REDUCE

Love food, hate waste
Exchange or donate unwanted items
Purchase durable, long lasting goods

Protect and enhance the environment
Support the pathway towards zero
waste to landfill
Encourage residents and businesses to do more to recycle
and cut down unnecessary waste

RECYCLE

USE

Maximise the use of resources
Recognise the economic value of waste
Contribute to the low carbon economy

Public Consultation on
the Joint Municipal Waste
Management Strategy for
Merseyside and Halton
Waste Partnership

REPORT
MARCH 2011

**SUPPLEMENTARY
REPORT C**

recycle for Merseyside

RESOURCES
MERSEYSIDE
2011-2041

enventure

Merseyside Waste Disposal Authority

Report

Public Consultation on the Joint Municipal Waste Management Strategy for the Merseyside and Halton Waste Partnership

March 2011

Printed on Recycled Paper

Contents

Useful acronyms

BME – Black and minority ethnic
CAPI – Computer assisted personal interviewing
HWRCs – Household Waste Recycling Centres
JMWMS – Joint Municipal Waste Management Strategy
MHWP – Merseyside and Halton Waste Partnership
MRF – Materials Recycling Facility
MWDA – Merseyside Waste Disposal Authority
ORC – Online research community
SEA – Strategic Environmental Assessment
SEG – Socio-economic group

1. Executive Summary

1.1. Project overview

- The Don't Waste Your Say public consultation was carried out in Autumn 2010 to support the review of the Joint Municipal Waste Management Strategy for Merseyside (JMWMS) and improve the quality of policy and decision making.

- A research study was designed to reflect the views of the broad Merseyside community in a representative sample in terms of age, gender and ethnic background and used a variety of research methodologies specifically:
    - A quantitative residents survey in the five council areas with 3,022 interviews conducted
    - Day long roadshows conducted in each local area;
    - Ten focus groups conducted, two held in each local council area; and
    - A six week Econsultation exercise involving resident active participation in an Online Research Community (ORC) housed in a password protected area of the Don't Waste Your Say website.

- These research methods were used to provide a comprehensive level of understanding and sufficient depth of detail and insight into resident attitudes, needs, behaviours and opinions. The residents survey, roadshow survey and some elements of the ORC such as weekly short surveys and quick polls conducted give quantitative data to compare results across various demographic groups whilst the focus groups and discussion forum threads posted on the ORC lend a layer of deeper qualitative insight into respondents' views and opinions.

- Research was tasked with raising awareness and understanding of waste and resource management issues, disseminate information on related subjects to the general public as well as explore reactions to the ten shortlisted options included in the Strategy Review by the Merseyside and Halton Waste Partnership (MHWP).

1.2. Key findings

- Participants in the public consultation display relatively high levels of awareness understanding and activity in respect of protecting the environment.

- Kerbside recycling collections schemes are key; buy in and high participation levels have shaped residents understanding and commitment to broader themes of waste prevention, reduction and management.

- Knowsley residents appear the most environmentally friendly/aware with highest levels recorded for various waste prevention, minimisation and recycling activities.

- Many stated instances of waste management behaviour (buying less food, repairing items, buying second hand goods etc) were to a great extent driven by the current economic climate and a need to save money rather than to make a positive environmental impact.

- Despite high reported levels of recycling, awareness of broader environmental, waste and resource management issues was poor and active involvement in related waste activities (e.g. home composting) was much lower across the sample. There is still much communication, promotional and educational activity needed for residents to take greater responsibility for waste management at the higher levels of the waste hierarchy pyramid i.e. waste prevention, minimisation and re-use.

- Increasing the number and frequency of high profile educational activities/campaigns with practical benefits highlighted would raise the currently low public awareness of the broader roles and responsibilities of the Merseyside and Halton Waste Partnership (MHWP) and Merseyside Waste Disposal Authority (MWDA).

- The need to educate and communicate more with Merseyside residents was a consistent theme raised by respondents at all stages of the public consultation. Raising understanding and encouraging individual responsibility for waste and resource management with a focus on practical benefits for self and community appears to have greater impact in the long term than offering incentives to participate in recycling schemes.

- Although incentivisation may have a positive result in the short term, a sufficient number of concerns were expressed about practicalities of implementation, effectiveness and cost. Also potential penalties and restrictions mentioned (no side waste, smaller bins) were considered to have far more impact in disincentivising residents whilst encouraging negative behaviour such as fly tipping.

- There was a clear call from residents for MWDA and MHWP to work more closely with and encourage local businesses and the commercial sector to take a more prominent and greater role in effecting change in waste minimisation and prevention activity with:
    o Specific request by respondents for food retail sector (supermarkets, food suppliers and manufacturers) to minimise food waste and reducing instances of excessive products packaging; and
    o Support for successful retailer campaigns such as renewable Bags for Life and the promotion of energy efficiency ratings on white goods.

  - The volume of food wastage produced annually in Merseyside was a shock for many residents. Food caddy usage and home composting was carried out by a minority of respondents but strong interest in such waste reduction schemes and take-up levels seen in Knowsley and Sefton indicates a significant opportunity for local councils to promote and support greater levels of food waste prevention. Residents identified:
      o Raising awareness and educating the public as key; and
      o Any schemes and promotional campaigns must address and remove perceived barriers of lack of space, time and expertise as well as hygiene concerns to encourage participation.

  - Reuse and recycling of specific household items is driven by the intrinsic value attributed to the item by the person disposing of it:
      o Does it still work?;
      o Is it still up to date?; and
      o Has it retained a significant proportion of its initial cost/outlay?

- Raising awareness of the financial and environmental value of various components/parts of an item is imperative in encouraging people to recycle the item, specifically recycling electric/electronic items as well as plastic, textiles and wood.

- Satisfaction levels with waste management services provided in Merseyside are good, even if residents are unaware of who delivers the services provided.

- Residents were not overly concerned with the prospect of commercial ventures profiting from household waste but the majority felt such businesses would need to demonstrate strong ties and commitment to local community e.g. through local job creation and reinvestment of profits back to the community.

- The majority of residents supported measures to improve environmental effectiveness, increase service quality and efficiencies, reduce the time taken and cost of waste management services across Merseyside.

- However, initial response to any potential changes to future services (e.g. unified/joint collections, alternate weekly recycling and residual waste collection) was mixed. Short term issues such as disruption, confusion and potential decline in quality of service delivery were key concerns for most. Most concerns, specifically those raised with regard to alternate weekly residual waste collection were alleviated by positive experiences and reports from respondents living in Sefton and Wirral where such alternate weekly collection schemes are already in place Residents wanted to see that:
    o Any changes in service delivery need to be communicated to residents via multiple media channels addressing resident concerns of short term upheaval whilst highlighting long term cost savings and service optimisation benefits.

- All ten shortlisted strategic options identified in the Strategy Review process were positively received by respondents, with many commenting that all ten appeared to be connected and would need to be implemented at the same time to maximise their positive impact on attitudes and behaviours. Encouragingly, none of the options were dismissed outright by residents as being unnecessary, superfluous or unrealistic.

- Key strategic priorities for respondents were '*Recycling performance*' and '*Behavioural change*' which captured the importance residents placed on recycling schemes to as well as the need to improve communication and education for people living in Merseyside.

- The importance of '*Sustainable economic activity*' and '*Renewable energy*' options were also discussed at length throughout the public consultation.

- '*Waste prevention*' and '*Waste management activity*' were regarded by respondents as already being the main focus of and core to the work undertaken by the MHWP. Therefore, although considered essential, respondents did not see the need to prioritise these activities over and above other options discussed.

- Taking part in the public consultation had a positive effect on respondents by increasing awareness and understanding of various waste management issues and underlined the recognition that waste should be seen as a resource.

- The positive reactions and desire to do more to prevent, minimize and manage waste produced in the home indicates that residents of Merseyside would welcome greater involvement in the shaping of future strategy of the MHWP.

1.3.   Summary of key recommendations and proposals for action

1.3.1.   Focus efforts on education, promotion and support of initiatives that encompass all aspects of waste management hierarchy such as waste prevention and reuse, for example food waste collection services, rather than concentrate on increasing recycling levels.

1.3.2.   Raising awareness and education is key to increase active participation and commitment to waste and resource management as well fostering a greater sense of individual responsibility for preventing, minimising and managing waste in the home.

1.3.3.   Campaigns and communications should target both the **heart** by reassuring residents that their own individual actions no matter how small will make a positive impact in protecting the environment and encourage a sense of wellbeing, and the **head** by demonstrating the practical and tangible financial, environmental and social benefits to the local community such as creating and safeguarding jobs for local people of their waste management action.

1.3.4.   Ensure any changes to or introduction of new household waste management schemes are easy to understand and carry out by residents to maximize participation rates.

1.3.5.   Any changes in delivery or content of waste management services provided by MHWP and MWDA must be clearly communicated to the local population using multiple local media channels (radio, newspapers, TV and website).   All communications should concentrate on addressing resident concerns relating to possible short term upheaval whilst clearly promoting long term costs savings and service optimisation benefits.

1.3.6.   Raise the profile of the MHWP and MWDA to communicate the broader remit and aims of the revised JMWMS:
  i.   Strengthening and increasing the Partnership's presence in the local community, specifically demonstrating any ongoing activities that illustrates how the Partnership works with local businesses, retailers and the third sector, will help convince residents that broadening the aims and remit of the revised Strategy will have a positive impact on the local community; and
  ii.   There is definite scope for MWDA to explore the potential of including broader aspects of waste and resource management into the authority's name and corporate plan.

1.3.7.   The key findings from the public consultation indicate that the Joint Municipal Waste Management Strategy for Merseyside (JMWMS) should concentrate activity, resources and funding on the following strategic priorities:
  i.   Recycling performance;
  ii. Behavioural change;
  iii. Renewable energy; and
  iv. Sustainable economic activity.

1.3.8.   Ensure that the JMWMS also takes into account the importance respondents placed on the strategic objectives for 'Waste prevention' and 'Waste management activity' that they felt were already core to the objectives of MHWP.

Next steps

- Key findings from the research will be made available to the public via distribution through Council venues and other organisations (Faiths 4 Change, Merseyside Environmental Trust and Councils for Voluntary Services) and on the following websites; Don't Waste Your Say, Recycle for Merseyside and Halton and the Merseyside Waste Disposal Authority websites[1].

- Specific data from the public consultation will be used further in the Options Appraisal work being carried out to accompany the Strategy Review. The ranking applied by the public in the focus group sessions to the ten strategic options will be used in the sensitivity analysis to be carried out as part of the Options Appraisal work for the Strategy. This sensitivity analysis will seek to understand if the preferences expressed by members of the public make a significant change to the overall scores and ranking of the delivery mechanisms selected to contribute to achieving the strategic objectives.

- The draft JMWMS and Strategic Environmental Assessment draft Environmental Report will be made available for a further twelve week public consultation on the Don't Waste Your Say website later in 2011.

- Comments received from this next stage of public consultation will be taken into account in the preparation of a final JMWMS which need to be ratified by each local council on Merseyside and MWDA by the end of 2011.

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[1] Website addresses - www.dontwasteyoursay.org, www.recycleformerseysideandhalton.com, www.merseysidewda.gov.uk

2. Introduction

The Merseyside and Halton Waste Partnership (MHWP) comprises the five District Councils on Merseyside (Knowsley MBC, Liverpool CC, St Helens MBC, Sefton MBC and Wirral MBC) and Merseyside Waste Disposal Authority (MWDA). Halton Borough Council, a unitary authority, joined the Partnership in 2006.

All members of the Partnership have responsibilities for the effective delivery of sustainable waste management to deliver the current Joint Municipal Waste Management Strategy for Merseyside (the 'Strategy') 2008. Halton produced a separate Municipal Waste Management Strategy 2008 aligned with Merseyside and as such, has not participated in this consultation exercise.

MHWP is conducting a review of the Strategy to identify the best ways forward in delivering sustainable waste management for residents over the next twenty years. The Strategy, first published in 2005, sets out the guiding principles for the delivery of sustainable waste management on Merseyside up to 2020. The 2008 Update brought it in line with changes in legislation, policy and performance but the original aims and objectives were kept.

There was a commitment by MHWP in the original Strategy to review the document after five years and as part of this Review, elected members and senior officers have been engaged in the development of a short list of Options, mechanisms for delivery and other strategic areas for the revised Strategy. Part of the commitment also included consulting with the public to ensure that the revised Strategy took on board and reflected the views and aspirations of the wider community.

This report details the consultation and findings which will provide support for MHWP when considering the revised Strategy.

2.1. Background

The five Councils on Merseyside and Halton manage the household waste collected within their districts. MWDA is responsible for the treatment and effective disposal of waste from 1.4 million Merseyside residents (currently 766,689.85 tonnes of municipal waste with a recycling rate of 36% - 2009/10). MWDA also manages the waste delivered to 14 Household Waste Recycling Centres (HWRCs) and four Waste Transfer Stations and Bidston Materials Recovery Facility (MRF).

MWDA, on behalf of the Partnership awarded a 20 year Waste Management and Recycling Contract to Veolia Environmental Services Merseyside Ltd in May 2009. The contract includes the facilities listed above and the management of two HWRCs in Halton. A second MRF is being built at Gillmoss in Liverpool. A Resource Recovery Contract is also in procurement using Private Finance Initiative (PFI) funding for residual waste treatment infrastructure.

The 2005 Strategy planned how waste in Merseyside would be dealt with. The 2008 Update introduced new commitments and recommendations in light of recent development and good practice and is supported by a series of supplementary documents, including a Waste Prevention Strategy for Merseyside and District Council Action Plans. As the aims and objectives of the original Strategy were maintained and had been the subject of a public consultation, it was not considered necessary to conduct a further public consultation nor undertake a Strategic Environmental Assessment (SEA). A scoping report produced in November 2008 for the Review recognised the need for a full public consultation to be undertaken in 2010.

The full Review of the Strategy on behalf of the MHWP commenced in 2009 which specifically focuses on the issues and options associated with the top three levels of the waste hierarchy i.e. waste prevention, reuse, recycling and composting whilst recognising the impact of those activities on the amount of residual waste ultimately requiring treatment or disposal. The Review is also considering key strategic factors such as climate change and carbon reduction and governance issues and an SEA is being undertaken.

As part of the Review, it was proposed to undertake a public consultation across Merseyside during autumn 2010 following further analysis of the short list of options and mechanisms for delivery and the receipt of a Waste Composition Analysis report. The aim was to have completed the public consultation by December 2010 and publish a ratified Strategy for Merseyside no later than 31 December 2011 to cover the period 2011-2041 (whilst addressing some carbon targets to 2050).

2.2. Project objectives

The structure of the consultation was developed to support the revision of the Strategy. With this in mind, the consultation has the following objectives.

Core project objectives

- Support the development of the Joint Municipal Waste Management Strategy for Merseyside; and
- Improve the quality of policy and decision making.

Detailed research objectives

- Reflect views and aspirations of the wider community and ensure the sample is representative;
- Raise awareness and understanding;
- Promote social cohesion;
- Inclusion of hard to reach groups;
- Use of new e-consultation techniques;
- Align with current work streams; and
- Disseminate information to the public.

2.3. Report structure

This main section of this report is divided into three main sections, with the findings divided into six further sections.

Methodology

This section sets out the approach taken when developing the consultation, how each stage meets the research objectives and also examines the sample profile for each consultation type.

Detailed consultation findings

The key findings of the public consultation from all elements of the research undertaken are outlined in this section of the report under various subheadings that relate to the following different aspects of waste management:

Section 4.1:   Resident Behaviours, Barriers and Attitudes towards the Environment

Section 4.2:   Waste Prevention and Minimisation

Section 4.3:   Waste Reuse and Recycling

Section 4.4:   Waste Management in Merseyside

Section 4.5:   The Future of Waste Management: Feedback on the Strategy Review and Strategic Options

Section 4.6:   Impact of Participating in the Don't Waste Your Say Public Consultation

Key findings & conclusion

The final section brings together all the research and identifies the key findings.

2.4. Interpretation of the data

Use and analysis of quantitative and qualitative research methodologies employed in the public consultation

Each research element and methodology was selected to ensure we spoke to a diverse population mix in Merseyside as possible as well as allowing us to explore the topic of waste and resource management in sufficient breadth and depth. The research study utilised a variety of research methodologies using both quantitative and qualitative approaches, quantitative research to investigate the '*What?*', '*Where?*' and '*When?*' of residents perceptions of, behaviour and activities concerning waste and resource management whilst the qualitative research techniques were used to gather a more in depth understanding of residents behaviour and the reasons that governed their behaviour, that is to say to explore the questions of '*Why?*' and '*How?*'.

Quantitative research asks the opinions of a sufficiently large number of representative people using structured questions in fairly short interviews to provide sufficiently robust data for in this project, statistical analysis to be carried out at a 95% confidence level. In this public consultation, quantitative research methods used were:

- Residents' survey conducted on doorstep;
- Roadshow survey; and
- Quick polls and short surveys conducted with the Online Research Community.

The qualitative research methodologies used in the public consultation were;

- Focus groups;
- Forum discussions conducted on the ORC; and
- Informal discussions conducted with members of the public at the roadshows.

These qualitative research elements used smaller but more focussed (i.e. by age or other population demographics) sample sizes to explore specific issues raised in the initial stages by sufficiently large numbers of respondents as well as issues arising from other elements of the public consultation in more depth and detail.

This report incorporates the results from all research undertaken, focussing on the key themes and topics raised by respondents at all stages of the public consultation.

Quantitative data shown in tables and charts

This report contains several tables and charts that show survey results from different elements of the public consultation research. In some instances, the responses may not add up to 100%. There are several reasons why this might happen: the question may have allowed each respondent to give more than one answer; only the most common responses may be shown in the table; individual percentages are rounded to the nearest whole number so the total may come to 99% or 101%; or the question may have been passed over by the respondent. A response of between 0% and 1% will be shown as 0%.

Socio-economic groupings

Consultation findings have been analysed by various demographic subgroups in order to see what sort of impact they have had on the results. Throughout this report, 'socio-economic group' (SEG) is referred to, where respondents have been categorised into a particular grouping based on the occupation of the chief income earner in their household, or if retired, their previous occupation.

The groupings are as follows:

A: Upper middle class (higher level managers, administrators and professionals);

B: Middle class (intermediate manager's administrators and professionals);

C1: Lower middle class (supervisory or clerical workers and junior managers administrators and professionals);

C2: Skilled working class (skilled manual workers);

D: Working class (semi and unskilled manual workers); and

E: Lowest level of subsistence (state pensioners or widows with no other earnings, casual or lowest grade workers).

3. Public Consultation Methodology

In designing the approach to the consultation, it was essential that those participating in the research were truly representative of Merseyside residents, both geographically and demographically. With this in mind, a four staged approach was developed, with each stage addressing each core and detailed objective. Figure 1 illustrates this in a matrix.

Figure 1 – How core and detailed research objectives are addressed in the public consultation

Core Project Objectives	Stage 1 Scoping & Raising Awareness of Consultation	Stage 2 Direct face to face consultation	Stage 3 Interactive & Qualitative Research	Stage 4 Final report, brief & dissemination
Support the development of the Joint Municipal Waste Management Strategy for Merseyside	✓	✓	✓	✓
Improve quality of policy and decision making	✓	✓	✓	✓
Detailed Research Objectives				
Reflect views and aspirations of wider community & ensure sample is representative		✓	✓	
Raise awareness and understanding	✓		✓	✓
Promote social cohesion			✓	
Inclusion of hard to reach groups		✓	✓	
Use of new e-consultation techniques			✓	
Align with current workstreams	✓			✓
Disseminate to the public	✓			✓

3.1. Stage 1: Scoping the issues and raising public awareness of consultation

The first stage of the consultation involved scoping the issues and raising awareness of the consultation, in order to get as many residents involved as possible:

- Scoping the Issues;
- Media Briefing;
- Website; and
- Newsletter.

3.1.1. Scoping the issues

Prior to any research carried out, it was important to investigate and review current issues in waste management, which would provide contextual understanding of the issues being faced, as well as informing topics to be covered during the public consultation research. During the planning stages of the consultation, several sources of information were reviewed and studied, as well as team attendance at various 'Made today, gone tomorrow?' workshops.

Documents reviewed

- Joint Municipal Waste Management Strategy for Merseyside 2008;
- Joint Municipal Waste Management Strategy Review – Issues and Options Study;
- Regional Waste Strategy for England's Northwest; and
- Local authority consultation and community involvement plans & statements.

Workshops attended

Made today, gone tomorrow? Symposium series on future trends in resource use and management

A series of workshops with the aim of bringing together key senior stakeholders to take a visionary and potentially challenging look at future resource flows and resource management from a wide range of different perspectives. There were four key events in the series:

1. Future Strategic Direction for Resource Management
A 'blue skies' thinking session, allowing for a broad discussion of the potential direction of waste and resource management at a strategic level.

2. Future Waste Composition
Focusing on how changes to product design, consumer behaviour in terms of demand for products, and a move towards a low carbon economy will impact upon the direction of travel for managing waste streams, from collection, to reprocessing, to treatment and finally disposal.

3. Future Manufacturing Industries

Focusing on the resource aspect of manufacturing and changes in technology and product design and the impact that they have on raw materials supply and demand, and the impact this has on the resource flows and the resource management landscape.

4. Future Waste Infrastructure

Focusing on ensuring a waste and resource management infrastructure remains fit for purpose in the long term, focusing on how we can future proof our systems and contracts.

3.1.2. Media briefing

A media briefing was held on 5 October 2010 in Liverpool to introduce the public consultation to the media. A media pack was distributed to media contacts attending and forwarded to those unable to attend. A copy of the media release can be found in **Appendix 1**.

Figure 2 – Media Briefing

Media briefing presentation

Members of the Partnership at the media launch (L-R),
Shaun Alexander (Liverpool City Council),
Stuart Donaldson (MWDA), Rupert Casey (Knowsley Council),
David Packard (Sefton Council),
Kevin Cluskey (Chairperson, MWDA), Carl Beer (MWDA)

As a result, the public consultation was featured as a news item on Heart FM, a local radio station, as well as in articles published in several local newspapers.

3.1.3. Website

A website for the public consultation called 'Don't Waste Your Say' (www.dontwasteyoursay.org) was designed and launched in early October 2010 in order to provide the public with information on all aspects of the consultation, details of how to get involved, answers to frequently asked questions, useful links and contact details. A screen shot of the home page of the website is seen in figure 3.

Figure 3 – Screen shot of the Don't Waste Your Say website

3.1.4. Newsletter

In order to announce the public consultation to Merseyside residents, provide further information and encourage residents to participate, a newsletter was published. Copies were distributed to a range of council venues across Merseyside such as libraries, one stop shops and leisure centres, and to organisations such as the Councils for Voluntary Services, Faiths 4 Change and Merseyside Environmental Trust. In addition, newsletters were distributed during the resident survey to over 3,000 households. The newsletter was also made available online through the 'Don't Waste Your Say' consultation website.

To provide feedback on the findings of the consultation, a second newsletter was published. This summary of the findings was distributed to the same venues and organisations as the first newsletter and available online.

A copy of both newsletters can be found in **Appendix 2**.

3.2. Stage 2: Direct Face to Face Engagement – Residents' Survey

The second stage of the consultation involved quantitative research. A face-to-face residents' survey was conducted across the five local council areas in Merseyside in order to allow the consultation to reach a wide range of the population and to achieve representative, statistically reliable and valid results.

Key stage objectives were to:

- Define key areas of importance to discuss in more detail in subsequent stages of the consultation and research elements of the consultation;
- Ensure a broad scope of views were heard from residents; and
- Provide statistically robust data to identify and quantify importance of key themes/differences in opinions across various socio-demographic subgroups (age, gender, working status, family status, area of residence etc).

The core research areas to cover were:

- General attitudes towards looking after the environment compared to other issues;
- Comparison of current environmental attitudes and behaviour of respondents with those held/conducted two years ago;
- Understanding of key environmental phrases; and
- Key actions and behaviours relating to purchase, usage, consumption and ultimately disposal of waste.

A team of interviewers carried out the survey at the residents' doorstep between 13th October and 13th November 2010 using Computer Assisted Personal Interviewing (CAPI) devices to allow instant recording of data and real time data analysis in terms of number of completed interviews and demographic quotas.

The survey questionnaire was designed by Enventure alongside MWDA and SKM Enviros Ltd and took between 10 and 15 minutes to complete. Interviews were conducted during the day/early evening, and week day/weekend to ensure that a representative range of residents, both working and non-working, are included in the sample. A copy of the residents' survey questionnaire can be found in **Appendix 3**.

Figure 3 – The Don't Waste Your Say Residents' Survey Research Team

3.2.1. Residents' survey sample profile

3,022 interviews were completed in total across Merseyside, with a minimum of 600 residents interviewed in each local council area, as shown below in **Table 1**.

Table 1 – Local council areas

Local Council	Number of interviews	Percentage
Knowsley	603	20%
Liverpool	608	20%
Sefton	606	20%
St Helens	600	20%
Wirral	605	20%
Total	*3,022*	

Demographic quotas were set in terms of gender, age and ethnicity in order to reach a sample of residents that was as reflective as possible of Merseyside residents in each of the five local council areas that the residents' survey took place.

Figures 4 to **8** show the demographic profile of the sample as a whole, and **Tables 2** to **4** compare the sample to the latest census data for gender, age and ethnicity.

Just over half of the overall sample (54%) were female, 46% were male.

Table 2 – Gender in each local council area

Gender	Knowsley		Liverpool		Sefton		St Helens		Wirral	
	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Sample
Male	52%	64%	52%	53%	52%	52%	52%	55%	51%	48%
Female	48%	36%	48%	47%	48%	48%	48%	45%	49%	52%

In terms of ethnicity, nearly all respondents (95%) classed themselves as White, with the groups of Asian or British Asian, Black or Black British, Chinese and Mixed Race (White and Black/Black British) recording 1% respectively. **Table 3** shows the breakdown of ethnicity across each local council area. In Wirral, just 4 respondents from an 'other' ethnicity (0%) were interviewed during the residents' survey, however quotas were overcompensated for in other Merseyside districts.

Table 3 – Ethnicity in each local council area

Ethnicity	Knowsley		Liverpool		Sefton		St Helens		Wirral	
	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Sample
White	97%	92%	94%	94%	98%	97%	99%	92%	98%	100%
Other	3%	8%	6%	6%	2%	3%	2%	8%	2%	0%

Figure 4 and **Table 4** below shows a breakdown of residents' survey respondents according to age.

Figure 4 – Age
Base: All residents' survey respondents (3,022)
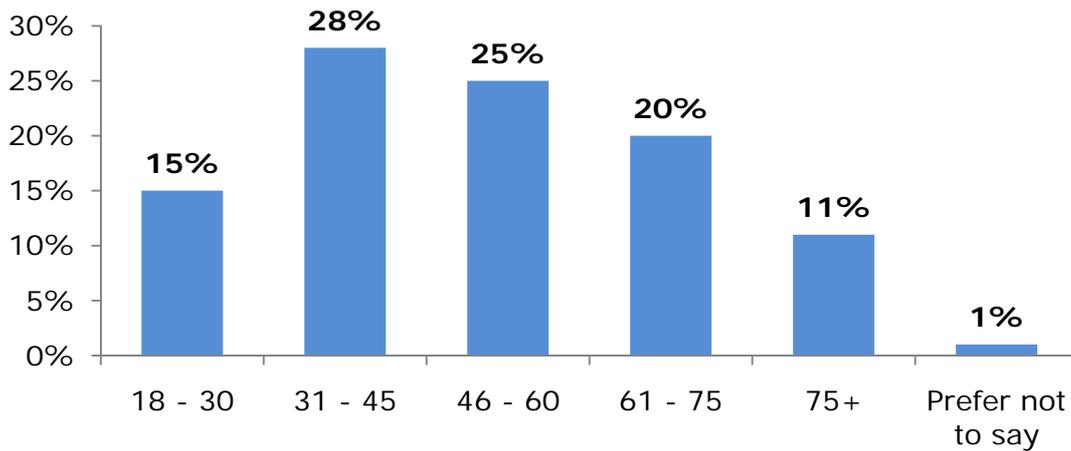
Table 4 – Age in each local council area

Age	Knowsley		Liverpool		Sefton		St Helens		Wirral	
	Census	Sample	Census	Sample	Census	Sample	Census	Sample	Census	Sample
18 – 30	18%	14%	24%	17%	15%	14%	18%	11%	16%	16%
31 - 45	32%	24%	28%	28%	28%	26%	29%	27%	28%	37%
46 – 60	23%	25%	22%	25%	25%	24%	26%	26%	26%	24%
61 – 75	19%	20%	17%	16%	21%	26%	19%	23%	19%	17%
75+	18%	16%	9%	13%	11%	10%	9%	11%	11%	6%
N/A	-	1%	-	0%	-	1%	-	2%	-	-

In terms of family status, one in three respondents (34%) had children who were all aged over 18 and had left home. Just over a quarter (27%) had no children. A fifth (20%) of the sample lived in single adult occupancy households.

Figure 5 – Family Status
Base: All residents' survey respondents (3,022)

Category	Percentage
All children aged 18 + and have left home	34%
No children	27%
Young family (children live at home, aged 11 or younger)	20%
Older family (children live at home, aged between 12 and 18)	9%
Adult family (children live at home, aged 18 or older)	5%
Other (e.g. children live away from home)	2%
Prefer not to say	2%
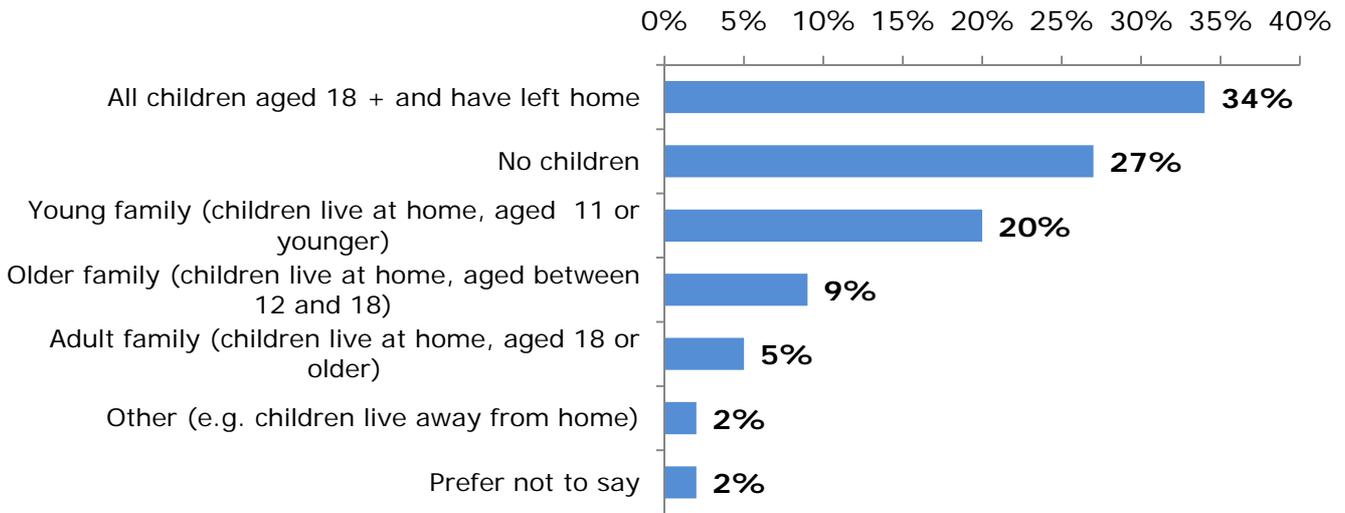
A third of respondents (34%) worked in full time employment, followed by those who were retired at 30%. One in twenty-five respondents (4%) were unemployed.

Figure 6 – Employment Status
Base: All residents' survey respondents (3,022)

Category	Percentage
Full time (30 hours +)	34%
Retired	30%
Part time (8 to 29 hours)	13%
Looking after home/family	7%
Full/part time student	5%
Unemployed	4%
Long term disability/illness	3%
Not working - other	2%
Part time (less than 8 hours)	2%
Prefer not to say	1%
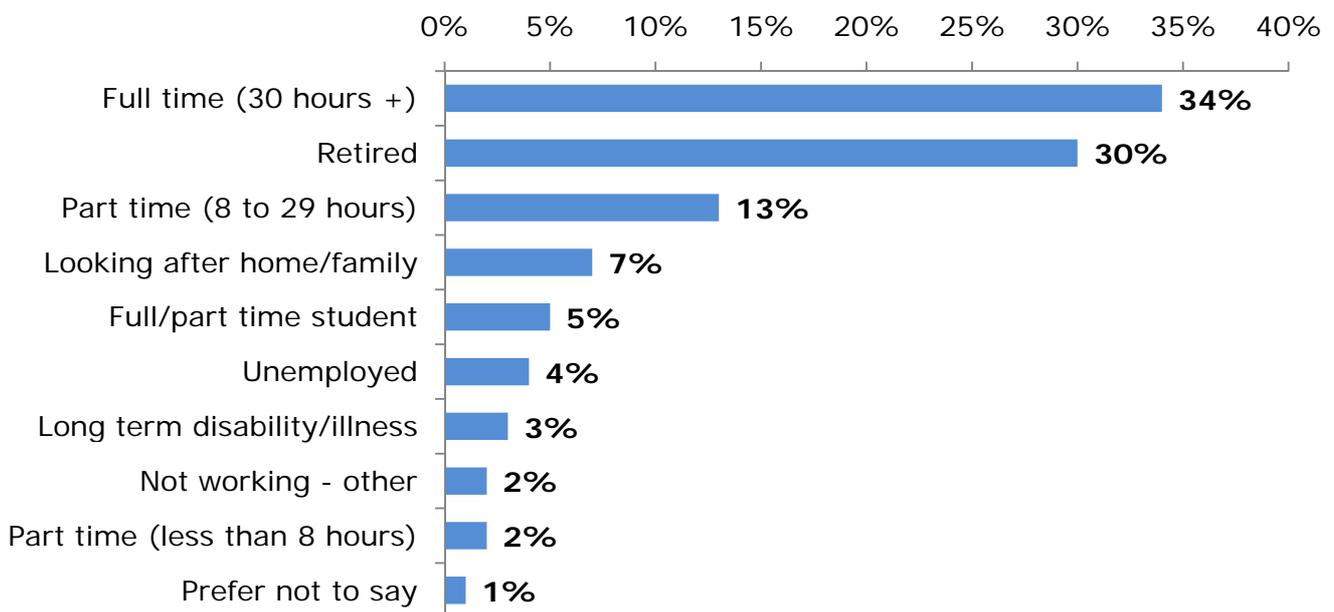
Respondents were categorised into a socio-economic group (SEG) based on the occupation of the chief income earner in their household. As shown in **Figure 7**, the majority of residents were classified between the middle to lower C1 and D social grades (69%).

Figure 7 – Socio-Economic Group
Base: All residents' survey respondents (3,022)
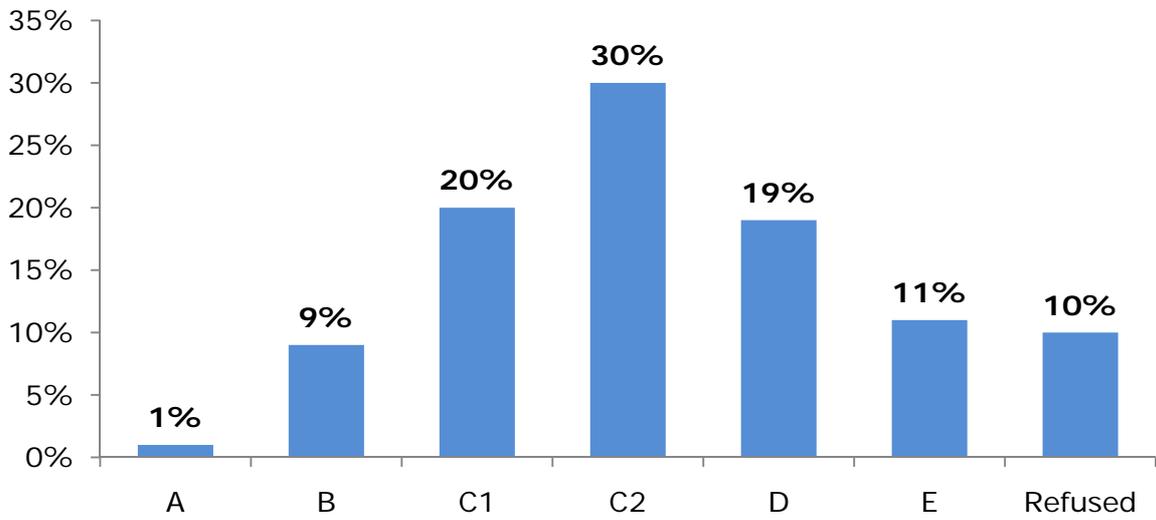
Just over half of respondents (53%) lived in semi detached housing, and 32% lived in mid/end terrace housing.

Figure 8 – Property Type
Base: All residents' survey respondents (3,022)
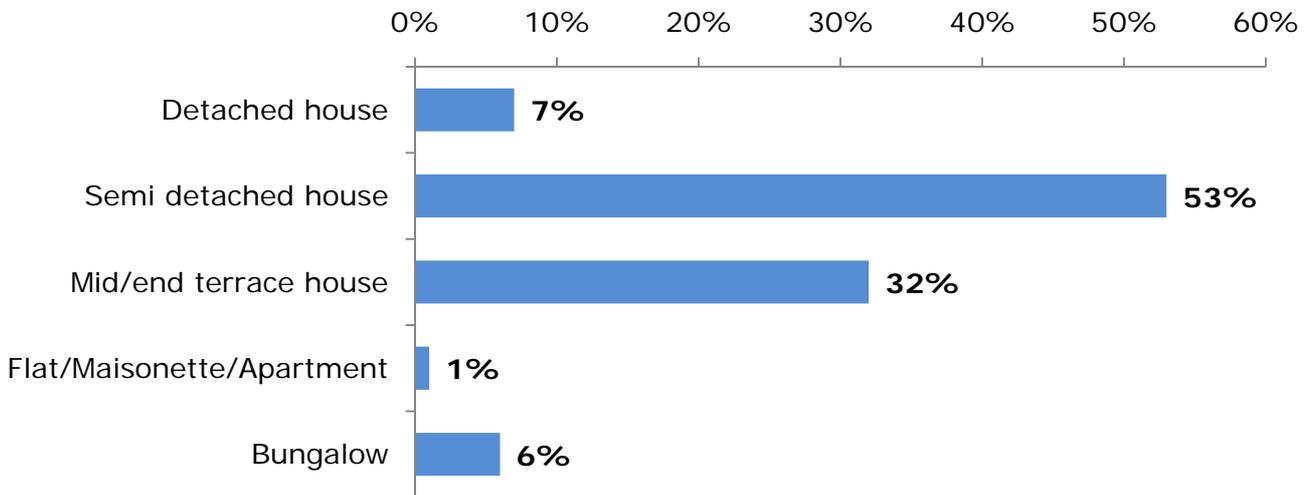
Seven in ten respondents (69%) indicated that they had a garden with a lawn as shown in **Figure 9**.

Figure 9 – Outside area of property
Base: All residents' survey respondents (3,022)

Legend:
- Garden with lawn
- Yard/backyard/patio
- Another type of outdoor area/space
- No outdoor area

69%
24%
6%
3%
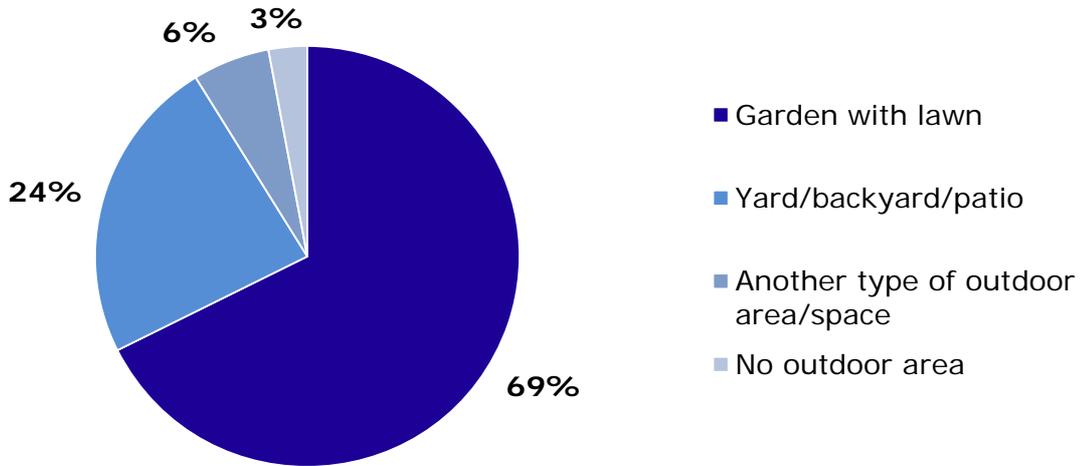
Two thirds of respondents (68%) across Merseyside had lived in their neighbourhood for over five years, as shown in **Figure 10**.

Figure 10 – Time lived in neighbourhood
Base: All residents' survey respondents (3,022)

Time lived	Percentage
For less than 1 year	4%
1 to 3 years	10%
3 to 5 years	18%
5 to 10 years	22%
10 to 20 years	24%
20 years or more	22%
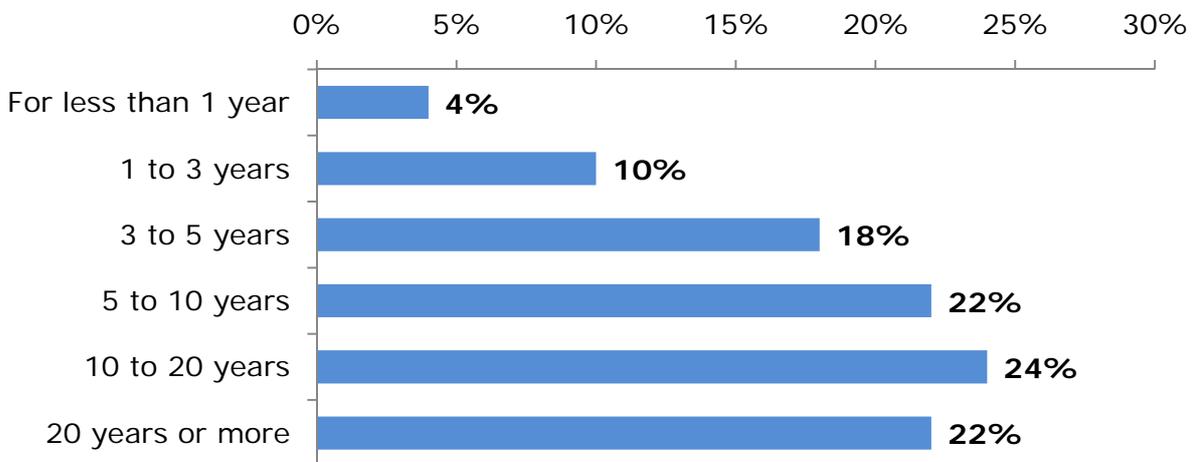
3.3. Stage 3: Interactive and Qualitative Research

The third stage of the consultation involved a range of interactive and qualitative research approaches:

- Roadshows;
- Online Research Community; and
- Focus Groups.

3.3.1. Roadshows

One roadshow was conducted in each of the five local council areas with the objective of raising public awareness of the consultation.

An exhibition unit was designed with the Don't Waste Your Say branding and boards placed inside and out, with interesting information regarding waste management in Merseyside on the unit. The roadshow was held in areas of high footfall in each local council area and was staffed throughout the day by Enventure staff, representatives from the local councils and MWDA.

The roadshows not only provided an opportunity to promote the consultation, but were also a means to answer any queries from residents, encourage residents to take part in further stages of the consultation, and to collect data in a short survey.

The core research areas covered in a brief questionnaire administered at the roadshows were:

- General environmental actions and habits;
- Awareness of consultation exercise prior to seeing the roadshow;
- Rating of roadshows' impact/content/information provided;
- Impact of roadshow on understanding of waste management and other environmental issues; and
- Register interest to take part in further consultation.

The roadshow information presented in the exhibition unit, the survey and locations visited can be found in **Appendix 4**.

Figure 11 – Photos from the Don't Waste Your Say roadshows

3.3.2. Roadshow survey sample profile

In total, 161 residents took part in the short survey at the Don't Waste Your Say Consultation Roadshows.

Over half (57%) of roadshow survey respondents were female and 43% were male.

Figure 12 – Gender
Base: All roadshow survey respondents (161)
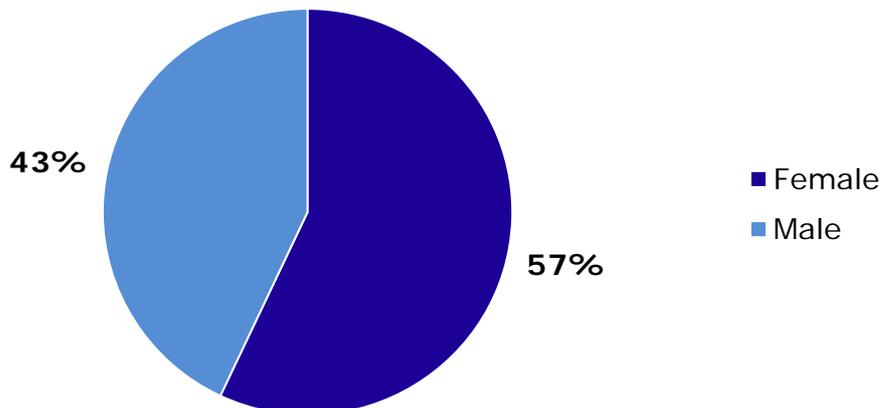
Figure 13 shows the spread of age groups from the roadshow sample.

Figure 13 – Age
Base: All roadshow survey respondents (161)
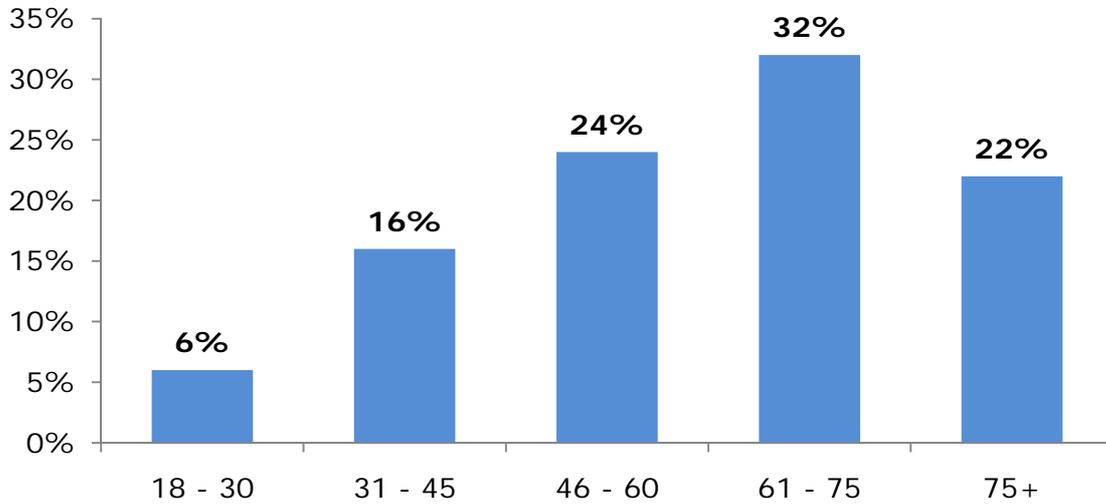
In terms of ethnicity, all roadshow survey respondents classified themselves as White.

3.3.3. Econsultation: Online Research Community

An Online Research Community (ORC) was set up as part of the existing consultation website launched to promote the Don't Waste Your Say consultation and allowed Merseyside residents to take part in various research activities including quick polls, short surveys and discussion forums.

The key objectives of the Econsultation and ORC were to:

- Dig deeper into specific issues of waste prevention and management;
- Allow a two-way dialogue to develop;
- Ensure residents feel truly involved in the consultation process; and
- Identify best ways to communicate further with the people of Merseyside.

The Econsultation lasted for 6 weeks, from 12 November 2010 to 24 December 2010. Each week, the ORC looked at a different theme relating to waste management in Merseyside. The themes included:

Week 1:   Introductions;

Week 2:   Food;

Week 3:   Shopping Habits;

Week 4:   Recovering Waste;

Week 5:   Waste Management in the Community; and

Week 6:   Time to Take Stock on Don't Waste Your Say/ Evaluation.

In total there were 275 registered users on the Don't Waste Your Say Online Research Community who were each provided with login details to give the access to the ORC. 48 of these users used the login provided and actively took part in polls, surveys and forum discussion.

Figure 14 – Screen shots of the Don't Waste Your Say ORC
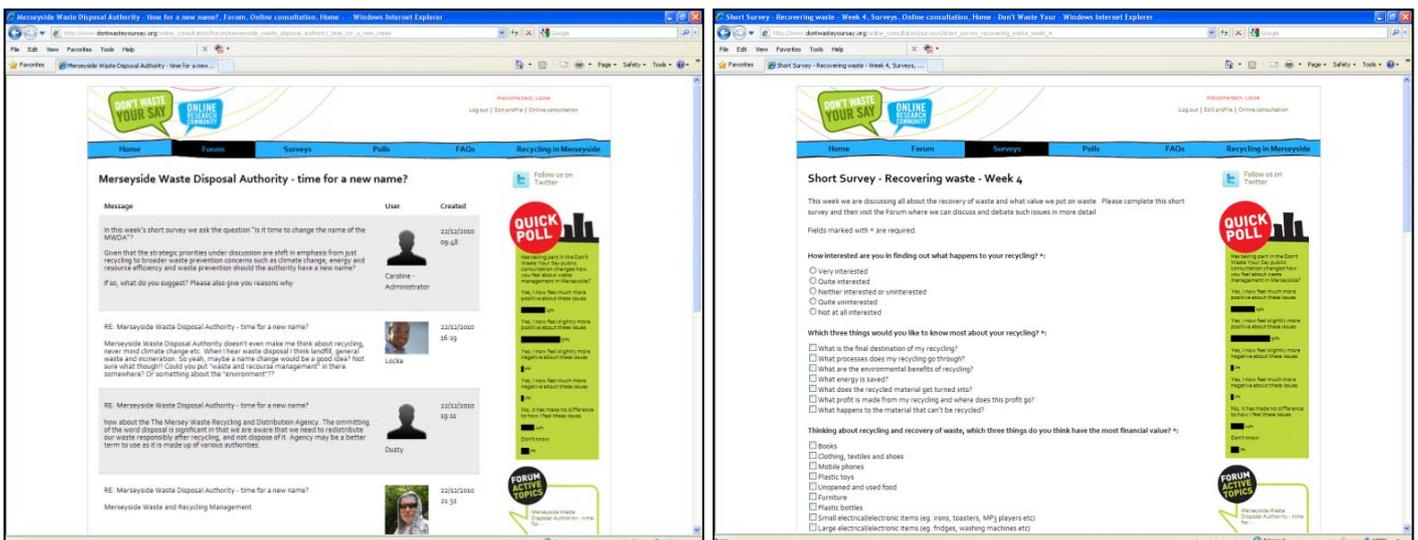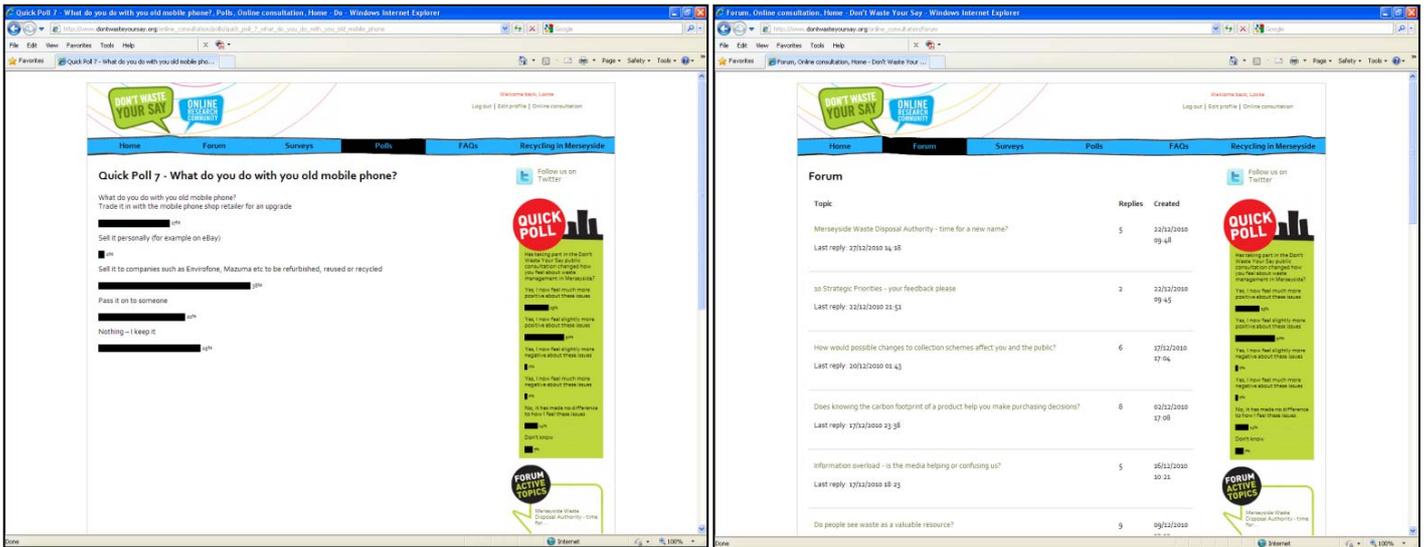
All short surveys, quick polls and discussion topics can be found in **Appendix 5**.

