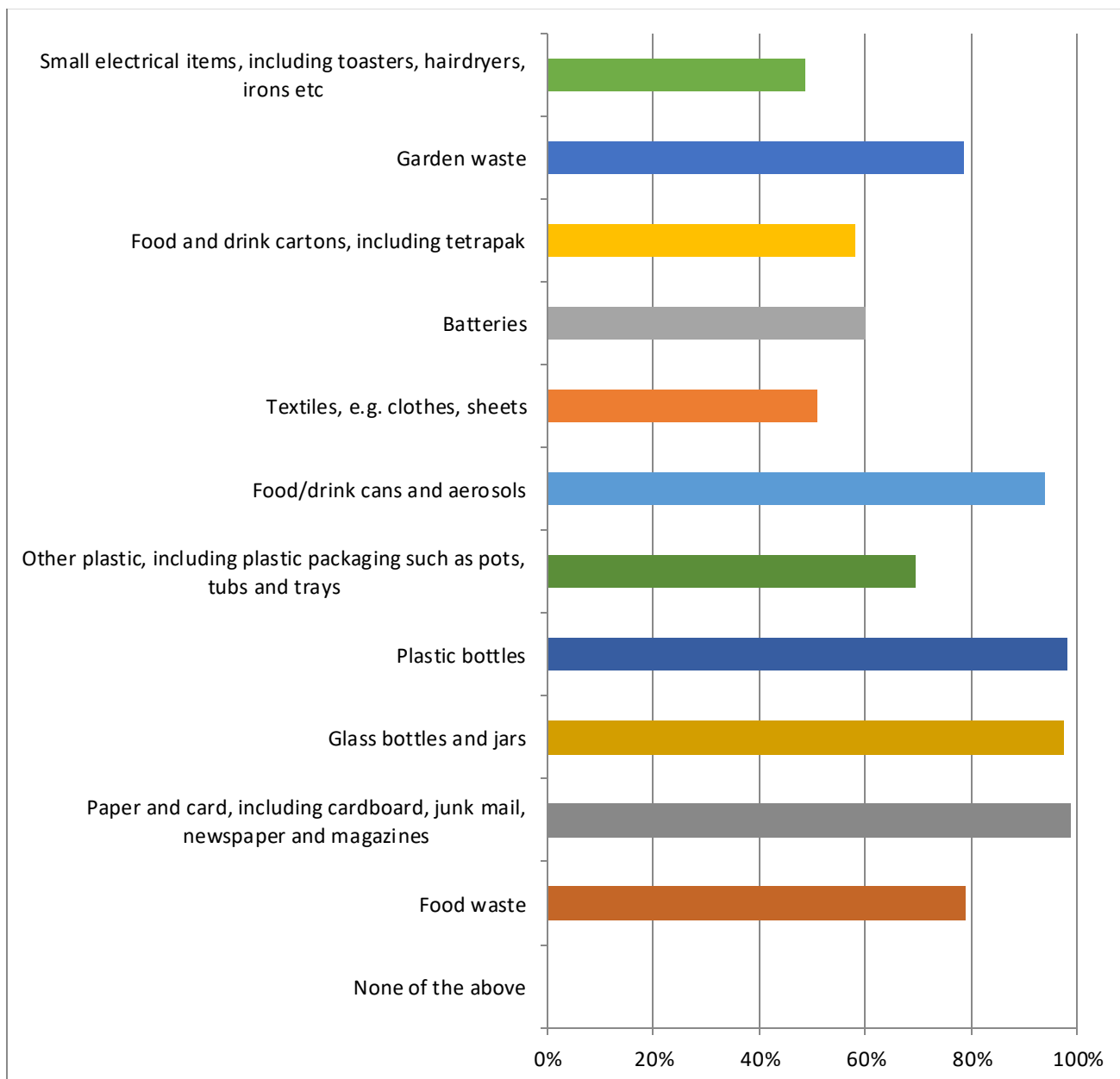
Most respondents feel they already recycle as much as possible. Addressing gaps in service awareness could further improve participation.

Other comments provided have been categorised below.



**Q21 Which of the following waste materials does your household recycle?
Please select all that apply.**

Answered 4766
Skipped 307

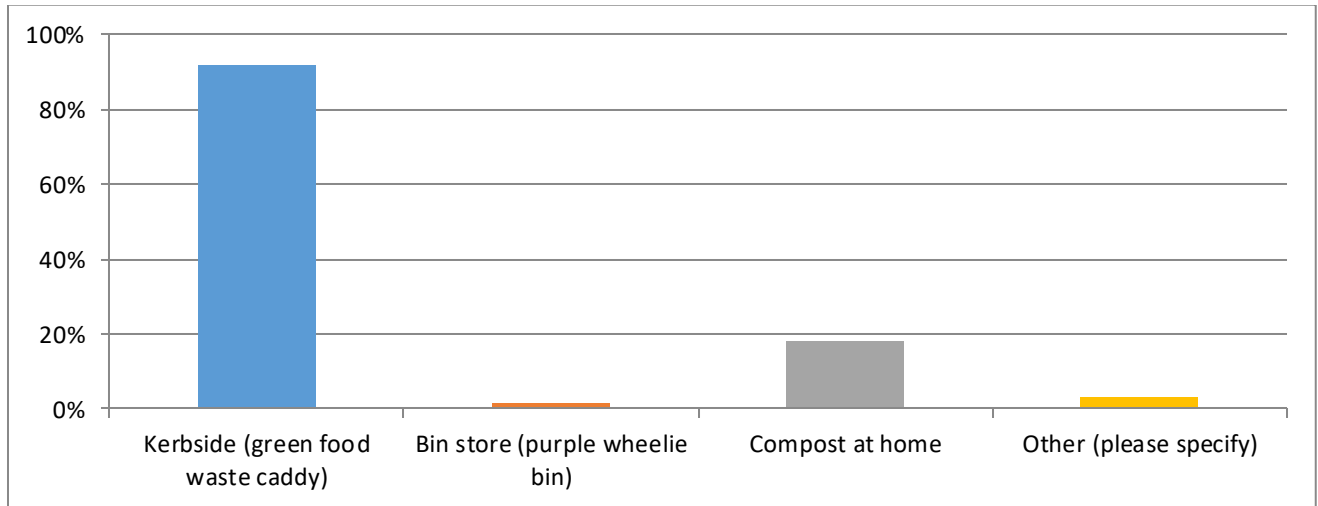


- Over 70% recycle food waste, paper/card, plastic bottles, cans, and garden waste.
- Electrical items and textiles are recycled by fewer than 51%.

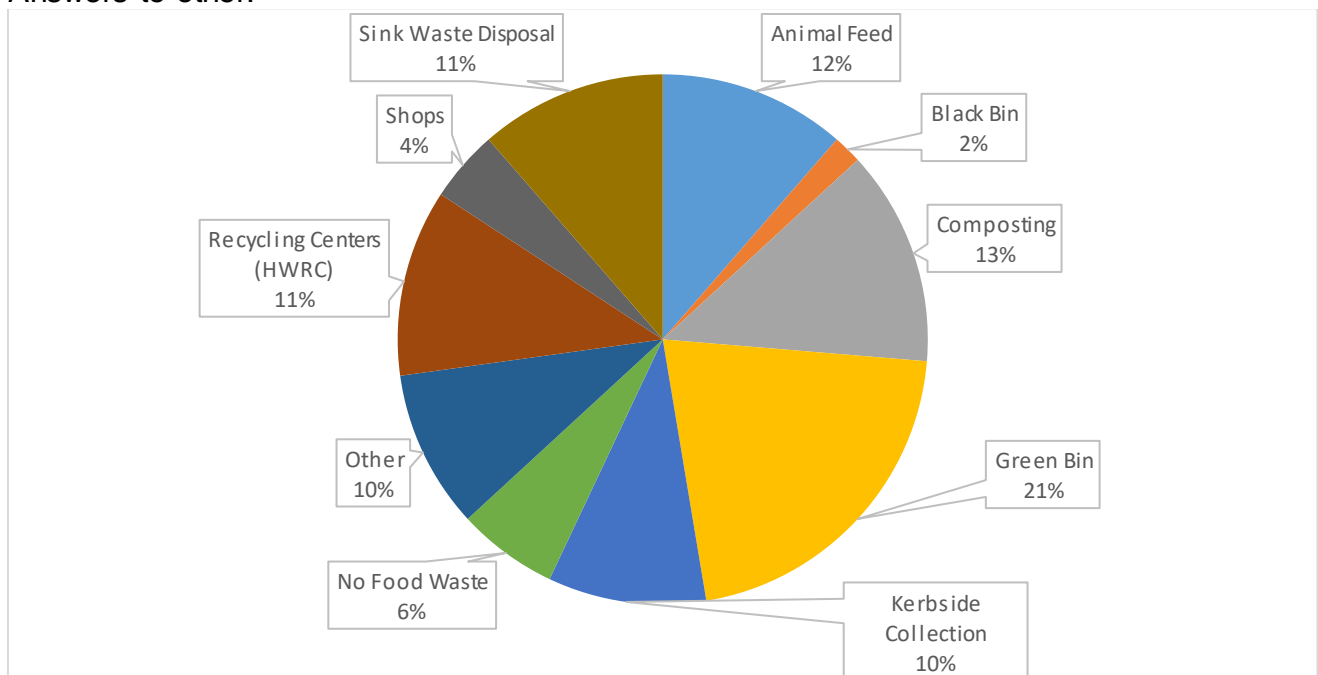
This insight can help the Council to identify where efforts need to be focused to improve recycling services.

Q22 Where do you recycle your food waste? Please select all that apply.

Answered 3715
Skipped 1358



Answers to other:

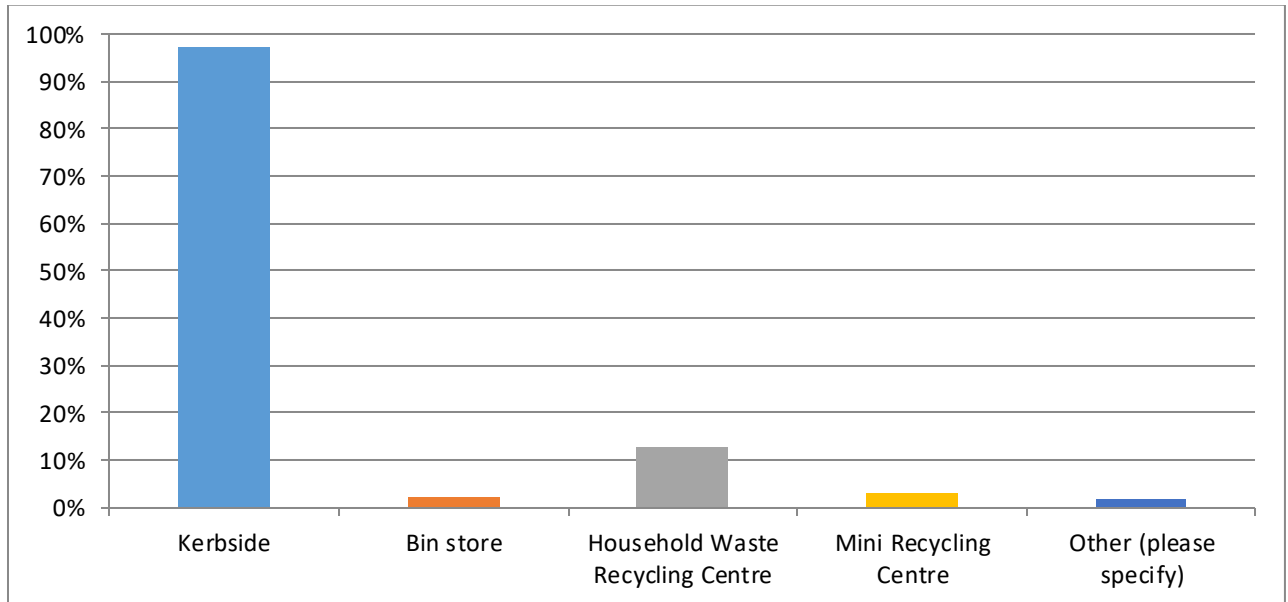


The overwhelming majority of resident who recycle their food waste do so using our kerbside collection service. A good portion are choosing to compost some of their food waste at home (18%), with work needed to improve participation at communal properties, although we need to bear in mind that the number of respondents to the survey does not represent the proportion of residents we have living in communal properties (flats). Work has already begun to improve participation rates in flats, following the installation of 7 new communal food bin storage units, aiming to make the service more prominent and removing some of the ‘yuck factor’ by avoiding the need for residents to touch the bin while depositing their food waste.

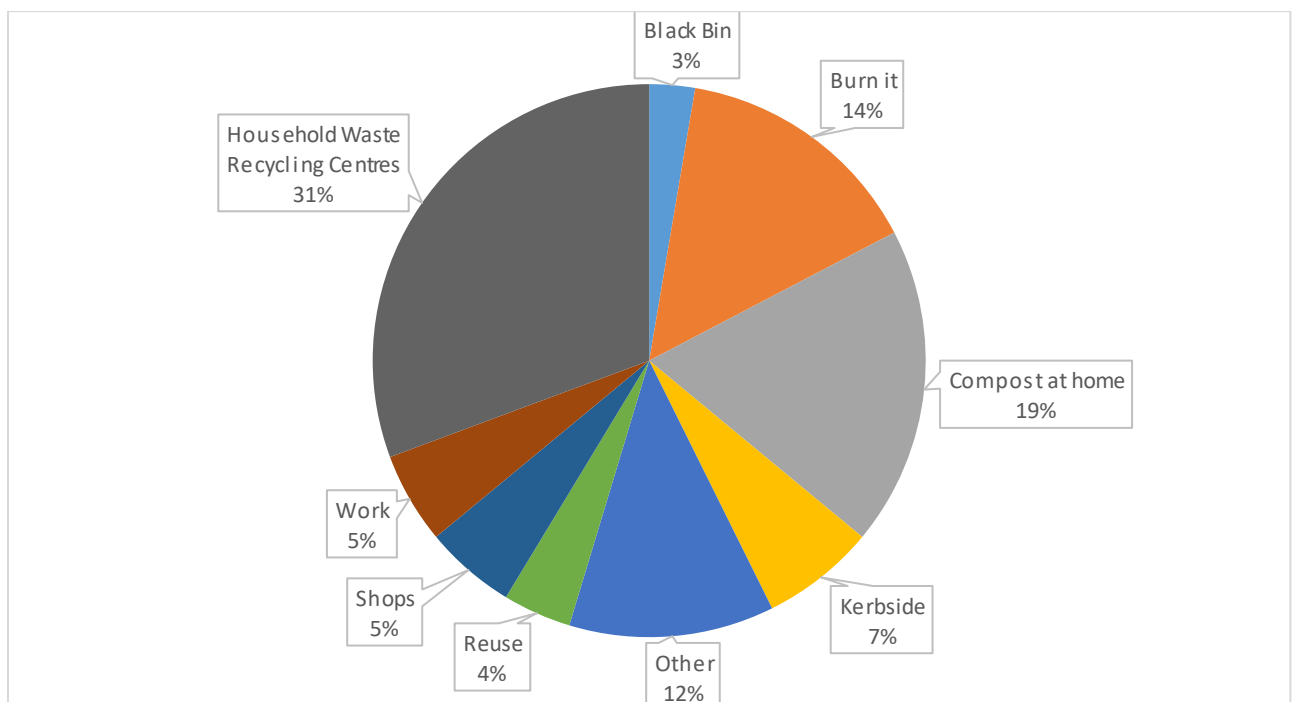
Q23 Where do you recycle your paper and card? Please select all that apply.

