



SOUTH LONDON WASTE PARTNERSHIP

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SOUTH LONDON WASTE PARTNERSHIP JOINT COMMITTEE Agenda

Members of the Committee

London Borough of Croydon

Councillor Stuart Collins - Deputy Leader and Cabinet Member for Clean Green Croydon

Councillor Stuart King - Cabinet Member for Transport and Environment

Reserves: Councillors Robert Canning and Pat Ryan

Royal Borough of Kingston upon Thames

Councillor Phil Doyle - Portfolio Holder - Resident Services (Chair)

Councillor Terry Paton (Vice Chair)

Reserves: Councillors David Cunningham and Richard Hudson

London Borough of Merton

Councillor Ross Garrod - Cabinet Member for Street Cleanliness and Parking

Councillor Martin Whelton - Cabinet Member for Regeneration, Environment & Housing

Reserves: Councillors Mark Allison and Nick Draper

London Borough of Sutton

Councillor Manuel Abellan - Vice-Chair of the Environment & Neighbourhood Committee

Councillor Jill Whitehead - Chair of the Environment and Neighbourhood Committee

Reserve: Councillor Nighat Piracha

A meeting of the **LONDON BOROUGHS OF CROYDON, MERTON & SUTTON AND ROYAL BOROUGH OF KINGSTON UPON THAMES SOUTH LONDON WASTE PARTNERSHIP JOINT COMMITTEE**, will be held on Tuesday 14 MARCH 2017 at **5:30pm**, Queen Anne Suite, Guildhall, Kingston upon Thames KT1 1EU.

This is a meeting in public and attendance by the public is encouraged and welcomed.

Welcome to this meeting.

A large print copy of the agenda can be requested in advance.

Filming - Residents and journalists/media wishing to film meetings are permitted to do so but are asked to give advance notice of this and respect any concerns expressed by people on being filmed.

Running order - Items may be taken in a different order depending on the interests of the members of the public present at the meeting. Please fill out a green form, available at the start of the meeting, if you would like to request that a particular item is heard earlier.

Contact for further information - For further about Council Committees and meetings please contact: **Ann Sweeney 020 8547 4629, e-mail: ann.sweeney@kingston.gov.uk**

Agenda

Apologies for Absence and Attendance of Substitute Members

Declarations of Interest

1. Minutes

To confirm the minutes of the meeting held on 6 December 2016.

2. CONTRACT MANAGEMENT REPORT

3. SLWP BUDGET REPORT 2016-17 UPDATE

4. THE SOUTH LONDON WASTE PARTNERSHIP COMMUNICATIONS STRATEGY 2017 - 2018

5. MEASURING RESIDENT PERCEPTIONS OF WASTE MANAGEMENT

6. Meeting Dates 2017-18

The next meeting will be

Tuesday 6 June 2017 at Guildhall, Kingston upon Thames KT1 1EU, at 5:30pm:

This was agreed as part of the 206/17 calendar.

To confirm the following dates for 2017/18

These will be at 5:30 at Sutton Council offices

Tuesday 12 September 2017

Tuesday 15 December 2017

Tuesday 6 March 2018

Wednesday 13 June 2018

7. Exclusion of the Press and Public

To exclude the public from the meeting under Section 100(A)(4) of the Local Government Act 1972 on the grounds that it is likely that exempt information, as defined in paragraph 3 of Part I of Schedule 12A to the Act, would be disclosed and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

This paragraph covers information relating to the financial or business affairs of any particular person (including the authority holding that information)

8. RISK REGISTER

9. ANY URGENT ITEMS AUTHORISED BY THE CHAIR

SOUTH LONDON WASTE PARTNERSHIP JOINT COMMITTEE**Tuesday 6 December 2016****5:30 – 6:17PM****London Borough of Croydon**

Councillor Stuart Collins - Deputy Leader and Cabinet Member for Clean Green Croydon
 * Councillor Stuart King - Cabinet Member for Transport and Environment
 Reserves: Councillors Robert Canning and Pat Ryan

Royal Borough of Kingston upon Thames

Councillor Phil Doyle - Portfolio Holder - Resident Services (Chair)
 Councillor Terry Paton Deputy Leader
 Reserves: Councillors David Cunningham and Richard Hudson

London Borough of Merton

* Councillor Ross Garrod - Cabinet Member for Street Cleanliness and Parking
 Councillor Martin Whelton - Cabinet Member for Regeneration, Environment & Housing
 Reserves: Councillors Mark Allison and Nick Draper

London Borough of Sutton

Councillor Manuel Abellan - Vice-Chair of the Environment & Neighbourhood Committee
 Councillor Jill Whitehead - Chair of the Environment and Neighbourhood Committee
 (Vice Chair)
 Reserve: Councillor Nighat Piracha

* Absent

Apologies

Alternates

Councillor Stuart King

None

Councillor Ross Garrod

Councillor Nick Draper

Declarations of Interest - None**23. Minutes**

Resolved that the minutes of the meeting held on 13 September 2016 are confirmed as a correct record.

24. Contract Management Report

Andrea Keys presented an update on the performance of the three Phase A Contracts from April to September 2016. An update on the Phase B Contract was also reported.

Contract 1 - Transport and Residual Waste management. The Contract is operating effectively. In Q's 1 and 2 just under 100,000 tonnes of residual waste were

handled; Year to date just over 23,000 tonnes of Partnership residual waste was diverted from landfill and this equates to 19% diverted from landfill to the Lakeside ERF.

Contract 2 – Household Reuse and Recycling Centres (HRRC).

The upgrading of the Kingston, Merton & Sutton sites is complete, Fishers Farm is in progress and Purley Oaks works started on 5 December.

Combined performance across all the sites is 73%. There are some performance issues at Garth Road, which has seen a 2% drop in recycling in Q2. Mattress recycling has restarted at the site and improved performance is anticipated in Q3. An anonymised staff survey is in progress and a review of supervision at the site. As indicated in the customer satisfaction surveys the site scores quite highly.

Contract 3 - Marketing of recyclates and treatment of green and food waste

This Contract is performing well. Tonnages processed over the 6 months are

Green waste 21178

Food waste 8422

Phase B Contract – Construction of an Energy Recovery Facility (ERF)

The quarterly Community Liaison Group meeting was held in October.

A rolling 3 month communications and construction plan is in place, this updates the next stage of the project, which includes key construction activities that may be experienced by the residents in the immediate vicinity of the site. The installation of the flue stack is programmed for later in January and will be visible to residents.

A newsletter on this and other construction activity will be circulated to 14,000 households in January.

Applications are now being accepted for support from the £1m Beddington Community Fund for community led projects and organisations in Sutton, Croydon, Merton and Kingston.

The Viridor Beddington ERF website has been updated and includes a time-lapse video of the construction, the landfill restoration plans, details of the Community Liaison Group minutes and the application and guidance notes for the Community Fund

<https://viridor.co.uk/our-developments/beddington-erf/>

Resolved that the performance of the Phase A contracts and the current position on the Phase B contract is noted.

25. SLWP Budget Report 2016-17 Update

The Partnership's budget for core activities covers; procurement, project management, administration, contract management, communications and the audit fees.

At Quarter 2 an overspend of £46,500 is forecast due to additional client costs on the management of the Environmental Services contract

Resolved that the current position is noted.

26. SLWP Draft Budget for 2017/18

Michael Mackie, Finance Lead, presented the proposed budget for the Partnership for 2017/18 for its core activities.

The draft budget agreed by the Joint Committee at the September meeting has been considered by the individual boroughs and the final budget must be approved by 31 December.

The final budget has reduced by £64,500 from the figure reported in September. This follows a review of the clienting arrangements for the Environmental Services Procurement and the decision that the contract co-ordination for Lot 2 will be carried out directly by LB Merton and LB Sutton.

Resolved that the proposed budget for the core activities of the Partnership of £666,100 for 2017/18 is agreed.

Item	2016/17 Approved Budget £	2017/18 Approved Budget £
<i>Internal & External Advisors and Accounting</i>	125,000	125,000
<i>SLWP Staff Resources</i>	325,000	492,100
<i>Document and Data Management</i>	20,000	24,000
<i>Audit Fee</i>	2,500	0
<i>Communications</i>	25,000	25,000
TOTAL	497,500	666,100
COST PER BOROUGH	124,375	166,525

27. Communications and Engagement Activities - Phase A & B Contracts

John Haynes the Partnership's Communications Advisor, presented a comprehensive update on communications and stakeholder engagement activities since March 2016 when he had taken on this role. This covered the Phase A (transport & residual waste management, HRRC services and marketing of recyclates) and Phase B (residual waste treatment) contracts.

On the Phase A contracts communications work has been focussed around supporting Veolia to deliver a programme of upgrading the Household Reuse and Recycling Centre (HHRC) sites and increasing recycling rates. Work over the last nine months has been on:

- Ensuring Veolia are meeting their contractual requirements with regard to communications and stakeholder engagement
- establishing a rolling programme of customer satisfaction surveys across all six HRRC sites to measure resident opinion of the services being provided.

The first wave of HRRC surveys were completed in October and show that satisfaction levels with HRRC-related services is generally very high amongst site users. Residents are generally impressed with the attitude of site staff, are happy with how they are received on arrival and the helpfulness of staff when depositing items. People feel safe on the sites and on the whole are satisfied with queuing times, which on average are no longer than five minutes.

The feedback gives Veolia valuable information on the success of the upgrades, operation of the sites overall and whether there are any issues which need to be 'nipped in the bud'.

An example of working with and providing support to Veolia on particular sites is the communications planning on the recent temporary closure of Purley Oaks HRRC for upgrade works. A survey of the site users in the summer revealed very high levels of support for the upgrade work to take place and for this to be during the winter of 2016. Once dates were decided – 5 – 19 December – the Communications Plan ensured local residents knew about the closure and the alternative facilities available during that fortnight.

On the Beddington Landfill operations, communications and engagement activities have centred on:

- educating local residents and key stakeholders about the landfill operation and the vital waste disposal capacity being provided for hundreds of thousands of local households and businesses managed to minimise any negative environmental impacts;
- how the Beddington Farmlands is being restored with habitats for wildlife and public access. Work will be starting on creating an area of wet grasslands to the north of the site early in 2017.

The landfill site will close once the Beddington ERF becomes operational.

During the summer Viridor hosted a series of well-attended open days and guided walks of the wildlife sites and the Energy Recovery Facility (ERF) construction site. Further updates will be in in the Viridor community newsletter planned for distribution in January 2017 and open days are being planned for the wetlands in Spring.

Over the past 9 months the Communications Advisor has been working closely with Viridor to ensure there is

understanding among residents on the need for the ERF and the safety of such modern, well-run facilities and that

the Partnership understands the views of local people on waste treatment and ERF technologies

A clear Communications Strategy and plan for the construction phase of the Beddington ERF has been developed and is monitored through the monthly 'Phase B Project Board' meetings. Other activities already referred to are; the newsletter; meetings with the Community Liaison Group, the Community Benefit Fund and the open days and guided walks.

Reports in local media and on social media channels are monitored regularly to ensure local residents and stakeholders views towards the ERF are understood and responded to.

An independent survey was commissioned in August to find out more about local opinions and behaviours on waste disposal, waste management and treatment, and ERF technologies in particular. These will supplement the surveys carried out by Ipsos MORI in 2010 and 2012.

The findings will be reported to the Joint Committee in March and will inform the development of the 2017/18 Communications Strategy for the Partnership.

The four Boroughs are committed to doing everything possible to encourage residents to reduce, reuse and recycle as much as they possibly can. Funding from Recycle for London and support from the four boroughs enabled a series of 15 free events all aimed at reducing the amount of waste residents produce and raising awareness of recycling/reuse. Further work on this is planned.

An SLWP Communications Coordination Group (CCG) has been established made up of nominated 'Borough Communications Leads to plan communications and engagement activities across the partnership.

Promotion of Recycling

Arising from the discussion on Communications work to date and the drafting of the Strategy for 2017/18 Members raised the following points for further consideration and response at the March meeting

Reinforcing a clear message to residents on

the need to recycle and reduce the amounts going to landfill, and the costs of not achieving this,

the possible actions that might be taken where recycling rates did not improve

Adopting a unified approach to communications and action – whether incentives or enforcement – across the Partnership once all the 4 Boroughs had similar recycling bin/collection systems in place;

Further consideration of actions that can be taken to increase recycling; whether learning from some of the things already tried by partner boroughs or from experience elsewhere in London and nationally

Resolved that

- 1 the report on communications and engagement activities from March 2016 on the Phase A and Phase B contracts is noted;
- 2 the views on approaches to the promotion and coordination of recycling are discussed further at the next meeting in the context of the 2017/18 Communications Strategy.

28. Exclusion of the Press and Public

Resolved that the public are excluded from the meeting under Section 100(A)(4) of the Local Government Act 1972 on the grounds that it is likely that exempt information, as defined in paragraph 3 of Part I of Schedule 12A to the Act, would be disclosed and the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

This paragraph covers information relating to the financial or business affairs of any particular person (including the authority holding that information)

29. Risk Register

Appendix 2

The Risk Register was reviewed.

There are no Red risks. The updates on actions on 1.1 Partnership Structure and 1.5 Staff Resources were highlighted.

Resolved that the current position on the Risk Register is noted.

NEXT MEETING

Tuesday 14 March 2017

5:30pm Queen Anne Suite, Guildhall, Kingston upon Thames KT1 1EU,

Signed.....Date.....

Chair



Report to: South London Waste Partnership (SLWP)
Joint Waste Committee

Date: March 2017

Report of: SLWP Management Group

Author(s):
Andrea Keys, Contract Manager

Chair of the Meeting:
Councillor Doyle, Chair SLWP Joint Waste Committee

Report title:

Phase A & B Contract Management Report

Summary:

This report provides Joint Waste Committee with an update on the performance of the three Phase A Contracts applicable to the South London Waste Partnership:

- i. Contract 1 - Transport and Residual Waste management
- ii. Contract 2 - HRRC services - HRRC site management and material recycling
- iii. Contract 3 - Marketing of recyclates and treatment of green and food waste

This report provides performance data for the period 1st April 2016 until the 31st December 2016.

This report also provides Joint Waste Committee with an update on the Phase B Contract.

Recommendations:

Joint Waste Committee is asked to note the contents of this report, and comment on any aspects of the performance of the Partnership's Phase A & B contracts.

Background Documents:

Contract Performance Monitoring updates have been presented to the Joint Waste Committee since 22 July 2010. The most recent reports were presented at the meeting in December 2016 by the Contract Manager.

PHASE A BACKGROUND

- 1.1. Contract 1 is operated by Viridor Waste Management Ltd and includes the bulk haulage of material and the disposal of residual waste.
- 1.2. Contract 2, the HRRC service is operated by Veolia (ES) (UK) Ltd. The contract commenced on the 1st October 2015 and includes the management of the 6 Partnership HRRC sites in addition to the marketing of recyclates collected at each of the sites.
- 1.3. Contract 3 is operated by Viridor and includes the marketing of recyclates and the treatment of green and food waste.
- 1.4. The London Boroughs of Croydon, Sutton and Merton direct deliver kerbside collected waste, organics, and recyclates into the Beddington site, operated by Viridor.
- 1.5. The Royal Borough of Kingston (RBK) direct delivers kerbside collected waste, organics, and recyclates into the Kingston Villiers Road Waste Transfer Station (WTS). Viridor operate Villiers WTS on behalf of RBK under Contract 1.

2. PERFORMANCE DETAIL

- 2.1.1. **Contract 1: Transport and Residual Waste Management (Viridor Waste Management Limited)**
- 2.1.2. Under Contract 1, at the end of quarter 3 (1st April 2016 until 31st December 2016), the Partnership managed just under 183,000 tonnes of residual waste. Please see Annex 1 Section 2 for further detail.
- 2.1.3. Landfill Diversion: Year to date just under 37,000 tonnes of Partnership residual waste was diverted from landfill via the Lakeside ERF. This equates to 20% diversion from landfill. Viridor have direction on which borough's waste is diverted to Lakeside, largely determined by the location and capacity at the facility receiving the waste. Please see Annex 1 Section 3 for further tonnage data.
- 2.1.4. The Contract is operating effectively. There were no major operational or performance issues, no formal complaints were reported and there were no KPI failures reported under Contract 1.
- 2.2. **Contract 2: Management of the Household Reuse and Recycling Centres (Veolia (ES) (UK) Ltd)**
- 2.2.1. Contract Management: the scope of the HRRC services can be summarised in three parts: the general management of the sites including staffing, plant, equipment, and site layouts; the transportation of materials; and the recycling, treatment, and/or disposal of waste collected at the HRRC sites (excluding green and residual waste).

- 2.2.2.** HRRC Site Reconfigurations: upgrades are complete at the Kingston, Merton, Sutton, and Factory Lane sites. The Purley Oaks facility is now also complete and the site re-opened on the 20th December. Customer satisfaction surveys were undertaken between the 21st December and the 13th January 2017 and the results were positive. See Annex 1 section 5 for more details.
- 2.2.3.** The Fishers Farm HRRC site requires upgrades as directed by the Environment Agency (EA). The site designs were approved by the EA in December. Following the results of a further engineering report in January, it is possible that the works will need to be pushed back until after spring. These upgrades are not part of the contractor proposals, but Veolia are supporting on this project.
- 2.2.4.** Key Performance Indicators (KPIs): the contract specification focuses on three key performance categories; site user experience, health and safety, and material recycling. Annex 1 Section 4 provides a summary of the contract KPIs.
- 2.2.5.** KPI – Customer satisfaction: The respondent rates for the rolling customer satisfaction surveys is improving, and the real time data for these surveys can be accessed on line by SLWP. The results showed that in relation to queuing times, across the six sites 90% of customers reported queuing for five minutes or less. The most notable improvement is at Purley Oaks, with the number of customers queuing for less than 5 minutes up from 79% to 97% (seasonal factors will influence this in part).
- 2.2.6.** Satisfaction with the greeting received on arrival has improved at all sites, and most dramatically at Fishers farm, with 76% of customers reporting that they are very satisfied, rising to 96%. At Sutton the figure has also risen, half way through the survey the results have risen from 76% to 100% of customer being very satisfied with their greeting on site. There were only 4 respondents surveyed over the last 6 months who were dissatisfied with their greeting. Further details can be found in Annex 1 section 5.
- 2.2.7.** KPI - Recycling Performance: Section 6 of Annex 1 details the year to date recycling percentage at each site and section 7 summarises the monthly recycling figures. Table 6a shows that the combined performance across all sites year to date is 72%, and this is a 3% improvement on quarter 3 last year.
- 2.2.8.** There has been a targeted campaign to capture and recycle more carpets and mattresses which has diverted more than 200 tonnes from landfill between October and December 2016. This has improved recycling rates at Garth Road, Kimpton Park, and also Factory Lane.
- 2.2.9.** All three Croydon sites have performed well with improvement across all three sites in comparison to the end of quarter three last year. Kimpton Park Way and Villiers Road have also seen an improvement, and Garth Road is now back in line with the previous year's performance.
- 2.2.10.** Recycling Markets: prices in the market are still poor compared to the bid position submitted by Veolia, which increases the financial pressure on the

contractor, in particular for items that have a high cost to recycle such as wood, carpets and mattresses. Despite this financial pressure, Veolia continue to increase recycling volumes at sites that are already achieving well above the contract requirement of 70%.

2.3. Contract 3 – Materials Recycling Services, Composting, and additional treatment services (Viridor Waste Management Limited)

- 2.3.1.** Green waste is delivered to the Viridor Beddington facility where it is bulked and hauled off-site for treatment in the following facilities: KPS Isfield and Pease Pottage, Woodhorn Runcton and Tangmere, Tamar Beddingham and Swanley, and Birch Airfield.
- 2.3.2.** The green waste is processed in order to produce a BSI PAS100 compost product. Year to date green waste tonnes are up by approximately 2.2% when compared to the cumulative tonnes for this period last year. Green waste tonnage data can be found in Annex 1 Section 8.
- 2.3.3.** Food waste is delivered to either the Beddington facility or the Villiers Road Transfer Station facility. From both sites the food is transferred by Viridor to the Agrivert Trumps Farm Anaerobic Digestion (AD) facility located in Surrey. The Agrivert facility produces a BSI PAS 110 compost product. There are no performance issues with this element of the Contract 3 service. Annex 1 Section 8 contains further food waste information.
- 2.3.4.** Comingled recyclates handled under contract 3 are delivered to the Viridor Beddington facility and then transferred to the Viridor Materials Recycling Facility (MRF) located in Crayford. Contamination rates continue to fluctuate, and the contractor continues to accept the material. Work is on-going at each of the Boroughs to manage and reduce contamination and bring the material back within the specification. Please refer to Annex 1 section 8.
- 2.3.5.** The twin stream recyclates collected by RBK are delivered to the Villiers Road Waste Transfer Station under Contract 1 and then transferred by Viridor to the RBK recycling material processing contract with Veolia.
- 2.3.6.** Some areas of the recycling market have seen an unexpected boost from the drop in the value of the pound, although the market for materials sold within the UK, such as glass, have seen little change. Year to date the Partnership has generated just under £200k of revenue from the sale of recyclable materials.

3. PHASE B UPDATE

3.1. Background

- 3.1.1.** Viridor South London Limited ('Viridor') was formally awarded a contract for the treatment and disposal of residual waste in November 2012. The Contract involves Viridor designing, building and operating an Energy Recovery Facility (ERF) which will remain in its ownership and through which it will dispose of municipal residual waste arising in the South London Waste Partnership area.
- 3.1.2.** Full planning consent was granted for the Construction of the ERF in March 2014, the Judicial Review concluded on the 28th April 2015, following which Viridor confirmed that Satisfactory Planning, free from legal challenge, was achieved on the 1st June 2015.
- 3.1.3.** Financial close took place on 9th June 2015, at which point the Sterling Euro exchange rate for the construction capital was agreed and fixed, in addition, the construction indexation was also fixed. Following the agreement of the variable rates detailed above, an updated base case Financial Model was agreed by all parties and the model was locked. Completion of the financial close stage provided a revised and more beneficial ERF gate fee for the Partnership.

3.2. Construction Phase

- 3.2.1.** Notice to Proceed (NTP) was issued by Viridor to their engineering, procurement and construction contractors on the 1st July 2015. Following the issue of NTP construction works are deemed to have started, and this is termed the Works Commencement Date. The key dates in relation to the Phase B ERF construction are below:

Estimated date	Activity
Jul-15	Notice to proceed is issued 1st July 2015
Aug-15	Preparation of piling for walls
Sep-15	Demolition of existing buildings
Feb-16	New road and roundabout works commence
Oct-15	Work will start on the waste bunker
Apr-16	Waste Bunker construction becomes visible
Apr-16	Process equipment starts to arrive and visible construction is on-going
Aug- 18	ERF operational

3.3. Communications

- 3.3.1.** A communication plan has been worked up with the Partnership's Communications Lead, and shared with the Heads of Communications at each Borough. The communications plan has been updated for the next stage of the

construction project, which includes the key construction activities that may be experienced by the immediate residents around the site.

3.3.2. A high-level summary of recent and planned Phase B activities can be found below. Full details of Phase B and all other SLWP communication activities can be found under the separate Communications report.