The Econsultation was also supplemented by a Don't Waste Your Say Facebook page and Twitter account. The Don't Waste Your Say Facebook page was created to include details of the public consultation, how to get involved, updates on the online forum discussions, surveys and polls, and photos from consultation roadshows. The Don't Waste Your Say Twitter account was created to also provide Twitter users with information about the consultation, getting involved, current discussion topics and reminders to get take part and not waste their say.

Figure 15 – Screen shots of the Don't Waste Your Say Facebook and Twitter
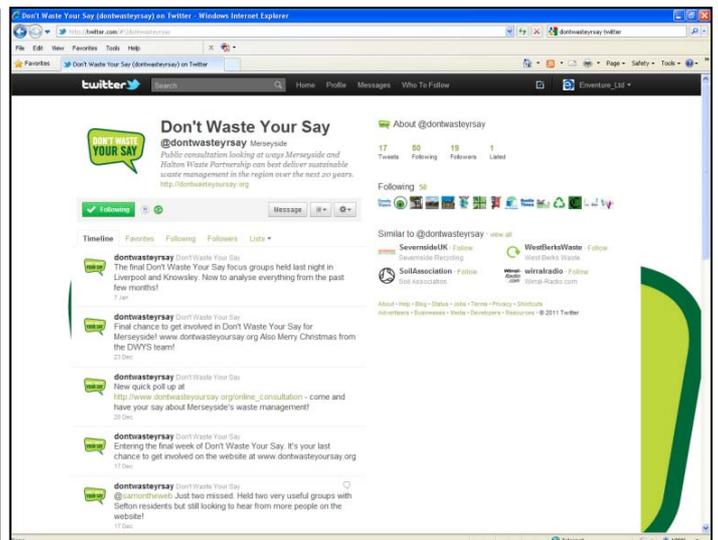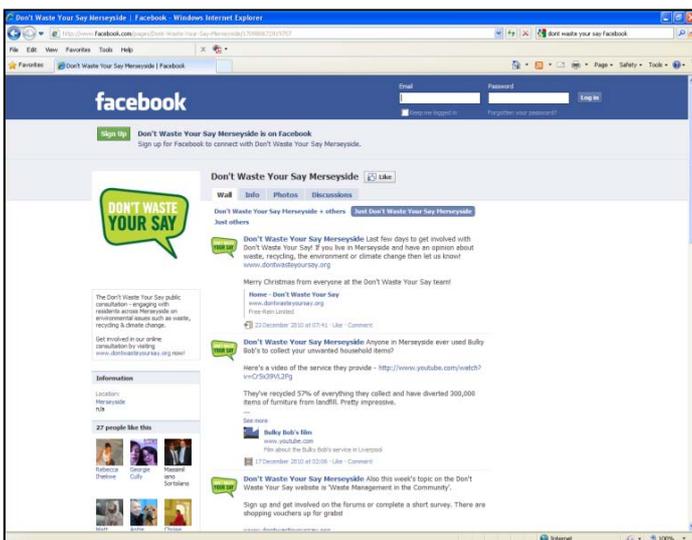
3.3.4. Online Research Community sample profile

The Don't Waste Your Say ORC accrued 48 active users participating in the quick polls, forum discussions and weekly short surveys. **Figures 16** to **18** show the key demographics of the ORC.

Over half of the sample (54%) lived the Liverpool or Wirral local council areas, 21% lived in Sefton, and the remainder lived in Knowsley and St Helens at 13% respectively.

Figure 16 – Local council
Base: All ORC respondents (48)
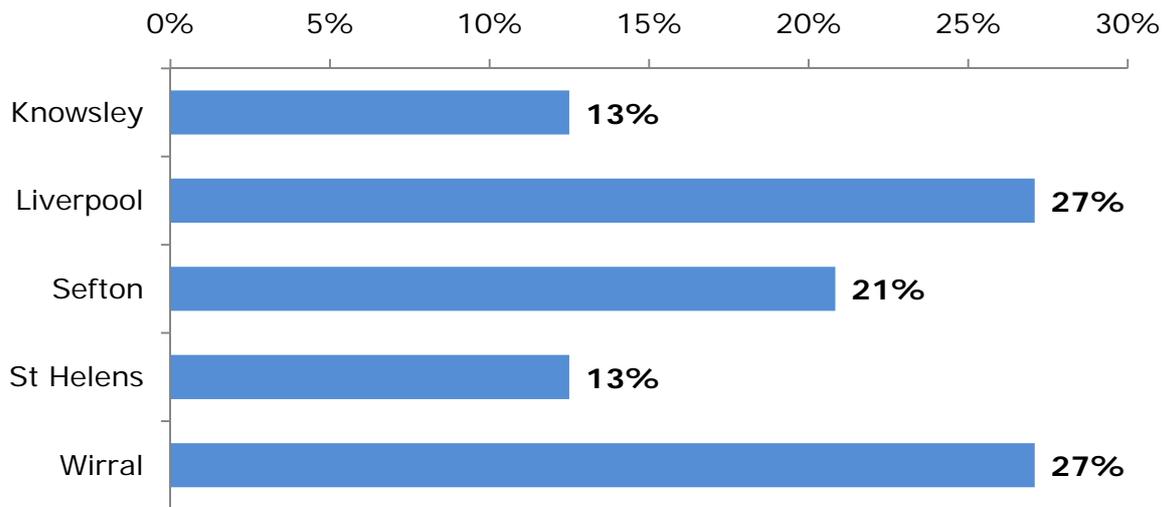
The sample was equally split between male and female respondents.

Figure 17 shows the relatively even spread of age groups from the ORC sample.

Figure 17 – Age
Base: All ORC respondents (48)
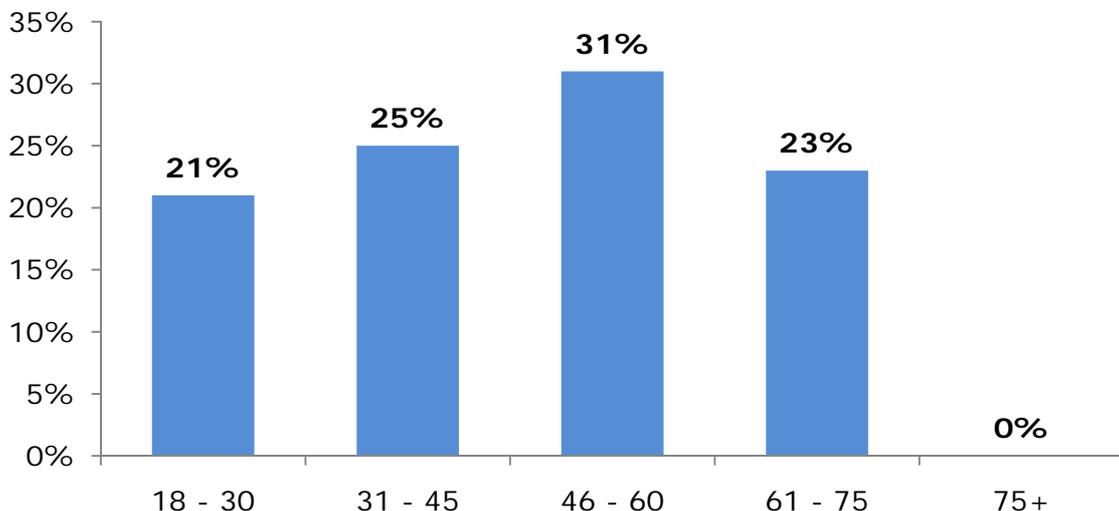
In terms of ethnicity, the majority of respondents classified themselves as White.

Figure 18 – Ethnicity
Base: All ORC respondents (48)
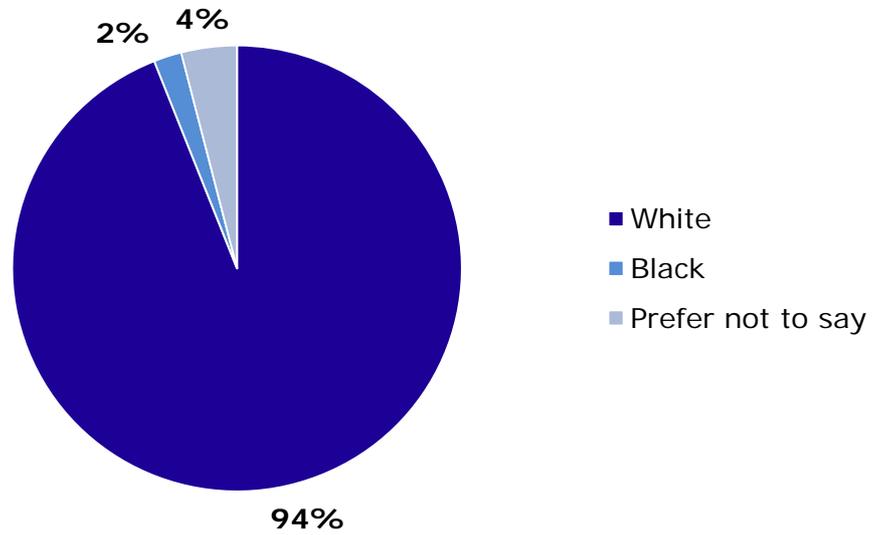
3.3.5. Focus Groups

Ten focus groups were held during the public consultation, two in each local council area. The first group in each area was recruited to be as representative as possible of the local area in terms of age, gender and ethnicity. The second group was tailored towards either older residents (55+), younger residents (under 35) or Black and minority ethnic residents (BME). This is shown below in **Table 5**.

Table 5 – Focus group stratification

Focus group	Location	Group stratification
1	Knowsley	Representative
2	Knowsley	Younger (under 35)
3	Liverpool	Representative
4	Liverpool	B.M.E
5	Sefton	Representative
6	Sefton	Older (55+)
7	St Helens	Representative
8	St Helens	Older (55+)
9	Wirral	Representative
10	Wirral	Younger (under 35)

Focus group respondents also included those with long term illness or disability, varying family and working status and a variety of socio-economic groups (SEG).

Discussion within the focus groups included:

- Respondents' awareness of waste management in Merseyside;
- Barriers to actively doing more in terms of waste prevention, waste management and recycling;
- Respondents understanding and awareness of specific environmental issues (carbon impact etc);
- Perceptions of the value of waste;
- Identifying ways to maximise waste prevention;
- Role of government, individual, community, private sector (retailers, manufacturers, service industry) in maximising waste prevention;
- Exploring the shortlisted strategic options developed; and
- Any specific subjects/issues that have been highlighted during initial research and discussion with MWDA.

A copy of the discussion guide can be found in **Appendix 6**.

4. Detailed Consultation Findings

4.1. Resident Behaviours, Barriers and Attitudes towards the Environment

A crucial element in formulating the way forward for resource and waste management in Merseyside is to understand the current behaviours of its residents in terms of waste management and other environmental actions. What prevents them from doing more, what might be encouraging them to do less, and what could be done to improve the current situation? Gaining an understanding of how aware and knowledgeable residents are of positive environmental actions and behaviours is fundamental to ensure the future direction of the Merseyside and Halton Waste Partnership (MHWP) reflects residents' views and can be effectively communicated throughout the community.

4.1.1. Current waste management and environmental behaviours

Respondents to the residents' survey were first asked to indicate, in comparison to two years ago, whether they were doing more, less or the same amount of active behaviour in terms of looking after the environment. The overall results to this question are shown in **Figure 19** overleaf, along with the results for each local council area.

As can be seen in the chart, just over three quarters of Merseyside residents (76%) claimed to be doing more to actively care for the environment compared to two years ago, where 46% indicated that they are definitely and 30% probably doing more. Just one in twenty-five respondents (4%) indicated that they were doing less (slightly or much less). This is a very positive result for Merseyside when looking at the current claimed behaviour and actions of its residents.

In terms of those who indicated that they were definitely doing more to care for the environment (46%), the sample shows that a larger proportion of these respondents were:

- From the local council areas of Knowsley (51%) and St Helens (50%);
- Aged between 61 to 75 (50%);
- From a young family (50%);
- Within the upper socio-economic group (SEG) of A or B (58%); and
- Female (49% compared to male respondents at 42%).

A slightly larger proportion of those who said they were probably doing more to actively care for the environment came from Wirral (34%) and were more likely to be male (31%) when compared with female respondents (28%).

One in five respondents (20%) informed interviewers that they were doing the same amount to actively care for the environment. This amount was slightly higher in the area of Liverpool (25%) and also amongst respondents who indicated that they were unemployed (28%).

As the number of respondents claiming to do either slightly or much less is low, no apparent subgroups stand out as providing these answers.

Figure 19 – Compared to 2 years ago, which of the following phrases best describes your active behaviour in terms of looking after the environment?
Base: All residents' survey respondents (3,022)
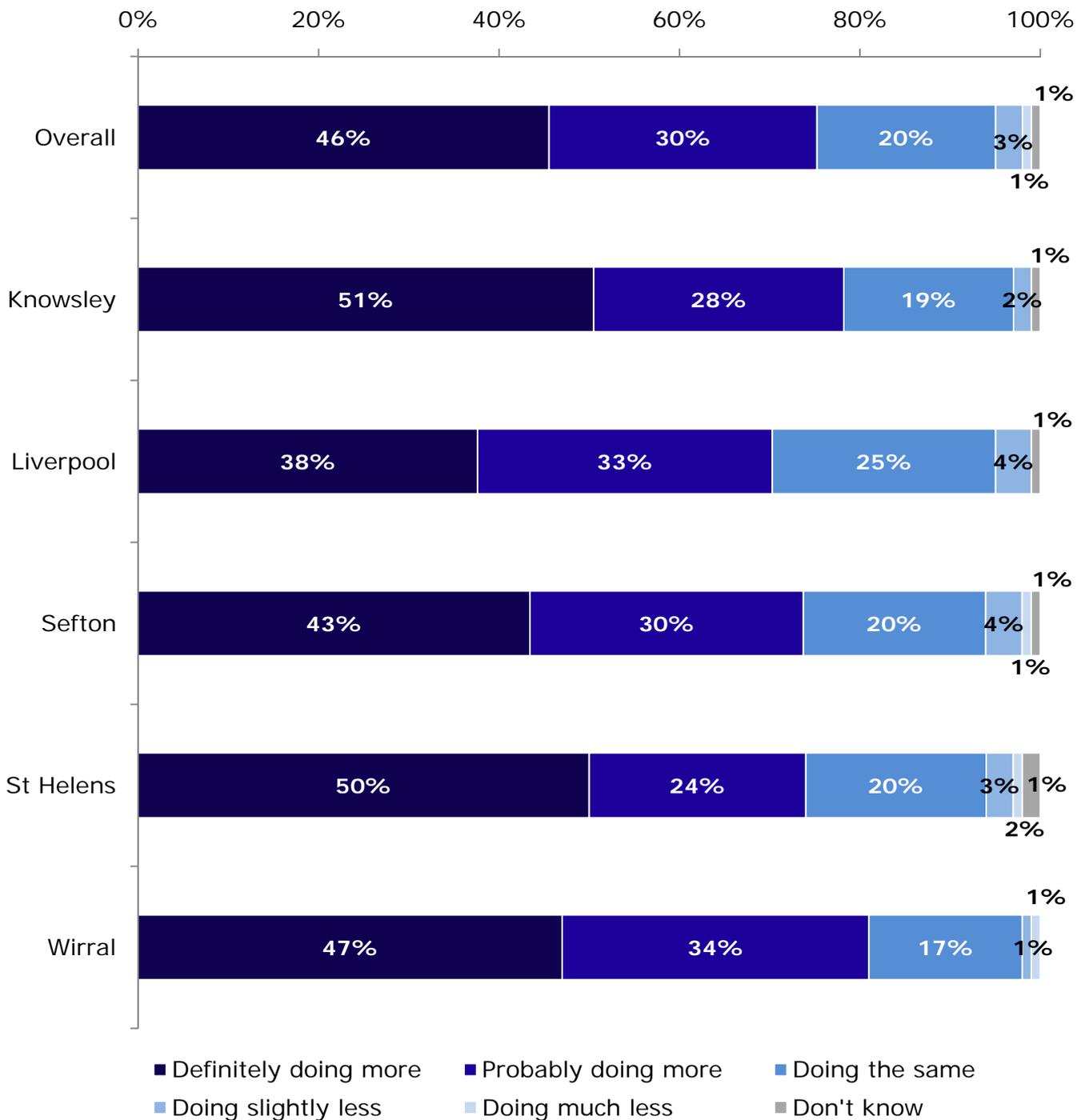
Similar positive levels of activity were recorded at the Don't Waste Your Say roadshows as seen in **Figure 20** below. Over half of respondents who completed the roadshow survey (53%) claimed to be definitely doing more. A higher proportion of roadshow respondents admitted that they were doing the same at 28% compared to 20% from the residents' survey. However, it is again encouraging to note that just 3% of respondents claimed to be doing slightly or much less.

Figure 20 – Compared to 2 years ago, which of the following phrases best describes your own personal behaviour and actions you do to protect the environment?
Base: All roadshow respondents (161)
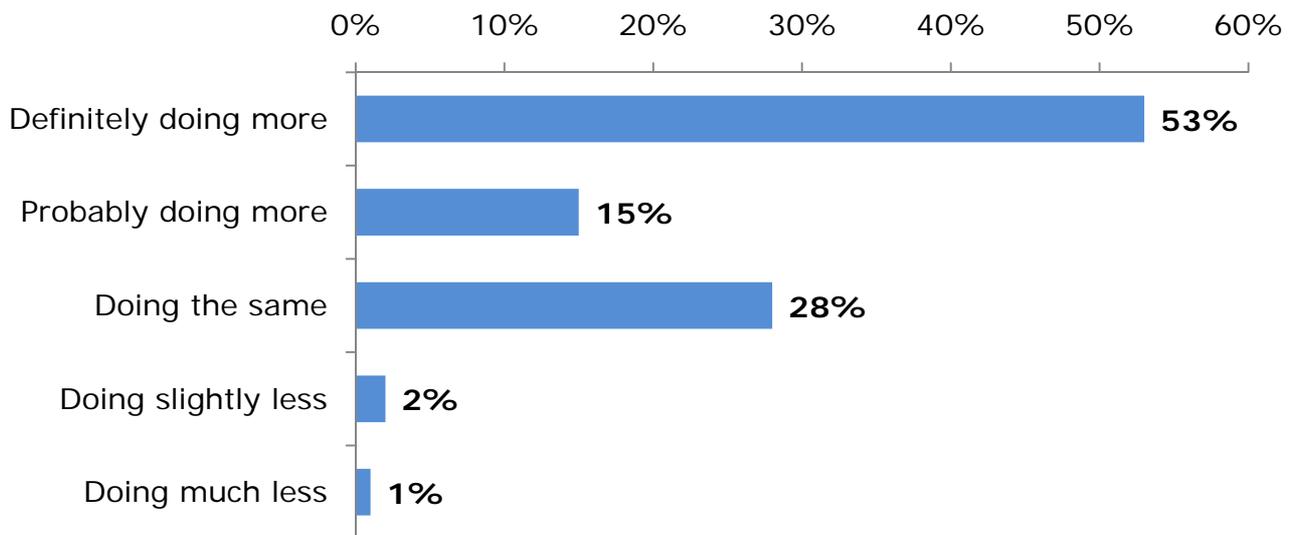
Current behaviours were also covered in the Don't Waste Your Say Online Research Community (ORC). General posting about people's environmental behaviour was used as a starting point for the discussion forums to encourage participation by posting and also to get an understanding of forum members. It is important to note that the majority of those taking part in the ORC had some degree of interest in environmental issues and therefore appeared to have a high level of involvement in environmentally beneficial behaviour. However, we also noted that there was a spectrum of attitudes and behaviour in regard to various environmental issues amongst ORC participants, especially on the subject of waste reduction;

"I try to recycle as much as possible at home & at work, I compost at home, I've started using the train more than I use the car to get to work (admittedly after my employer started charging for parking), and shopping more locally so using the car less, stopped having so many foreign holidays, tried to be less wasteful of power & water at home & at work & I've used Freecycle & Freegle to pass on items I no longer want rather than taking them to the tip." (Female, ORC)

"I've always found it hard to throw anything away that might be useful - it doesn't make for a tidy house, but freegle/freecycle is excellent." (Female, ORC)

"I try and take my own bags when shopping (but I'm only human and I forget all too often) and I never take a bag unless I need one desperately. I re-use and "upcycle" things in my home (I like to do crafty things with old magazines, jars and other random things)." (Female, ORC)

"I have been trying to reduce my carbon footprint by changing my vehicle to a diesel, and walking everywhere I can." (Male, ORC)

"My hubby and me like to think of new ways to recycle stuff and try to give everything a `second life` if we can, like reusing cardboard boxes for notes and then shredding them for the compost, to unpicking woolies and reusing the wool." (Female, ORC)

4.1.2. Understanding and awareness of environmental actions

In order to assess awareness of environmental actions and behaviours, respondents to the residents' survey were shown a series of specific words or phrases relating to the environment and were asked to indicate which they had heard of. Results to this question are shown in **Figure 21**.

The most widely known phrase was 'Climate change', with over nine in ten respondents (93%) having heard of it. Awareness of this phrase was particularly high:

- In Wirral (96%);
- With ethnic minorities of Asian/British Asian, Black/Black British and Chinese (98%); and
- With those claiming to be definitely doing more to actively care for the environment (96%).

'Carbon footprint' was also recognised by a large proportion of residents. Again, this was higher in Knowsley (87%) but lower in St Helens (67%). Awareness of this phrase was also higher amongst students at 87%. Awareness levels of 'Carbon neutral' and 'Carbon offsetting' were slightly higher in Sefton at 39% and 42% respectively.

Just three in ten respondents (30%) claimed to be aware of the phrase 'Waste prevention', which was particularly low amongst Wirral residents at just 10%. Wirral also recorded a low awareness level for the phrase 'Zero waste' at 11% and 'Sustainable consumption' at 15% (25% and 24% overall).

The phrases which recorded the lowest levels of awareness were:

- 'Resource efficiency' (22%);
- 'Energy recovery' (21%); and
- 'Ecological footprint' (20%).

Levels of awareness for these phrases were, however, much higher amongst students and those from the higher SEGs.

By calculating the sum of a particular subgroup's level of awareness for each word or phrase, we can reach a percentage for average overall awareness. In general, the age group of 75+ had a lower average awareness of most words or phrases relating to the environment at 28%, as did those who were classed as unemployed at 29%. However, respondents within the SEG of A and B had a much greater average awareness level at 50%.

Looking at each local council area, we can see that, in terms of awareness of words of phrases relating to the environment, Knowsley has the greatest understanding, as shown in **Table 6** below.

Table 6 – Average awareness by area

Local Council area	Average awareness of environmental words/phrases
Knowsley	46%
Liverpool	41%
Sefton	37%
St Helens	35%
Wirral	31%

Figure 21 – Which of the following words or phrases relating to the environment have you heard of?
Base: All residents' survey respondents (3,022)
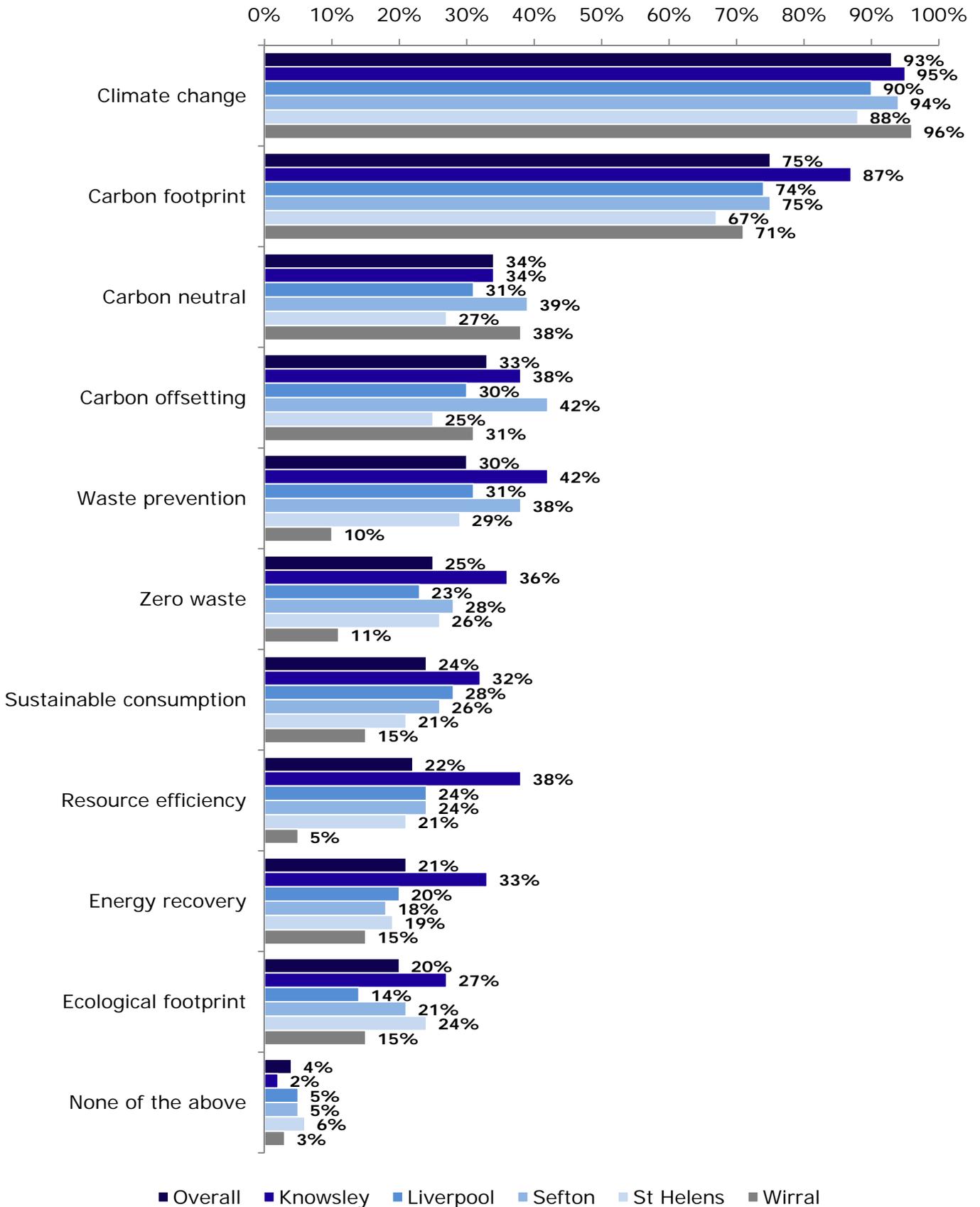
In order to assess understanding of these phrases, respondents to the residents' survey were then asked to judge their level of understanding of the phrases which they had indicated they were aware of. This is shown in **Figures 22** to **26**.

As can be seen in the charts, a very similar pattern emerges for each environmental phrase or term – the majority of respondents aware of the term indicated that they had 'some' understanding of the term (between 52% and 60%). This is a fairly neutral response indicating that although they had heard of the phrase, their deeper understanding may be somewhat limited.

Figure 22 – What level of understanding of 'Climate change' and 'Carbon footprint' would you say you have?
Base: Residents' survey respondents aware of phrases (2,798 / 2,260)
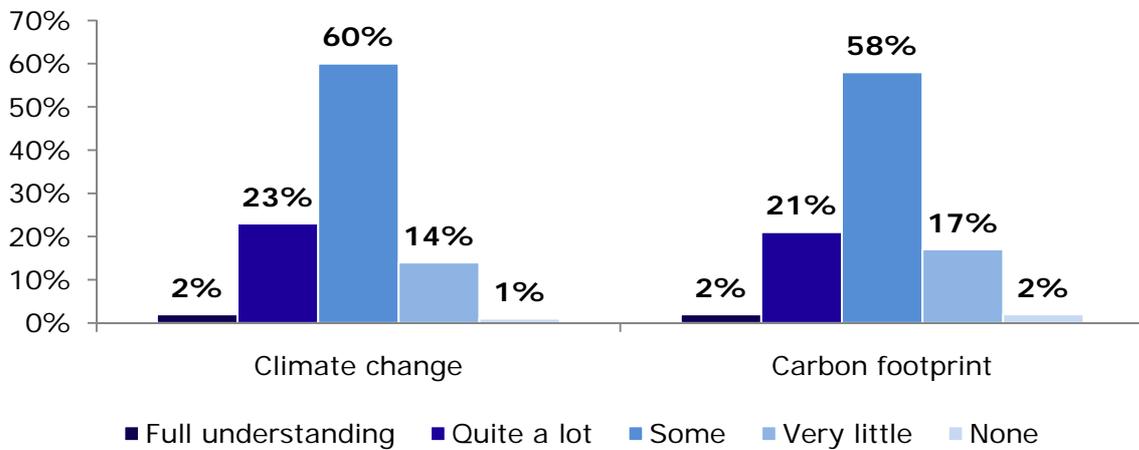
Figure 23 – What level of understanding of 'Carbon offsetting' and 'Carbon neutral' would you say you have?
Base: Residents' survey respondents aware of phrases (999 / 1,018)
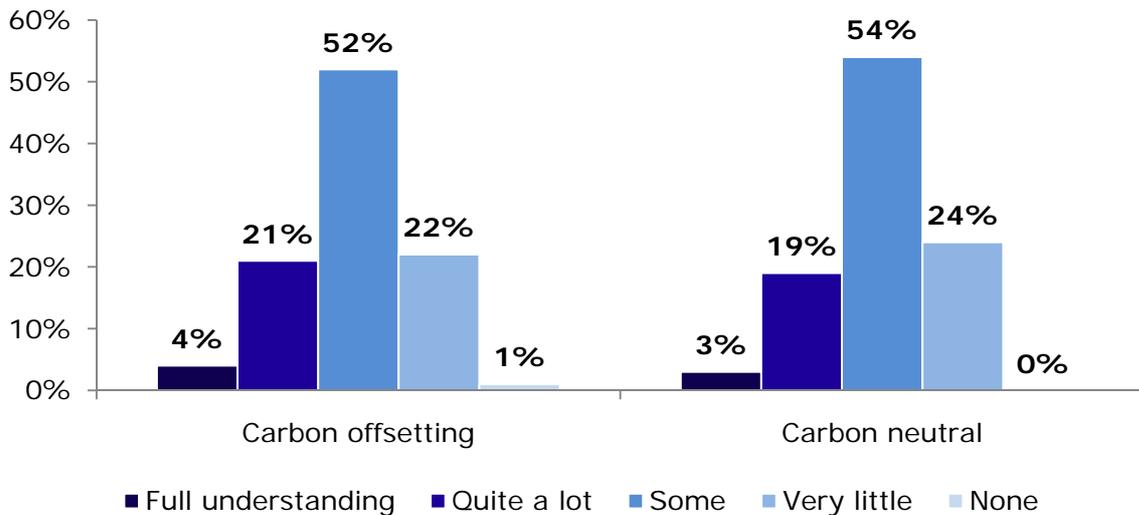
Figure 24 – What level of understanding of 'Waste prevention' and 'Zero waste' would you say you have?
Base: Residents' survey respondents aware of phrases (901 / 753)
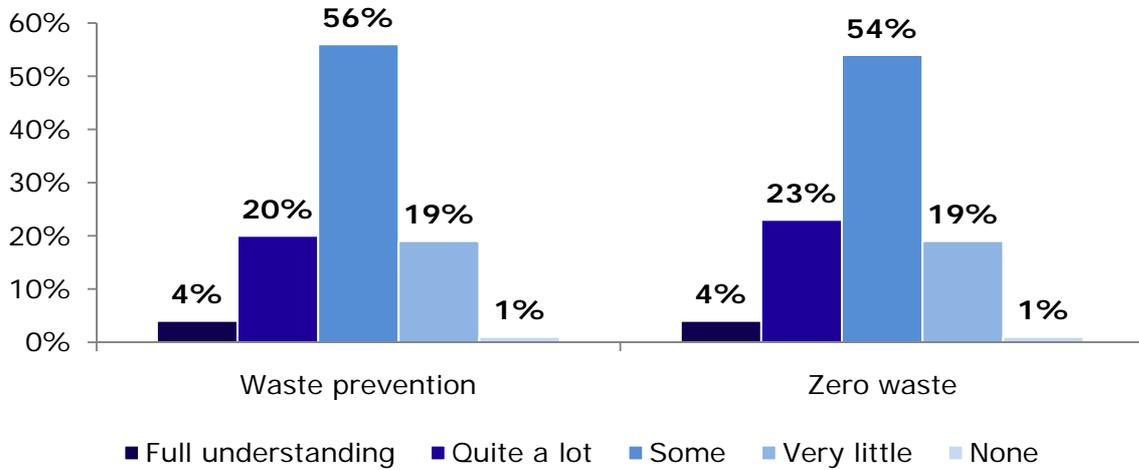
Figure 25 – What level of understanding of 'Sustainable consumption' and 'Resource efficiency' would you say you have?
Base: Residents' survey respondents aware of phrases (733 / 678)
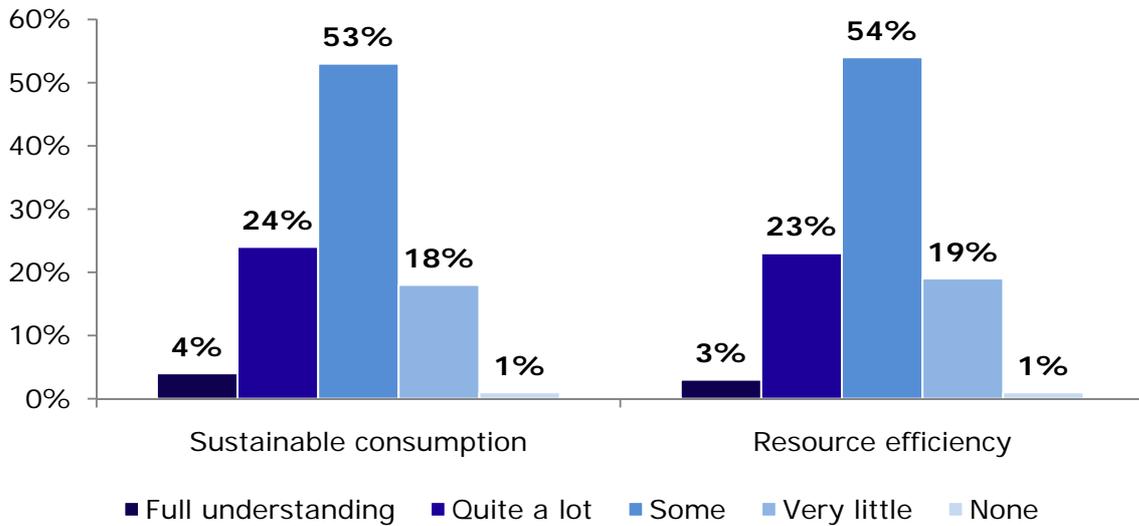
Figure 26 – What level of understanding of 'Energy recovery' and 'Ecological footprint' would you say you have?
Base: Residents' survey respondents aware of phrases (632 / 606)
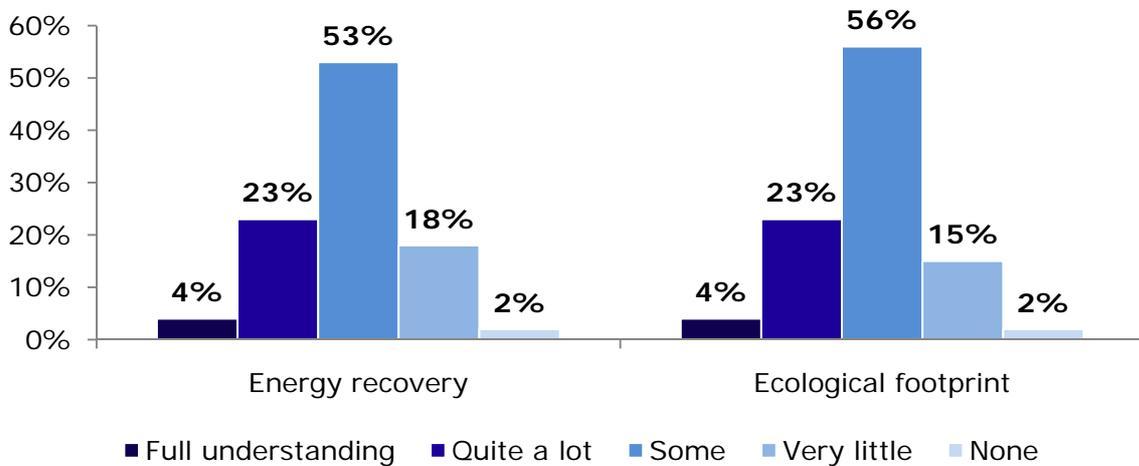
When compared to findings from a 2009 study undertaken by the Future Foundation amongst the UK adult population[2], familiarity and understanding amongst those taking part in the residents' survey of the four most recognised environmental phrases appears to either much lower or at a similar level as outlined in the table below. For example, although almost all those taking part in the residents' survey were aware of climate change (93%) good understanding of what the term actually means was limited to 25%, a much lower figure to the 60% in the Future Foundation survey who claimed to know a fair amount or a lot about climate change. Similar discrepancies can be seen with figures for 'carbon footprint' awareness and understanding. However, for more specialist terms such as carbon offsetting and carbon neutral understanding/familiarity levels recorded the two surveys are at similar levels with roughly a quarter of the sample from both studies claiming a decent understanding/familiarity with the terminology.

Table 7 – Understanding/familiarity with key environmental terminology – comparison of results between residents' survey and Future Foundation UK study 2009

Data source:	The Future Foundation Survey (2009)	Don't Waste Your Say Residents' Survey (2010)	
Measurement:	Familiarity (fair/a lot)	Awareness	Understanding (full/quite a lot)
Base	*1,500*	*3,022*	*2798 - 999*
Climate change	60%	93%	25%
Carbon footprint	44%	75%	23%
Carbon offsetting	25%	34%	25%
Carbon neutral	26%	33%	22%

[2] Data taken from GreenAware/The Future Foundation/nVision 2009 survey of 1,500 UK respondents aged 16 plus

4.1.3. Triggers and motivators that influence environmental action

When considering the actions that respondents currently did to help care for and protect the environment (covered in more depth in later sections of this report), those interviewed in the residents' survey were asked to choose from a series of statements which best explained the key influences on their behaviours, actions and decision made. The results to this question are shown in **Figure 27**.

The most popular reason stated was 'to do my bit in saving the planet' suggested by over half of respondents (52%), and this was also the most common suggestion across each local council area. The sample suggests that this response was particularly popular amongst:

- Young families (57%);
- Respondents classified within the upper SEG bands of A and B (58%); and
- Those who had claimed to be definitely doing more to actively care for the environment (58%).

A lower proportion of those aged 75+ suggested this statement as an influence on their behaviour at 40%, but they were much more likely to suggest that their behaviour was a force of habit when compared with other age groups at 51%.

Just over a quarter of respondents (27%) across Merseyside said that 'saving money' influenced their behaviours, actions and decisions made. This was particularly the case in St Helens, where 37% of residents gave this response, but less so in Wirral where it was just 15%. As could be expected, a higher proportion of those in the lower SEG of E also gave this response (46%).

Other groups who claimed that their behaviour was influenced by the need to save money were;

- Ethnic minority groups (43%); and
- Those who had indicated that they do slightly or much less to actively care for the environment (44%).

'To feel good about myself' was suggested by one in ten respondents (10%) and was the least popular statement concerning influences on behaviour, a finding which differs from the focus group findings where many respondents indicated that environmental actions make them feel good, as does knowing the results of their efforts, for example in recycling. This may have been due to respondents feeling able to be more honest about their motivations within the focus group scenario.

Figure 27 – Please choose up to 3 of the following statements that you think has the most impact on your behaviours, actions and decisions made
Base: All residents' survey respondents (3,022)
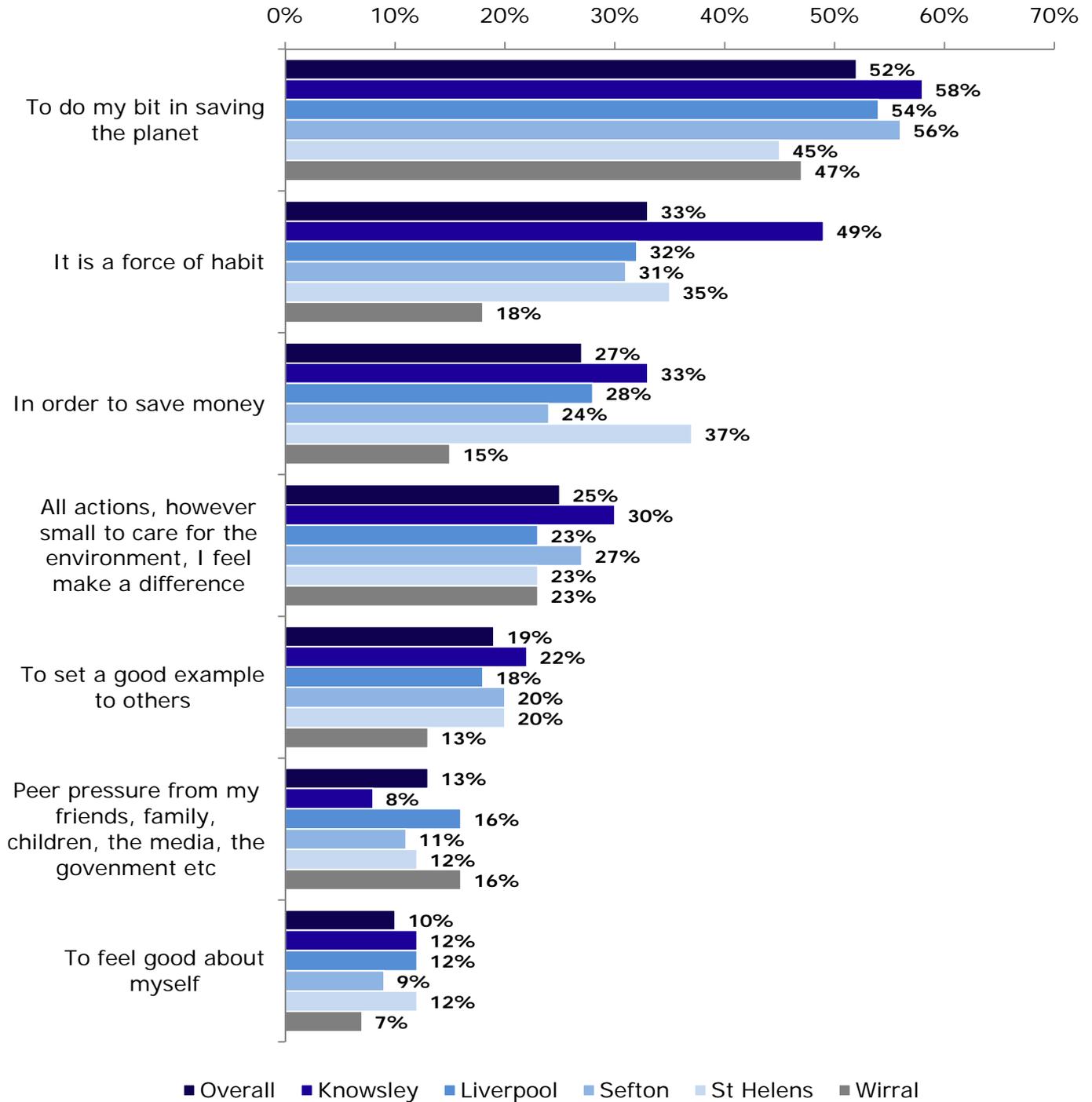
4.1.4. The impact of the economic downturn on environmental behaviour

Since the economic downturn, residents of Merseyside appear to have made several changes to their lifestyle that can be argued were driven by financial necessity yet have had a positive environmental impact. Respondents taking part in the Don't Waste Your Say focus groups and ORC admitted that this had was a 'nice to have' additional benefit to saving money. Over half all ORC participants claim to have made the following changes to their lifestyle as shown in **Figure 28**.

Figure 28 – Lifestyle changes made as a direct result of the economic downturn (mentioned by over 50% of respondents)
Base: All ORC respondents (27)
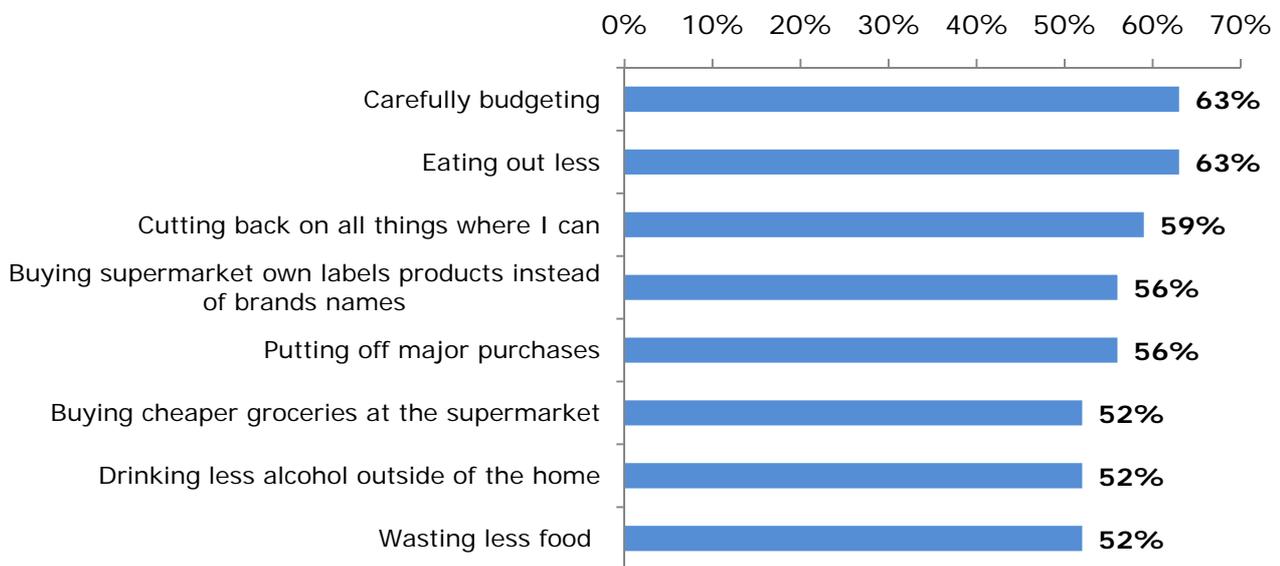
When asked to select which actions taken had resulted in achieving the most positive environmental impact, those that reduced the individual carbon footprint by reducing amount of travel carried out as well as extending the life of products were mentioned by over half of the sample. By far the most impactful action taken was thought to be consciously wasting less food, which when discussed in focus groups and on the ORC forums was seen to have also significantly reduced the amount spent on food from the household purse. Results to this question are shown in **Figure 29** overleaf.

The need to save money whilst saving the planet can also be seen in the relatively high interest in improving energy efficiency in the home by the ORC. Seven in ten respondents (71%) in total agreed that they would be interested in improving the energy efficiency of their home if the cost was part funded through a Government grant.

Figure 29 – Lifestyle changes made as a direct result of the economic downturn which have the most positive impact environmentally (mentioned by over 50% of respondents)
Base: All ORC respondents (27)
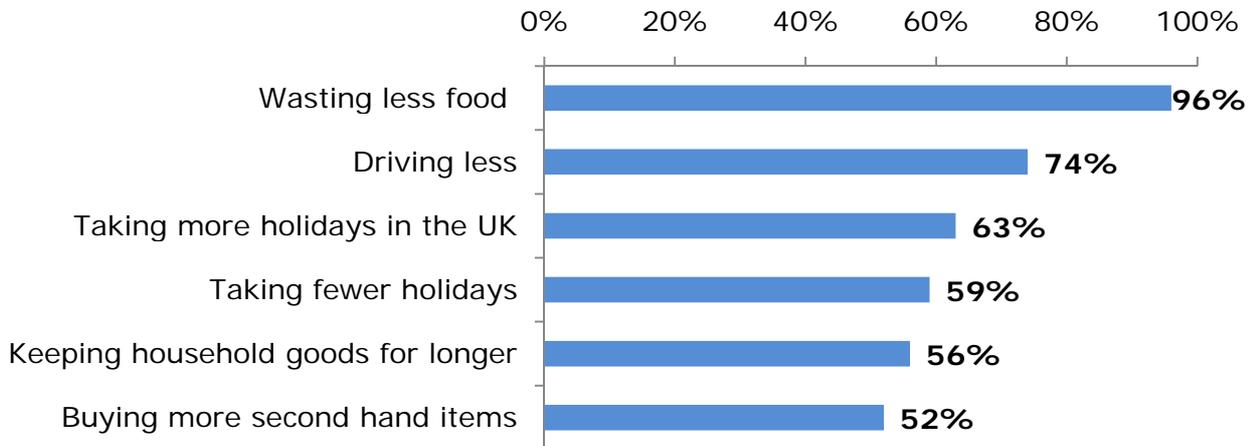
4.1.5. Barriers to increased environmental behaviour and encouragement factors

As well as discussing reasons and motivations for caring for the environment, barriers to such activity were also discussed in various elements of the Don't Waste Your Say consultation.

