

Appendix 3: Community Consultation Collated Analysis

A Community Consultation was designed for LBBB residents in order to provide comments, input and insights into the current Waste Services provided by the Council. The results from the Community Consultation will be utilised to certify that there is alignment between the expressed public opinions and the objectives of the Waste Strategy to enable the ultimate success of the Waste Strategy.

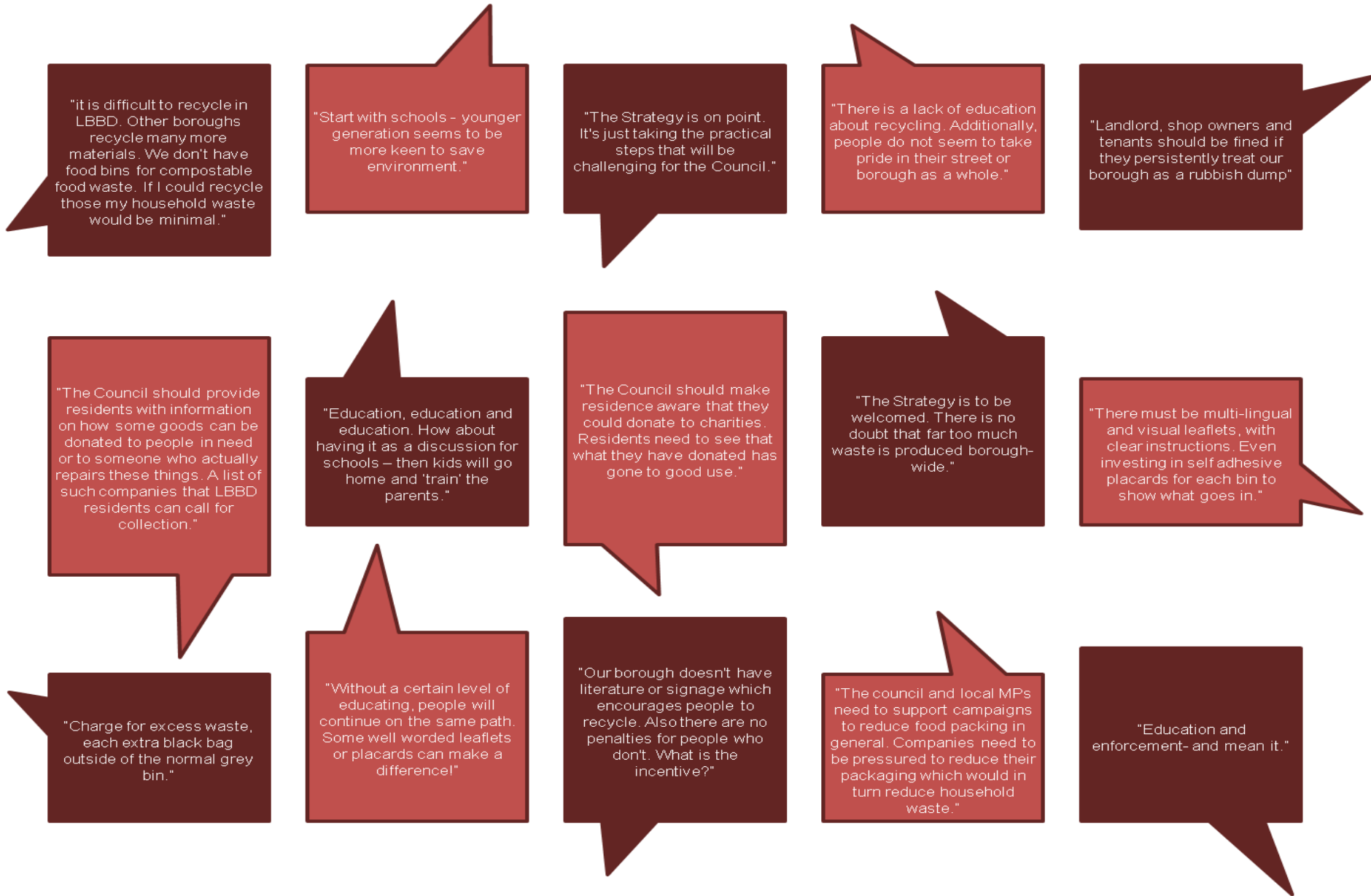
The Community Consultation was placed on the LBBB Consultation Portal from 11:59pm on 21/07/2016 through till 12:00pm on 19/08/2016, and publicised in both the 'One Borough Newsletter' and the Barking and Dagenham Post. There were a total of 378 respondents to the Community Consultation, with the detailed analysis of the results below.

