

WEST OXFORDSHIRE DISTRICT COUNCIL
ENVIRONMENT OVERVIEW & SCRUTINY COMMITTEE
THURSDAY 2 APRIL 2015

RECYCLING BRING SITES SURVEY

REPORT OF THE HEAD OF ENVIRONMENT AND COMMERCIAL SERVICES

(Contact: Claire Locke, Tel: (01993) 861344)

(Decisions on this matter will be resolutions)

1. PURPOSE

To receive and consider the results of a survey undertaken with residents in respect of the recycling bring sites in the district.

2. RECOMMENDATIONS

- (a) That, the committee receives and considers the survey outcomes; and
- (b) That, the committee supports the action plan outlined in the document

3. BACKGROUND

- 3.1. At the February 2015 meeting the committee was advised that a survey of residents had been undertaken in respect of the recycling bring site facilities located in the district.
- 3.2. Surveys were undertaken at four sites in the district together with an online consultation in respect of facilities at Charlbury. Over a period of 12 days a total of 709 surveys were completed with 96% of respondents being resident in the district.
- 3.3. The results of the survey are shown in the appendix to this report together with some officer comments in respect of the responses received. A number of conclusions together with a proposed action plan are also included in the document.
- 3.4. The committee is requested to consider the survey results and action plan.

4. ALTERNATIVES/OPTIONS

The committee could choose not to support the action plan or recommend additional matters for consideration.

5. FINANCIAL IMPLICATIONS

There are no financial implications associated with this report. The financial implications of any initiatives/projects arising from the survey would need to be the subject of a separate business case.

6. RISKS

None

7. REASONS

The provision of recycling facilities in the district accords with the council priority to protect and enhance the environment of West Oxfordshire and maintain the district as a clean, beautiful place with low levels of crime and nuisance.

Claire Locke
Head of Environment and Commercial Services

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Background Papers:
None

Resident survey on recycling Bring Sites in West Oxfordshire



Report on the findings of public surveys carried out in October 2014 at five high tonnage bring sites across the District:

Sainsbury's Witney, Co-op Carterton, Woodford Way Witney, New Street Chipping Norton and Spendlove Charlbury.

Background

The 22 recycling bring sites across West Oxfordshire are a key component of the districts waste management providing additional capacity for residents to recycle their waste.

As a result of increased fly tipping and resulting costs a review was conducted to improve the sites for both residents and the Council.

Aims

The aims of the project were:

- To engage the public on the correct use of the sites and improve cleanliness
- To reduce the amount of waste fly tipped at the sites
- To gather feedback and comments from the public on suggested improvements to the sites
- To monitor the usages of the sites during high usage times(weekends) to reduce trade waste abuse.

Sample

The population of interest for the surveys was local residents and users of the sites. All surveys with the exception of Charlbury* were conducted in person by WODC staff using paper based surveys. The surveys were accompanied by information leaflets on the waste and recycling service and fly tipping regulations.

*Charlbury residents had the option of an online self-completion questionnaire. We would like to thank Charlbury residents for their contribution to the survey.

Communications

In order to reach as wide a sample as possible the following communications methods were employed to raise awareness of the consultation:

Social media- tweets and posts sent out each week, throughout the month, informing residents of where officers would be conducting surveys