Answered 4642

Skipped 431



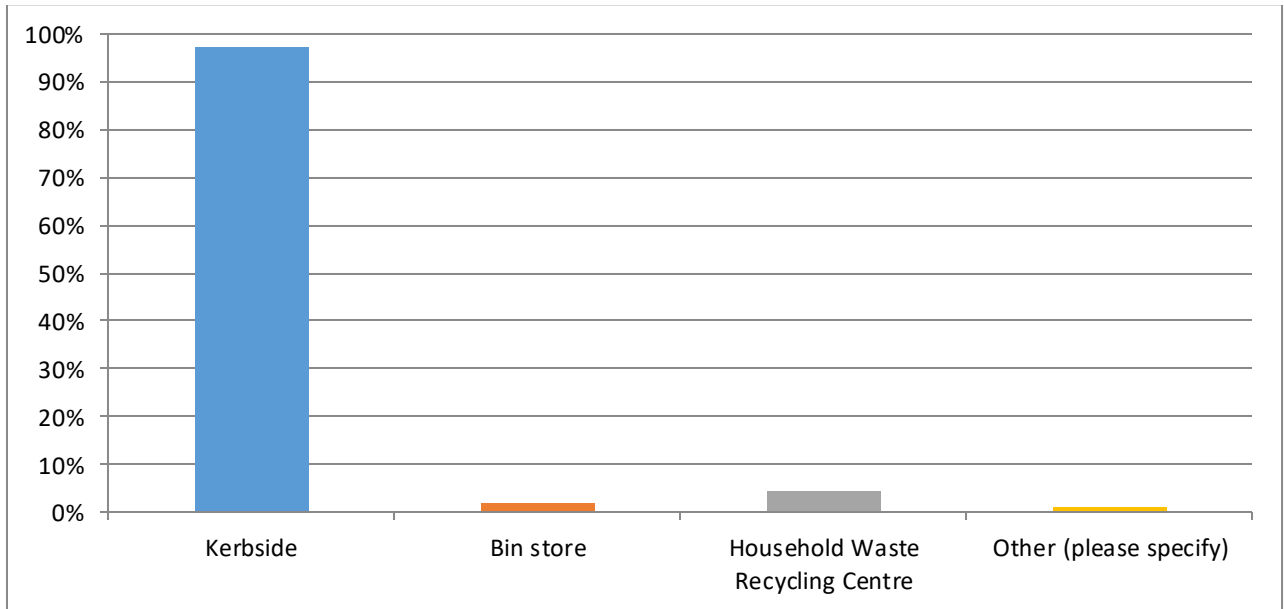
Answers to other:



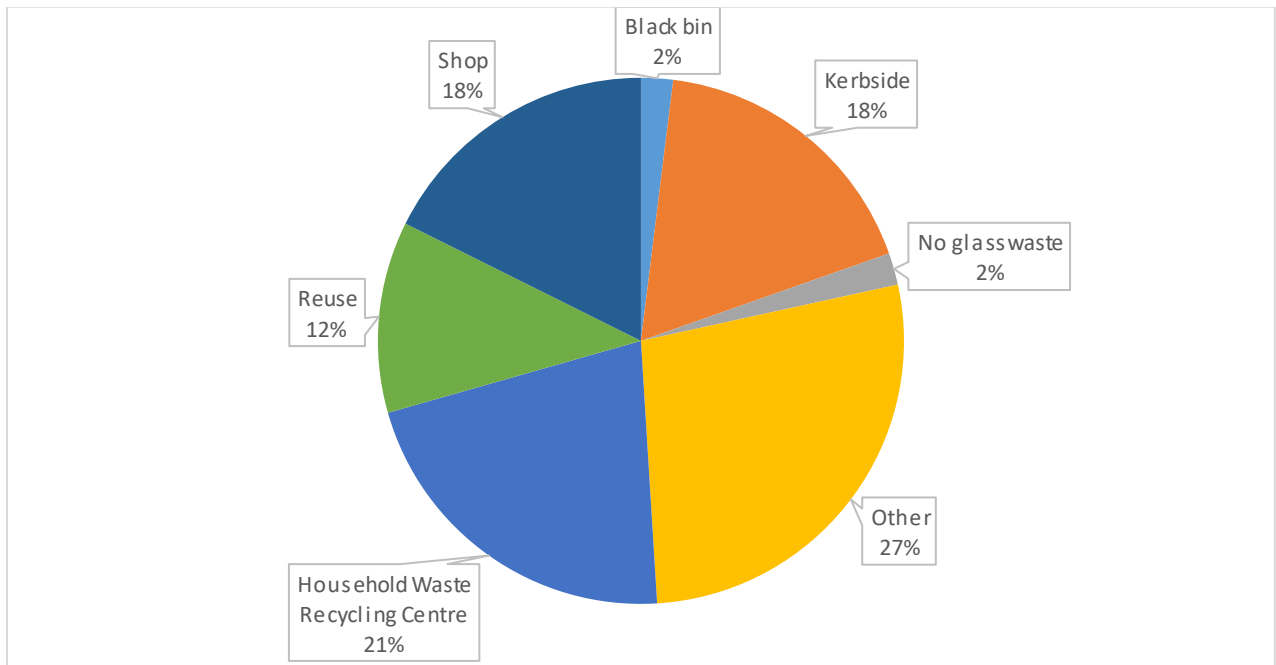
Again, many respondents use our kerbside collection service to recycle paper and card. The low number of responses for communal bin stores will be reflected by the low number of respondents to the survey from property types that receive that service. Only 16% of respondents use the Household Waste Recycling Centres (HWRCs) or a mini recycling centre to recycle paper and card.

Q24 Where do you recycle your glass bottles and jars? Please select all that apply.

Answered 4582
 Skipped 491



Answers to other:

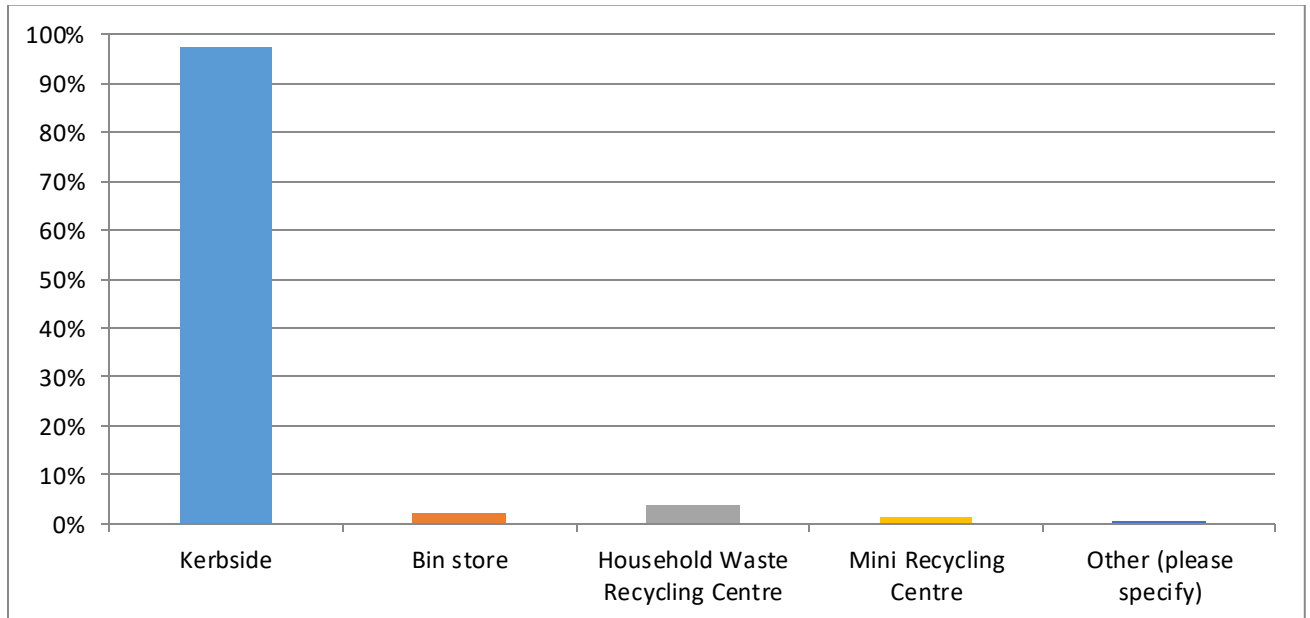


Again, most respondents use our kerbside collection service to recycle glass bottles and jars. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service.

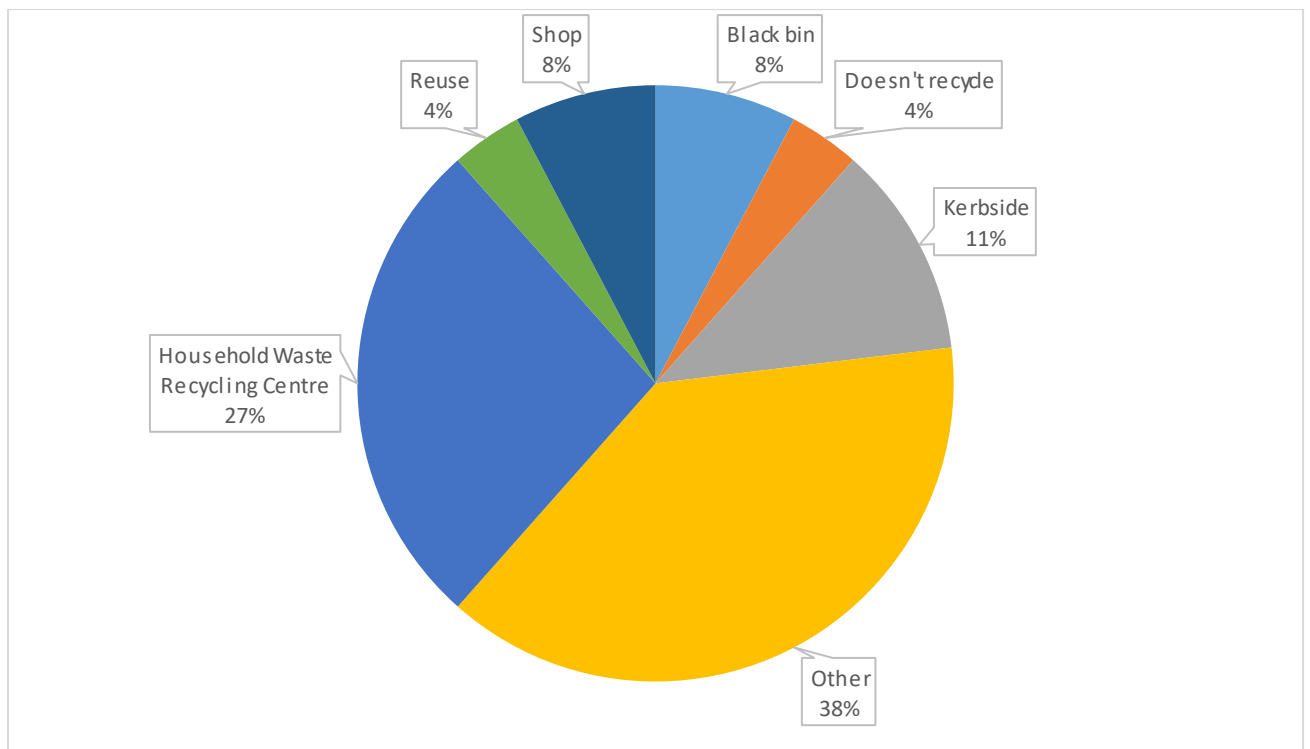
Q25 Where do you recycle your plastic bottles? Please select all that apply.

Answered 4614

Skipped 459



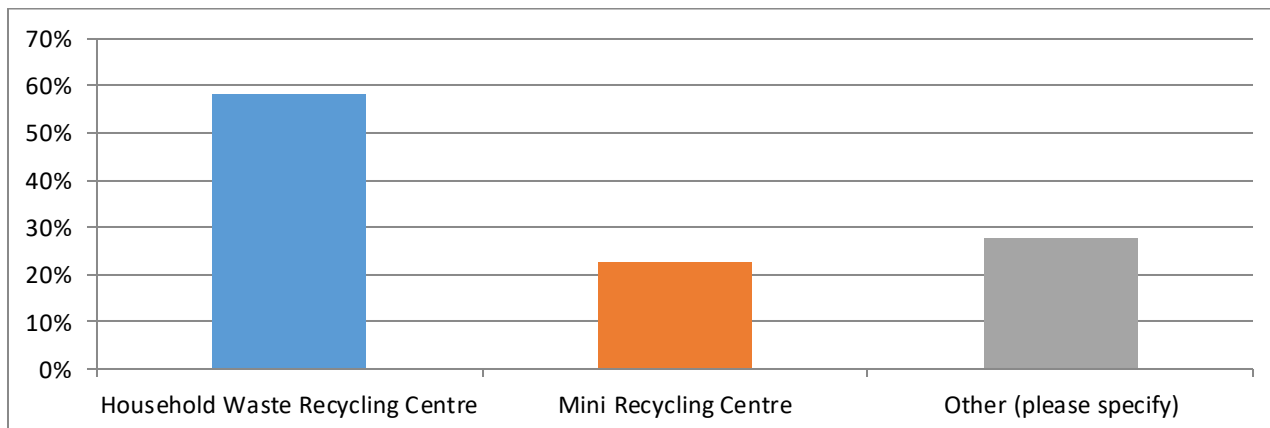
Answer to other:



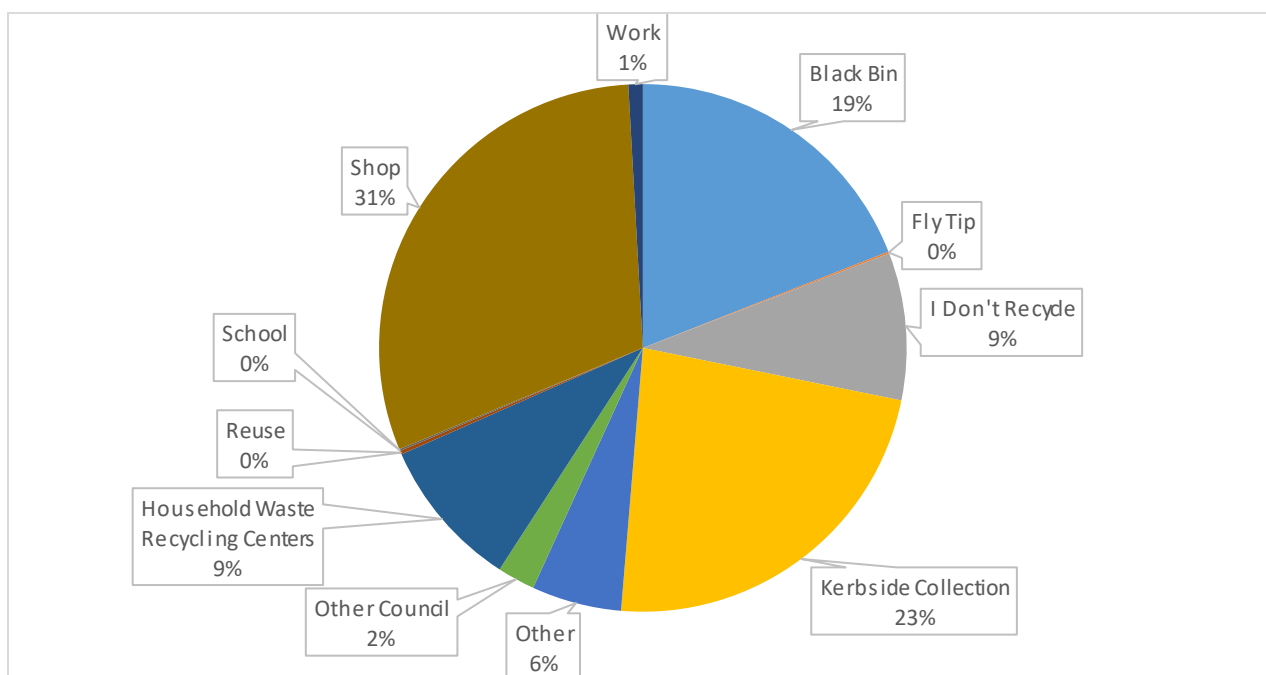
97% of respondents use our kerbside collection service to recycle plastic bottles. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service.

Q26 Where do you recycle your other plastics? Please select all that apply.

Answered 3270
 Skipped 1803



Answer to other:

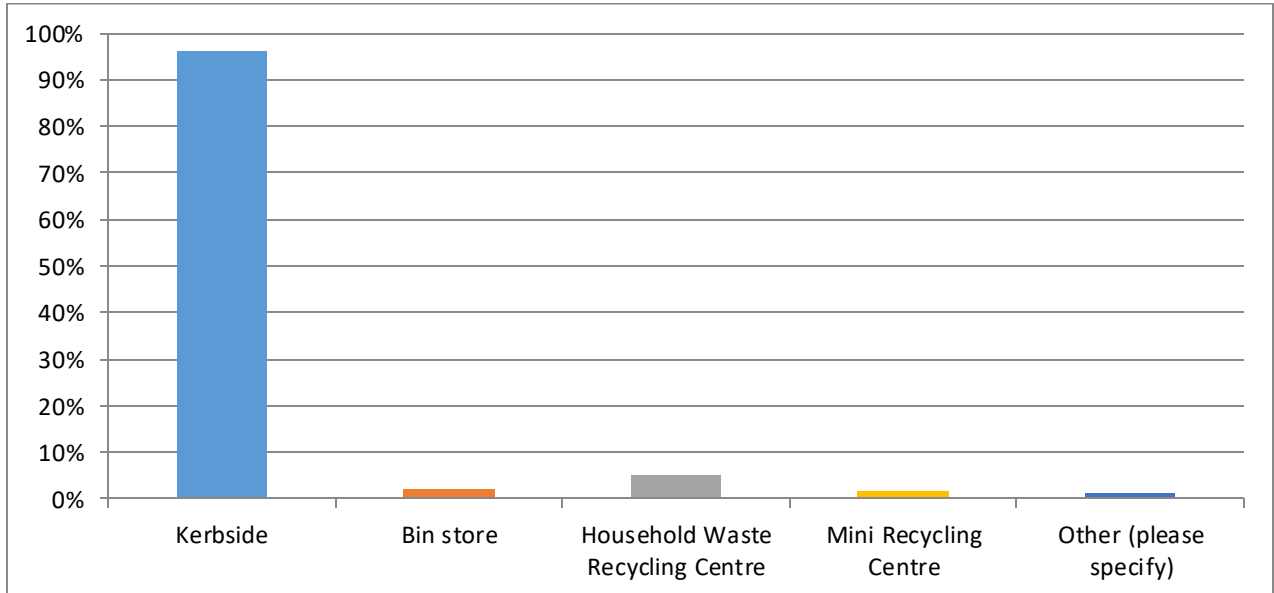


58% of respondents recycle other plastics such as pots, tubs and trays at our HWRCs. 22% using our mini recycling centres, with 27% using other means to recycle them. 23% of those who answered 'other' already recycle other plastic waste in our kerbside collection service. With 31% (5% of respondents) making use of recycling services provided by shops and supermarkets. This has also demonstrated that residents are using other councils' facilities (non-West Berkshire) to recycling other plastic waste, with 2% of those who answered 'other' doing so, that equates to 0.4% of all respondents.

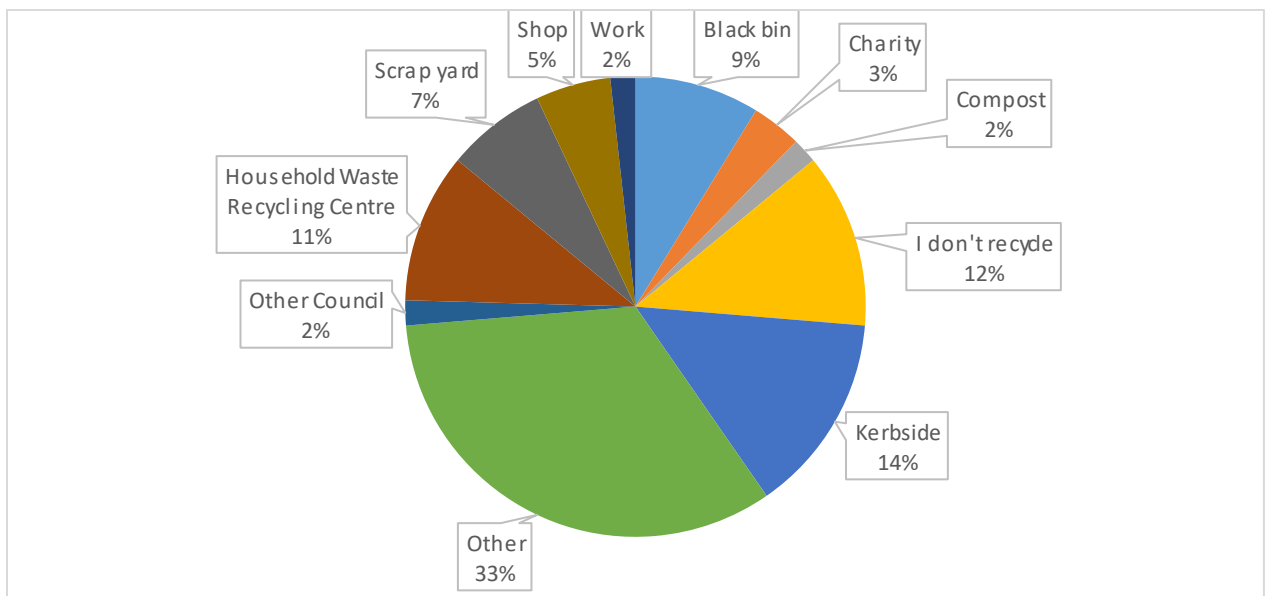
Q27 Where do you recycle your food/drink cans & aerosols? Please select all that apply.