Key Insights from Community Consultation

The key qualitative insights taken from the 378 respondents of the Community Consultation are represented in *Figure 1* below. The following quotes demonstrate the key themes identified from responses collated from LBBB residents from all the questions throughout the Community Consultation.

These perspectives gathered from residents, along with an analysis of all responses, support the objectives of the Waste Strategy to 'educate, encourage and enforce' residents to 'reduce, reuse and recycle' their waste.

Figure 1 - Key Themes Identified from Community Consultation



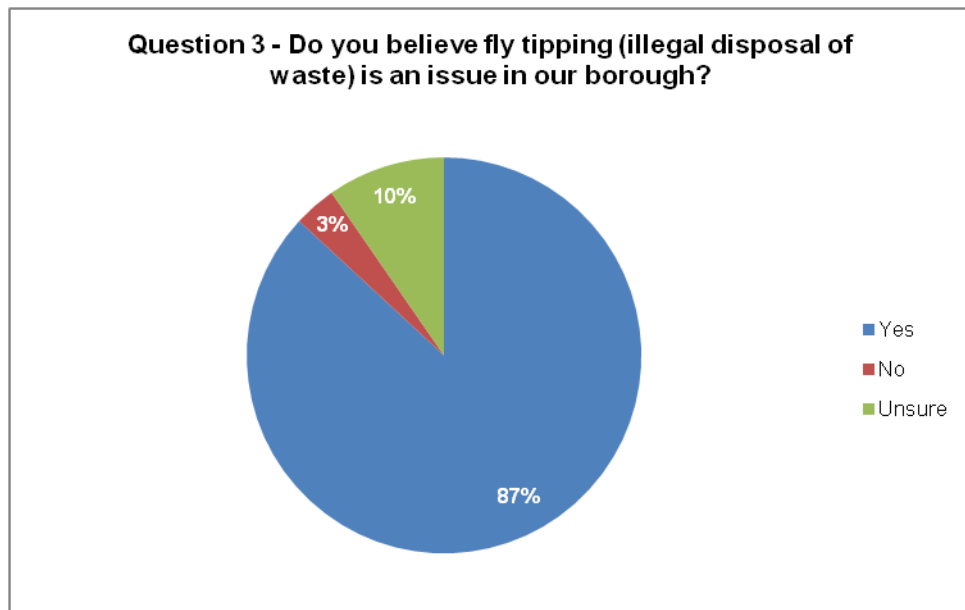
Quantitative Results of the Community Consultation

The key quantitative insights taken from the 378 respondents of the Community Consultation are represented below.

Question 3:

There is a widespread perception in LBBD that fly tipping is an important issue, which requires significant attention from the Council, with 87% of respondents answering yes to Question 3, as demonstrated in *Figure 2* below. Increasing the level of enforcement, supervision and service performance within LBBD in order to discourage specific behaviours in regards to littering and overall borough presentation is a common theme identified in the Community Consultation.

Figure 2 - Question 2



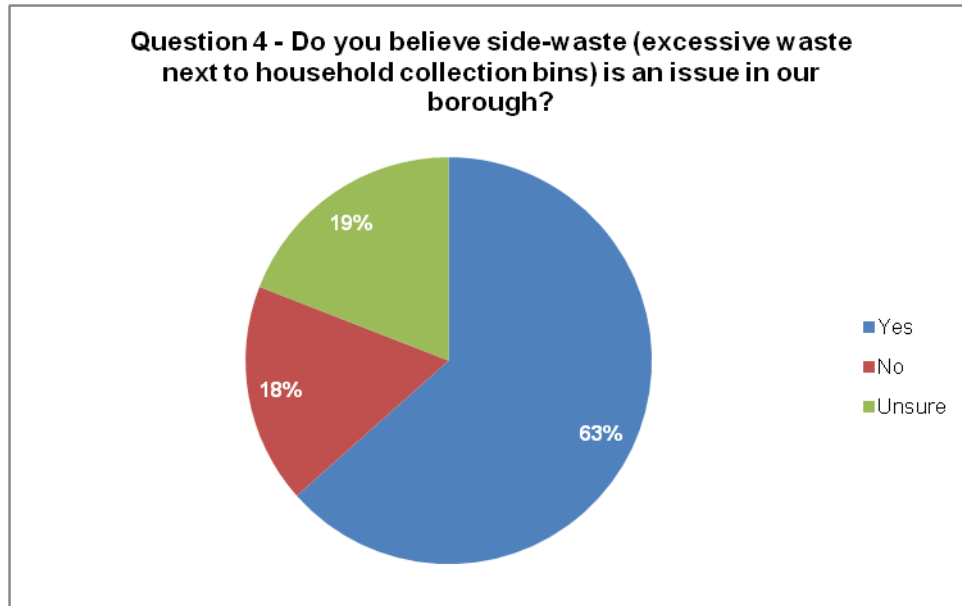
What will the Council do?