Press- Witney Gazette article inviting residents to come and give views

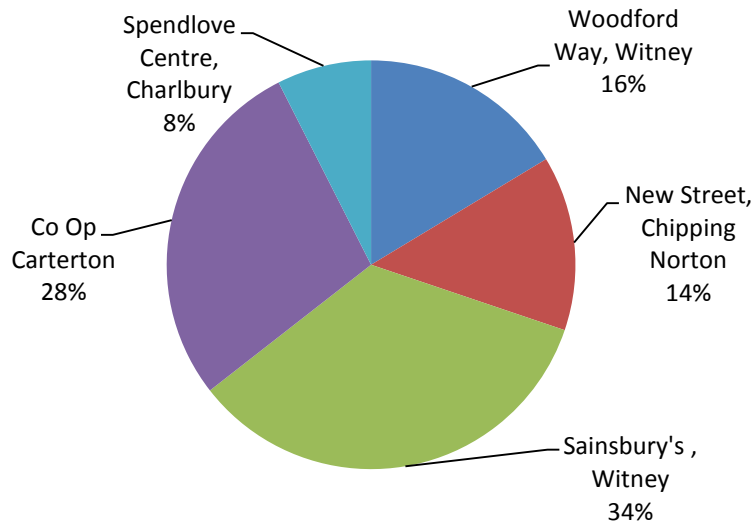
Website- promoted via Council website throughout the month

Local Councillors, Parish and Town Councils all received information on the surveys to promote to local residents.

Results

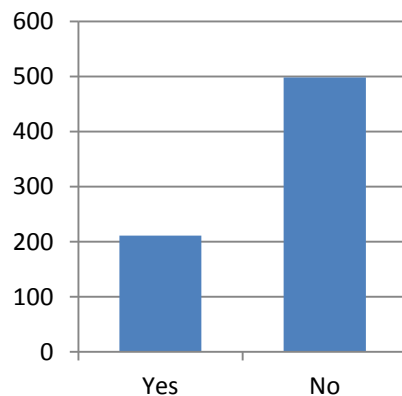
Officers surveyed residents over 12 days and collected 709 completed surveys . In total, 96% of residents surveyed were from West Oxon.

Number of surveys completed at each site:



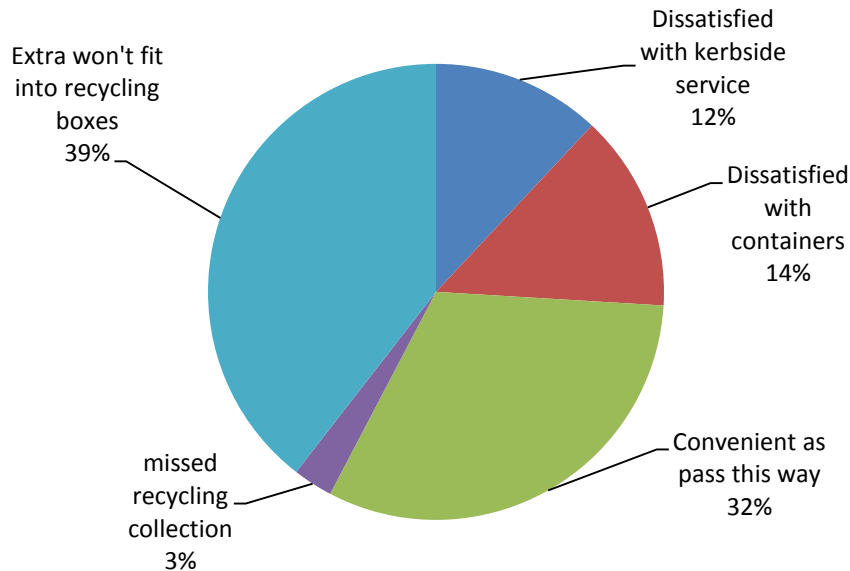
Q. Do you find this site clean and tidy?

The majority of residents surveyed did not generally find the bring sites clean and tidy (70%), the poorest response came from Co Op Carterton residents where 85% of users disagreed that the site was clean and tidy.