Answered 4411

Skipped 662



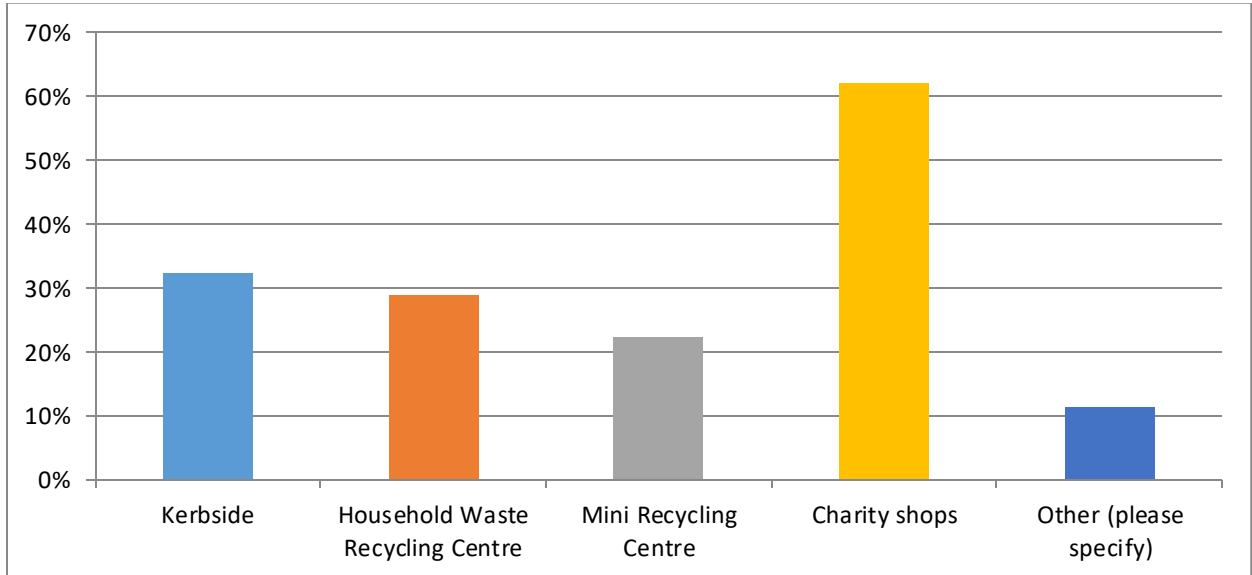
Answer to other:



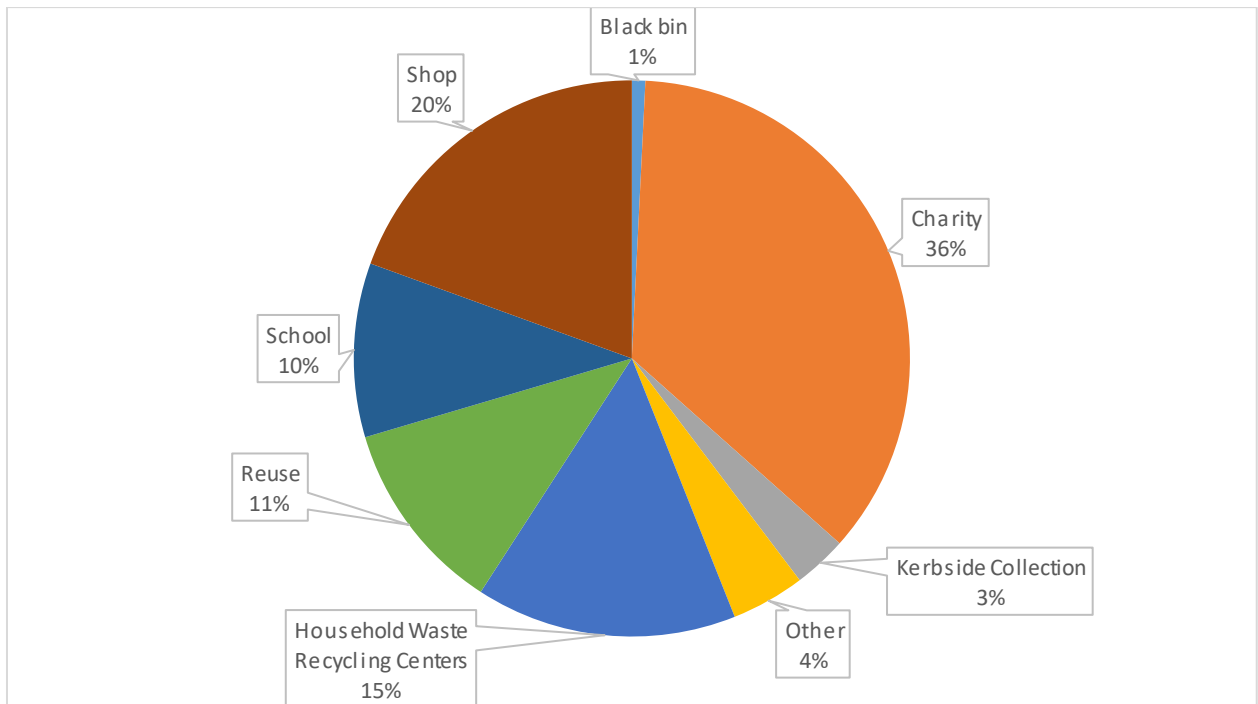
96% of respondents use our kerbside collection service to recycle food and drink cans and aerosols. The low number of responses for bin store will be reflected by the low number of respondents to the survey from property types that receive that service. The 57 people who answered other had a wide variety of different means to recycle this waste type, the most common answer was categorised as 'other' with the answers not relevant to the questions. Following that and removing answers that could have been selected in the question, 12% (7 in number) of those who selected 'other' stated that they don't recycle this waste type.

Q28 Where do you recycle your textiles? Please select all that apply.

Answered 2401
Skipped 2672



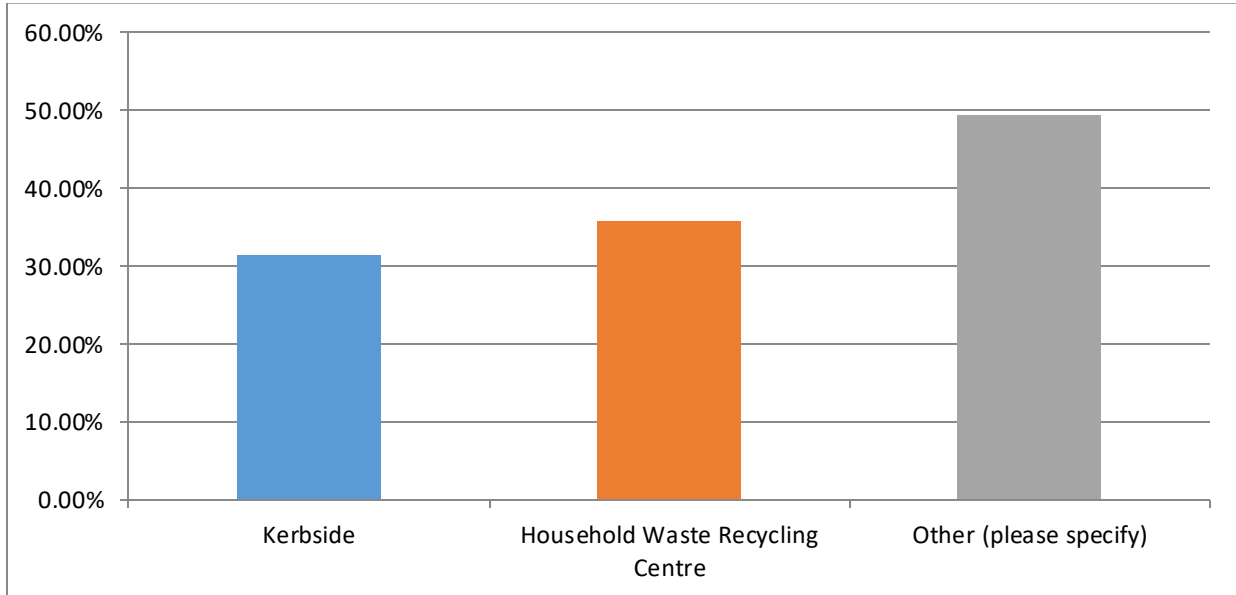
Answer to other:



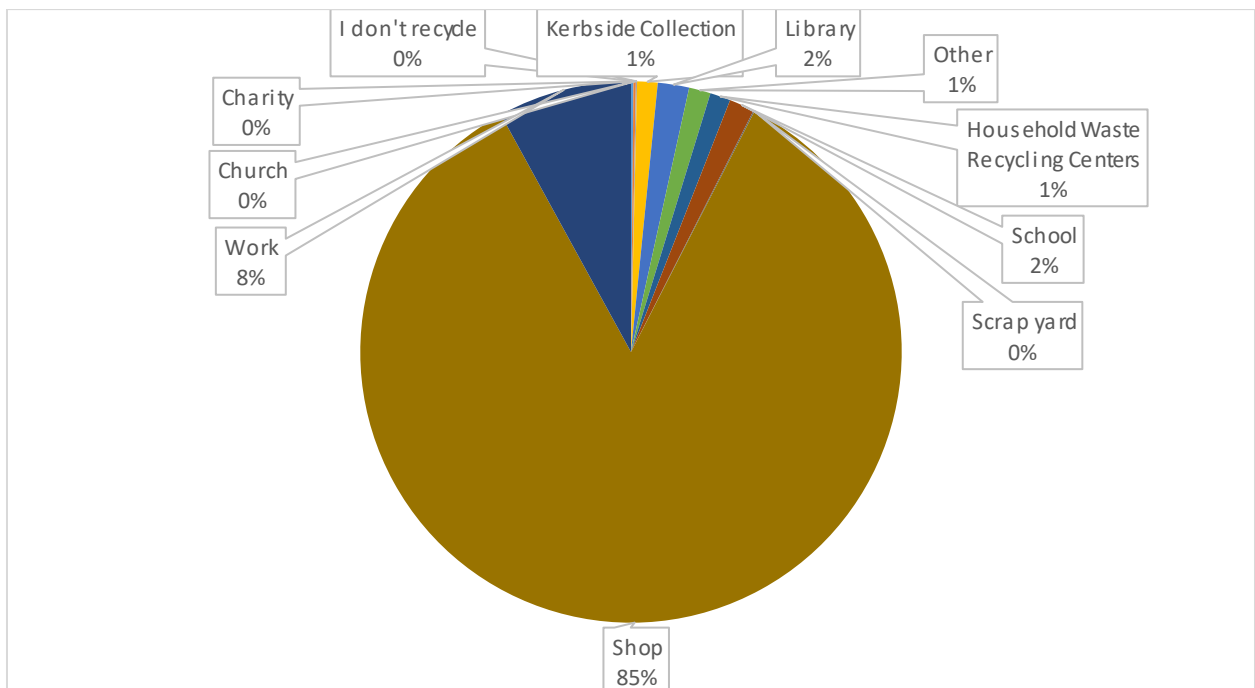
Despite being a service provided at kerbside, many respondents recycle their textiles at charity shops (62%), with 32% making use of the kerbside service. Of the 11% of people who selected other and ignoring options that they could have selected, take back and recycling schemes at shops and supermarkets was the highest answer with 20% (50 in number).

Q29 Where do you recycle your batteries? Please select all that apply.

Answered 2822
 Skipped 2251



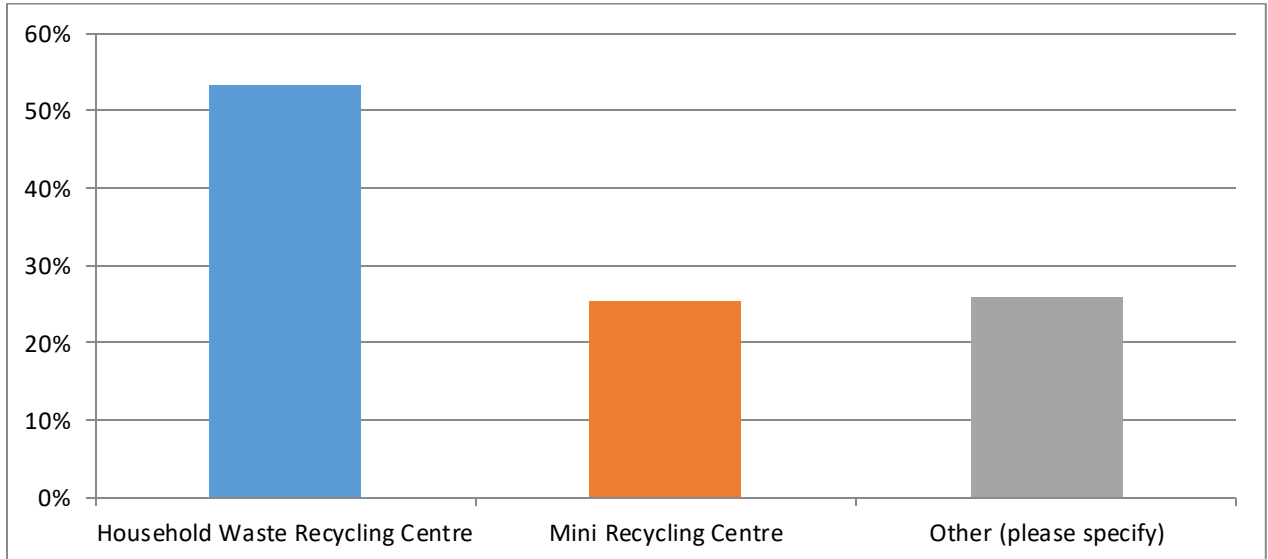
Answers to other:



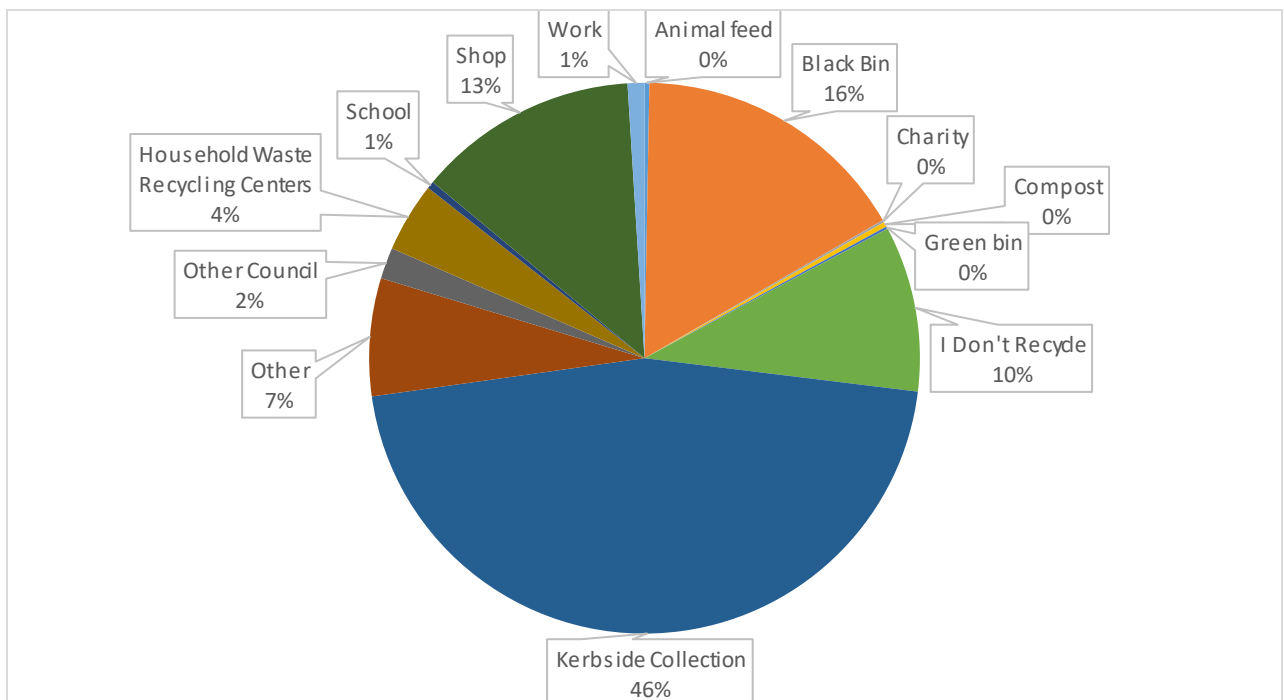
Most people still use recycling schemes at shops and supermarkets to recycle their old batteries, with 85% of those who answered 'other' equating to 23% of all respondents to the survey. Apart from that, there was an even split between the new kerbside service and the well-established scheme at our HWRCs.

Q30 Where do you recycle your food and drink cartons? Please select all that apply.