The Council will be 'educating, encouraging and enforcing' resident's behaviour in regards to fly tipping. The Council will undertake this through activities WS3, WS4, WS10 and WS14 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 4:

There is a widespread perception in LBBD that side waste is a important issue, which requires attention from the Council, however, not as important as fly tipping, established by 63% of respondents answering yes to Question 4, as demonstrated in *Figure 3* below. Increasing the level of collections and service performance within LBBD in order to discourage specific behaviours in regards to littering and overall borough presentation is a common theme identified in the Community Consultation.

Figure 3 - Question 4



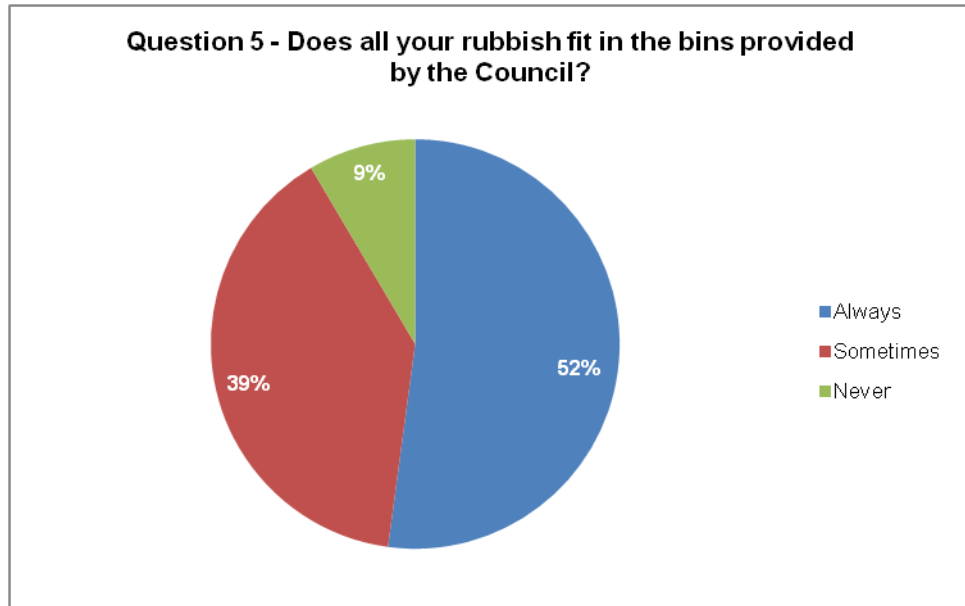
What will the Council do?

The Council will be 'educating, encouraging and enforcing' resident's behaviour in regards to side-waste. The Council will undertake this through activities WS3, WS4, WS6, WS8, WS10, WS11 and WS15 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 5:

As LBBD produces the largest volume of residual waste per household of all the London Borough's, it is inconsistent that 52% of respondents answered that they can fit their rubbish in the bins provided by the Council, as demonstrated in *Figure 4* below. Increasing the level of information provided by the Council to residents in regards to exactly what can go in each bin is a common theme identified from the Community Consultation.