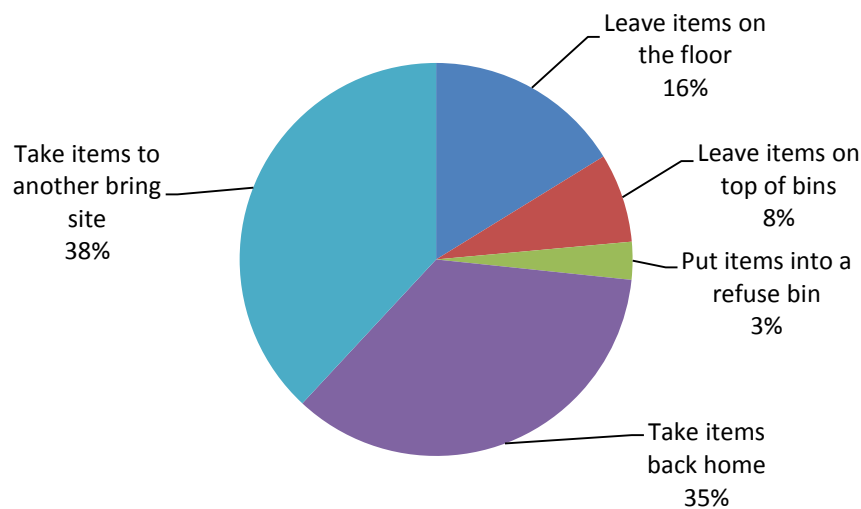
Q. Why are you recycling your waste here instead of at home? (kerbside service)

Although a large proportion of residents said it was easier to use these sites as they passed by them, (32%) a total of 65% of residents use the bring sites because of an issue relating directly to the service they receive at home; 12% dissatisfied with service, 14% dissatisfied with containers and 39% could not fit recycling to the containers provided, this predominantly referred to cardboard.



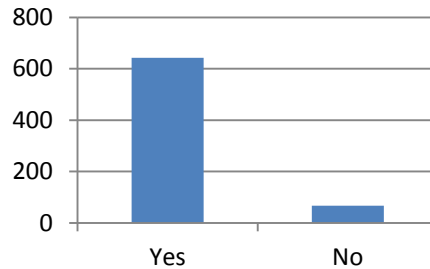
Q. If these bins were full, what would you do with your waste?

24% of residents said that they would leave waste at the site despite the bins being full, additional waste left at these sites, including recyclable items, will result in the sites looking a mess and encourages further fly tipping.



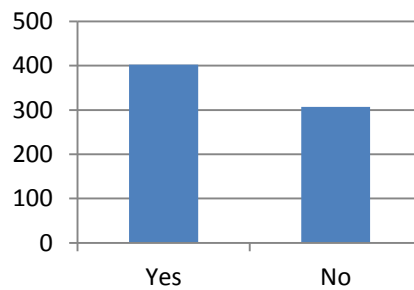
Q .Did you know that we can only accept the items listed on the bins at this site?

Over 60 residents (9%) believed they could bring any items here to be disposed of, including garden waste, general rubbish and bulky items.



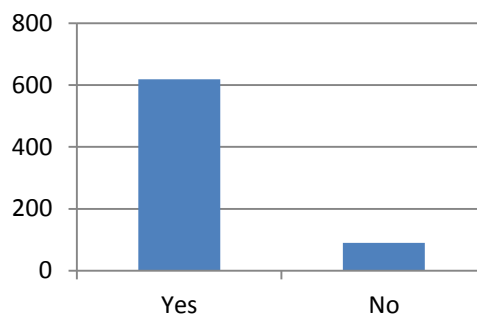
Q. Did you know it was illegal for business to use this site?

Over 300 (43%) residents believed businesses were able to use these sites to dispose of their waste and would not think to report them to the Council for doing so. Over the source of the survey Officers witnessed and spoke to several businesses using these sites, most predominately at weekends.