Answered 2734
 Skipped 2339



Answers to other:

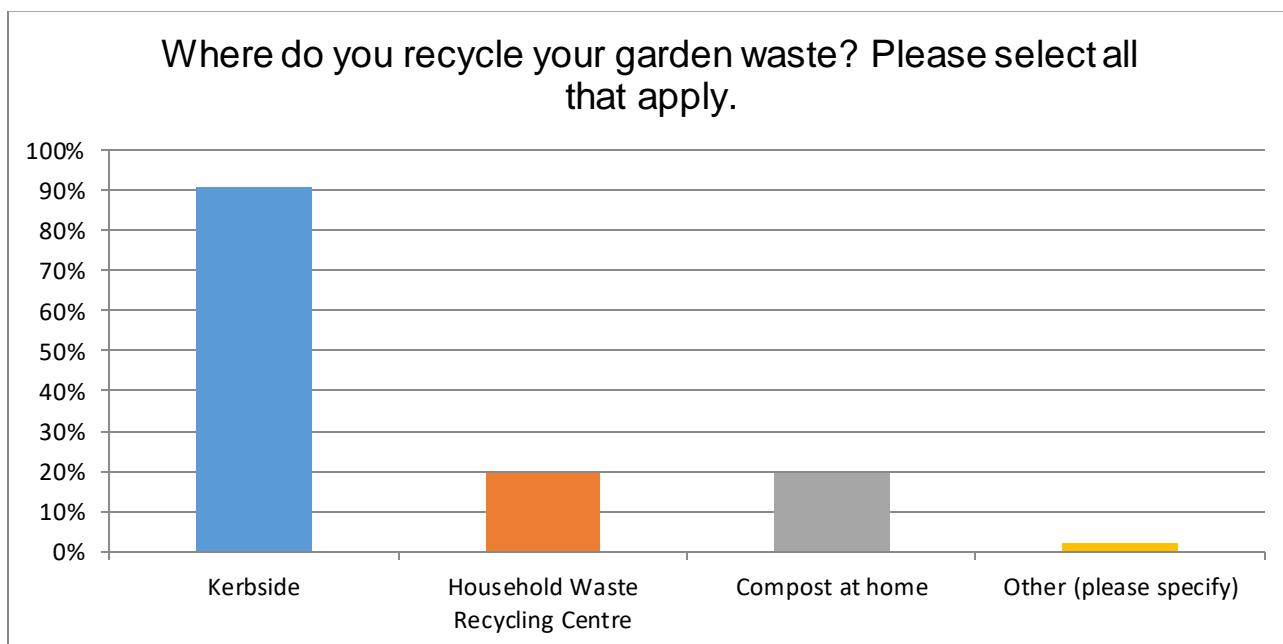


53% of respondents use our HWRCs to recycle food and drink cartons. The 708 (25%) people who answered 'other' had a wide variety of different means to recycle this waste type. The most common answer was as the kerbside (despite us not offering the service) with 46% of those who answered 'other' doing so, that equates to 6% of all respondents.

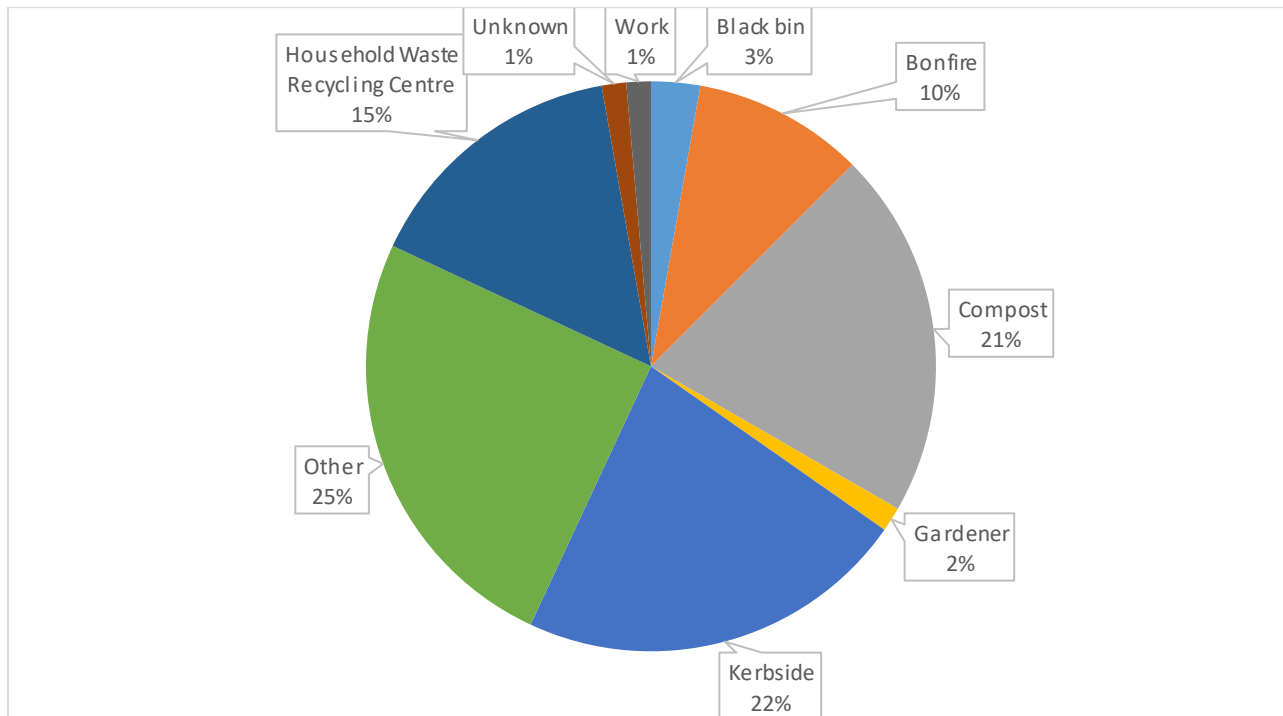
Q31 Where do you recycle your garden waste? Please select all that apply.

Answered 3694

Skipped 1379



Answers to other:

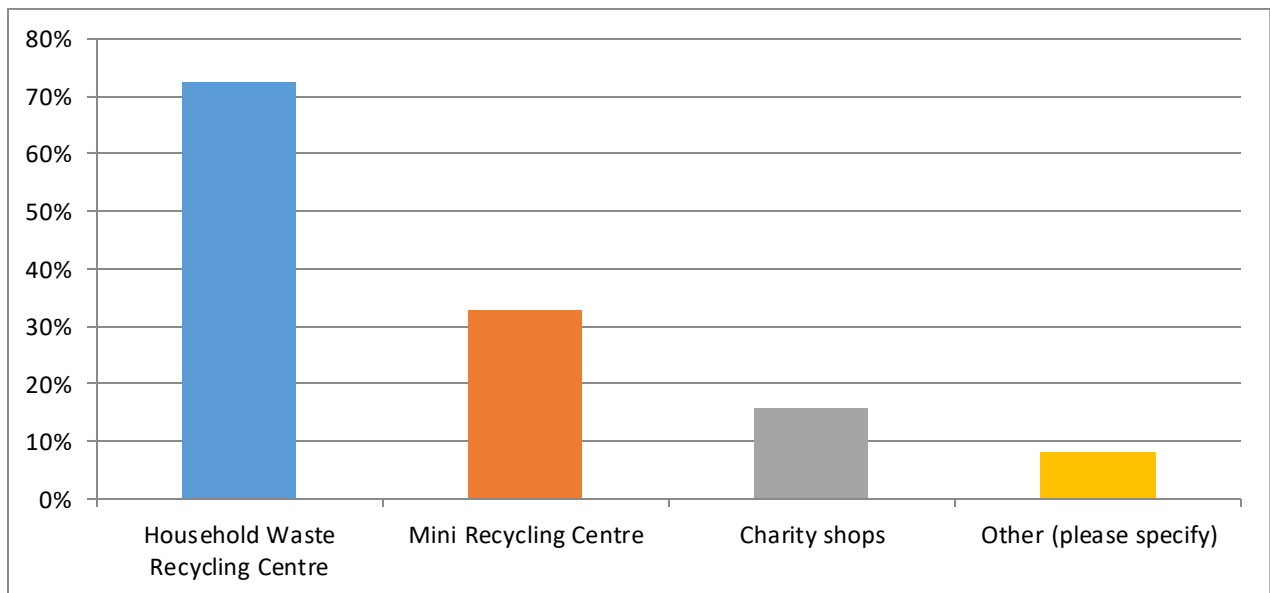


90% of respondents recycle garden waste using our opt-in subscription service, with 20% using our HWRCs and another 20% composting it at home (these add up to more than 100% because respondents could choose multiple options). Of those that answered 'other', 25% made a general comment not relating to the question, with the

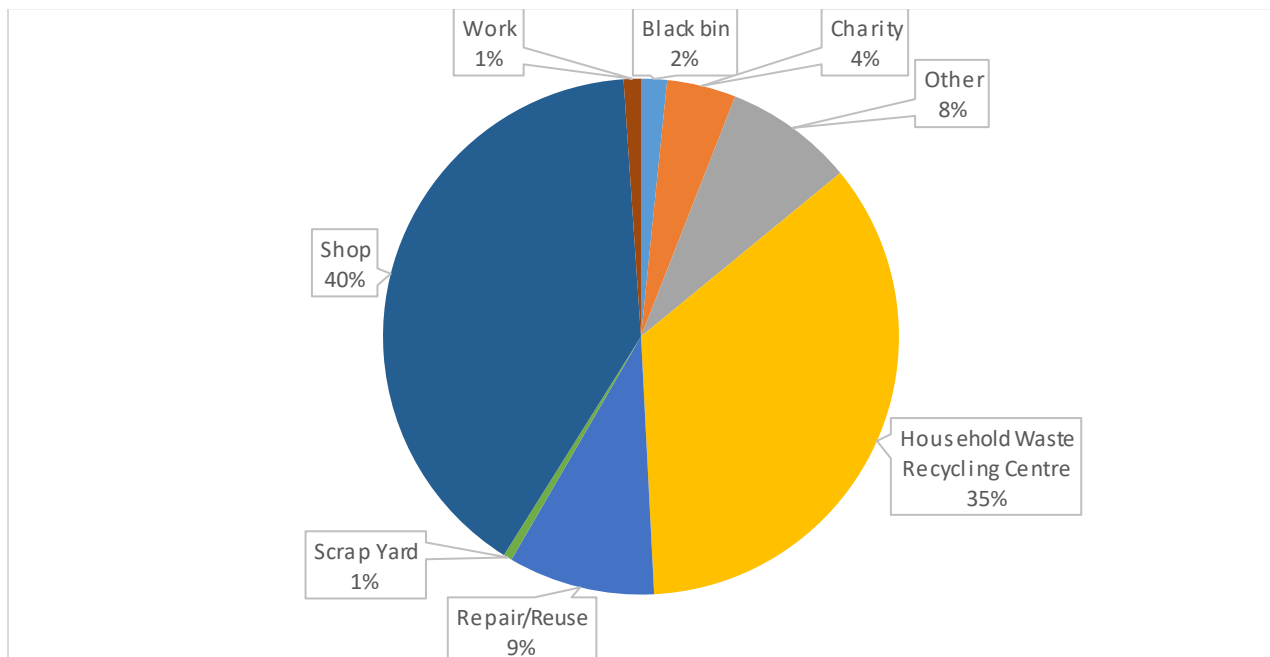
highest of the options that couldn't be selected in the main question, a bonfire was the most popular way to deal with garden waste (7 in number).

Q32 Where do you recycle your small electrical items? Please select all that apply.

Answered 2302
Skipped 2771



Answers to other:

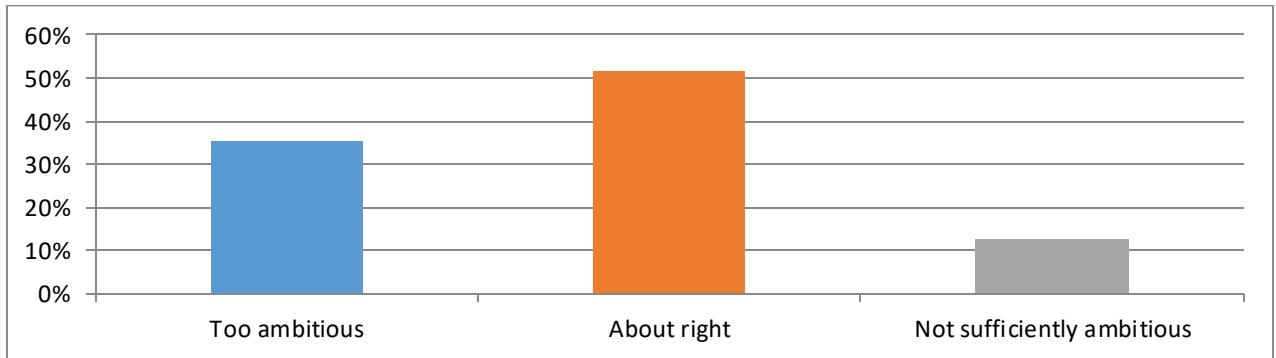


72% of respondents recycled this waste type at our HWRCs, with another 33% using our mini recycling centres and 15% using charity shops. Of those who answered 'other' most used recycling schemes at shops/supermarkets with 17 people (9% of those who answered other) choosing to repair or reuse.

Draft strategy

Q33 Do you believe the aims and main actions of the strategy strike the right level of ambition?

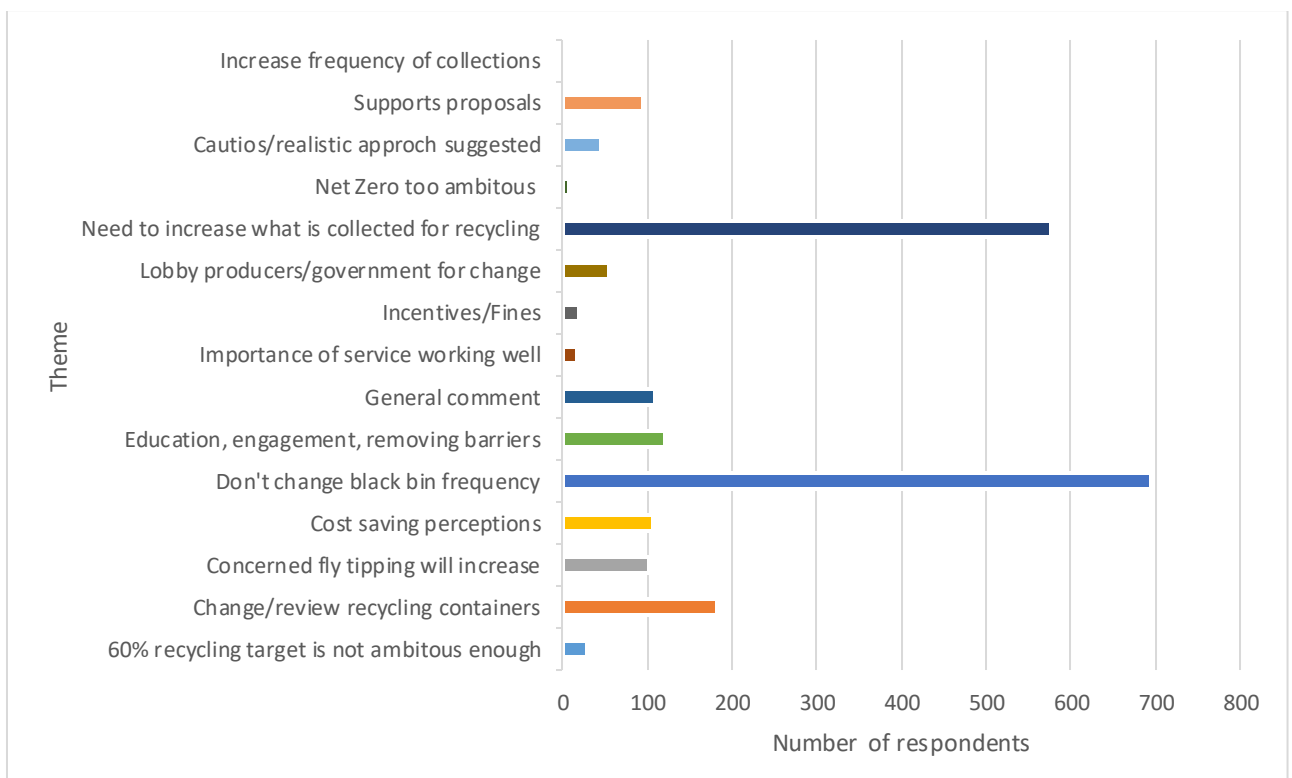
Answered 4634
Skipped 439



The majority think that the draft strategies ambitions are about right, with 52% saying so. 35% saying it is too ambitious, with about 13% thinking it is not ambitious enough.

We asked respondents to give a reason for their answer. The answers were wide-ranging, so we have categorised them into 15 different themes. 2161 respondents provide their reason.