- Community Liaison Group (CLG) – these meetings are scheduled quarterly and the sixth CLG was held in January 2017.
- Beddington Community Fund (BCF) – In December 2016 Viridor launched the £1m BCF which will support community led projects and organisations in Sutton, Croydon, Merton and Kingston. Guidelines for funding criteria are available via the Viridor website.
- Since the launch there have been 4 applications for funding. An initial review of the funding applications to ensure they pass the criteria will take place in February, followed by the first meeting of the funding panel on the Tuesday the 7th February 2017.
- The next ERF newsletter is being drafted for release to approximately 14,000 households during the week commencing the 21st February 2017.
- A rolling 3 month communications and construction plan is being managed by the SLWP communications lead.
- Viridor have updated the Viridor Beddington ERF website, which includes the time-lapse video of the construction, the landfill restoration plans, details of the CLG minutes and also the application and guidance notes for the BCF.
- For more information, follow the link:
<http://viridor.co.uk/our-developments/beddington-erf/>

4. IMPACTS AND IMPLICATIONS

Legal

4.1. There are no legal considerations arising directly out of the recommendation in this report

Finance

4.2. There are no financial considerations arising directly out of the recommendation in this report

5. Annex

5.1. Annex 1 provides data on the performance of the Phase A contracts for the reporting period 1st April 2016 to 31st December 2016.

Background papers

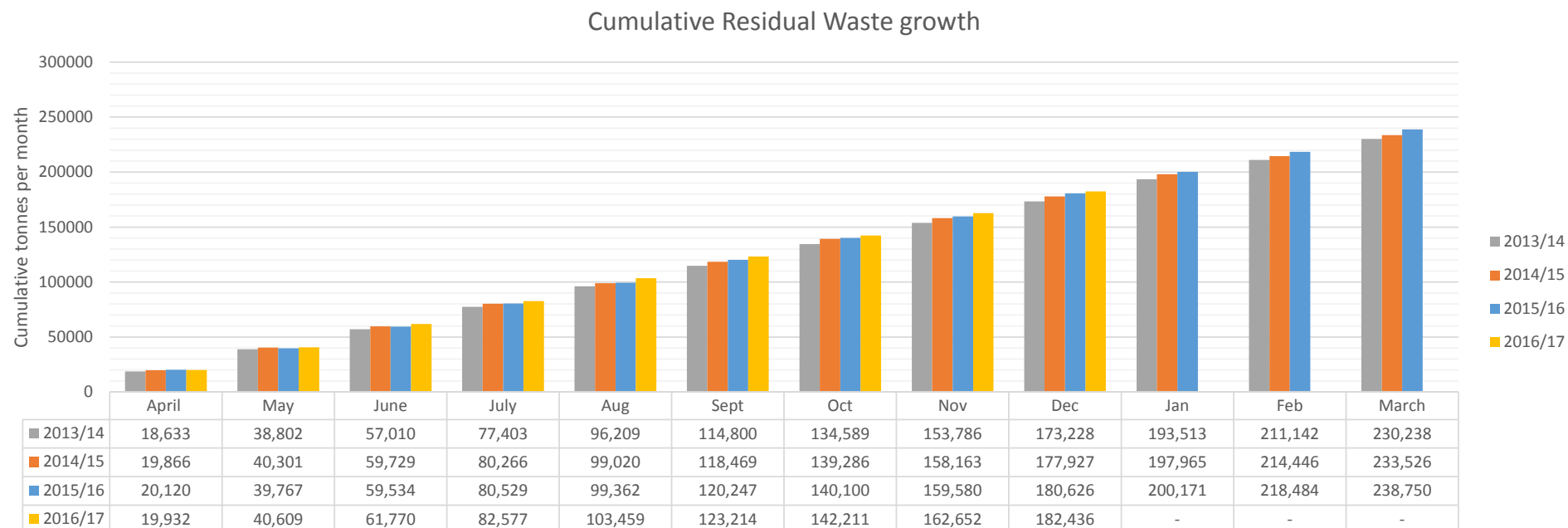
None other than those referred to in this report.

Annex 1: Phase A: Contract Performance Data for the period 1st July to 30th September 2016

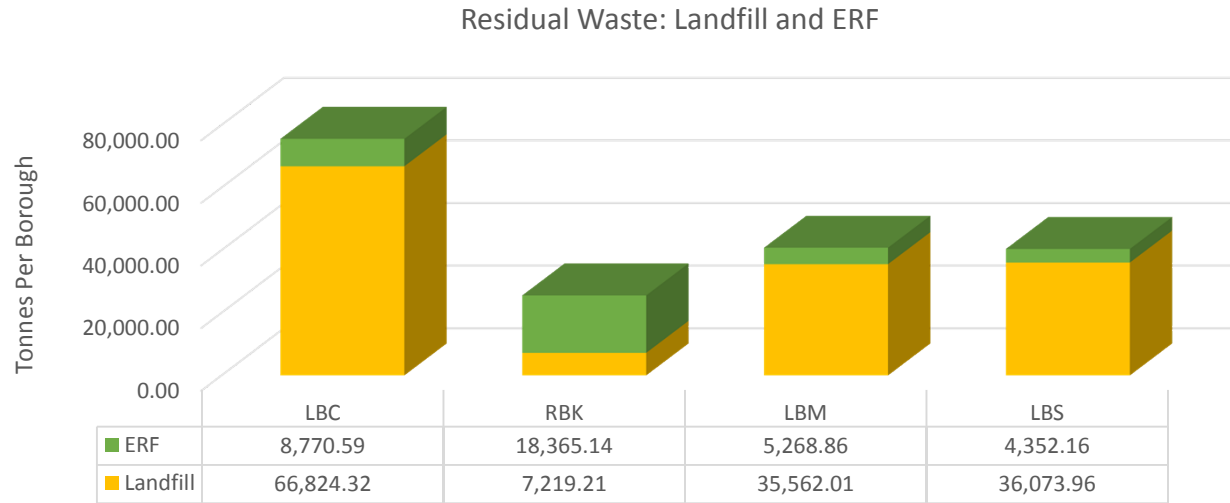
1. Contract 1 Key Performance Indicators:

KPI	Description
Turnaround times	Failure to achieve a maximum average turnaround time at the facility of 15 minutes
Cleanliness	Failure to remove litter attributed to the Contractors operations within 50m of facility within 1 day
Statutory Nuisance	Each warning letter or notice issued by a relevant statutory authority related to the Service
Correspondence	Failure to deal with correspondence in accordance with the Output Specification.
Environment, Quality, H&S	Failure to meet submission standards, report issues, good practice and applicable legislation.
Corrective action	Failure to deal with complaints in accordance with the Specification.
Monthly Summary Report	Failure to submit Summary Report within 5 Business Days of end of the previous Month.
KPI Reporting	Failure to notify the Council of any performance failures within the relevant Reporting Period.

2. Contact 1 - Cumulative Residual Waste Growth 2016/17 against 2015/16, 2014/15 and 2013/14:



3. Contract 1 - Residual Waste Disposal at Quarter 3 - 1st April 2016 to 31st December 2016:



Residual Waste year to date	Total Partnership Diversion	LBC	RBK	LBM	LBS
Landfill	145,679.50	66,824.32	7,219.21	35,562.01	36,073.96
ERF	36,756.75	8,770.59	18,365.14	5,268.86	4,352.16
Total Tonnes	182,436.25	75,594.91	25,584.35	40,830.87	40,426.12
% diverted	20%	12%	72%	13%	11%

4. C2 HRRC Key performance indicators:

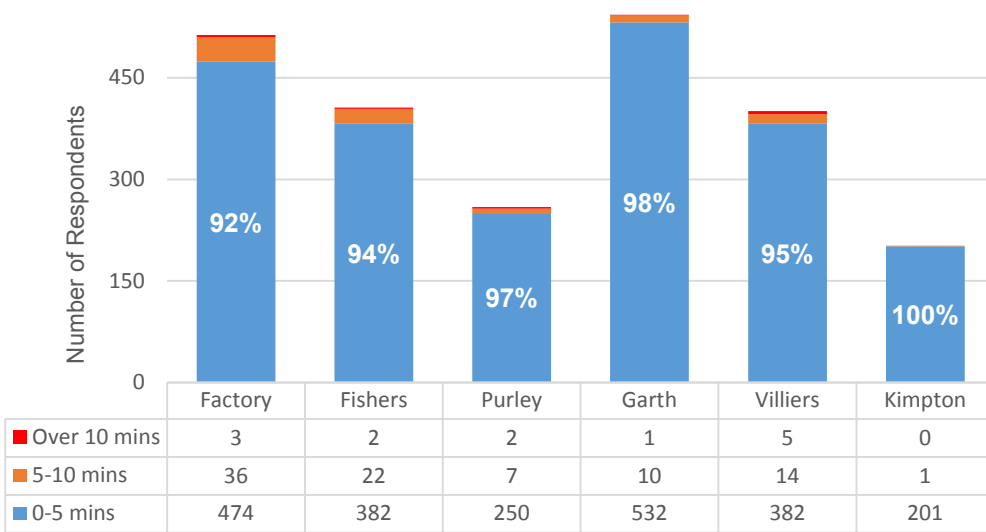
No.	KPI	Description
1	H&S	Failure to comply with agreed health & safety procedures at all Sites
2	Contamination	Failure to minimise contamination resulting in materials being rejected by processors
3	Customer satisfaction	Failure to achieve customer satisfaction levels of 80% at each of the Sites per quarter
4	Staff Training	Failure to ensure Staff are trained and execute duties in a professional and safe manner.
5	Containers	Failure to provide adequate numbers of containers
6	Staff Numbers	Failure to provide a suitably trained “meet and greet” Site employee at each Site
7	Data	Failure to maintain, and agree systems for the accurate storage of tonnage data
8	Correspondence	Failure to provide a full response to correspondence within 5 Business Days of receipt.
9	Site Availability	Failure to receive Contract Waste at any HRRC site during operating hours.
10	Site Security	Failure to comply with the security requirements specified for each HRRC
11	Recycling target	70% average recycling rate (calculated annually)

5. Customer satisfaction and Correspondence:

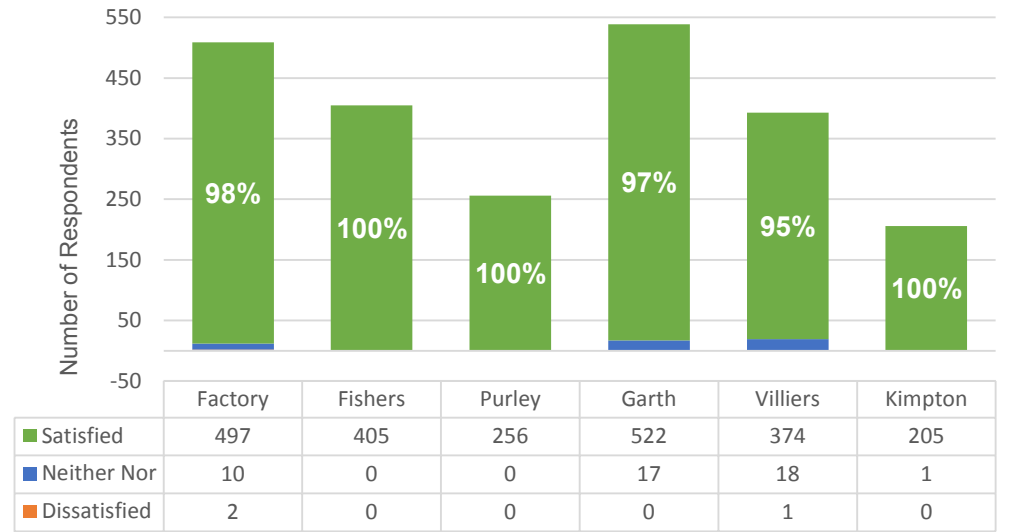
Satisfaction surveys are continuing across all sites, details of the latest surveys are in the table below:

Site	Survey Start Date	Survey End Date	Number of Respondents
Factory Lane	5 th December 2016	19 th December 2016	519
Fishers Farm	16 th January 2017	30 th January 2017	417
Purley Oaks	21 st December 2016	13 th January 2017	263
Garth Road	31 st October 2016	14 th November 2016	545
Villiers Road	21 st November 2016	5 th December 2016	404
Kimpton Park Way	30 th January 2016	6 th February 2017	210

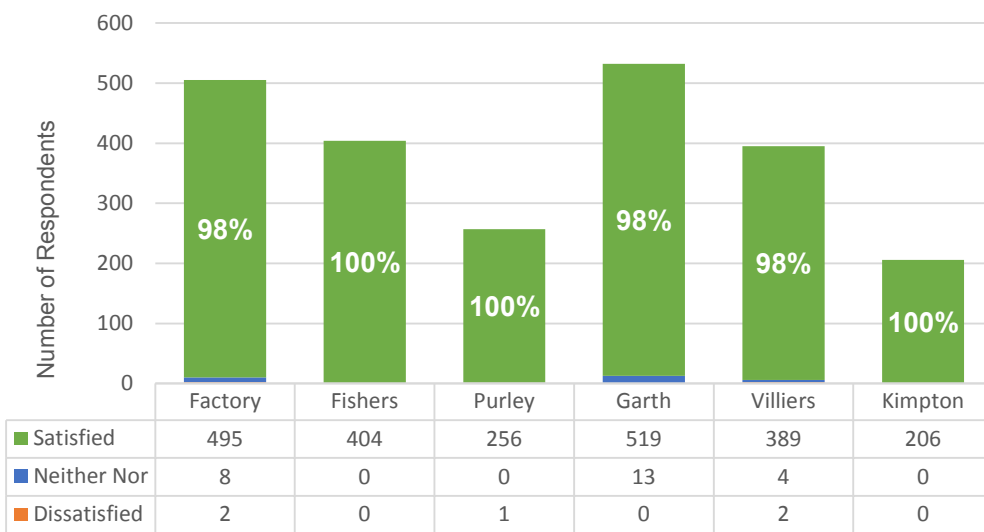
How long do you have to queue before entering the site?



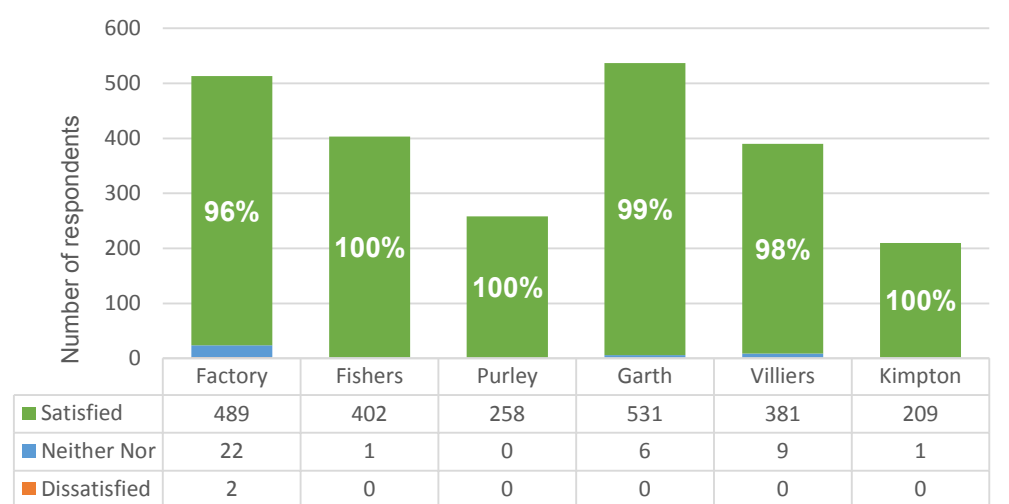
How clean and tidy is the site?



How satisfied were you with the greeting you received on site?



How satisfied are you with the ease of navigating your way around the site?



6. C2 – KPI 11 Cumulative recycling performance target 70%:

Table 6a – Quarter 3 recycling rates 2016/17 versus 2015/16*

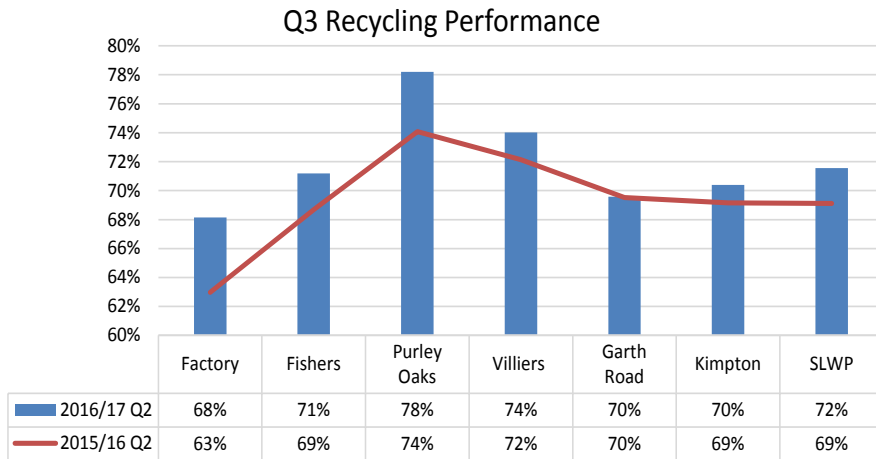
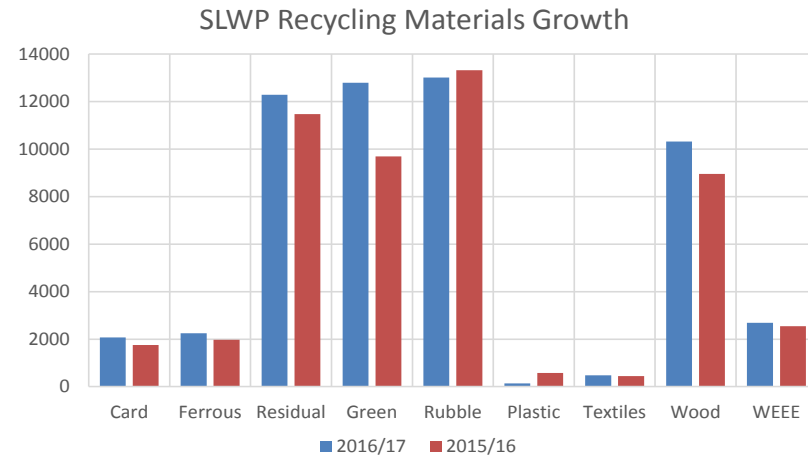


Table 6b – Q3 material collected 2016/17 versus 2015/16



*Please note that the data collection process is under review at all HRRC sites and figures will be verified once the audit is complete.

7. C2 Recycling performance by month:

Quarter 3 by month 2016/17

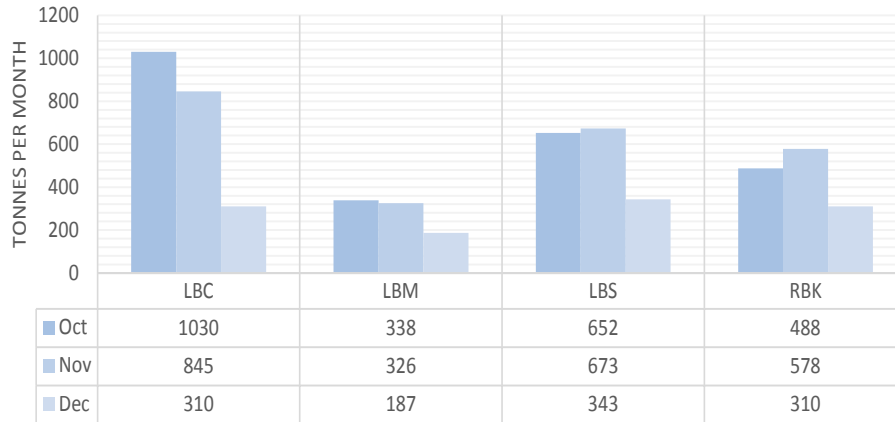
2016/17	Factory	Fishers	Purley Oaks	Villiers	Garth Road	Kimpton Park Way
Oct-16	64%	66%	77%	71%	68%	69%
Nov-16	66%	72%	77%	77%	69%	70%
Dec-16	64%	65%	73%	70%	69%	65%

Quarter 3 by month 2015/16

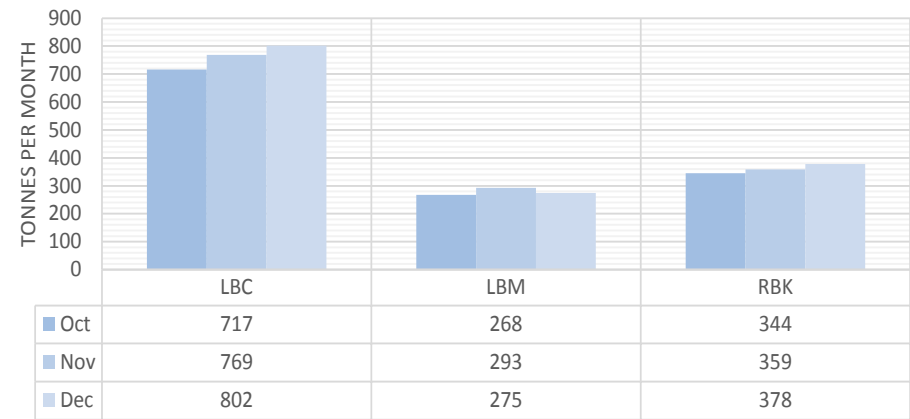
2015/16	Factory	Fishers	Purley Oaks	Villiers	Garth Road	Kimpton Park Way
Oct-15	60%	66%	70%	68%	65%	64%
Nov-15	60%	69%	74%	71%	73%	69%
Dec-15	62%	57%	69%	67%	63%	64%

8. C3 Green Waste Tonnage and Food waste

GREEN WASTE BY BOROUGH

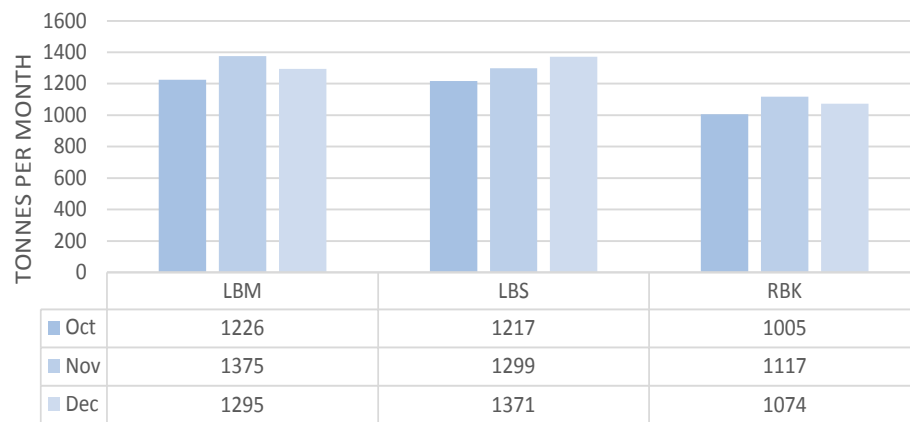


FOOD WASTE BY BOROUGH



9. C3 Recycling data

RECYCLING COLLECTED PER BOROUGH



Resident communication, kerbside collection, and the quality control at the kerbside of green, food and recyclables, are managed by the Boroughs through the kerbside collection arrangements.