Figure 4 - Question 5



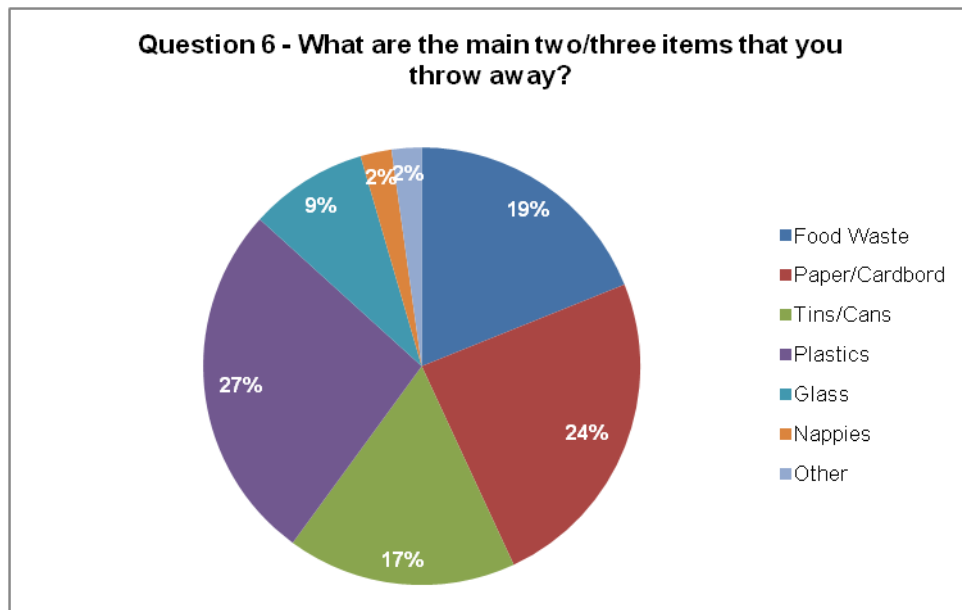
What will the Council do?

The Council will be 'educating and encouraging' residents to 'reduce, reuse and recycle' their waste which should allow all resident's rubbish to fit in the bins provided. Additionally, a bin rationalisation exercise will ensure households have the correct number of bins based upon the Council policy. The Council will undertake this through activities WS3, WS4, WS6, WS10 and WS11 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 6:

The composition of the waste of respondents is made up primarily of Plastics (27%), Paper/Cardboard (24%), Food (19%) and Tins/Cans (17%), as demonstrated in *Figure 5* below. These results are not consistent with the Waste Composition Analysis of 2011, which verified that 40% of household waste collected in LBBD was Food Waste. Increasing the level of information provided by the Council to residents in regards to how to treat specific types of waste is a common theme identified from the Community Consultation.

Figure 5 - Question 6



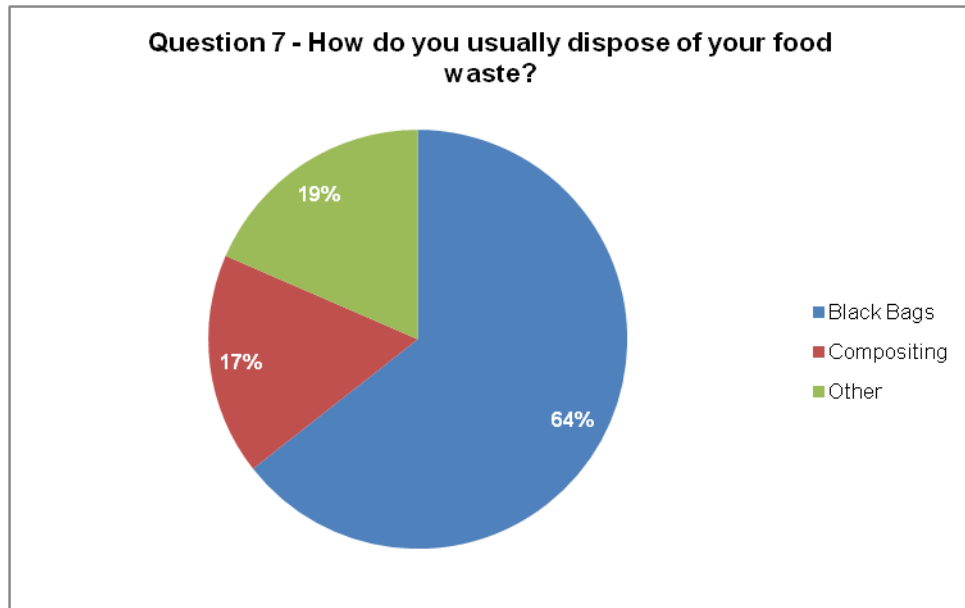
What will the Council do?