A lack of motivation or incentives was something which was repeatedly discussed within the focus groups as a barrier to many who claimed to not take part in their kerbside recycling scheme. However, it was also accepted that for some it was down to an issue of access. A few focus group respondents admitted to not recycling as they had not been provided with the correct containers due to where they lived;

> *"A lot of its idleness isn't it? People just can't be bothered unless they get something for it."* (St Helens, representative focus group)

> *"I bought a diesel car when the fuel was cheaper, but then they put the price of the fuel up. You try and be good for the environment and then they take the incentive away."* (St Helens, older focus group)

Confusion also played a part in discouraging participation, particularly in terms of what can and cannot be recycled in the kerbside collection schemes. It was clear that this barrier was preventing many people from increased positive environmental behaviour which could be overcome through improved communication and education.

> *"I don't have any bins. All I get is plastic bags with 'Thursday' written on them so I just take my rubbish and put it in a bin across the road."* (Sefton, representative focus group)

> *"To be honest I don't really know what you can recycle because we don't get it round where we live."* (Liverpool, representative focus group)

In terms of encouraging recycling, respondents canvassed at all stages of the public consultation have conflicting views on the subject. Many felt that incentivising people to recycle would present many logistical and practical difficulties, yet there was some degree of concession that being rewarded would encourage a greater amount of recycling in their household:

- 30% of ORC participants agreed with the statement 'I would recycle more of my household waste if I was rewarded for doing so';
- A further 22% agreed strongly with the statement; and
- Male ORC members are more swayed by the prospect of rewards for recycling (45% net agreement) compared to females (38% net agreement).

This level of interest in incentivising recycling was also found in the discussion forums of the ORC. Whilst the majority of respondents indicated that the environmental benefits of recycling should be sufficient satisfaction and reward for people, it was felt a rewards system would probably have a positive benefit, however, concerns were raised about its practical administration;

> *"My Nan won't give it* [recycling] *the time of day so would probably benefit from some sort of reward/points system."* (Female, ORC)

> *"I try to recycle as much as I can but totally honest I probably would put even more effort in if I was rewarded in some way."* (Male, ORC)

> *"I think giving people rewards for recycling just wouldn't work on a practical level. Think of the costs for just putting the administration in place...But on the other hand some people have just got a well I won't do anything unless there is something in it for me mentality and so aren't going to recycle and also think about buying and using less stuff unless they get a pat on the back!"* (Female, ORC)

In response to an ORC quick poll asking whether the RecycleBank rewards scheme (as provided in Halton) would encourage greater levels of recycling, three in five respondents (61%) agreed that it would, with 28% indicated that it would not make much difference to levels of participation.

Across the Don't Waste Your Say consultation, residents felt that a more useful, relevant and practical way of addressing barriers to being 'green' was to educate people on the reasons why such care for the environment was needed. For example, the need to raise awareness and educate Merseyside residents on the practical results and tangible benefits of recycling, rather than simply incentivising, are underlined by the high proportion of ORC participants choosing this as one of the three actions they feel would encourage people in Merseyside to recycle and recover waste, as shown in **Figure 30**.

A focus on education was seen as being of equal importance and influence as extending the range of materials recovered via kerbside collection schemes. It is interesting to note that when looking at the 'carrot and stick' approaches to encourage greater recycling activity in terms of rewards and fines, ORC participants would first look at other available options which they felt would have more impact than incentivisation or rewards.

Figure 30 – Three actions to encourage Merseyside to recycle and recover more
Base: All ORC respondents (36)
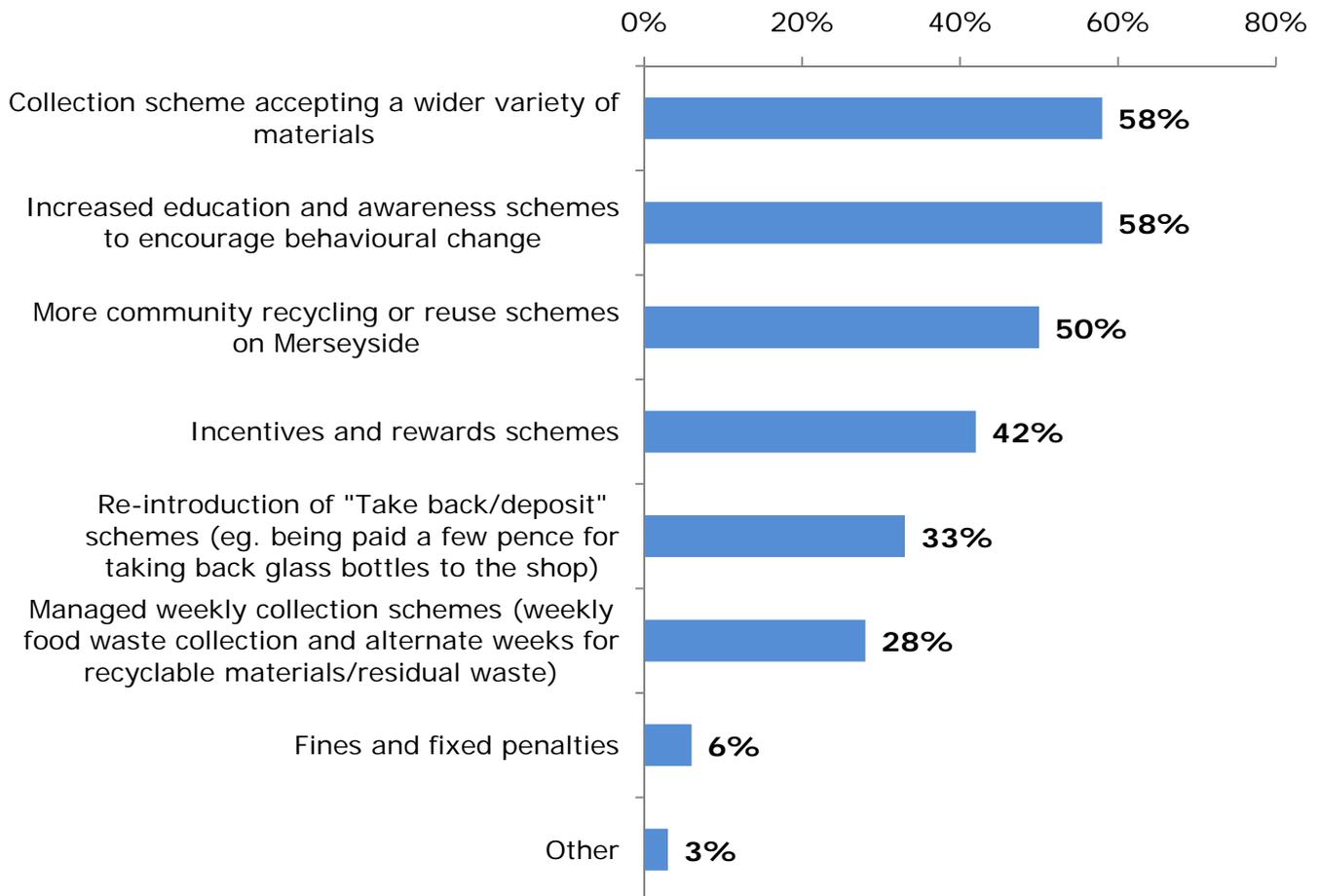
There was a strong feeling across conversations held at the roadshows, focus groups and in the ORC forums that education on such matters was very important and needed to start at an early age with consistent messages used across all age groups;

> *"Education is the key, we need to start young and the schools, especially impressionable infants/juniors classes, should be taught the key facts about recycling and waste management. I have a 7 year old and 22 year old in the family and I know who is more responsible with waste, even though they both have had the same levels of recycling education at home it's the 22 year old who still throws cans in the wrong bin!"* (Male, ORC)

"Continuing the theme of education…I believe a good area to cover would be what happens to waste once it leaves the house. There are so many scare stories concerning recycling problems, stockpiling, lack of end markets etc." (Female, ORC)

"You've got to educate them but these things – it doesn't come cheap though does it?" (Wirral, representative focus group)

"My kids at junior school were taught to recycle all their waste paper, reuse ink cartridges and things like that." (St Helens, representative focus group)

In general across the consultation we found that whilst Merseyside residents agree that incentives may encourage more recycling, they are still sceptical of the true benefits and have practical concerns regarding implementation of a rewards scheme for recycling. Some residents felt it would be far more useful to implement a significant communication drive coupled with a consistent and easy to understand and use recycling scheme would have greater impact and benefit in persuading greater levels of involvement and commitment to various activities/schemes to protect the environment.

4.1.6. Attitudes towards environmental issues and notions of responsibility

The ORC explored respondent's attitudes towards environmental issues including climate change, global warming and renewable energy.

In a series of quick polls, ORC members were asked to comment on whether they thought climate change was happening, whether they were concerned about its effects, and which renewable energy sources the UK should focus on developing, as shown in **Figures 31** to **33**.

Figure 31 – Quick Poll 1 - Climate change (global warming) is definitely happening
Base: All ORC respondents (37)
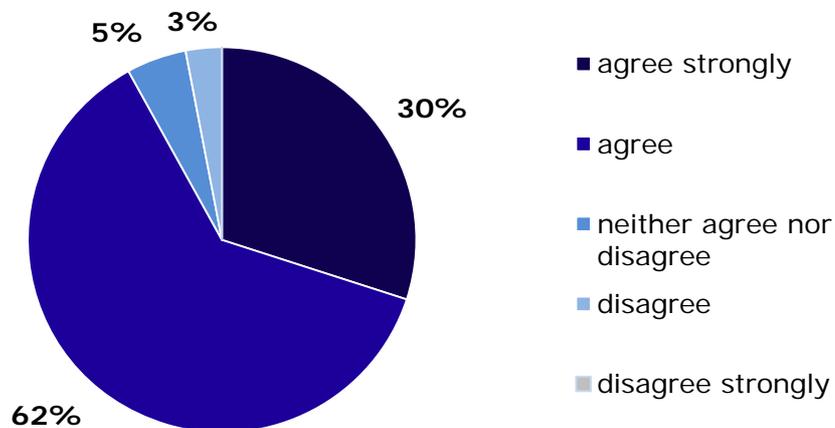
Over nine in ten respondents (93%) agreed that climate change (global warming) is definitely happening, with nearly a third (30%) strongly agreeing with this statement. Just 8% disagreed.

Figure 32 – Quick Poll 3 - I am concerned about the effects of climate change
Base: All ORC respondents (31)
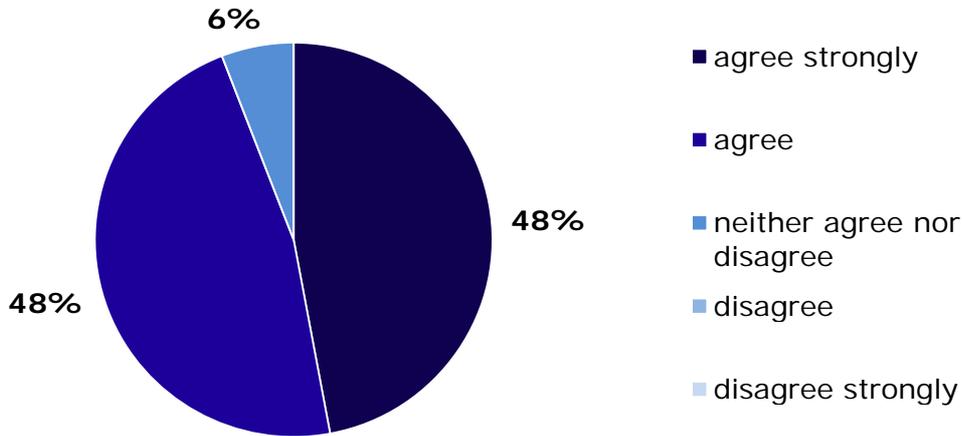
The majority of respondents to this ORC quick poll agreed that they were concerned about the effects of climate change (93%), and 6% were unsure. No one disagreed with the statement.

Figure 33 – Quick Poll 2 - Which of the following renewable energy sources should the UK focus on developing over the next five years?
Base: All ORC respondents (29)
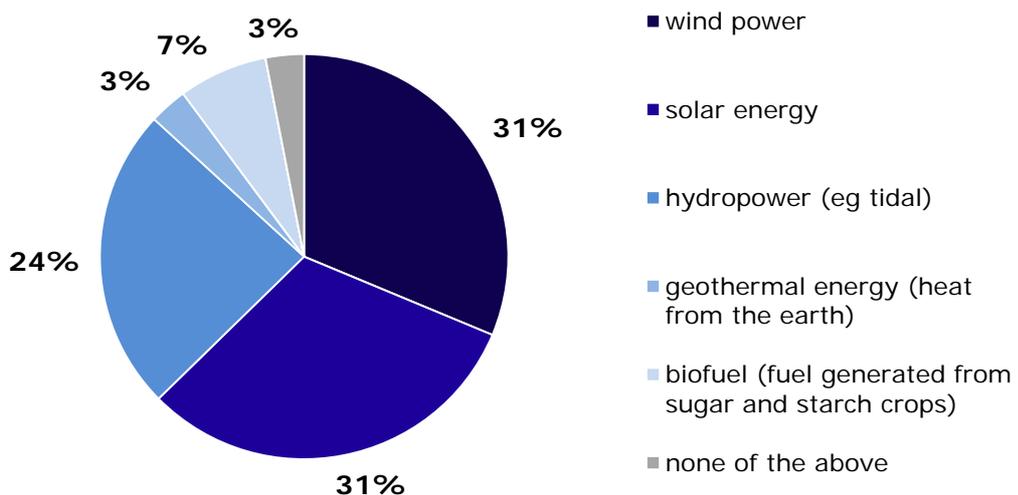
Wind power and solar energy were the two most popular choices for which renewable energy sources to focus on developing over the next five years in the UK at 31% each. A quarter of respondents (24%) felt that hydropower was the main priority.

ORC participants felt that responsibility to tackle climate change should equally be shared by various parties including central government (93%), commercial interests such as manufacturers and retailers as well as themselves as individuals, as highlighted in **Figure 34**.

Figure 34 – Responsibility for tackling climate change
Base: All ORC respondents (27)
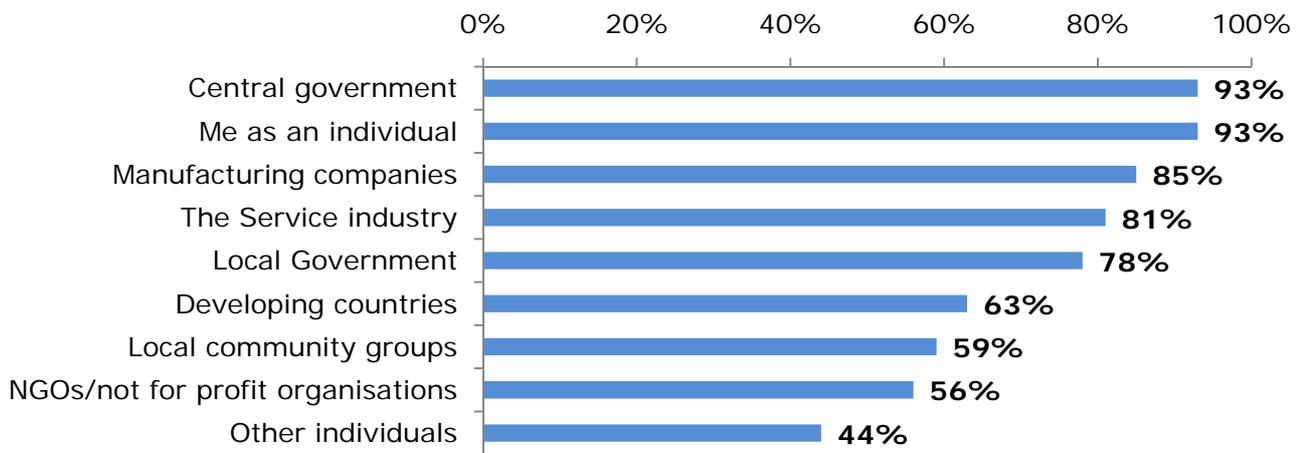
The concept that all are responsible for tackling global environmental issues was expanded further in the ORC, with participants' in almost universal agreement with the following statements:

- Companies should be penalised for failing to protect the environment – 44% agreed strongly with a further 52% agreeing with this statement; and
- I am concerned about what personally I can do to help protect the environment – 44% agreed strongly and 48% agreed with this statement.

4.1.7. Resident behaviours, barriers and attitudes towards the environment

In summary

- Encouragingly, the majority of Merseyside residents canvassed claimed to be **actively doing more** to care for the environment in comparison to their behaviour two years ago.

- This behaviour appears to be **driven by high participation rates seen in kerbside recycling collection services** across Merseyside.

- Of the five local councils covered in the public consultation, **Knowsley residents consistently demonstrate the highest levels of activity in undertaking waste prevention, minimisation and recycling activity.**

- In general, Merseyside residents display **good levels of awareness of various key basic environmental terms**, specifically 'Carbon footprint' and 'Climate change' but awareness of more specialised and technical terms was significantly lower. Understanding levels when compared to a 2009 UK wide study were either on par with or lower than figures found in the UK wide Future Foundation study.

- However, residents' level of understanding of key environmental terms appears basic, indicating a need for the Merseyside and Halton Waste Partnership to concentrate on adopting measures to affect Behavioural Change (option 6 of revised Strategy).

- The **motivation** to care for the environment appears to be **driven by** individual's need **not only to 'do their bit in saving the planet', but also** to gain a sense of **personal satisfaction and achievement.**

- There is also a **strong pragmatic undercurrent** based on the **need to economise** and **consider various financial practicalities.** Many popular activities that focus on saving energy are driven by the need to save money with many describing or regarding environmental benefits of secondary importance/focus.

- **Opinion was divided over the need to reward or incentivise residents**, specifically to recycle waste. Although some felt that such an approach would encourage them to recycle more, a **sufficient number of concerns were raised during the consultation regarding practicalities over implementation**; **effectiveness and cost** suggest such schemes would prove **too problematic to succeed in Merseyside.**

Recommendations and proposals for actions

4.1.7.1. Focus on achieving **'Behavioural Change'** (option 6) aims for the Strategy.

4.1.7.2. A **concerted communication drive** is **required** in order **to improve residents' awareness and understanding** of:
  i. Broader environmental technology; and
  ii. How individual actions will positively impact on such areas of environmental concerns.

  This is in turn should **improve and increase the range of residents' waste management activities** above and beyond participation in kerbside recycling collection schemes.

4.1.7.3. A **clear call** given by respondents **for a simple and cohesive** waste management **scheme**, that **addresses all levels of the waste hierarchy** to be used in Merseyside.

4.1.7.4. The introduction of any cohesive resource and waste management scheme must be **easily understood by all residents**, if the **effectiveness and maximum benefits are to be achieved**. Therefore the focus on 'Behavioural Change' strategy aim, **education and raising awareness across Merseyside is key to encourage** people to do more.

4.2. Waste Prevention and Minimisation

As well as looking at reuse and recycling, a key element of the Don't Waste Your Say public consultation was to explore people's understanding, perceptions of and activity associated with minimising and preventing the amount of waste generated by the residents of Merseyside. This chapter explores these topics especially concentrating on waste minimisation.

4.2.1. 'Throwaway' versus 'make do and mend' society?

In general terms, respondents were increasingly looking at ways to reduce the amount of waste they produce and this in large was being driven by economic necessity first and foremost, with concern for the environment being a secondary, albeit still an important, consideration.

Some expressed a true concern for the amount of rubbish generated by the 'Throwaway Society' with many older residents referring to the differences seen in values, attitudes and behaviour since their post-war childhood where "make do and mend" were the key watchwords:-

> *"These days people throw things away because it's so easy to replace rather than repair. It's cheaper to get something new."* (Sefton, older focus group)

However, we see from the data collected that the tide appears to be turning once again to a thriftier mindset driven by the current economic climate.

4.2.2. Exploration of the topic of food waste with a focus on the role and responsibilities of supermarkets versus shoppers

Most residents canvassed during the Don't Waste Your Say public consultation believed that the choices made around the food they bought, ate and discarded were key in actively reducing the amount of general household waste they themselves generated.

Throughout the Don't Waste Your Say public consultation, very few respondents had heard of the 'Love Food Hate Waste' campaign run by WRAP (Waste & Resources Action Programme) that aims to raise awareness of the need to reduce the amount of food thrown away in the UK as well as promoting the benefits of doing so for both consumers and the environment. Across all focus groups conducted and during the Online Research community's (ORC) 'Food Glorious Food' week, many expressed surprise and disbelief at figures which indicate that the average family throws away on average £600 worth of food each year (information from the Love Food Hate Waste campaign website and reinforced by data provided in the Merseyside and Halton Waste Composition Analysis 2010);

"That's just shocking. We are a family of five and that's a summer holiday for us. When put in real terms like that it really makes you look at what we use, how we use it and what we should be disposing of especially food" (Male, ORC)

"The amount of household food waste is incredible." (Sefton, older focus group)

"Some people need educating about food. They don't eat half of it, it gets left on their plates." (Knowsley, representative focus group)

"I can guarantee that no food goes in the bin in our house. I think it's a sin to throw away food." (St Helens, older focus group)

In fact, most focus group respondents and ORC respondents claimed that they themselves did not throw such a large amount of food away as they were careful in not buying excess food, using shopping lists and planning meals on weekly basis, using food caddies to dispose of leftover food and carrying out home composting;

"We try to plan our meals and shop for the week (my Mum used to and probably still does call this doing her 'big shop'). Doesn't always work out as we have a 3 and a (nearly) 2 year old who can be very fussy. We try not to be wasteful and always portion up and freeze leftovers to eat another day." (Female, ORC)

There was, however, also some acknowledgement and, indeed, honesty within the ORC and during focus groups that buying excess food especially when promoted in the supermarket as a cost saving, was hard to avoid;

"This is shocking, but believable….. When the supermarkets have offers on, my dad buys far too much of everything just because it seems cheap at the time. We end up throwing whole multi packs of things like yoghurts away every week" (Female, ORC)

"We are as guilty on our family for buying too much food, and then inevitably throwing some of it away" (Male, ORC)

"We try not to waste food (see previous posts) by planning and freezing but I'm sure we still waste a fair bit by having very young children… I know that sounds daft, but just thinking back to last night my 18mth old wasn't in the mood for her dinner at all and essentially it all went into the dog (who was very pleased). We couldn't freeze the food as it was left over defrosted/reheated food from a previous night." (Female, ORC)

Such promotions as 'Two for One' deals were considered by many as a false economy and only appropriate for those with large families. However, given that only 12% of those taking part in the resident's survey claimed to be actively reducing the amount of food bought specifically such as 'Buy One Get One Free' offers, it appears that the drive to save money was stronger than the desire to reduce waste. However, many who took advantage of such offers in the focus groups did state that they only bought 'Buy One Get One Free' products on food they ate frequently or could store for a long time (e.g. tins or by putting it in their fridge-freezer).

Many focus groups were concerned about the amount of food wasted by retailers at source and felt that some action should be taken by local authorities and government to penalize such wasteful behaviour. In the Liverpool focus groups, mention was made of the Foodbank run by local church groups that collect unwanted food from local retailers as well as collecting individual donations made at the supermarkets, and then distribute the donated food to those in need living in Liverpool. However, many observed that this activity was driven by individual donations rather than being supermarket led which many felt 'let the supermarkets off the hook';

> "*My local Tesco store has a reduced section but they can only reduce things to a certain price and if they don't get sold they have to be thrown out; the staff hate seeing all the waste and would love to have a night shelter take it off their hands but they have been told that they are not allowed. I think these big companies need to be targeted as they are bound to be producing a big chunk of the waste.*" (Female, ORC)

In general, all felt that the Foodbank scheme was an excellent concept and that such organisations deserved greater promotion by Merseyside and Halton Waste Partnership (MHWP) to encourage householders to consider passing on their unwanted and unopened food products. Again, respondents focused more on the economic benefits of such a scheme before considering the positives gained from an environmental perspective or the social benefits.

Another process of reducing unwanted food at the source i.e. the retailer, 'dumpster diving' or 'freeganism' - where individuals get their food from the waste bins of supermarkets and other shops - was debated in the ORC forums with a thread dedicated to the pros and cons of encouraging such activity. The general consensus again was that the supermarkets should lead by example taking a greater and more prominent role in reducing food waste but many reasoned that fear of litigation and the potential for food poisoning was preventing supermarkets from doing this. ORC participants felt that it was the responsibility of central government to pass legislation to allow greater distribution of supermarket's unwanted food to the poor.

4.2.3. Food packaging

Excessive packaging, especially for items bought in supermarkets was a key discussion thread across all elements of the Don't Waste Your Say public consultation with many agreeing that much packaging used by manufacturers was excessive and almost as importantly difficult to recycle easily. When discussing food with Merseyside residents, invariably the topic of excessive food packaging arose. Focus group respondents held particularly strident views about the subject claiming frustration with the amount of packaging used in supermarkets;

> *"I work in a shop and even before it gets to the shelves there is so much plastic film and bits of cardboard to get rid, it is all too much and sadly not much of it can be recycled."* (Knowsley, younger focus group)

> *"I used to sell millions of ice creams a week and the packaging barely covered it but you'd go to the warehouse and there would be reams and reams of it, and you'd think how many trees is that..?"* (St Helens, older focus group)

> *"Everything's packed in tons of plastic!"* (Wirral, older focus group)

Again the majority view was that manufacturers and food retailers should be leading the change in reducing the amount of food packaging used as shown in the result from the Quick Poll conducted on the ORC in **Figure 35**.

Figure 35 – Quick Poll 6 - Who should take most responsibility for reducing the amount of food packaging used?
Base: All ORC respondents (29)
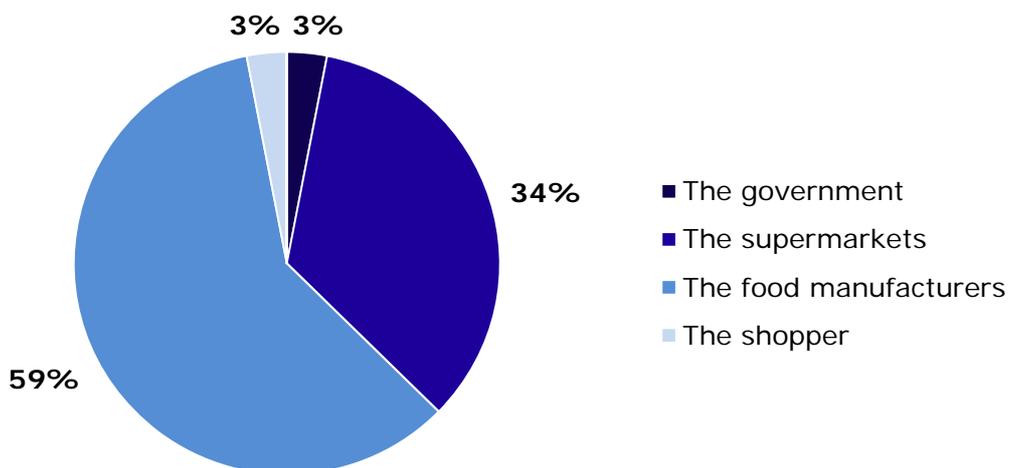
In response to this quick poll, three in five respondents (59%) identified that the food manufacturers should take most responsibility for reducing the amount of food packaging used, followed by 34% who felt that it should be the responsibility of the supermarkets. It is interesting to note that the government and the shopper both only received 3% of the vote here, suggesting that the respondents did not see this as something they or the government could assume control of;

> "*Less packaging immediately creates less plastic bags being used which can only be a good thing….Packaging is down to the manufacturers to sort; some of this can be seen seeping into stores but the price on Refill packs needs to be substantially less than boxed to lure customers into filling up over replacing.*" (Female, ORC)

> "*They should charge the supermarkets because it's their waste. It's just packaging.*" (Liverpool, representative focus group)

When asked to think what actions would encourage retailers to minimise the packaging used, over half of respondents (54%) taking this ORC quick poll, felt that they would be most encouraged by fines from central government/EU for excessive packaging, and a quarter (25%) felt that there was a need for public pressure to reduce packaging. Just one respondent said that packaging is important and that nothing should be done to change it.

Respondents in the focus groups and ORC felt that some moves towards the use of less packaging had been made by manufacturers recently;

> "*I have noticed Tesco providing a whole uncooked chicken in just one sealed bag, no polystyrene tray, maybe the supermarkets are starting to see sense!*" (Male, ORC)

> "*Not as much packaging is redundant as you might think. Much of it protects the contents. There is no point in saving some packaging if the result is a boot full of bruised apples and scrambled eggs. Packaging cost money so manufacturers and retailers already minimise it.*" (Male, ORC)

This was seen for many, however, as a token gesture and prompted the more radical members of the ORC to start a campaign of direct action by leaving excess packaging in their trolleys at the supermarket. Response to this campaign was mixed, some were positive as they felt this would demonstrate shoppers annoyance with the supermarkets/retailers but doubts were raised that other shoppers would understand that leaving excess packaging behind was a protest and not just people being litter bugs;

> "*I think direct action by customers such as the leaving packaging in the trolleys (great idea) will work as well if not better than litigation*" (Female, ORC)

> "*Direct action such as leaving excess packaging at the checkout and in trollies is good, the only problem being that the supermarket will probably simply bin it and send it to landfill .There needs to be more pressure put on retailers to reduce their packaging*" (Male, ORC)

> "*Not sure this will help as you've no way of knowing that the supermarket won't just bin what you leave behind...At least if you take the packaging home you can be sure it ends up going in your recycle bin.*" (Female, ORC)

As shown by the debate generated by the prospect of direct action with regard to food packaging, respondents in focus groups and the ORC felt that the individual does have a significant role in minimising waste packaging through their own purchase decisions made;

> "*I always try to choose products that are sold without packaging - not easy I have to agree, but most supermarkets have fresh meat and fish counters and vegetables that are not packaged, as well as though that are.*" (Female, ORC)

Various elements of the Don't Waste Your Say consultation showed that residents had taken several steps to minimise their use of food packaging, with the majority claiming to take their own reusable bags to supermarkets:

- Almost all (87%) claimed in an ORC survey to use reusable bags or bags for life to avoid buying excessive packaging and minimising waste;
- This is reinforced by the high levels of bags for life as seen in the residents' survey, with 70% overall using their own bags or bags for life when out shopping; and
- Nearly all respondents (96%) who responded to an ORC quick poll on the subject claimed that they at least sometimes used their own shopping bags when at the supermarket;
  - Half of these respondents (50%) claimed to always use them; and
  - A quarter (25%) said that they used them often.

This suggests that the drive to reduce use of plastic bags with messages about waste minimisation and prevention has had great success on Merseyside. This is despite recent reports that there has been a slight rise in the average number of plastic bags used across the UK per person per month in the UK, from 11 bags in 2002 to 7.2 bags in 2009 and 7.7 bags used each month in 2010[3].

When it came to other actions to minimise their use of packaging, levels of action was mixed across the ORC with over two thirds claiming to have bought individual/unwrapped food instead of pre packaged goods but only 11% claiming to have bought a specific item based on its recyclability. These results are shown in **Figure 36**.

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[3] Information taken from article on the Guardian website 'UK plastic bag use on the rise' dated 17th January 2011

**Figure 36 – Actions taken to avoid buying excessive food packaging
Base: All ORC respondents (48)**
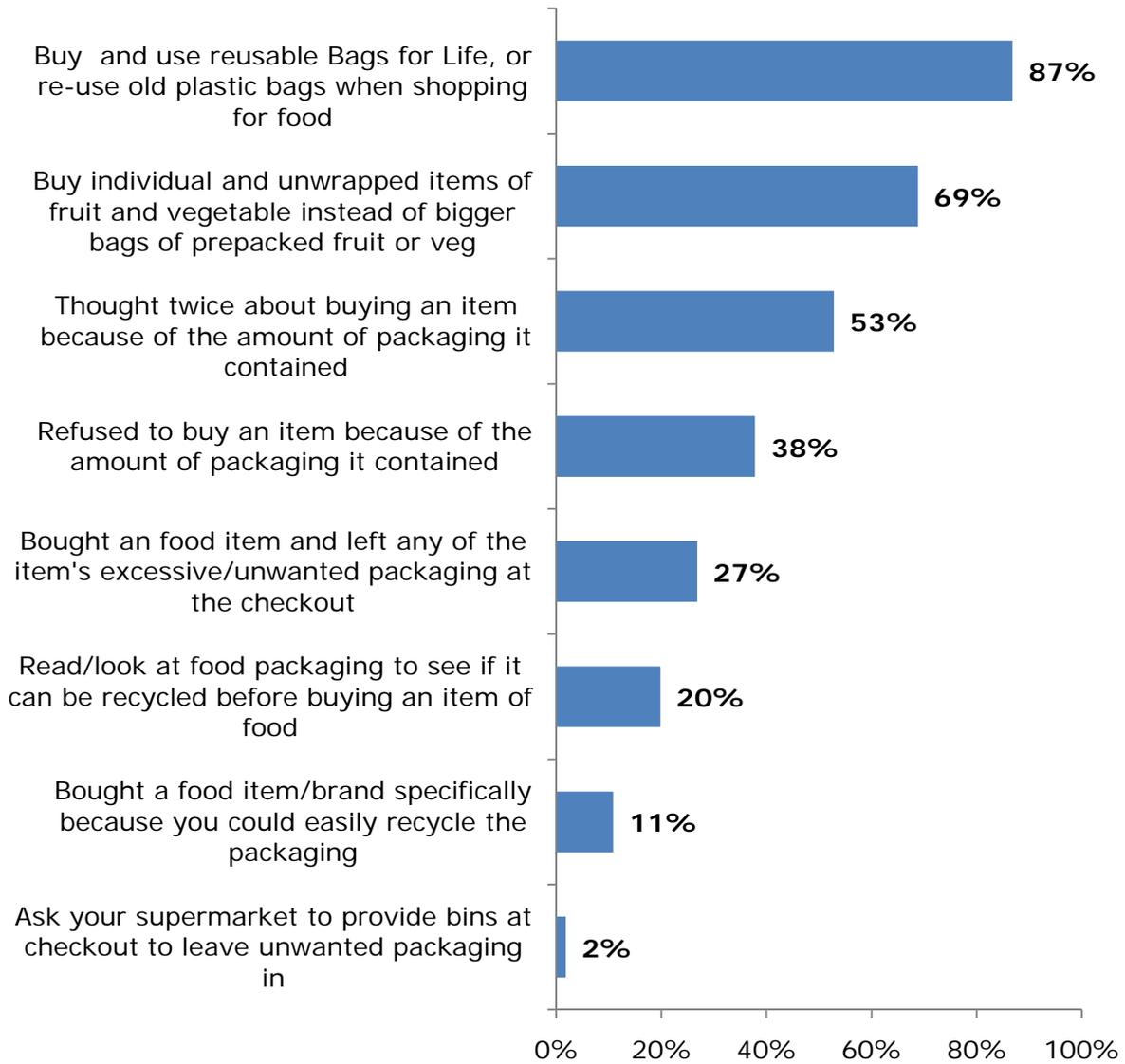
4.2.4. Food – purchasing, growing and disposal

After considering the environmental impact of minimising the packaging food comes in, buying locally sourced products is a key environmental factor for those taking part in the Don't Waste Your Say public consultation. ORC participants appear to be most concerned about buying locally sourced products, a criteria that is also important to this group when looking at other larger purchases such as electrical/electronic items, with 49% of ORC participants claiming to buy locally sourced products as much as possible;

> "*I do prefer to buy local produce and support local farmers etc, so I am more inclined to buy produce that is locally sourced.* (Female, ORC)

> "*We always look at the origin of foods and the methods of transport used to get them to our shop. Where possible we buy local produce and try to stick to seasonal produce that is organic and free range etc.*" (Male, ORC)

The importance of buying locally sourced items was explained by respondents attending the focus groups as important, as it showed support for the local economy as well as having various environmental benefits such as minimizing transportation pollution and associated costs. **Figure 37** shows the extent of importance of various environmental considerations for the ORC when buying food.

Figure 37 – Importance of key environmental concerns when purchasing food
Base: All ORC respondents (48)
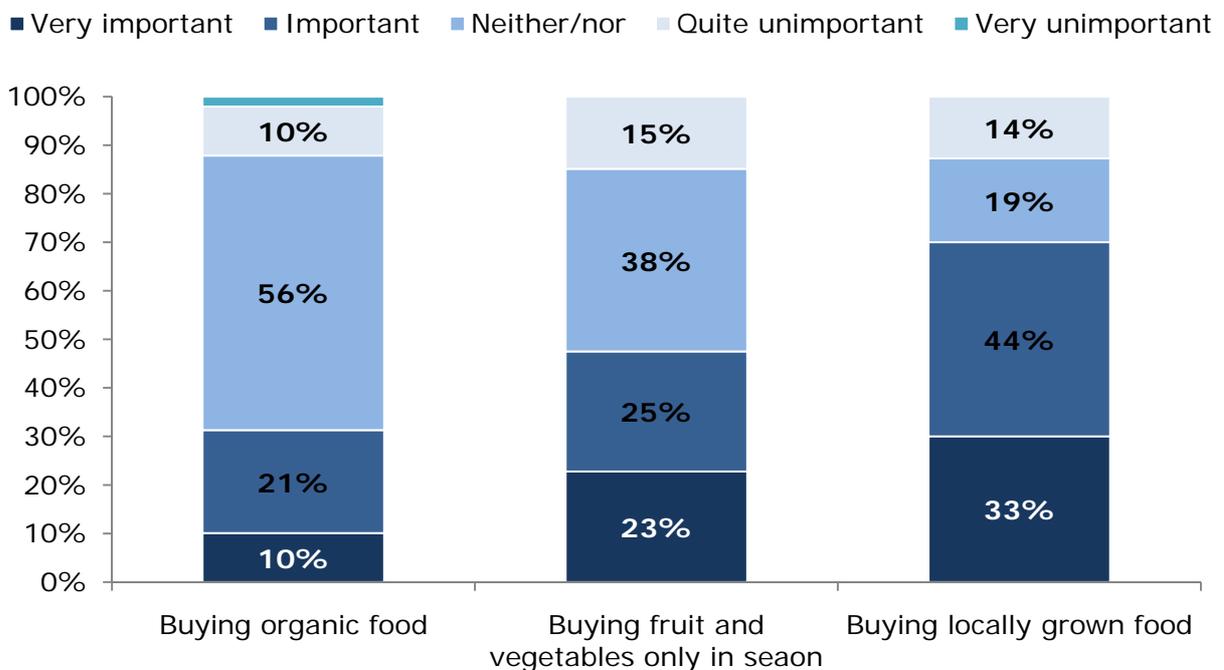
Growing your food was a popular activity amongst ORC members with a quarter of respondents (26%) indicating that they had a garden full of fruits and vegetables, but none had or used an allotment. It is encouraging to note that a higher percentage of ORC participants said that they would be willing to give growing their own food a go (43%) compared to those who would not (31%).

This enthusiasm was reflected in the 'Green fingers' ORC forum with the more seasoned gardeners highlighting the environmental benefits of composting and growing food;

> *"If far more of us grew some of our food, it would lessen food miles and make us much more appreciative of the food, and not require the cosmetically perfect produce that the supermarkets think they have to supply - you soon learn that a funny-shaped potato tastes just the same! Growing it yourself is a great incentive not to waste it."* (Female, ORC)

> *"The food certainly tastes much better but it does make you appreciate the concept of food production"* (Male, ORC)

Although many admitted that it is not feasible to become self sufficient by growing food in the back garden and little positive environmental impact is achieved, they still felt gardening was an important activity to encourage in order to highlight the need to reduce the amount of food waste produced;

> *"Growing the smallest of things will give the grower satisfaction at the very least, it won't save the planet, but if we all did the smallest of things, cumulatively it makes a big difference."* (Male, ORC)

The key barriers mentioned in both the ORC forums and during focus group discussions was the lack of time, outside space, skill and motivation to start growing food which seems to be down to lack of confidence and lack of information about what can easily be grown;

> *"I think I am a little hesitant in growing my own vegetables, I think I've not got enough space or time to do it well."* (Female, ORC)

When looking at individual food wastage specifically the amount of unused food thrown away by ORC participants in a typical week, over half claimed to throw away the minimum amount of food, as almost a quarter (23%) stated that 'nothing gets thrown away, it all gets used or put into the food caddy for composting or given to pets' and a further 31% said that they threw away as little as possible.

A third of the ORC sample admitted to throwing slightly more food away than they should or wanted to. General leftovers is the food item most commonly thrown away by 69% of the ORC participants followed by teabags and coffee grounds by 43% and breads, pastries and cakes by 38%. Respondents are judging when to throw food away by all aspects of its physical appearance with the majority relying on more than one indicator to judge when to put the item in the bin. Respondents appear to be guided, in the main, by;

- Physical appearance – mentioned by 70%;
- Mould – mentioned by 60%; and
- Smell – mentioned by 64% of the sample.

There is little reliance on 'best before' dates (selected by 16%) and 'use by' dates (mentioned by 52%). Paying little attention to best before dates was also mentioned during the focus groups who felt that such information was a 'con';

> *"Personally I ignore it and smell it myself. I should be dead according to sell by dates."* (Sefton, older focus group)

> *"All these sell by dates are a load of tripe – if it's in a sealed tin its going to last you ten years."* (Wirral, representative focus group)

> *"It's a myth…We didn't have a sell by date when we were growing up."* (Sefton, older focus group)

Approximately a fifth of all those taking part in the residents' survey (21%) claimed to have and use a compost bin to dispose of their green and vegetable waste and similar levels claimed to have and use a food caddy (23%). Understandably use of food caddies was higher amongst those living in areas where an 'opt in' food caddy kerbside collection service is in operation, with a significantly higher proportion of residents in Sefton (52%) and Knowsley (27%) claiming to use a food caddy.

Amongst ORC participants, use of compost bins and food caddies was much higher, with just over half (56%) claiming to use a food waste caddy at home, with slightly more females claiming to use this bin than males in the sample. Again, just over half used a compost bin (54%), but despite the relative eco friendliness of the ORC, no-one claimed to have a wormery at home. There was call on the ORC forums for the local councils to encourage more home composting across Merseyside;

> *"Why does Wirral not promote the "Greencone" home composters, which digest food waste, and leave almost no residue. Some councils do, and subsidise the £80 purchase price. The remote Western Isles Council puts all organic waste into a gigantic digester, and harvests the methane. We can all do better."* (Male, ORC)

When asked about other ways to actively limit the amount of food waste produced, few in the focus groups or the ORC spontaneously mentioned the 'Love Food Hate Waste' campaign run by WRAP to raise awareness of the need to reduce the amount of food thrown away in the UK and the benefits of doing so for consumers and the environment. However, when given a basic explanation, some participants, but only a small number, reported to have heard of the campaign but claimed to have little understanding of what the purpose of it was supposed to be. Although most felt that any drive to show how to use leftovers and reduce food waste could only be a positive move by the Government, retailers and manufacturers. Conversely, when some ORC participants visited the national Love Food Hate Waste website, they were disappointed with the information provided and felt that some of the suggested recipes to use leftovers were a little unrealistic;

> *"The 'love food hate waste' website is excellent for those people who waste a lot of food, but they are probably too well off to even care. Looking at some of the recipes it is clear that they seem to waste more food than we buy…. Seriously, this is NOT a meal made from leftovers is it? Saffron threads??? Merguez or chorizo sausages??? Come on people, get real."* (Male, ORC)

4.2.5. Other shopping and purchasing decisions made to prevent and minimise waste

As part of the doorstep residents' survey, respondents were asked to select which 'environmentally friendly' purchasing choices they currently made. Responses to this question are seen in **Figure 38**.

The most popular response overall, using own bags or 'bags for life' for shopping, was suggested by seven in ten respondents (70%), significantly more popular than the other options available such as buying electrical/electronic goods with low energy ratings (49%), buying products made from recycled materials (32%) and buying locally grown and/or organic food (31%).

As can be seen in **Figure 38**, responses to this question varied slightly by local council area. For example, Knowsley respondents were significantly more likely to suggest buying:

- Electrical/electronic goods with low energy ratings (67%);
- Products made from recycled materials (50%);
- Locally grown and/or organic food (45%);
- Products with less packaging (46%); and
- Second hand items (43%).

Conversely, respondents living in Wirral were significantly less likely to suggest these purchasing habits, and in addition were less likely to buy;

- Products with packaging that can be refilled/reused (3%); and
- Less food to reduce the amount of food wasted (5%).

This indicates that Knowsley residents may be more environmentally responsible in terms of their purchasing behaviour than other areas of Merseyside.

Differences in shopping behaviour are evident across various demographic subgroups. Female respondents were significantly more likely to use their own bags when shopping, buy locally grown and/or organic food, buy products with less packaging and buy second hand products when compared with male respondents. This is perhaps due to the likelihood that female residents may conduct the majority of everyday purchasing within the household.

In terms of socio-economic groups, those classified in the lower E grouping within the sample were less likely to use their own bags when shopping, but were in some cases more likely to make 'environmentally friendly' purchases such as locally grown and/or organic food, products that use less packaging, second hand products, and were more likely to rent or lease larger items. It could be regarded that these 'environmentally friendly' choices are more out of financial necessity rather than as an environmental decision as we have seen in other aspects of the consultation.

Residents were then asked to select three of these actions which they thought had the most positive impact on the environment. Results to this question are shown in **Figure 39.**

There appears to be general consensus amongst each local council area that reusing bags when shopping is the most positive action, with each providing it as the top scoring response.

Another action which scored highly was buying electrical/electronic goods with low energy ratings, suggesting that saving energy, and also money, is seen as an environmentally beneficial action. Other actions such as buying locally grown and/or organic food and as buying products made from recycled materials were also seen as having a more positive impact on the environment.

Figure 38 – Thinking about your purchasing habits, which of the following do you do?
Base: All residents' survey respondents (3,022)
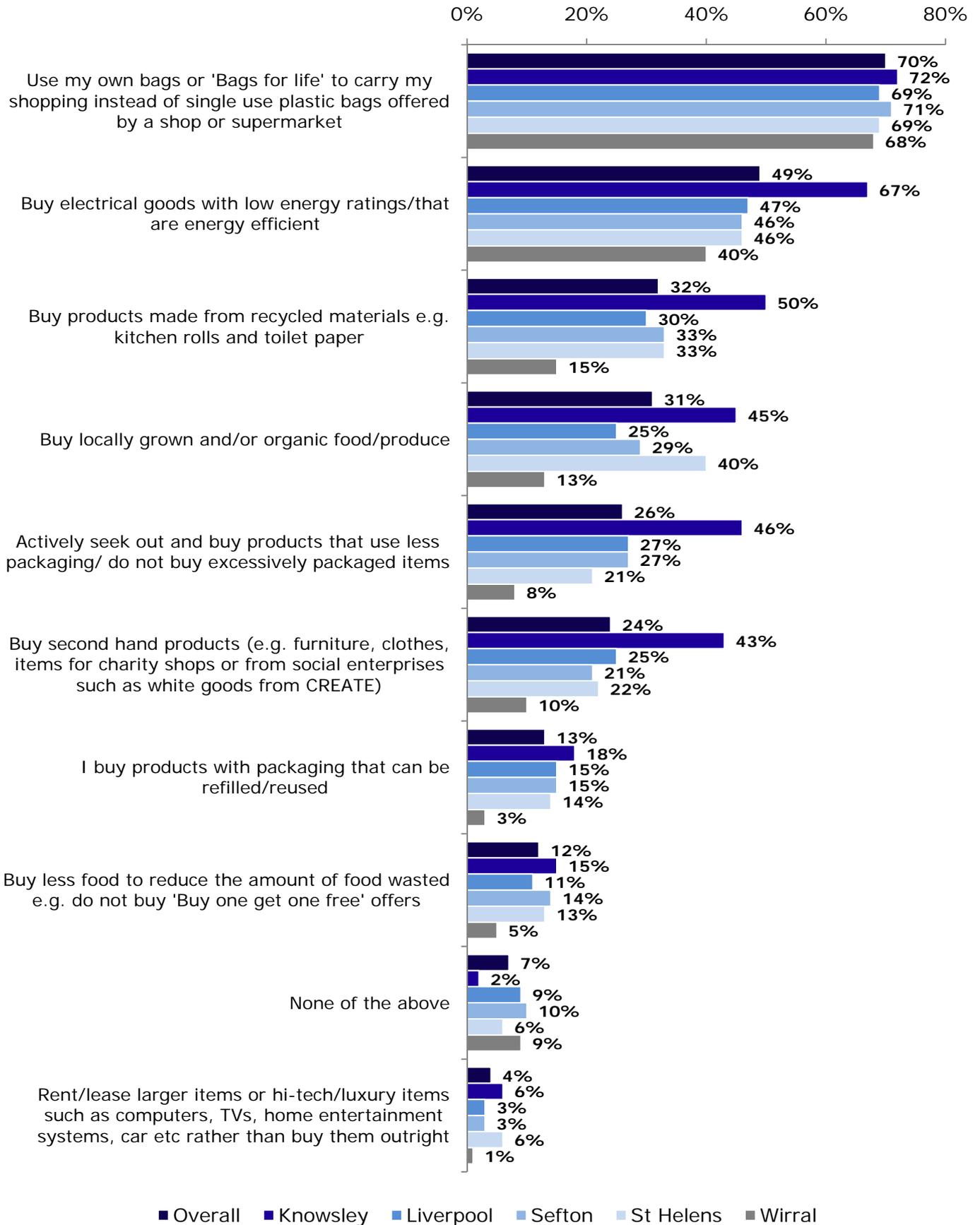
Figure 39 – Top 5 shopping decisions that have most positive impact on the environment
Base: All residents' survey respondents (3,022)
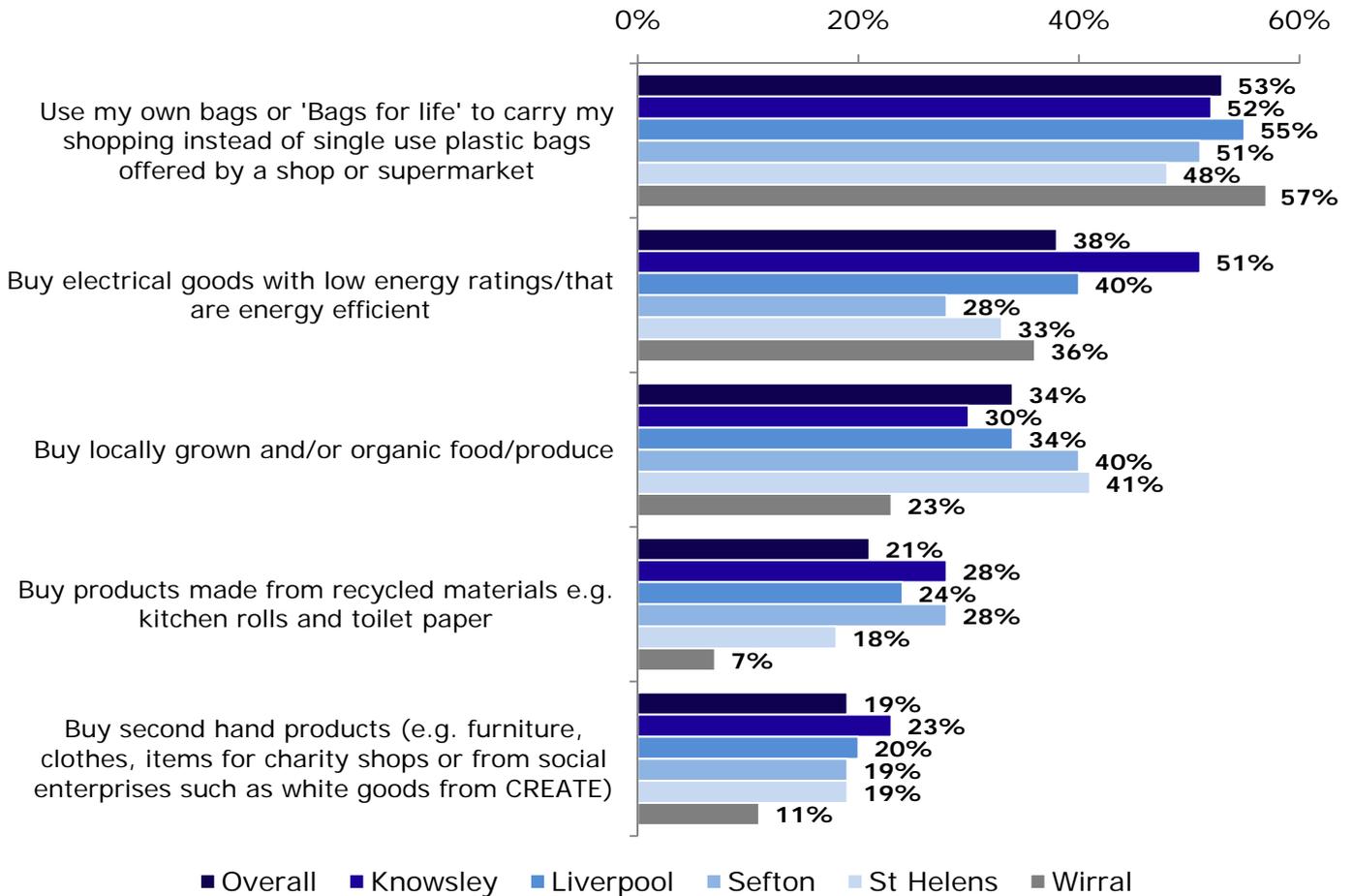
Consideration given to buying environmentally friendly goods varied in the focus groups and from comments made in the ORC depending on the product the respondent was looking for. However, many Merseyside residents spoken to admitted that actively considering the environmental impact or searching out the most environmentally friendly option was not top of their minds when buying items. They listed price, brand, features, quality and is the item fit for purpose/my needs as their typical key purchase criteria;

> *"Price, brand, and features are the major considerations. Only if two items were otherwise identical would I consider the environment."* (Male, ORC)

Consideration of a product's environmental impact comes into play more, or only, when buying white goods, cars or large electrical/electronic purchases – possibly due to the promotion of the energy efficiency ratings and reduced carbon emissions for cars etc. This indicates that shoppers only appear to make this consideration when a product, or its product category, place significant importance on the relative environmentally friendliness of the item;

> *"It all depends on what I'm buying when considering 'environmentally friendly'. For instance, white goods; environmentally friendly means that it is also going to be cheaper to use (usually), but price and brand are also important. But I'm not going to buy something that's environmentally friendly if it's not what I want."* (Male, ORC)

Some respondents felt that products purporting to be more environmentally friendly were more expensive which would discourage them and others from making the right purchase decision for the environment;

> *"As for environmentally friendly goods such as AAA rated white goods and boilers, I would like to know why the producers want to charge more for these goods, as it forces their customers not to buy them, and then subsequently put the environment at risk. I have considered purchasing an AAA rated combi boiler, but the friendly ones are nearly double the price, how can customers protect the environment and save on bills, without being ripped off?"* (Male, ORC)

Concerns were also raised, especially during the focus groups, about how these environment ratings are measured and assigned and some felt that this was a just a marketing ploy on behalf of retailers/manufacturers to encourage shoppers to buy their goods;

> *"It's meaningless a lot of the time isn't it? They just put that sort of stuff on their products to get you to buy them thinking you're doing something good."* (Wirral, representative focus group)

This was a particular issue when discussing products' carbon footprints. Although a term recognised, and to some extent understood by Merseyside residents (recorded at 75% awareness in the residents' survey), it became apparent in the focus groups and ORC that in reality understanding of the term is limited and therefore use of such terminology confuses shoppers and can be meaningless at point of purchase;

> *"I have to say that carbon footprint figures are, frankly, meaningless to me, and I suspect to most non-environmentalist experts/scientists/chemists."* (Male, ORC)

> *"Not really ... it's all very well and good putting the figures on the packaging but I haven't a clue what the numbers mean."* (Female, ORC)

> *"There are already too many things to consider when purchasing: price; salt, sugar, and fat content; type of fat; organic; etc. Also, I wouldn't know whether 5 grams or 5 kilograms was a good or bad amount."* (Male, ORC)

"The question is who works out the carbon footprint - if it is the retailer/ manufacturer, can the information be trusted?" (Male, ORC)

Looking at choosing and buying larger items, specifically white goods and other electrical/electronic products, a key factor when making purchase decisions particularly for ORC participants, was to consider the energy efficiency of a product.