Report to: South London Waste Partnership (SLWP)
Joint Waste Committee
Date: Tuesday 14 March 2017

Report of: South London Waste Partnership Management Group

Author(s):

Michael Mackie, Finance Lead

Chair of the Meeting:

Cllr Phil Doyle - Portfolio Holder - Resident Services

<p>Report title:</p> <p style="text-align: center;">SOUTH LONDON WASTE PARTNERSHIP BUDGET UPDATE</p>
<p>Summary This paper provides an update on the Partnership's budget position at quarter 3 (April to December) of the financial year and the projected outturn for the 2016/17 financial year.</p>
<p>Recommendations To note the content of this report.</p>
<p>Background Documents and Previous Decisions Previous budget reports.</p>

1. Background

- 1.1 The Partnership sets its budget in September for the forthcoming financial year.
- 1.2 The budget is monitored by Management Group quarterly to allow the budgets to be flexed where appropriate in order to respond to any budget pressures.

2. Financial Position 2016/17

- 2.1 The table below refers to the Partnership's budget position for its core activities for quarter 3 (April to December) of the 2016/17 financial year. It relates to expenditure in the following areas; internal and external advice, project and contract management, document and data management and communications.

Item	Approved Budget £	Actuals £	Anticipated Outturn £	Variance £
<i>Internal and External Advisors</i>	125,000	18,806	90,800	(34,200)
<i>Project & Contract Management</i>	325,000	227,399	345,000	20,000
<i>Document and Data Management</i>	20,000	12,388	24,000	4,000
<i>Audit Fee</i>	2,500	0	0	(2,500)
<i>Communications</i>	25,000	16,010	25,000	0
TOTAL	497,500	274,603	484,800	(12,700)
COST PER BOROUGH	124,375	68,651	121,200	(3,175)

- 2.2 The Partnership's budget for core functions forecasts an under spend for the year of £12,700 (£3,175 per borough). The major variances are detailed below.
- 2.3 The internal and external advisors budget provides £50k for external financial, legal and technical advice. £2.5k of advice has been incurred this financial year and it is anticipated that only a further £15k financial advice will be commissioned in quarter 4, resulting in a forecast underspend of £32.5k on this budget line.
- 2.4 Underspend on salaries of £17k due to the Contract Data Officer post being held vacant until the end of September 2016, offset by a £44k overspend for additional clienting costs for managing the Environmental Services contract as agreed at the Strategic Steering Group in May. The forecast outturn anticipates the recruitment of the following new posts:-

Post	Comment	Cost in 16/17	From
Contract Manager Lot 1	Permanent	£36,000	3/10/16
Contract Data Officer	Permanent	£8,100	3/01/17

- 2.5 Document and Data Management is forecasting a £4k overspend due to work required for transferring HRRC contract documentation to Affinitex.
- 2.6 The partnership is currently undertaking 1 project
- 1). a procurement exercise for Residual Waste

The forecast position for 2016/17 for the project is illustrated below.

Residual Waste Procurement

Item	Estimate £	Actuals £	Anticipated Outturn £	Variance £
<i>Advisor Consortium</i>	55,000	0	0	(55,000)
<i>Internal Legal Advice</i>	4,500	0	0	(4,500)
TOTAL	59,500	0	0	(59,500)
COST PER BOROUGH	14,875	0	0	(14,875)

- 2.7 The Residual Waste Procurement is currently on hold and is unlikely to be carried out this financial year, resulting in a forecast underspend of £59.5k for 2016/17.
- 2.8 The budget position for all activities for 2016/17 is shown below and forecasts an under spend for all activities of £72,200 (£18,050 per borough).

Item	Approved Budget £	Outturn Forecast £	Variance £	Variance per borough £
<i>Core Activities</i>	497,500	484,800	(12,700)	(3,175)
<i>Residual Waste Procurement</i>	59,500	0	(59,500)	(14,875)
TOTAL	557,000	484,800	(72,200)	(18,050)
COST PER BOROUGH	139,250	121,200	(18,050)	

3. Recommendations:

- 3.1 To note the content of this report.

4. Impacts and Implications:

Finance

- 4.1 Contained within report.



SOUTH LONDON WASTE PARTNERSHIP

Report to: South London Waste Partnership Joint Committee

Date: 14 March 2017

Report of: South London Waste Partnership Management Group

Author(s):

John Haynes (South London Waste Partnership Communications Advisor)

Chair of the Meeting:

Councillor Phil Doyle, Chair of the Joint Waste Committee and Portfolio Holder for Resident Services at The Royal Borough of Kingston upon Thames

Report Title:

**The South London Waste Partnership
Communications Strategy 2017 - 2018**

Summary

This paper presents a draft Communications Strategy for the South London Waste Partnership to cover the period April 2017 to March 2018.

Recommendations

The Committee is asked to approve The South London Waste Partnership Communications Strategy 2017 – 2018.

1. BACKGROUND

- 1.1 The South London Waste Partnership's Communications Advisor has drafted the attached Communications Strategy for 2017/18.
- 1.2 The Strategy has been drafted with input from Communications Leads from the four Partner boroughs and the Partnership's Management Group.

2. ROLE OF RESEARCH

- 2.1 The recent social research conducted on behalf of the Partnership by

BMG Research has played a key role in informing this strategy.

- 2.2 Members of the Joint Waste Committee will be provided with a presentation of the key objectives of the strategy (and how these have been informed by the BMG Research findings) at the Committee meeting.

4. RECOMMENDATIONS

- 12.1 The Committee is asked to approve The South London Waste Partnership Communications Strategy 2017 – 2018.



**SOUTH LONDON
WASTE PARTNERSHIP**

Annex 1

Communications Strategy

2017 - 2018

John Haynes
Communications Advisor,
South London Waste Partnership

DRAFT



1. Introduction

2017/18 is set to be a year of critical importance for the South London Waste Partnership and the four partner boroughs: Croydon, Kingston, Merton and Sutton.

The innovative and ambitious harmonised four-borough waste collection service will start its rollout in Sutton. The construction phase of the Beddington Energy Recovery Facility will near completion. There will be a continued expectation to realise financial savings, but this will be accompanied by an equally strong desire to provide high quality services and increase recycling rates across the region.

It is a year of great challenge but also of great opportunity. Effective and well-planned communications and community engagement activities will play a key role in ensuring the challenges are met and the opportunities maximised.

This document aims to provide clarity around the high-level communications objectives of the Partnership for the period April 2017 to March 2018. Given the current resourcing and budget constraints of the Partnership itself, much of the supporting work will be delivered by the four partner boroughs and the Partnership's key commercial partners; Veolia, Viridor and *idverde*.

2. Medium-term communications priorities: an overview

Before looking in more detail at the priorities for 2017/18 (Section 3) it is helpful to see them in the slightly wider context of a medium-term plan:

2017/18

Key events:

- February 2017 – roll-out of new parks and grounds maintenance contract in Merton and Sutton
- April 2017 - roll-out of new collection service in Sutton and contract start in Merton (with an 'as is' collection service)
- Autumn 2017 – construction of Beddington ERF substantially complete
- Winter 2017 – commissioning of Beddington ERF
- March 2018 – Croydon join the collection contract with an 'as is' service

Communications priorities:

- Support Veolia and Sutton Council in delivering an effective communications campaign to support the roll-out of the new collection service
- Support Veolia, Merton and Croydon councils in communicating the 'as is' services
- Support *idverde*, Sutton Council and Merton Council in engaging effectively with key stakeholders (particularly organised groups) while the new grounds and parks maintenance contract is rolled out
- Support Viridor in raising awareness of the Beddington ERF and the benefits of ERF technologies as an alternative to landfill with residents who live in the locality of the site
- Engage with and support Recycle for London's three-year recycling campaign aimed at 18-34 years old
- Refresh the Partnership Brand Guidelines and Toolkit to reflect the wider scope of service it is now responsible for

2018/19**Key events:**

- May 2018 – Local Government elections in all four Partner boroughs
- August 2018 – Beddington ERF becomes fully operational
- October 2018 - roll-out of new collection service in Merton and Croydon

Communications priorities:

- Support Veolia, Merton Council and Croydon Council in delivering an effective communications campaign to support the roll-out of the new collection service
- Support Viridor in communicating the commissioning and operations of the Beddington ERF
- Commission bi-annual social research measuring resident perceptions of waste management
- Engage with and support Recycle for London's three-year recycling campaign aimed at 18-34 years old

2019/20**Key events:**

- April 2019 - roll-out of new collection service in Kingston

Communications priorities:

- Support Veolia and Kingston Council in delivering an effective communications campaign to support the roll-out of the new collection service
- Deliver the first Partnership-wide campaign relating to collections
- Engage with and support Recycle for London's three-year recycling campaign aimed at 18-34 years old

3. Communications Priorities (2017/18)

For many years, the Partnership's communications activities have been driven by evidence and intelligence gathered through robust social research (conducted in 2010 and 2012).

In September 2016, the SLWP commissioned BMG Research to carry out scientifically-robust and representative research into the views of local residents around waste management. BMG Research reported their findings in December 2016.

This latest research compared and contrasted findings with those obtained in 2010 and 2012 and identified some encouraging behavioural and attitudinal trends.

10 key themes come out of the very detailed Research Report. These themes have been used to help identify the key communications priorities for the Partnership in 2017/18.

The table on the following pages:

- identifies each of the 10 key themes,
- provides evidence to support each theme (obtained from the BMG Research Report, December 2016, unless otherwise stated), and
- sets out what communications activity the Partnership will undertake in 2017/18 in response to each key theme, along with a measurable target (wherever possible)

The targets will be measured during 2018/19, when it is recommended that the Partnership commissions further social research.

Theme	Evidence <i>(findings from BMG Research Report, December 2016, unless otherwise stated)</i>	Strategy
<p>1. Residents believe they are recycling more; it is environmental concerns (rather than financial ones) that are motivating them to do so</p>	<ul style="list-style-type: none"> • The proportion of residents who believe they recycle more than they did a year ago (31%) exceeds the proportion who feel they recycle less (6%). • Almost all residents (94%) now say that they make use of their council's recycling collection service - up from 78% in 2012. • Environmental issues remain the clear driver for recycling behaviour, with 60% of residents stating that this is their main motivation. 	<p>Recent efforts to educate and inform residents about the financial costs of sending waste to landfill have had some impact, but environmental concerns remain the key driver for recycling behaviours.</p> <p>We will...</p> <ul style="list-style-type: none"> • Ensure the environmental benefits of the SLWP's work are communicated more prominently than the financial benefits. • Ensure the environmental benefits of the new Veolia collection contract are communicated clearly and effectively to residents - particularly in Sutton and Merton where recycling rates are expected to increase noticeably as a result of the service changes. <p>2018 target:</p> <ul style="list-style-type: none"> • Increase the gap between the proportion of residents who feel they recycle more and those who feel they recycle less from +25 percentage points (31%-6%) to +30 percentage points.

<p>2. The power of social norms is leading to an ever-increasing mismatch between reported recycling behaviours and actual recycling tonnages</p>	<ul style="list-style-type: none"> Residents have high aspirations for recycling in the area and a distorted view of current recycling rates. People believe the current recycling rate in the SLWP area to be 50% (it is actually 40%). They believe the boroughs should be aiming for a recycling rate of 78% in the next five years, but that a rate of 68% is 'achievable'. The reported increase in recycling behaviour does not play out in the actual tonnage figures: the recycling rate across the SLWP region has in fact decreased by 1% over the last three years (reflecting a national trend for stagnating or declining recycling rates). 	<p>It is encouraging that local residents have such high aspirations for recycling over the next five years, with a recycling rate of 68% considered 'achievable'. However, with the current rate at 40%, that seems highly ambitious and would require very substantial behavioural and cultural change if it were to be achieved.</p> <p>The research suggest that people increasingly recognise that they should recycle as much as they can but that something is preventing them from doing so. An increasing pressure to conform with social norms may be leading residents to over-report their own recycling behaviours and over-estimate the recycling behaviours of others.</p> <p>Perhaps just by making local people more aware of our current recycling rates, we could help people recalibrate their views and this could spur them on to make more effort?</p> <p>We will...</p> <ul style="list-style-type: none"> Use every available opportunity to make residents aware of the Partnership's current recycling rate of 40% Tap into the high aspirations of local people by asking for their help in achieving a 65% recycling rate across the SLWP region by 2030 (in line with the Mayor of London's new provisional target) Support the roll-out of the new recycling and rubbish collection service in Sutton in April 2017, with a focus on the first 13 weeks of the new service: help achieve the key objective of boosting Sutton's recycling to over 40% within 12 months.
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		<p>2018 target:</p> <ul style="list-style-type: none">• That residents will hold a more realistic view of current recycling rates in the area, reducing the gap between actual and reported from +10 percentage points (50% - 40%) to +5 percentage points.• To support an increase in actual recycling rates across the Partnership region from 40% to 43%
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<p>3. Recycling apathy amongst 'Millennials'</p>	<ul style="list-style-type: none"> • Recycling behaviours are less well entrenched amongst younger residents (16-34 year olds). • 16-34 years olds are significantly less likely to state that they recycle as much as they can (54%) than other age groups. • 16-34 years are significantly more likely than any other age group to identify a 'lack of time' as being a barrier to recycling more. 	<p>This is a particularly worrying finding, and one that is supported by other recent research projects. The SLWP (along with all local councils and waste authorities) will need to explore new ways of communicating and engaging with the 16-34 year-old age group.</p> <p>We will...</p> <ul style="list-style-type: none"> • Engage fully with Recycle for London's three-year (2017-2020) communications and education campaign which will be focused on 18-34 year olds. • Explore technologies such as Apps that provide timely proactive recycling-related prompts, to remove the 'lack of time' barrier reported by this age group. • Explore and consider practicalities of establishing a dedicated social media platform for the SLWP (on-going resourcing will be an important consideration). • Consider the use of new and innovative communication channels (such as targeted TV advertising) that should resonate more with 16-34 years olds, particularly in support of the service change taking place in in Sutton in April 2017. <p>2018 target:</p> <ul style="list-style-type: none"> • Increase the proportion of 16-34 year olds who say they recycle as much as they can from 54% to 60%.
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<p>4. Trust is improving</p>	<ul style="list-style-type: none"> • Only 19% of local people now have serious concerns that their council does not recycle everything it could, compared to 27% in 2012 and 31% in 2010. 	<p>Trust is a key issue. Previous SLWP surveys had revealed widespread cynicism amongst residents that not everything they sort out is actually recycled. This is likely to have an impact on the amount of effort residents are willing to put into sorting their materials prior to collection.</p> <p>Positively, the 2016 research findings show clearly that trust is improving.</p> <p>We will...</p> <ul style="list-style-type: none"> • Continue to reassure residents about where their recycling is taken and what it is turned into. • Be specific about the destination of recyclable materials – this gives the message authenticity and helps build trust. <p>2018 target:</p> <ul style="list-style-type: none"> • Reduce the proportion of residents who have serious concerns that not everything they sort out for recycling is actually recycled from 19% to 15%.
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5. Strengthening support for finding new ways of tackling waste

- Almost all residents (94%) across the Partnership region continue to believe it is important that we send less waste to landfill. This is a view that has attracted widespread support over the last six years (2010 = 94% / 2012 = 95% / 2016 = 94%). There is evidence to suggest that views have strengthened slightly, with 81% of people saying they feel this is 'very' important in 2016 compared to 76% in 2012.
- There is also strong support for energy from waste technologies, with seven in ten residents (73%) now agreeing that Energy Recovery Facilities (ERFs) are a good way of disposing of non-recyclable waste (up from 64% in 2012) and a further 75% agreeing that ERFs are a better way of disposing of waste than landfill (up from 70% in 2012).
- What's particularly interesting is that there is no significant difference in residents' views on ERF technologies across the Partnership region - i.e. those that live in the locality of the Beddington ERF construction site are just as likely to support ERF technology as those that live in Kingston, for example.
- When asked what the benefits of ERFs are, it is interesting that sustainable energy production is seen as more important than landfill avoidance per se.
- Only 17% of residents say they know either 'a great deal' or 'a fair amount' about ERFs (although this has risen from 12% since 2012). So the efforts of

These findings provide a very strong mandate for one of the Partnership's key objectives: to send less waste to landfill.

The fact that support for ERF technologies is consistent across the Partnership region casts serious doubt over the claims of some anti-Beddington ERF campaigners who suggest that *all* residents in and immediately around the Beddington area are opposed to the ERF. The results of this research suggest the reality is likely to be more complex than that.

We will...

- Continue to educate and inform residents across the Partnership region about the importance of sending less waste to landfill and what the alternatives are.
- Confidently refute claims that the construction of the Beddington ERF is 'controversial' and is opposed by all local residents.
- Ensure that renewable energy production is communicated more prominently as a benefit of the Beddington ERF, as that is a message that residents appear to be particularly receptive to.

2018 target:

- Increase the proportion of residents who believe it is 'very important' we send less waste to landfill from 81% to 85%
- Increase the proportion of residents who believe ERFs are preferable to landfill from 75% to 80%
- Increase the proportion of local residents who feel they know 'a great deal' or 'a fair amount' about ERFs from 17% to 30%

	<p>the SLWP and Viridor to educate local people about ERF technologies may be working, but it is slow progress.</p>	
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<p>6. Growing awareness of the Beddington ERF, but still work to do</p>	<ul style="list-style-type: none"> • Unsurprisingly awareness of the Beddington ERF amongst residents across the four boroughs has increased, from 23% (in 2012) to 30% in 2016. • Awareness in Sutton specifically stands at 50%. But surprisingly awareness amongst people who live in the six Wards surrounding the Beddington ERF site is much lower, at 31%. 	<p>It is surprising that residents who live in the six Wards surrounding the Beddington ERF site are less aware of the Beddington ERF project (31%) than the population of Sutton as a whole (50%). This is likely to be explained by the demographics of the people who live in and around the Beddington area (they tend to be younger than the Sutton population average: Locality residents 16-34=49%, over 65=4%; Sutton residents 16-34 29%, over 65=19%). We know that on the whole, older residents are far more likely to be aware of the Beddington ERF than younger ones.</p> <p>The SLWP and Viridor have a clear duty to do what they can to ensure people who live in the locality of the Beddington ERF site are aware of it – both during construction and operational phases.</p> <p>We will...</p> <ul style="list-style-type: none"> • Continue to work closely with Viridor to ensure communities in the locality of the site are communicated with effectively. • Ensure that (as a minimum) Viridor are meeting their contractual requirements with regard to communications and community engagement around the waste treatment services they provide on behalf of the Partnership. <p>2018 target...</p> <ul style="list-style-type: none"> • Increase awareness of the Beddington ERF amongst people who live in the six Wards surrounding the site from 31% to 50%.
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<p>7. Recycling and energy recovery can live happily side by side in South London</p>	<ul style="list-style-type: none"> • 68% of residents say that the Beddington ERF will make no difference to their recycling behaviours, and that they will continue to make just as much effort as they do today once the ERF becomes operational in 2018. • A further 22% say they will recycle more once the Beddington ERF becomes operational. 	<p>Those opposed to energy from waste technologies often claim that they reduce the need and the inclination of residents to reduce, re-use and recycle and that waste that could be recycled is used instead to ‘feed the burn’. The Partnership has previously refuted this claim by pointing to other European countries that have shown that a vigorous energy from waste policy is compatible with high recycling rates.</p> <p>Now the results of this latest resident survey show that the vast majority of local people have the clear intention of either maintaining or improving their recycling efforts once the Beddington ERF becomes operational in 2018.</p> <p>We will...</p> <ul style="list-style-type: none"> • Confidently refute claims that the Beddington ERF will lead directly to a reduced inclination amongst local people to reduce, reuse and recycle. • Consistently remind residents that whilst treatment of waste in the new ERF is preferable to landfill, it is still important that we reduce, reuse and recycle as much as possible. <p>2018 target:</p> <ul style="list-style-type: none"> • Maintain the proportion of residents who state that their recycling behaviours will not be negatively impacted by the opening of the Beddington ERF.
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<p>8. Satisfaction with Recycling Centres is high</p>	<ul style="list-style-type: none"> 87% of Household Reuse and Recycling Centre (HRRC) users are satisfied with the overall service provided, whilst dissatisfaction is low at just 6%. 	<p>The findings of the BMG Research study (that satisfaction with Household Reuse and Recycling Centre (HRRCs) is high) are supported by the on-going face-to-face surveys conducted with site users by Veolia.</p> <p>We will...</p> <ul style="list-style-type: none"> Continue to work with Veolia to monitor customer satisfaction with the HRRCs and use the feedback to further improve the services offered. Ensure that (as a minimum) Veolia are meeting their contractual requirements with regard to communications and community engagement around the HRRC services they provide on behalf of the Partnership. <p>2018 target:</p> <ul style="list-style-type: none"> Increase satisfaction with HRRCs amongst site users to 90%.
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<p>9. Residents feel less informed than they used to</p>	<ul style="list-style-type: none"> • There has been a significant decrease in the proportion of residents stating that their local council keeps them 'very' or 'fairly well' informed about what can and cannot be recycled (56% in 2016 compared to 68% in 2012). The only exception to this is residents in Kingston, where informed levels have remained constant. • Equally there has been an increase in the proportion of people saying they need to know more about what can and can't be recycled (an increase of 11% since 2012 in the proportion of people who strongly agree with this). 	<p>It is clear that residents feel less well informed about recycling than they did in the recent past. A possible explanation for this is that budget pressures have forced the partner boroughs to cut back on the amount of information they provide to residents. Similar cutbacks have been seen at a national level at organisations such as WRAP.</p> <p>The new Veolia collections contract (Phase C, Lot 1) will make a difference, with a reasonably healthy communications budget incorporated into the contract. But it is not going to be enough on its own.</p> <p>The Boroughs need to continue to fund waste awareness and minimisation activities, either as individual boroughs or through the SLWP. With a harmonised collection service in place by 2019, there is an opportunity for the boroughs to plan and deliver shared campaigns not only around generic waste minimisation messages, but also incentivisation and enforcement initiatives.</p> <p>We will...</p> <ul style="list-style-type: none"> • Continue to recognise the importance of communicating with residents about why they should recycle more and how they can do that, using local services. • Ensure that (as a minimum) Veolia are meeting their contractual requirements with regard to communications and community engagement around the waste collection services they provide on behalf of the Partnership – this includes an annual communication to all residents reminding them of what they can and can't recycle. • Explore opportunities for, and the appetite amongst, the four boroughs to run regional communications
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		<p>campaigns once the harmonised collections contract is fully operational from 2019.</p> <ul style="list-style-type: none">• Explore opportunities for external funding to support campaign delivery.• Engage fully with Recycle for London's three-year (2017-2020) communications and education campaign which will be focused on 18-34 year olds.
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<p>10. A Partnership known for innovation and enterprise – delivering exceptional value for money and high quality services for local taxpayers</p>	<ul style="list-style-type: none"> • Awareness of the SLWP has doubled since 2012, from 12% to 23%. But that still means that three quarters of local people have not heard of the SLWP. 	<p>As the SLWP becomes responsible for more customer-facing services (such as waste collection) it will become increasingly important that residents are aware of the Partnership, its key aims and responsibilities.</p> <p>There is also an opportunity for the Partnership to raise its profile within the waste and government sectors, particularly around the introduction of the harmonised collection service, which is innovative, ambitious and is an approach that is supported at central government level.</p> <p>We will...</p> <ul style="list-style-type: none"> • Continue to use SLWP branding where appropriate but be open-minded to running 'unbranded' campaigns if there is evidence to suggest these are more effective (a number of waste authorities are currently trialling 'unbranded campaigns'). • Refresh the Partnership's Brand Guidelines and Brand Toolkit to reflect the wider scope of services it is now responsible for. • Reinforce the message that the SLWP is simply a voluntary partnership between the four boroughs, and not a commercial organisation. • Continue to raise the profile amongst the waste and government sectors by entering for industry awards, seeking relevant speaking opportunities and securing coverage in key trade publications (this will require the Partnership to agree a clear and strong view on current issues effecting the industry (see Appendix A)). • Agree a 'waste and government sector spokesperson' for the Partnership that does not change each year in line with the Charing of the Joint Waste Committee (see Appendix A).
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		<p>2018 targets:</p> <ul style="list-style-type: none">• Increase awareness of the SLWP amongst residents from 23% to 50%.• To have been shortlisted for at least one relevant industry award.
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4. Supporting strategies and protocol documents

There are a number of supporting strategies and protocol documents. These include:

Title	Objective	Owner
Media Relations Protocols – Strategic, Phase A and Phase B	Clear guidelines for drafting and approving proactive and reactive SLWP communications materials relating to strategic issues, Phase A and Phase B contracts	SLWP
Beddington ERF Communications Strategy	Sets out how Viridor will work in conjunction with its delivery partners to support the 25-year residual waste treatment contract	Viridor
Customer Satisfaction Survey Methodology	Explains how Veolia will conduct on-going customer satisfaction surveys at the six HRRC sites.	Veolia
Stakeholder Engagement Strategy and Communications Protocols Document	Sets out the eight-year strategy for communicating and engaging with residents and stakeholders around the waste collections contract.	Veolia
Annual Communications Action Plan	Details the activities of the dedicated SLWP Veolia Education and Engagement Team (including detailed communication plans to support roll-out of new services in each borough)	Veolia
Media and Stakeholder Relations Protocols	Covering the Phase C Lot 2 contract (Environmental	idverde

	Services: parks, cemeteries and grounds maintenance)	
Communications Plan: Encouraging Participation	Sets out how residents in Merton and Sutton will be encouraged to use the facilities in their local parks <i>(Plan due to be published June 2017)</i>	idverde
Communications Plan: Organised Groups	Explains how idverde will work with Sutton and Merton Councils to effectively engage and involve organised groups: particularly Friends of Parks Groups, Sports Clubs and Allotment Associations <i>(Plan due to be published June 2017)</i>	idverde

The SLWP Communications Advisor monitors the delivery of and adherence to all these strategy and protocol documents.