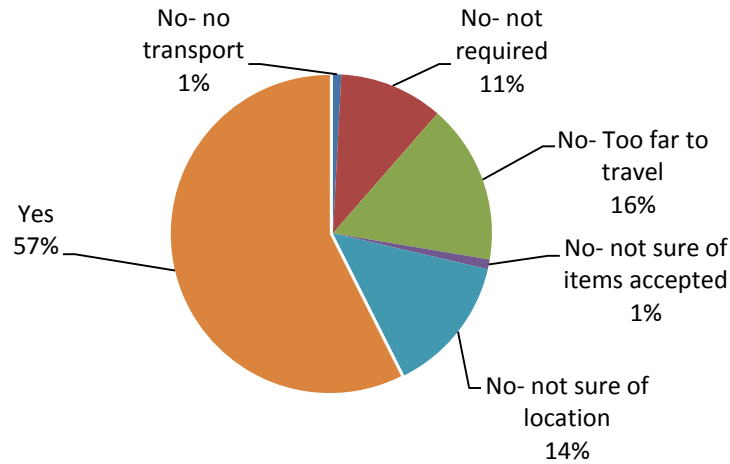
Q. Did you know the Council offers a bulky waste collection service?

Over 90 residents were not aware of the Council’s bulky waste service; Officers were equipped with information on the service which was handed out to these residents however this lack of service knowledge may result in large bulky items fly tipped around the district.



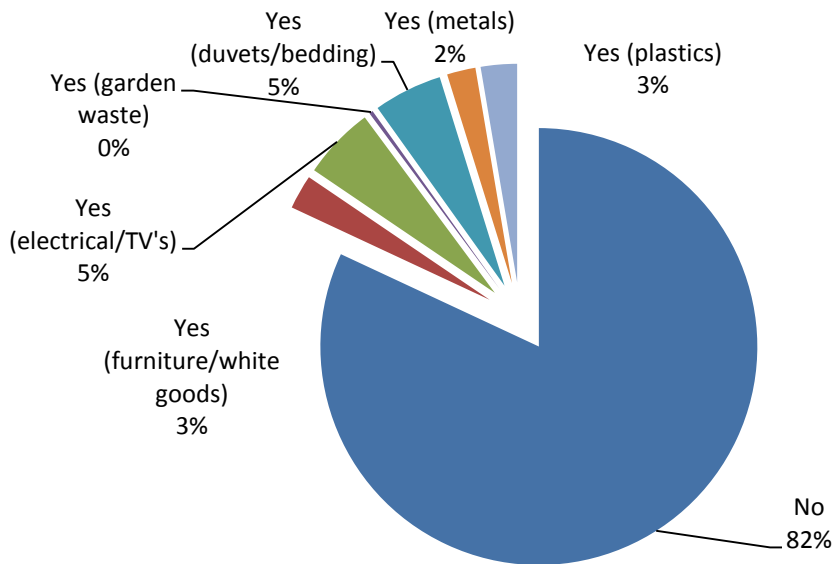
Q. Do you use Dix Pit Waste and Recycling Centre?

Over 400 residents are actively using Dix Pit to dispose of waste. The majority of residents who do not use Dix Pit due to its location (16%) were from Chipping Norton and Charlbury. Almost 100 residents were unsure of the location of Dix Pit (including Witney and Carterton residents), 77 residents did not require the site and 7 residents respectively said transport was an issue or they were unsure of what they could take to the site.



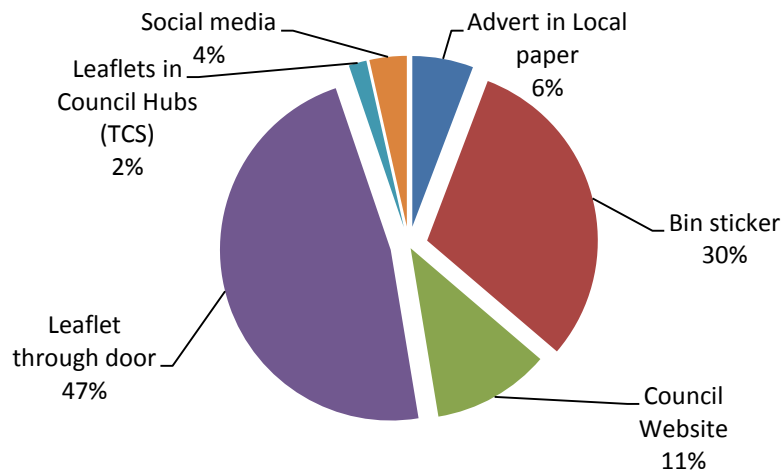
Q. Are there any items you don't know how to recycle?