Energy efficiency was placed as being of almost equal importance to ORC participants as the price of the product (74% and 72% of the sample respectively chose these factors as one of the three most important purchase criteria). The female ORC participants were more likely to consider energy efficiency (84% compared to 63% of male participants), where the men were more focussed on price (79%).

Other specific stated environmental factors such as 'item is made from recycled materials/is recyclable' appear a less important consideration (only 5% put this is in their top three purchase criteria). A fifth of ORC participants (21%) claim that during their Christmas shopping they would definitely be making 'eco-friendly' purchases with a further 40% 'probably' making such a purchase.

Other factors such as 'reliability' (mentioned by 53% of the ORC) and 'longevity/durability' as chosen by 30% of the ORC sample appear to be less importance at the point of purchase. Yet the ORC did expect such white goods to have a relatively long working life with almost half of the sample (47%) expecting such items to last for at least ten years with a further quarter believing that white goods should last between seven and nine years.

This expectation of a long lifespan may in some part be explained by the lack of interest amongst the ORC in keeping up to date with the latest technology with only 23% of the sample claiming that it was either quite or very important for them to have the latest technology in the products they own. Unsurprisingly, this figure was higher amongst the male members of the ORC (33%) compared to females (11%), as typically male shoppers expressed a greater degree of interest and placed more emphasis on this aspect when buying household goods.

A much higher proportion than expected of the ORC claimed to actively look to repair electrical/electronic items before buying a replacement, 23% claimed to always do this and a further 47% stated that they look to repair before replacing 'most of the time'. This figure is much higher than the 34% of those from the residents' survey agreeing they would repair an item before throwing it away (20%). Interestingly, females in the ORC appear more likely to repair than their male counterparts, where 79% claimed to always repair or do this most of the time compared to 63% of males.

Of those that did not repair, equal proportions claimed that repair was too difficult (14% overall) or too expensive (14%). However, such high levels of repair for electrical/electronic goods may be becoming a thing of the past with 70% of the ORC believing that repairing such items will become more difficult in future, presumably due to the level of technical expertise required and associated costs with carrying out the repair. This was also agreed by focus group respondents;

> *"I come from the 60s when you could repair things and get things fixed, but now you can't even get into these things. They're like sealed units."* (Sefton, representative focus group)

When exploring alternative methods of product 'ownership' amongst the ORC such as renting or buying large household appliances second hand, levels of rental activity were particularly low with:

- 7% claiming to rent at present – slightly more than the 4% of respondents to the residents' survey who currently do so;
- 12% having done so in the past; and
- 7% claimed to be considering renting rather than buying such items in the future.

Products that are rented rather than owned were typically items that respondents only had occasional use for such as tree cutters or carpet cleaners.

Buying second hand goods was much more prevalent amongst the ORC as just over half (56%) stated they are likely or very likely to buy second hand goods, compared to 24% in the residents' survey. ORC respondents also reported to be happy to purchase a wide selection of second hand goods - 'almost anything' as one ORC participant stated. The most popular second hand items included bicycles, furniture, books, clothes and DVDs.

The use of giveaway and exchange websites was relatively high amongst the online research community, with just under half (42%) claiming to currently use such sites as Freegle or Freecycle. Slightly more females (53%) than males (33%) claimed to take advantage of these sites. A further 40% of the online research community would consider using such websites in the future.

4.2.6. Minimising waste at point of purchase in the future

Looking to the future, the ORC debated ways that the individual could take on more responsibility for ensuring more environmentally friendly goods are produced and sold. Ideas for increasing consumers' sphere of influence amongst retailers and manufacturers were discussed as well as steps the government could take such as increased taxes on virgin materials, tax breaks for environmentally friendly etc and the concept of 'choice editing' at point of purchase.

There was a positive response and reaction to the idea of imposing taxes on items such as an energy tax to make more energy efficient/environmentally friendly goods cheaper;

"Perhaps new products could include an "energy tax" of 10% the expected cost of the energy they would use in their average lifetime and 100% of their disposal cost at the end of their life. This would make more efficient goods cheaper." (Male, ORC)

"I like the idea of an environment tax on environmentally unfriendly goods going onto the shelf. If the manufacturer tries to put the cost onto the price people will not buy it." (Male, ORC)

The concept of choice editing where consumer choice was limited and steered by retailers to making 'green' purchases was deemed a good idea in theory. For some, however, such an exercise if, carried out at its most extreme, would result in the absence of accounting for the individual's own needs from the purchase process and would effectively remove the concept of free will in shopping;

"If the eco-friendly product is not as well made, durable, tasty, etc., we will still go for the not eco-friendly, because we still have that choice to buy not eco-friendly or eco-friendly products. As previously said, 'If you take choice away then people will have to buy them'…The question is would we want to live in that sort of society?" (Male, ORC)

"If we do have our 'choices edited' we are effectively be legislated into a pattern of behaviour; socially engineered if you will. The big concern is who will make those decisions as to what is the 'right' thing to do regarding this or that? Politicians? Manufacturers? Scientists? None of whom are unbiased, and some of whom stand to make a fine profit!" (Male, ORC)

In general, respondents believe the best approach to take in encouraging waste minimisation during the shopping process was to keep things simple, ensure the best products for the environment are more accessible and crucially, cheaper than other alternatives available;

"With the rise in cost of living, I think making them more accessible, cheaper. People are tightening their belts and sadly recycling or environmentally friendly shopping may not be on top of everyone's agenda" (Male, ORC)

4.2.7. Other activities conducted in the home to prevent and minimise waste produced

In the residents' survey, respondents were also asked to think about the environmentally positive actions they carried out in the home. **Figure 40** shows the response to this question overall and for each local council area.

The most popular actions taken focussed on residents making energy efficient changes to the home (e.g. replacing light bulbs with energy efficient ones, installing double glazing etc) at 72% overall, and switching off appliances when not in use rather than keeping them on standby at 67% overall. It is interesting to note that these both concern saving energy and also saving money which have been apparent in other aspects of the consultation as being of a primary concern to the people of Merseyside.

A likely explanation for the popularity of these two activities is the current economic climate and the desire to save money. It could also be the case that more residents have made energy efficient changes to the home due to 'choice editing', where it is now much harder to buy standard non-energy saving light bulbs, meaning that residents are forced into this action.

It appears that residents demonstrate greater concern about saving energy than saving water, as actions including installing a water saving device and installing a water meter received much lower scores at 23% and 14% respectively.

In terms of demographic subgroups, the sample suggests that the 31 – 45 age group were less likely to have installed a water saving device (15%) or water meter (10%) in their home, but conversely appear to be more interested in saving energy as they were significantly more likely to have made energy efficient changes to their home (82%). It appears that the older age groups are more concerned with saving water, with 42% of the 75+ age group having installed a water saving device, and 22% of the 61 to 75 year olds having installed a water meter.

Family status demographics show that those within the sample with no children were less likely to have made any energy efficient changes (58%) or to switch off their electrical appliances when not in use (63%). This was also the case for those classified within the lower E socio-economic grouping, perhaps because making energy efficient changes requires an initial cost outlay. However, this group were more likely to walk, cycle or use public transport to commute (52%) and have installed a water saving device (50%).

Residents who claimed to be doing more to actively care for the environment appear to confirm this with their actions, scoring highly in terms of most actions.

When residents were asked to select up to three of these actions which they felt had the most positive impact on the environment, the results were fairly consistent in relation to the actions they claimed to do. This included:

- Making energy efficient changes (72%);
- Switching off electrical appliances (67%);
- Walking, cycling, using public transport (43%); and
- Repairing broken items (34%)

The only difference seen is in terms of the action 'driving a hybrid/energy efficient/duel fuel car' which scored quite highly in terms of positive environmental impact, yet few claimed to have such a car. This suggests that residents see hybrid cars as having a very positive impact on the environment, but may be an unlikely purchase.

Repairing broken items before throwing away is quite low in the results to this question, suggesting that this is not an action immediately thought of in terms of having an environmental benefit. This is also the case for saving water, with installing a water meter and water saving device at the bottom of the scale.

Results to this question are shown in **Figure 41**.

Figure 40 – Thinking about your home and living there, which of the following do you do?
Base: All residents' survey respondents (3,022)
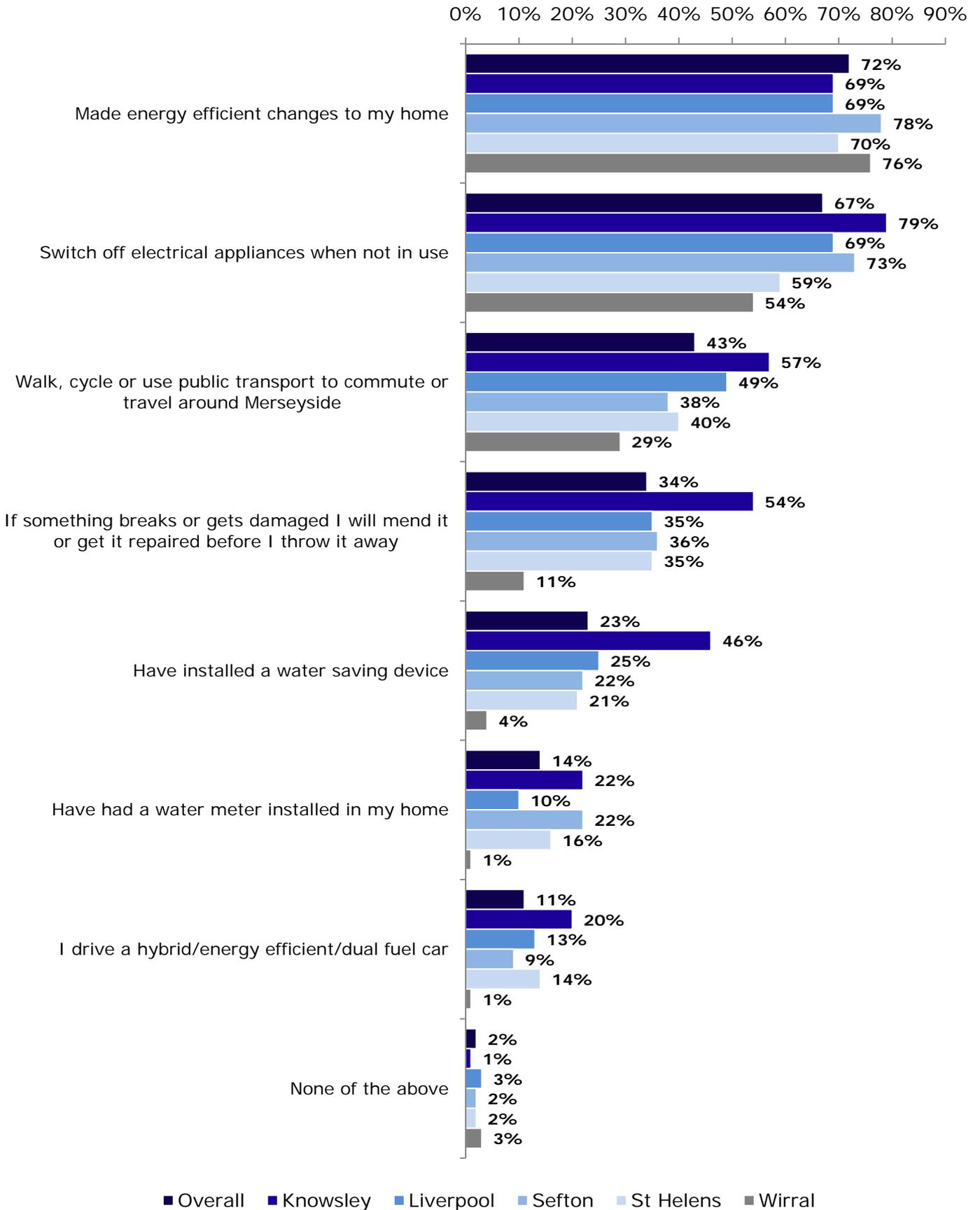
Figure 41 – Top 5 in the home activities that have most positive impact on the environment

Base: All residents' survey respondents (3,022)
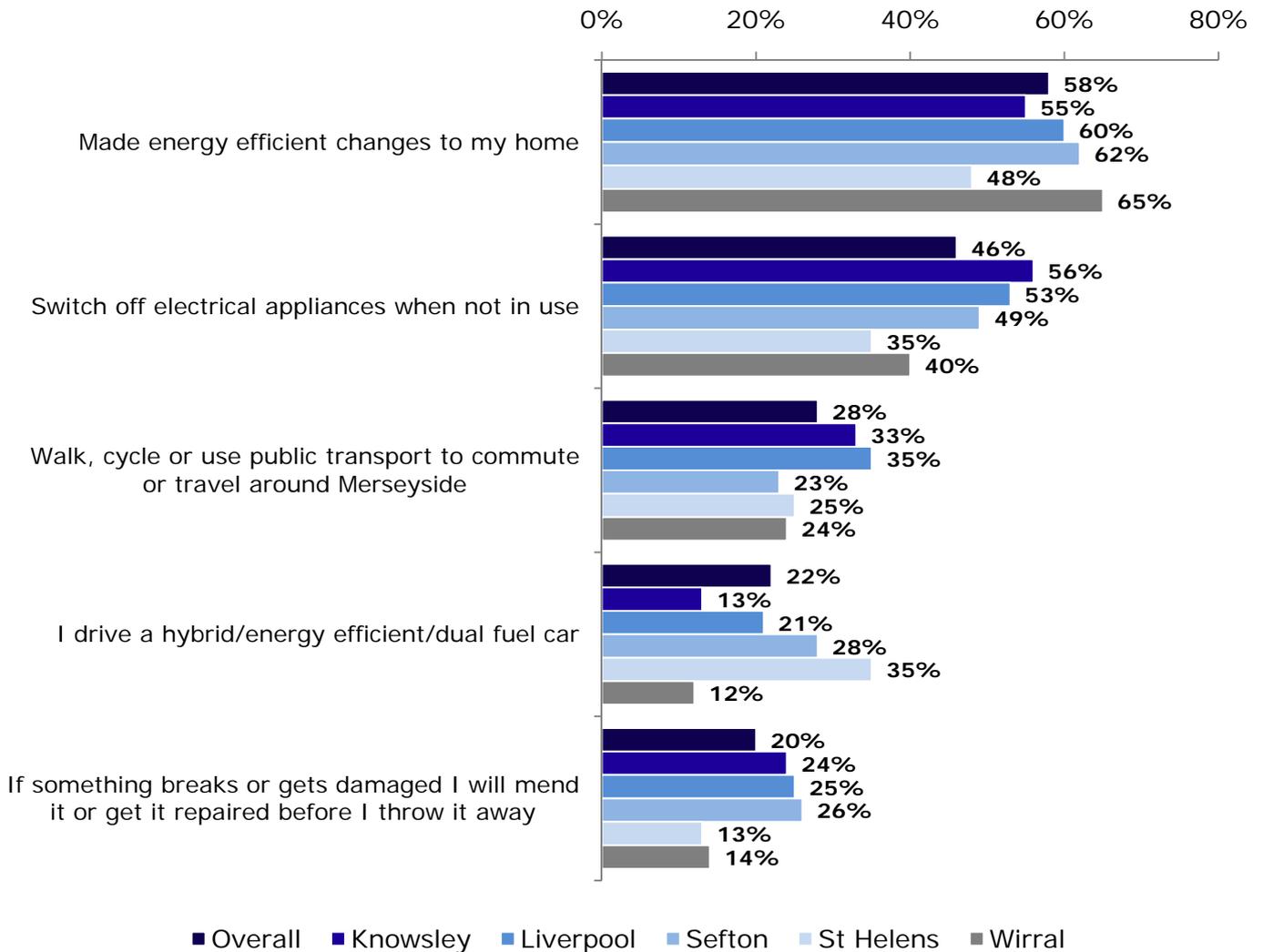
4.2.8. Waste minimisation and prevention – respondents' future intentions

Taking part in the Don't Waste Your Say public consultation appears to have had a positive impact on residents' attitudes and intentions towards reducing and minimising the waste they generate. For example, of those who attended the roadshow just under half (47%) claimed that attending the roadshows made them think about ways they could actively reduce the amount of household waste they produced every year and similar levels (48%) agree that they will pay extra attention to the amount of packaging when buying goods.

4.2.9. Waste prevention and minimisation

In summary

- For the residents of Merseyside, the topic of **food waste was key to reducing and preventing the amount of household waste produced** across Merseyside.

- Most participants were **shocked and surprised by the figures relating to household food waste** as provided by the Love Food Hate Waste campaign, **claiming that the levels of food they threw out to be much less** due to use of compost bins, food caddies and a more organised approach to the purchase of food.

- The primary **responsibility** for reducing the amount of food waste was generally felt to be **not with the individuals/consumers, but** was elsewhere with the **food manufacturers and retailers.**

- **Awareness of campaigns** that focused on minimising food waste such as Love Food Hate Waste was **low** across the sample.

- In terms of waste minimisation, the majority of respondents had taken heed of the campaign to **take and use bags for life when out food shopping**. Other preventative measures taken focused on saving energy, specifically electricity. Such measures taken can be attributed to the **need to save money** in the current economic climate more so than a **desire to save energy.**

- **Excessive packaging, specifically for food, was a key topic of debate** amongst respondents. As with the generation of excessive food waste, many believed that the **responsibility for tackling this waste management issue lay with manufacturers and retailers**. Few felt that individual action would address the underlying problem of too much packaging produced that cannot be easily be recycled by the consumer.

- **When buying goods**, environmental purchase decision criteria such as **energy efficiency** appear to be of **significant importance** only for **specific items/categories** that place great emphasis and importance on such measures, such as **new cars, white goods** etc. For other items, respondents paid more attention to **price, quality, reliability** and fit with consumer needs rather than its environmental impact.

- **Measures to save water are much less widespread** across the sample; this may suggest that the relative higher costs for electricity or gas compared to water rates has a significant impetus in resource saving behaviour. People can practically see the money they spend every day on energy use so aim to be more efficient compared to the levels of activity to conserve water (low levels of water meter usage recorded in survey).

Recommendations and proposals for actions

4.2.9.1. Focus on strategy aims of '**Behavioural Change'** and '**Waste Management Activity**'.

4.2.9.2. Merseyside and Halton Waste Partnership should take the **opportunity to promote, encourage and support greater levels of waste prevention and minimisation, particularly for food**. Food waste collections where available, have been positively received and adopted by respondents and would help further the cause of waste prevention as being valid and achievable on an individual household basis.

4.2.9.3. To **ensure maximum participation** in waste prevention activities, **communication must focus on addressing perceived barriers** regarding hygiene issues, lack of time, space and motivation.

4.2.9.4. **Strengthening and increasing public visibility of the Partnership working with local businesses, retailers and third sector will help convince residents** that broadening the aims and remit of the **revised Strategy** will have a **positive impact on the local community.**

4.3. Waste Reuse and Recycling

This section of the report focuses on the exploration of the waste hierarchy elements of reuse and recycling amongst respondents, primarily focussing on recycling, the main method/form of waste management activity carried out by residents, with specific focus on perceptions of the relative value of various waste streams.

4.3.1. Waste management activity

The quantitative residents' survey collated the actions carried out by respondents with regard to waste management and responses to this question are seen in **Figure 42** and **Figure 43**.

Not surprisingly, 'putting as much as possible into recycling bins for collection by the Council' was the most popular action conducted by people across Merseyside with 78% of the sample claiming to do this. People living in Wirral were most likely to utilise their kerbside recycling collection services (83%) but reported recycling levels across all five geographic areas surveyed were consistently high.

Looking at differences in levels of kerbside recycling amongst the various demographic subgroups, the sample suggests that ethnic minority residents were least likely to recycle using their recycling bins for kerbside collection (44%).

When considering the actions of those with different employment and working statuses, general feedback gained from the ten focus groups conducted with respondents, believed that those working full time found it difficult to find the time to recycle. Encouragingly, the data from the residents' survey, and also the Online Research Community (ORC) suggest this is not the case as those that work full time appeared to recycle more than the average at 85%. The hypothesis developed in the focus groups that those who are 'time poor' are less likely to recycle is also disproved by the residents' survey data which also shows that those who are not working but look after a family, typically very busy people, also display higher levels of kerbside recycling activity (92%);

> *"Then again, I have noticed the younger people in my family, friends etc seem to recycle a lot more readily, whereas older people seem to make more of a fuss about doing it."* (Female, ORC)

Socio-economic status does have some impact on kerbside recycling with residents in upper socio-economic groupings of A, B and C1 scoring an average of 89% compared to those in the lower C2, D and E groupings with an average of 78%.

Housing type also appears to impact on kerbside recycling levels with those living in flats were recycling far less at just 27%, indicating that there is possible access issue to recycling services in this type of property, an issue that was mentioned by people attending roadshows and taking part in the focus groups as a particular frustration.

Use of their council's bulky waste collection service was the second most popular activity conducted with just over half of respondents (56%) across Merseyside taking advantage of this Council service. Liverpool and Knowsley residents were more likely to use this service with figures of 65% and 64% respectively, and residents of St Helens less likely at 44%. Very little difference was seen in terms of the various subgroups in relation to the usage of the bulky waste collections, suggesting that it is a service accessed by a wide variety of residents and is not driven by any particular socio-demographics.

The third most popular action, swapping/exchanging/giving away items not wanted by donating them to charity, was suggested by just over half of respondents (51%). This option was far more popular than:

- Giving unwanted items to friends and family (19%);
- Selling the items (12%); and
- Using websites such as Freecycle (8%).

This suggests that respondents often saw their waste more frequently in terms of its charitable value rather than in terms of potential profit or financial value. St Helens residents were less likely to donate items to charity as a method of getting rid of their waste, but were more likely to give the items to friends and family instead.

The data shows that young families and ethnic minorities in Merseyside were more likely to donate items to charity, both recording a score of 58% for this. In terms of socio-economic groupings, the opposite ends of the socio-economic grouping spectrum, those classed as A (upper) or E (lower) were the most charitable (both As and Es were at 60% compared to the average of 51% across the total sample). This result can be explained by these individual's potential greater usage and or patronage of charities.

Over a third of residents can be defined as 'proactive recyclers', as 38% of respondents claimed to take items such as batteries, glass and garden waste to their local recycling banks or Household Waste Recycling Centres, and are not simply utilising their kerbside collection services. Such active recycling activity was particularly popular in Knowsley at 64%, a significantly higher proportion compared to Merseyside residents overall but this behaviour was significantly lower in Wirral at just 13%. Findings also indicate residents from the following groups were more likely to use recycling banks or Household Waste Recycling Centres:

- Aged between 45 and 60 (45%);
- Living in an adult family (51%); and
- From the upper SEGs of AB (49%).

Using a garden waste collection service was carried out by over a third of respondents (37%). Not using this service may be driven by lack of access or awareness of this service as well lack of need if residents simply do not have a garden. Again this point was raised in the focus groups with many claiming they did not recycle their green waste as they had no or a very small garden and claimed to take any green waste such as hedge trimmings to their nearest Household Waste Recycling Centre. People living in Knowsley and Sefton were more likely to use the garden waste collection service with 61% and 43% respectively where those in the Wirral were much less likely to so (13%). Use of this service is also more popular amongst older residents and those not working, respondent segments who may enjoy or have more time to spend gardening.

Almost a quarter of residents (23%) claimed to have and use a food waste caddy. This was significantly higher in Sefton (52%) and slightly higher than average in Knowsley (27%), currently the only two areas in Merseyside with a food waste collection service provided by the local council. Smaller proportions of residents for the other districts of Liverpool, St Helens and Wirral claimed to have and use a food waste caddy, although this was not provided by their local council. This could be explained by either residents possibly confusing collection schemes or using a community/private food waste collection service in their area.

The large discrepancy between the two districts of Sefton and Knowsley claiming to have and use a food waste caddy suggests that Sefton has had more success at encouraging its residents to opt in and utilise the service. Talking to people in Knowsley, both at the roadshows and during the two focus group discussions, this assumption appears to be validated as several respondents claimed they were unaware of this service or had experienced difficulty and delays when requesting a food caddy.

It is, however, important to note that Sefton Council has had its food waste scheme in place for a longer period of time when compared to Knowsley and has rolled it out further across the district, indicating that Knowsley could also reach similar levels of uptake in the future.

A fifth of respondents (21%) claimed to have, and use, a compost bin for their green waste. This was much higher in St Helens (34%) and Knowsley (25%), but much lower in Wirral (9%) and Liverpool (14%). The sample suggests that the following groups were more likely to compost:

- Older respondents (28%);
- Empty-nesters, whose children are aged 18+ and have left home (26%);
- Retired respondents (27%);
- Asian/Asian British respondents (33%);
- Black/Black British respondents (42%);
- Those with a higher SEG of AB (28%); and
- Those living in detached properties (38%).

Respondents taking part in the resident' survey were then asked to select three waste management actions which they thought had the most positive impact on the environment. Results to this question are shown in **Figure 43.**

Almost three quarters of respondents (71%) believed that 'recycling as much as they can in their recycling bins' had the greatest positive environmental impact. The second most popular answer 'using the bulky waste collection service' was selected by a quarter of all participants (26%).

This large gap between first and second choice highlights, as shown in other aspects of the Don't Waste Your Say consultation, that Merseyside residents place greatest emphasis on the benefit and activity of recycling as being the most impactful they as individuals can carry out to help protect the environment.

The data collected indicates that the respondents in the residents' survey tended to select the option of recycling as much as possible and then chose one or two other actions relating to waste management, but there were no clear winners in terms of activity that respondents felt benefitted the environment. This suggest that individuals are perhaps, less aware or knowledgeable about the environmental benefits of these activities, such as donating unwanted items to charity or using the bulky waste collection service, and, therefore, are not necessarily seen by them as 'environmentally friendly' options and instead are defined by the action's charitable or profitable benefits in the first instance. For example, in terms of reported use of the bulky waste collection, it could be the case that respondents see this as simply getting rid of something unwanted in a less altruistic and more practical way rather than considering the reuse and recycle potential of the item they are disposing.

When asked to consider who benefits environmentally from recycling in general, Online Research Community (ORC) participants believed the benefits were more global than local, with the most popular answer recorded as 'Worldwide' (38%) with 'Europe' and 'Merseyside' following each recording 8% of the vote. On a more local level, 8% also felt that their council area benefited from recycling whereas no-one selected the response 'the local community'.

Figure 42 – Waste management activities carried out
Base: All residents' survey respondents (3,022)
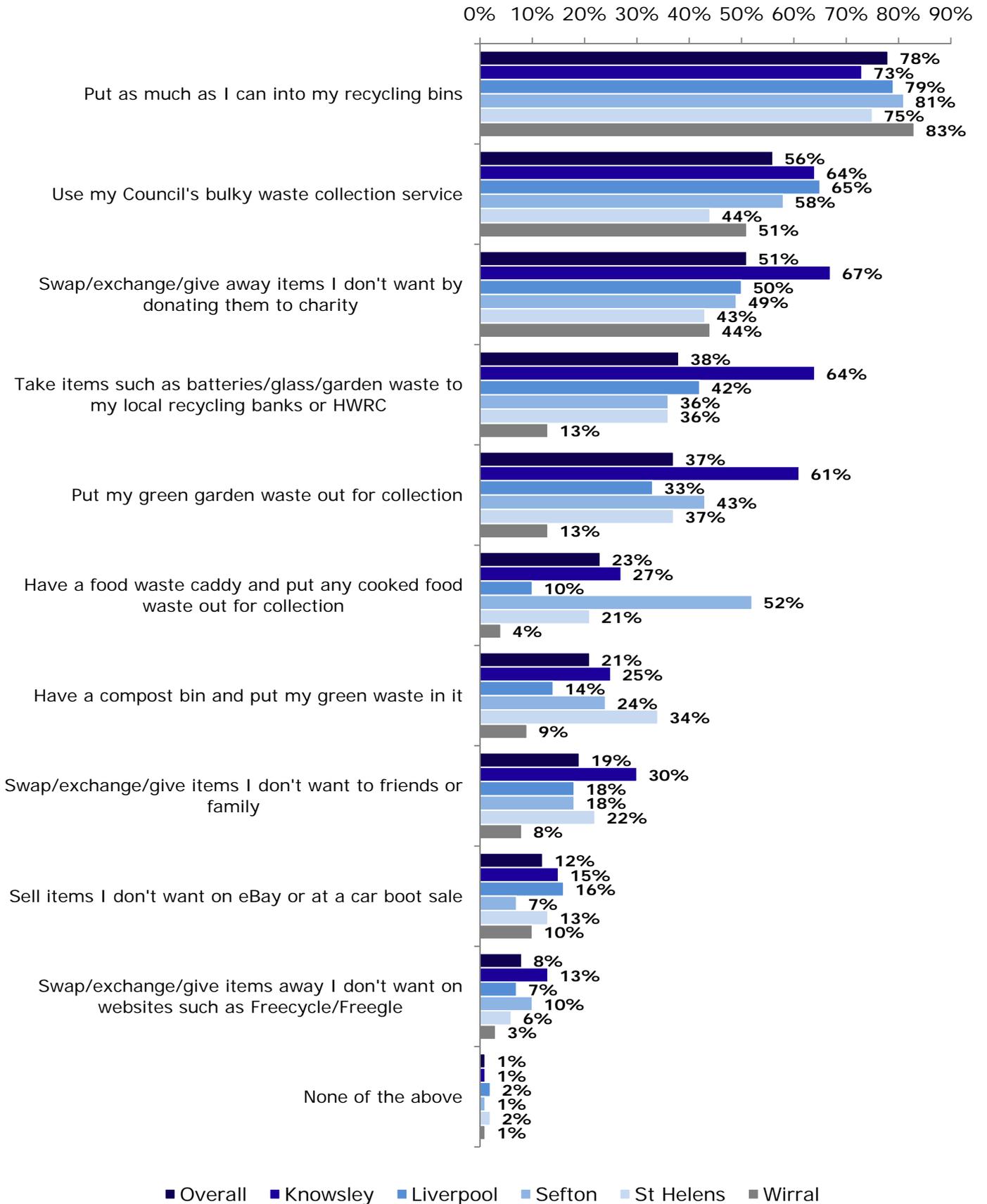
Figure 43 – Most positive environmental actions carried out (Q14)
Base: All residents' survey respondents (3,022)
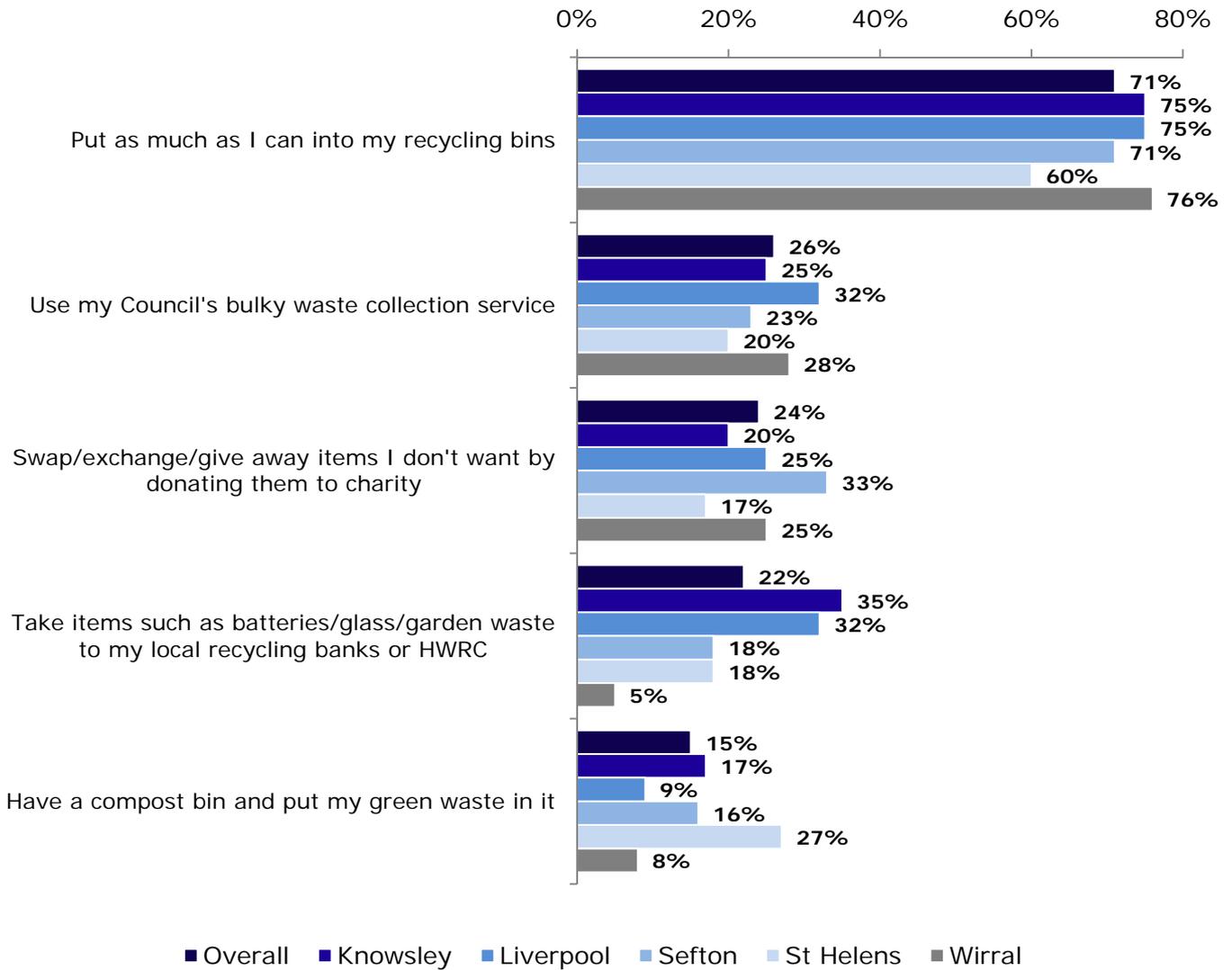
4.3.2. Recycling 'on the go'

As well as looking at recycling behaviour conducted in the home, those taking part in the focus groups and the ORC were also asked about their recycling and waste prevention behaviour when 'on the go', meaning when they are away from their home and therefore do not have access to their kerbside recycling facilities. Just under a third of the ORC (31%) continued to recycle as much on the go or when away from home as they did so when in their own home, a further 30% claim to recycle less when outside of their home and the final third (36%) claimed to try to recycle but find it difficult due to limited recycling facilities.

This even split was also seen in the focus groups with roughly half of those spoken to claiming they made effort to recycle 'on the go' but found it difficult to do so due to the absence of suitable facilities. The exception to this was noted in Sefton and to a lesser extent in Knowsley as respondents made specific reference to recycling bins situated in various locations with high pedestrian footfall, such as Southport and Huyton town centres. Others stated they took their waste, typically empty plastic drink bottles or paper home with them to place in their recycling bins for kerbside collections. It appears that less effort was made with drinks cans, glass or tins as these containers were considered more likely to be dirty and more problematic (i.e. create a mess) in keeping 'safe' until they could be disposed of in a recycling bin at home.

4.3.3. Exploring the concept of the value of waste

An important element of the Don't Waste Your Say public consultation was to gather as much information and understanding from the residents of Merseyside on the topic of waste as having a value at the point of disposal and whether those taking part in the consultation believe that their unwanted waste had an intrinsic value of any kind when they no longer had use for it. This was tackled in various ways across the different elements of the public consultation.

People taking part in the ORC were asked to select from a list of items which they felt had the most financial value when recycled. As shown in **Figure 44**, a third of the sample felt that mobile phones had the greatest residual financial value, a findings that is reinforced by feedback received on what people do with their phones from other data collected during the ORC as well as from focus group feedback.

Figure 44 – Quick Poll 9 - Which of the following items do you think has most financial value when recycled?
Base: All ORC respondents (32)
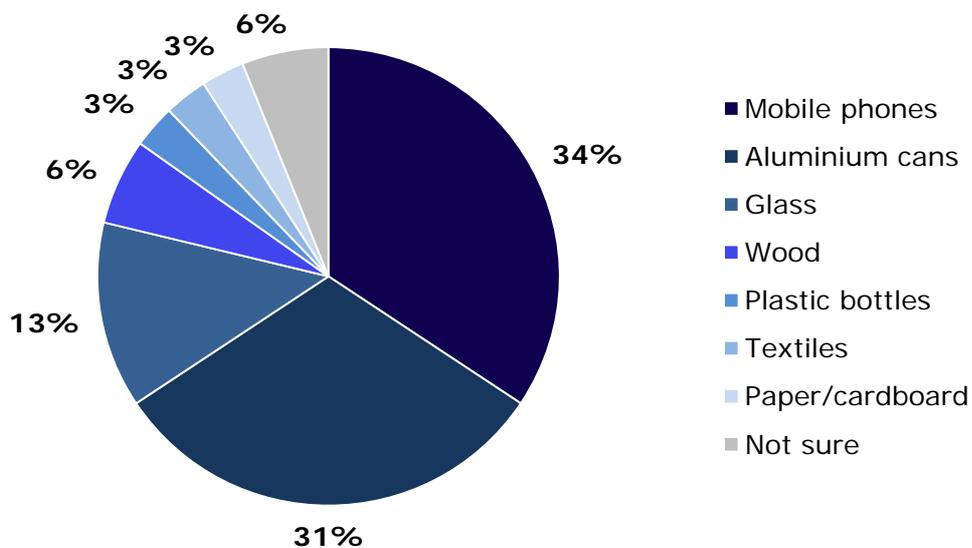
It is interesting to note that waste streams that are in fact of relatively high financial value at point of recycling, such as plastic bottles, textiles and paper/cardboard are considered by this group to be of the least financial value with only 3% of the sample opting for these items.

When considering the relative value of recycled items both in terms of financial and environmental benefits, ORC participants assigned varying financial and environmental values to different waste streams discussed. Understandably, respondents thought that items that are relatively expensive to buy, are technologically advanced/complex and have many different electronic components would be of more financial value than for example furniture and plastic bottles.

Figure 45 – Selection of three recyclable items with the most financial value
Base: All ORC respondents (36)
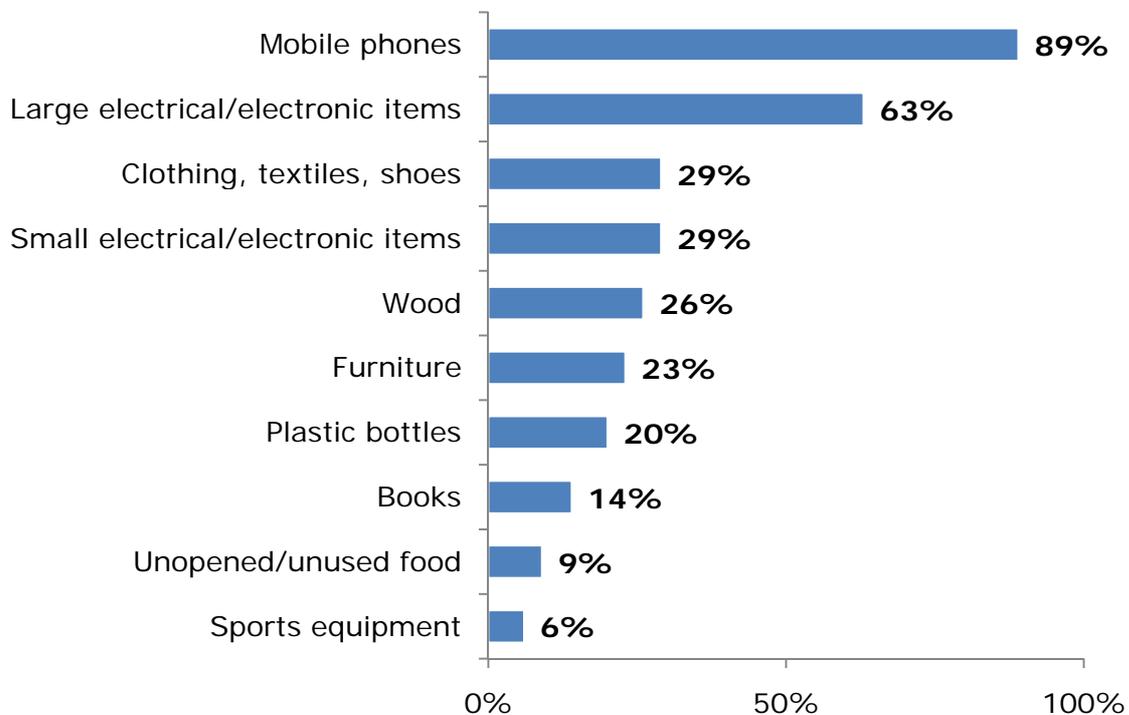
When discussed in the focus groups and ORC forums the reasoning behind this financial value judgement stems from respondents assessing the value based on the whole of the item and also the extent that the item can be reused in the same way by others, rather than evaluating its individual components and thinking about how such components can be used in different ways. This was clear from the debate about the relative higher value of electrical/electronic items and even toys that are in good working order rather than those that are broken and no longer work.

ORC participants when considering the environmental benefits of recycling such items with regard to the energy saved in the process, again had a tendency to select items with a higher degree of mechanical/electrical components as seen in **Figure 46**. The exception to this pattern is the high placing of 'Plastic bottles' which 54% of the ORC felt had the most environmental benefit to recycling, possibly due to various advertising and communications that highlight the benefits of recycling such everyday items.

Figure 46 – Selection of three recyclable items with the most environmental value in terms of energy saved
Base: All ORC respondents (36)
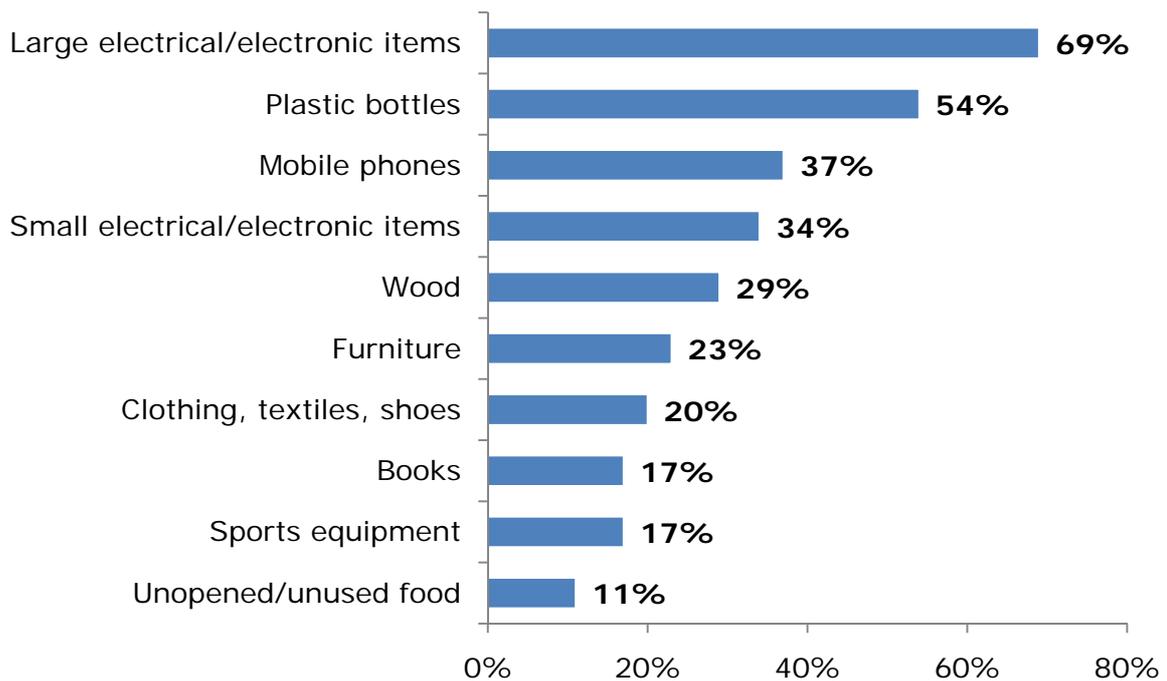
At the start of the consultation the residents' survey asked respondents to consider what they would do with different items, all especially selected to encompass a broad range of primarily financial value when recycled, when they no longer had any need or use for them. For each item, respondents were given the options to:

- Sell it;
- Give it away to friends or family;
- Exchange it via websites such as Freecycle;
- Donate it to charity;
- Recycle/compost it;
- Repairing it; and
- Throw it away.

Respondents were able to select more than one possible action, meaning that the percentages shown in **Figures 47**, **49**, **52** and **53** may not amount to 100%.

Firstly, looking at electrical/electronic items including large items (such as washing machines, cookers and televisions), small items (such as hair dryers, DVD/CD players and games consoles) and mobile phones as shown in **Figure 47**, we can see a variety of responses.

Figure 47 – What would you personally do with an item once you no longer have need or use for it?
Base: All residents' survey respondents (3,022)
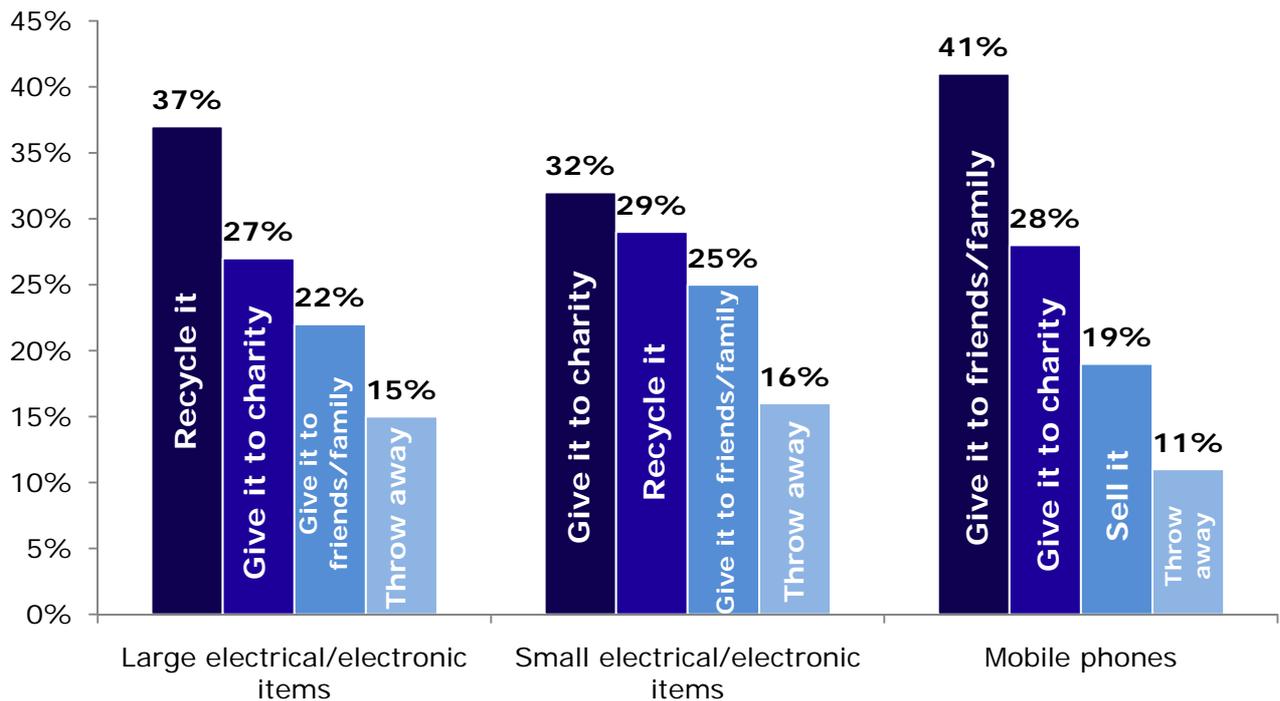
Almost two in five respondents (37%) said that they would recycle large electrical/electronic items when they no longer have use for them. 46 to 60 year olds were more likely to recycle large electrical/electronic items. Respondents living in Knowsley were more likely to throw their large electrical/electronic items away at 25%, where as Wirral respondents were less likely at 2% and were more inclined to give them to friends/family (28%) or charity (28%).