5. Governance

The delivery of the objectives contained within this Strategy will be monitored at the quarterly South London Waste Partnership Communications Coordination Group Meeting. These meetings are chaired by the SLWP Communications Advisor, and attended by nominated Communications Leads from each of the four boroughs and the Strategic Partnership Manager.

The SLWP Communications Advisor will also provide updates to Management Group and the Joint Waste Committee as and when required.

Appendix A

Much of what the Partnership does is innovative, ambitious and supports government policy. There is a clear opportunity for the Partnership to raise its profile amongst waste and government sectors. To do this, it is necessary for the Partnership to have more of a 'character'. There are two recommended approaches for achieving this:

1. To agree a 'waste and government sector spokesperson' for the Partnership that does not rotate each year with the Chair of the Joint Waste Committee. Having a consistent spokesperson who represents the views of the Partnership to waste and government stakeholders will help raise the profile of the Partnership and the boroughs. The spokesperson for all resident-facing communications materials (including press releases) would continue to be the Chair of the Joint Waste Committee (as set out in the Communications Protocols document).
2. To agree a Partnership line on key industry issues – this will enable us to respond in a more timely manner to newsworthy announcements, secure coverage in key trade publications and give us better potential to influence regional and national policy decision making. The key industry issues identified for 2017/18 are below, along with the Partnership response (*responses to be drafted with input from Borough Leads*):
 - Reversing England's stagnating recycling rate
 - Harmonised collection services
 - Pay-to-throw
 - The polluter pays (taxing packaging manufactures)
 - Contamination and recycling rejection
 - Incentivisation
 - Incineration tax
 - Impact of Brexit on the waste industry
 - Fly tipping / enviro-crime
 - Circular economy



SOUTH LONDON WASTE PARTNERSHIP

Report to: South London Waste Partnership Joint Committee

Date: 14 March 2017

Report of: South London Waste Partnership Management Group

Author(s):

John Haynes (South London Waste Partnership Communications Advisor)

Chair of the Meeting:

Councillor Phil Doyle, Chair of the Joint Waste Committee and Portfolio Holder for Resident Services at The Royal Borough of Kingston upon Thames

Report Title:

Measuring resident perceptions of waste management

Summary

This paper reports the findings of social research carried out on behalf of the South London Waste Partnership in late 2016. The research project investigated the attitudes and behaviours of local residents in relation to waste management and treatment. The findings have played an important role in developing the 2017/18 Communications Strategy for the Partnership.

Recommendations

The Committee is asked to note the contents of the Research Report.

1. BACKGROUND

- 1.1 In September 2016, following a competitive tendering process, the South London Waste Partnership commissioned BMG Research to conduct social research on its behalf.
- 1.2 The aim of the research project was to obtain a representative and robust measurement of resident perceptions of waste management across the Partnership region and to use benchmarking data from 2010 and 2012 comparable research projects (conducted by Ipsos MORI) to identify trends in opinions and behaviours.

2. FINDINGS

- 2.1 The findings of the research are detailed in the appended Research Report.
- 2.2 Members of the Joint Waste Committee will be provided with a presentation of the key findings at the Committee meeting.
- 2.3 The findings will:
 - Help the Partnership in managing its contract with Viridor and evaluate the effectiveness of Viridor's communications activities
 - Enable the Partnership to monitor trends in resident attitudes and opinions on important issues such as landfill and alternative waste treatment methods, using benchmarking data from the 2010 and 2012 surveys (conducted on behalf of the Partnership by Ipsos MORI)
 - Provide Elected members and senior officers from the four Partnership boroughs with balanced, objective information about the views of local people with regard to waste management and treatment
 - Inform a 2017/18 Communications Strategy for the Partnership

Research Report

Measuring resident perceptions of waste management

Prepared for: South London Waste Partnership

Measuring resident perceptions of waste management

Prepared for: South London Waste Partnership

Prepared by: Jack Harper, Research Manager

Date: December 2016



Produced by BMG Research

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Table of Contents

1	Introduction.....	1
1.1	Background.....	1
1.2	Methodology	1
1.3	Weighting the data.....	1
1.4	Reporting conventions	1
2	Executive summary.....	3
2.1	Attitudes towards recycling	3
2.2	Motivations and barriers to recycling.....	3
2.3	Perceptions of recycling.....	3
2.4	Communications	4
2.5	HRRCs	4
2.6	SLWP	4
2.7	Landfill	5
2.8	Energy recovery facility.....	5
3	Attitudes towards recycling and the environment	6
3.1	Importance of public services.....	6
3.2	Attitudes towards recycling	7
3.3	Recycling methods used.....	8
3.4	Change in waste produced and recycled	10
4	Motivations and barriers to recycling.....	12
4.1	Motivations for recycling.....	12
4.2	Barriers to recycling	14
4.3	Increase recycling.....	15
5	Perceptions of recycling.....	16
5.1	Understanding about what happens to recycling.....	16
5.2	Household recycling rates.....	17
5.3	Trust	19
6	Communications	20
6.1	Levels of information provision.....	20
6.2	Communication methods	21
6.3	Information gap.....	23

Measuring resident perceptions of waste management

7	Household Re-use and Recycling Centres.....	24
7.1	Frequency of use.....	24
7.2	Overall service provided at HRRC.....	26
7.3	Service at HRRC improved or declined.....	27
8	Awareness and knowledge of the SLWP.....	28
8.1	Awareness of SLWP.....	28
8.2	Knowledge of the SLWP.....	30
8.3	SLWP responsibilities.....	31
9	Landfill.....	32
9.1	Attitude towards landfill.....	32
9.2	Alternatives to landfill.....	34
10	Energy Recovery Facilities.....	35
10.1	Knowledge of energy recovery facilities.....	35
10.2	Awareness of Beddington ERF.....	36
10.3	Views on energy recovery facilities.....	37
10.4	Perceived benefits of Energy Recovery Facilities.....	38
10.5	Perceived problems of Energy Recovery Facilities.....	40
10.6	Monitoring of Energy Recovery Facilities.....	41
10.7	Attitudes towards recycling once Beddington ERF is operational.....	42
11	Conclusion.....	43
12	Sample profile.....	44
13	Questionnaire.....	46
	Appendix: Statement of Terms.....	56

Table of Figures

Figure 1:Q4. Now thinking about the following services, how important do you consider each to be locally? (All responses - % Very / Fairly important)..... 6

Figure 2: Q5. Which of the following statements best describes your attitude to recycling? (All responses)..... 7

Figure 3: Q6. Which of the following methods do you currently use to recycle your household waste? (Respondents who recycle at Q5)..... 8

Figure 4: Q7. Thinking about the waste your household produces (including recyclable and non-recyclable waste), do you think you produce more, less or about the same amount as

you did last year? / Q8. And of that household waste, would you say you recycle more of it, less of it, or about the same amount of it as you did last year?	10
Figure 5: Q9. What would you say were your reasons or motivations for recycling your household waste? (Respondents who recycle at Q5 – Top 6 responses).....	12
Figure 6: Q10. And what, if anything, prevents you from recycling more of the waste produced in your household? (All respondents – Top 8 responses)	14
Figure 7: Q19. If your council could do one thing to increase the amount you personally recycle what would it be? (All respondents – Top 6 responses)	15
Figure 8: Q11. To what extent do you agree or disagree with the following statements? (All respondents).....	16
Figure 9: Q12. What percentage of household waste do you think is currently recycled in your borough on average? / Q13. What percentage of household waste do you think your borough should be aiming to recycle in the next five years? / Q14. What percentage of household waste being recycled do you think is actually achievable in your borough in the next five years? (Valid responses)	17
Figure 10: Q15. If we are to recycle as much as we possibly can, lots of people and organisations need to play their part. I am now going to read out a list of people and organisations, I would like you to tell me how much you trust each of these to play their part in ensuring we recycle as much as we can (on a scale of 1 to 5, where 1 is I do not trust at all and 5 is I trust very much) (All respondents).....	19
Figure 11: Q16. How well informed do you think your local council keeps you about what you can and cannot recycle? (All respondents).....	20
Figure 12: Q17. From the following, which methods would you prefer the South London Waste Partnership and your local council use to provide you with information and advice on recycling and waste management? (All respondents)	21
Figure 13: Q18. When it comes to waste and recycling, what would you like to know more about? (All respondents)	23
Figure 14: Q20. How often, if at all, do you make use of your local tip? (All respondents) ..	24
Figure 15: Users of local tip at least once or twice a year (All responses)	25
Figure 16: Q21. Taking all things into account, how satisfied are you with the overall service provided by your local tip? (Respondents who have used their local tip (Q19)).....	26
Figure 17: Q22 Thinking about the last few years, has the service at your local tip got better or worse? (Respondents who have used their local tip (Q19))	27
Figure 18: Q23. Before today, had you heard of the South London Waste Partnership? (All responses)	28
Figure 19: Q23. Before today, had you heard of the South London Waste Partnership? (All responses)	29
Figure 20: Q24. How much, if anything, would you say you know about the South London Waste Partnership? (Where aware at Q23).....	30
Figure 21: Q25. What do you think the South London Waste Partnership is responsible for? (All responses).....	31

Measuring resident perceptions of waste management

Figure 22: Q26. How important, if at all, do you think it is to send less of our waste to landfill? (All responses)	32
Figure 23: Q27. Why do you say that it is important to send less of our waste to landfill? (Those who state it is important to send less waste to landfill)	33
Figure 24: Q28. Why do you say it is not important to send less of our waste to landfill? (All responses)	34
Figure 25: Q30. How much do you know about Energy Recovery Facilities (or 'Energy from Waste Facilities') where residual waste is burnt at very high temperatures to create electricity? (All responses)	35
Figure 26: Q31. Are you aware that an Energy Recovery Facility is being built in Beddington, Sutton, to dispose of household waste instead of sending it to landfill? (All responses)	36
Figure 27: Q32. To what extent do you agree with the following statements? (All respondents).....	37
Figure 28: Q33. What do you think are the biggest benefits of Energy Recovery Facilities? (All responses).....	38
Figure 29 Q34. What do you think are the biggest problems with Energy Recovery Facilities? (All responses).....	40
Figure 30 Q35. Who do you think officially decides if an Energy Recovery Facility is safe? (All responses).....	41
Figure 31: Q36. The Beddington Energy Recovery Facility is due to become operational in 2018. Once residual waste is being sent to the Energy Recovery Facility instead of landfill, do you think it will effect what you recycle? (All responses)	42

Table of Tables

Table 1: Importance of waste management by age (All responses)	7
Table 2: Attitudes to recycling by age (All responses)	7
Table 3: Recycling behaviours (Respondents who recycle at Q5).....	9
Table 4: Change in waste production by presence/absence of children (All responses).....	11
Table 5: What would you say were your reasons or motivations for recycling your household waste? (Respondents who recycle at Q5 – Top 6 responses).....	13
Table 6: Perceived recycling rates by age (Valid responses)	18
Table 7: Perceived recycling rates vs actual recycling rates (Valid responses)	18
Table 8: Preferred communication channels by age (All responses)	22
Table 9: Perceived benefits of ERF, based on level of prior knowledge about these facilities (All responses).....	39
Table 10: weighted sample profile.....	44

1 Introduction

1.1 Background

In September 2016 BMG Research was commissioned by the South London Waste Partnership (SLWP) to undertake a residents' survey to understand residents' perceptions of waste management and to build on research previously conducted in 2010 and 2012.

1.2 Methodology

In October - November 2016, 1,000 telephone interviews were conducted with residents across the four London boroughs of Croydon, Kingston, Merton and Sutton. Representative quotas were set during the fieldwork at a borough level by ward, age, gender and working status.

On an observed statistic of 50%, a sample size of 1,000 is subject to a maximum standard error of +/-3.1% at the 95% level of confidence. This means that if all residents living within the boundaries of the SLWP had responded to the survey, we are 95% confident that a figure of 50% in this report would actually have been between 53.1% and 46.9%.

1.3 Weighting the data

The extent to which results can be generalised from a sample depends on how well the sample represents the population from which it is drawn. As for all surveys of this type, although a random sample of telephone numbers was selected, and quotas were set during fieldwork, the achieved sample was not perfectly representative.

Under these circumstances, inferences about the views of the population can be improved by calculating weights for any under or over-sampling of particular groups. Weights are assigned by comparing the sample proportions for particular groups with known population characteristics from other sources for the same groups. Each observation is then multiplied by its weight to ensure that the weighted sample will conform to the known population characteristics.

To ensure that the data set is representative the data has been weighted by ward, age, gender, ethnicity and working status at a borough level. Demographic weights were based on the 2015 mid-year population estimates / 2011 census.

1.4 Reporting conventions

Results have been presented rounded to 0 decimal places – this may mean that some totals exceed 100%. This also has implications regarding how summary percentages appear. For example, if 25.4% of residents state they are very satisfied and 30.3% of residents are fairly satisfied, these figures are rounded down to 25% and 30% respectively. However, the sum of these two responses is 55.7%, which is rounded up to 56%, whereas the individual rounded responses suggest this total should be 55%. This explains any instances of where summary text does not match a graph or table it

Measuring resident perceptions of waste management

is referring to. Throughout the report the abbreviation 'cf.' is used as shorthand for 'compared to' when examining the data, especially among different sample groupings.

Where possible the findings have been compared to the 2012 and 2010 surveys.

In addition to this written report, data tabulations have also been produced which present the data as a whole.

In this report when referring to residents who live within the locality of the Beddington ERF site this is defined as residents who live within the six nearest wards: Beddington North Ward, Wandle Valley Ward, Broad Green Ward, West Thornton Ward, Cricket Green Ward, Pollards Hill Ward.

2 Executive summary

2.1 Attitudes towards recycling

Nearly all residents (98%) still consider waste management and recycling services to be important, indeed it is seen to be one of the top priorities alongside other services such as health (98%), crime and safety (98%), and education (96%). Most notably, compared to 2012 there has been a significant increase in the proportion of residents stating that waste management and recycling services are very important to them (82% cf. 72%).

This positive change in public opinion about how important the recycling service is seen to be may be a reason why the commitment to recycle has also strengthened amongst residents; whilst the proportions stating they recycle have remained similar since 2010, residents now appear to be making more of an effort to recycle with the proportions of residents stating that they recycle as much as they can even if it requires additional effort increasing (2010 = 58%, 2012 = 65%, 2016 = 69%). This change in commitment is reiterated in the finding that there has been a significant rise (since 2012) in the proportion of residents stating that they use their local council's doorstep recycling collection service (94% cf. 78%).

As is commonly found when exploring resident perceptions on recycling there is a large variation in opinion between age groups with residents aged between 16 and 34 significantly less likely than older residents to state that waste management and recycling services are very important (69%) or that they would recycle as much as they can even if it requires additional effort (54%). Although, it should be noted, that the lower perceptions younger residents hold do not appear to resonate into reduced participation in the doorstep recycling service, with the vast majority (92%) stating that they use it.

2.2 Motivations and barriers to recycling

The main motivational factor behind residents recycling remains to be the resulting environmental benefits with six in ten residents stating it to be the reason they recycle. What motivates residents has remained largely unchanged since 2012, although there is a slight indication that residents now need less encouragement from their local council to recycle (5% cf. 9%).

When asked what prevents residents from recycling, the most prominent response, as it was in 2012, is that there is nothing and they already make every effort to recycling (29%). The most prominent barrier stated, with 17% mentioning it, is that residents can't recycle enough materials.

2.3 Perceptions of recycling

Positively, the majority of residents agree that they feel their own recycling effort makes a difference (82%), whilst less than four in ten agree that they do not believe the council actually recycles all the items collected for recycling (39%); in fact the proportion of residents who strongly agree with the latter has diminished by 8-

Measuring resident perceptions of waste management

percentage points since 2012 (19% cf. 27%) suggesting there is now more trust in what the council does with recycling.

It is encouraging that in 5 years time residents believe that a recycling rate of 68% is achievable, however this is based on an optimistic view that the current recycling rate sits at 50%, where in fact this figure is much lower at 40%, therefore further work is still needed to align perceptions with reality.

2.4 Communications

As highlighted previously attitudes towards recycling may have become more positive however residents now feel like they need further information about what they can and can't recycle. Around half of residents agree that they need more information on what can and can't be recycled (51%), with the proportion strongly agreeing with this statement increasing significantly since 2012 (27% cf. 16%). There has also been a significant decrease in the proportion stating that their local council keeps them very or fairly well informed about what can and cannot be recycled (56% cf. 68%). Although this drop is only seen in Croydon (53% cf. 66%), Merton (55% cf. 71%), and Sutton (48% cf. 66%), with the views of Kingston residents remaining unchanged (71% cf. 70%). Furthermore the findings suggest that further communication should have emphasis on what residents can recycle with 27% stating this is what they'd like to know more about when asked.

Exploring preferred communication methods in relation to information and advice about recycling, the preferred option indicated by residents is leaflets and information through the door (71%). Although this form of communication would be costly, it should be highlighted that a high proportion of residents also state methods within council control which would be relatively simple and cheap to communicate with residents via e.g. Council websites (63%), SLWP website (46%), and Council social media channels (41%).

2.5 HRRCs

Similar to the previous years, around three in four residents state that they use their local tip (74%) at least once or twice a year, with nearly three in ten stating they use it at least once a month (29%). The majority of residents also remain pleased with the service provided at their local tip with approaching nine in ten satisfied with the overall service provided (87%) and a further half (54%) indicating that the service has improved over the last few years.

2.6 SLWP

Awareness of the SLWP has nearly doubled since 2012 with approaching one in four stating that they have heard of the South London Waste Partnership (23%). Although the proportion who state that they know either a great deal or a fair amount about the SLWP has fallen slightly in comparison to 2012 (25% cf. 29%), when asked what the SLWP are responsible for a significantly lower proportion of residents state that they don't know (15% cf. 46%). Instead, residents state that the SLWP is responsible for the disposal of waste (32%), collection of waste (34%) and recycling facilities and landfill sites (29%).

2.7 Landfill

The importance of sending less waste to landfill remains clearly understood by residents with over nine in ten (94%) indicating it is important to do so, indeed the proportion who state that this is very important has strengthened further from 76% in 2012 to 81% in 2016. Recognition that landfill is bad for the environment and can contribute to climate change (49%) and that there is a limited amount of space for landfill (38%) remain the key reasons why reducing landfill is seen as important. Although there has been a notable upward shift in the proportion of residents stating the environment as the reason to send less waste to landfill (49% cf. 42%). Thinking about alternatives to landfill when asked about left over waste, other than being unsure, the most prominent response is that leftover waste should be burned, incinerated and treated to recover energy (29%), although one in five still state that this leftover waste should be sent to landfill.

2.8 Energy recovery facility

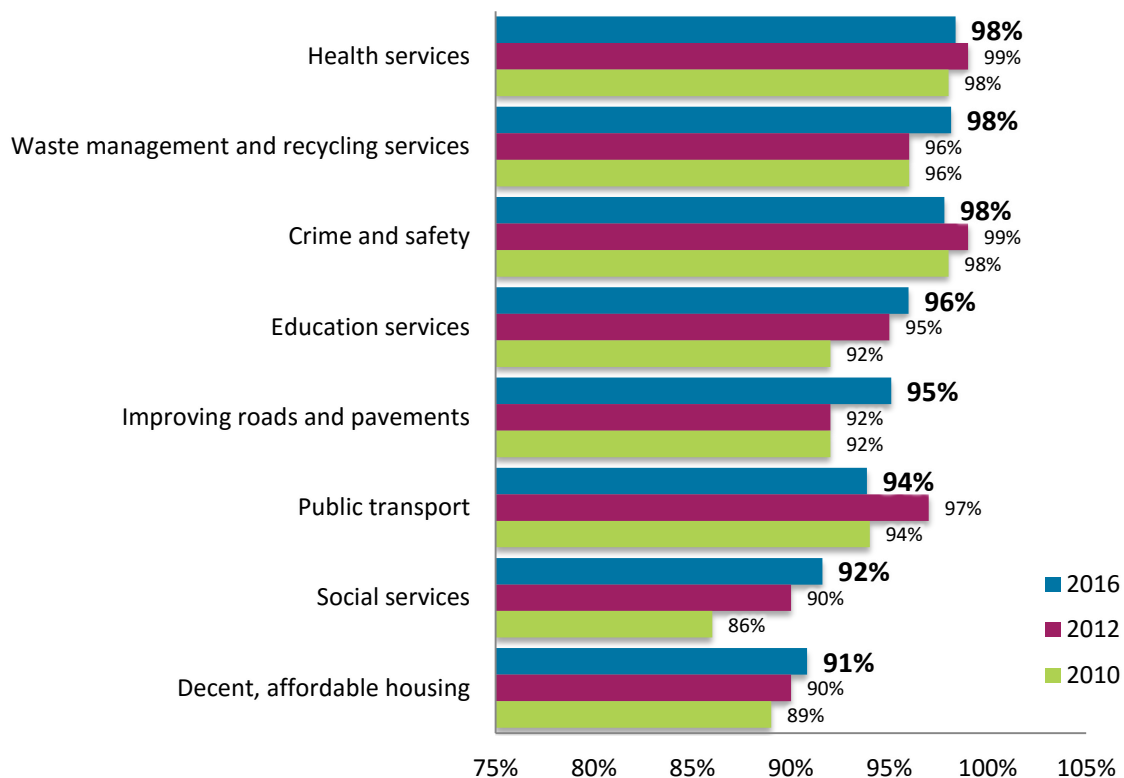
In 2015, construction commenced on the £205m Energy Recovery Facility (ERF) at the existing landfill recycling/waste transfer station in Beddington, Sutton. With this in mind, less than one in five state that they know either a great deal (3%) or a fair amount (14%) about Energy Recovery Facilities, although this figure has risen slightly since 2012 (17% cf. 12%). Interestingly there is limited difference in knowledge dependent on whether a resident lives within the locality of the Beddington ERF site or not. As would be expected, awareness of the Beddington ERF site has risen from 23% (in 2012) to 30%, with the proportion aware rising to 50% for those residents living in Sutton, although interestingly half remain unaware. Over seven in ten residents now agree that taking all alternatives into account, Energy Recovery Facilities are a good way to dispose of our non-recyclable waste, and Energy Recovery Facilities are a better way of disposing of waste than landfill, with agreement on both aspects strengthening since 2012. Around three in ten recognise that the biggest benefits from Energy Recovery Facilities are that they reduce the amount of waste sent to landfill (30%) and four in ten see them as an alternative source of / cheaper way to produce energy (42%). Whilst negatively the biggest problems are seen to be that ERFs increase pollution from emissions (35%), although approaching one in four were unsure of any problems with Energy Recovery Facilities (38%). Encouragingly the findings suggest that the use of the Beddington ERF to dispose of residual waste will not impact negatively on recycling behaviours; just over two thirds (68%) of residents state that they would continue to recycle the same amount they do now once residual waste is being sent to the ERF, whilst over one in five (22%) state they will recycle more than they do now.