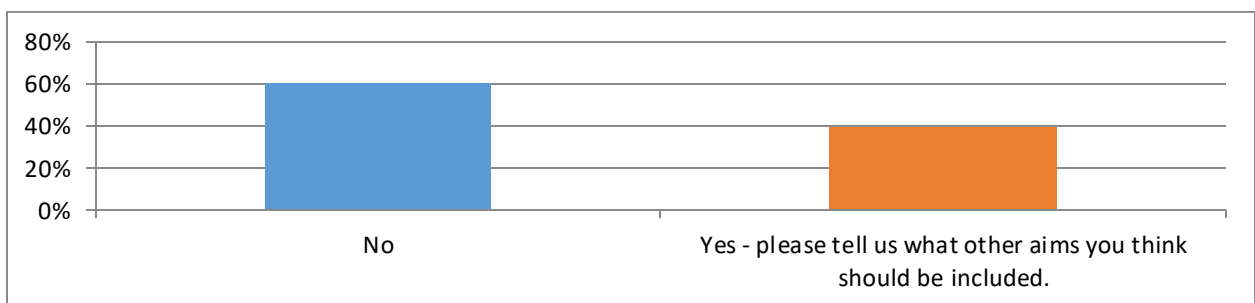
Reason for your view:



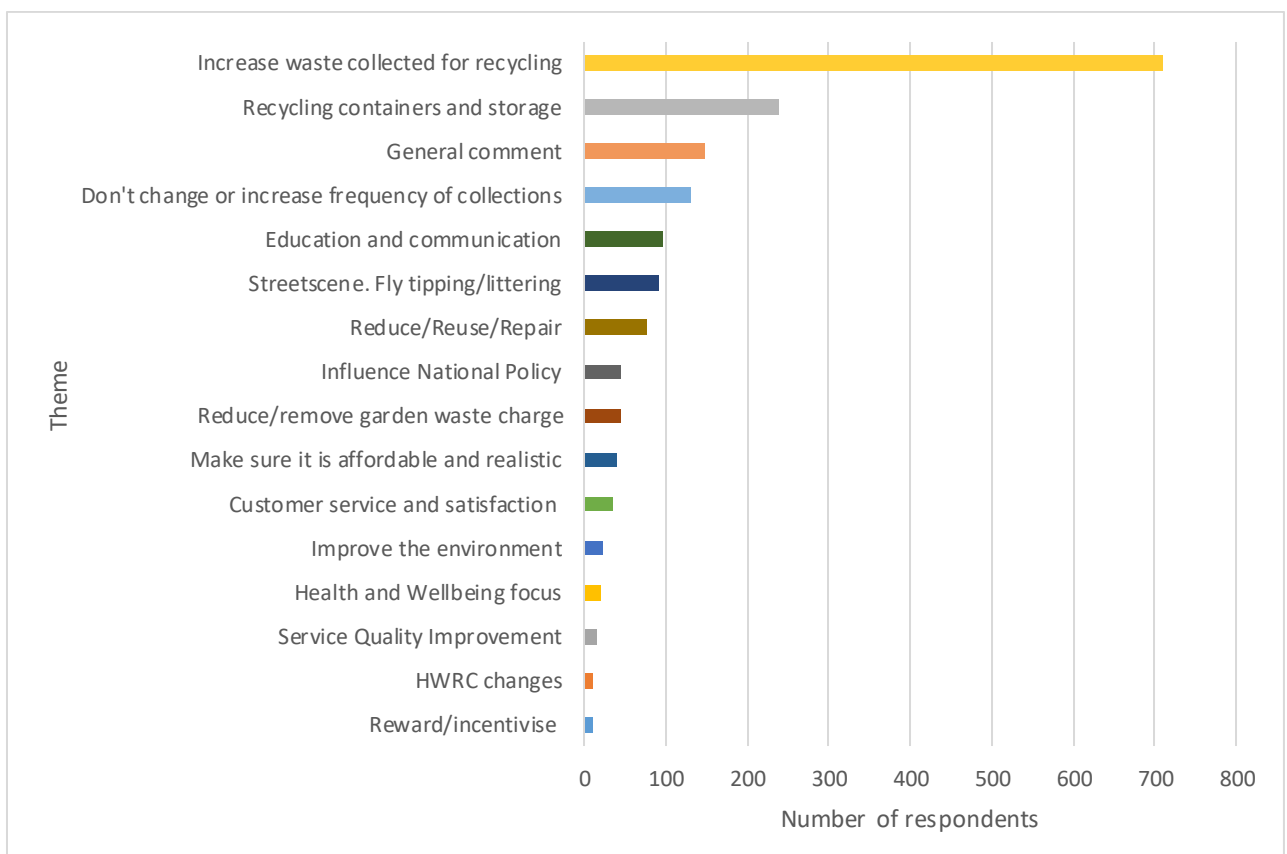
Most respondents who provided their reason do not want black bin frequencies to reduce to e.g. once every 3 weeks or monthly. This was followed by a request to increase the waste types we collect for recycling. 5 respondents asked us to increase the frequency of black bin collections to once a week, with 28 people saying that a 60% recycling rate target is not ambitious enough.

Q34 Are there any other aims which you think should be included in the strategy?

Answered 4397
 Skipped 676



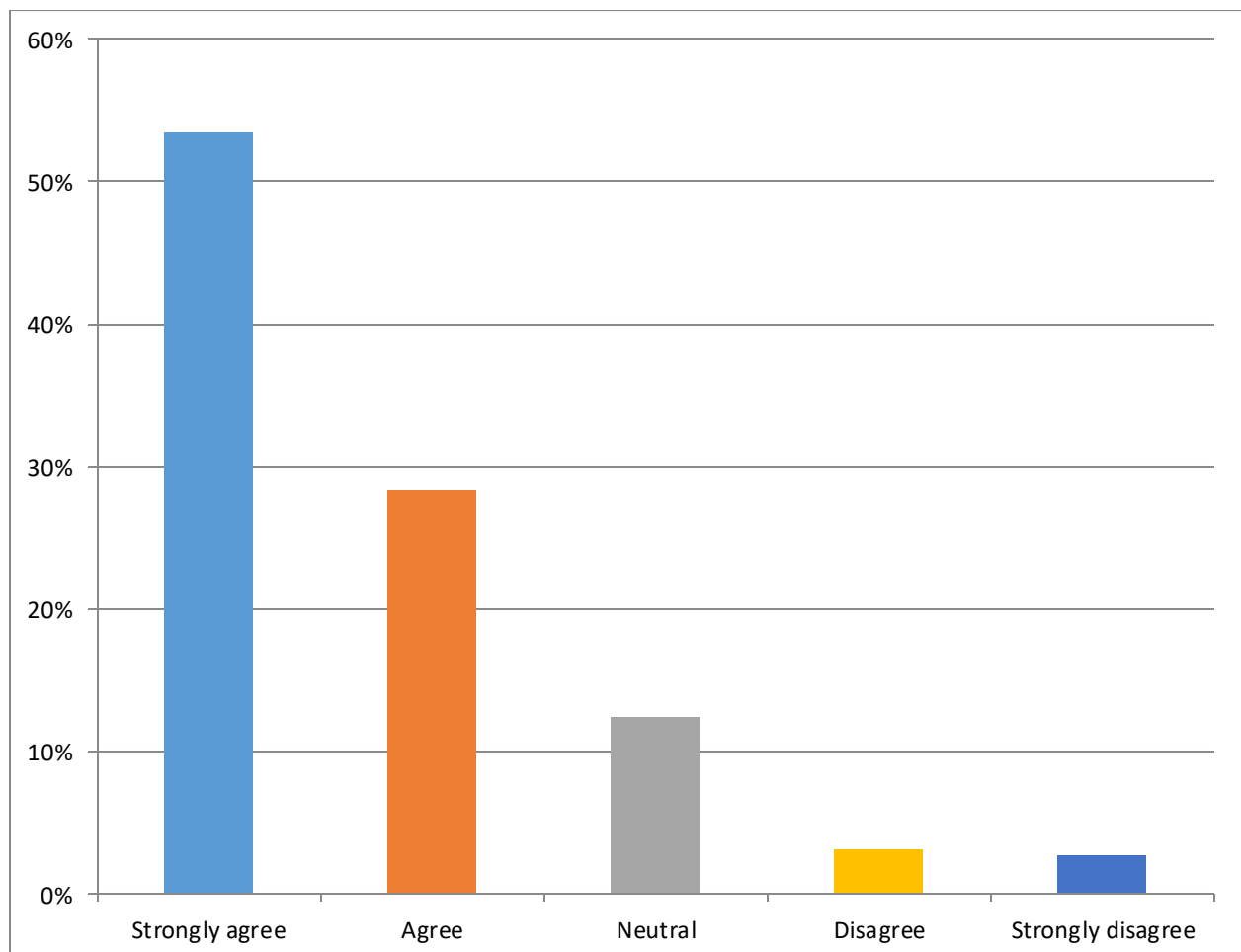
60% of respondents didn't have any other aims that they thought should be included in the strategy. 40% or 1732 respondents did. Again, we have categorised the answers into relevant themes.



Although it is an aim within the strategy, most would like us to increase the types of waste we collect for recycling. The 2nd highest comments are also an aim within the strategy, which is to review the containers provided to residents to present their recycling for collection. The next most common theme is 'general comment' this includes answers that do not represent a relevant or eligible answer to the question, along with answers that didn't fit into the other categories, such as "stop building on flood plains", "not sure", and "Housing – Schools and doctors over emissions".

Q35 The Council is considering ways in which it can continue to increase the recycling collection of a wider variety of materials following the introduction of weekly food waste and battery collections (black bin day only). This may, for example, include plastic pots, tubs and trays, foil and plastic film from all households. To what extent do you agree or disagree with this?

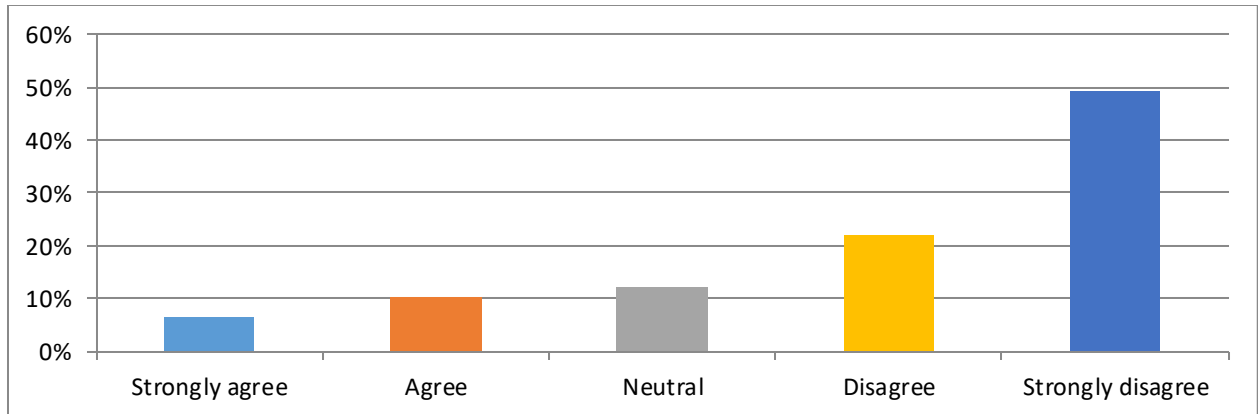
Answered 4482
Skipped 591



82% of respondents at least agree that we should continue to increase the waste types we collect for recycling.

Q36 To what extent do you agree or disagree that three-weekly black bin collections could help increase the amount of waste the Council collects as recycling and reduce the amount of waste households produce in West Berkshire?

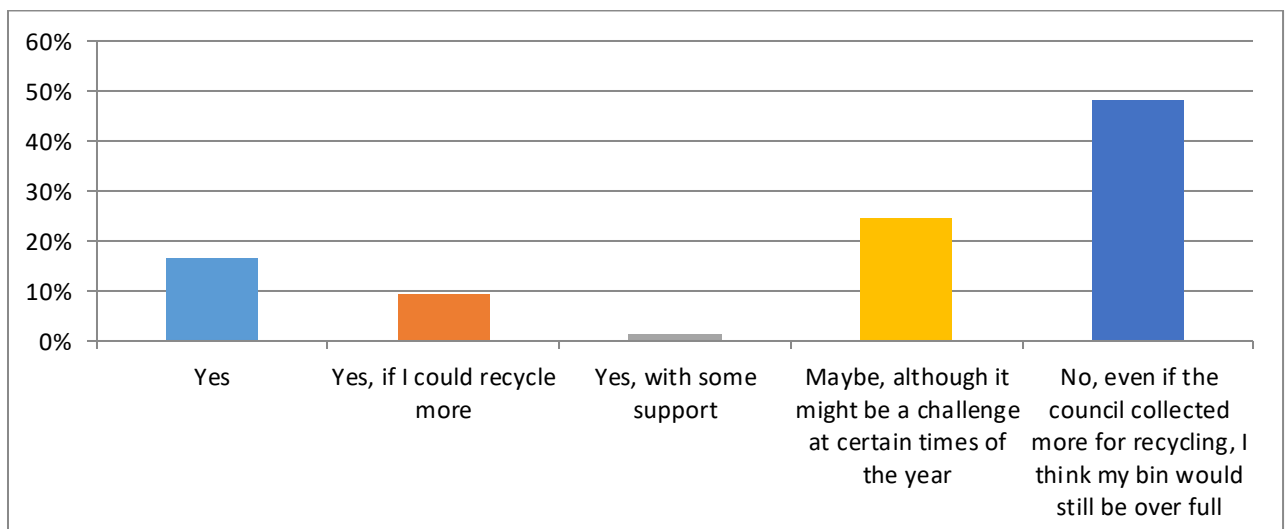
Answered 4355
Skipped 718



71% of respondents disagreed or strongly disagreed that a three-weekly black bin collection would increase recycling or reduce waste. 17% at least agreed that it will, with 12% neutral.

Q37 Would your household be able to manage if your non-recyclable waste was collected every three weeks?

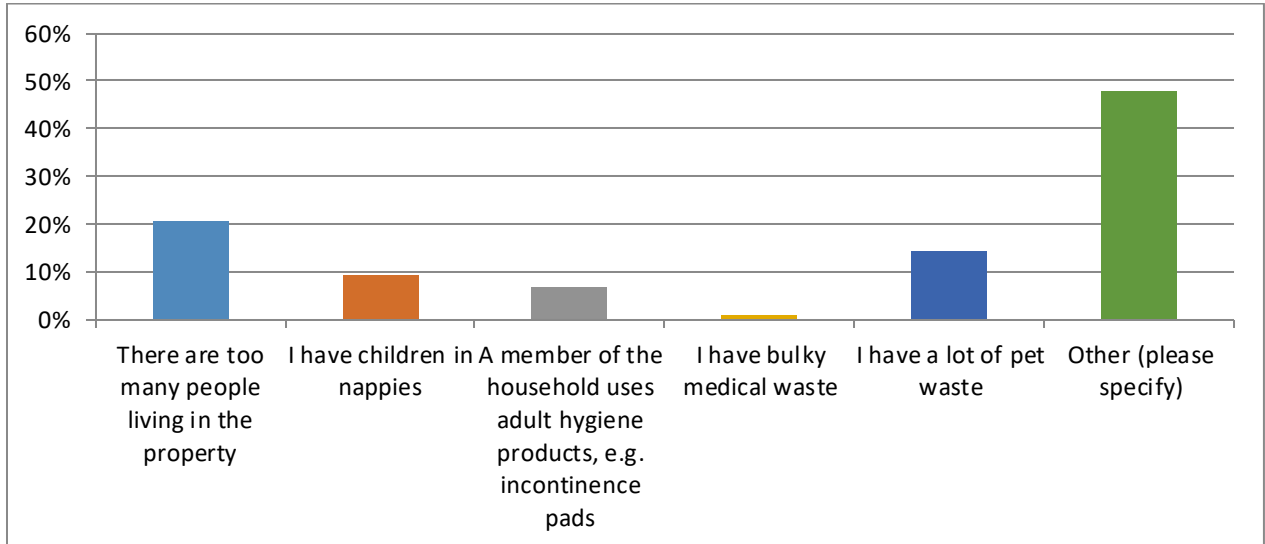
Answered 4350
Skipped 723



52% of respondents stated that their household could manage if non-recyclable (black bin) waste was collected every three weeks, although 24% of the 52% stated 'maybe, although it might be challenging at certain times of the year'. 48% said no.

Q38 What is the main reason that you would be unable to manage? Only asked if 'no' to Q37.

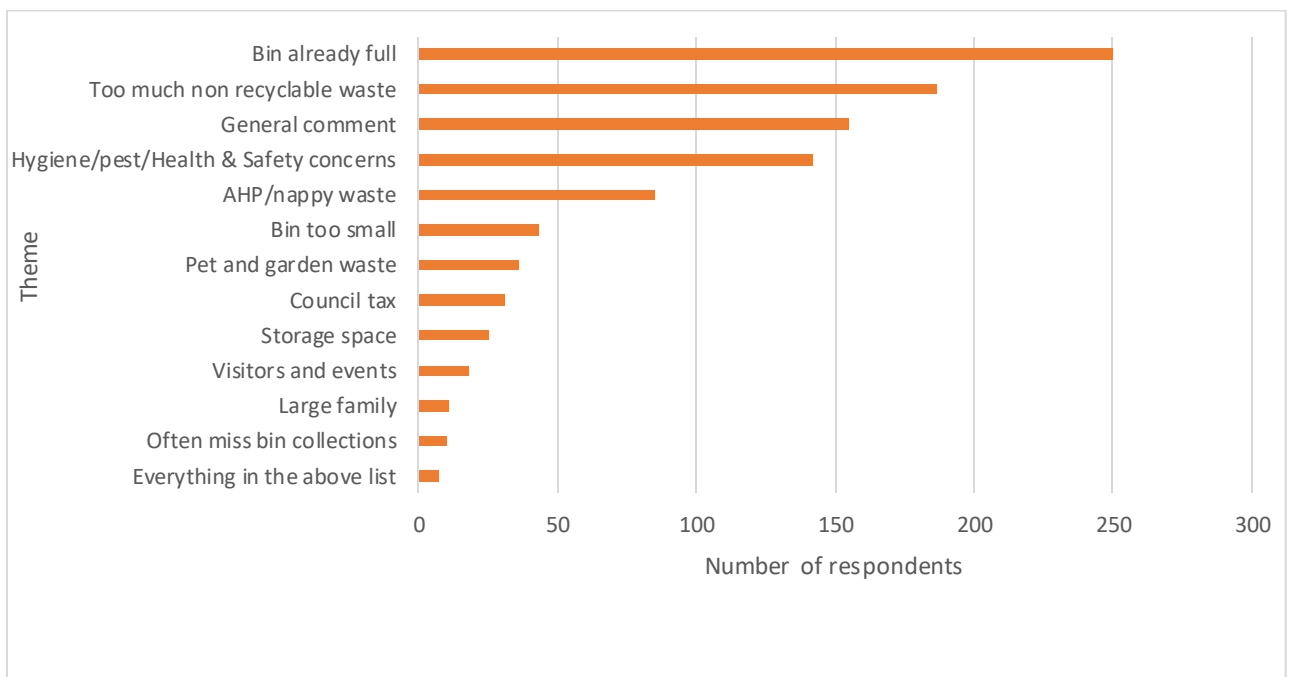
Answered 2080
 Skipped 2993



Most respondents to this question stated that too many people lived in the property and that would be the reason that they would be unable to manage with a reduction in frequency of collections for non-recyclable waste 20% (427 in number).