Looking at the smaller electrical/electronic items, giving away to charity (32%) and recycling (29%) recorded very similar results. In comparison to large electrical/electronic items, fewer respondents indicated that they would recycle them. The sample suggests that Sefton residents were more likely to both recycle their small electrical/electronic items and give them to charity. Older families too were also more likely to recycle these items.

Feedback gathered in the focus groups indicate that people were less likely to recycle smaller electrical/electronic items due to the size and relative cheapness of such items, they assumed that such items would have little financial value once recycled and that the components when recovered would be of little value or use in other products.

Two in five respondents (41%) said that they would give their unwanted mobile phone to friends or family, with Asian/Asian British and Black/Black British respondents more likely to suggest this at 51%. Younger respondents and students were more likely to suggest selling it which is perhaps unsurprising as they are more likely to want to upgrade to the latest model and sell their old phone to get the finance to do so.

Further information about disposal of mobile phones was gathered in a quick poll with ORC participants with activity at point of disposal fairly evenly spread across various activities as shown in **Figure 48** with selling it onto to a company that will reuse, refurbish or recycle it being selected by 38% of the sample. A relatively high proportion of the sample (25%) claim they will just keep their mobiles, highlighting an opportunity for Merseyside and Halton Waste Partnership (MHWP) as well as commercial ventures to increase promotion of the ability to and environmental value of recycling mobile phones.

Figure 48 – Quick Poll 7 - What do you do with your old mobile phone? Base: All ORC respondents (28)
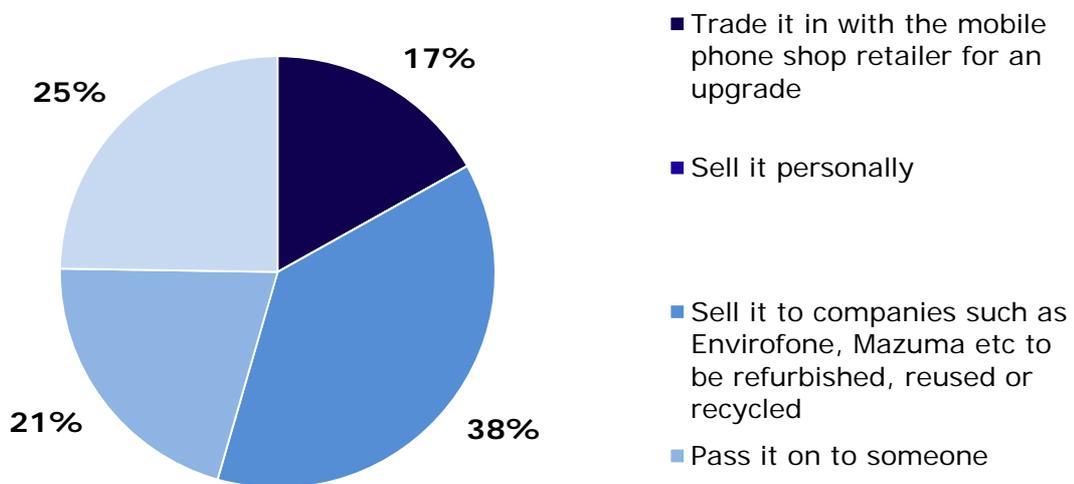
Results for the next group of waste streams covered in the doorstep survey shows a greater degree of consensus in the most favoured disposal option(s) for each stream as shown in **Figure 49**.

Figure 49 – What would you personally do with an item once you no longer had need or use for it?
Base: All residents' survey respondents (3,022)
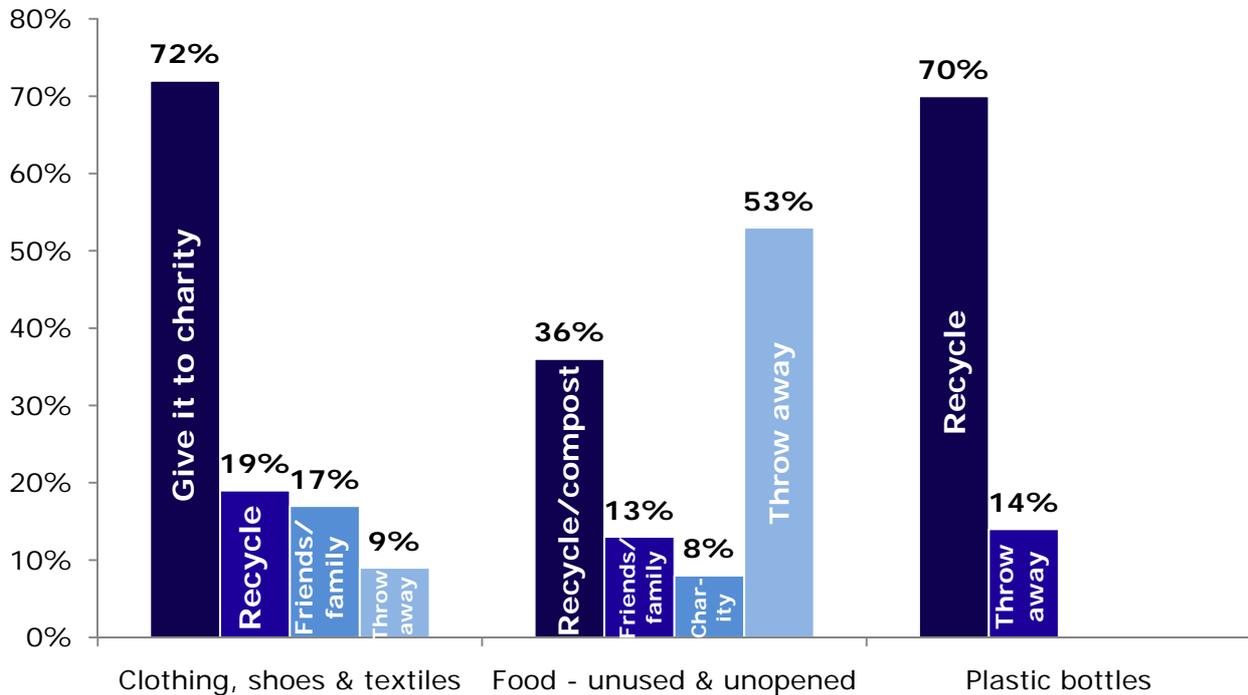
Looking at clothing, shoes and textiles (as shown in **Figure 49** above), there was definite consensus amongst respondents that these would be given to charity at 72%, a very positive finding. This was particularly high amongst:

- Sefton residents (81%); and
- Those classified in the upper SEGs of AB (85%).

Disappointingly, over half of respondents (53%) said that they would throw unused and unopened food away. This was particularly prevalent amongst:

- 46 to 60 year olds (59%);
- Young families (62%);
- Those from a higher SEG of AB (62%); and
- The unemployed (63%).

Asian/Asian British and Black/Black British respondents were significantly less likely to suggest throwing it away at 26%.

As discussed in the focus groups, typical reasons given for throwing away unopened and unused food included:

- Simply not considering other alternatives;
- Lack of food caddy/compost bin in household (due to low awareness of food waste recycling, lack of space, concern about smell/hygiene issues of using food caddy in kitchen); and

- If food is kept hidden in the cupboard and rediscovered well after the stated 'use by date' then some felt that throwing it away was the best option as would not be edible/in a fit state to use by others.

Of those who claimed to recycle or compost their food waste (36%), a larger proportion came from Liverpool (45%), Sefton (43%) and families with adult children living at home (45%). Interestingly, those who initially said that they were doing slightly less to actively care for the environment were more likely to compost their food at 42%, suggesting that perhaps they do not view this action as having a significant positive impact on the environment.

Encouragingly, seven in ten respondents (70%) indicated that they recycled plastic bottles, with only 14% claiming to throw them away. The proportion of those recycling plastic bottles was particularly high in Liverpool (77%) but much lower in St Helens (63%) where plastic bottles are not collected kerbside unlike the scheme currently in place in Sefton.

It is also interesting to note that whilst Sefton Council does not currently accept plastic bottles as part of its kerbside collection, Sefton residents claimed to recycle above the average rate of plastic bottles at 72%. However, in terms of throwing them away, Sefton also scored the highest at 20% compared to Knowsley at just 4%. Those in full time employment and also those who were unemployed were also more likely to say that they would throw away plastic bottles, both at 20%.

Figure 50 – What would you personally do with an item once you no longer have need or use for it?
Base: All residents' survey respondents (3,022)
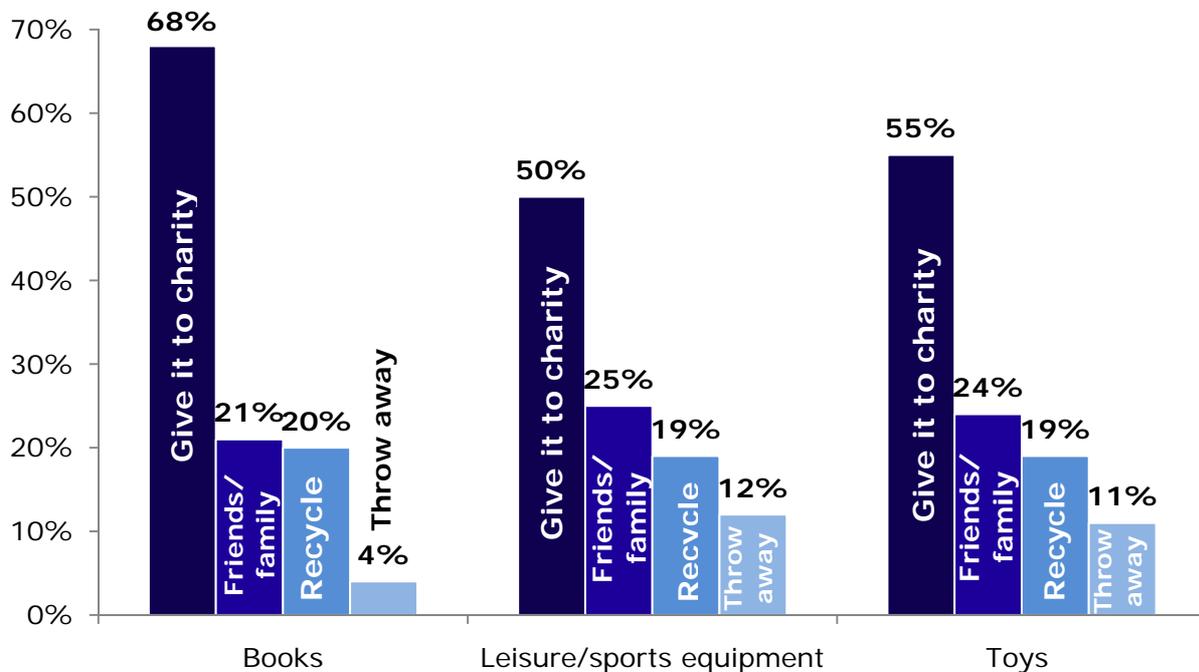
As seen with clothing, shoes and textiles, the majority of respondents (68%) indicated that they would give their unwanted books to charity, demonstrated in **Figure 50**. This was far ahead of other suggestions such as giving them to friends and family (21%) or recycling them (20%). Encouragingly, only one in twenty-five respondents (4%) said that they would throw a book away. Sefton and Wirral residents in particular suggested donating books to charity at 79% and 76% respectively.

Half of the respondents in the resident's survey (50%) said that they would donate leisure and sports equipment to charity, followed by 24% who would pass them on to friends or family. No significant differences were seen across the subgroups for this item.

Similar to leisure and sports equipment, over half of respondents indicated that they would donate toys to charity when they no longer had any use for them. The sample shows that this response was particularly high in Knowsley (63%) and low in Wirral (47%). Again, a quarter (24%) said that they would give them to friends or family and 19% would recycle them. Just 11% would throw toys away. Residents with young children were more likely to donate their unwanted toys to charity (62%), where as unemployed residents were more likely to throw them away (20%).

Figure 51 – What would you personally do with an item once you no longer have need or use for it?
Base: All residents' survey respondents (3,022)
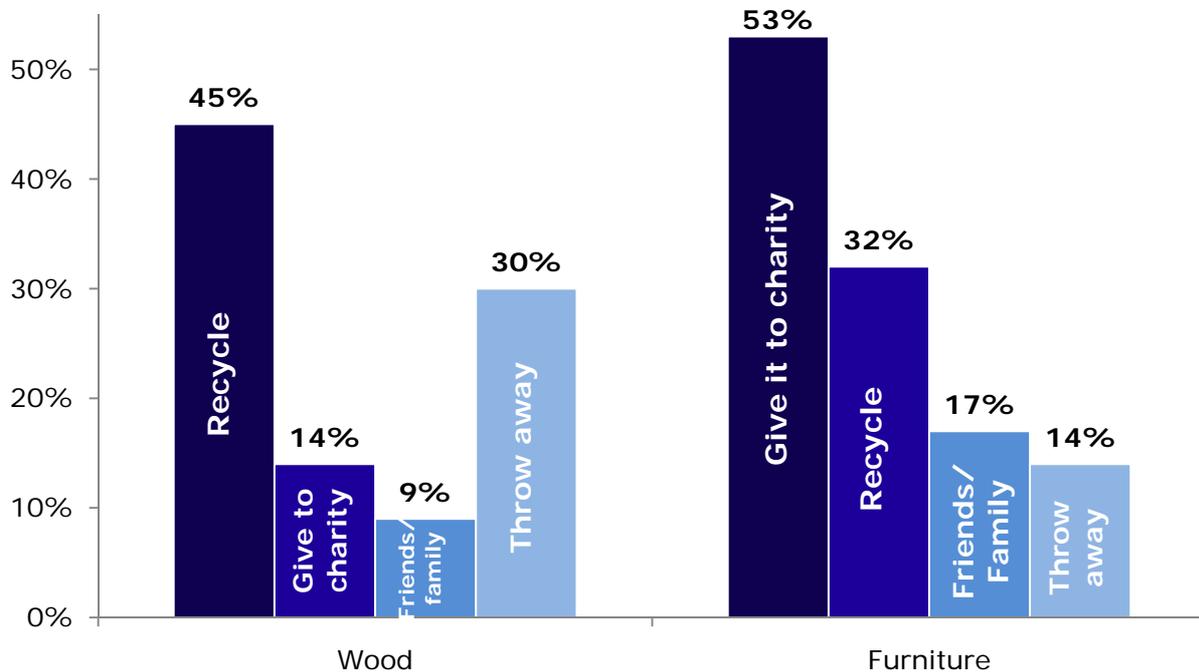
Over two in five respondents (45%) said that they would recycle unwanted wood, proportionally higher in Liverpool and Sefton at 55%. The next most popular response was to throw the wood away (30%), significantly higher in Knowsley (43%) and lower in Wirral (15%). The demographic subgroups within the sample show that men are more likely to recycle wood compared to women at 47%, as are the age group of 31 to 60 year olds.

Over half of respondents (53%) indicated that they would give unwanted furniture to charity, especially in Sefton where this was recorded at 65%. A third (32%) then said that they would recycle furniture. This was considerably higher in Liverpool, where 41% provided this response, perhaps due to the well known presence of Bulky Bob's service which operates there.

Several respondents in focus groups held in Liverpool and Knowsley made specific reference to this service, claiming to have used Bulky Bob's on many different occasions and advocating the benefits of doing so;

> "Bulky Bob's offers a really good service" (Liverpool, representative focus group)

> "Always see those vans coming round, I've used it to get rid of my old sofa and I couldn't have been happier with them." (Knowsley, younger focus group)

Those living in Knowsley were more likely to give furniture to friends and family (27%). Those with a higher SEG were more likely to donate their furniture to charity, as can be seen with an average of 66% from those classified as A or B.

4.3.4. Allocating value to waste

When discussing the value of waste in the focus groups conducted, respondents were tasked with placing various waste items on a value hierarchy or continuum, debating the relative value of each item against the others at the point when they themselves no longer had use for them. It was interesting to note that some groups found it much easier than others to see their waste as having a value in terms of being a potential resource;

> "It's not waste we're throwing out is it? It's a resource." (Liverpool, BME focus group)

As shown in the diagram on the next page, for approximately half of the items discussed, their relative value was quite fixed in all respondents minds, these items were books, mobile phones, sports/leisure equipment and unused/unopened food, whereas the value for the remaining items was more fluid and open to debate during the groups.

Figure 52 – Cumulative waste value hierarchy taken from information collected from focus groups conducted
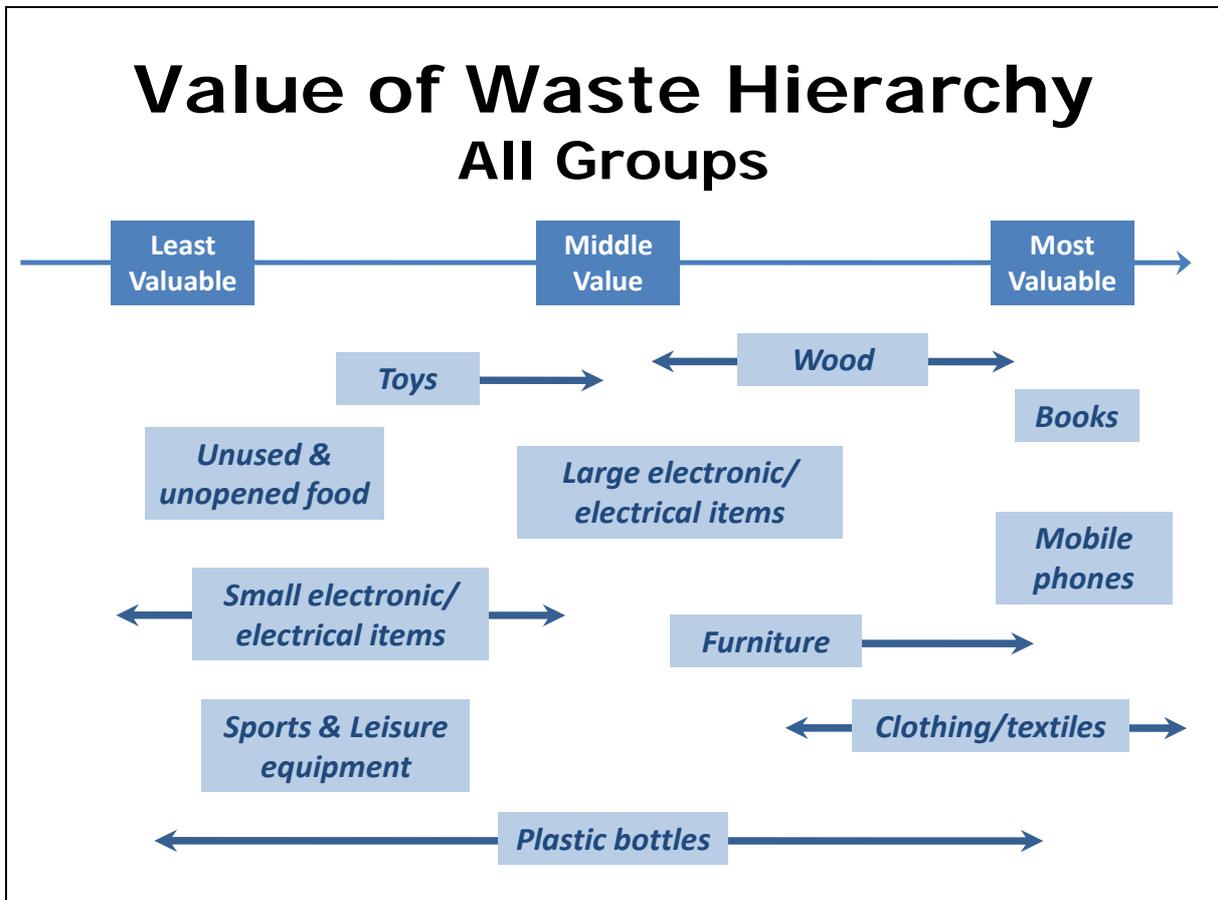
For example, all groups felt that books and mobile phones were of most value but interestingly the reasons for their high value were very different.

When discussing mobile phones, as with findings from all other aspects of the consultation, respondents felt that these had the most financial value for others when they no longer needed them. This monetary value was for some as a complete working phone to sell on whereas others (a minority) felt that the various components, metals etc could be extracted and reused in different ways;

> "They're valuable in terms of money but also in terms of the environment because of their batteries." (Wirral, young focus group)

> "We use an awful lot of the world's resources to make them." (Sefton, representative group)

The high value placed on books, however, was not given in financial terms but in terms of emotional value, the enjoyment and pleasure of reading and passing books on to others whether friends or strangers in a charity shop. People did not expect to be financially rewarded for passing their books on either;

> *"I can never just throw a book away. It can always go back to the charity shop."* (Liverpool, representative focus group)

On the other hand, unopened/unused food was seen of having little value expect to be used as compost, but many respondents did not make a further connection with the value of compost in producing food;

> *"If it's out of date you'd probably just chuck it."* (Liverpool, representative focus group)

Sports and leisure equipment were felt to be specialist items and so their value to others would be determined by their need for the item, again few considered the use of various components such as plastic or wood in the construction of the item.

Of those items whose value oscillated between mid and high value in this group task, value again was attributed to the variety of ways the product could be reused as well as the relative size and cost of each item when bought as new. Male respondents in the focus groups were far more likely to place wood towards the most valuable end of the hierarchy as they felt it is easily reused in other circumstances. Similarly, females felt clothing/textiles would be resold, used as rags or the wool unravelled and used in other garments. The value of furniture was considered to fluctuate between mid and high points on the scale depending on the quality and cost of the item when new as well as if it was still in working order.

The importance of whether an item was still in good working order or fit for purpose was particularly so when discussing children's toys, small and large electrical/electronic items. Many felt that toys were only valuable if they still worked and were attractive to children as again with the majority of respondents valuing such an item as a whole item and not based on its constituent parts. Even when prompted about the value of plastic contained in the toys, respondents in general still believed that toys were of far more use and therefore value if in good working order. Again, value for toys was considered in its emotional sense i.e. would a child want to play with the toy rather than benefit from its financial worth. As seen in other elements of the consultation, respondents found it much easier to allocate value to large electrical/electronic items due to their size, relative technical complexity (and hence the value in their component parts) whereas for smaller electrical/electronic items the groups regarded the value of such products based on the entirety of the product rather than the components and materials.

Finally, the relative value of plastic bottles was prone to more variation across the spectrum in the focus groups. Although an item easily and frequently recycled by the groups, the actual value of doing so was far less understood, some respondents felt that once recycled the plastic would be worth very little whereas others argued that the sheer volume of bottles recycled across Merseyside on a daily basis meant that the value of doing so must be worth it for the local councils. In addition some mentioned reusing bottles in a variety of different ways in the garden, used as kids painting pots or for DIY purposes;

> *"We use them in the garden, they're great for protecting plants."* (Liverpool, representative focus group)

Debate in the ORC forums focussed on the concept of regarding waste not simply as something to be dealt with but as a valuable resource that can be used in a different way. Rather than focus on different waste streams, ORC participants were more interested in the societal forces shaping people's attitudes and perceptions towards waste, with many voicing the opinion that today's throwaway society where goods can be bought relatively cheaply was to blame for current mindsets and behaviour;

> *"The reason that much waste is seen as valueless is that new items are far too cheap. …The heating element of my breadmaker has broken. It is cheaper to buy a new breadmaker than to have the old one repaired….If things were more expensive then we might see repair shops re-opening."* (Male, ORC)

> *"Yes, I agree with the last comment. I think that the "throw-away" society we seem to have today is not helped by the "built-in obsolescence" that has become the norm in manufacturing.* (Female, ORC)

This line of argument was also seen in the focus groups, especially amongst the older residents spoken to;

> *"When we were growing up it was just after the war, we couldn't waste anything as we'd go hungry otherwise!"* (Knowsley, representative focus group)

There was also acknowledgement that the current economic climate and practical need to tighten household finances and make significant reductions in outgoings and overheads, was driving a change in people's behaviour and more importantly, their attitudes towards waste. This social change would, many believed, encourage people to move from throwing as many items away, to thinking more carefully about reusing and prolonging the life of items as well as ensuring maximum value from them at the point when they are no longer needed;

"Now that we're entering a period of financial uncertainty, reducing personal wealth and imminent severe reduction of natural resources, we are moving back in time, metaphorically speaking….. If our present situation in regards to the world/western/individual financial situation continues to get more difficult, we won't need to force people to view waste/recycling/resources in a different way. Those views and attitudes will begin to change naturally, as indeed they are already changing in many parts of our society….. In short, the poorer you are, the more likely you are to regard waste as a resource." (Male, ORC)

To reinforce such changes in thinking the ORC participants agreed a greater involvement in the promotion of and education regarding effective waste management, and not just recycling, was needed;

"Waste is such an important matter that its control and disposal should be taught at school, along with the environmental issues as well, and in probably the earlier the better. The subject is important as it is such an integral part of our future and our health, and our politicians/education chiefs need to be pushing to educate our children." (Male, ORC)

"I don't think people see the financial gains of waste at all, and its true worth. I think re-education on this area is greatly needed." (Male, ORC)

In this respect, the role of the media in promoting a cohesive and crucially a simple message would be significant, with some ORC participants already noting a subtle shift in the media's approach to the topic;

"The media could do more to encourage the population to be more innovative when furnishing their homes and to consider using second-hand furniture instead of buying new." (Female, ORC)

Some respondents expressed a note of caution in future waste management with a fear that 'jumping on bandwagons' may result in unforeseen negative outcomes, as occurred after the UK's Clean Air Act 1956. The Act although dramatically improving air quality in the UK meant more waste had to be disposed of in other ways, creating more environmental problems today;

"If we look at landfill and the bad rap it has received we don't see the change that has occurred. Go back only 20 years and the majority of gas from landfill was vented to atmosphere or burnt off, move on year on year and see how power generation from landfill gas has developed and become a leading renewable resource. A recent report in the Times described how a massive landfill site in Bedfordshire costs £2m a year to run, and yet generates £18m a year in revenue, including a vast 20MW/hr of power generation. Does the general public know their waste of many years was now generating such vast revenues?" (Male, ORC)

"We do seem to jump on bandwagons regarding recycling/environment etc. The current bandwagon seems to be wind-power. Yet it is a fact that they are very inefficient, yet we keep building them….Everything we do, if it is motivated by 'bandwagoness' and if it is lacking in future-planning and impact assessment, opens us up to the dangers of being hit with unknown and, perhaps, unwanted consequences". (Male, ORC)

4.3.5. Waste recovery – roles and responsibility

Following on from discussing the relative merits and values of transforming waste back into a resource to be used again, respondents in the focus groups and the ORC were asked whose responsibility was it to for put waste back into the supply chain.

Responses varied with those in the focus groups, where respondents claimed that although local councils and those tasked with dealing with the waste/recycling were generally responsible, many also felt that as individuals they had some degree of responsibility and influence in ensuring this happened, even if they felt that their level of responsibility depended on what they did with the waste. For example, they felt more in control/responsible if they sold an item on or used the compost made from their own food peelings to grow a crop of potatoes whereas placing an item to be recycled at kerbside meant they were several steps removed from that product's journey back into the waste stream.

Amongst the ORC participants, opinion was divided on the issue of responsibility, with no single organisation deemed to have responsibility for this task as shown in **Figure 53**.

Figure 53 – Responsibility for recycling, creating resource from waste and placing back into the supply chain
Base: All ORC respondents (36)
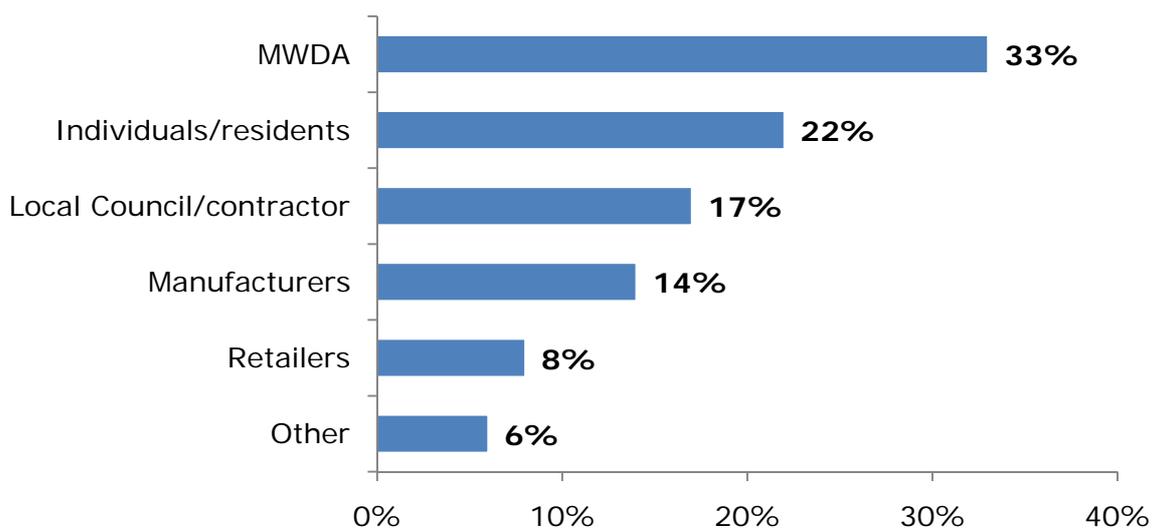
4.3.6. Call for more information and clarity about waste recovery

There is a clear demand for more information as to what happens to the materials recycled by households in Merseyside, as almost all ORC participants (94%) stated they are quite/very interested in finding out what happens to their recycling, and of this figure, 61% fell into the very interested category.

When asked what three answers they would most like to ask about their recycling, the variety of answers selected underlines the thirst for further knowledge and information, as seen in **Figure 54**. As well as questions on the recycling process, respondents also were interested in understanding more about the financial and environmental benefits of the process.

Figure 545 – Most requested answers to ORC's recycling questions
Base: All ORC respondents (36)
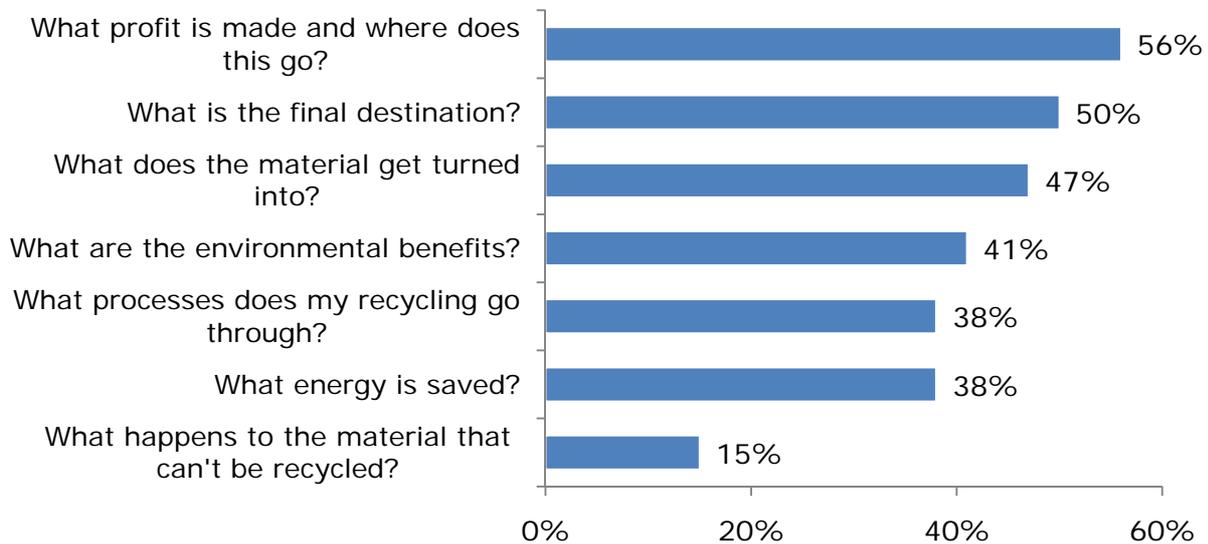
The notion of having 'proof' or evidence that recycling does have some value was a common thread of conversation at all stages of the Don't Waste Your Say public consultation. Many felt that this would act as both an incentive and reassurance for those who take the time to recycle, there is also an opportunity for MHWP in such communications to incorporate other elements of waste management such as minimising waste generation;

> *"I want to know that the efforts we go to as householders with all the various bins etc., is actually achieving something worthwhile other than reducing the amount of landfill…I really do want to know what happens to it all; whether my plastic bottles, paper, glass, cans are being recycled into useful things and whether it is saving energy and helping the environment."*   (Male, ORC)

> *"Knowing the bigger picture, will give us a good idea of how we are making a difference locally."* (Male, ORC)

"I would LOVE to know what happens to all the stuff we throw into the recycling bin; this probably makes me a bit sad but I find stuff like that really interesting....I have a little shopping bag thing that lives in my handbag and the label says that it was made from 2 x 500ml plastic bottles from Coca Cola, I find that fascinating that something so useful and different could have just been left for landfill, it's great." (Female, ORC)

"I think it is vital to know how the material is used....The more information we have the easier it is to recycle, and the more successful recycling will be." (Male, ORC)

"At the end of the day people are selfish so they want to see something for their efforts. I'd like to know what I've saved in a year by recycling – what has been produced from it? How much landfill have I saved? What have I done for the environment? How much has been saved?" (Liverpool, BME focus group)

"With recycling its still where does it all end up? At least with house insulation you can see what you've done because your bills go down. You need to know what the end product is. What was achieved?" (Sefton, representative focus group)

As well as addressing their common curiosity, for some, information about waste management and recycling was also important in understanding how their council tax is spent and ensuring the local council is accountable to the voters;

"Apart from the curiosity value I feel it is important for councils to be held accountable for their use of waste and recyclables. In most cases waste has a value, especially if used for energy recovery, so are councils doing their upmost to achieve the best return, and how much is it all worth?" (Male, ORC)

"It would be nice to know how much is made from, for example, the sale of recycled materials like fabrics and metals and how are those funds put back into our councils. Liverpool has one of the highest council taxes in the country it would nice to dream that any funds made could be helped to reduce our council tax bills or improve our waste services." (Male, ORC)

Amongst focus group respondents and ORC participants there was also the concern that providing such information in any great detail was unnecessary and for some a waste of time, money and resources;

"I think it's very important to know that the materials segregated for recycling are recycled, but not necessary (although quite interesting) to know what happens to them." (Male, ORC)

"I personally would be interested in an annual report from our local recycling plant in Sefton, I am not sure that a lot of the general public would. That said it shouldn't not be done." (Male, ORC)

"This would be creating additional work and I'm sure it wouldn't be an easy job as it's a global market. Examples of what materials make could be useful/interesting, but only for information purposes. When I give money to charity, I don't want a breakdown of what is has been used for." (Female, ORC)

"I'm not sure it really matters. As long as the council takes the recycling away and recycles it properly, that's why we pay council tax. One thing is important though is that it is dealt with as locally as possible and not several hundred miles away!" (Male, ORC)

4.3.7. "Is it worth recycling?"

Concern was raised by some taking part in the ORC that their efforts to minimise and recycle as much of the waste they produced as possible had little, if any environmental benefit;

"We are enthusiastic recyclers but I fear that sometimes we do more harm to the planet than good…. Also, when I put scraps of metal in the metal recycling bin are they really useful or am I contaminating the batch when what is really wanted is just iron. We need to be given more information about what is worth recycling…. Our neighbours' recycling bins are all different. Some remove labels. Some leave caps on. Some crush, etc. Some recycle margarine pots. Perhaps we should all be given a recycling instruction manual - printed on recycled paper." (Male, ORC)

Encouragingly, the majority of ORC participants did perceive a benefit and felt recycling was necessary, although it must be noted that those posting on the ORC forums were more likely to be actively taking steps to manage and reduce the waste they produced;

"Yes, it is worth recycling, if for no other reason than to make a stand against our wasteful, consumerist, throw-away society. … All the natural resources we have are finite in quantity. It is madness to simply use them and then bury them in holes in the ground as landfill." (Male, ORC)

Despite their enthusiasm and commitment, ORC participants in line with feedback gained in the focus groups and from talking to people at the Don't Waste Your Say roadshows, also spoke of their confusion as to what can and can't be recycled (specifically plastic containers);

"We also need to be able to put all plastics in the recycle bin because how are we to know which particular type of plastic is, or is not, able to be recycled by any one council." (Male, ORC)

"I often look at the plastic bottle and just go by what's said on those as to whether I put it in my recycling as I have no idea what plastics can and can't be recycled." (Female, ORC)

"If recycling becomes too complex - can I/can't I, recycle this or that, the impetus will die out. It has to be simple and straightforward to be popular and thereby effective." (Male, ORC)

4.3.8. Waste reuse and recycling

In summary

- **Consistently high levels of reported recycling shown across Merseyside** with no significant differences reported across key demographic subgroups.

- **Limited current understanding/awareness of the concept of waste having an intrinsic value at point of disposal** across those taking part in the public consultation.

- **Value** at the point of disposal in the main, **is defined by the initial cost of the item** (when bought as new) **and its perceived level of reuse** in the same manner by others. Therefore a child's toy in good working order for many canvassed during the focus groups is seen as being of greater value than a broken yet relatively new /modern mobile phone.

- Merseyside residents also appear to be very **charitable with some of unwanted items** specifically those that can be used again by someone else, with large proportions either donating to charity or passing items on to friends or family. Reinforcing the perception that an item's value is seen in terms of the whole, working item, rather than its components.

Recommendations and proposals for actions

4.3.8.1. Strong commitment to recycling shown at all stages of the public consultation indicates a need to focus on the Strategy option of '**Recycling Performance'**, whilst '**Behavioural Change'** activities will help to educate residents and increase participation in other aspects of waste management.

4.3.8.2. **Merseyside and Halton Waste Partnership** through promotion, education and support given, **must work hard to translate** the public's involvement and **enthusiasm for recycling onto other activities that encourage more waste prevention, minimisation and product reuse in the home** in order to ensure the MHWP are providing and managing services and schemes that are delivering optimum positive environmental impacts and benefits in the most cost effective way.

4.3.8.3. In order **to increase recycling and reuse across waste streams**, specifically for all electrical/electronic items, an **educational drive focusing on the value of the item's components or parts** rather than the value as a whole **is required.**

4.3.8.4. Education must have strong local and practical slant, the **call for proof or evidence of what happens to products when recycled and the benefits of recycling (financial, social as well as environmental) is strong** across all demographic groups consulted in the research. Many residents indicated that knowing this information would encourage them to recycle more as they would know the results of their efforts.

4.4. Waste Management in Merseyside

Across all elements of the Don't Waste Your Say public consultation, perceptions, awareness and understanding of various aspects of waste management have been explored. This section of the report concentrates on Merseyside residents' access to, their use and opinions of waste management.

4.4.1. Current opinion of waste management services in Merseyside

In order to encourage respondents to think about waste management in a wider context it was useful to ascertain how well they felt their local council was currently performing in terms of its waste management activities. In general, residents were happy with the services received, particularly their kerbside collection of waste and recycling. However, some had minor issues with certain aspects of the services provided by their own council. Almost all acknowledged there was room for improvement in the waste management services offered, as evident in the focus groups conducted;

> "*I think it* [waste and recycling collection] *has improved a lot recently.*" (Wirral, representative focus group)

> "*It's pretty good but not as good as some others where they can recycle more, but I'm happy with it.*" (Sefton, older focus group)

> "*They've* [the council] *provided me with this bin and it's made me want to do it. I think it works well.*" (Sefton, representative focus group)

> "*I've been around a bit, different cities and different countries, and they do it well here.*" (Knowsley, younger focus group)

> "*The council could give us a bit more information about plastic recycling. They don't take all types so we need to know.*" (Liverpool BME, focus group)

> "*It's all collected well, but I wonder how much can actually be recycled at the end. There must be so much contamination, I bet only 50% can be actually recycled.*" (Liverpool, BME focus group)

This generally positive view of waste management services was also found amongst those attending the roadshows, as shown in **Figure 55** where two thirds of respondents (67%) expressed their satisfaction with the waste collection services offered by the districts in general, and 60% satisfied with the recycling services. Satisfaction is slightly lower for the services offered at local Household Waste Recycling Centres (HWRCs).

This slightly lower level of satisfaction differs from the results found in the annual Veolia HWRC Customer Satisfaction Survey of all HWRCs in Merseyside and Halton, where high levels of satisfaction were recorded in 2010 (over 90% satisfied with most aspects of the HWRCs).

A possible explanation for this lower level of satisfaction, however, is the large proportion who claimed to be neither satisfied nor dissatisfied, suggesting that they may not use these facilities. It is also important to note that only 10% claimed to be dissatisfied with their local HWRC service, a similar result to the Veolia HWRC Customer Survey 2010. These results are shown in **Figure 55**.

**Figure 55 – Thinking about your local council in Merseyside, how satisfied are you with the following
Base: All roadshow respondents (161)**
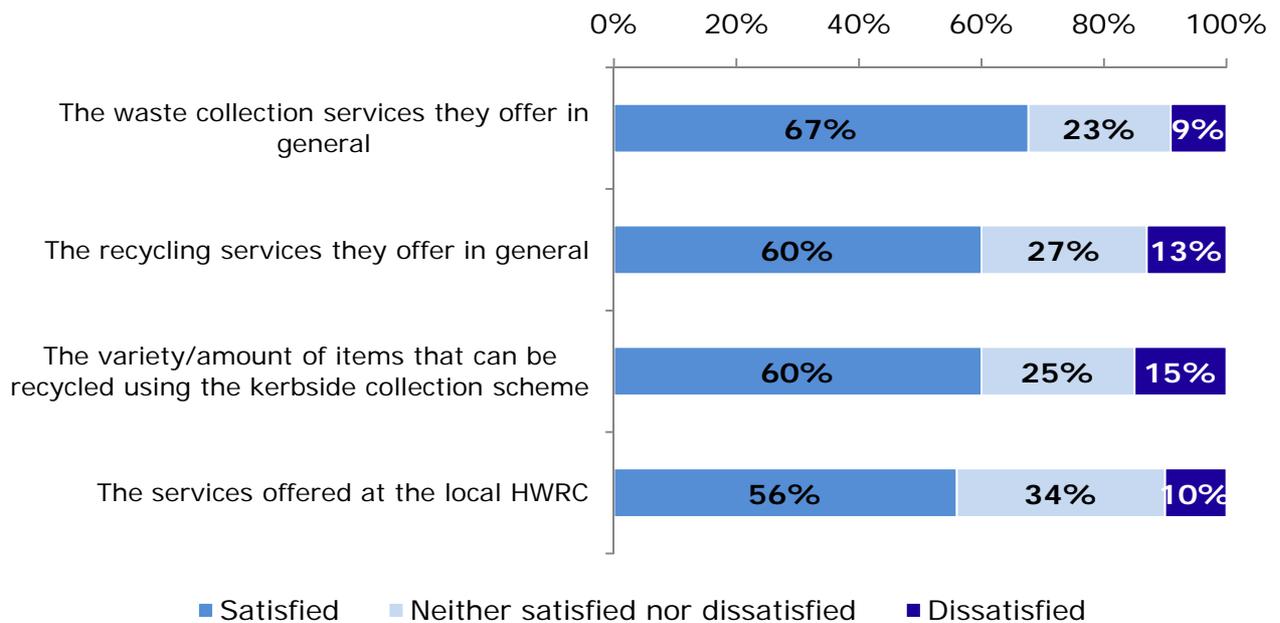
The 'room for improvement' message in terms of waste management services expressed in the focus groups was also evident at the roadshows, as many residents completed customer comment forms to pass on their queries, suggestions or complaints to their local council. Respondents in all stages of the consultation had the opportunity to have any specific queries or comments about waste and recycling services passed on to the relevant council to be addressed.

As part of the short roadshow survey, respondents were also asked whether there were any materials they would like to be able to recycle that they were currently unable to. A wide variety of materials were suggested, but the most popular materials were:

- Plastic film and plastic yoghurt pots (39%);
- Batteries (27%); and
- Tetra Pak (26%).

Just under half of Online Research Community (ORC) participants wanted to see the inclusion of Tetra Paks to kerbside collection (45%), followed by Aerosols and Batteries (each requested by 29% of the ORC).

The forum discussions on the ORC were also generally positive with regards to many aspects of the current waste management services provided across Merseyside, including the kerbside collections and also other recycling facilities. Again, some ORC members suggested areas for improvement;

"I am really quite content with the recycling scheme in place here where I live." (Female, ORC)

"Some councils (like Knowsley) will take many items with their kerbside collection which makes it easier for people to recycle. If we are going to increase the amount we recycle then it has to be made easy for people to do. What plans do Sefton have?" (Male, ORC)

"It is great that you can recycle so many items now at the waste collection sites and recycle plastic bottles & cardboard at some supermarkets. If you have a car that's fine, if not taking bulky bottles (that shouldn't be squashed) on the bus can be a problem. There's no way that you could get to a waste collection site on the bus!" (Female, ORC)

"On a recent visit to the Clatterbridge Waste Reception site it was obvious that some people simply throw everything into the non-recyclable waste skips...Either people simply couldn't care less or there is a lack of information on what materials can be recycled at these sites." (Male, ORC)

4.4.2. Perceptions and understanding of waste management services

Most residents who attended the Don't Waste Your Say focus groups thought their local council was responsible for waste management and dealing with their waste. Respondents believed that as their local council operated their waste collection services they were also responsible for the management and disposal of waste. When prompted, a small number of focus group respondents were aware of Merseyside Waste Disposal Authority (MWDA), but only a few people were actually aware of what their role was;

"The head person of waste disposal at the Council, it's his duty." (Wirral, younger focus group)

"There's a lot of confusion in people's minds as to who's who." (St Helens, representative focus group)

"I never thought of it as an agency, you just think of the Council don't you?" (Liverpool representative focus group)

"The Council pay MWDA to get rid of everything don't they?" (Liverpool BME, focus group)

Some respondents (a minority) thought that their recycling collection was subcontracted out to private companies which caused confusion;

> *"I've never known who does the blue bins, whether it's the Council or it's private."* (Liverpool, BME focus group)

For some, it did not matter who was responsible for their waste, they simply wanted an efficient service;

> *"I've got to say though I don't really care, as long as it's dealt with and it's recycled that's what's important to me – whether it's the Brownies or the Council I don't care!"* (Sefton, older focus group)

Apart from their use of kerbside recycling collections, HWRCs and bulky waste collections, Merseyside residents appear to have a poor understanding of how their waste is managed, particularly after collection.

The Don't Waste Your Say roadshow survey addressed residents understanding of waste management, particularly after attending the roadshow. Over two in five respondents (45%) indicated that they had a better understanding of how their local Council currently manages their household waste, and almost half (46%) agreed that they were more aware of the cost of waste management to the residents of Merseyside after visiting the roadshow. However, it is important to note that similar levels of respondents also indicated that they neither agreed nor disagreed with these statements. These results are shown in **Figure 56**.

Figure 56 – Impacts of Don't Waste Your Say Roadshow
Base: All roadshow survey respondents (161)
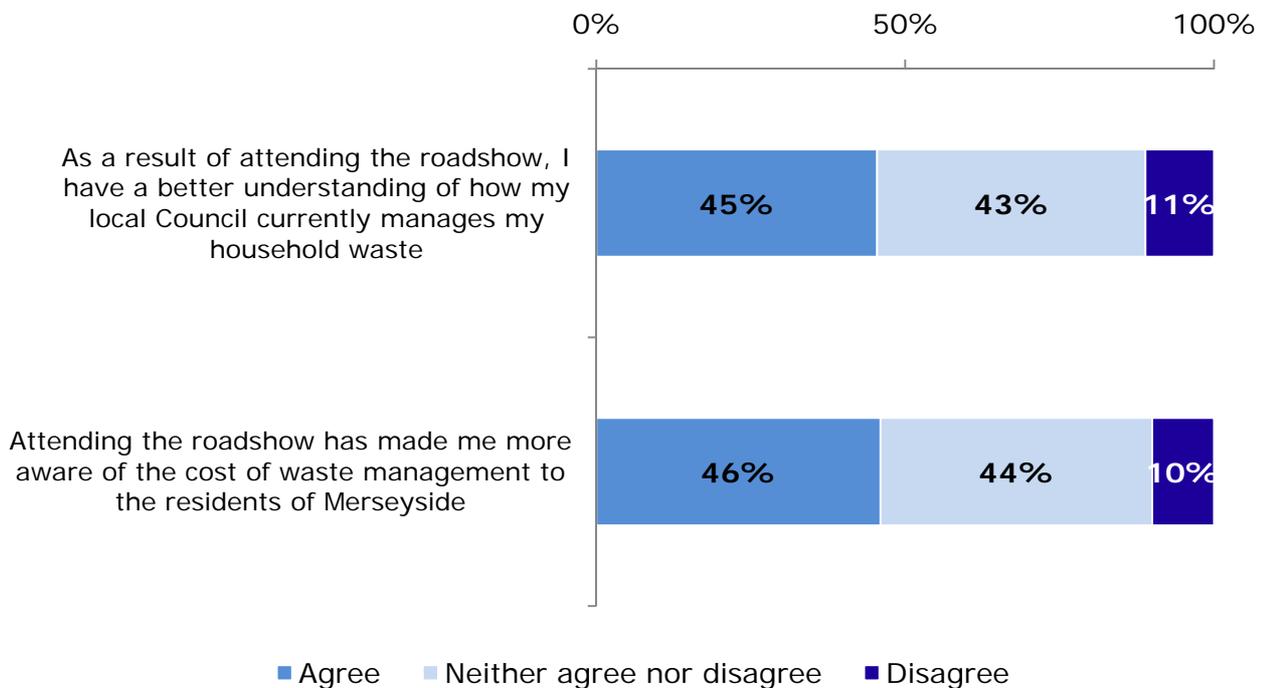
4.4.3. Waste management in the community

The concept of waste management as a financially viable and profitable venture was explored in both the ORC and focus groups.

