

Appendix B

West Dunbartonshire Council

Kerbside Recycling Service Customer Satisfaction and Participation
Survey Report

November 2011

Report Submitted to West Dunbartonshire Council



1. Summary and Conclusions

1.1. Introduction

This independent report by Nicki Souter Associates (NSA) presents the results from a statistically representative door to door survey to assess the levels of satisfaction and opinions of the West Dunbartonshire public to recent changes that were made to their kerbside recycling service.

West Dunbartonshire Council has a current recycling rate of around 50% for household waste and is one of the top performing councils in Scotland. This excellent performance is as a result of the provision of an effective waste and recycling service, and an engaged, well informed and proactive recycling public. The kerbside recycling service is very highly regarded by the public, with 83% of all households rating the service as excellent or good, and 98% of the Clydebank population recycling at home.

1.2. Survey Delivery

The NSA Survey Team carried out 443 door to door interviews, recording the responses on the Council approved survey, between 5th September and 14th October 2011. The Survey Team worked to ensure that the final sample was correctly stratified by housing type, age and included a representative sample of those households who had an assisted pull-out service.

1.3. Data Input and Analysis

The completed surveys were entered onto the project database using the Input Module of the specialist survey software, QPSMR. To facilitate the analysis; Table Definition Files for the project were then set up using the Analysis Module of QPSMR. These were then exported to Excel for a detailed statistical analysis to be performed.

1.4. Key Findings

1.4.1. Overall Service

The majority of people recycled at home, just over 98%; and the majority of these (78%) rated themselves as regular recyclers. Overall the Kerbside Recycling service was very highly regarded by the public, with 83% of all households rating the service as excellent or good.

1.4.2. Blue Bin Service

The majority of people (96%) used the blue bin to recycle at home. This service was very highly regarded by the public; the satisfaction and reliability of this service; and the professionalism of the collection crew were rated as either excellent or good by 86%; 92% and 89% respectively of all households.



1.4.2.1 Glass Recycling

People would like to be able to recycle glass at the kerbside, with 83% indicating they would be willing to recycle glass in their blue bins.

1.4.3. Brown Bin Service

The majority of people (89%) used the Brown Bin to recycle at home; with 99% of these people recycling garden waste and 77% recycling food waste. This service was very highly regarded by the public; the satisfaction and reliability of the service; and the professionalism of the collection crew were rated as either excellent or good by 86%; 97% and 92% respectively of all households.

1.4.3.1 Food Waste Recycling

99% of the householders recycling food waste had received a kitchen caddy. The majority used and were satisfied with the caddy for storing food prior to recycling this material in the brown bin. 98% of the public who used kitchen caddies also used bio-bags to help them to recycle food waste.

Recycling food waste had also increased public awareness of how much food is wasted within the home in two-thirds of the households.

1.4.4. Residual/Landfill Bin Service

75% of people adapted to the change in frequency of collection of the residual/landfill bin from weekly to fortnightly with relative ease. 11% experienced some difficulty in adapting, and 14% of people were still finding it difficult to adapt, especially if they were members of larger families, or with children still in nappies.

1.4.5 Assisted Pull-Out Service

The majority of households were satisfied with this service. However between 10 and 15% of people rated the pull out services as poor or very poor. The main complaint was that the bins were frequently missed, and were not pulled out.



1.4.6 Communication and Information

1.4.6.1 Leaflet

The leaflet used to inform the public about the changes to their recycling service was an effective communication tool. 83% of the public remembered receiving the leaflet, 44% still had the leaflet and the majority (97%) fully understood the changes to the service.

1.4.6.2 Recycling Calendars

The Recycling Calendars were also very effective. 85% of the public remembered receiving a recycling calendar, 90% of this group still had the calendars, and 83% still used the calendars to remind them what bin should be put out on what day. The information presented within the calendars was well received and easily understood, with 92% rating the information as either excellent or good

1.4.6.3 Public Walk-In Information Events

Approximately 2% of people attended the Council's public walk-in information events in the Clydebank area.

1.4.6.4 Recycling Helpline

The Recycling Helpline was frequently used by the public. 28% of people called to request more information about the changes to the kerbside recycling service.

1.4.6.5 Council Website

9% of people contacted the Council's website to request more information about the changes to the kerbside recycling service