3 Attitudes towards recycling and the environment

3.1 Importance of public services

Waste management and recycling services are seen as important by a vast majority of residents in the four boroughs this research focused on. Nearly all residents (98%) suggest that waste management is important alongside other key local services such as health services (98% - important), crime and safety (98%) and education (96%). Notably, compared to 2012 findings there has been a significant increase in the proportion of residents stating that waste management is very important (82% cf. 72%).

Figure 1:Q4. Now thinking about the following services, how important do you consider each to be locally? (All responses - % Very / Fairly important)



Unweighted sample base = 1,000

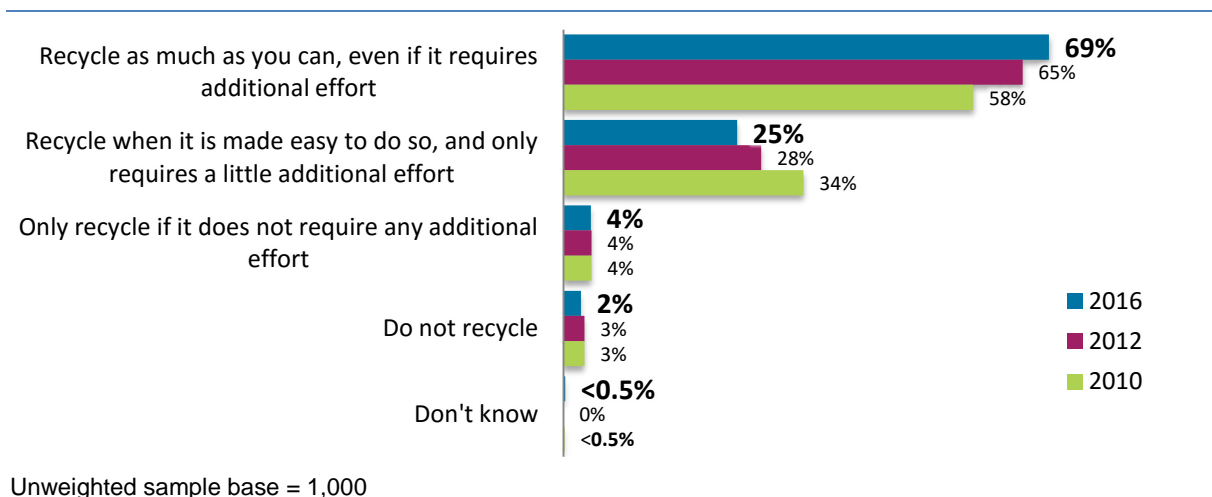
The importance attributed to waste management and recycling services is consistent by borough (Croydon 98%, Kingston 97%, Merton 97%, Sutton 100%). Even among the relatively small number of residents within the sample who say that they do not recycle, 92% suggest that waste management is an important service locally. As illustrated overleaf, by age, residents aged 34 or under are significantly less likely than older residents to state that waste management is very important, although overall levels of importance are found to be the same.

Table 1: Importance of waste management by age (All responses)

Waste management	16 - 34	35 - 44	45 - 54	55 - 64	65+
Very important	69%	90%	83%	90%	88%
Fairly important	28%	9%	17%	7%	10%
Summary: Important	97%	99%	99%	98%	97%
Unweighted Bases	235	154	229	159	207

3.2 Attitudes towards recycling

Commitment among the public to recycle appears to be strengthening. Just under seven in ten (69%) state that they recycle as much as they can even if it requires additional effort, whilst a further quarter (25%) recycle when it is easy to do so. Although the overall proportion of residents who state that they recycle has remained unchanged since 2012 the proportion who state that they recycle as much as they can even if it requires additional effort has risen by 4-percentage points since 2012, and 11-percentage points since 2010.

Figure 2: Q5. Which of the following statements best describes your attitude to recycling? (All responses)

Echoing the previous finding, analysis of responses by age shows that the commitment to recycling as much as possible is significantly lower among the 16-34 age group (54%) and is highest among those aged 65 and over (80%).

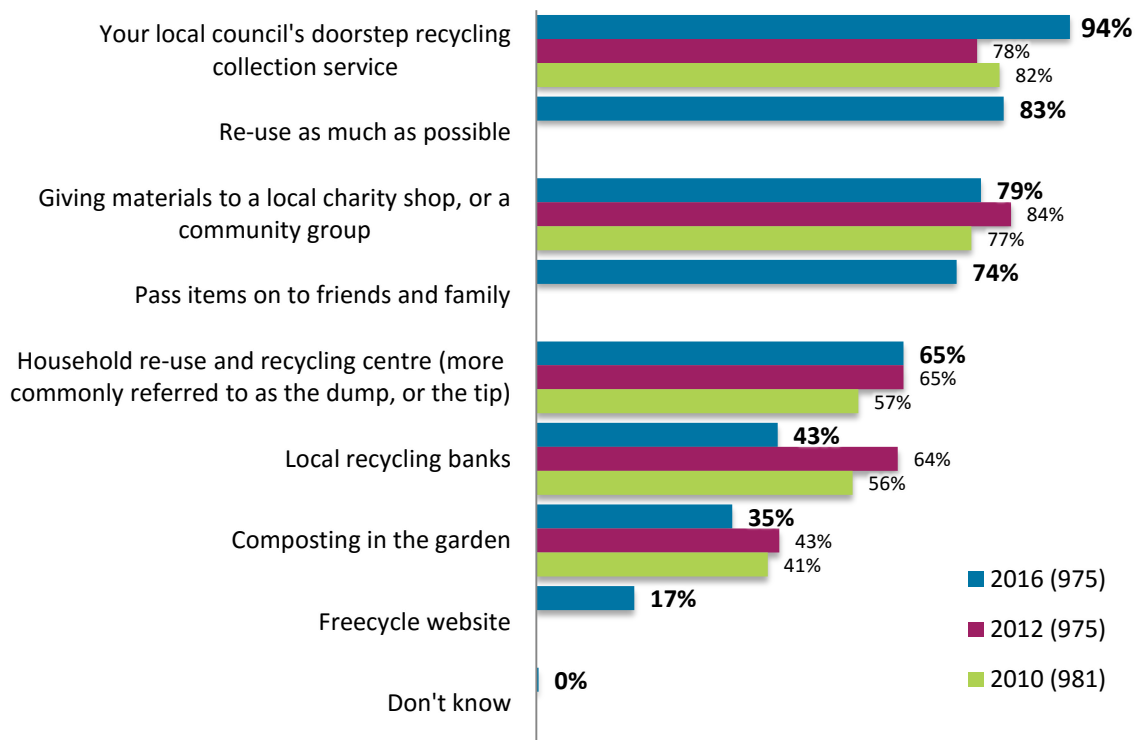
Table 2: Attitudes to recycling by age (All responses)

	16 - 34	35 - 44	45 - 54	55 - 64	65+
Recycle as much as you can, even if it requires additional effort	54%	75%	75%	73%	80%
Recycle when it is made easy to do so, and only requires a little additional effort	36%	19%	21%	21%	16%
Only recycle if it does not require any additional effort	5%	3%	2%	6%	3%
Do not recycle	5%	2%	2%	0%	1%
Don't know	0%	0%	1%	0%	0%
Unweighted Bases	235	154	229	159	207

3.3 Recycling methods used

All respondents who stated they recycle were provided with a list of 8 different methods of recycling household waste and were asked to state which they currently use to recycle. The most prominent method of recycling household waste is using the local council’s doorstep recycling collection service with over nine in ten residents who recycle stating that they use this method (94%). Notably, stated usage of the council’s doorstep recycling collection service has risen by 16-percentage points compared to the 2012 finding. This rise may be driven by the change in public perceptions outlined in the previous findings. Other commonly used methods of recycling include re-using as much as possible (83%), giving materials to a local charity shop (79%), passing items on to friends and family (74%) and using local tips (or Household Reuse and Recycling Centres – HRRCs) (65%). Usage of local recycling banks appears to have declined compared to 2012 (43% cf. 64%) which may be due to the increased proportion of residents using the doorstep recycling collection service. Whilst stated usage of composting in the garden also appears to have dropped (35% cf. 43%), although this may be due to the increased uptake of councils’ subscription-based garden waste collection services.

Figure 3: Q6. Which of the following methods do you currently use to recycle your household waste? (Respondents who recycle at Q5)



Unweighted sample base in parenthesis

By area, the only observed difference in recycling behaviours is found to be that Kingston residents are more likely than Croydon residents to use the freecycle website

(24% cf. 15%). As illustrated overleaf, by age those residents aged between 45 and 54 are more likely than those aged 44 or under to use HRRCs or local recycling banks, whilst those aged 65 or over are less likely than younger residents to pass items on to friends and family.

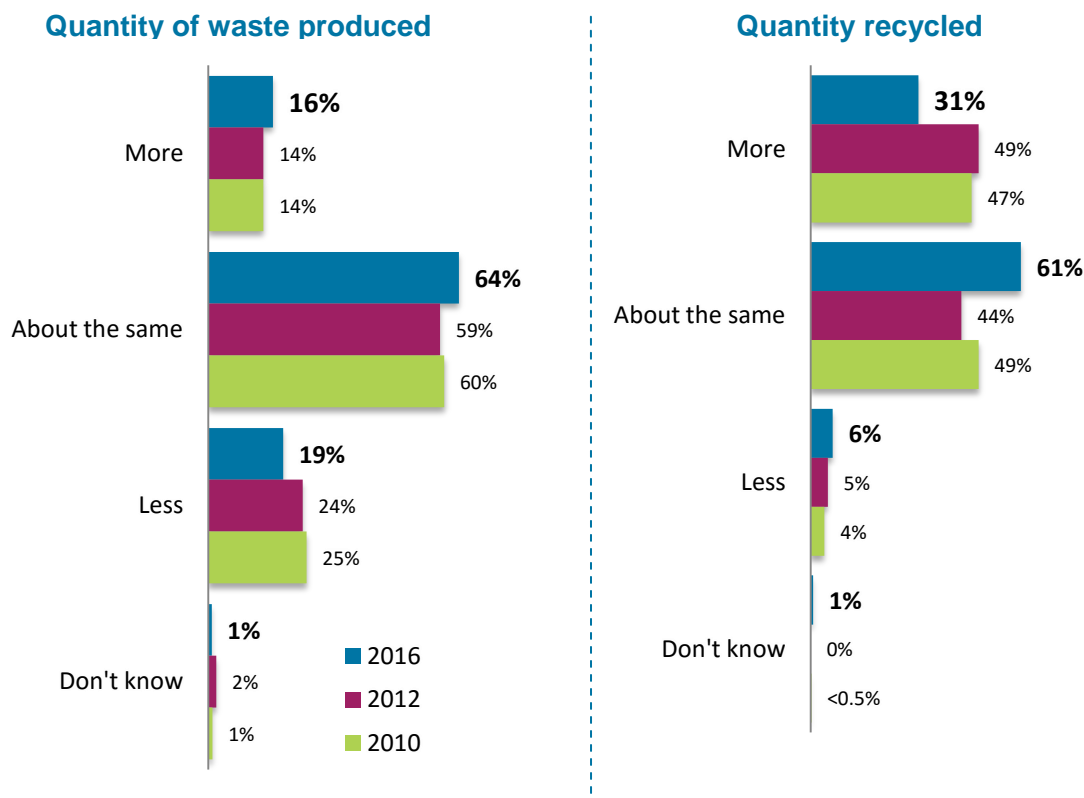
Table 3: Recycling behaviours (Respondents who recycle at Q5)

	16 - 34	35 - 44	45 - 54	55 - 64	65+
Local council's doorstep recycling collection service	92%	94%	96%	95%	97%
Re-use as much as possible	82%	81%	87%	85%	78%
Giving materials to a local charity shop	73%	80%	84%	84%	77%
Pass items on to friends and family	80%	79%	79%	71%	56%
Household re-use and recycling centre	56%	65%	78%	73%	63%
Local recycling banks	37%	39%	53%	43%	44%
Composting in the garden	31%	30%	41%	33%	41%
Freecycle website	13%	23%	23%	16%	14%
Unweighted Bases	225	151	222	158	204

3.4 Change in waste produced and recycled

When residents were asked to think about their waste production relative to this time a year ago two thirds (64%) indicate that it is unchanged. Among the remainder more residents feel that they produce less waste (19%) rather than more (16%). Alongside this 61% of residents feel that the quantity of their household waste that they recycle is stable year on year. The proportion who feel that they recycle more than they did a year ago (31%) exceeds the proportion who feel that they recycle less (6%). However, the three in ten who feel that their recycling volumes have increased in the last year is lower than seen in both 2012 and 2016. This may suggest there are more likely to be marginal gains in the volume of material recycled as such behaviours become more entrenched.

Figure 4: Q7. Thinking about the waste your household produces (including recyclable and non-recyclable waste), do you think you produce more, less or about the same amount as you did last year? / Q8. And of that household waste, would you say you recycle more of it, less of it, or about the same amount of it as you did last year?



Unweighted sample base = 1,000

Further analysis suggests that the presence of children may be a key explanation of where the quantity of waste produced increases. Among those with no children in the household just 9% suggest the volume of waste they have produced in the last year has increased. However, where children are present this proportion rises to at least 20% as shown by the table below. Where children are present those stating waste volumes have increased consistently exceed the proportions who suggest less waste is being produced.

Table 4: Change in waste production by presence/absence of children (All responses)

	Children in the household			
	None	1	2	3 or more
More	9%	<u>26%</u>	<u>20%</u>	<u>38%</u>
About the same	66%	64%	61%	54%
Less	<u>24%</u>	10%	19%	9%
Unweighted Bases	612	179	130	57

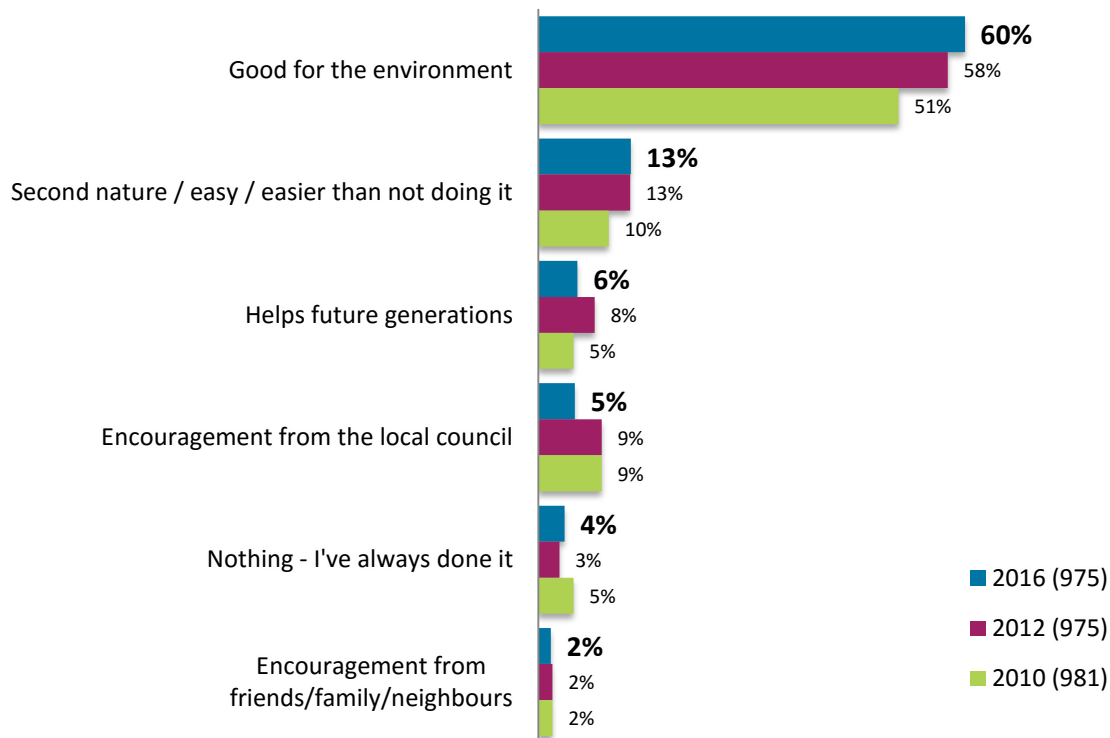
4 Motivations and barriers to recycling

4.1 Motivations for recycling

Six in ten (60%) residents who currently recycle indicate that their reason for doing so is the resulting environmental benefits. A further 13% indicate that recycling behaviours are easy/have become second nature. Around one in twenty mentioned benefits for future generations (6%) and encouragement from the local council (5%). These responses on what motivates recycling behaviours are largely unchanged from 2012, although there is a slight indication that residents need less encouragement from their local council compared to previous years.

Similar to 2012, around one in four (26%) stated another reason not listed. Comments in this category ranged from residents stating that they recycle because: they have no room in their waste bins; the fact that they now have the recycling bins to be able to recycle; or because they now feel like it is the right thing to do.

Figure 5: Q9. What would you say were your reasons or motivations for recycling your household waste? (Respondents who recycle at Q5 – Top 6 responses)



Unweighted sample base in parenthesis

As shown overleaf, probing these responses by age shows that the response 'good for the environment' was most commonly given by all age groups, but that this response is particularly prevalent among those aged 35-44 (71%), 45-54 (67%) and 55-64 (69%).

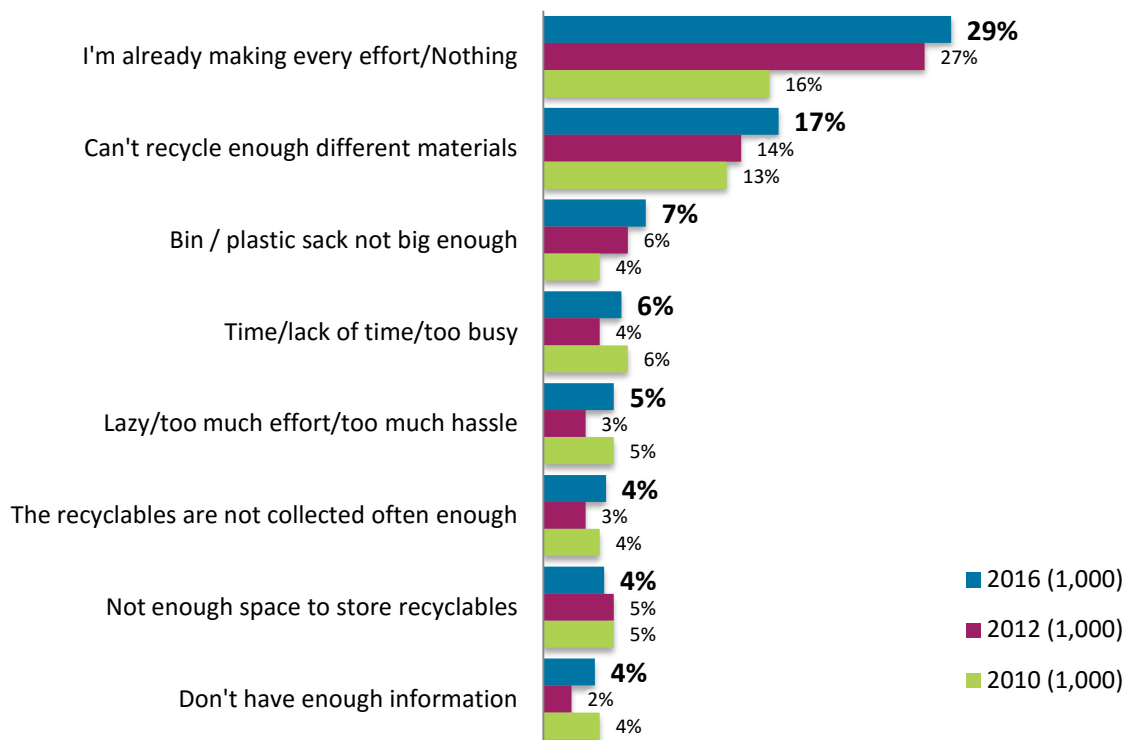
Table 5: What would you say were your reasons or motivations for recycling your household waste? (Respondents who recycle at Q5 – Top 6 responses)

	16 - 34	35 - 44	45 - 54	55 - 64	65+
Good for the environment	52%	71%	67%	69%	51%
Second nature / easy / easier than not doing it	15%	13%	9%	16%	12%
Encouragement from the local council	5%	5%	4%	6%	8%
Helps future generations	5%	7%	6%	4%	6%
Everyone else is doing it	2%	1%	2%	1%	0%
Encouragement from friends/family/neighbours	2%	2%	1%	2%	1%
Saw / heard information about it on the TV/in leaflets/on radio	1%	1%	1%	0%	0%
My children encourage me	0%	1%	1%	1%	0%
Encouragement from central government	2%	2%	0%	0%	2%
Encouragement from environmental groups	0%	0%	1%	0%	0%
Other	28%	22%	22%	20%	35%
Nothing - I've always done it	3%	3%	8%	2%	3%
Don't know	1%	0%	2%	0%	1%
Unweighted Bases	225	151	222	158	204

4.2 Barriers to recycling

When asked what, if anything, prevents them from recycling more of the waste produced in their household the most common response given by 29% was nothing, i.e. that they already make every effort to recycle. This proportion is in line with the 27% recorded in 2012. When barriers to recycling activity were mentioned these most commonly related to the range of materials it is possible to recycle (17%) and recycling receptacles (bin and sack volumes - 7%). Lifestyle/choice factors such as a lack of time (6%) and recycling being too much effort (5%) were only mentioned by small proportions. The Figure below shows that the rank order of responses to this question has been stable across 2010, 2012 and 2016.