It seemed that, in the focus groups, residents were happy enough to accept that the local council or MWDA might make a profit from their waste and recycling, but were less accepting of the fact that private companies could profit from their waste whilst the people and councils across Merseyside would gain nothing financially back from this. On the other hand, most acknowledged that if a local business or entrepreneur was involved and profiting from waste then this would benefit the local community in terms of job creation and financial investment in their local area. The creation of jobs and improvement of waste services to the local community was of great importance;

> *"I would love to see a lot more entrepreneurial work done in getting people to use free resources from waste to reuse them and make them into something else. I wish the MWDA or the council or whoever it is would encourage people to do that and not just get people to think in terms of bins."* (Liverpool, BME focus group)

> *"I don't mind when little entrepreneurs do it, but if the city council is making a profit and not knocking anything off my council tax then it's different."* (Liverpool, BME focus group)

> *"Smaller local companies should try to develop new structures to use waste. There's an opportunity to create employment."* (Sefton, older focus group)

> *"I want us to benefit, I don't see why we shouldn't? I know we benefit environmentally, but we should benefit from any profits made too."* (Wirral, younger focus group)

A quick poll with the ORC also covered the topic of private commercial ventures making profit from household waste. In line with focus group findings, just over half of respondents (57%) expressed reservations about this, with 13% of these having strong reservations. The remaining 44%, however, said that they had no reservations about a profit being made, possibly indicating a desire to see any profits made benefitting the local community.

As respondents were in general happy to see private contractors working alongside the local council and MWDA in collection, recycling, treatment and disposal of household waste, many felt that such private and public sector partnerships can and should be used in other areas of waste management, specifically in waste prevention activities. This report has detailed residents concerns about excessive packaging and their call for manufacturers and retailers to publicly work closely with local councils and the general public to minimising waste at source and many felt that these companies should also have a greater role in waste collection and disposal.

4.4.4. Effective communication of waste management services

Throughout the Don't Waste Your Say public consultation, education and communication have been identified as key in increasing the general public's awareness, understanding, participation and commitment to waste prevention, recycling and resource management in Merseyside.

When asked to select three communication channels they felt were the most effective methods of educating the community about the range and benefits of Merseyside's waste management services, ORC participants felt that utilising traditional local media channels such as radio, television and newspapers would be most impactful along with the not very environmentally friendly method of direct marketing with leaflets posted through residents doors providing the most popular choice, as shown in **Figure 57**. However, such leaflets as mentioned by focus groups respondents were considered very useful to read, keep and refer to, for example when stuck on the kitchen notice board or fridge door. When asked if they in fact read the information coming through their door, most claimed to do so;

> *"More things through the post would be good, like a letter or a leaflet just to tell you what they're doing."* (Liverpool, representative focus group)

Figure 57 – Preferred communication methods for information on waste management services in Merseyside
Base: All ORC respondents (21)
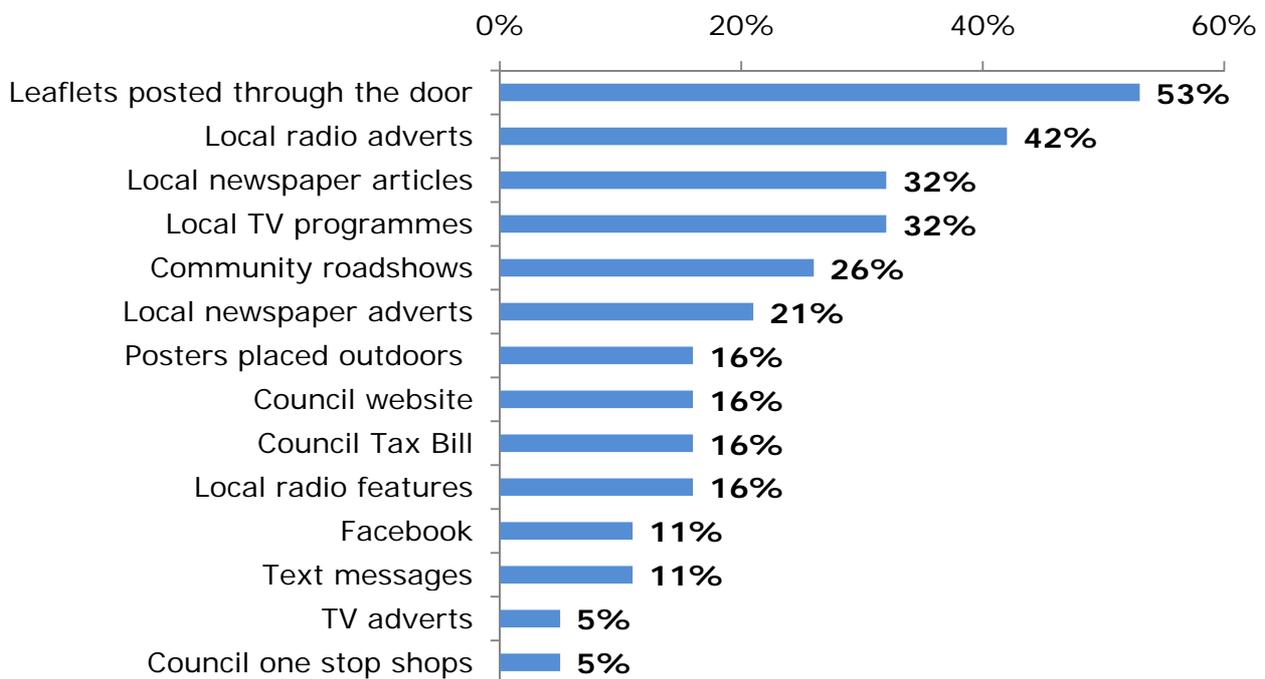
Within the ORC discussion forums there was general agreement that the media plays a vital role in promotion and education on all aspects of waste management;

> "I think the media have a great role to play in environmental issues - the more people realise how much local authorities spend on landfill fees, etc the more they will perhaps then understand that by being responsible they can help keep local costs down." (Female, ORC)

It was also discussed that perhaps media communication can create conflicting messages, with different sources providing differing messages about waste management and environmental issues. There was a call for more coherence and consistency in the messages that are given out via media channels;

> "I think they just add to the confusion rather than just highlight problems – it's not like they ever provide alternatives or solutions." (Male, ORC)

> "My answer is "confusing" because it (the media) certainly isn't helping." (Male, ORC)

> "Television is probably a key media in the bid to educate and encourage societal change, but it needs to be a coherent message, untainted by commercial, political or any other bias. And that will be hard to achieve." (Male, ORC)

Across all elements of the Don't Waste Your Say public consultation, the need to treat the waste generated in Merseyside locally in a safe and environmentally friendly manner was considered important by Merseyside residents.

When asked to consider both key benefits and potential concerns if a household waste management facility such as a Materials Recovery Facility or Household Waste Recycling Centre was proposed to be build within their local community, ORC respondents felt that the following were key issues.

Table 8 – Core issues when considering proposal for a waste management facility in or near a local community

	All ORC respondents
Key benefit for the local community	
Increasing opportunities for local economic growth and development	26%
Making waste management in Merseyside more efficient	26%
Making waste management in Merseyside more cost effective	21%
Reducing environmental pollution	11%
Utilising the latest waste management technology to make the process simpler and quicker	5%
Job creation for local people	5%
None of the above	5%
Key concern for the local community	
Increased levels of traffic in the neighbourhood	37%
Health concerns	21%
Negative impact on the appearance of the local area/eyesore on the local environment	16%
None of the above	16%
Unpleasant smell	5%
Air pollution	5%

4.4.5. Attitudes towards developing joint waste management services across Merseyside

The idea of creating one cohesive waste and recycling service across Merseyside, where each local council area could have, for example, the same recycling containers and be able to recycle the same materials, was covered in the focus groups and the ORC.

In the focus groups the concept seemed to often divide opinion as to whether this was a positive or negative way forward. Those who thought that a single Merseyside-wide collection was a good idea felt that it could potentially have cost savings for the region, simplifying the process for residents and would ensure a consistent approach;

> *"I think it would simplify things, one bin for waste, one bin for recycling for everyone."* (Sefton, representative focus group)

> *"You could see that there would be some savings to be made by doing it."* (Sefton, older focus group)

> *"They'd probably save a lot of money just having one system. It's the same with all government systems at the moment, they're trying to simplify things."* (Wirral, younger focus group)

> *"If you kept it very simple it might work."* (Liverpool, BME focus group)

Several respondents from differing local authorities suggested that, if there was to be a Merseyside-wide collection it should adopt the approach taken in Knowsley due to its perceived simplicity. Some stated that keeping the number of bins to a minimum was preferable as simple to use, less to think about when in the process of recycling and reduces the time spent recycling, hence Knowsley's scheme drew specific praise in this regard;

> *"They should do it like it is in Knowsley. One bin for everything, keep it simple."* (Sefton, representative focus group)

Those who thought this idea might not work or be beneficial for the future of waste management in Merseyside were mainly concerned that it would create even more confusion for residents. Some were also concerned about lack of space as not everyone has the same amount of room outside their property for bins and containers. Others indicated that they were happy with their current waste and recycling scheme and were not interested in how this was carried out in other areas of Merseyside. The concern was also raised that it would require considerable initial cost to implement, and that a decision such as this was for the councils to decide, not the general public;

> *"I think if they changed everything now it'd be hard 'cos people are introduced slowly into the colours they've got [for the bins]. If we suddenly start changing no one would know which was which. It would be bad for older people."* (St Helens, representative focus group)

> *"I couldn't care less what the bins are like in St Helens or Knowsley."* – (Sefton, older focus group)

> *"It's not a good idea if they had to buy everyone new bins! What would they do with the old ones?"* (Sefton, older focus group)

> *"People don't like change and would get confused."* (Wirral, younger focus group)

"The bigger it [the service] *is, the harder it is to run."* (St Helens, older focus group)

Just over three in five online respondents (62%) felt that merging collection schemes across Merseyside would be a good idea for the future as it would be more cost and time efficient in the long term, but could mean disruption, change and confusion in the short term. A third (33%) felt that the individual services should be kept as they address local needs most effectively.

To further explore what respondents felt about the future of waste management in Merseyside, ORC members were asked to imagine a world with no kerbside recycling on the discussion forum to assess how much impact it would have on their levels of and attitudes towards recycling, and how they would overcome any potential problems this could cause. People were fairly honest in admitting that the amount they would recycle would decline;

"I would like to think I would try my best to recycle as much as I could but to be honest I would find it more of a struggle…I think most people would resort back to the old ways and chuck stuff in the bin." (Female, ORC)

"We would just be back where we were 10 odd years ago; too much land-fill" (Male, ORC)

Discussion also highlighted that the use of HWRCs for recycling items not taken by kerbside collection, currently carried out by many residents, would have to increase significantly;

"We already have to make an effort to take stuff to recycle sites ourselves; car batteries, old domestic batteries, old electrical (non-white) goods, because we can't use the recycle bins." (Male, ORC)

Concern was also raised about how this scenario would restrict people's access to recycling and waste services and would also lead to environmental harmful activities such as increased fly tipping and increasing individual carbon footprints;

"We try to recycle as much as we can, getting to a land fill site would prove rather difficult for us. Accessing recycling sites that are local is much easier. How would this affect housebound people, the old and infirm, those with no form of transport. Can't imagine carrying smelly waste being allowed on public transport." (Male, ORC)

"My main worry with the proposal for no collections was that many individual car journeys would be needed, even though neighbours might pool together, and some waste could be taken to collection points on foot." (Male, ORC)

"I believe Merseyside would slowly turn into one big fly-tip zone. People fly-tip now, when there is kerbside collections of recyclable material. Imagine how bad it could get." (Male, ORC)

Discussion led to the idea of a 'super bin' that all waste would go into to be sorted at a recycling facility in order to make things easier for residents but would take away individual choice and responsibility. This was deemed to be a good idea, but probably very idealistic and expensive;

> *"One super bin is the ideal solution... Obviously, one collection is the best option for the planet, and it would solve the problem, which I've previously mentioned, of inadvertently putting waste into the wrong bin."* (Male, ORC)
> *"The amount of work involved in separating such a diversity of waste is a complicated process (such as Manchester are undertaking), surely separating at source saves money and time. Equally, how big would this mythical bin be, with a family of 4 we struggle to fit all our rubbish in what we have at the moment."* (Male, ORC)
>
> *"I love the Super Bin idea. Letting technology deal with waste management would be wonderful. Everything going in one bin; no sorting, no worries about the wrong thing in the wrong bin, no threat of penalties, all waste being responsibly dealt with...Sounds too good to be true, which means it probably is. But great idea."* (Male, ORC)
>
> *"If we think back 20+ years, we used to do this. Everything went into one bin but then went to landfill. All we need to do is change its destination to the super-techno-sorting-site.   It's the KISS principle; Keep It Simple Stupid!"* (Male, ORC)

4.4.6. Perceived impact of alternate weekly residual waste and recycling collections

The move of some local authorities to a fortnightly collection of residual waste was discussed at various stages of the Don't Waste Your Say public consultation. Currently Wirral and Sefton Councils operate a fortnightly collection of residual waste, whilst Knowsley, Liverpool and St Helens still have weekly collections.

Some respondents felt that an alternate week collection did have some potential benefits for the environment and in raising people's recycling participation. In fact, some ORC and focus group respondents in areas of Merseyside that operate alternate week collections (Sefton and Wirral) claimed that it had made a positive difference on the amount of recycling they put out for their kerbside collection;

> *"However, given the need to find ways of saving money I would consider it worth experimenting by emptying all the bins fortnightly. Personally, I find I have very little refuse each week for the purple bin and so do my friends."* (Female, ORC)

"Sefton council collect household rubbish fortnightly but food waste, paper, bottles and tins weekly. This does help with recycling as we put more into the recycled bins than we used to, so as to not to fill the rubbish bin too quickly. Once we got used to it, it is OK (in fact less work!!)" (Male, ORC)

"My mum wasn't happy about this at first, but we never used to recycle. As much as she hates to admit it, it has definitely encouraged everyone in my family to recycle and use the different bins. Now it's not a problem and I have quite a big family." (Female, ORC)

"I'm in favour of fortnightly collections. We don't have enough rubbish to put out each week. Those vehicles must use tons of fuel. Let's keep them off the roads as much as possible." (Male, ORC)

"Since the alternate collections have gone in about two years ago recycling has gone up about 10%, so I can see the logic." (Wirral, representative focus group)

However, these respondents also acknowledged that such a move to an alternate weekly collection service would also be of financial benefit to their local council.

The issue was particularly debated in the ORC discussion forums where the topic 'Fortnightly bin collections – why?' was posted by an ORC member who felt that the move to fortnightly bin collections was driven more by need to make financial cuts to council services rather than in the best interests of the environment;

"There is a logical reason for fortnightly collections; and that is to save money." (Male, ORC)

Some forum members shared his cynicism and voiced concerns about the hygiene problems that may arise, as well as the logistical issues for multi-occupancy dwellings or people with larger families who generate more waste than a single occupancy residency;

"Yes I feel fortnightly collections wouldn't work properly, I tend to go to the local tip in Maghull on average once per month, to stop excess rubbish piling up, which isn't good for hygiene." (Male, ORC)

"In the summer the green bins don't smell very nice at all." (Male, ORC)

"I appreciate this is a tricky problem, for instance hygiene, large families needing weekly collections and multi occupation of premises. Also, there could be different needs according to which areas of the city are being covered; it wouldn't be fair for families paying higher council tax to have fewer collections than those in areas where weekly collections would be more appropriate." (Female, ORC)

4.4.7. The 'Big Society' and its impact on future local waste management services

The direction that waste management services may take in the future was also covered in the public consultation.

The Prime Minister's drive to shape an effective 'Big Society' and a Localism Bill that is currently passing through Parliament proposes a shift of power from central government to local communities which could affect the management and delivery of local waste services. When asked to comment on the prospect of and implications for such a sizeable potential change in how such services are run and the extent local groups such as voluntary groups, social enterprises and parish councils become involved in such service provision, the ORC participants felt that such a change will have a limited, if any impact, on waste management services in Merseyside:

- Over a third (37%) felt there would be no change in responsibility and control over local waste management services;
- 32% felt such local community groups would have limited responsibility and control over local waste management services working in conjunction with their local council;
- A quarter (26%) felt such groups would have a significant amount of responsibility and control but so will the local council; and
- Only 5% felt that local community groups would have full responsibility and control over waste management services in their community with minimal input from their local council.

If such a change was to happen, ORC participants felt that such changes would have in general no or a negative impact on service delivery, job security and creation but would have a more positive impact on the cost effectiveness of waste management services in Merseyside. This is shown in **Figure 58**.

Figure 58 – Impact of community groups taking more responsibility/ control on local waste management services
Base: All ORC respondents (19)
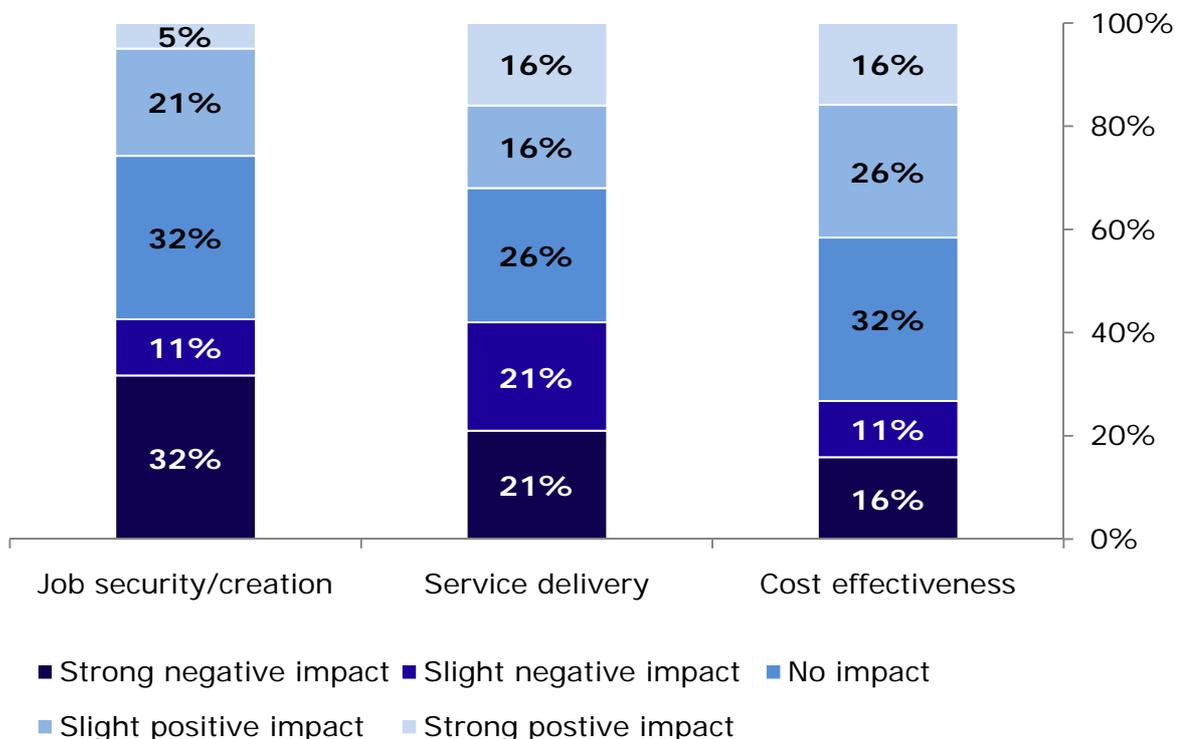
4.4.8. Waste management in Merseyside

In summary

- **High levels of general satisfaction with the waste management services** received by residents. This is crucially **driven by the general satisfaction expressed with kerbside collections** of waste and recycling. **However**, respondents feel **there is still 'room for improvement'.**

- Despite high levels of satisfaction with services offered, **understanding of how waste is managed in Merseyside is low**. Most assume that their local council is responsible for all aspects of waste management with little involvement of other organisations. Awareness of the Merseyside Waste Disposal Authority is minimal and understanding of its role, responsibilities and activities is also poor.

- There is a **strong desire to see the commercial sector**, specifically manufacturers and retailers, **taking a more prominent role and working more closely with the Merseyside and Halton Waste Partnership (MHWP) and the third sector on waste.**

- Most residents **welcomed greater involvement of local business in waste management services provided their input would have positive benefits for the local community** in terms of job creation, security and putting profits back into the community. Communicating such outcomes of local enterprise was considered vital by residents with MHWP taking a more prominent role in encouraging such local ventures.

- The **majority** of respondents claimed they **would support initiatives to improve environmental effectiveness and reduce the time taken and cost of waste management services across Merseyside.**

- **Response to a potential unified waste and recycling service in the future across all five local authorities surveyed was mixed**. Long term benefits of such a scheme mentioned by respondents included increased efficiency, cost effectiveness and cost savings but key short term drawbacks also identified e.g. confusion and upheaval for Merseyside residents.

- Similarly, the **prospect of alternate weekly collections of recycling and residual waste was met with initial caution** by respondents with **concerns raised around issues of spending cuts, hygiene and logistical issues for those generating high volumes of waste.** However, **once the benefits of this collection scheme were understood, most concerns were abated**. The positive experiences reported by those living in Sefton and Wirral where alternate weekly collection services is in place did also reassure residents of the benefits.

- With regard to the possible impact of the Big Society and Localism Bill on waste management services in Merseyside, respondents whilst accepting that **cost savings could be made**, were **concerned that their waste management services would decline in quality** if waste management services were operated by local community groups.

- **Communication and education** regarding waste management services appears to be **most effective if carried out via localised communication channels** (direct mail, features and adverts in local newspapers and local radio).

Recommendations and proposals for actions

4.4.8.1. The key strategic objectives of '**Recycling Performance'**, '**Renewable Energy'** and '**Sustainable Economic Activity**' were supported and addressed by residents' feedback on waste management services provided in the local community as they focus on the practical activities and associated benefits of MHWP's work.

4.4.8.2. For **any potential changes to waste management services**, specifically to kerbside recycling collection, it is **crucial that a clear, simple communication campaign across multiple communication channels is carried out** to reassure residents and provide proof of the significant financial savings and personal benefits of the new scheme(s).

4.5. The Future of Waste Management: Feedback on the Strategy Review Shortlisted Strategic Options

A key element of the Don't Waste Your Say public consultation was to canvas public opinions on the ten shortlisted strategic options and mechanisms identified by the Merseyside and Halton Waste Partnership (MHWP) as priorities to take forward in developing effective and relevant waste management strategies for Merseyside over the next twenty years.

A significant proportion of time spent in the focus groups was spent evaluating and discussing each of the options in order to identify the key priorities that respondents felt were most relevant for Merseyside. Respondents were asked to evaluate each option in an individual exercise before the group reconvened to discuss the various merits of each option further. In addition, during the final week of the Online Research Community (ORC), participants were asked several questions and offered the chance to debate the options further as well as the future of the Partnership in more detail.

4.5.1. Strategic Options

The options and information shown to the respondents is detailed below.

Option 1 – Climate change
Reduce the climate change/carbon impacts of waste management. This includes reducing emissions generated through waste management systems. (Waste management activity includes collection, processing and treatment operations including landfill disposal). Examples of how this could be achieved include:

- *Increase recycling of materials by providing new services such as food waste collection (and expanding the range of materials collected);*
- *Reducing transport emissions by reducing travel distances and using different fuel options; and*
- *Reducing waste going to landfill (through waste prevention, recycling, reuse activity).*

Option 2 – Waste prevention
Maximise the prevention of waste. Reduce the amount of waste produced per household on Merseyside. Examples of how this could be achieved include:

- *Improve collection services and operate a balanced service that includes alternate weekly kerbside collections of residual waste, weekly recycling and introduce/increase food waste collection schemes; and*
- *Increase the number and reach of home composting schemes.*

Option 3 – Diversion from landfill

Maximise landfill recovery and diversion through activities such as recycling and recover of waste to generate energy. Where waste is not recycled or composted, ensure that value can be recovered from it e.g. alternative products, heat and power. Examples of how this could be achieved include:

- *Through waste prevention activities such as restricting the capacity/size of residual waste containers and operation of a no side waste policy;*
- *Increase promotion of reuse and recycling activities and services in Merseyside such as food waste collection schemes;*
- *Expand the range of recyclable materials collected, e.g. cardboard, aerosols, plastic film, drinks cartons; and*
- *Invest in additional processing and treatment facilities to manage residual waste.*

Option 4 – Sustainable economic activity

Maximise the opportunities for local employment, training and business development from waste management. Work with organisations in the supply chain to improve how resources and recyclables are dealt with. Examples of how this could be achieved include:

- *Develop/increase the potential for new or safeguarded jobs in waste management sector;*
- *Supporting and/or contracting the third sector (voluntary, community and not for profit organisations) to run waste related projects such as bulky waste collections services and refurbishment operations; and*
- *Provide support to community waste reduction initiatives, e.g. Community composting schemes, waste prevention advisers, furniture re-use organisations.*

Option 5 – Ecological footprint

Reduce the ecological footprint of waste management. This is a measure of sustainability; the ecological footprint is the amount of land needed to produce food, energy and resources to support human activity and to manage the amount of waste that is produced by that activity. Examples of how this could be achieved include:

- *Waste prevention activities that reduce the amount of waste generated such as buying goods with less packaging; and*
- *When considering specific materials, thought should be given on the way products are reprocessed and then prioritised based on an assessment of their carbon impact, for example, food waste into bio fuels.*

Option 6 – Behavioural change

Promote behavioural and cultural change that delivers better environmental outcomes by working with residents, local communities and local businesses. The authorities will work to raise awareness of waste and resource management issues, to lead by example, encourage residents to get involved and make it easier to take part in waste prevention and reuse activities. Examples of how this could be achieved include:

- *Work on specific campaigns to increase awareness and education in areas such as 'Love Food Hate Waste' food waste reduction, smarter shopping, home composting and real nappy campaigns.*

Option 7 – Renewable energy

Promote use of renewable energy, generate renewable energy from residual waste and use renewable energy to deliver waste services. Examples of how this could be achieved include:

- *Use renewable energy to power waste related facilities and vehicles involved in the collection and transport of waste; and*
- *Generate renewable energy from residual waste, e.g. through thermal treatment that generates power/heat and anaerobic digestion. Anaerobic digestion is the natural breakdown of organic materials into methane, carbon dioxide and fertiliser. Biogas is the name given to the mixtures of gases formed during the process and is c. 70% methane and c. 30% carbon dioxide. After removing the carbon dioxide, the remaining Biomethane can be used for heating, cooling, a source of chemicals, fertiliser or hydrogen or as clean, environmentally source of vehicle fuel.*

Option 8 – Recycling performance

Achieve target recycling rates of between 50% and 55% through the delivery of Strategy initiatives. Exceed the targets set where there are opportunities to deliver environmental and economic benefits. Examples of how this could be achieved include:

- *Expand the range of recyclable materials collected, e.g. cardboard, aerosols, plastic film, drinks cartons;*
- *Introduce food waste collection schemes across Merseyside; and*
- *Promote participation in recycling services.*

Option 9 – Resource efficiency

Promote (natural) resource efficiency in the delivery of waste services combined with the promotion of waste reduction practices in householders and local businesses. Reduce the amount of scarce resources entering the waste management system and recognise the value of materials that are produced as waste. Examples of how this could be achieved include:

- *Through various waste prevention activities such as restricting the capacity/size of residual waste containers and operation of a no side waste policy;*
- *Reduce transport distances for waste;*
- *Consider different/alternative fuel options for transporting waste; and*
- *Work with local business to raise awareness of efficient use of resources and raw materials in production and design of products.*

Option 10 – Waste management activity

Optimising collection, processing and treatment capacity and Merseyside wide operations dealing with waste to meet the needs of the Joint Municipal Waste Management Strategy for Merseyside. Provide a flexible waste management service giving residents a range of options to reduce, reuse, recycle and compost the waste they produce. Examples of how this could be achieved include:

- *Provide harmonised refuse and recycling collection systems;*
- *Provide and/or source sorting and bulking facilities for recyclable materials;*
- *Provide sufficient residual waste treatment capacity across Merseyside; and*
- *Consider joint working options such as depot sharing, collection efficiencies, etc.*

4.5.2. Focus group evaluation of strategic options

When presented with the ten strategic options, respondents taking part in the focus groups felt that there was little to differentiate between the majority of the options, especially as examples of mechanisms and activities used to achieve the objective were often used and referred to in more than one of the options;

> "*They all sound great and important but to be useful I am finding it difficult to work out what is different about each of them, they all seem interconnected to me.*" (Knowsley, representative focus group)

> "*It all sounds very good doesn't it? They've all got some good ideas to them, but there's a lot of cross over.*" (St Helens, representative focus group)

During the initial tasks, respondents were asked to place ticks or crosses depending on their level of interest and preference for each option, with two ticks indicating a strong preference for this option and conversely, two crosses shows the respondent did not like or think this option was an important priority. Finally respondents were asked to select three or four options they felt were most important for the Partnership to focus upon.

The table below details the data collected from this exercise across all ten focus groups conducted.

Table 9 – Ranking according to greatest percentage putting the option in their top 3 or 4 key priorities to improve waste management services across Merseyside.

Base - 73 focus group respondents	Top 3- 4 priorities	2 ticks	1 tick	1 cross	2 crosses	Don't know
8) Recycling performance	42%	49%	40%	5%	0%	5%
6) Behavioural change	41%	55%	25%	15%	1%	4%
7) Renewable energy	36%	48%	37%	8%	0%	7%
4) Sustainable economic activity	33%	55%	34%	10%	0%	1%
5) Ecological footprint	30%	47%	38%	8%	0%	7%
2) Waste prevention	25%	49%	36%	5%	4%	5%
1) Climate change	23%	42%	44%	8%	3%	3%
3) Diversion from landfill	16%	42%	40%	7%	4%	7%
10) Waste management activity	16%	29%	53%	11%	0%	7%
9) Resource efficiency	7%	23%	48%	21%	3%	5%

When asked to select three or four options that they felt individually were most important in order to improve waste management services across Merseyside, the focus groups most frequently chose:

- Recycling performance – selected by 42%;
- Behavioural change – selected by 41%; and
- Renewable energy – selected by 33%.

The rationale behind choosing these priorities was in part due to respondents feeling more comfortable and having a greater understanding of how these objectives would be achieved. For example, the importance of Option 8 'Recycling Performance' can be explained by the fact that all respondents taking part in the focus groups claimed to recycle at least some of the waste they generated in their households and, therefore, could easily identify with the aim of increasing recycling rates as shown in the written comments made during the evaluation task;

> *"It is doable at the moment it is fortnightly collections"* (Liverpool, BME focus group)

> *"The higher the recycling rate the better, provided that not too much energy is used"* (St Helens, older focus group)

> *"Don't like alternate refuse idea, rest is good e.g. high recycling rate"* (St Helens, older focus group)

As well as during group discussion;

> *"If it makes recycling easier then it would work."* (Liverpool, representative focus group)

> *"I think it would be good, if you don't want it sitting outside your house you'd produce less wouldn't you?"* (Sefton, representative focus group)

Respondents also felt that they could proactively contribute to the success of Option 8's stated aim through their own actions which of course made them feel positive about their own contribution to tackling various environmental problems. However, for some the prospect of alternate weekly collections (as mentioned in other sections of this report), was a concern with regard to the prospect of increased fly tipping and a decline in the general cleanliness and public hygiene of their neighbourhoods.

Similarly Option 6 'Behavioural Change' had particular resonance with the common call for more education and communication on the subject of waste discussed in all focus groups;

> *"Better communication needed - a 'let's work together' approach"* (Wirral, representative focus group)

> *"All know what we should do but don't do it"* (Knowsley, younger focus group)

> *"A must to make a difference"* (Liverpool, representative focus group)

> *"People need to consciously make an effort to change behaviour in order for it to become routine and unconscious"* (Wirral, younger focus group)

> *"Communication (is) important, people stuck in (their) ways"* (Wirral, representative focus group)

> *"Could be a cheaper option"* (Knowsley, representative focus group)

> *"There's still a lot that needs doing to make people aware of what they should be doing."* (Liverpool, BME focus group)

Some respondents, however, thought that this approach may not be as effective as the Partnership hopes due to the general public being bombarded with many such messages and a perceived level of general apathy amongst certain groups in society such as the under 30s who many felt were time poor and not engage with the need to save the planet;

> *"Not everyone will listen and will become desensitised"* (Wirral, younger focus group)

> *"Bureaucratic waste of time"* (Liverpool, representative focus group)

> *"A bit 'big society' for me"* (Wirral, representative focus group)

> *"Always difficult to engage everybody - people don't always have time"* (Knowsley, younger focus group)

It is interesting to note that the concept of 'Waste Prevention', although scoring relatively highly during the individual preference and evaluation exercise was not considered sufficiently important as a key priority for respondents. However, during the general discussions held in the groups waste prevention came across as a key element for the Partnership to focus on.

From further discussion on Option 2 it is clear that although many welcomed the increase in composting initiatives, the move to alternate weekly collections was a barrier and this would require careful communication and promotion by the Partnership as to the demonstrable benefits of such a move before implementation. When some focus groups were given the information that recycling rates had in fact increased after the introduction of alternate weekly refuse collection, response to the concept was decidedly more positive;

> *"It sounds like it makes sense then. As long as it doesn't stink in the summer!"* (Wirral, representative focus group)

Approximately a third of focus group respondents chose to prioritise either Option 7 'Renewable energy' or Option 4 'Sustainable economic activity'. As discussed in previous sections of the report, there was a broad interest and support in maximising local employment, training and business development opportunities and this was considered the key benefit in prioritising this strategic option;

> *"With the present situation with people being made redundant that is a possible growth area for employment."* (Sefton, older focus group)

> *"If there's so much waste being generated why not create jobs to manage it?"* (Wirral, younger focus group)

However, some expressed reservations about the actual number of jobs created in waste management;

> *"You hear about job creation in theory but the practice is pretty slim isn't it?"* (St Helens, older focus group)

The specific reference to supporting the third sector also appealed to the groups as a way of addressing social inequalities as well as sharing the burden of delivering enhanced waste management services. For example, one respondent cited the use of organisations such as CREATE (a social business based in Liverpool that provides people who have been homeless, marginalised or vulnerable training and employment opportunities) and Bulky Bob's in not only providing jobs but also good quality goods to those on low incomes;

> *"The value is in creating jobs. There's a social value in giving people access to white goods (through CREATE)."* (Liverpool, BME focus group)

> *"Third sector support is important, the Council can't do it on their own so they'll need that kind of support."* (Wirral, younger focus group)

Renewable energy from waste was discussed in the ORC but fewer people in the focus groups made the link between energy generation and the waste they threw away or sent for recycling. When discussing Option 7 'Renewable energy', respondents admitted to a lack of knowledge and understanding of how the process would work and crucially felt that the cost of the operation and the financial benefits to the tax payer needed to be clearly outlined to them in order to for them to make an informed decision about the need to prioritise this activity. However, when discussing renewable energy in general terms during the focus groups all were keen to see the local councils make greater use of such energy sources;

> *"We've already got wind generators on the Mersey which seem to be very successful. We should utilise them more, maybe to power civic buildings, or use solar energy – move away from old style power stations."* (Liverpool, representative focus group)

> *"They could do that - use some of the waste for creating energy in the town centre – generate electricity. Make it all renewable."* (St Helens, representative focus group)

> *"Yes, put a wind turbine next to Century House."* (St Helens, representative focus group)

> *"It's better than it just being waste; we might as well get something from it like energy."* (Wirral, older focus group)

The two least preferred strategic options 'Waste Management Activity' and 'Resource Efficiency', although not actively disliked by the majority of respondents, specific drawbacks were associated for each.

When looking at 'Resource Efficiency' every focus group immediately picked up on the negative connotations of various waste prevention activities outlined, specifically the apparent smaller residual waste bins and the policy of no side waste. Respondents felt that such measures would unfairly penalise larger families and increase the potential for health hazards due to an increase in fly tipping in Merseyside;

> *"If you reduce capacity of waste bins it needs to be easy to recycle a lot of stuff"* (Knowsley, younger focus group)

> *"Good but restrictions can put people off"* (Wirral, representative focus group)

> *"Will just lead to more mess but renewable fuel is good though"* (Liverpool, representative focus group)

> *"Too much dictation"* (Wirral, younger focus group)

> *"It's the wrong message completely. People won't react well if they hear about restrictions."* (St Helens, representative focus group)

Some respondents welcomed the inclusion of local businesses in waste reduction initiatives as shown in this option. They felt such a 360 degree approach encompassing the householder and commercial sector would have a far greater positive impact on the local environment;

> *"Business should be encouraged to promote environmental practice"* (Knowsley, representative focus group)

> *"It would encourage sensible buying policies in the general public and for businesses"* (Knowsley, representative focus group)

> *"Doesn't mention the multinationals"* (Liverpool, BME focus group)

> *"There's still a lot that needs doing to make people aware of what they should be doing."* (Liverpool, BME focus group)

When assessing the importance of 'Option 10 Waste management activities', most respondents felt this was a good idea and would greatly improve service efficiency and in the long term make significant cost savings for the Local Authorities. Moreover, the general feeling was that this priority was a 'given' and the Partnership should already be doing as much as it can to optimise the waste management services in Merseyside, hence the reluctance to identify it as a key priority.

As mentioned in previous sections of the report, some respondents voiced concerns about the financial implications of any of the initiatives outlined in this example as well as the potential problems for the Council Tax payers during integration and implementation;

"Depends on how it is done" (St Helens, older focus group)

"If all the Councils worked together it would be more efficient" (Knowsley, younger focus group)

"If money saving then good" (Sefton, representative focus group)

"It all sounds very difficult to implement. Role for Councils/government to deal with" (Sefton, representative focus group)

"Good ideas but vague" (Sefton, older focus group)

"Impact on collection frequencies?" (Sefton, older focus group)

"Good idea but expensive" (Liverpool, representative focus group)

"I would prefer the collections to stay as they are. Joint effort in disposal I agree with" (Knowsley, representative focus group)

### 4.5.3. ORC evaluation of strategic options

As part of assessing the strategic options, Online Research Community (ORC) participants were asked a series of questions that placed the key concepts of waste reduction, minimisation, prevention and recycling set out in the ten shortlisted options in context of their environmental actions and attitudes. By reflecting on the themes and discussions from the previous five weeks of the ORC, respondents could see the relevance of the ten options as set out as well as provide a deeper level of evaluation on the priorities.

The information and data gathered during this week of reflection and review was in line with the points raised in relation to the Strategy shortlist during the ten focus group discussions.

ORC participants placed most importance on the general themes of waste prevention and material reuse, with 58% and 22% respectively believing these to be of most benefit to the environment when considered alongside energy recovery of materials, recycling and disposal of goods. This prioritisation mirrors the general themes and issues discussed by the ORC.

Figure 59 – Which of the options has the most benefit to the environment?
Base: All ORC respondents (27)
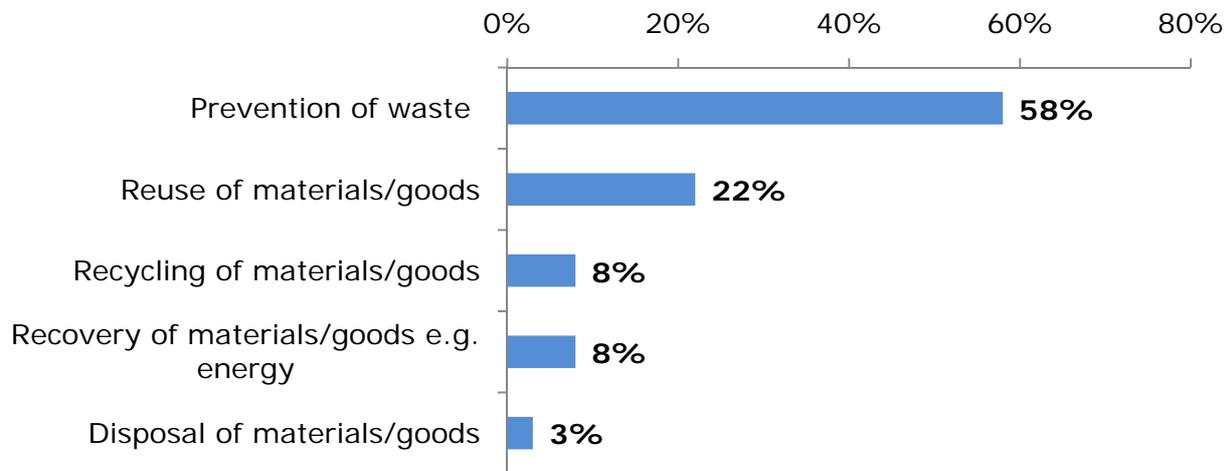
When asked to consider the four broad categories that the shortlist of ten strategic priorities are based upon, waste prevention again was considered key by the ORC for the Merseyside and Halton Waste Partnership to focus their future efforts and resources upon, followed by reducing the amount of waste generated. Product reuse was seen to be of least importance:

- 38% felt waste prevention should be the focus of the Partnership's future effort and expenditure with male respondents more likely to choose this (45%);
- 24% chose waste reduction;
- 24% recycling products; and
- And 14% on reusing products either as a whole item or for its component parts.

When asked why waste prevention was so important to base future Partnership activity upon, ORC participants felt that 'prevention is better than cure', reducing the amount generated will in turn reduce the amount of time and most importantly, money, needed to deal with the waste created;

"Because creating new systems to prevent waste, will hopefully become standard practise" (Male, ORC)

"Because prevention is best to reduce waste management costs and to help the environment" (Male, ORC)

"Better to avoid it rather than fix it!" (Female, ORC)

"Preventing waste eliminates all problems connected with waste e.g. climate change; landfill etc." (Female, ORC)

"Preventing waste is better than processing and recycling it, the less we need to recycle the better for everybody, as the old saying goes "prevention is better than cure"" (Male, ORC)

ORC participants were asked to rate on a scale of 1 to 10 the relative importance of each of the ten strategic options explored in greater depth during the Don't Waste Your Say focus groups with the highest mean score averages given to:

- Behavioural change;
- Diversion from landfill; and
- Renewable energy.

Results are shown in **Figure 60**.

Figure 60 – Importance of the ten shortlisted priorities – average mean scores given (1 = unimportant and 10 = extremely important)
Base: All ORC respondents (21)
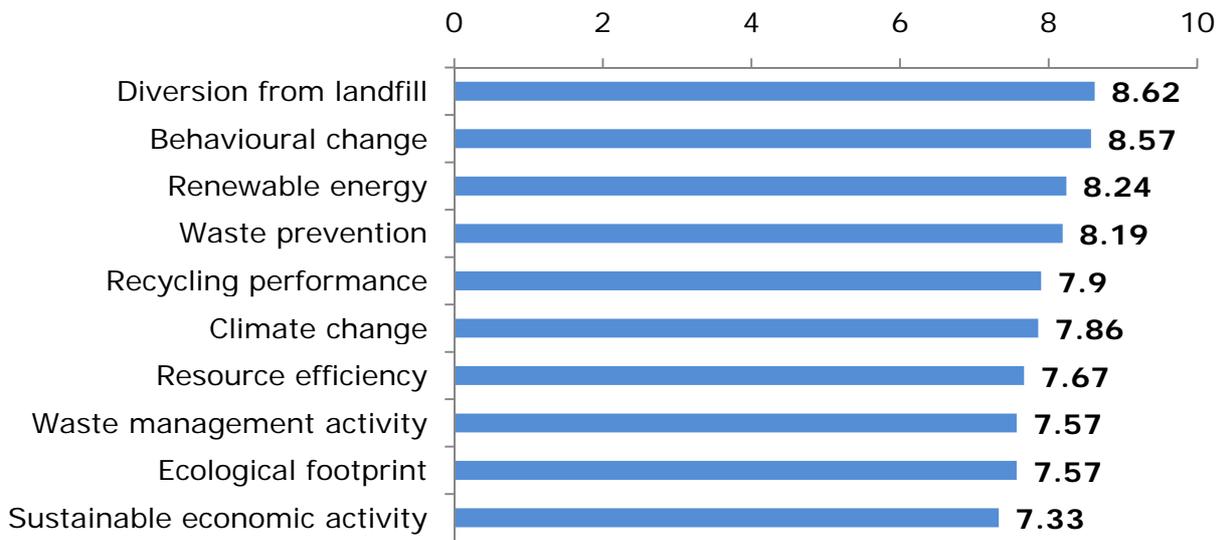
When asked to select the three strategic priorities that the Partnership should focus their efforts on, responses were fairly consistent with those provided by the focus group respondents with 'Behavioural Change' being of key importance as shown in **Figure 61** overleaf.

Figure 61 – Three strategic options for Partnership to focus efforts on Base: All ORC respondents (21)

Category	Percentage
Behavioural change	71%
Waste prevention	52%
Diversion from landfill	38%
Renewable energy	33%
Climate change	33%
Waste management activity	29%
Recycling performance	29%
Sustainable economic activity	14%
Resource efficiency	5%
Ecological footprint	0%
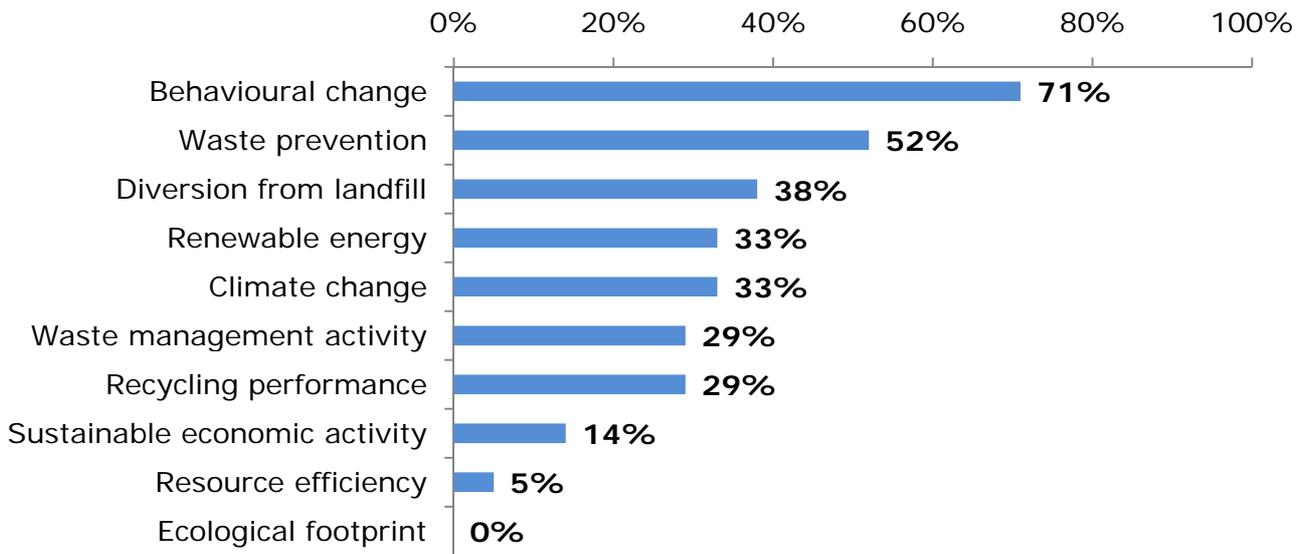
When compared directly with the data taken from the focus groups we can see that although 'Behavioural Change' is still a key priority, 'Recycling Performance' has far less credence amongst ORC participants. It is important to note that the base size for this particular question amongst ORC participants is much lower than the number canvassed during the focus groups and therefore is a less accurate representation of residents' views.

A quick poll conducted in the final week of the ORC indicates that the majority of participants (89%) felt that the MHWP strategic priorities were on the right track either completely (22%) or to some extent (67%).

When asked for feedback on how possible changes made to the waste management services across Merseyside (in light of a shift in focus onto the broader environmental aims and concerns as outlined in the ten strategic priorities discussed) would affect collection and recycling schemes and the residents of Merseyside themselves, some concerns were voiced in the ORC forums. As seen elsewhere in this report, the prospect of alternate weekly collections raised worries about a general decline in the amount of materials recycled on Merseyside in conjunction with a rise in instances of fly tipping as well as potential issues with poor levels of public and on street hygiene/cleanliness and unpleasant smells;

> *"(It) would obviously force residents into changing their waste disposal behaviour, but it would create the problem of fly tipping and dumping of waste on street corners. Rat and insect infestation problems would increase and public health would suffer. I would be forced to dispose of my own, but I can only speak for myself, but I would expect a hefty reduction in my rates to fund the cost of me travelling back and forth to the tip. The vulnerable elderly, infirm and indifferent would collect their waste and probably store it, this cannot be allowed to happen, we cannot have a "see no evil approach" to this issue, authorities cannot cop out of*

their responsibilities, no matter how much funding is reduced." (Male, ORC)

Concern was also raised regarding the prospect of smaller bins which would penalize those living in larger households;

"However, I don't think smaller bins are a good idea. They would not encourage anyone to produce less waste: people would put their waste in other bins or fly-tip." (Male, ORC)

"If by smaller bins you mean more bins, then this is a retrograde step. The more complicated it gets for householders, then the less participation there will be." (Male, ORC)

"We need to be encouraging these people to recycle more and this would not be achieved with smaller bins." (Female, ORC)

Some hoped that the changes proposed in strategic direction would in fact have minimal impact on the services delivered by the Merseyside Waste Disposal Authority in their local area;

"I am really quite content with the recycling scheme in place here where I live and would be gutted if we had to go back to the boxes and separating again." (Female, ORC)

4.5.4. The future of waste management: Feedback on the Strategy Review's shortlisted strategic options

In summary

- The ten shortlisted **strategic priorities options and mechanisms** for developing an effective waste management service that meets the needs of the people of Merseyside **were well received** by those taking part in the public consultation.

- In general, all ten shortlisted options were considered **relevant and to varying degrees important** in shaping the Strategy.   However, respondents felt there was a great deal of **overlap and crossover** between some options.

- Two particular options *Recycling performance* **(option 8) and** *Behavioural change* **(option 6)** came out with the **strongest levels of public support and approval** were consistent with other themes and findings uncovered during the public consultation.   Residents felt that recycling was the most beneficial action they as individuals can at present take to protect their environment whilst the need **to change peoples' thinking and behaviour** in terms of waste and recycling is vital in expanding residents knowledge of other equally as useful waste management and reduction activities they can carry out.

- Despite the position of *Recycling performance* as a key strategic priority, respondents expressed strong reservations about the proposed methods of achieving this options, specifically the introduction of **smaller bin sizes and were alternate weekly collections** which for some would have a negative impact such as in an increase in fly tipping in Merseyside and decrease in participation in recycling schemes.

- **Although welcoming the target of increasing recycling performance** to between 50 and 55%, in particular the examples measures given to raise recycling targets further, some had **reservations as to how this would actually happen and be implemented**.   This doubt may explain the importance for respondents to prioritise *Behavioural change* (option 6) alongside recycling performance as many felt that education and communication would increase recycling performance alongside other waste prevention and management activities.

- *Sustainable Economic Activity* (option 4) was also popular amongst residents, with the key being the idea of **job creation and specific economic benefits for their local areas** and across Merseyside.   This option had obvious appeal through the clear benefits for Merseyside residents stated, especially in the current economic climate.

- *Renewable Energy* (option 7) was selected by a third of focus groups as a priority who **are interested in the practical applications and benefits of their waste management and recycling**. However, this option would require a significant investment in communicating and educating the general public on the mechanics of such schemes as well as allaying any fears expressed with regard to pollution.

- *Waste Prevention* (option 2) and *Waste Management Activity* (option 10) were not considered key priorities by respondents as the majority felt that these activities were already core to the objectives of the MHWP's work and therefore there was no need to prioritise these activities over and above other options discussed.

Recommendations and proposals for actions

4.5.4.1. Focus of activity, resource and funding according to resident feedback should be given to the following priorities identified from the strategic options (prioritised by over a third of focus group respondents):
   i. Recycling Performance;
   ii. Behavioural Change;
   iii. Renewable Energy; and
   iv. Sustainable Economic Activity

4.5.4.2. Ensure that the Joint Municipal Waste Management Strategy (JMWMS) also takes into account the importance the respondents placed on the strategic objectives for 'Waste Prevention' and 'Waste Management Activity' that they felt were already core to the objectives of the MWHP.