Around 70 residents were unsure of how to dispose of bedding and electrical items (including TV sets). The majority of residents (80%) believed they knew how to recycle their waste.



Q. What is the best way for us to communicate with you?

The majority of residents (77%) would prefer with a leaflet through their door or a bin sticker to communicate information to them. 77 residents (11%) would prefer information on the Council website, 42 residents would chose an advert in the local paper, 28 chose social media (Facebook and twitter) and 14 information in the council hubs.

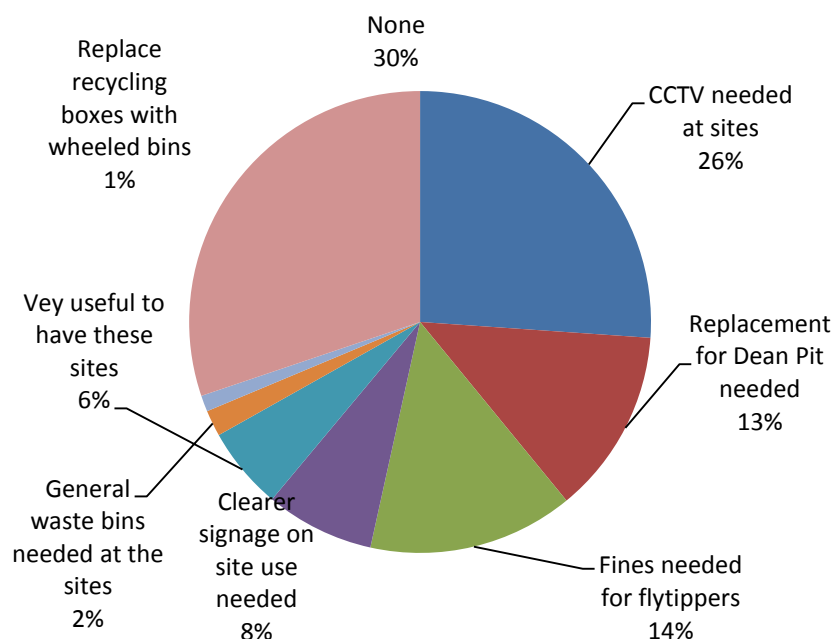


We asked residents for any additional comments they had on the recycling bring sites, the responses were as follows:

Over 280 (40%) of the residents surveyed were unhappy with the level of fly tipping at the sites and would like to see CCTV put up at sites and fly-tippers prosecuted with fines by the Council.

Large proportions of residents (Chipping Norton and Charlbury sites) were unhappy with the Dean pit closure and requested a facility in the North of the district.

Almost 60 residents thought the signage at the sites should be improved to include fly tipping rules, business waste and where to recycle large/ unaccepted items.



Conclusions and proposed action plan:

Usage of sites

It is evident from the above results that the recycling sites are well used by local residents and provide an additional resource for them for their recycling. Over 12 days officers spoke to 709 residents which shows high usage at these sites, this could potentially mean we see around 80 users of these sites per day (over 4000 per year). The sites are predominantly used for ease by residents as well as providing additional recycling bins for items that do not fit in black boxes. Cardboard in particular seems to be the most common items recycled at the sites rather than at home due to the restriction in size of the recycling boxes.

It is also clear that local businesses are also freely using these sites to dispose of both recyclable and general waste including large bulky items. This is resulting in additional collections to empty the sites and frustration from local residents that the sites are commonly full.

Fly tipping

The survey results and resident comments show a clear request from residents for CCTV cameras to be installed at sites and increased penalties for fly tippers. A review of signage to include details on fly tipping and instructions on correct disposal could also aid in reducing offences.