Figure 6: Q10. And what, if anything, prevents you from recycling more of the waste produced in your household? (All respondents – Top 8 responses)



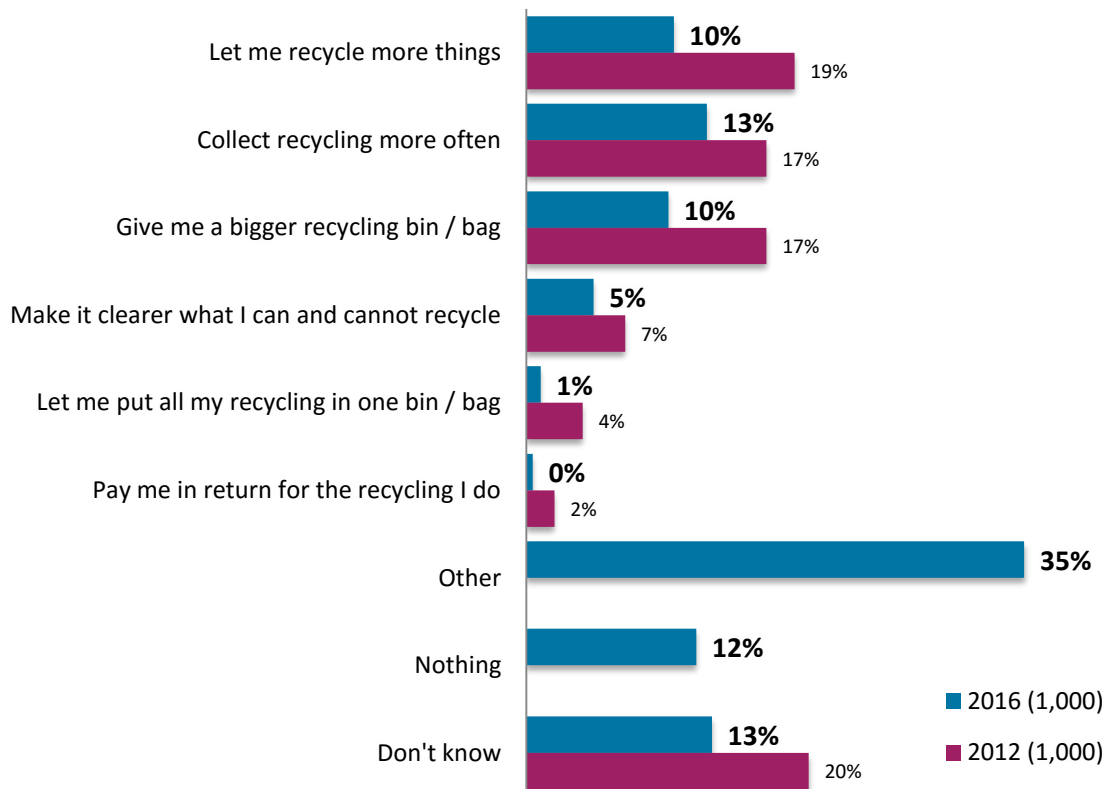
Unweighted sample base in parenthesis

Residents living in Kingston are more likely than Croydon residents (23% cf. 12%) to state not being able to recycle enough materials as a barrier. A significantly higher proportion than average of residents aged over 65 (49%) are likely to state that they are already making every effort they can, whilst for those aged 16 – 34 the proportion is significantly lower than average (21%). For this later cohort they are significantly more likely than older residents to perceive a lack of time (11%) as a barrier to recycle more.

4.3 Increase recycling

All respondents were asked if the council could do one thing to increase the amount they personally recycle what would it be. Around one in ten state the council could either let them recycle more things (10%); collect recycling more often (13%); or provide larger recycling bins or bags (10%). Around one in three stated another response not listed; comments in this category varied from respondents requesting to receive more information about what can or can't be recycled or the inclusion of specific recycling services such as food or a free garden waste collection service.

Figure 7: Q19. If your council could do one thing to increase the amount you personally recycle what would it be? (All respondents – Top 6 responses)



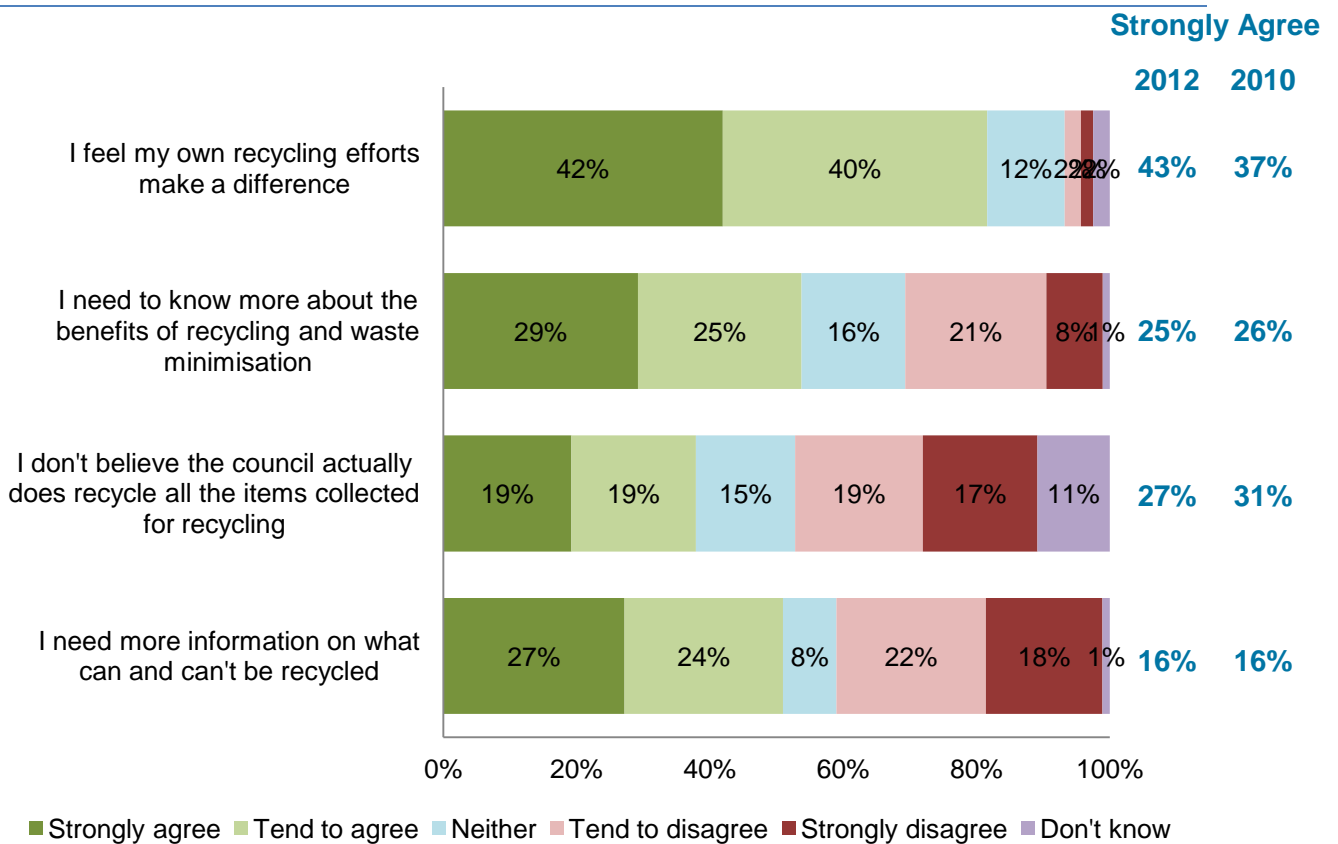
Unweighted sample base in parenthesis

5 Perceptions of recycling

5.1 Understanding about what happens to recycling

All respondents were asked to what extent they agree or disagree with four statements relating to their perceptions on what happens with recycling after it has been collected. Eight in ten (82%) agree that they feel their own recycling efforts make a difference, with four in ten strongly agreeing (42%) and just 4% disagree with the statement. This is similar to the 2012 finding. Around half of residents agree that they need to know more information either about the benefits or recycling and waste minimisation (54%), or what can and can't be recycled (51%). For the latter, the proportion of residents strongly agreeing with this statement has risen by 11-percentage points compared to 2012 suggesting a need for further information about what can and can't be recycled being provided to residents, although 40% still disagree that they need this. Just under four in ten do not believe that the council actually does recycle all the items collected for recycling (38%), however encouragingly perceptions on this measure are improving with the proportion strongly agreeing having dropped by 8-percentage points compared to 2012.

Figure 8: Q11. To what extent to you agree or disagree with the following statements? (All respondents)



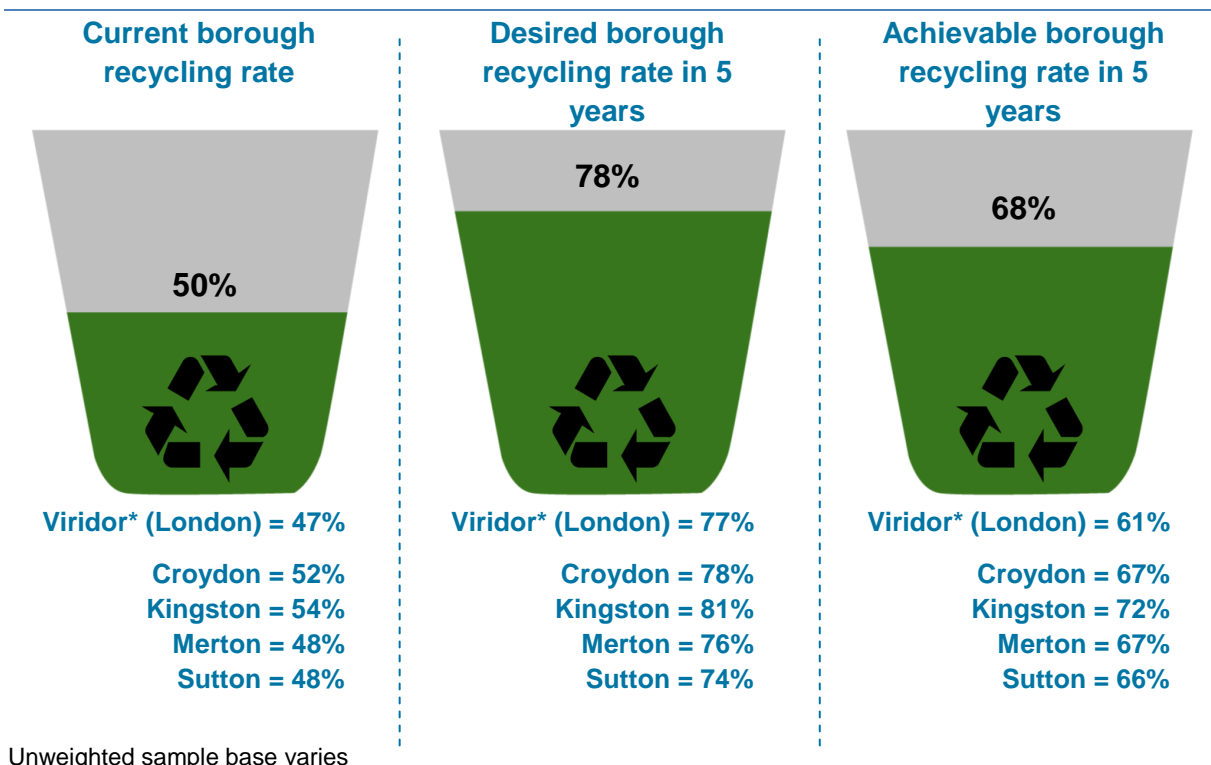
Unweighted sample base = 1,000

By borough, Merton residents are more likely to agree than Kingston residents that they need more information about the benefits of recycling and waste minimisation (61% cf. 47%), and that they don't believe the council actually does recycle all the items collected for recycling (44% cf. 28%). Those aged between 16 and 34 are less likely to agree (76%) than those between 45 and 54 and 65 or over (87%) that their own recycling efforts make a difference, this is possibly due to a lower proportion of younger residents recycling even if it requires additional effort. Encouragingly, cynicism of the council recycling properly is lower amongst residents aged under 45 (16 to 34 41% disagree, 35 to 44 42% disagree), with these residents significantly more likely to feel the council actually does recycle all the items collected for recycling compared to those aged 55 or over (55 to 64 26% disagree, 65 or over 28% disagree).

5.2 Household recycling rates

After removing those respondents who are unsure, on average, residents believe that 50% of household waste is currently recycled, the borough should be aiming to recycle 78% of household waste in the next 5 years, however the borough will only realistically achieve a 68% recycle rate in the next 5 years. This is similar to the recycling rates stated in the Viridor 'UK recycling index 2016' survey. In all cases residents living in Kingston hold the highest perceptions on the proportion of household waste that is recycled.

Figure 9: Q12. What percentage of household waste do you think is currently recycled in your borough on average? / Q13. What percentage of household waste do you think your borough should be aiming to recycle in the next five years? / Q14. What percentage of household waste being recycled do you think is actually achievable in your borough in the next five years? (Valid responses)



Unweighted sample base varies

*Findings from the Viridor 'UK Recycling Index 2016' survey

Measuring resident perceptions of waste management

Although there are no significant differences for the perceived current borough recycling rate when analysing by age groups, those aged 65 or over hold a significantly higher perception of what the recycling rate should be in 5 years time and what is achievable in 5 years time.

Table 6: Perceived recycling rates by age (Valid responses)

	16 - 34	35 - 44	45 - 54	55 - 64	65+
Current borough recycling rate	50%	49%	51%	51%	53%
Desired borough recycling rate in 5 years	77%	76%	78%	77%	<u>82%</u>
Achievable borough recycling rate in 5 years	65%	66%	<u>70%</u>	68%	<u>72%</u>

When comparing what residents perceive the current recycling rate to be against what the actual recycling rate is for each of the boroughs it is notable that residents are over estimating how much of their waste is currently recycled. This suggests further work is needed to make people more aware of how much of their waste is currently recycled.

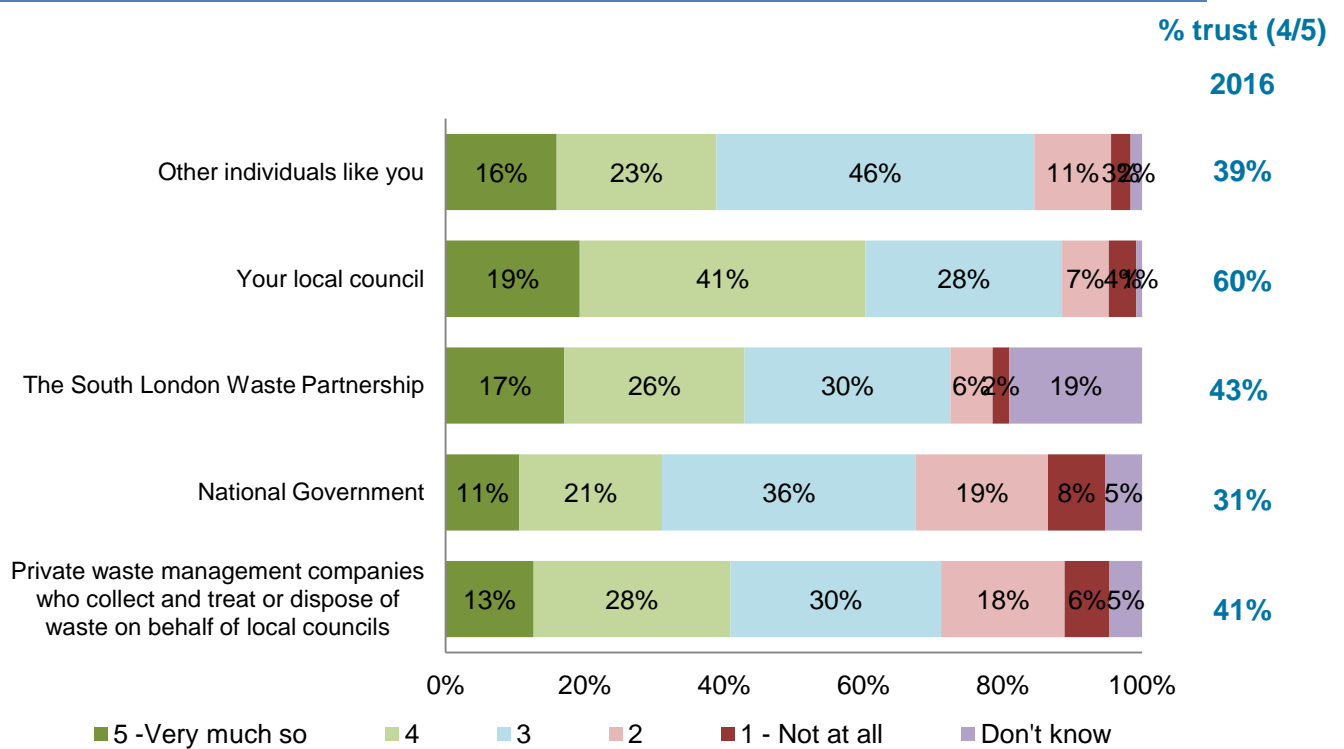
Table 7: Perceived recycling rates vs actual recycling rates (Valid responses)

	Perceived recycling rate	Current recycling rate
SLWP	50%	40%
Croydon	52%	39.9%
Kingston	54%	45.7%
Merton	48%	37.5%
Sutton	48%	37.6%

5.3 Trust

All respondents were asked, on a scale of 1 to 5, where 1 is not at all, and 5 is very much so, to what extent they trust other people / organisations to pay their role in ensuring waste is recycled properly. As illustrated below, trust is highest for the local council with 60% of respondents providing a rating of 4 or 5. Generally trust for other individuals and private waste management companies is similar (39% & 41% respectively), whilst trust for the SLWP is at 43% this is mainly due to a high proportion stating that they don't know (19%), when removing this cohort trust rises to 53%. Trust is lowest for National Government with 31% providing a trust rating of either 4 or 5.

Figure 10: Q15. If we are to recycle as much as we possibly can, lots of people and organisations need to play their part. I am now going to read out a list of people and organisations, I would like you to tell me how much you trust each of these to play their part in ensuring we recycle as much as we can (on a scale of 1 to 5, where 1 is I do not trust at all and 5 is I trust very much) (All respondents)



Unweighted sample base = 1,000

*The question wording was amended during fieldwork from 'On a scale of 1 to 5, where 1 is not at all and 5 is very much so, how much do you trust each of the following people / organisations to play their role in ensuring waste is recycled properly?' however there are no significant differences in the answers provided by respondents prior to or after the change was made.

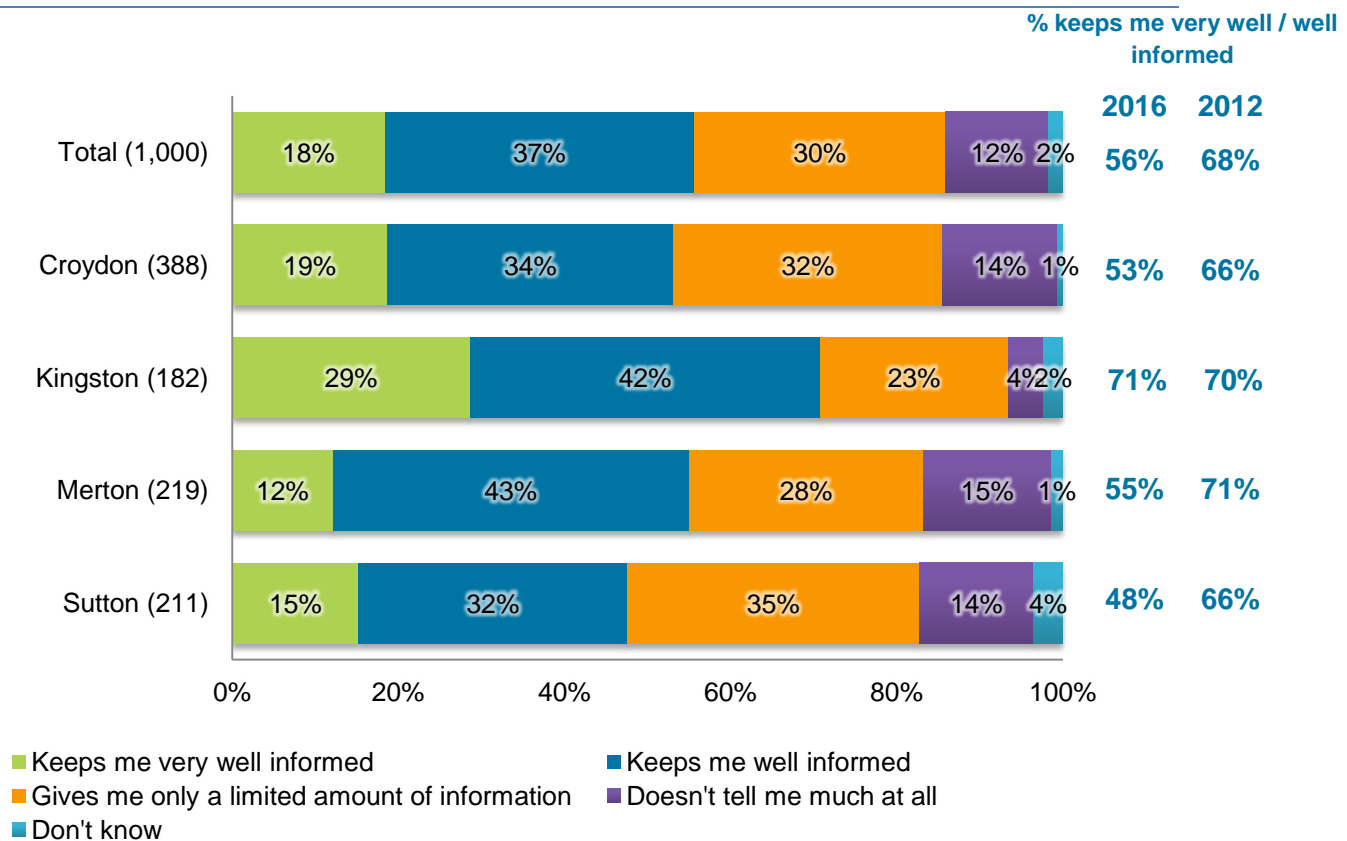
6 Communications

6.1 Levels of information provision

In the context of the finding reported earlier, where 51% of residents agree that they need more information on what can be recycled, it is interesting to note that only 56% feel that their local council keeps them very or fairly well informed about what can and cannot be recycled. This is a 12-percentage point decrease overall from 2012.

Figure 11 below shows the full range of responses given on a borough by borough basis. This shows that Kingston residents most commonly agree that their council keeps them informed about what can and cannot be recycled. The 71% of residents in this borough who give this response is unchanged since 2012 (70%). However, in the other three boroughs the proportion of residents who feel informed about what can be recycled has fallen (Croydon -12-percentage points, Merton 16-percentage points, Sutton 18-percentage points).