4.6. Impact of Participating in the Don't Waste Your Say Public Consultation

4.6.1. Impact of attending a Don't Waste Your Say Roadshow

Of those attending a Don't Waste Your Say roadshow, response to the information presented about waste management services and the Don't Waste Your Say Consultation was generally positive with many appreciating the opportunity to talk to council members and officers face to face.

As shown in **Figure 62** below, almost half of those surveyed at the roadshows felt that the events had given them a greater understanding and awareness of their council's waste management services as well as the benefits and need for their individual actions carried out.

Figure 62 – Impacts of Don't Waste Your Say Roadshow
Base: All roadshow respondents (161)
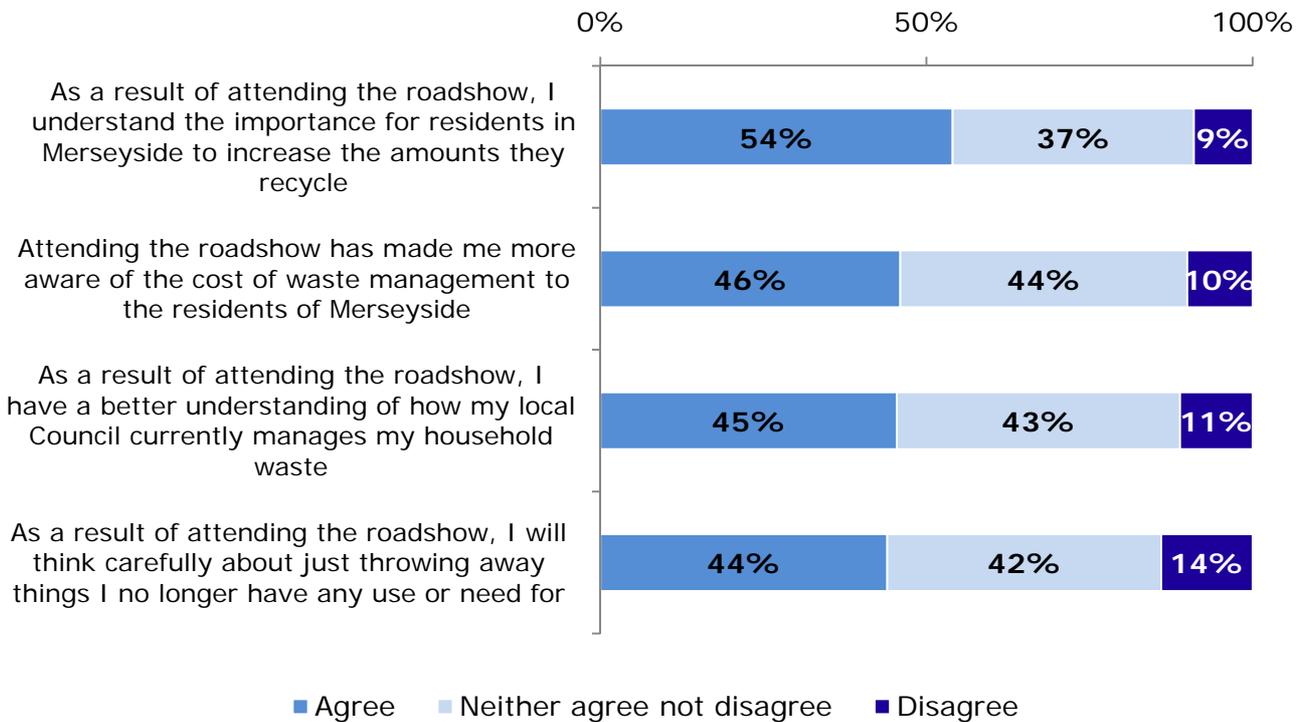
With regard to the specifics of the roadshow, approximately two-thirds of those surveyed on site felt various aspects of the information provide at the roadshow were either 'Excellent' or 'Good'.

Figure 63 – Rating information provided by Don't Waste Your Say Roadshow
Base: All roadshow respondents (161)
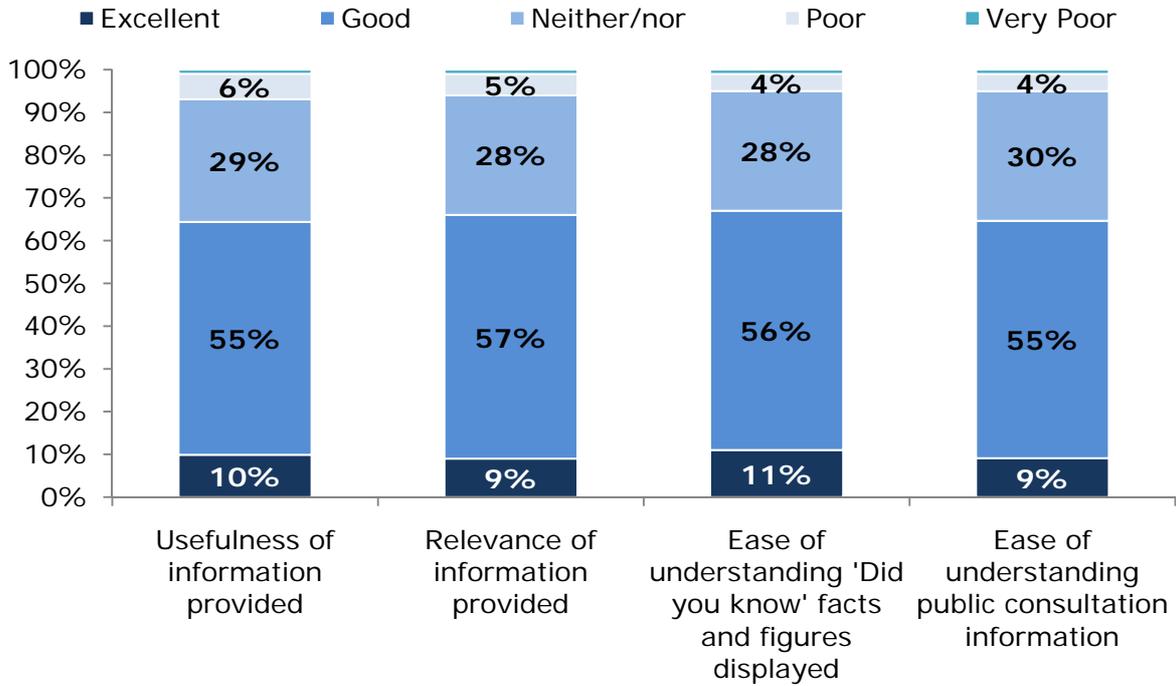
4.6.2. Impact of participating in the Don't Waste Your Say Online Research Community

Taking part in the Don't Waste Your Say public consultation appears to have had a positive impact on those taking part. When asked if being involved in Don't Waste Your Say has altered their opinions of waste collection in Merseyside and the Partnership, response from the Online Research Community (ORC) participants was on the whole favourable as shown in the table below.

Table 10 - Impact of the Don't Waste Your Say ORC on residents' attitudes and behaviour

Base: All ORC respondents	All	Females	Males
Has the Don't Waste Your Say public consultation had any effect on your opinion of how waste management is currently is conducted in Merseyside?			
Yes, I have a more positive opinion of the work of the Partnership	38%	30%	45%
No, it has not had any impact on my opinion of the work of the Partnership	29%	40%	18%
It's the first time I have heard of the work of the Partnership	24%	20%	27%
Don't know	10%	10%	9%
Has Don't Waste Your Say had any effect on your opinion of the way your local Council manages your household waste?			
No, it has not had any impact on my opinion of my local Council	57%	60%	55%
Yes, I have a more positive opinion of my local Council	29%	30%	27%
Don't know	10%	10%	9%
Yes, I have a more negative opinion of my local Council	5%	0%	9%
Has Don't Waste Your Say had any effect on your opinion of the way Merseyside Waste Disposal Authority managed your household waste?			
Yes more positive opinion of the MWDA	43%	30%	55%
No, no impact	29%	40%	18%
I didn't know there was a separate body managing my waste other than my local Council	14%	20%	9%
Don't know	14%	10%	18%
Has Don't Waste Your Say had any effect on your opinion of the Merseyside and Halton Waste Partnership?			
No impact	48%	50%	45%
Yes have more positive option of the Partnership	43%	40%	45%
Don't know	10%	10%	9%

It is also positive to see that just over three quarters of ORC respondents (77%) felt more positive about their views on waste management after taking part in the Don't Waste Your Say consultation:

- 31% claimed they felt much more positive about these issues;
- 46% felt slightly more positive;
- 15% thought the public consultation had made no difference; and
- Only 8% felt more negative after participating.

4.6.3. Impact on perceptions of Merseyside Waste Disposal Authority: the scope for a name change

When asked if the name 'Merseyside Waste Disposal Authority' (MWDA) accurately reflects the current work carried out by the organisation as well as the stated strategic objectives for the next twenty years, opinions amongst the ORC participants was almost equally divided with 48% agreeing that the name was suitable and 43% felt that it was not an accurate reflection. The remaining 5% expressed no preference.

Of those who felt that the current organisation name wasn't suitable, alternatives suggested focused on the need to shift emphasis either onto *recycling* through suggested names such as 'Merseyside Waste and Recycling Authority' or 'Merseyside Waste and Recycling Management' or a more holistic approach of managing waste as shown in the following suggestions:

Suggestions made by ORC and focus group respondents

'Merseyside Waste Management'
'Merseyside Waste Management Authority'
'Merseyside Waste Management Services'
'MerseyWaste'
And finally 'SOURCE (Supporting, Opportunity, Usage, Recycling, Collection, Environment)'

Feedback from the ORC forums indicate there is potential for the MWDA to incorporate the broader aims of the organisation into their name with an emphasis on the more positive elements of waste management;

> *"How about the The Mersey Waste Recycling and Distribution Agency? The omitting of the word disposal is significant in that we are aware that we need to redistribute our waste responsibly after recycling, and not dispose of it. Agency may be a better term to use as it is made up of various authorities."* (Female, ORC)

> *"Merseyside Waste Management would be better."Disposal" suggests just getting rid of waste. "Management" implies limiting and using it."* (Male, ORC)

> *"I certainly think that the name MWDA the old way of sending all your waste to a landfill site, whereas Merseyside Waste & Recycling Authority would indicate that all waste is not disposed of, but re-used where appropriate."* (Male, ORC)

Such views were also expressed during the focus groups with most respondents who were aware of the MWDA acknowledging that its role is, and should be, more inclusive of all aspects of waste management;

> *"To me it's all a resource and hopefully all of it can be recycled and reused."* (Sefton, representative focus group*)*

> *"I think Merseyside Waste Disposal Authority is an awful name because it sends out the wrong message. It's like – you give us this and we just get rid of it."* (Sefton, older focus group)

And as such a name change may indicate the broader scope of the organisation's remit;

> *"Merseyside Recycle and Reuse Service"* (Sefton, older focus group)

> *"If they're going to do more of the 3 R's – reduce, reuse, recycle – then by all means change their name, but if they're just going to keep disposing then don't bother."* (Liverpool, BME focus group)

4.6.4. Impact of participating in the Don't Waste Your Say public consultation.

In summary

- It is encouraging to note that taking part in the Don't Waste Your Say public consultation has had a **positive impact on Merseyside residents in terms of increasing awareness of waste management services** offered in Merseyside, **raising the profile of the Merseyside and Halton Waste Partnership and MWDA** and also in communicating the various methods respondents as individuals can reduce the amount of waste their household generates.

Recommendations and proposals for actions

4.6.4.1. Residents are open and willing to take greater responsibility for household waste management if they understand the need for such activity and are shown practical ways to reduce and prevent waste generated. Focussing on the strategic objective of '**Behavioural Change'** through an increased programme of education and promotional campaigns will give residents the incentive and encouragement to take greater control of waste in their home.

4.6.4.2. Work on addressing the strategic objectives of '**Sustainable Economic Activity**' and '**Renewable Energy'**, key priorities as identified by respondents will satisfy the need for tangible and practical evidence (financial, communal/social as well as environmental) of the benefits of waste management activities above and beyond the drive for kerbside recycling.

4.6.4.3. Opportunity for **MWDA** to **address the potential of incorporating the broader elements of waste and resource management into its name and corporate plan** as proposed in the focus groups and ORC.

5. Key Findings and Conclusions

5.1. High levels of kerbside recycling activity reported present an opportunity for encourage activity in other aspects of waste management

Merseyside residents who participated in the public consultation display relatively high levels of awareness, understanding and activity with regards to protecting the environment. Specifically, high levels of participation in kerbside recycling schemes appears to be the foundation on which their understanding and commitment to the broader themes of waste prevention, reduction and management is based.

Across the five local council areas covered in the research, the residents of Knowsley appear to be the most environmentally friendly and aware with regard to behaviour and activities undertaken for waste prevention, minimisation, reduction and recycling activity. The relatively recent introduction of a food waste collection scheme will increase participation, understanding and, therefore, commitment to waste prevention in this neighbourhood.

5.2. The education and promotion of schemes that reflect all aspects of the waste hierarchy pyramid is crucial

Many instances of waste management behaviour such as buying less food, looking to repair items before throwing them away, buying second hand goods and looking at ways to reduce the family's carbon footprint by switching off electrical appliances etc were in large part driven by the current economic climate and the need to save money where possible as well as by any desire to protect the environment. In fact in some cases, a positive environmental impact was considered a 'nice to have' result of economic necessities carried out.

Although reported levels of recycling activity by respondents are consistently high, their poorer awareness levels of the broader issues relating to waste and resources and subsequently lower active involvement in other waste management activities such as home composting indicates that there is still work to do with regard to communicating the need for individuals to take responsibility for waste management at the higher levels of the waste hierarchy pyramid i.e. the need to reduce and ultimately prevent the waste each household produces. Participants in the public consultation acknowledged that a simple education campaign that focussed on these issues was imperative. Such a campaign would also highlight the broader roles and responsibilities of both the Merseyside and Halton Waste Partnership (MHWP) and Merseyside Waste Disposal Authority (MWDA).

Education and communication was regarded as key in raising understanding and encouraging individual responsibility for waste and resource management far more so than rewarding or incentivising recycling and other waste management behaviour. Although some felt such incentives may increase participation rates, a sufficient number of concerns were raised during the consultation regarding practicalities over implementation, effectiveness and cost. Furthermore, penalties and restrictions such as limiting bin size and prohibiting side waste were thought to be a disincentive to active participation and would in effect encourage greater instances of unfriendly environmental behaviour and actions

e.g. fly tipping. Proof of the practical results and benefits of their actions was considered to be a far stronger incentive to increase participation amongst the community.

5.3. Opportunity to raise the profile of waste management schemes in the community that involve the commercial sector

Residents believed that the commercial sector and industry needed to take a more prominent and greater role in effecting change in waste minimisation and prevention activity. This call to action came across most strongly when discussing ways to minimise food waste produced as well as looking at excessive product packaging (especially for food in supermarkets). The success of the campaign promoting the use of bags for life whilst supermarket shopping was cited by participants as a good example of cooperation between the consumer and retailer to achieve a positive environmental impact as well as the use of energy efficiency ratings by manufacturers on white goods which for many residents now plays an important role in their purchase decision of such products.

5.4. Shock expressed by majority at annual food wastage figures indicates potential to focus efforts on campaigns to minimise food waste

Food wastage was of key concern to Merseyside residents with many expressing shock at the amount of food thrown away by an average household in the course of a year. Many felt that their use of food caddies, home composting, careful shopping and planning of meals significantly reduced the amount of waste produced in their home. A significant opportunity exists for the local councils to promote, encourage and support greater levels of food waste prevention via home composting schemes and wider distribution of food waste caddies given the enthusiastic adoption of such schemes in Sefton and to a lesser extent in Knowsley. Such campaigns must focus on addressing and removing perceived barriers of lack of space, time and expertise as well as hygiene concerns to encourage take up amongst the general public.

5.5. Item's value at point of disposal measured by its use as single product in working order not by value of its component parts

Reuse and recycling of goods is driven by the intrinsic value attributed to the complete item by the person disposing of it, our research indicates that raising awareness of the value (financial and environmental) of the components of a specific item is crucial to increase levels of recycling in particular of electric/electronic items as well as plastic, textiles and wood.

5.6. Experience of current waste management services in Merseyside is generally positive

Residents across Merseyside are generally satisfied with the waste management services provided even if they are not entirely sure of who is involved and to what extent. The prospect of commercial ventures making a financial gain from household waste is accepted by the majority but most felt that such organisations needed to have strong ties and commitment to the local community with investment in the community demonstrated by significant job creation for local people as well as through reinvestment of profits.

The majority of respondents claimed they would support initiatives to reduce costs, improve time efficiencies and increase the environmental effectiveness of waste and resource management services across Merseyside as many could see the financial as well as the environmental benefits of such measures. However, specific potential changes to the current services that could achieve these goals such as unified/joint collection services, alternate weekly collections and the prospect of voluntary groups playing a greater role in waste collection were met with initial caution. When discussing the implications of such changes, in particular the introduction of alternate weekly recycling and residual waste collections, many raised concerns regarding issues of spending cuts, hygiene concerns, logistical issues for those generating, storing and disposing high volumes of household waste as well as the disruption, confusion and potential decline in service delivery. Once these issues had been discussed and potential benefits of such measures considered, most concerns were abated. Of particular use in assuaging fears and concerns was the positive experiences reported by residents living in Sefton and Wirral where alternate weekly collections are in place. In the light of potential future changes based on recommendations of the Strategy Review should be communicated to residents via a local media multi channel campaign that acknowledges resident concerns of short term upheaval whilst reassuring them of the long term cost savings and service optimisation benefits.

5.7. Respondents prioritised improving recycling performance and achieving positive behavioural change as key to the revised Strategy

All ten shortlisted strategic priorities options and mechanisms for developing an effective waste management service that meets the needs of the people of Merseyside were well received by those taking part in the public consultation with '*Recycling performance*' and '*Behavioural change*' being of paramount importance for residents. These priorities reflect the key findings of the importance of recycling schemes to residents as well as the need to improve communication and education with people living in Merseyside. Similarly, '*Sustainable economic activity*' and '*Renewable energy*', topics discussed at length throughout the public consultation were considered to be priorities for the MHWP to concentrate on moving forward. It is interesting to note that the options of '*Waste prevention*' and '*Waste management activity*' were regarded by respondents already being the main focus of the MHWP's work and therefore they assumed that these options would already be a 'given' as being central to the future strategy of the Partnership. Respondents, therefore, believed there

was no reason or benefit in selecting these two options to prioritise over and above others discussed.

However, all ten options did have some benefit and appeal to residents who felt that for many of the options their aims and ways of achieving these aims had considerable overlap and concentration on one option would invariably have a positive impact on the aims of another option.

The ranking exercise of the ten shortlisted strategic options will be used to inform the Options Appraisal work being undertaken to accompany the Joint Municipal Waste Management Review. In particular the ranking applied by the public in the focus group sessions to the ten strategic options/objectives has been used in the sensitivity analysis carried out as part of the options appraisal work. The sensitivity analysis seeks to understand if the preferences expressed by members of the public make a significant change to the overall scores and ranking of the delivery mechanisms selected to contribute to achieving the strategic objectives.

5.8. Taking part in the public consultation has increased awareness and understanding not only of waste management issues but the role of the MWDA

By taking part in the Don't Waste Your Say public consultation, awareness and understanding of various waste management issues has increased amongst those taking part. The enthusiasm, willingness and desire to help protect their environment shown in the reaction to the public consultation indicate that the residents of Merseyside would welcome greater involvement in the shaping of the future strategy of the Merseyside and Halton Waste Partnership.

Awareness of the MWDA is minimal, and understanding of its role, responsibilities and scope of its activities conducted is also poor. A concerted promotional campaign highlighting the breadth of MWDA's remit is required as well as demonstration of how MWDA works with local communities, the third and commercial sectors.

6. Next Steps

6.1. Further applications of the findings and feedback gathered from the public consultation

The findings, data and insight generated from the Don't Waste Your Say public consultation will be used to ensure that the revised Joint Municipal Waste Management Strategy for Merseyside (JMWMS) considers and reflects the views and aspirations of the wider community in Merseyside.

The key research findings will be made available to the general public through publication of a newsletter distributed to a range of council venues across Merseyside including libraries, one stop shops, leisure centres as well as organisations including Councils for Voluntary Services, Faiths 4 Change and the Merseyside Environmental Trust. In addition copies of the newsletter will be sent to respondents in the public consultation who expressed an interest in receiving a summary of key findings. The newsletter will also be posted on the Don't Waste Your Say website, the Recycle for Merseyside and Halton website and the Merseyside Waste Disposal Authority (MWDA) website[4]. A copy of this newsletter can be found in Appendix 2 (post consultation newsletter).

Specific data from the consultation will be used further in the Options Appraisal work being carried out to accompany the Strategy Review. This is the feedback gathered during the focus groups and from the Online Research Community (ORC) on the ten shortlisted strategic options. More specifically is it the data collated from the ranking exercise conducted as an individual task during the focus groups. The ranking applied by respondents to the ten strategic options will be used in the sensitivity analysis carried out as part of the Options Appraisal work. The sensitivity analysis will seek to understand if the preferences expressed by the members of the public during the Don't Waste Your Say public consultation make a significant change to the overall scores and ranking of the delivery mechanisms selected to contribute to achieving the strategic objectives.

The draft JMWMS and Strategic Environmental Assessment draft Environmental report will also be made available for a further twelve week consultation on the Don't Waste Your Say website later in 2011. Members of the public will be able to comment and give feedback on the documents at that time. The comments received will be taken into account in the preparation of a final JMWMS which will need to be ratified by each local council on Merseyside and the MWDA by the end of 2011.

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[4] Website addresses – www.dontwasteyoursay.org, www.merseysidewda.gov.uk, www.recycleformerseysideandhalton.com

7. Appendices

Appendix 1 – Media Release

A major public consultation to help shape the future management of waste on Merseyside

Merseyside and Halton Waste Partnership

**Media Release
5 October 2010**

"With landfill costs already high and set to increase further over the coming years, we need to look at ways to reduce and manage waste in Merseyside". That's the message from the Merseyside and Halton Waste Partnership as it announces the launch of a major public consultation across the region.

With a collective recycling rate of 33%, Merseyside has made significant improvements in its recycling performance in the last few years. However, more needs to be done. The cost of disposal to landfill is increasing and officials are committed to ensure the region continues to improve all aspects of waste management in the face of changing and new legislation and an ever-present need to divert more and more waste away from landfill.

Merseyside Waste Disposal Authority (MWDA) in partnership with the five local authorities – Knowsley, Liverpool, St Helens, Sefton, and Wirral Council - is conducting a review of the Joint Municipal Waste Management Strategy for Merseyside (JMWMS) to identify the best ways forward in delivering sustainable waste management for residents over the next twenty years.

The Partnership is responsible for the total management of waste, which equates to 767,000 tonnes, generated each year by 1.6 million Merseyside residents. MWDA also manages 14 Household Waste Recycling Centres across the region, four waste transfer stations and the Materials Recovery Facility at Bidston, with individual districts responsible for collection from households and local bring sites.

The Strategy was first published in 2005 and set out the guiding principles for the delivery of sustainable waste management on Merseyside over the period 2008-2020. This was updated in 2008 bringing it into line with changes in legislation, policy and performance but kept the original aims and objectives. There was a commitment in the original Strategy to review the document after five years and that is what the Partnership is now doing.

A review of the Waste Strategy for England is due to be published next year by the coalition government and the Partnership is keen to ensure that the JMWMS is robust enough to meet the new challenges it faces over the coming years. Carl Beer, Director of Merseyside Waste Disposal Authority, explains;

"We need to ensure that we maximise the use of our natural resources we produce as a society The types of waste being produced and the way in which waste is managed and controlled is changing rapidly. We know that landfill costs will continue to rise so we need to ensure we continue to work towards diverting as much as we can from landfills because we also know that budgets are likely to shrink too. It's vital that our plans for waste management in Merseyside are appropriate to the challenges ahead but provide waste management services of a high quality that offer good value for money and take account of the environmental, economic and social benefits of waste management activities.. "

The Partnership has pledged to engage with residents on the development of the Strategy and recently announced that it is to launch a major public consultation during the autumn. Carl Beer continues:

"The Partnership is committed to ensure that the services it provides meets the needs of the people it serves and to do this we will be consulting from a diverse and broad cross section of the community as possible so we can seek to understand their concerns, listen to their ideas and discuss the options with them. We need to ensure that the revised Strategy reflects the views and aspirations of the wider community. The ethos of the consultation is simple - to make sure people living in Merseyside really **'Don't Waste Their Say'***!"*

The **Don't Waste Your Say** consultation will provide a variety of ways residents can get involved.

The consultation starts with an element of **widespread direct face to face engagement** with a representative sample of 3,000 residents from across the five districts of Knowsley, Liverpool, St Helens, Sefton and Wirral and is planned to start on Tuesday 12 October for four weeks. Interviewers who will be calling at homes will have identification badges and letters of authority from MWDA. Officials, including Merseyside Police, will be notified of the activity.

During later October and early November, residents will have the opportunity to visit one of the planned '**Don't Waste Your Say' roadshows** and ask roadshow staff questions and find out more about the process. The Roadshows, which will be open from 10am to 5pm, will be at:

- St Helens, Church Square (WA10 1BN) – Monday 25 October
- Sefton, Chapel Street, Southport (PR8 1AF) – Thursday 28 October
- Knowsley, Derby Road, Huyton Town (L36 5RT) – Friday 29 October
- Liverpool, Williamson Square (L1 1EL) – Tuesday 2 November

- Wirral, Liscard Way (Liscard Village/Lloyds TSB end) (CH44 5TL) – Thursday 4 November

After completion of the face to face survey and roadshows, the public consultation moves on to engage with the community and explore key issues in greater detail through:

- Focus Groups
- Econsultation – an online research community

Focus group, each lasting for an hour and half, will consider a number of topics in detail including;

- Identifying barriers for respondents to actively do more in terms of waste management performance including waste prevention and recycling
- Exploring the role of the government, the community, the individual and the private sector (manufacturing, retail and service industries in particular) in reducing and managing their waste

The final element of the consultation is **the online research community** that will run for six weeks. Participants will be given an individual login to access the site where they can fill in various online surveys, post their views on the message boards, vote in Quick Polls, access articles and take part in online focus groups. Participants will be given reward points commensurate with their level of active input into the site and these points will be converted into High Street vouchers at the end of the consultation process.

Each week, the website will focus on a different theme such as key environmental concerns, food waste, shopping, reduction, reuse, recovery and waste management in the community.

"By talking to people about a range of environmental and waste issues, we will be able to identify the key topics to discuss and debate in more depth with residents as the consultations continues" explains Carl Beer. *"We all produce waste and how it's dealt with affects everybody so it's vital that we include residents in the process of thinking about how we can move forward together"*

The consultation will run from October through to December.

Ends

Appendix 2 – Newsletters

Pre-consultation newsletter

The **Don't Waste Your Say** consultation is your opportunity to have your say on how waste in Merseyside is managed in the future. To take part, you don't need to be an expert in waste – we just want to hear you views so please **Don't Waste Your Say!**

DON'T WASTE YOUR SAY

What's happening

A Partnership, consisting of Merseyside Waste Disposal Authority (which manages the disposal of waste) and the five local councils of Merseyside which collect waste from residents (Knowsley, Liverpool, St Helens, Sefton and Wirral) has developed a Joint Municipal Waste Management Strategy for Merseyside (JMWMS) which sets out how waste will be dealt with from 2012 to 2020. This consultation will help develop this Strategy by achieving the following aims:

- Ensure any revised Strategy reflects residents' views and aspirations
- Improve the quality of policy and decision making by drawing on knowledge from local people
- Raise awareness and understanding of sustainable waste management and wider related environmental, economic and social issues

The consultation is being run by Enventure, an independent market research agency which abides by the Market Research Society's Code of Conduct.

The consultation will use:

- A residents' survey – involving residents across Merseyside
- Roadshows at various locations
- Focus groups to talk about issues in more depth
- Online research community – a website that will allow residents to have their say through quick polls and message boards.

Visit a roadshow event near you!

The consultation roadshow will be travelling around Merseyside during late October and early November. This is a great opportunity to find out more about how waste is currently dealt with and let us know your views and thoughts on how it should be dealt with in the future. You don't need to be an expert in waste to get involved!

Roadshows will open from 10am and will finish at 5pm.

St Helens, Church Square WA10 1 BN – Monday 25 October

Sefton, Chapel Street, Southport PR8 1AF – Thursday 28 October

Knowsley, Derby Road, Huyton Town L36 5RT – Friday 29 October

Liverpool, Williamson Square L1 1EL – Tuesday 2 November

Wirral, Liscard Way (Liscard Village/Lloyds TSB end) CH44 5TL – Thursday 4 November

Residents' Survey

From 12 October, Enventure's team of interviewers will be visiting Merseyside and asking residents to take part in a short survey. From talking to people about a range of environmental and waste issues, we will identify the key topics to discuss and debate in more depth with residents as the consultation continues.

All interviewers will carry identity cards, which residents can ask to see at any time. They will also have a letter of authority from Merseyside Waste Disposal Authority and local police will be aware of the interviewing activity and the names of interviewers.

If an interviewer knocks on your door, we would be grateful if you could take the time to answer the questions they ask, although it's not compulsory to take part. It shouldn't take any more than ten minutes and the information gathered will play a key role in shaping the future of waste management across Merseyside.

Do you want to get involved and have your say?

If you're interested in becoming part of our online research community, you can register your interest by visiting the Don't Waste Your Say website and going to the 'contact us' page. The online research goes live on 1 November and will finish on 13 December.

Would you like to receive a summary of the results?

If you would like to receive a summary of the findings from the consultation research process, you can either visit the website and complete the form, or alternatively, send an email with 'request summary report' in the subject title to consultation@dontwasteyoursay.org and the results will be sent to you in February.

consultation@dontwasteyoursay.org
Consultation Helpline: **0844 522 0100**

www.dontwasteyoursay.org

recycle
for Merseyside and Halton

MWDA
Merseyside Waste Disposal Authority

Post-consultation newsletter

Key findings

- Results show that across Merseyside residents are taking positive steps to protect their environment, for example, in the high numbers reported of respondents recycling household items through their kerbside collection scheme
- However, respondents were much less aware of other ways they can actively reduce and prevent the amount of household waste they generate
- This lack of awareness meant that respondents were much less likely carry out other waste prevention and reduction measures
- There was a great deal of interest from residents in finding out more about, and accessing, other methods to prevent and reduce household waste
- Residents felt that more education and promotion of such schemes by the MHWP was vital in charging attitudes and supporting behaviour to reduce, reuse and recycle waste across Merseyside
- The food waste collection scheme currently in operation in Knowsley and Sefton appears to have had a positive impact on residents living in these areas and there was demand for such schemes to be carried out on a larger scale across Merseyside
- Residents called for more information and evidence of how the commercial sector (supermarkets, manufacturers etc) are working with MHWP to reduce waste in Merseyside

- Satisfaction with the household waste management services run by the MWHP was generally high
- The majority of residents were supportive in the drive to improve the environmental effectiveness, improve service quality and efficiency, reduce time taken and costs of waste management services
- Any changes to waste management services in the future to achieve these aims (e.g. alternate weekly recycling and residual waste collections) residents felt, must be clearly explained before being put in place
- Residents wanted to know what the long term practical and demonstrable financial, community, social and environmental benefits of any proposed changes would be
- Residents felt that improving 'recycling performance' and encouraging positive 'behavioural change' should be a priority of any revised MHWP Strategy
- Residents were keen to learn more about how they can take greater control and responsibility for the waste produced in their own home over and above the recycling they were already carrying out
- Other aims that residents felt were important for the MWHP to focus on were proving and increasing the financial benefits from waste and resource management services across Merseyside as well as looking at reducing the environmental impact of these services

What happens next?

The findings from the public consultation will be fed into further work being carried out as part of the review of the Joint Municipal Waste Management Strategy for Merseyside. A draft Strategy will then be published on the Don't Waste Your Say website (www.dontwasteyoursay.org) for the general public to read and give feedback on later this year. The final ratification of the Joint Municipal Waste Management Strategy by the local Councils and the MWDA will be given by the end of 2011.

recycle
for Merseyside and Halton

MWDA
Merseyside Waste Disposal Authority

www.dontwasteyoursay.org
Merseyside Waste Disposal Authority, North House, 17 North John Street, Liverpool L2 5QL

Appendix 3 – Residents' Survey

Good morning /afternoon, my name is……………, from Enventure, an independent market research company. We are conducting some research on behalf of Merseyside and Halton Waste Partnership, the Partnership consists of the seven Local Authorities in Merseyside and Halton who manage household waste. We are looking at people's attitudes towards the environment. Can you spare a couple of minutes to answer a few questions for me? The interview shouldn't take longer than 10 minutes to complete.

As a research agency we are bound by the MRS Code of Conduct, all of your answers will be treated in the strictest confidence and will only be used to identify the key environmental concerns of the residents of Merseyside and the most effective ways the Merseyside and Halton Waste Partnership can help the environment.

INTERVIEWER QUOTA DETAILS – DO NOT ASK RESPONDENT

Gender

Male	1
Female	2

Local Authority Area

Knowsley	1	Sefton	4
Liverpool	2	St Helens	5
Wirral	3		

Date of interview:_____ Time of interview:_____

INTERVIEWER INSTRUCTION: SAY TO RESPONDENTS

"The first section of questions concentrates on the environment, your attitudes towards it and the actions you may take to help care for and protect the environment."

Q1	**Compared to 2 years ago, which of the following phrases best describes your active behaviour in terms of looking after the environment? By active behaviour I mean things like the extent you recycle products you use/buy, switching off electrical appliances instead of leaving them on stand by etc?** *SHOW CARD A. SINGLE RESPONSE ONLY*	
		Q1
	Compared to 2 years ago I am definitely doing more to actively take care of the environment	☐ 1
	Compared to 2 years ago I am probably doing more to actively take care of the environment	☐ 2
	Compared to 2 years ago I would say I am doing the same amount of activity to actively take care of the environment	☐ 3
	Compared to 2 years ago I am doing slightly less to actively take care of the environment	☐ 4
	Compared to 2 years ago I am doing much less to actively take care of the environment	☐ 5
	Don't know/can't say	☐ 6

Q2a	Which of the following words or phrases relating to the environment have you heard of? *SHOW CARD B/READ OUT LIST ROTATE ORDER, CODE ALL RESPONDENT HAS HEARD OF*						
Q2b	FOR ALL PHRASES RESPONDENT HAS HEARD OF ASK **And what level of understanding of the following phrases would you say you have?** *SHOW CARD B AGAIN/READ OUT LIST, FOR EACH PHRASE RESPONDENT HAS HEARD OF AT Q2A. ASK THEM TO RATE THEIR LEVEL OF UNDERSTANDING SINGLE RESPONSE ONLY*						
		Q2A	Q2B				
		HEARD OF?	LEVEL OF UNDERSTANDING (IF HEARD OF)				
			NONE	VERY LITTLE	SOME	QUITE A LOT	FULL
	Climate change	☐ 1	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Carbon footprint	☐ 2	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Ecological footprint	☐ 3	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Resource Efficiency	☐ 4	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Energy recovery	☐ 5	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Sustainable consumption	☐ 6	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Zero waste	☐ 7	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Waste prevention	☐ 8	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Carbon offsetting	☐ 9	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
	Carbon neutral	☐ 10	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Q3a	Thinking about your shopping and purchasing habits, which of the following do you do? *SHOW CARDS C1 & C2 MULTI CODE POSSIBLE, CODE ALL THAT APPLY*		
Q3b	Please select up to 3 of these actions that you think have had the most positive impact on the environment? *SHOW CARDS C1 & C2 AGAIN. INTERVIEWER ASK RESPONDENT TO SELECT UP TO THREE OPTIONS FROM THE LIST*		
		Q3A	Q3B
	Buy locally grown and/or organic food/produce	☐ 1	☐ 1
	Use my own bags or bags for life to carry my shopping instead of single use plastic bags offered by a shop or supermarket	☐ 2	☐ 2
	Rent/lease larger items or hi tech/luxury items such as computers, TVs, home entertainment systems, car etc rather than buy them outright	☐ 3	☐ 3
	Actively seek out and buy products that use less packaging/do not buy excessively packaged items	☐ 4	☐ 4
	Buy electrical good with low energy ratings/that are energy efficient	☐ 5	☐ 5
	Buy second hand products (e.g. furniture, clothes, items from charity shops or from social enterprises such as white goods from CREATE)	☐ 6	☐ 6
	Buy products from recycled materials e.g. kitchen rolls and toilet paper	☐ 7	☐ 7
	Buy less food to reduce the amount of food wasted e.g. do not buy 'Buy one get one free' offers	☐ 8	☐ 8
	I buy products with packaging that can be refilled	☐ 9	☐ 9
	NONE OF THE ABOVE	☐ 10	☐ 10

		Q4A	Q4B
Q4a	**And thinking about your home and living there, which of the following do you do?** *SHOW CARDS D1 & D2 MULTI CODE POSSIBLE, CODE ALL THAT APPLY*		
Q4b	**Please select up to 3 of these actions that you think have had the most positive impact on the environment?** *SHOW CARDS D1 & D2 AGAIN. INTERVIEWER ASK RESPONDENT TO SELECT UP TO THREE OPTIONS FROM THE LIST*		
		Q4A	**Q4B**
	I drive a hybrid/energy efficient/dual fuel (engine powered by petrol and/or liquid gas or electricity) car	☐ 1	☐ 1
	I have made energy efficient changes to my home including replacing light bulbs with energy efficient ones, installed double glazing, cavity wall and/or loft insulation, installed solar panels etc	☐ 2	☐ 2
	I have had a water meter installed in my home	☐ 3	☐ 3
	I walk, cycle or use public transport to commute or travel around Merseyside	☐ 4	☐ 4
	I have installed a water saving device such as a shower save attachment or flush saver to the toilet cistern	☐ 5	☐ 5
	I switch off electrical appliances rather than keep them on stand by	☐ 6	☐ 6
	If something breaks or gets damaged, I will mend it or get it repaired before I throw it away	☐ 7	☐ 7
	NONE OF THE ABOVE	☐ 8	☐ 8

Q5a	And thinking about waste management, which of the following do you do? *SHOW CARDS E1 & E2, MULTI CODE POSSIBLE, CODE ALL THAT APPLY*		
Q5b	Please select up to 3 of any of these actions that you think has most positive impact on the environment, regardless of whether you yourself currently carry out these actions or not? *SHOW CARDS E1 & E2 AGAIN. INTERVIEWER ASK RESPONDENT TO SELECT UP TO THREE OPTIONS FROM THE LIST*		
		Q5A	**Q5B**
	I have a compost bin and put my green garden waste and vegetable waste in it	☐ 1	☐ 1
	I have a food waste caddy and put any cooked food waste in it for collection from outside my home	☐ 2	☐ 2
	I put as much as I can into my recycling bins for collection by the council from outside my home	☐ 3	☐ 3
	I swap/exchange/give away items I don't want to my friends or family	☐ 4	☐ 4
	I take items such as batteries/glass/garden waste etc to my local recycling bank or Household Waste Recycling Centre	☐ 5	☐ 5
	I sell items I don't want on eBay or at a car boot sale	☐ 6	☐ 6
	I swap/exchange/give away items I don't want by donating them to charity/charity shops	☐ 7	☐ 7
	I swap/exchange/give away items I don't want by advertising them on websites such as Freecycle or Freegle	☐ 8	☐ 8
	I use my councils bulky waste collection service so my unwanted furniture or white goods such as cookers, fridges etc can be taken away to be reused	☐ 9	☐ 9
	I put my green garden waste outside my home for collection by the council	☐ 10	☐ 10
	NONE OF THE ABOVE	☐ 11	☐ 11

Q6	**Thinking of all the various things we've just talked about that you do to help care for and protect the environment, from the following please choose up to 3 that you think has the most impact/influence on your behaviours, actions and decisions made?** *SHOW CARD F/READ OUT LIST, ROTATE ORDER OF PHRASES READ OUT. SELECT UP TO 3*	
		Q6
	In order to save money	☐ 1
	It is force of habit	☐ 2
	To do my bit in saving the planet	☐ 3
	To feel good about myself	☐ 4
	Peer pressure from friends, family, children, the media, the government etc	☐ 5
	To set a good example to others	☐ 6
	All actions, however small to care for the environment make a difference	☐ 7

Q7	For each of the following items, I'd like you to think about what you personally would do with them once you no longer have any need or use for them?

For each of the following items, I'd like you to think about what you personally would do with them once you no longer have any need or use for them?

I've a few options of what you could do with the item, for each item please tell me which of the following would you consider doing with it?

A – Sell it (eBay, Car boot sale, classified ads)
B- Give it away to Friends, family
C – Exchange it (either with friends/family or via website such as Freecycle
D – Give it away to charity/Charity shops
E – Recycle it/Compost it – e.g. kerbside collection , take it to household Waste Recycling Centre, clothing bank, use compost bin, green waste collection etc
F – Repair/mend it
G - Throw it away as rubbish/put it in the bin

SHOW CARD G/READ OUT LIST, ROTATE ORDER OF QUESTIONS ASKED. MULTIPLE CODING POSSIBLE

	A	B	C	D	E	F	G
Mobile phones	1	2	3	4	5	6	7
Large electrical or electronic items e.g. washing machine, cooker, TV etc	1	2	3	4	5	6	7
Small electrical or electronic items e.g. hair dryers, DVD/CD players, games consoles etc	1	2	3	4	5	6	7
Clothing, textiles & shoes	1	2	3	4	5	6	7
Books	1	2	3	4	5	6	7
Furniture	1	2	3	4	5	6	7
Wood	1	2	3	4	5	6	7
Toys (not electrical/ electronic)	1	2	3	4	5	6	7
Leisure and sports equipment (not electrical/ electronic)	1	2	3	4	5	6	7
Food: unused & unopened	1	2	3	4	5	6	7
Plastic bottles	1	2	3	4	5	6	7

INTERVIEWER INSTRUCTION: SAY TO RESPONDENT

"NOW I AM GOING TO ASK YOU A FEW QUESTIONS ABOUT YOU AND YOUR HOME. THIS WILL HELP ENSURE WE SPEAK TO AS WIDE RANGE OF PEOPLE LIVING IN MERSEYSIDE AS POSSIBLE, ALL DATA COLLECTED WILL BE PROCESSED TOGETHER AND NONE OF THE INFORMATION YOU PROVIDE WILL BE ATTRIBUTED DIRECTLY TO YOU AS AN INDIVIDUAL."

Q8	Which of the following age brackets do you fall into? *SHOW CARD H, SINGLE CODE ONLY*	
		Q8
	18 – 30 years old	☐ 1
	31 – 45 years old	☐ 2
	46 – 60 years old	☐ 3
	61 – 75 years old	☐ 4
	75+	☐ 5
	Prefer not to say	☐ 6

Q9	Which of the following best describes your ethnic background? *SHOW CARD I, SINGLE CODE ONLY*	
		Q9
	Asian	☐ 1
	Black	☐ 2
	Chinese	☐ 3
	Mixed – White/Black	☐ 4
	Mixed – White/Asian	☐ 5
	Other Mixed Race	☐ 6
	White	☐ 7
	Other	☐ 8
	Prefer not to say	☐ 9

Q10	**Which of the following best describes your employment status?** *READ OUT LIST SINGLE CODE ONLY*	
		Q10
	I work full time – 30 hours or more per week	☐ 1
	I work part time – 8 to 29 hours per week	☐ 2
	I work part time – less than 8 hours per week	☐ 3
	Full time or part time student	☐ 4
	Not working – look after home/family	☐ 5
	Not working – retired	☐ 6
	Not working – long term disability/illness	☐ 7
	Not working – unemployed	☐ 8
	Not working – other	☐ 9
	Prefer not to say	☐ 10

Q11	**Which of the following best describes your family status?** *READ OUT LIST SINGLE CODE ONLY*	
		Q11
	I have no children	☐ 1
	Young family – my child/children live at home and the oldest is 11 years old or younger	☐ 2
	Older family – my child/children live at home and the oldest is aged between 12 and 18 years of age	☐ 3
	Adult family – my child/children live at home and the youngest is aged 18 or older	☐ 4
	All my children are aged 18 or older and have left home	☐ 5
	Other	☐ 6
	Prefer not to say	☐ 7

Q12	**How many people live in your home?** *IF RESPONDENT LIVES ON OWN PLEASE WRITE IN 1 ADULT IN BOX BELOW*	
		Q12
	Number of adults (Write in box)	☐
	Number of children (Write in box)	☐

Q13	**Does your home have a garden or a patio/backyard or another type of outside area?** *SINGLE CODE ONLY*	
		Q13
	Yes – garden with lawn	☐ 1
	Yes – yard/backyard/patio	☐ 2
	Yes – other type of outside area	☐ 3
	No	☐ 4

Q14	**How long have you lived in your neighbourhood?** *SINGLE CODE ONLY*	
		Q14
	For less than 1 year	☐ 1
	1 to 3 years	☐ 2
	3 to 5 years	☐ 3
	5 to 10 years	☐ 4
	10 to 20 years	☐ 5
	20 years or more	☐ 6

Q15	**DO NOT ASK RESPONDENT, RECORD HOUSING TYPE BELOW** *SINGLE CODE ONLY*	
		Q15
	Detached House	☐ 1
	Semi detached House	☐ 2
	Mid/end Terrace	☐ 3
	Flat/Maisonette/Apartment	☐ 4
	Bungalow	☐ 5
	Other	☐ 6

Q16	**What is the occupation of the chief income earner in your household, or if retired, what was did he/she do before?** *WRITE OCCUPATION IN BELOW*	
	- -	**CONTINUE**

Q17	SOCIO ECONOMIC GROUPING *DO NOT ASK< CODE FROM INFORMATION PROVIDED AT Q16*	
		Q17
	A	☐ 1
	B	☐ 2
	C1	☐ 3
	C2	☐ 4
	D	☐ 5
	E	☐ 6

<u>INTERVIEWER INSTRUCTION</u>: SAY TO RESPONDENT

Thank for all your help in answering my questions. This survey is only the first stage in a wider community consultation to gather opinions on how best Merseyside and Halton Waste Partnership can tackle environmental issues based on community needs. We are conducting some more in depth research with residents over the coming weeks such as focus groups and asking people to participate in some econsultation. This involves participants logging on to a website to take part in some quick polls, online group discussion boards and post their thoughts on specific topics. As well as answering questions residents will be able to ask some of their own as one of the key aims of the econsultation is to encourage real dialogue and interaction amongst all sorts of people in the community. It is a chance for your voice to be heard. All those taking part will be financially rewarded for their participation

Would you be interested in taking part in such research and/or being sent more information on what is involved? Please note your involvement in further stages of the work is entirely confidential and your personal details will not be passed on to any third party. If you do not wish to take part then you will not be contacted again.

HAND OUT LEAFLET OUTLINING NEXT STAGE & WESBITE ADDRESS

R1	IF INTERESTED WRITE IN CONTACT DETAILS BELOW	
	NAME	
	EMAIL ADDRESS **Please double check email address**	
	TELEPHONE NUMBER **Inc area code**	
	ADDRESS	
	POSTCODE	

THANK RESPONDENT FOR THEIR TIME.

I certify that this interview was conducted with a person previously unknown to me and that the interview was conducted in accordance with the provisions of the Market Research Society's Code of Conduct, the briefing instructions from Enventure Research. The data collected from this interview is held in accordance with the Data Protection Act.

Interviewer signature: _____

Date: _____

Interviewer name:...

Respondent name..

Post code:...

Tel No:..

Appendix 4 – Roadshow Information Boards, Locations and Survey

Exhibition Unit Door 1

Exhibition Unit Door 2

Exhibition Unit Back Wall

Interested in taking part in the consultation?

Everyone is welcome to take part in the consultation. You can take part by:

- Completing a survey at this roadshow
- Participating in a focus group
- Joining the online consultation and take part in online surveys, quick polls, discussion boards and online focus groups

Speak to a consultation representative to register your details.

0844 522 0100
www.dontwasteyoursay.org
consultation@dontwasteyoursay.org

DON'T WASTE YOUR SAY

Who is behind the consultation?

The Merseyside and Halton Waste Partnership (MWHP) consists of Merseyside Waste Disposal Authority (which manages the treatment and disposal of waste) and the five Local Authorities – Knowsley Council, Liverpool City Council, St Helens Council, Sefton Council and Wirral Council (which collect waste from residents).

Why is the consultation happening?

A Joint Municipal Waste Management Strategy for Merseyside was agreed by Merseyside Local Authorities in 2005. A commitment was made to review the Strategy after five years.

This consultation will help develop this Strategy by achieving the following aims:

- Ensure any revised Strategy reflects residents' views and aspirations
- Improve the quality of policy and decision making by drawing on knowledge from local people
- Raise awareness and understanding of sustainable waste management and wider related environmental, economic and social issues

What is the 'Don't Waste Your Say' public consultation?

The Don't Waste Your Say consultation is your opportunity to have a say on how waste in Merseyside will be managed and will look at issues such as:

- Climate change/carbon impacts of waste management
- Preventing waste
- Maximising the diversion of waste from landfill
- Maximising sustainable economic activity associated with waste management
- Reducing the ecological footprint of waste management
- Renewable energy
- Achieving a recycling rate of 50-55%
- Resource efficiency
- Sufficient capacity for waste management activity

The consultation will use a variety of approaches to encourage Merseyside residents to get involved and have their say through:

- ROADSHOWS – residents can find out more about the consultation and take part in a short survey
- FOCUS GROUPS – residents can register to participate in a focus group and discuss specific topics in greater depth
- ONLINE CONSULTATION – residents will be able to take part in online surveys, quick polls, discussion boards and online focus groups

All views and opinions from the consultation will feed into the development of a revised Joint Municipal Waste Management Strategy (JMWMS) for Merseyside which will run from 2012 to 2030.

Don't Waste Your Say Roadshow Locations

St Helens – Church Square, WA10 1BN (Monday 25 October 2010)

Sefton – Chapel Street, Southport, PR8 1AF (Thursday 28 October 2010)

Knowsley – Derby Road, Huyton Town, L36 5RT (Friday 29 October 2010)

Liverpool – Williamson Square, L1 1EL (Tuesday 2 November 2010)

Wirral – Liscard Way, CH44 5TL (Thursday 4 November 2010)

Don't Waste Your Say Roadshow Survey

INTERVIEWER INSTRUCTIONS

- Engage with people at the roadshow
- Ask them if they have a couple of minutes to answer a few questions about the Roadshow and the Don't Waste Your Say public consultation
- The interview should take no longer than 5 minutes to complete
- Stress that taking part is entirely voluntary, Enventure abide by the Market Research Society Code of Conduct and all answers and information given will remain entirely confidential, used solely for the purpose of market research and their personal details will not be passed onto a third party.

IF NECESSARY EXPLAIN THE DON'T WASTE YOUR SAY PUBLIC CONSULTATION -

- Enventure are conducting the Don't Waste Your Say public consultation on behalf of the Merseyside and Halton Waste Partnership, the Partnership consists of seven Local Authorities in Merseyside and Halton who mange household waste.   The public consultation is part of a broader project looking at how best to effectively deal with waste in Merseyside, the Don't Waste Your Say campaign is tasked with gathering the views and opinions of people living in Merseyside on various environmental and waste management issues.