Since Officers have been present at the sites both the Council's Monitoring Officer and Waste Contractor have reported less instance of fly tipping and better usage of the recycling bring sites. As increased presence at these sites, particularly over busy weekend periods could also improve the condition of the sites and reduce fly tipping.

Waste and Recycling Service

Over 80% of residents believed they have adequate knowledge of recycling facilities in West Oxfordshire. Targeted communication on specific materials (TV's, Waste Electrical & Electronic Equipment (WEEE) and bedding) could help reduce tipping of these items at bring sites and increase resident knowledge on recycling their waste.

In addition, 13% of residents were unaware that the Council offers a bulky waste service; promotion of this service could alleviate some of the volume of waste at the sites, particularly focussed on Witney and Carterton residents.

Communications

The survey results clearly show residents favour either direct mail or bin stickers as a way of communication about their waste service. Overall the residents officers spoke to at the bring sites were very engaging; these sites could be considered valuable for future project work that requires resident participation

Proposed action	Short term (within 6 months)	Long term (12-24 months)
Additional site surveys	Online survey in partnership with Eynsham Town Council	Yearly online review survey with residents via WODC website.
Increase monitoring presence at the weekends	One weekend a month monitoring by Station Lane Staff and Enforcement wardens.	Include in work programme of Community Wardens for monthly visits to each bring site.
Review signage at sites	All site signage to be reviewed to clearly show: 1. Fly tipping laws 2. Restrictions on business waste 3. Details and location of Dix Pit tip 4. Acceptable items list Re sign individual bins with clearer info (i.e. flatten cardboard boxes etc.)	Review signage annually. Conduct surveys on effectiveness of signage at sites
Promotion of Bulky waste service	Social media promotion of service, particular focus on new items in the New Year. Prominent details on the WODC website.	Addition of service details to information leaflets, press adverts and roadshows.
Locate and add sites in Carterton to alleviate usage at Co Op	Survey potential sites within the Town Centre or Shilton Park. Approach leisure centre and town council for suggestions. NB- a recycling node has been place in the Town Centre but with significantly smaller capacity. Additional nodes would work well at Leisure Centres and Community Halls.	Install new site and promote amongst local residents. Work with new developers in area to incorporate recycling sites in line with additional population.
CCTV installation at high usage sites, promotion of fly tipping prosecutions	Link CCTV into current schemes so it is monitored at the police station 24/7 Ensure RIPA regulations are scrutinised and implemented Consider purchasing own covert CCTV equipment for operational use.	Complete training for all staff regarding RIPA and PACE.
Increase promotion of targeted materials (WEEE, bedding)	Social media and website promotion of specific materials. Link to Recycle for Oxfordshire pages run by County Council. Suggest promotion of specific items within the County wide projects group	Run material specific campaign, monitor tonnage at brings sites. Work with partners to promote items ie. Charity shops, local re-use centres

Proposed action	Short term (within 6 months)	Long term (12-24 months)
Additional sites for specific materials – cardboard, WEEE	Survey potential sites for additional seasonal containers, i.e. extra cardboard bins for Shilton Park, Madley Park, Deer Park.	
Invest in staff and resources to develop new strategy and promotions campaigns	Apply for funding and resource to add to new initiatives and develop strategy Community engagement	
External actions/Partnering	Short Term (Within 6 months)	Long Tern (6 – 12 months)
Lobby OCC to find additional funding to create new HHWRC to the north of the district	Set up cross party member working group with OCC and WODC members	Scoping plan to be produced with project plan and key milestones set
Consider Introduction of third party operators to run and manage the sites on our behalf	Engage with Legal to see what current contract allows	Potential tendering exercise to test the market
Continue to lobby Town and Parish Council ensuring it is constantly being promoted in local new letters about abuse	Develop project plan with local groups to monitor sites	