Figure 11: Q16. How well informed do you think your local council keeps you about what you can and cannot recycle? (All respondents)

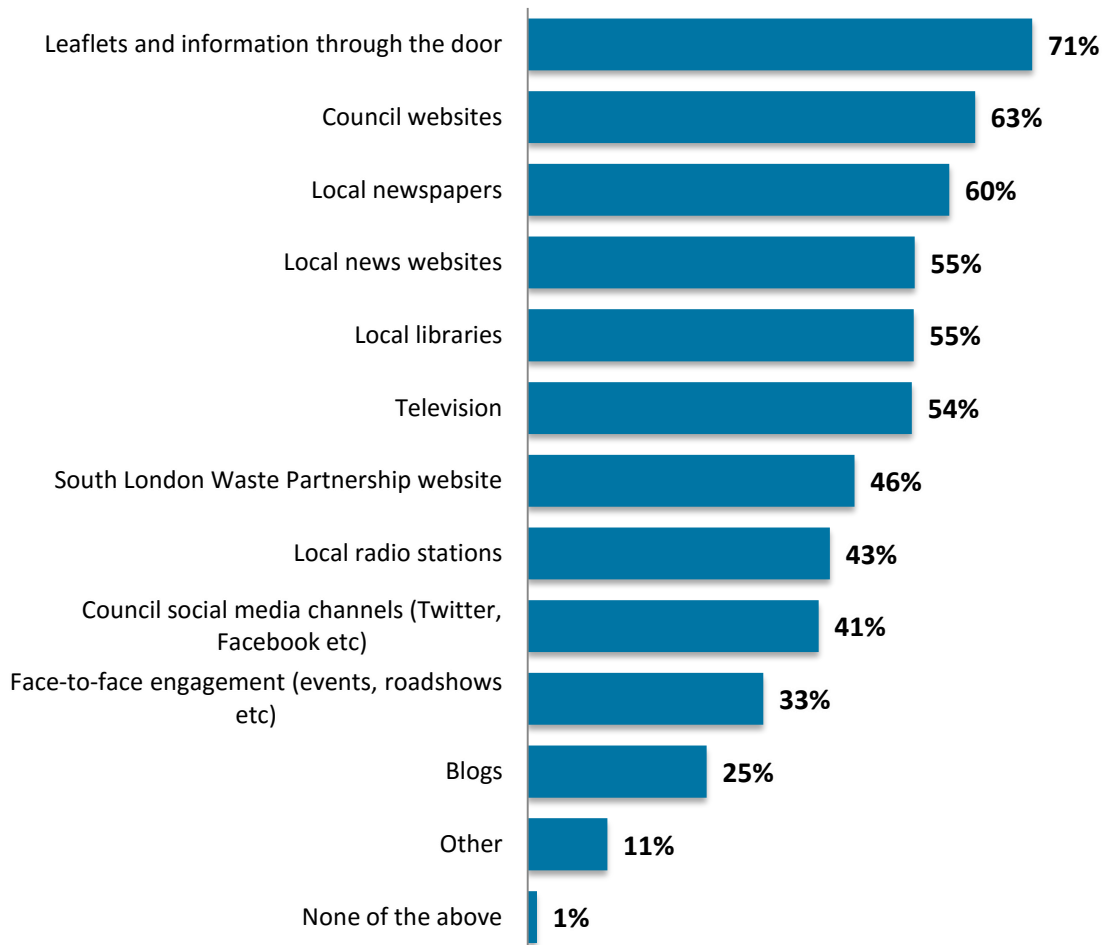


Unweighted sample base in paranthesis

6.2 Communication methods

Paper communications such as leaflets and information through the door are the most commonly chosen means through which residents would like the South London Waste Partnership and their council to provide information and advice on recycling and waste management. Beneath this, around six in ten mentioned Council websites (63%) and local media, either in the form of newspapers (60%) and local news websites (55%). Other communication channels mentioned by at least half of residents included libraries (55%) and television (54%). It should be highlighted that although the most prominent response would be costly a high proportion of residents also state methods within council control which would be relatively simple and cheap to communicate with residents via e.g. Council websites (63%), SLWP website (46%), Council social media channels (41%).

Figure 12: Q17. From the following, which methods would you prefer the South London Waste Partnership and your local council use to provide you with information and advice on recycling and waste management? (All respondents)



Unweighted sample base = 1,000

Variations in these communication preferences are shown by the table below. This illustrates a strong preference among those aged 65 and over for information on recycling and waste management to be provided via leaflets through the door (86%). In contrast, those aged 16-34 are most likely to favour online channels such as their Council website (77%) and local news websites (71%).

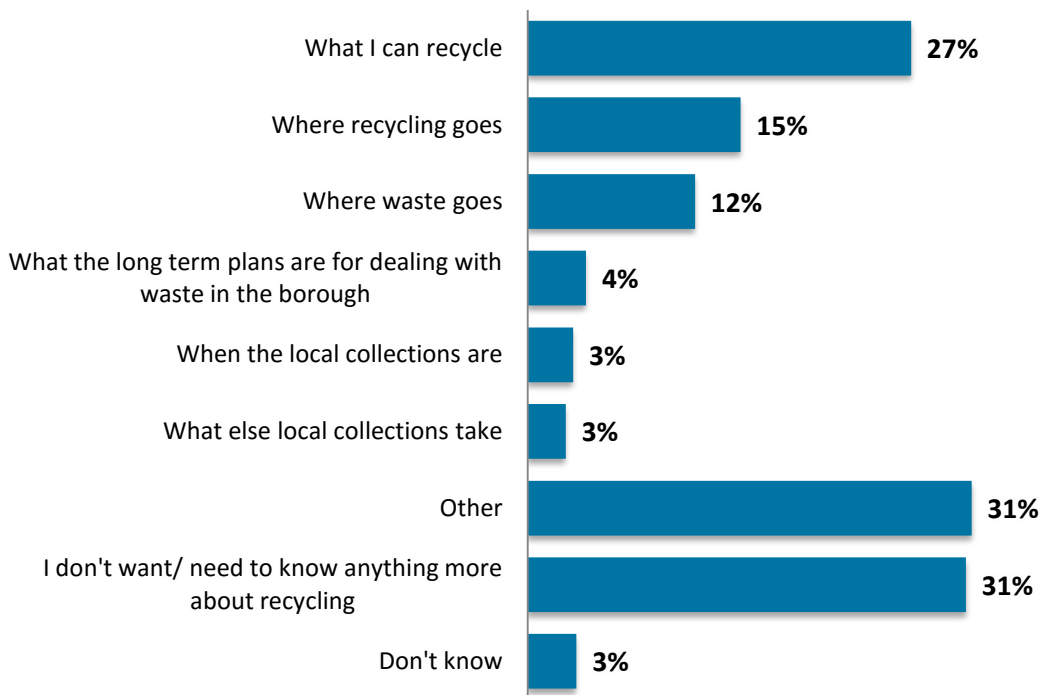
Table 8: Preferred communication channels by age (All responses)

	16 - 34	35 - 44	45 - 54	55 - 64	65+
Council social media channels (Twitter, Facebook etc)	58%	44%	39%	25%	21%
Face-to-face engagement (events, roadshows etc)	40%	29%	34%	28%	30%
Local newspapers	67%	57%	63%	49%	54%
Local news websites	71%	56%	50%	39%	40%
Council websites	77%	69%	64%	53%	39%
South London Waste Partnership website	66%	49%	42%	32%	22%
Leaflets and information through the door	63%	72%	72%	74%	86%
Blogs	37%	27%	24%	16%	10%
Local radio stations	50%	48%	45%	33%	28%
Television	66%	53%	55%	42%	43%
Local libraries	62%	58%	50%	50%	47%
Other	13%	11%	9%	14%	7%
None of the above	0%	0%	0%	6%	2%
Unweighted Bases	235	154	229	159	207

6.3 Information gap

Survey responses suggest that future communications on recycling should have the most emphasis on what can be recycled (i.e. which materials). This was mentioned by 27% of respondents. To a lesser extent there also appears to be some appetite for information on where recycling goes (15%) and where waste goes (12%). It should also be noted that 31% of residents do not want or need any more information about recycling.

Figure 13: Q18. When it comes to waste and recycling, what would you like to know more about? (All respondents)



Unweighted sample base = 1,000

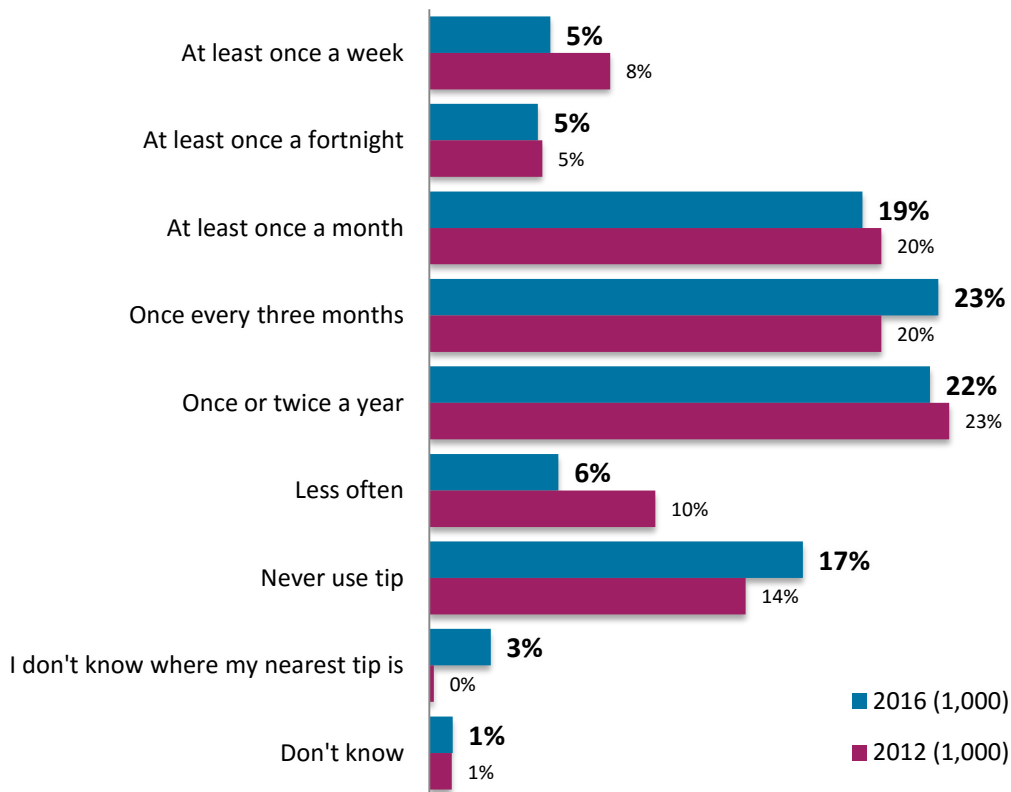
No significant variations are evident in the response given to this question, by borough, by age group nor by current recycling attitudes.

7 Household Re-use and Recycling Centres

7.1 Frequency of use

Three quarters (74%) of residents make use of their local tip at least once or twice per year, with a further 6% doing so less often. The most common frequency with which tips are used is once every three months (23%) and once or twice a year (22%). One in twenty (5%) make use of their local tip weekly, while at the other end of the scale 3% of residents do not know where their nearest tip is.

Figure 14: Q20. How often, if at all, do you make use of your local tip? (All respondents)

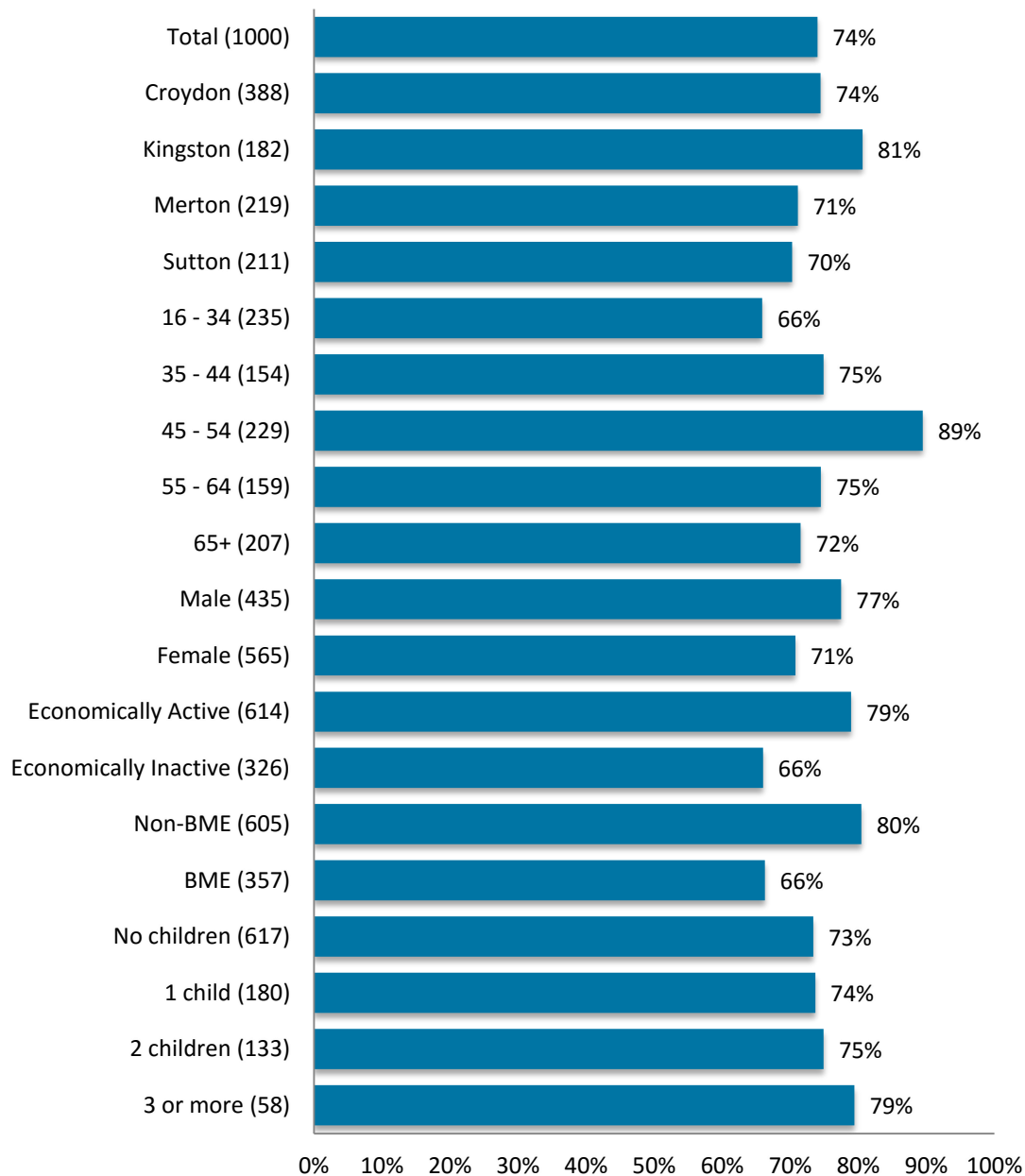


Unweighted sample base in parentheses

Residents of Merton are most likely to state that they do not know where their nearest tip is (6%). This proportion is also highest among the 16-34 age group (6%).

The figure below shows the proportion of tip users (at least yearly) by borough and among key demographic groups. This illustrates that Kingston residents are the most common tip users (81%) and that users are most commonly found in the 45-54 age group (89%) and among those who are economically active (79%).

Figure 15: Users of local tip at least once or twice a year (All responses)

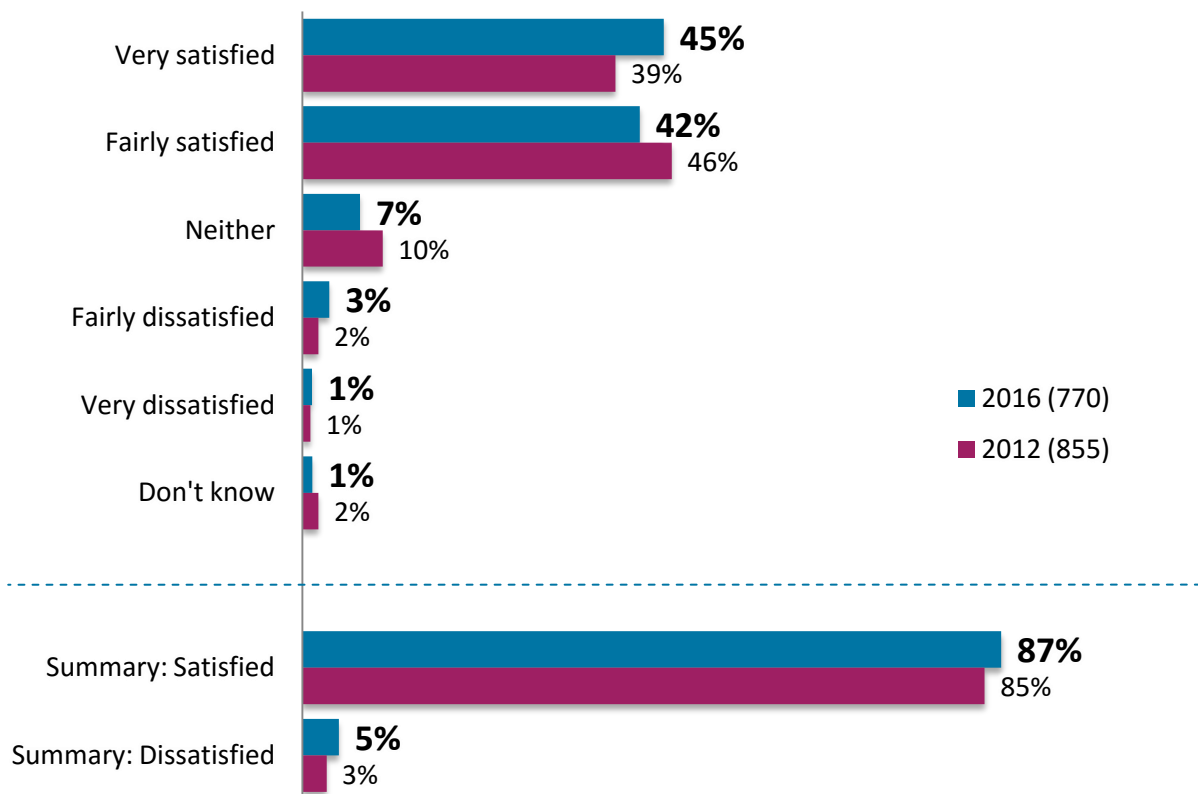


Unweighted sample base in parentheses

7.2 Overall service provided at HRRC

The overall level of satisfaction expressed by local tip users is essentially stable. In 2016 87% of tip users (those who use a tip at least once or twice a year) are satisfied with the overall service provided by their tip, compared to 85% in 2012. However, within this it should be noted that there has been a 6-percentage point increase in the proportion of tip users who give the most positive response possible of 'very satisfied'. Overall dissatisfaction with local tip services remains low (5% of users).

Figure 16: Q21. Taking all things into account, how satisfied are you with the overall service provided by your local tip? (Respondents who have used their local tip (Q19))



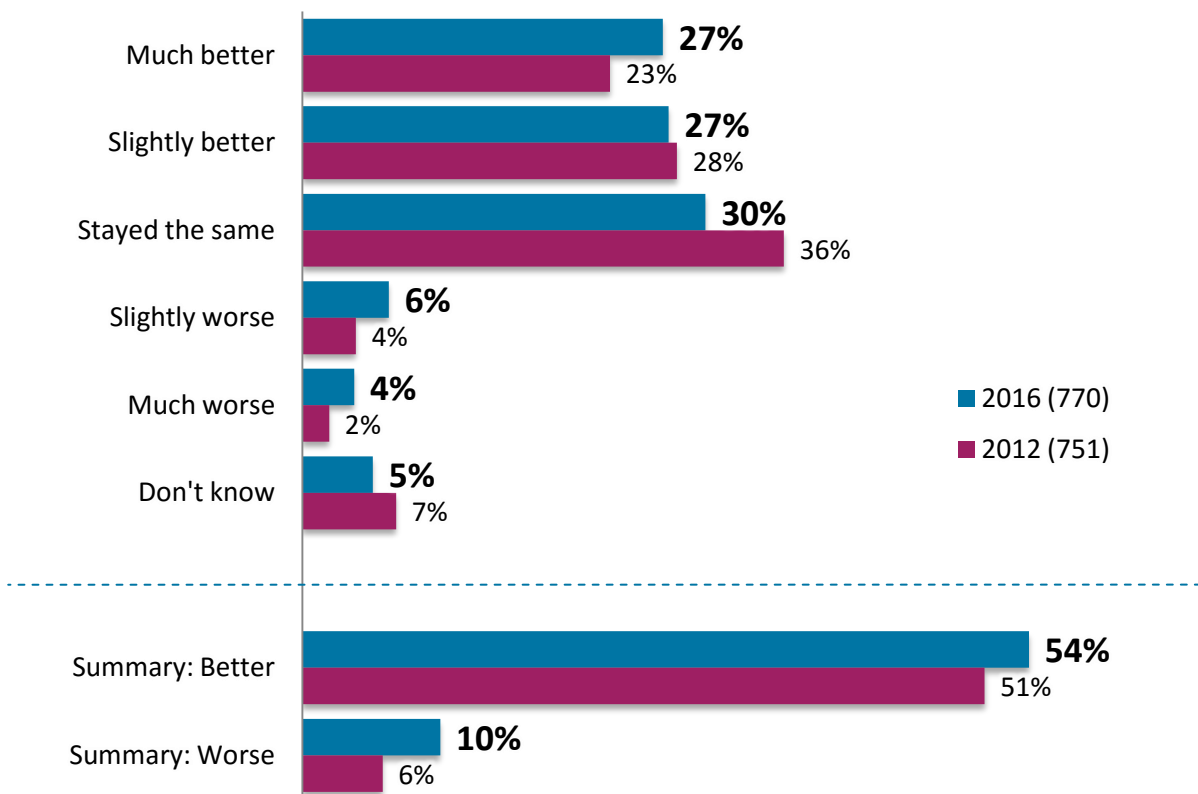
Unweighted sample base in parentheses

Given that residents in each London borough are likely to be using different tip facilities it is important to examine these responses at borough level. However, this spatial analysis does not identify any significant variations in user satisfaction (Croydon:84%, Kingston: 88%, Merton: 88%, Sutton: 91%).

7.3 Service at HRRC improved or declined

While overall levels of satisfaction with local tips is stable, users of these facilities more commonly suggest that over the last few years these facilities have improved rather than got worse (54% compared to 10% respectively). The resulting positive balance in opinion of +44-percentage points in 2016 is in line with the +45-percentage points seen in 2012. This balance score is calculated by subtracting the proportion who feel the facilities have got worse from those who feel that they have got better.