Most answered 'other'. We have categorised these into 13 themes that reoccurred in the answers provided.

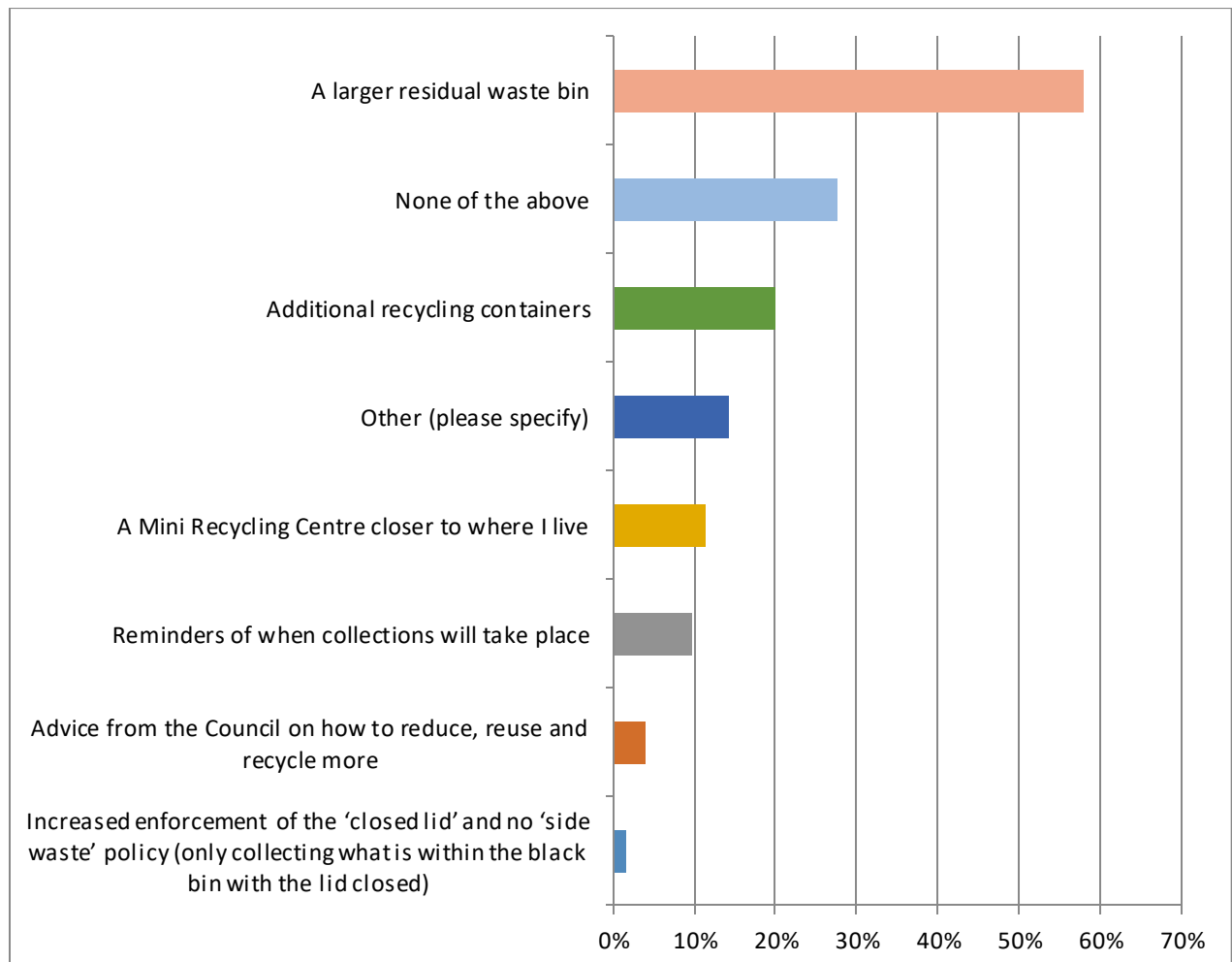
Answers to other:



Most of those that answered 'other' state an issue with current bin capacity and that they already have too much non-recyclable waste. General comments include statements and comments not relevant to the questions and other answers such as "prefer not to answer", "You're looking to reduce costs, let's be honest", and "three weeks is far too long", that didn't fit into any of the other the reoccurring themes for this question.

Q39 Which of the following would help you manage if the frequency of black bin collections were changed? Please select all that apply. Only asked if 'no' to

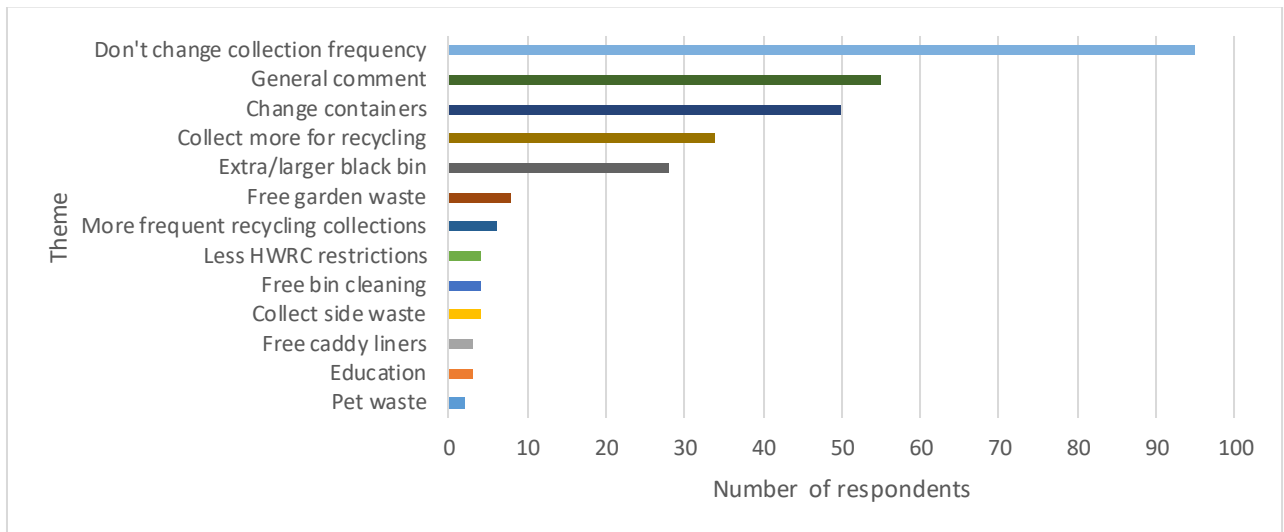
Answered 2068
 Skipped 3005



The most popular solution for managing less frequent black bin collections was providing a larger bin (58%), while 28% stated none of the options would help.

14% (294 in number) selected 'other', which can be found below. Answers here were again categorised into recurring themes where possible, with general comments including answers not related to the question as well as comments that would not fit into other reoccurring themes, such as 'this is cost cutting, nothing else', and 'Do your job and collect the waste that we pay you for!!!!'

Answers to other:



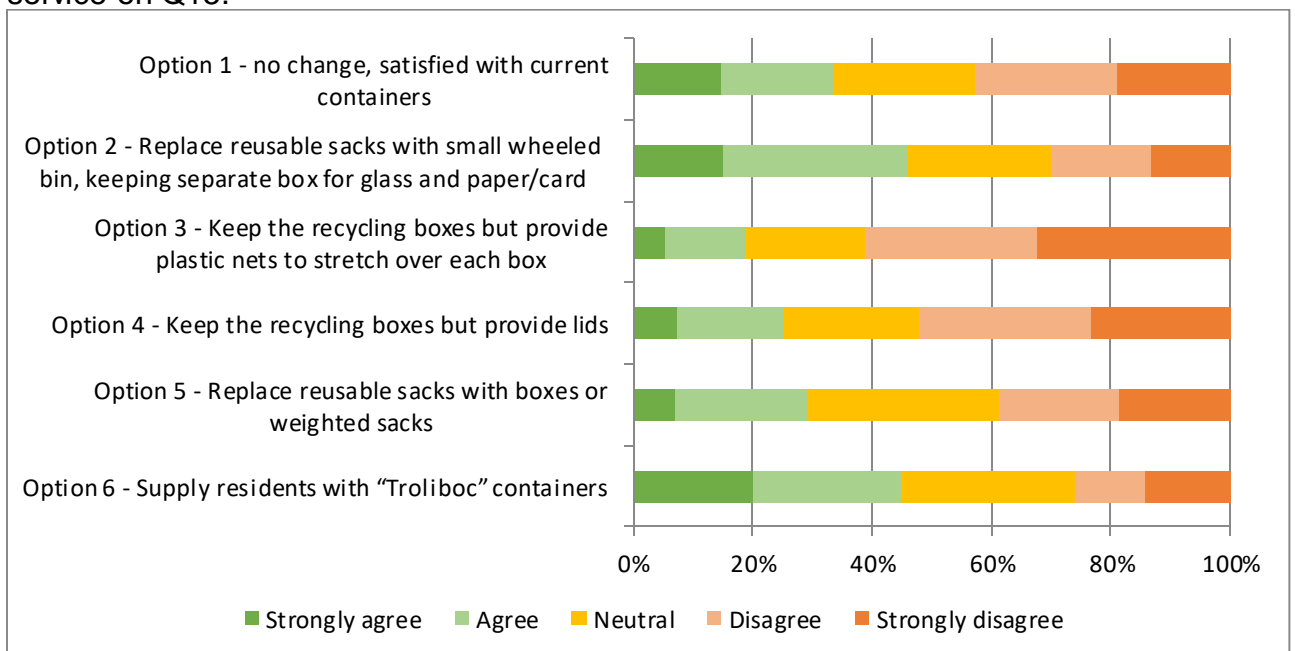
Most of the other answers were around not changing the frequency of black bin collections, with changing containers, and collecting more for recycling the most common under the 'other' option.

Recycling containers

Q40 To what extent do you agree or disagree with the following options?

Answered 4209
Skipped 864

This question explores potential options for our receptacles provided for the collection of recycling from properties that receive kerbside collection service. This question was only asked to respondents who stated that they received a kerbside service on Q15.

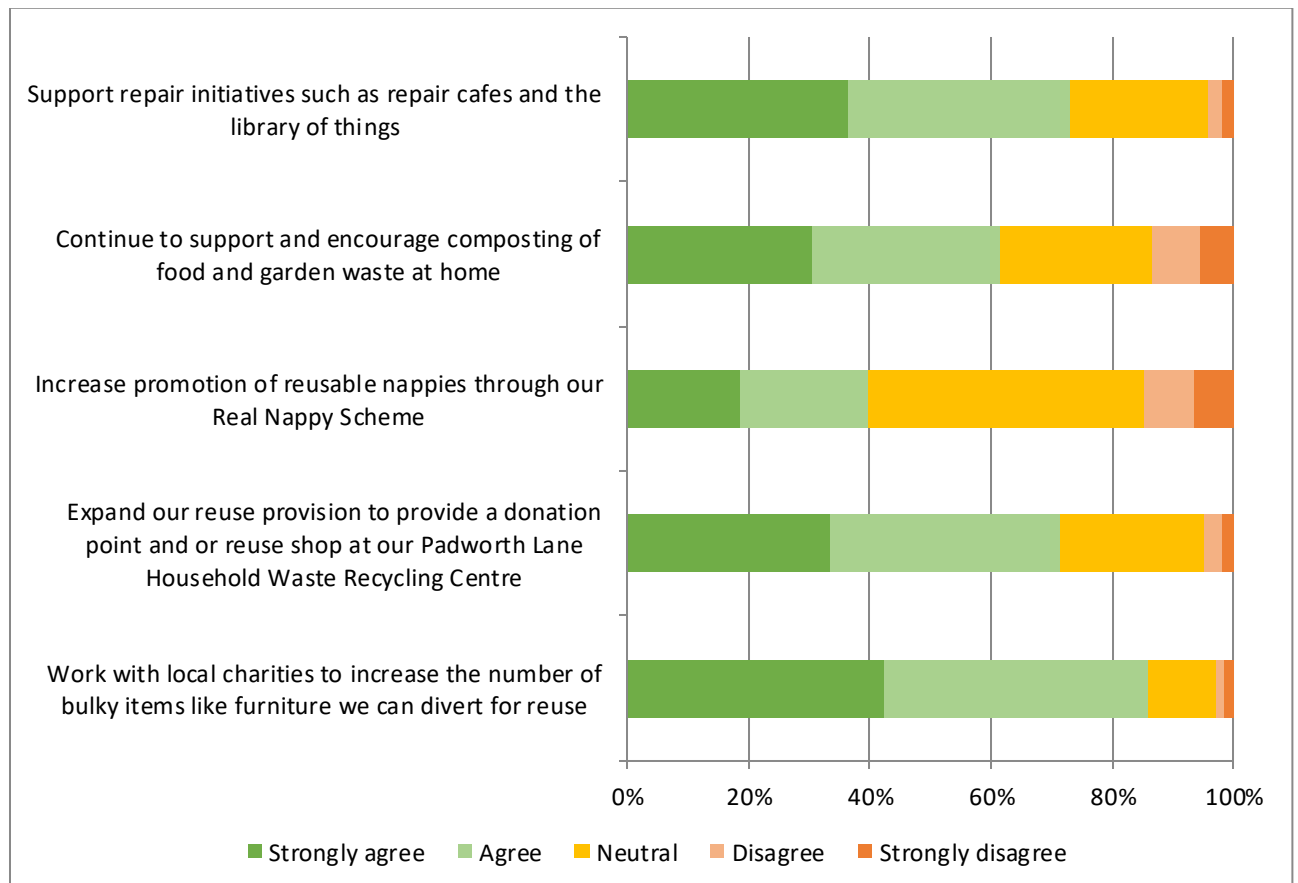


The highest scoring option provided was option 2, replacing the reusable sack with a small, wheeled bin, with 46% of residents at least agreeing with that solution. Option 6 came a close second with 45% at least agreeing. The 'no change' option next, with 33% at least agreeing with is as an option.

Reuse

Q41 As the level of waste generation in West Berkshire is one of the highest in the country, the Council is considering action to reduce waste and encourage reuse. To what extent do you agree or disagree that the following actions would have a positive effect at reducing waste and encouraging reuse?

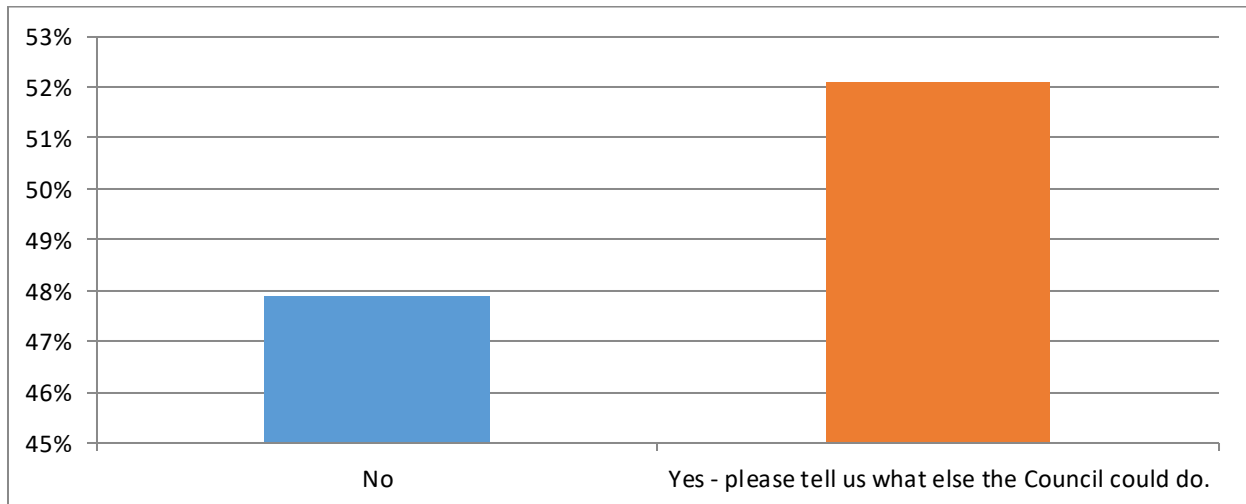
Answered 4257
Skipped 816



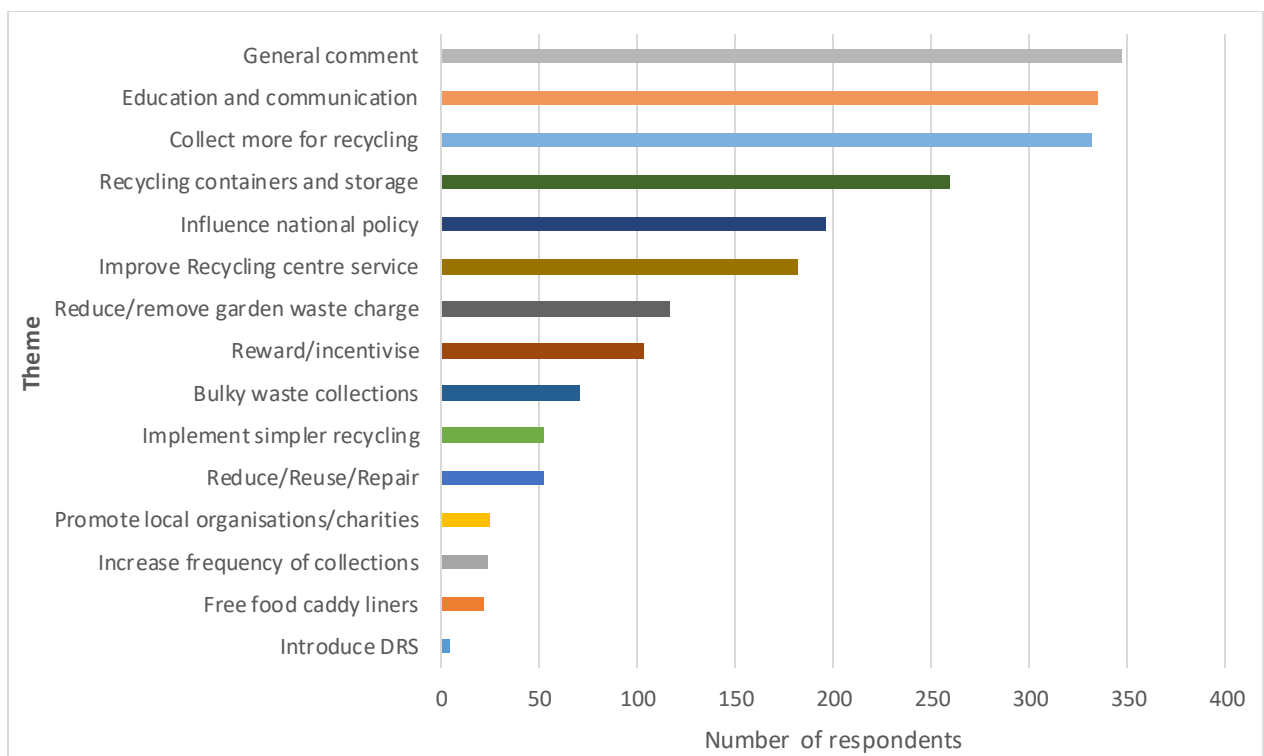
There was strong support for all these options. Working to divert bulky items for reuse was most supported followed by supporting reuse initiatives. The least supported was the expansion of the Real Nappy scheme but even so, 39% of respondents at least agreed that increasing promotion of the scheme would have a positive effect at reducing waste generation.