Q14	INTERVIEWER CODE ROADSHOW	
		Q14
	Knowsley Friday 29th October	☐ 1
	Liverpool Tuesday 2nd November	☐ 2
	St Helens Monday 25th October	☐ 3
	Sefton Thursday 28th October	☐ 4
	Wirral Thursday 4th November	☐ 5

Q1	To start, compared to 2 years ago, which of the following phrases best describes your own personal behaviour and actions you do to protect the environment? For example the extent you recycle the products you use/buy, switching off electrical appliances instead of leaving them on stand by etc? *SINGLE CODE ONLY*	
		Q1
	Compared to 2 years ago, I am definitely doing more to actively care for the environment	☐ 1
	Compared to 2 years ago, I am probably doing more to actively care for the environment	☐ 2
	Compared to 2 years ago, I would say I am doing the same amount of activity to actively take care of the environment	☐ 3
	Compared to 2 years ago, I am doing slightly less to actively care for the environment	☐ 4
	Compared to 2 years ago I am doing much less to actively take care of the environment	☐ 5
	Don't know/can't say	☐ 6

Q2	Thinking about your Local Council in Merseyside, on a scale of 1 to 5, where 1 is completely satisfied and 5 is completely satisfied, how satisfied are you with the following... *READ OUT LIST*					
		Q2 – RATING SCALE				
		DISSATISFIED			**SATISFIED**	
		1	**2**	**3**	**4**	**5**
	The waste collection services they offer in general	☐1	☐2	☐3	☐4	☐5
	The recycling services they offer in general	☐1	☐2	☐3	☐4	☐5
	The variety/amount of items that can be recycled using the kerbside collection scheme (the recycling you put outside your home for the Council to collect)	☐1	☐2	☐3	☐4	☐5
	The services offered at the local Household Waste Recycling Centres	☐1	☐2	☐3	☐4	☐5

Q3	And are there any materials you would like to be able to recycle using the kerbside collection scheme? *READ OUT LIST, MORE THAN ONE ANSWER POSSIBLE*	
		Q3
	Plastic bags or film	☐ 1
	Plastic cartons or yoghurt pots	☐ 2
	Textiles including clothing	☐ 3
	Food waste	☐ 4
	Wood	☐ 5
	Batteries	☐ 6
	Small electrical/electronic items	☐ 7
	Mobile phones	☐ 8
	Tetra packs e.g. juice cartons	☐ 9
	Other **PLEASE SPECIFY BELOW GIVING AS MUCH DETAIL AS POSSIBLE** --	☐ 10

INTERVIEWER INSTRUCTION – ASK ALL

Q4	Using a scale of 1 to 5 where 1 is the most negative score you can give and 5 is the most positive, please rate the Don't Waste Your Say roadshow on the following elements. *READ OUT LIST*					
		Q4 – RATING SCALE				
		DISSATISFIED			**SATISFIED**	
		1	**2**	**3**	**4**	**5**
	Usefulness of information provided	☐1	☐2	☐3	☐4	☐5
	Relevance of information given to you as a resident of Merseyside	☐1	☐2	☐3	☐4	☐5
	Ease of understanding the information displayed on the 'Did You Know' panels at the front right and left hand side of the trailer	☐1	☐2	☐3	☐4	☐5
	Ease of understanding the information about the public consultation displayed on the back wall of the trailer stands	☐1	☐2	☐3	☐4	☐5

Q5	Thinking about the Don't Waste Your Say roadshow, can you tell me on a scale of 1 to 5 where 1 means you disagree completely and 5 means you agree completely with the following statements. *READ OUT LIST – ORDER WILL BE ROTATED*					

		Q5 – RATING SCALE				
		DISSATISFIED			SATISFIED	
		1	2	3	4	5
	As a result of attending the roadshow, I have better understanding of how my Local Council currently manages my household waste	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I have a better understanding of the need to reduce, reuse and recycle the products I use at home	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I propose to do more to help the environment for example by recycling more, home composting and making more considered choices about packaging etc when I am out shopping	☐1	☐2	☐3	☐4	☐5
	Attending the roadshow has made me more aware of the cost of waste management to the residents of Merseyside	☐1	☐2	☐3	☐4	☐5
	Attending the roadshow has made me think about ways I can actively reduce the amount of household waste I produce every year	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I want to take part further in the Don't Waste Your Say public consultation	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I will pay extra attention to the amount of packaging when buying products	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I understand the importance for residents in Merseyside to increase the amounts they recycle	☐1	☐2	☐3	☐4	☐5
	As a result of attending the roadshow, I will think carefully before I throw away things I no longer have any use or need for	☐1	☐2	☐3	☐4	☐5

Q6	**Finally have you any comments on the roadshow, Don't Waste Your Say public consultation and waste management in your local area.**
	INTERVIEWER NOTE – SPACE TO RECORD ANY COMMENTS MADE BY RESPONDENTS DURING THE INTERVIEW. PLEASE TYPE IN AS MUCH DETAIL AS YOU CAN.
	IF REQUIRED, PROVIDE RESPONDENT WITH CONTACT DETAILS OF THEIR LOCAL AUTHORITY/ THE DON'T WASTE YOUR SAY HELPLINE
	-- -- -- --

INTERVIEWER SAY:

"Thanks for answering my questions, to ensure we speak to as wide range of people living in Merseyside as possible, can I ask you a few classification questions. All the data you give me is completely confidential, the data will be processed and analysed together to ensure none of the information given can be attributed directly to you as an individual."

Q7	**Which of the following age brackets do you fall into?**	
	SINGLE CODE ONLY	
		Q7
	18 – 30 years old	☐ 1
	31 – 45 years old	☐ 2
	46 – 60 years old	☐ 3
	61 – 75 years old	☐ 4
	75 year4s old or older	☐ 5
	Prefer not to say	☐ 6

Q8	**Gender**	
	SINGLE CODE ONLY	
		Q8
	Male	☐ 1
	Female	☐ 2

Q9	Which of the following best describes your ethnic background? *SINGLE CODE ONLY*		
			Q9
	Asian or British Asian	☐	1
	Black or Black British	☐	2
	Chinese	☐	3
	Mixed Race – White and Black/Black British	☐	4
	Mixed Race – White and Asian/British Asian	☐	5
	Other Mixed Race	☐	6
	White	☐	7
	Other	☐	8
	Prefer not to say	☐	9

INTERVIEWER SAY

"Thank you for all your help in answering these questions. This roadshow is part of the wider public consultation going on during October and November. We are conducting some more in depth research with residents over the coming weeks including focus groups and asking people to take part in some Econsultation on the Don't Waste Your Say website. This involves participants logging onto the website to take part in some quick polls, online group discussion boards and post their thoughts on specific issues.

As well as answering questions, residents will be able to ask some of their own as one of the key aims of the Econsultation is to encourage real dialogue and interaction amongst all sorts of people in the community. It is a chance for your voice to be heard. All those taking part in further research as part of the Don't Waste Your Say consultation will be financially rewarded for their participation.

Would you be interest in taking part in such research and/or being sent more information on what is involved? Please note your involvement is entirely confidential and your personal details will not be passed onto any third party. If you don't wish to take part, then you will not be contacted again.

Q10	Are you interested in taking part in further research as part of the Don't Waste Your Say public consultation? *SINGLE CODE ONLY*		
		CODE	ROUTING
	Yes	☐ 1	**GET DETAILS**
	No	☐ 2	**THANK & CLOSE**

	INTERESTED IN PARTICIPATING FURTHER — RESPONDENT DETAILS BELOW **TYPE IN RESPONDENT'S NAME BELOW**

	TYPE IN RESPONDENT'S EMAIL ADDRESS BELOW — DOUBLE CHECK EMAIL ADDRESS IS CORRECT

	TYPE IN RESPONDENT'S CONTACT TELEPHONE NUMBER — PLEASE INCLUDE AREA CODE IF LANDLINE NUMBER GIVEN

I certify that this interview was conducted with a person previously unknown to me and that the interview was conducted in accordance with the provisions of the Market Research Society's Code of Conduct and the briefing instructions from Enventure Research.

Interviewer signature: _____

Date: _____

Appendix 5 – Online Research Community Short Surveys, Quick Polls and Forum Topics

WEEK 1 – INTRODUCTION WEEK

Short Survey

Q1. Whose responsibility do you think it is to tackle climate change? Please choose from the following list all you think have some responsibility
1. Central government
2. Manufacturing companies
3. Me as an individual
4. Local government
5. The service industry
6. Developing countries
7. Other individuals
8. Local community groups
9. NGOs/not for profit organisations

Q2. To what extent do you agree with the following statement - I agree that companies should be penalized for failing to care for the environment
1. Yes, I agree strongly
2. Yes, I agree
3. I neither agree nor disagree
4. No, I disagree
5. No, I disagree strongly

Q3. To what extent do you agree with the following statement - I am concerned about what I personally can do to help protect the environment
1. I agree strongly
2. I agree
3. I Neither agree nor disagree
4. I disagree
5. I disagree strongly

Q4. Which of the following are you doing as a direct result of the economic downturn?
1. Carefully budgeting
2. Cutting back on all things where I can
3. Eating out less
4. Buying fewer clothes
5. Wasting less food
6. Spend more time comparing prices/bargains
7. Buying supermarket own labels products instead of brand names
8. Keeping household goods for longer
9. Putting off major purchases
10. Paying off debts rather than spending money
11. Buying fewer things generally but of the same quality
12. Spending less on out of home entertainment
13. Buying cheaper groceries at the supermarket
14. Taking fewer holidays

15. Drinking less alcohol outside of the home
16. Buying cheaper clothes
17. Buying more groceries from cheaper supermarkets
18. Driving less
19. Entertaining at home more
20. Buying more second hand items
21. Reducing personal entertainment contracts
22. Waiting till the last minute to book holidays
23. Taking more holidays in the UK
24. None of the above

Q5. To what extent do you agree with the following statement - I would recycle more of my household waste if I was rewarded for doing so
1. I agree strongly
2. I agree
3. I neither agree nor disagree
4. I disagree
5. I disagree strongly

Q6. To what extent do you agree with the following statement - I would be interested in improving the energy efficiency of my home (e.g. loft insulation, cavity wall insulation) if the cost was part-funded through a Government grant
1. I agree strongly
2. I agree
3. I neither agree nor disagree
4. I disagree
5. I disagree strongly

Quick Polls

Quick Poll 1 - Climate change (global warming) is definitely happening
1. Agree strongly
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Disagree strongly

Quick Poll 2 - Which of the following renewable energy sources should the UK focus on developing over the next five years?
1. Wind power
2. Solar energy
3. Hydropower/tidal
4. Geothermal energy
5. Biofuel
6. Biomass
7. None of the above

Quick Poll 3 - I am concerned about the effects of climate change
1. Agree strongly
2. Agree
3. Neither agree nor disagree
4. Disagree
5. Disagree strongly

Forum Topics

FT1 - Hello and welcome to the Don't Waste Your Say forum

This is the place where over the next few weeks we will be discussing all things environmental that affect Merseyside that are important to you. Please feel free to get involved and voice your opinions.

I'm Caroline and I will be looking after the message board so any questions please email me at consultation@dontwasteyoursay.org.

So to kick things off, I was just wondering what sort of 'green things' you all do to help save the planet and also what difference do you think they make?

For me personally, I am desperately trying to be more green on the go. For example I take my 'this used to be a plastic bottle' bag everywhere to use when I do any kind of shopping and not just when I'm off to the supermarket. I am also trying to recycle more when I am at work or travelling, collecting all my water bottles and bits of paper I accumulate. I say trying to...I'm not perfect and do lapse from time to time!

So...what about you?

WEEK 2 – FOOD

Short Survey

Q1. Have you got a food waste caddy to put any leftover food, peelings, unused and unopened food in your home?
1. Yes
2. No
3. Don't know

Q2. Do you have your own compost bin and/or wormery?
1. Yes - compost bin only
2. Yes - wormery only
3. Yes - both a compost bin and a wormery
4. No - neither

Q3. Which of the following statements best describes the amount of unused food you actually throw into the kitchen bin in a typical week?
      1. I throw nothing away, it all gets used or put into the food caddy for composting or given to my pets
      2. I throw away as little as possible, one or two items at most
      3. I throw some unused food away each week, slightly more than I should/want to
      4. I throw more unused food away each week , definitely more than I should/want to

Q4. From the following list, please pick the 3 types of unused food you throw away most often?
      1. Dairy products (milk, yoghurt etc)
      2. Breads, pastries and cakes
      3. Fish
      4. Fruit
      5. Vegetables
      6. Meat
      7. Pasta, rice and beans
      8. Teabags / coffee grounds
      9. Takeaways such as Pizza, Curry etc
      10. Tins of food
      11. General leftovers
      12. Snacks such as crisps, chocolates and sweets
      13. Other food
      14. None of the above

Q5. Which of the following do you use to judge when to throw unused food items away?
      1. Use by date
      2. Best before date
      3. Smell
      4. Physical appearance
      5. Mould
      6. Taste
      7. When someone else tells me to throw it away
      8. None of these

Q6. Thinking about food packaging, which of the following do you do/have you ever done?
      1. Refused to buy an item because of the amount of packaging it contained
      2. Thought twice about buying an item because of the amount of packaging it contained
      3. Bought an food item and left any of the item's excessive/unwanted packaging at the checkout
      4. Ask your supermarket to provide bins at checkout to leave unwanted packaging in
      5. Read/look at food packaging to see if it can be recycled before buying an item of food
      6. Buy individual and unwrapped items of fruit and vegetable instead of bigger bags of prepacked fruit or veg

7. Buy and use reusable Bags for Life, or re-use old plastic bags when shopping for food

8. Complained to your local Trading Standards department about excess packaging

9. Bought a food item/brand specifically because you could easily recycle the packaging

10. Contacted a manufacturer or retailer to complain about food packaging

11. None of the above

Q7. How important to you is buying organic food?
1. Very important
2. Important
3. Neither important or unimportant
4. Quite unimportant
5. Very unimportant

Q8. How important to you is buying locally grown food?
1. Very important
2. Important
3. Neither important or unimportant
4. Quite unimportant
5. Very unimportant

Q9. How important to you is buying fruit and vegetables only when they are in season?
1. Very important
2. Important
3. Neither important or unimportant
4. Quite unimportant
5. Very unimportant

Quick Polls

Quick Poll 4 - Do you grow your own food?
1. Yes, I have garden full of fruit and vegetables
2. Yes, I've got an allotment
3. No but I am definitely willing to give it a go
4. No and I don't want to

Quick Poll 5 - How often do you take and use your own shopping bags at the supermarket?
1. Always - every time I go supermarket shopping
2. Often – I take and use them more times than I forget to take them
3. Sometimes - Only when I can remember to take them
4. Never – I always use the plastic bags provided by the supermarket

Quick Poll 6 - Who should take most responsibility for reducing the amount of food packaging used?
1. The government
2. The supermarkets
3. The food manufacturers
4. The shoppers
5. Trading Standards
6. Local Authority
7. Action/campaign groups

Forum Topics

FT1 - The average family throws away £600 worth of food each year
Unbelievable as it sounds, the average family throws away about £600 of food away each year!

How does this compare to your household?

Be honest how much unused or unopened food do you throw away each month?

What items do these tend to be and why are these thrown away?

FT2 - Should Lincolnshire Trading standards have dropped the Sainsbury's excessive packaging case?
There has been a lot of debate about excess food packaging recently. Earlier in the year, Trading standards officers in Lincolnshire dropped a landmark legal case against supermarket giant Sainsbury's over excessive and unnecessary packaging, claiming it was "no longer in the public interest".

How can we as consumers influence retailers and manufacturers? What can we do to actively reduce the amount of food packaging we buy, use and ultimately throw away?

FT3 - Greenfingers growing your own.....
Home composting, growing your own fruit and vegetables - share your experiences and queries here.

How could your council and the Merseyside and Halton Waste Partnership encourage more people to compost their food waste?

Here's a link to Diarmuid Gavin promoting the benefits of home composting http://www.youtube.com/watch?v=YwB7ty0BllY

amount of food packaging we buy, use and ultimately throw away?

WEEK 3 — SHOPPING HABITS

Short Survey

Q1. Do you try and purchase locally sourced products
1. Yes, as much as possible
2. Yes, sometimes
3. Occasionally when I see them
4. Rarely
5. Never

Q2. When buying electrical/electronic household appliances, what are the most important things you consider (please select up to three options)?
1. Price
2. Energy efficiency/rating
3. Brand
4. Reliability
5. Longevity/Durability
6. UK made
7. Made from recycled materials/recyclable
8. Pre-used
9. Specification
10. Warranty

Q3. Have you used 'giveaway and exchange' websites such as Freecycle?
1. Yes
2. No
3. No, but would consider it

Q4. Do you rent an appliance rather than owning it?
1. Yes
2. No
3. No, but am considering it
4. No, but I have in the past

Q5. What type of item do / would you rent?
OPEN ENDED ANSWER

Q6. How likely are you to purchase second hand goods, and what sort?
1. Very likely
2. Likely
3. Neither likely or unlikely
4. Quite unlikely
5. Very unlikely

Q7. If very/quite likely, what sort of second hand item(s) would you purchase?
OPEN ENDED ANSWER

Q8. How long do you expect the lifespan of white goods to last (e.g. washing machine or fridge)?
      1. 1 - 3 years
      2. 4 - 6 years
      3. 7 - 9 years
      4. 10 years +

Q9. Do you look to repair electrical/electronic items rather than purchase replacements?
      1. Yes, always
      2. Yes, most of the time
      3. No, it's too difficult/easier to buy a replacement
      4. No, it's too expensive/cheaper to buy a replacement
      5. Can't find anywhere to get it repaired

Q10. Do you think repairing items will get easier or more difficult the future?
      1. Yes, it will become easier
      2. Stay the same
      3. No, it will become more difficult
      4. Depends on the economic circumstances at the time

Q11. How important is it that you have the latest technology (televisions, games consoles, mobile phones, laptops etc)?
      1. Very important
      2. Quite Important
      3. Neither important or unimportant
      4. Quite unimportant
      5. Very unimportant

Q12. When you make a large electrical purchase (e.g. television, washing machine, fridge etc.) what do you do with the old one?
      1. Ask the retailer to take it away
      2. Take it to a Household Waste Recycling Centre (HWRC)
      3. Use your Local Authority's bulky item collection scheme
      4. Pass it on
      5. Sell it
      6. Give it to charity
      7. Keep it

Q13. With Christmas around the corner, how likely will you be making any 'eco-friendly' purchases?
      1. Yes, definitely
      2. Yes, probably
      3. Not sure

Quick Polls

Quick Poll 7 - What do you do with your old mobile phone?
1. Trade it in with the mobile phone shop retailer for an upgrade
2. Sell it personally for example on eBay
3. Sell it to companies such as Envirophone etc to be refurbished, reused or recycled
4. Pass it on to someone
5. Nothing I keep it

Quick Poll 8 - What would most encourage retailers to use less packaging?
1. Fines from central government/EU for excessive packaging
2. Public pressure
3. Increased cost of packaging material
4. Innovation in packaging design
5. Nothing – packaging is important to protect food/goods

Forum Topics

FT1 – How often do you buy 'environmentally friendly' goods?
Retailers are selling a wider variety of 'Environmentally friendly' goods than they used to. To what extent do you actively look for Environmentally friendly goods (e.g. which are made from recycled material, low carbon footprint when being made, low energy rating etc.). Are there any specific retailers that do more than other retailers? What do you think is their main drive to selling these goods?

FT2 - Does knowing the carbon footprint of a product help you make purchasing decisions?
Some retailers have started looking at, and calculating, the carbon footprint (the measure of the amount of carbon dioxide produced in making a product) of the goods they sell and then actively promoting it, so consumers can make informed decisions on the purchases they make. Is this a good way to get people to think more about the purchases they make or is it seen simply as a fad? When making a purchase, do you think about the carbon footprint of the goods you are about to purchase and eventually throw away?

WEEK 4 – RECOVERING WASTE

Short Survey

Q1. How interested are you in finding out what happens to your recycling?
1. Very interested
2. Quite interested
3. Neither interested or uninterested
4. Quite uninterested
5. Not at all interested

Q2. Which three things would you like to know most about your recycling?
1. What is the final destination of my recycling?
2. What processes does my recycling go through?
3. What are the environmental benefits of recycling?
4. What energy is saved?
5. What does the recycled material get turned into?
6. What profit is made from my recycling and where does this profit go?
7. What happens to the material that can't be recycled?

Q3. Thinking about recycling and recovery of waste, which three things do you think have the most financial value?
1. Books
2. Clothing, textiles and shoes
3. Mobile phones
4. Plastic toys
5. Unopened and used food
6. Furniture
7. Plastic bottles
8. Small electrical/electronic items (e.g. irons, toasters, MP3 players etc)
9. Large electrical/electronic items (e.g. fridges, washing machines etc)
10. Wood
11. Sports equipment

Q4. Thinking about recycling and recovery of waste, which three things do you think have the most environmental benefit in terms of energy saved (by recycling and reusing)?
1. Books
2. Clothing, textiles and shoes
3. Mobile phones
4. Plastic toys
5. Unopened and use food
6. Furniture
7. Plastic bottles
8. Small electrical/electronic items (e.g. irons, toasters, MP3 players etc)
9. Large electrical/electronic items (e.g. fridges, washing machines etc)
10. Wood
11. Sports equipment

Q5. Who is responsible for recycling and using waste as a resource to bring it back into the supply chain?
1. Individuals/residents
2. Merseyside Waste Disposal Authority (MWDA)
3. The local Council or their contractor
4. Retailers
5. Manufacturers
6. Other

Q6. If 'other', who?
OPEN ENDED ANSWER

Q7. Which two materials would you like to see added to your local service for recycling which are not being collected at the moment? (Depending on which collection authority you are in, you may already have some of these collected)
      1. Cardboard
      2. Aerosols
      3. Batteries
      4. Plastic film
      5. Tetra packs (e.g. juice cartons)
      6. Tin foil
      7. Plastic bottles
      8. Food waste
      9. Plastic food trays (packaging)
      10. Shredded paper
      11. Textiles
      12. Other

Q8. If 'other' what?
      OPEN ENDED ANSWER

Q9. When away from home (shopping, at work, holiday, travelling etc) do you recycle on the go?
      1. I continue to recycle as much as I do when I'm at home
      2. I recycle slightly less than I do at home
      3. I try to recycle but find it difficult to due to limited recycling facilities
      4. I recycle a lot less than when I am at home
      5. I do not recycle at all when I am away from home

Q10. What three things do you think would encourage Merseyside residents to recycle and recover more?
      1. More community recycling or reuse schemes on Merseyside
      2. Increased education and awareness schemes to encourage behavioural change
      3. Managed weekly collection schemes (food waste collected weekly with alternate weeks for recyclable materials/residual waste)
      4. Incentives and rewards schemes
      5. Fines and fixed penalties
      6. Collection scheme accepting a wider variety of materials
      7. Re-introduction of 'take back/deposit' schemes (e.g. being paid a few pence for taking back glass bottles to the shop)
      8. Other

Q11. If 'other', what would encourage Merseyside residents to recycle and recover more?
      OPEN ENDED RESPONSE

Q12. Which of these options has the most benefit to the environment?
      1. Prevention of waste
      2. Re-use of materials/goods
      3. Recycling of materials/goods
      4. Recovery of materials/goods (e.g. energy from waste/combined heat and power)
      5. Disposal of materials/goods (e.g. landfill)

Quick Polls

Quick Poll 9 - Which of the following items do you think has most financial value when recycled?
1. Wood
2. Plastic bottles
3. Textiles
4. Paper/cardboard
5. Glass
6. Aluminium cans
7. Mobile phones
8. Not sure

Quick Poll 10 - When you are recycling, who do you think is benefiting environmentally?
1. Your local community
2. Your council area
3. Merseyside
4. UK
5. Europe
6. Worldwide

Quick Poll 11 - RecycleBank rewards scheme - will this encourage greater levels of recycling?
1. Yes it will encourage people to recycle more
2. No it won't make much difference to levels of participation in recycling
3. I don't know

Forum Topics

FT1 - What happens to all the recycling material?
In recent focus groups held across Merseyside, there was a lot of interest in what happens to the recycling material once the local authority has taken it away. Some participants said that knowing what happens may encourage residents to recycle more. If local authorities published what happened to the materials, do you think this will encourage people to recycle more? Should local authorities publish information about what happens to the recycling material? Does it really matter?

FT2 – Do people see waste as a valuable resource?
Many people see waste as a resource, whether it is a financial resource or material that can be reused. However, many don't share this view and find big Environmental Issues too complicated or can't see what difference one person can make. What can be done to encourage people to view waste differently and as a resource?

FT3 - How can we get more 'environmentally friendly' goods on retailers shelves?

Making goods out of recycled materials is only a good thing if there is a market for them and people buy them. What should be done to encourage more 'environmentally friendly' goods and create a market for them? Tax breaks? Higher costs/tax on virgin materials? Should 'choice editing' be used more where choice is taken away from consumers (e.g. consumers can no longer purchase low/poor energy rated fridges)?

WEEK 5 – WASTE MANAGEMENT IN THE COMMUNITY

Short Survey

Recently the coalition government has put forward their plans for a Localism Bill which would shift power from central government to communities. For example the bill will establish a "community right to challenge" to help different groups run local services if they want to. Voluntary groups, social enterprises, parish councils and others will be able to express an interest in taking over council-run services and the local authority will have to consider it. Services could include running children's centres, social care services or improving transport links, the government says.

Q1. To what extent do you think the Localism Bill will encourage such groups to play a bigger role in running waste management services? Please choose the most appropriate response below.
>1. Local community groups will have full responsibility and control over waste management services in their community with minimal input from the Local Authority
>2. Local community groups will have a significant amount of responsibility and control but so will the Local Authority
>3. Local community groups will have limited responsibility and control over local waste management services working in conjunction with the Local Authority
>4. There will be no change in responsibility and control over local waste management services
>5. I don't know

Q2. If community groups take on more responsibility and control for local waste management services then what impact do you think this will have on cost effectiveness of the waste management services?
>1. A strong positive impact
>2. A slight positive impact
>3. No impact either in a positive or negative way
>4. A slight negative impact
>5. A strong negative impact

Q3. If community groups take on more responsibility and control for local waste management services then what impact do you think this will have on service delivery of the waste management services?
      1. A strong positive impact
      2. A slight positive impact
      3. No impact either in a positive or negative way
      4. A slight negative impact
      5. A strong negative impact

Q4. If community groups take on more responsibility and control for local waste management services then what impact do you think this will have on job security and job creation of the waste management services?
      1. A strong positive impact
      2. A slight positive impact
      3. No impact either in a positive or negative way
      4. A slight negative impact
      5. A strong negative impact

Q5. Thinking about communication about all that is happening in Merseyside to do with waste management, recycling and reusing items, choose up to 3 options from this list that you think offer the most effective ways to tell and educate the community about the range and benefits of the waste management services on offer in Merseyside. Please select up to 3 options only
      1. Via Facebook, YouTube and Twitter
      2. Via the Council website
      3. Via the Merseyside Waste Disposal Authority website
      4. Via local radio adverts
      5. Via local radio features and programmes
      6. Via television adverts
      7. Via local television features and programmes
      8. Via local newspaper adverts
      9. Via local newspaper articles
      10. Via Council One Stop Shops, buildings and advice centres
      11. Via leaflets posted through the door
      12. On your Council Tax bill
      13. Via text messages
      14. Via community roadshows and other local events
      15. Via posters and billboards seen when you are out and about in Merseyside
      16. Via community groups such as Parish Councils, Sports Clubs, Residents Associations etc

Q6. If there was a proposal to build or install a household waste management facility, such as a Materials Recovery Facility or a Household Waste Recycling Centre in your neighbourhood, from the following options, what do you think would be the most positive benefit for the local community? Please select one answer from the list below

      1. Job creation for local people

      2. Making waste management in Merseyside more efficient e.g. by expanding the range of items that can be recycled

      3. Making waste management in Merseyside more cost effective e.g. by reducing costs related to processing waste outside of Merseyside such as transport costs

      4. Utilising the latest waste management technology to make the process simpler and quicker

      5. Reducing environmental pollution e.g. through using up to date energy efficient equipment and minimising pollution caused by transporting waste out of Merseyside to be dealt with elsewhere

      6. Increasing opportunities for local economic growth and development e.g. opportunity to maximise Council revenue by processing waste from other areas and increase opportunities to set up related waste businesses and enterprises in the local community

      7. Something else

      8. None of the above

Q7. And if such a household waste management facility was proposed to be built in your area, what would be your main concern? Please select just one answer from the list below

      1. Health concerns

      2. Unpleasant smell

      3. Noise pollution

      4. Increased levels of traffic in the neighbourhood

      5. Negative impact on the appearance of the local area/eyesore on the local environment

      6. Air pollution

      7. Potential negative impact on house prices

      8. Another concern

      9. None of the above

Quick Polls

Quick Poll 12 - Private Commercial Ventures and Your Waste

      1. I have strong reservations about this

      2. I have some reservations about this

      3. I have no reservations about this

      4. Don't know

Quick Poll 13 - Waste collection systems in Merseyside
1. Keep the individual Council waste collection services separate – they address local needs most effectively and I am comfortable in knowing what and how I can recycle certain items
2. Merge the services do there is exactly the same waste collection service across all Merseyside – this would be more cost and time efficient in the long term but could mean disruption, change and confusion in knowing how, what and when I recycle items and cost more in the short term
3. No preference

Forum Topics

FT1 – Imagine a world with no kerbside recycling collection
Imagine a world where your local Council did not collect your household recycling using a kerbside collection service and it was up to the individual, yes you and me to proactively take our recycling to the various places that dealt with Household Waste to be recycled. That is to say, we would have to take our bottles to the bottle bank, place our used batteries in those bins in shops and supermarkets and take all our paper and plastic bottles down to our local Household Waste Recycling Centres. In short, what if we had to take more responsibility for managing our own household waste?

Kerbside collections in one form or another are here to stay I believe but I am curious as to what would happen if they disappeared over night… How would you feel? What effect would it have on the local community and most importantly, what do you think you and other residents of Merseyside would do?

FT2 – Information overload – is the media helping or confusing us?
As this week is all about waste management in the wider community in Merseyside, we need to talk about the role of the media in shaping our views.

There are so many conflicting messages about what we should be doing and how we should be doing it I get really confused about what is the right thing to do.

What role does the media have in encouraging more effective waste management or is their role to highlight the problems and issues surrounding the topic?

WEEK 6 – TIME TO TAKE STOCK ON DON'T WASTE YOUR SAY

Short Survey

Q1. Over the past five weeks we've looked at waste prevention, waste reduction, recycling and reusing products. Of these four broad categories where do you think Merseyside and Halton Waste Partnership should focus their efforts and expenditure in the future?
1. Waste prevention
2. Waste reduction
3. Recycling products
4. Reusing products (either the whole item or its component parts)

Q2. Why is this so important to you?
OPEN ENDED RESPONSE

Using a scale of 1 to 10, where 1 is not important at all and 10 is extremely important, please give a score between 1 and 10 for how important it is for the Merseyside and Halton Waste Partnership to be concentrating on…

Q3. "Climate change – reducing the climate change/carbon impacts of waste management" as a priority over the next 20 years

Q4. "Waste prevention - maximising the prevention of waste" as a priority over the next 20 years

Q5. "Diversion from landfill - maximise landfill recovery and diversion through activities such as recycling and recover of waste to generate energy" as a priority over the next 20 years

Q6. "Sustainable economic activity - maximise the opportunities for local employment, training and business development from waste management" as a priority over the next 20 years

Q7. "Ecological footprint - reduce the ecological footprint of waste management" as a priority over the next 20 years

Q8. "Behavioural change - promote behavioural and cultural change that delivers better environmental outcomes by working with residents, local communities and local businesses" as a priority over the next 20 years

Q9. "Renewable energy - promote use of renewable energy, generate renewable energy from residual waste and use renewable energy to deliver waste services" as a priority over the next 20 years

Q10. "Recycling performance - achieve target recycling rates of between 50% and 55% through the delivery of strategy initiatives" as a priority over the next 20 years

Q11. "Resource efficiency - promote (natural) resource efficiency in the delivery of waste services combined with the promotion of waste reduction practices in householders and local businesses" as a priority over the next 20 years

Q12. "Waste management activity - optimising collection, processing and treatment capacity and Merseyside wide operations dealing with waste to meet the needs of the Joint Municipal Waste Management Strategy for Merseyside" as a priority over the next 20 years

Q13. Please select from the following list of strategic priorities up to 3 options you personally believe are the most important for Merseyside and Halton Waste Partnership to work on
> 1. Climate Change – reducing the climate change/carbon impacts of waste management
> 2. Waste prevention - maximising the prevention of waste
> 3. Diversion from landfill - maximising landfill recovery and diversion through activities such as recycling and recover of waste to generate energy
> 4. Sustainable economic activity - maximising the opportunities for local employment, training and business development from waste management
> 5. Ecological footprint - reducing the ecological footprint of waste management
> 6. Behavioural change - promoting behavioural and cultural change that delivers better environmental outcomes by working with residents, local communities and local businesses
> 7. Renewable energy - promoting use of renewable energy, generate renewable energy from residual waste and use renewable energy to deliver waste services
> 8. Recycling performance - achieving target recycling rates of between 50% and 55% through the delivery of strategy initiatives
> 9. Resource efficiency - promoting (natural) resource efficiency in the delivery of waste services combined with the promotion of waste reduction practices in householders and local businesses
> 10. Waste management activity - optimising collection, processing and treatment capacity and Merseyside wide operations dealing with waste to meet the needs of the Joint Municipal Waste Management Strategy for Merseyside

Q14. Has the Don't Waste Your Say public consultation had any effect on your opinion of how waste management currently is conducted in Merseyside?
> 1. Yes, I have a more positive opinion of the work of the Partnership
> 2. Yes, I have a more negative opinion of the work of the Partnership
> 3. No, it has not had any impact on my opinion of the work of the Partnership
> 4. It's the first time I have heard of the work of the Partnership
> 5. I don't know/can't say

Q15. Has the Don't Waste Your Say public consultation had any effect on your opinion of the way your local Council manages your household waste?
> 1. Yes, I have a more positive opinion of my local Council
> 2. Yes, I have a more negative opinion of my local Council
> 3. No, it has not had any impact on my opinion of my local Council
> 4. I don't know/can't say

Q16. Has the Don't Waste Your Say public consultation had any effect on your opinion of the way Merseyside Waste Disposal Authority managed your household waste?
      1. Yes, I have a more positive opinion of the MWDA
      2. Yes, I have a more negative opinion of the MWDA
      3. No, it has not had any impact on my opinion of the MWDA
      4. I didn't know there was a separate body managing my waste other than my local Council
      5. I don't know/can't say

Q17. Has the Don't Waste Your Say public consultation had any affect on your opinion of the Merseyside and Halton Waste Partnership?
      1. Yes, I have a more positive opinion of the Partnership
      2. Yes, I have a more negative opinion of the Partnership
      3. No, it has not had any impact on my opinion of the Partnership
      4. I don't know/can't say

Q18. Given all the discussion and information provided on the Don't Waste Your Say website , do you think that the name Merseyside Waste Disposal Authority accurately reflects what the organisation currently does and its stated strategic objectives for the next 20 years?
      1. Yes
      2. No
      3. Don't know

Q19. What other names would you suggest for the Merseyside Waste Disposal Authority given all the information you have about what it currently does and its future plans?
      OPEN ENDED RESPONSE

Quick Polls

Quick Poll 14 - Are the MWDA strategic priorities on the right track?
      1. Yes completely
      2. Yes to some extent
      3. No, not entirely
      4. No, not at all
      5. Not sure/don't know

Quick Poll 15 - Has taking part in Don't Waste Your Say changed your views about waste management?
      1. Yes I now feel much more positive about these issues
      2. Yes I now feel slightly more positive about these issues
      3. Yes I now feel slightly more negative about these issues
      4. Yes I now feel much more negative about these issues
      5. No it has made no difference to how I feel about these issues
      6. Don't know

Forum Topics

FT1 - How would possible changes to collection schemes affect you and the public?
Thinking about the various strategic priorities under discussion about waste management and the services offered by Merseyside Waste and Halton Partnership over the next 20 years, how do you feel about the possible changes in the waste collection services such as no side waste collected, smaller bins, alternate weekly collection of residual waste etc that these options could bring about?

What impact do you think these changes would have on recycling behaviour?

FT2 - Merseyside Waste Disposal Authority - time for a new name?
In this week's short survey we ask the question "Is it time to change the name of the MWDA"?

Given that the strategic priorities under discussion are shift in emphasis from just recycling to broader waste prevention concerns such as climate change, energy and resource efficiency and waste prevention should the authority have a new name?

If so, what do you suggest? Please also give you reasons why

FT3 - 10 Strategic Priorities - your feedback please
We've posted a document detailing the proposed strategic priorities for the Merseyside Waste Disposal Authority to focus on over the coming 20 years on the Don't Waste Your Say online consultation homepage. For those of you who came to one of the focus groups, you may recognise them as these are the priorities we asked you to rate in our discussions.

This Forum is the space for any comments or questions on these 10 options we've listed on the website? What do you think are the positive points about them and what, if anything, would you change about them?

Additional forum topic posted by Don't Waste Your Say:

Specific queries and comments about Local Authority Waste Collection and Recycling Schemes
This is the place to post any specific questions or comments you may have about your local Council's waste collection services, kerbside recycling and Household Waste Recycling Centres.
We can then pass on any queries to the relevant people and post feedback on this forum.

Additional forum topics posted by ORC members:

Rewarding Recycling
Is it not rewarding enough for people to know, that the recycling carried out by us, is making a difference. Rewarding costs money, and may detract from the benefits gained?

Fortnightly Bin Collections – Why?
Wirral Council has said that they adopted fortnightly bin collections to encourage recycling. I have yet to hear an explanation of the reasoning behind this as there seems to be no logic reason why this should be so. Of course there is a logical reason for fortnightly collections; and that is to save money.

Dumpster Diving – An Answer to Wasted Food?
Increasingly, there are people (often called Freegans) who are feeding themselves from food thrown away by supermarkets and stores. Should local councils, who presumably have to dispose of this discarded food (in landfills?), be taking some action on this? Maybe even making this food available for low income households in Merseyside.

Is it Worth Recycling?
We are enthusiastic recyclers but I fear that sometimes we do more harm to the planet than good.

Leave Excess Packaging in Shopping Trollies
This topic springs out of the forum topic: Should Lincolnshire Trading standards have dropped the Sainsbury's excessive packaging case?
We're starting a campaign! Pledge with a YES I WILL

Appendix 6 – Focus Group Discussion Guide

FOCUS GROUP DISCUSSION GUIDE (90 minutes)

> *Please note this discussion guide is intended as a guide to the moderator only. Sections may be subject to change during the course of the focus groups if, for example, certain questions do not illicit useful responses. Respondents participating in the groups will also have a key role in shaping the course of discussion based on their views and experiences.*

SECTION	DURATION
Introduction	3 minutes
Warm Up	5 minutes
Waste management in the local area	10 minutes
Perceptions of Waste	15 minutes
Discussion of Strategic Options	45 minutes
Summary	5 minutes

Introduction (3 minutes)

- Introduce self/Enventure – independent, confidential, interested in hearing everyone's opinions
- Explanation of research purpose – part of a wider public consultation called 'Don't Waste Your Say' looking at waste management across Merseyside
- Plan for session
- Assure confidentiality
- Housekeeping – toilets, location of fire exit, mobile phones switched off/to silent, refreshments

Warm up (5 minutes)

- Participants to introduce themselves
  - Name
  - Family
  - Length of time lived in Merseyside/area
  - What is it like living here?

Waste Management in local area (10 minutes)

MODERATOR INSTRUCTION

Before we start the group properly, I'm going to give you a few facts and figures about waste management in Merseyside to help anchor the discussion tonight

- In Merseyside it costs approximately £100 million each year to manage waste generated by households. There are 1.6 million residents in Merseyside creating around 767,000 tonnes every year – that's an average of 742kg of waste produced by each household.
- Merseyside homes throw away 130,000 tonnes of food each year – a third of what people buy and costing families £50 each month. That's £600 every year per household or £1billion pounds a year of avoidable waste literally thrown away by Merseyside residents.
- Waste has traditionally been sent to landfill – but landfill space is expensive to use and is running out fast. Landfill Tax is rapidly increasing and will cost £72 a tonne by 2013. Merseyside is sending 217,000 tonnes less a year to landfill than it was in 1999 but still needs other alternatives to landfill for waste that cannot be re-used or recycled. We need to use our natural resources better. Each tonne of steel recycling on Merseyside conserves 1.1 tonnes of iron ore, 0.6 kg of coal and 0.5kg of limestone. It also reduces water pollution (84%) and mining waste (97%)
- In 2009 and 2010, Merseyside residents recycled 33% of its waste – ten years ago the recycling rate was just 6%. Merseyside has a current target to recycle 44% of its waste by 2020. There are 14 Household Waste Recycling Centres (HWRC) across Merseyside accepting a wide range of materials that will be reused and recycled. A flagship Materials Recycling Facility is being built at Gillmoss in Liverpool to sort and recover 100,000 tonnes of materials for recycling from 2011

MODERATOR COVER GROUP;
- Feedback on the information given?
- Any surprises/shocks?
- What are the positives here?
- What are the negatives?
- How does this make you feel?
- How does this affect you as a Merseyside resident?
- How well do you think Merseyside authorities/your local Council are doing in terms of waste management and protecting the environment?
    o Why do you say that?
- Gauge awareness of waste management schemes in area
    o Prompt for knowledge/awareness of 'Love Food Hate Waste'
- What are the key things to be done/tackled to improve the waste management in Merseyside?
    o MODERATOR THIS IS AN OPPORTUNITY TO GATHER IMMEDIATE THOUGHTS TO REFER BACK TO LATER ON DURING THE DISCUSSION
    o Try to gain agreement in the group of 3 or 4 priorities
    o Why are these important?
    o What solutions/ways to improve this situation are there?
        ▪ Ensure group considers wider implications e.g. economic, social and environmental
    o Whose responsibility is it to address these issues? Why do you say that?
        ▪ Explore role of local Council, other authorities, community groups, private sector including retailers/supermarkets, residents/general public etc

BRIEFLY EXPLORE GROUP PERCEPTIONS OF WHO IS INVOLVED IN WASTE MANAGEMENT IN MERSEYSIDE. NOTE FOR MODERATOR – CURRENTLY THERE ARE 5 COLLECTION SYSTEMS AND 1 DISPOSAL SYSTEM.
- Who is responsible for dealing with waste in Merseyside?
- EXPLAIN 5 COLLECTIONS RUN BY LOCAL AUTHORITY , 1 DISPOSAL RUN BY MWDA
- Is this a good system? Why do you say that?
- How should it be run in the future? Briefly explore reactions of different options;
  o Stay the same – 5 collections, 1 disposal
  o 5 collections, 1 disposal but have more opportunities for joint working/clustering of work for greater efficiency/improved performance
  o Merger of 1 or 2 collections into bigger collections
  o Merge all 5 collections together
  o Merge collections and disposal to one single body (Joint Waste Authority)
- Explore extent each option would improve performance and make efficiency savings
  o Encourage group to consider long term and short term benefits/drawbacks

- Briefly explore where waste management sits in relation to other actions group may do to help protect the environment, specific examples;
  o Using public transport
  o Insulating home
  o Buying energy efficient appliances
  o Switching off appliances
  o Water meters
  o Growing own food etc
  o In terms of priority/importance where does waste management sit with need to do these things/actual behaviour/actions?

INTRODUCE WASTE HIERARCHY PYRAMID TO GROUP. WHERE DO THESE ACTIONS FIT IN THE PYRAMID
  o Explore recycling's position in terms of environmental benefit
  o How feel about importance of recycling now? What other actions are as important if not more so?
- Explore 'bang for buck' concept of some actions discussed in group
  o Need to explore perceptions of what gives the better environmental impact per £ spent from taxes of various actions (e.g. should they lag more lofts if better environmental impact than spend money on increasing recycling rates which has less positive environmental impact)

MODERATOR NOTE – FOR REST OF THE DISCUSSION IF RESPONDENTS WISH TO TALK ABOUT LOCAL ISSUES, ASK THEM TO WRITE DOWN THEIR POINT ON A POST IT NOTE AND ADD TO THE 'ISSUES BOARD' (FLIP CHART PAPER PINNED UP IN ROOM). WE CAN THEN RECORD ALL THEIR COMMENTS AND CONCERNS & PASS ON IF NECESSARY TO RELEVANT COUNCIL CONTACTS BUT FOR THE REMINDER OF THE GROUP WE WANT TO THINK ABOUT WASTE IN A SLIGHTLY DIFFERENT WAY.

Perceptions of Waste (15 minutes)

- Thinking about you and your family, what barriers are there for you to actively do more to....
    - Prevent waste? ENCOURAGE GROUP TO THINK ABOUT THEIR CONSUMPTION/SHOPPING HABITS AS WELL AS WHEN THINKING OF DISPOSING ITEMS THEY NO LONGER HAVE USE FOR
    - Manage the waste created by you/your household?
    - Reuse/recycle items you/your household no longer has use for?
        - IF TIME explore recycling 'on the go' – what happens to items you no longer need when you are out and about/on the bus etc

GO THROUGH THE 3 ELEMENTS IN TURN, MODERATOR TO NOTE DOWN BARRIERS MENTIONED, FOR COMMON BARRIERS DISCUSSED, EXPLORE;
- Reasons for being a barrier?
- How would you class this as a barrier? Practical, emotional, physical etc
- Which are the main barriers?
- How could these barriers be overcome/minimised?
    - What help/incentives/encouragement is needed? Why/where from?
        - Explore responsibilities of individual, Council, third parties, manufacturers, suppliers, retailers, media etc

- Do things you put in the bin have any value to other people?
    - Why do you say that?
    - Explore perceptions of financial, material, environmental and emotional value with group
- Is value associated to the item as a whole or elements of it – if so what elements have most value and why?
- Explore reasons behind their perceptions of value, again what sort of value do items have?
    - Is value associated to the whole item or its components/materials?
- Whose job/responsibility is it to put the 'waste'/new resource back into the supply chain? Why do you say that?
    - If not solely the Council's responsibility then whose? Why?

Value continuum

THIS IS A PHYSICAL EXERCISE TO ENCOURAGE RESPONDENTS TO THINK ABOUT VALUE.
CLEAR A SPACE IN THE ROOM, ASK RESPONDENTS TO STAND UP. MODERATOR BRING OUT IMAGES OF VARIOUS ITEMS THAT CAN BE RECYCLED
IMAGES: *Mobile phones, Large electrical or electronic items e.g. washing machine, cooker, TV etc, Small electrical or electronic items e.g. hair dryers, DVD/CD players, games consoles etc, Clothing, textiles and shoes, Toys (not electrical/Electronic), Leisure and sports equipment (not electrical/Electronic), Food: unused and unopened, Books, Furniture, Wood, Plastic bottles*

SHOW EACH IMAGE TO THE GROUP;
- Thinking about the value of each of the items I want us as a group to physically put them in order along this imaginary line from most valuable to least valuable to others at the point when you no longer need or have use for
- Allow respondents a few minutes to look at each image
- Then get group to work together putting these in order, stress that some items they may think have the same value as each other so can be grouped together
- Once finished task, moderator make note of order then explore reasons for the order the group put the continuum in

Exploration of Strategic Options (45 minutes)

MODERATOR ENCOURAGE GROUP TO REMAIN STANDING. HAND OUT A SELF COMPLETION SHEET (3 COLUMNS; OPTION NUMBER, SPACE FOR TICK/CROSS, 3 WORDS THAT DESCRIBE YOUR REACTION TO THIS OPTION). MODERATOR AND ASSISTANT PLACE EXPLANATIONS OF THE 10 DIFFERENT STRATEGIC OPTIONS AROUND THE ROOM.

- We now want you to look at the boards we've put out around the room. These are different options/priorities that the Merseyside and Halton Waste Partnership think are important to base the (waste management) activity and services they will provide to Merseyside from 2012 to 2030 on
- I want you to walk round the room and read the information on each board to get an understanding of what each option is trying to achieve/communicate
- As you walk round, please use your sheet to note down your initial reactions to each option. Each option has a number and so for each one I want you to put a tick or cross (or 2 ticks or 2 crosses) against it to indicate whether you think this is a good/appropriate idea for the Partnership to concentrate on/base their services round
- Then I want you to write a down a couple of words or a phrase that springs to mind when you read the information so could be a comment on what is says for example
- Finally, once you've done that I want you to circle on the sheet 3 options you think are the most important/key priority for the Partnership
- Please do this on your own and then we can discuss feedback as a group

ALLOW RESPONDENTS TIME TO LOOK AT THE BOARDS. ONCE FINISHED RECONVENE GROUP AND EXPLORE;

- First impressions of all options
  - Level of understanding – what do these mean to you/community
  - Relevance to you/community
- What stood out? Why?
- Anything not clear/not easy to understand? FOCUS ON CONCEPT NOT WORDING
  - Why?
  - How could this be improved?
- What positives did you see as you looked at the options?
  - Explore reasons why
- What negatives did you see as you considered the options?
  - Explore fully for reasons why

COLLATE TOP 3 OPTIONS FROM THE GROUP AND EXPLORE IN DETAIL RESPONSES TO THESE OPTIONS;
- Why picked?
- What made them have such an impact/importance? PROBE FOR;
  - Words used
  - Concepts conveyed
  - Relevance to them as residents of Merseyside
  - Probe fully reasons for choice
- How can other parties (private sector, manufacturer, householders, retailers etc) contribute to achieving the aim of these options? Probe in detail

- MODERATOR – If time select a few that respondents did not like, explore fully
  - Reasons why disliked
  - Key improvements needed

MODERATOR NOTE – ONCE DISCUSSED KEY OPTIONS EXPLORE WITH GROUP:
- The focus/emphasis on climate change, waste prevention, energy and resource agendas in shortlist
- Does the group recognise/understand a move to broader waste prevention concerns rather than recycling is good message/theme?
    - Explore strength of link between these topics
- How feel about broader themes covered in options?
- How does this make them feel about the options/recycling/their role/responsibilities?
    - Explore ease of understanding
- How feel about likely change in services received when these issues are addressed e.g. less frequent residual waste collection, no side waste?

MODERATOR NOTE – NEED TO EXPLORE HOW BEST MERSEYSIDE AND HALTON JOINT WASTE PARTNERSHIP HAS TO COMMUNICATE ITS WIDER WASTE AND RESOURCE AGENDA TO THE PUBLIC
- What kind of organisation would have these as key strategy objectives?
- What words would you use to describe the organisation?
- How does this fit in with the Partnership as an organisation as you see it?
- How does this fit in with the MWDA as an organisation as you see it?

Summary (5 minutes)

- Summarise key points from group;
- Key barriers to improving waste prevention, management and recycling behaviour
- Most important priorities to base future service delivery upon
- Key improvements needed to waste management services in Merseyside in general
- Any other questions/points to raise in group?

- Thank & Close

MODERATOR IF RESPONDENT HAS A SPECIFIC ISSUE/CONCERN THEY WANT TO RAISE WITH THEIR LOCAL COUNCIL THEN AT END OF GROUP TAKE DOWN THEIR DETAILS USING THE CUSTOMER COMMENT FORM

Appendix – items to use in group

Post it notes
Pens
Flipchart paper
Images of items to recycle
Waste Hierarchy Pyramid
Revised shortlist of Strategic Options and Mechanisms for future service delivery
Options self completion sheet
Copies of the customer comment form