The Council will be 'educating and encouraging' residents behaviour in regards to the most effective manner to dispose of certain items in order to 'reduce, reuse and recycle' their waste. The Council will undertake this through activities WS3, WS4, WS6, WS8 and WS10 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 7:

However, the response to Question 7 that 64% of respondents dispose of their Food Waste in black bags, as demonstrated in *Figure 6* below, verifies the Waste Composition Analysis 2011. It is concerning that only 17% of respondents dispose of their Food Waste via composting, requiring education and communications in order to increase awareness of composting. Increasing the number of recyclable materials for collection in LBD is a common theme identified in the Community Consultation, with specific reference to food and glass.

Figure 6 - Question 7



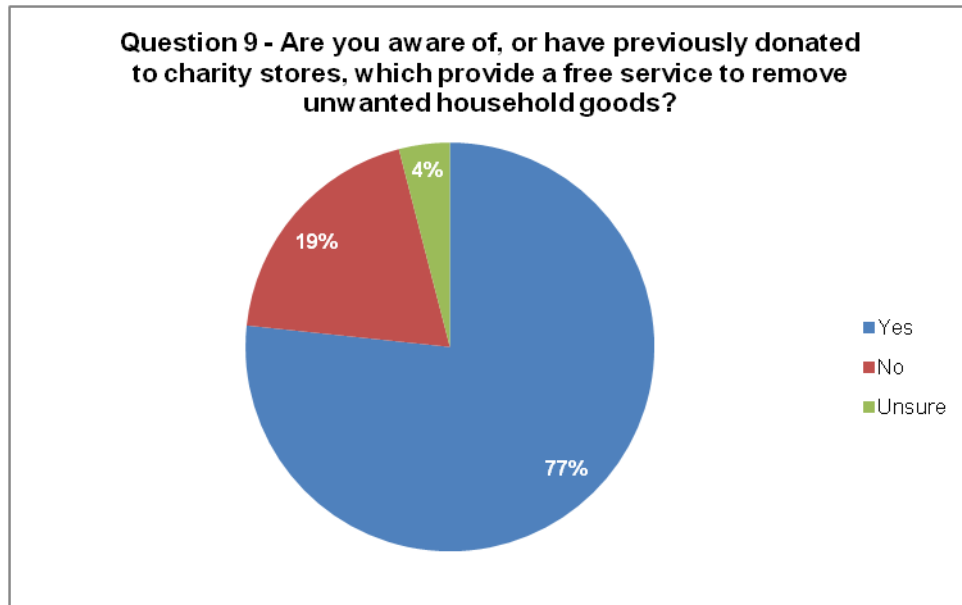
What will the Council do?

The Council will be 'educating and encouraging' residents behaviour in regards to the most effective manner, including composting, to dispose of food waste in order to 'reduce, reuse and recycle' their waste. The Council will undertake this through activities WS3, WS4, WS6, WS8 and WS10 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 9:

There is a significant portion of respondents who donate to charity stores, with 77% responding yes to Question 9, as demonstrated in *Figure 7* below. However, with such stores offering free services to remove unwanted household goods, it is important that the Council increase the education and communications to increase the level of awareness, as a total of 23% of respondents do not donate to charity or were unaware of the service. Increasing the level of information provided by the Council to residents in regards to these services is a common theme identified from the Community Consultation.

Figure 7 - Question 9



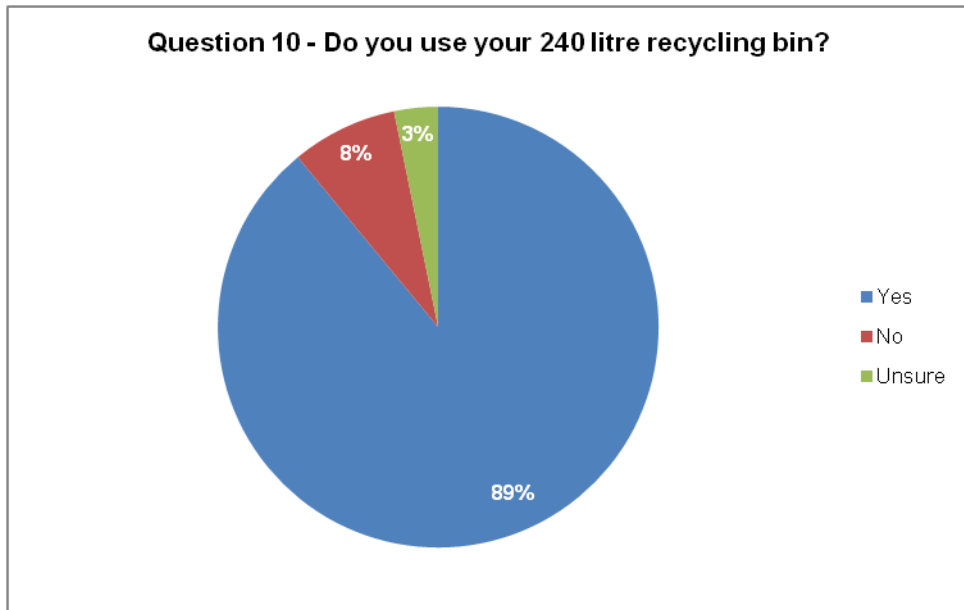
What will the Council do?