Q42 Is there anything else the Council could do to help residents and/or businesses reduce their waste and encourage reuse?

Answered 4067
 Skipped 1006



Answers to yes were categorised into recurring themes where possible, with general comments including answers not related to the question as well as comments that would not fit into other reoccurring themes, such as “Keep two weekly collections”, “Reduce Council tax”, “Do not interfere too much in our lives”.

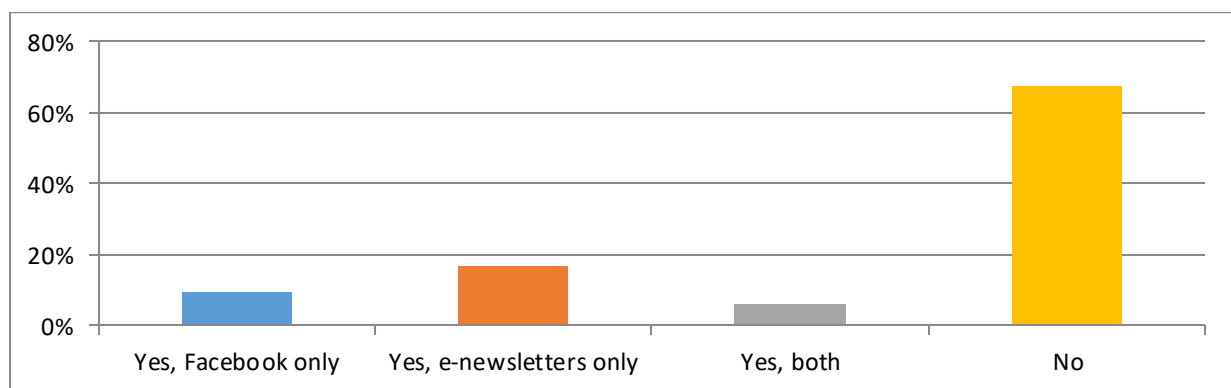


There is a strong sense that more needs to be done to educate and promote the services that we provide as well as collect more items for recycling and review the containers provided to residents.

Engagement and Communication

Q43 Do you follow the Council's dedicated waste reduction and recycling Facebook Page (Recycle for West Berkshire) and/or waste and recycling e-newsletters?

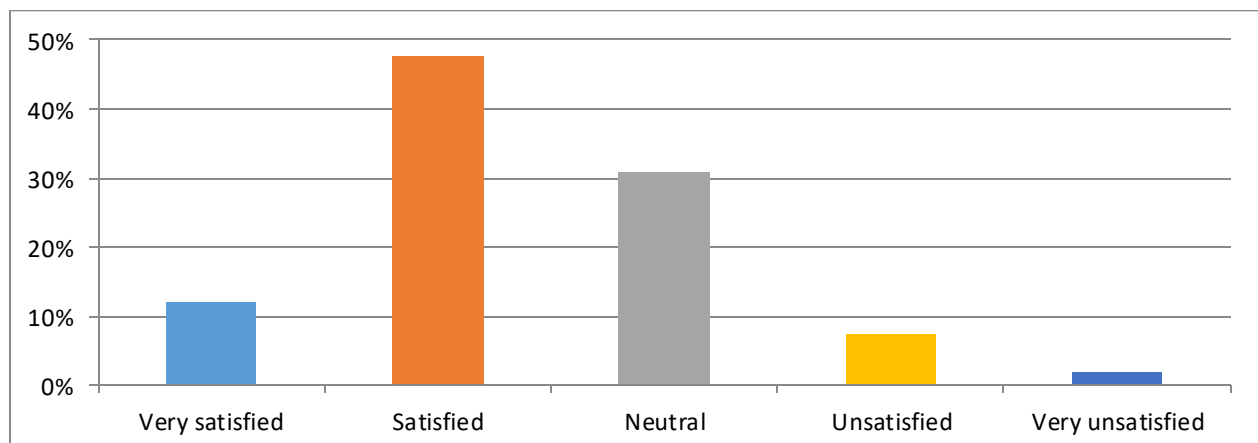
Answered 4232
Skipped 841



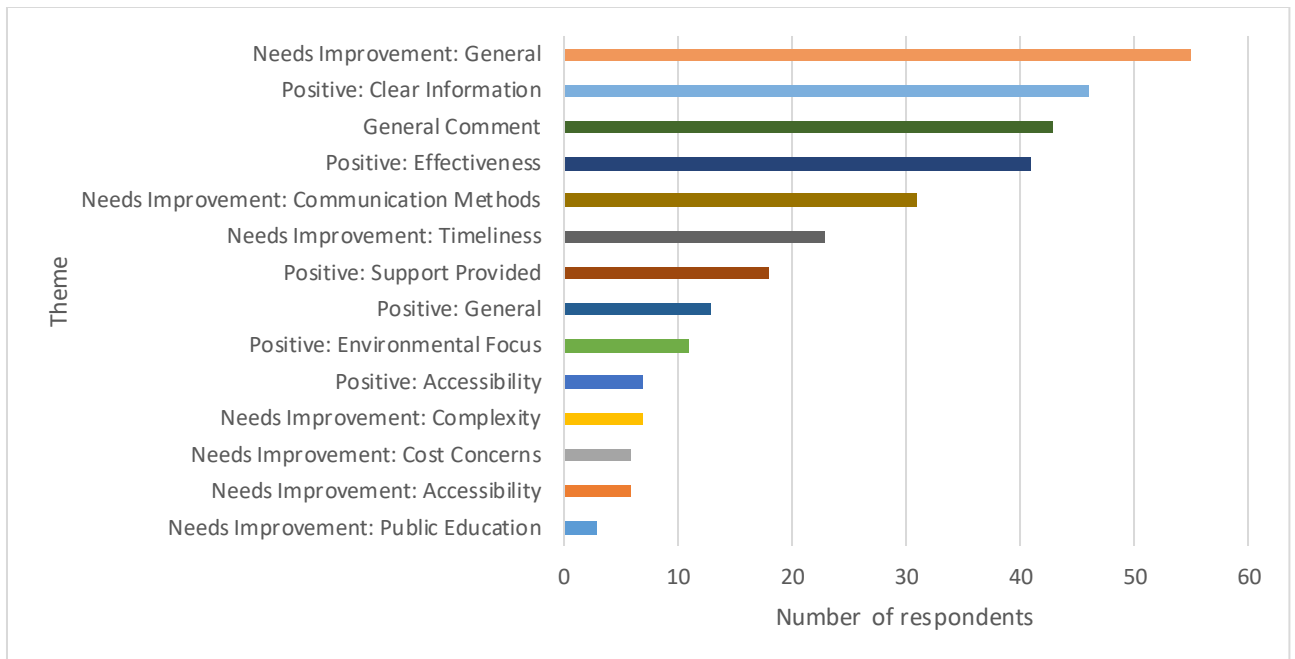
68% of respondents do not follow our social media channels or subscribe to our e-newsletter.

Q44 How satisfied are you with the communication and engagement the Council provides regarding waste reduction and recycling? This was only asked to respondents who chose yes for Q43.

Answered 1362
Skipped 3711



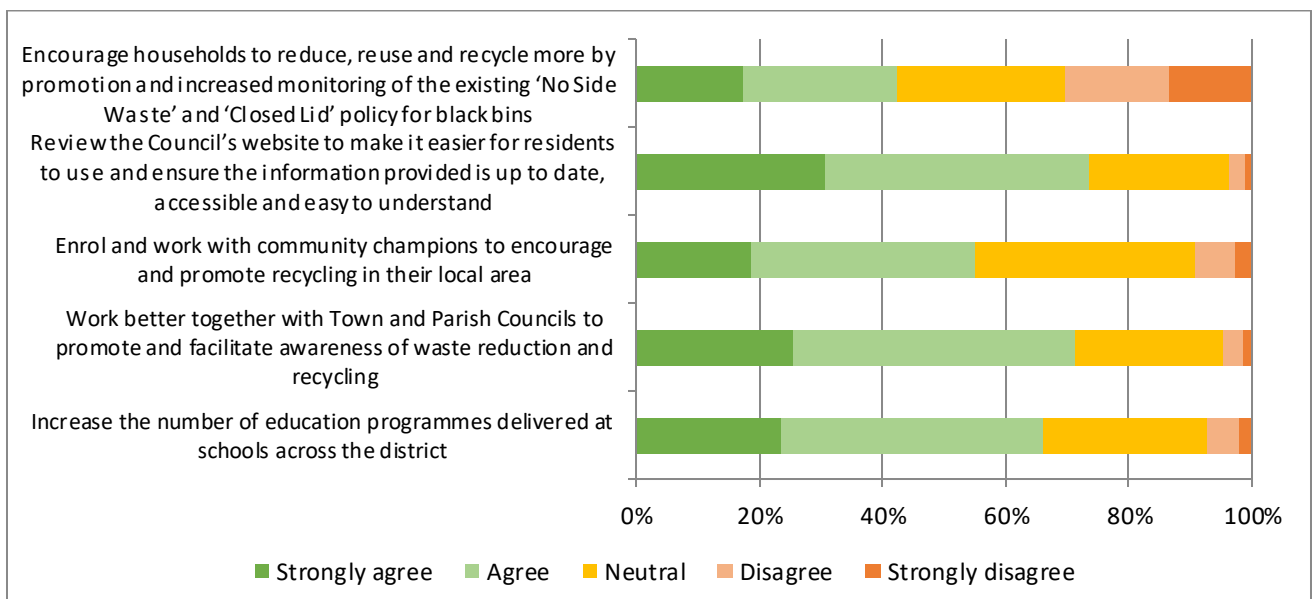
60% of respondents to this question are at least satisfied with our engagement and communication. 9% were at least unsatisfied. We asked respondents to give a reason for their answer:



Most comments suggested general improvement is required to improve satisfaction with our engagement and communication.

Q45 The Council wants to improve communication with the local community to reduce waste and encourage recycling. To what extent do you agree or disagree that the following activities would improve this?

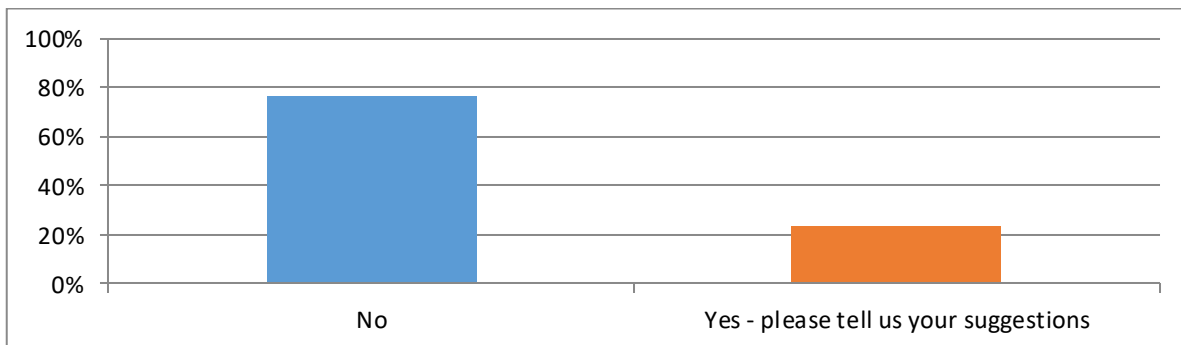
Answered 4194
Skipped 879



There was overall support for many of these activities. The proposed 'no side waste' policy received the highest level of disagreement (30%), while educational initiatives and better engagement with town/parish councils received strong support.

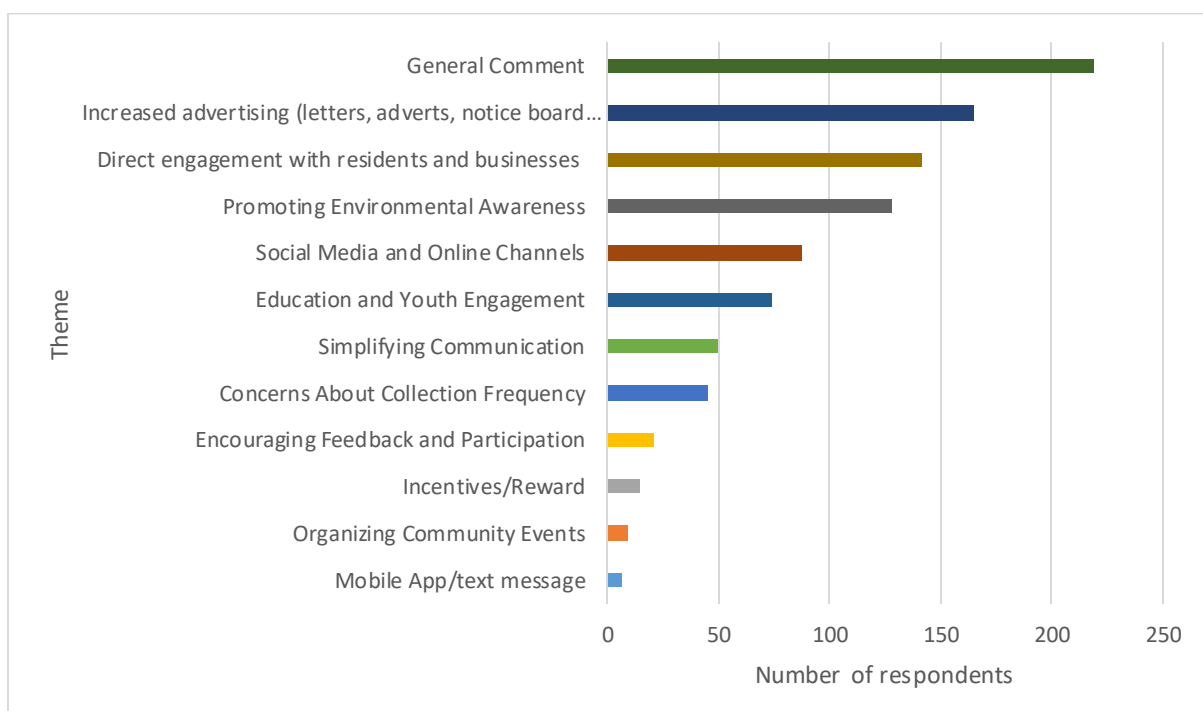
Q46 Do you have any other suggestions on how we can improve communication and engagement with regards to waste reduction and recycling in West Berkshire?

Answered 4068
Skipped 1010



Of those that answered 'yes', most didn't give an answer in relation to the theme of communication and engagement, with 223 giving a general comment, such as "Unfortunately, a lot of people do not really care", "See previous answer", and "Stop treating us like children".

Those that did give a relatable suggestion, increasing advertising on non-social/web platforms came out on top, with more direct engagement suggested as the next most popular suggestion.

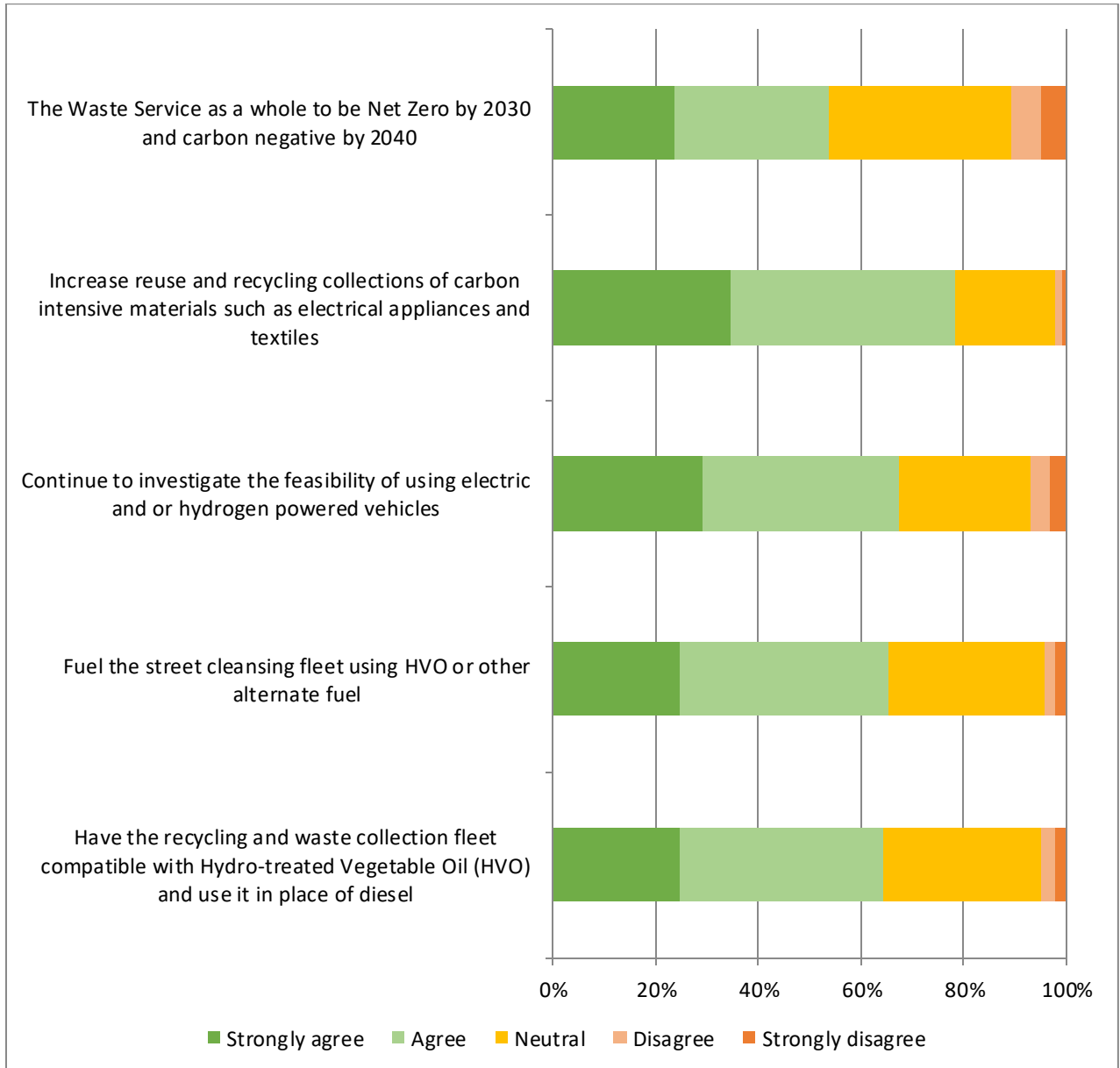


Carbon reduction

Q47 To what extent do you agree or disagree that the following activities would help to reduce carbon emissions and improve air quality?

Answered 4142

Skipped 931

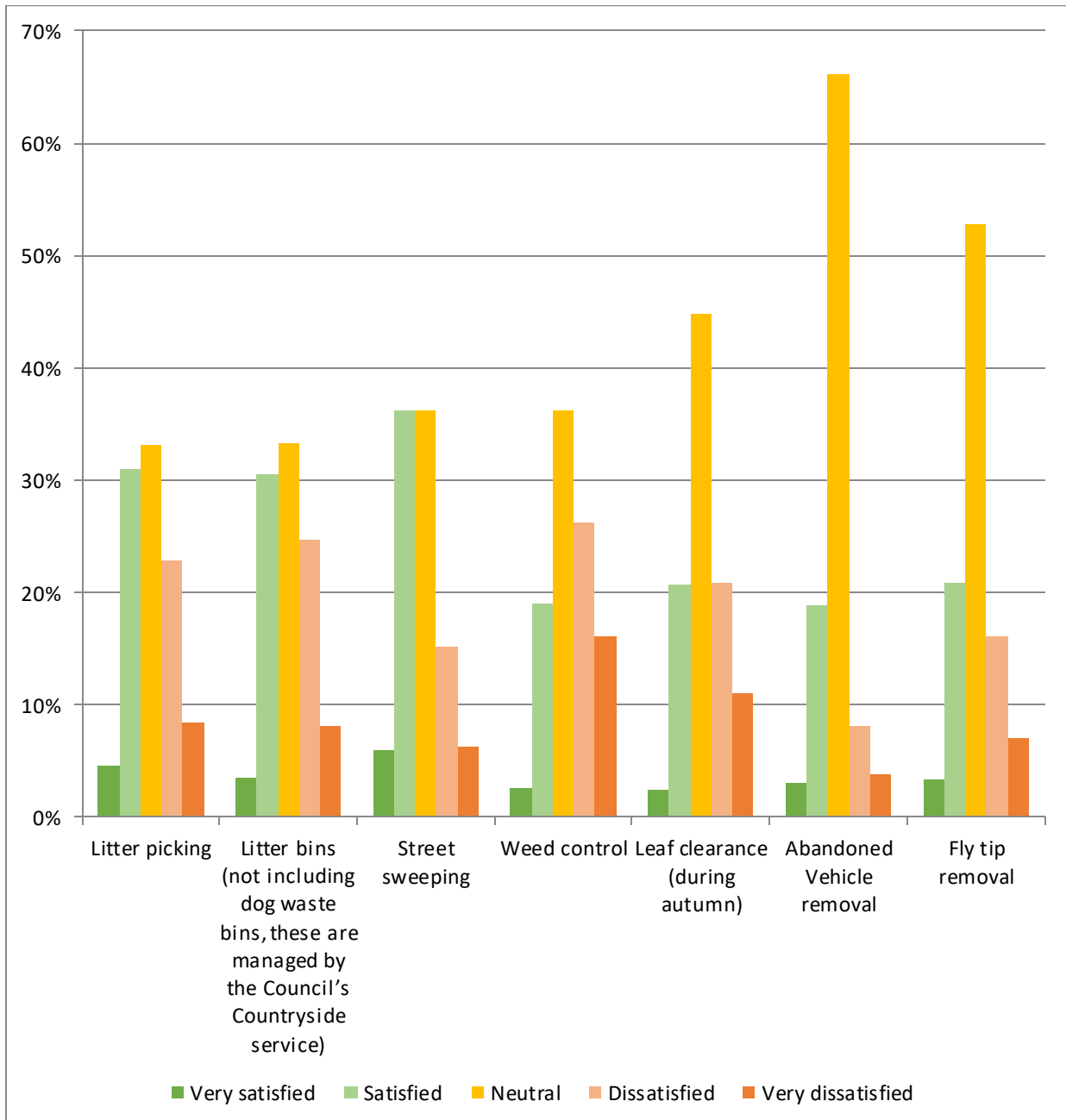


Increase reuse and recycling collections of 'carbon-intensive' materials such as electrical appliances and textiles garnered the most support to these carbon reducing activities with 78% at least agreeing. The Net Zero target had the lowest support but was still has at least 54% or respondents agreeing it is an activity we should support.

Street scene

Q48 How satisfied are you with the following street services provided by West Berkshire Council?

Answered 4134
Skipped 939

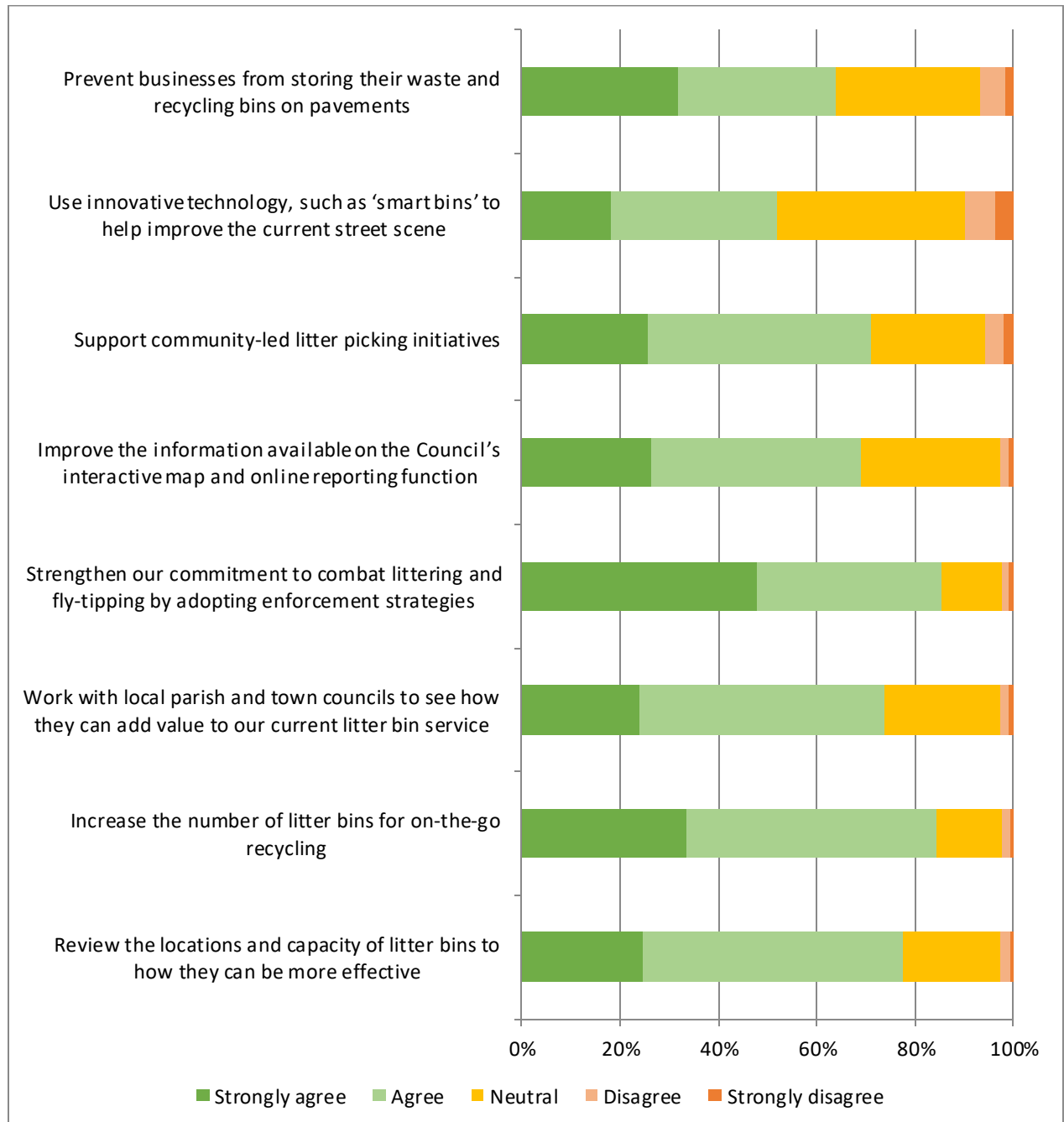


Most respondents have a neutral satisfaction regarding the street services we provide. The street sweeping service gained the highest satisfaction score with at least 42% of respondents at least satisfied with the service, with litter picking at 35%.

Q49 To what extent do you agree or disagree that the following activities will have a positive impact on improving the street scene in West Berkshire?

Answered 4108

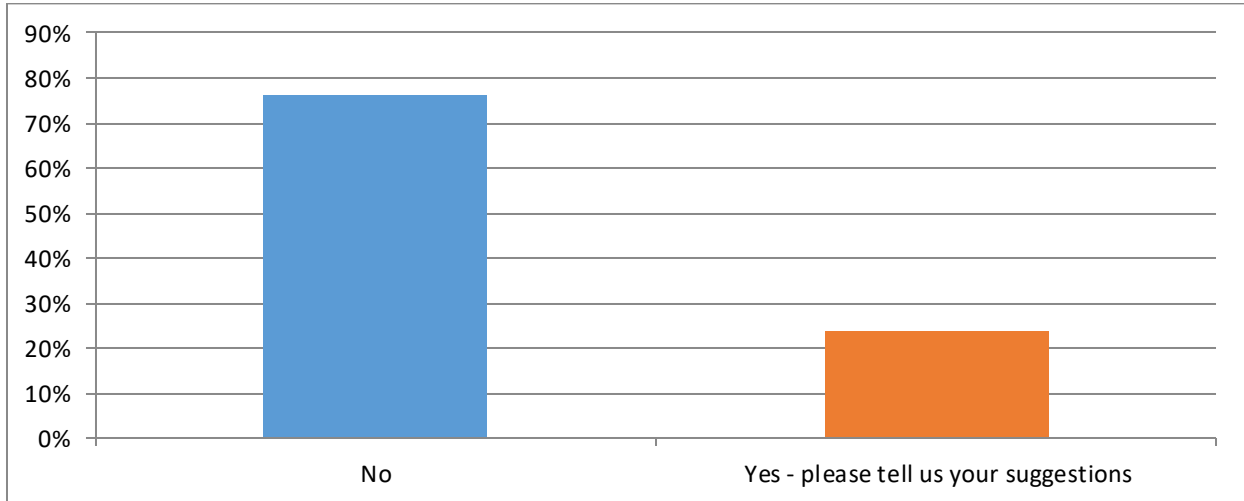
Skipped 965



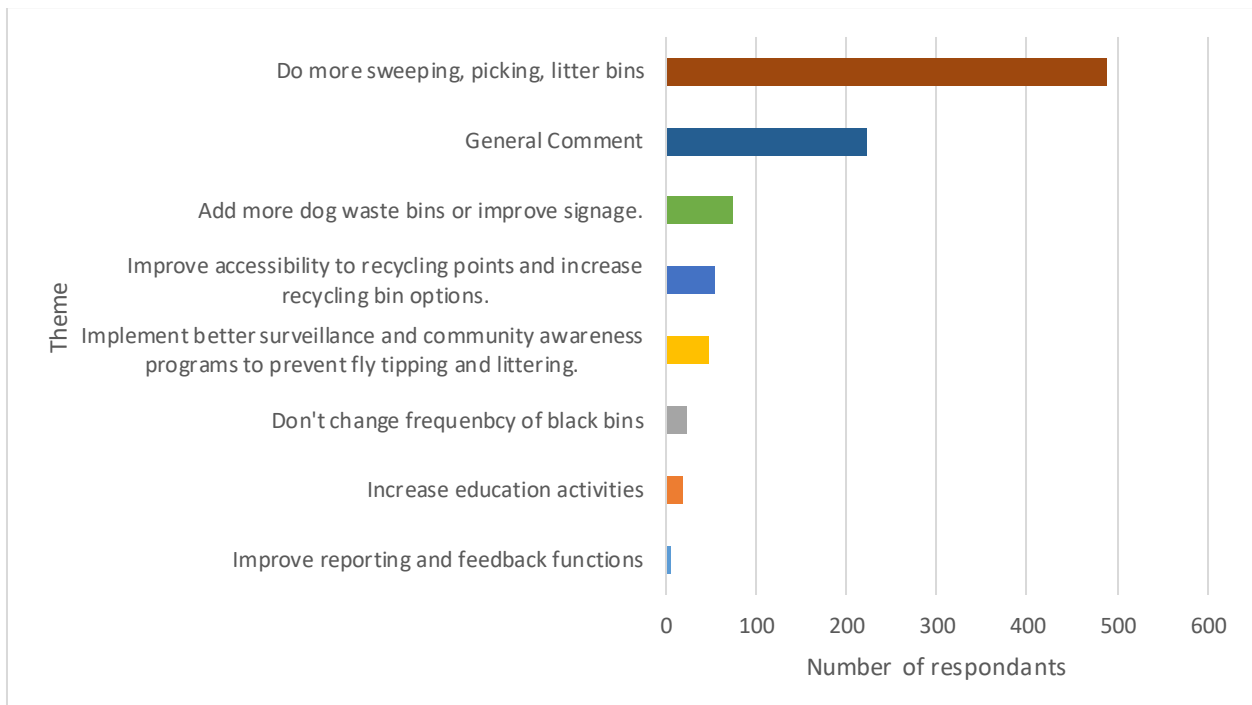
Most respondents believe that strengthening our commitment to combat fly tipping and littering by adopting enforcement strategies will have the most positive effect on improving the street scene, with 85% in support. This was closely followed by increasing the number of litter bins of on the go recycling, with 84% in support. The use of smart technology garnered the least support, with 52% at least agreeing.

Q50 Do you have any other suggestions on how we can further improve the cleanliness of West Berkshire's streets?

Answered 3956
 Skipped 1117



937 respondents had suggestions on how we could improve the street scene. We grouped the responses into recurring themes where possible, grouping ones that were not relevant to the question such as “none”, “Yes sort out the potholes”, “You'd better take me seriously! I'm a taxpayer”.

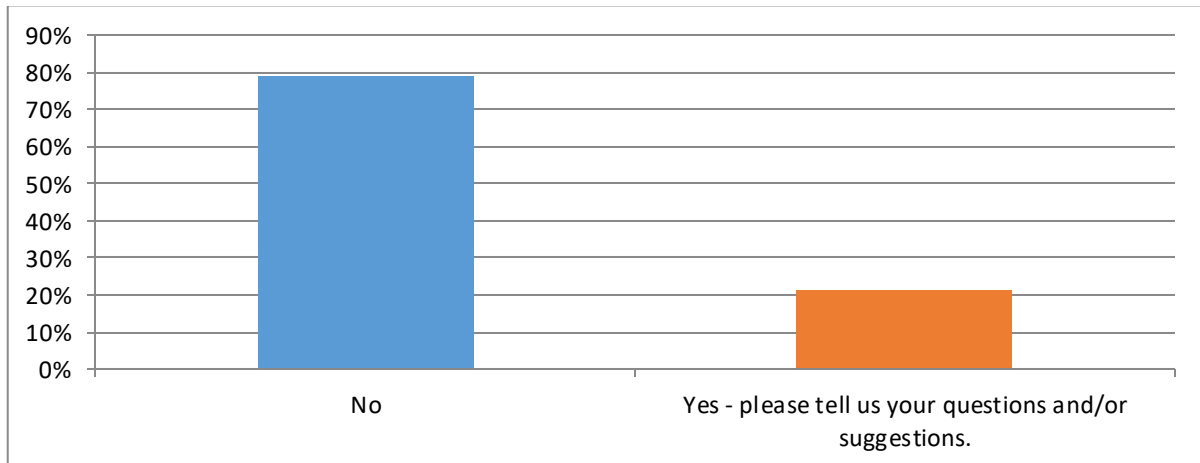


Most suggestions revolved around increasing the current level of service, increasing the frequency of litter picking and sweeping and providing more litter bins.

Other Suggestions

Q51 Finally, do you have any other questions and/or suggestions on how we could improve this draft waste management strategy?

Answered 3975
Skipped 1098



846 respondents provided a suggestion. As before, we have categorised them into recurring themes where possible. Some examples of the general feedback include “See previous comment”, “don’t do it”, and “All excellent proposals”.

Many respondents raised concerns about reducing the frequency of the black bins, with 307 (36%) stating as much. Containers were high up again. Also 45 people mentioned that this consultation was too extensive.