The Council will be 'educating and encouraging' residents behaviour in regards to the most effective manner to dispose of certain items, including those which can be donated, in order to 'reduce, reuse and recycle' their waste. The Council will undertake this through activities WS3, WS4 and WS14 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 10:

There is a high-level of usage for the 240 litre recycling bins in LBB, with 89% of respondents answering yes to Question 10, as demonstrated in *Figure 8* below. However, 8% of respondents do not use their recycling bin, and therefore the Council needs to increase recycling education and communications to increase the level of awareness. Greater education and communications of how residents can effectively recycle is a common theme identified from the Community Consultation.

Figure 8 - Question 10



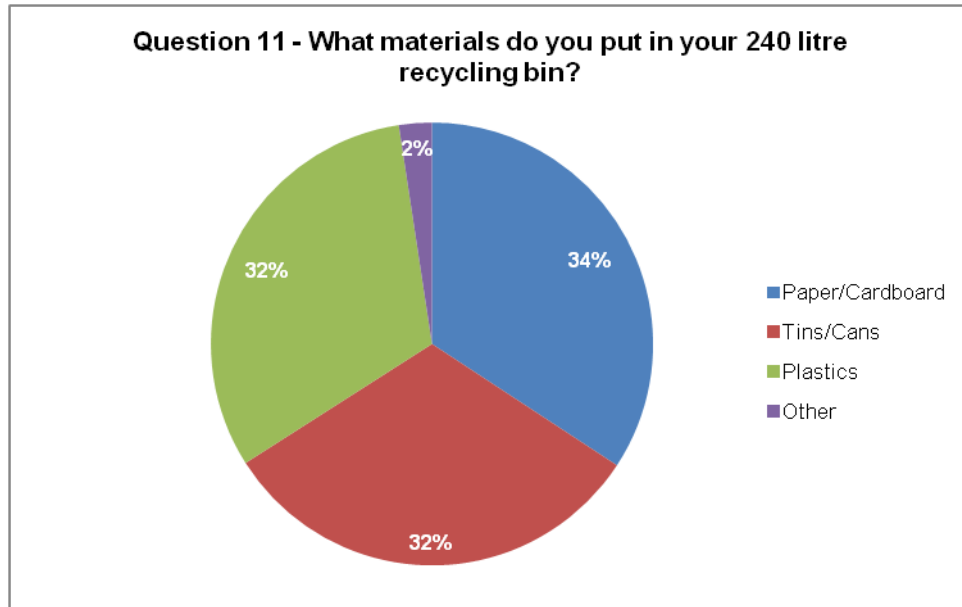
What will the Council do?

The Council will be 'educating and encouraging' residents behaviour in regards to the benefits of recycling in order to 'reduce, reuse and recycle' their waste. The Council will undertake this through activities WS3, WS4, WS6, WS8 and WS10 as detailed in Appendix 3 - Draft High-level Implementation Plan.

Question 11:

There is an even composition of materials placed in respondent’s 240 litre recycling bin, with Paper/Cardboard (34%), Plastics (32%) and Tins/Cans (32%) as demonstrated by the response to Question 11 in *Figure 9* below. Further education and communications which increase the awareness of recycling, and increasing the materials which can be placed in recycling bins are a common theme of the Community Consultation.

Figure 9 - Question 11



What will the Council do?

The Council will be ‘educating and encouraging’ residents behaviour in regards to the most effective manner to dispose of recyclable waste in order to ‘reduce, reuse and recycle’ their waste. The Council will undertake this through activities WS3, WS4, WS6, WS8 and WS10 as detailed in Appendix 3 - Draft High-level Implementation Plan.