Figure 17: Q22 Thinking about the last few years, has the service at your local tip got better or worse? (Respondents who have used their local tip (Q19))



Unweighted sample base in parentheses

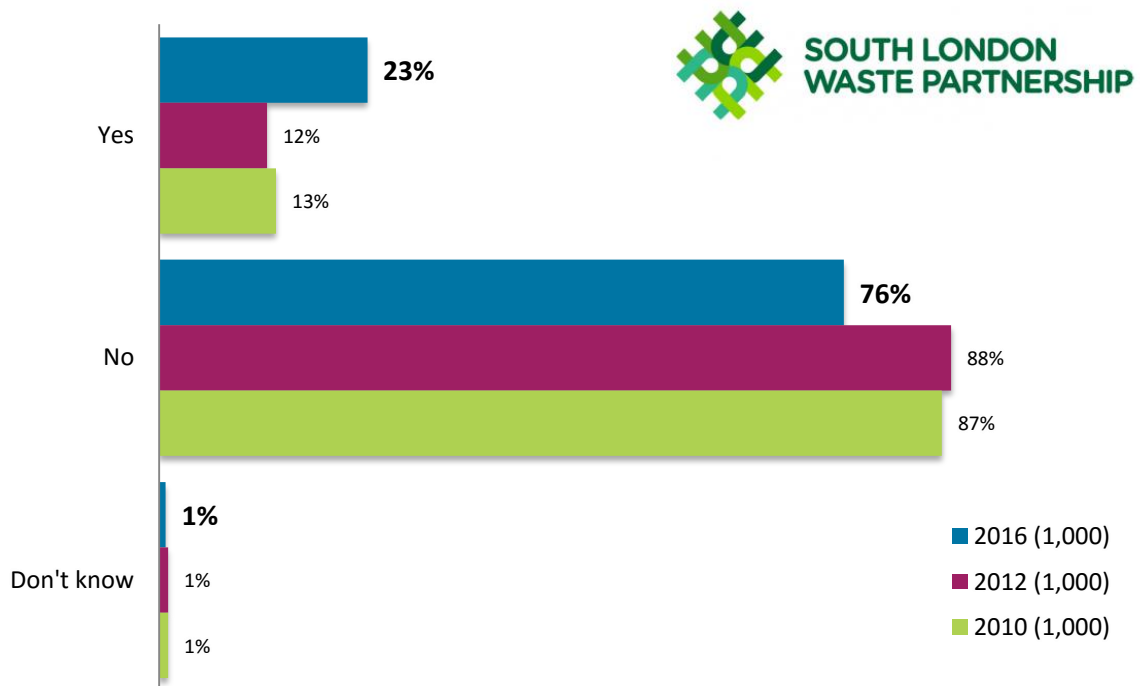
Notably, tip users in the borough of Kingston are significantly more likely than tip users elsewhere to suggest that their facilities have got better over the past few years (67%). In all four boroughs the proportion who feel that there has been improvement exceeds the proportion who feel tips have got worse.

8 Awareness and knowledge of the SLWP

8.1 Awareness of SLWP

Since 2012 awareness of the South London Waste Partnership has nearly doubled from 12% to 23%. However, 76% of residents remain unaware of the Partnership, with 1% answering don't know.

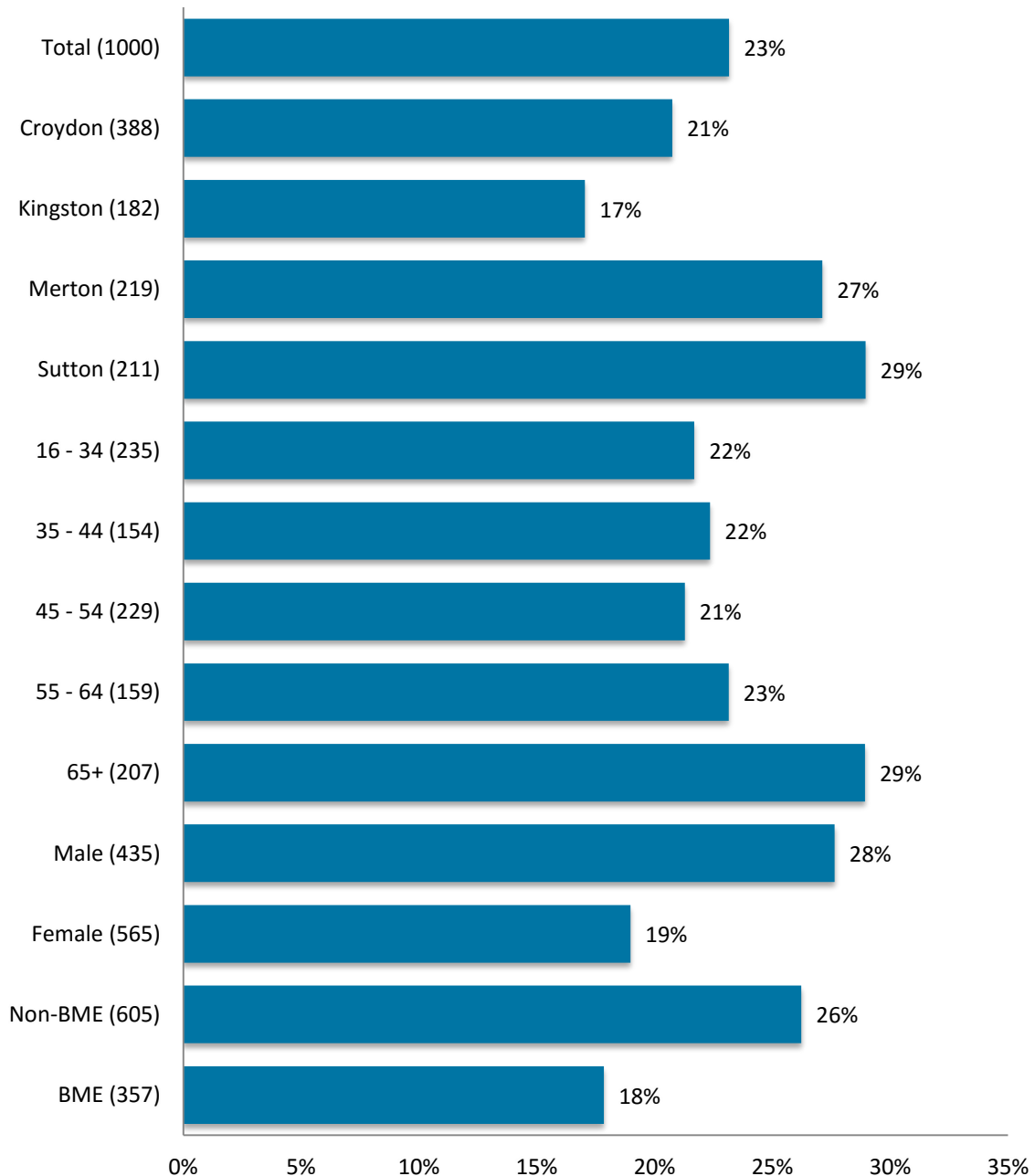
Figure 18: Q23. Before today, had you heard of the South London Waste Partnership? (All responses)



Unweighted sample base in parentheses

Breaking responses down further shows that awareness of the South London Waste Partnership is highest in the boroughs of Sutton (29%) and Merton (27%) and is lowest in Kingston (17%) and Croydon (21%). While males (28%) are significantly more likely than females (19%) to have heard of the Partnership, the differences in awareness by age shown in the figure below are not statistically significant.

Figure 19: Q23. Before today, had you heard of the South London Waste Partnership? (All responses)

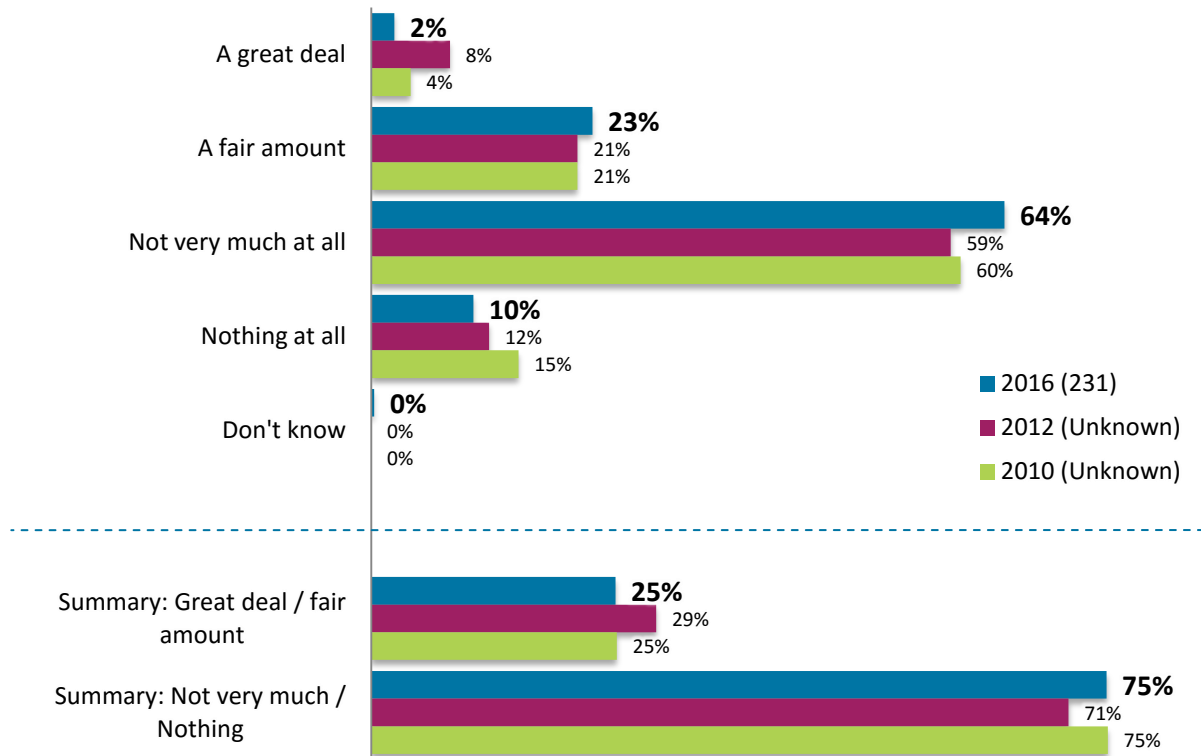


Unweighted sample base in parentheses

8.2 Knowledge of the SLWP

Despite an upturn in awareness of the South London Waste Partnership the proportion who indicate that they know a great deal or a fair amount about it has fallen slightly from 29% in 2012 to 25% in 2016. Notably, only 2% go as far as saying they know a great deal about the Partnership, with the most common response being that they don't know very much at all (64%).

Figure 20: Q24. How much, if anything, would you say you know about the South London Waste Partnership? (Where aware at Q23)



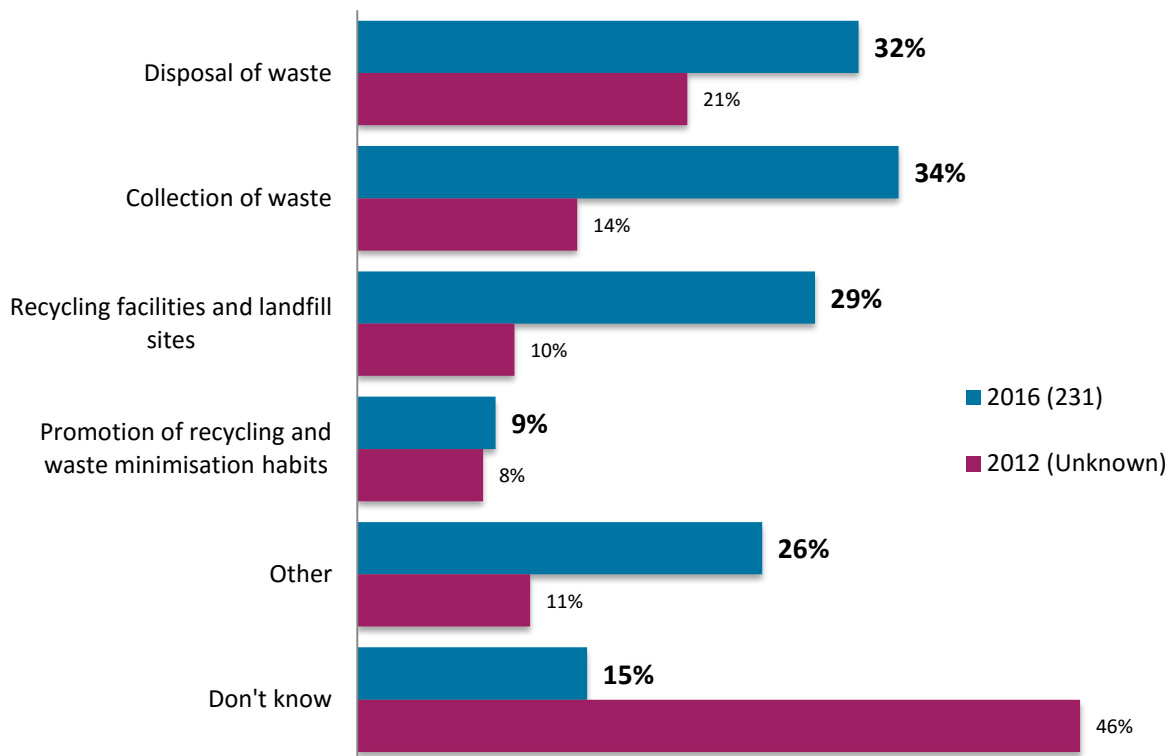
Unweighted sample base in parentheses

The level of understanding of the South London Waste Partnership expressed at this question does not vary significantly by borough, nor by key demographics such as age.

8.3 SLWP responsibilities

Those who have previously heard of the South London Waste Partnership were asked in an unprompted manner what the organisation is responsible for. The responses most commonly given related to the collection of waste (34%) and its subsequent disposal. A further 29% mentioned recycling facilities and landfill sites. The 2012 responses to this question in contrast, were dominated by don't know responses (45%).

Figure 21: Q25. What do you think the South London Waste Partnership is responsible for? (All responses)



Unweighted sample base in parentheses

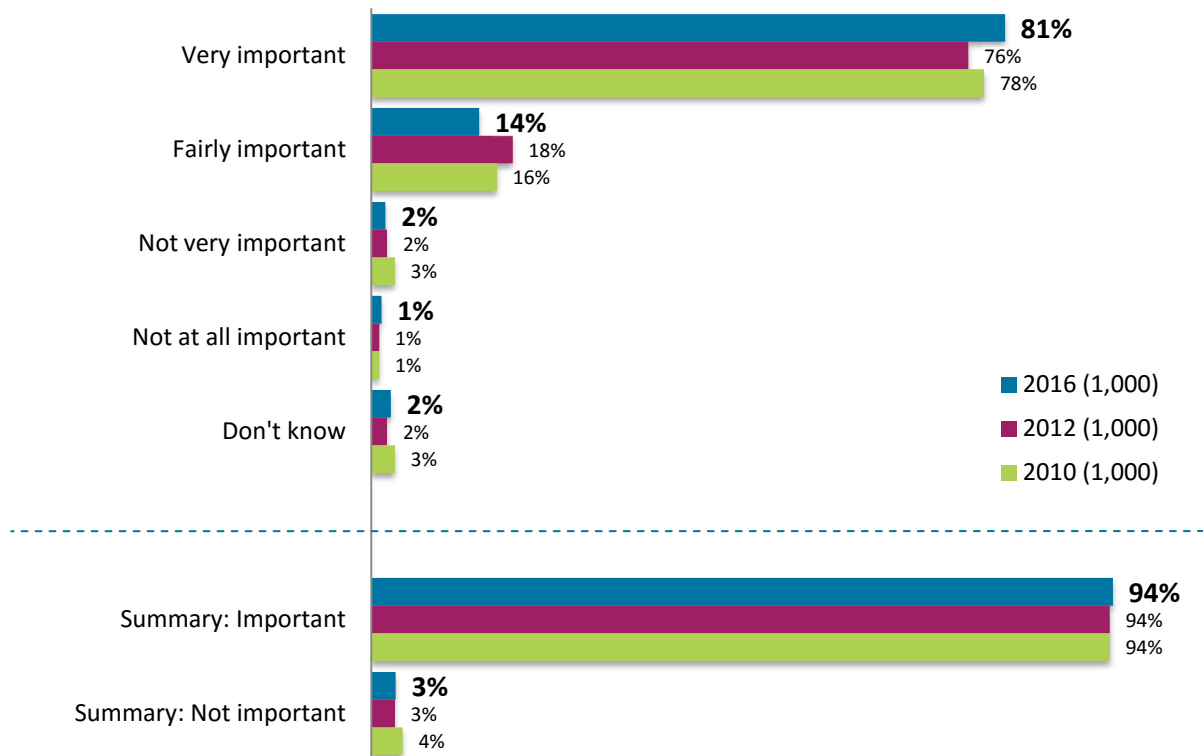
Again no further spatial or demographic variations are evident at this question due to the reduced sample base of respondents at this question.

9 Landfill

9.1 Attitude towards landfill

The importance of sending less waste to landfill remains clearly understood by the residents of Croydon, Merton, Sutton and Kingston. Over nine in ten (94%) residents indicate that that this is important and within this, the proportion who state that this is very important has strengthened further from 76% in 2012 to 81% in 2016.

Figure 22: Q26. How important, if at all, do you think it is to send less of our waste to landfill? (All responses)



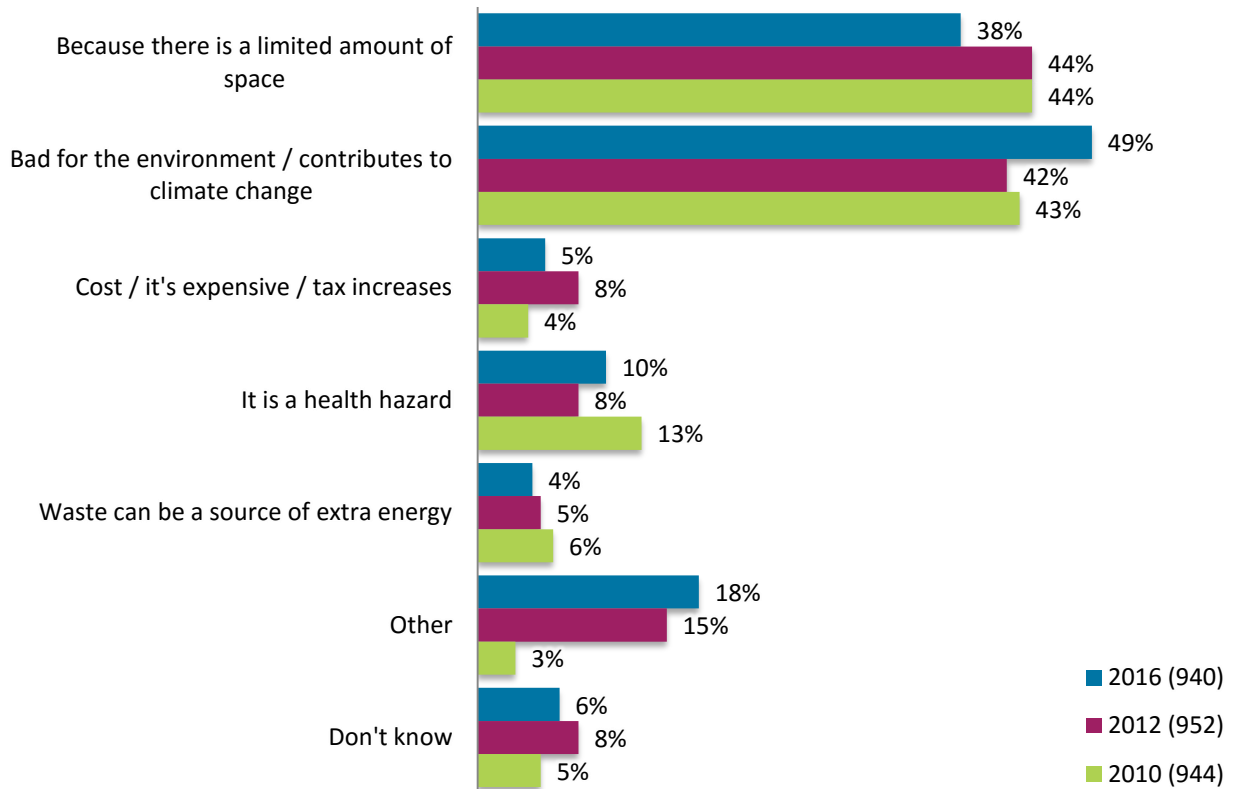
Unweighted sample base in parentheses

At least nine in ten residents of every borough and within every age group gave answers to suggest that reducing the amount of waste that is sent to landfill is important.

Among residents who feel that their own recycling efforts make a difference 96% agree it is important to reduce landfill. Among those who disagree that their recycling makes a difference this proportion is significantly lower at 80%, although this remains a majority view.

Recognition that landfill is bad for the environment and can contribute to climate change (49%) and that there is a limited amount of space for landfill (38%) are the key reasons why reducing landfill is seen as important. These were also the reasons most commonly given in both 2010 and 2012 although the proportion giving the environmental impact response is the highest yet recorded (7-percentage points above the 42% recorded in 2012).

Figure 23: Q27. Why do you say that it is important to send less of our waste to landfill? (Those who state it is important to send less waste to landfill)



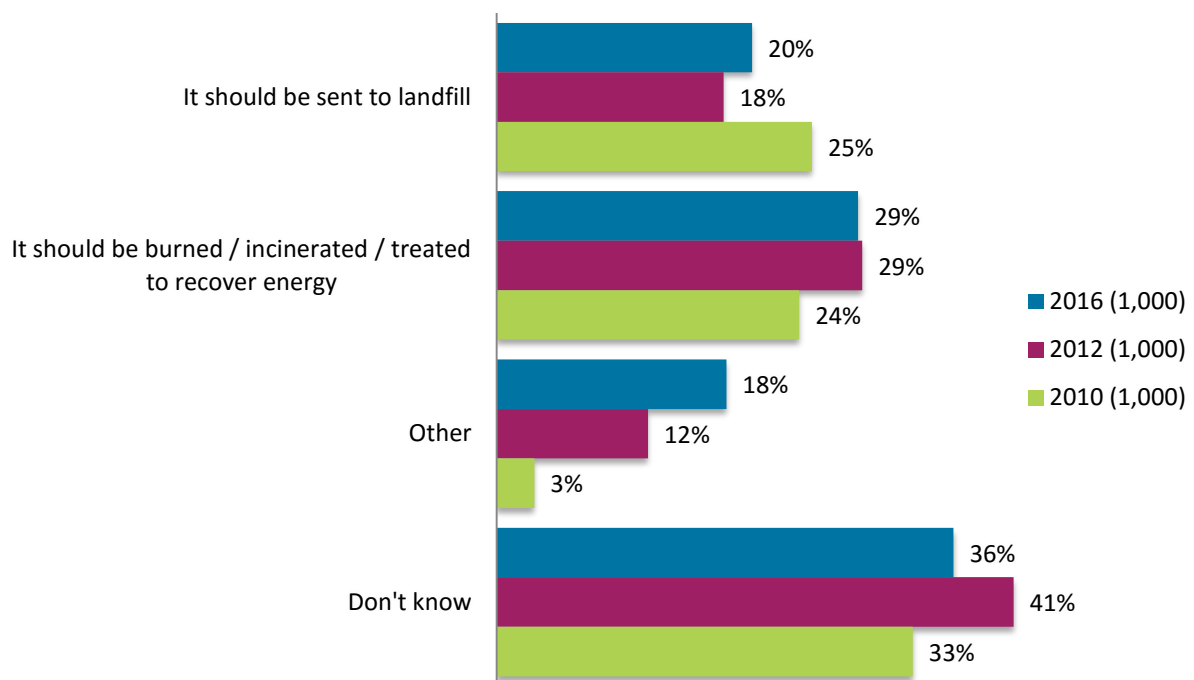
Unweighted sample base in parenthesis

While the individuals who suggested it was not important to send less waste to landfill were asked to explain why they feel this way, the small number of respondents who answered this question (34) means that robust analysis of these views is not possible.

9.2 Alternatives to landfill

Once we have reduced, reused and recycled as much as we can, it is inevitable that some waste will be left over. In this context all residents were asked what they think should be done with non-recyclable waste. This question was asked in an unprompted manner, with the spontaneous responses given being allocated by the telephone interviewer to pre-existing list of options available on screen. While 36% of residents are unsure, (answering don't know), 29% suggest that it should be burned, incinerated or treated to recover energy and 20% said it should be sent to landfill. These findings remain similar to 2012.

Figure 24: Q28. Why do you say it is not important to send less of our waste to landfill? (All responses)



Unweighted sample base in parentheses

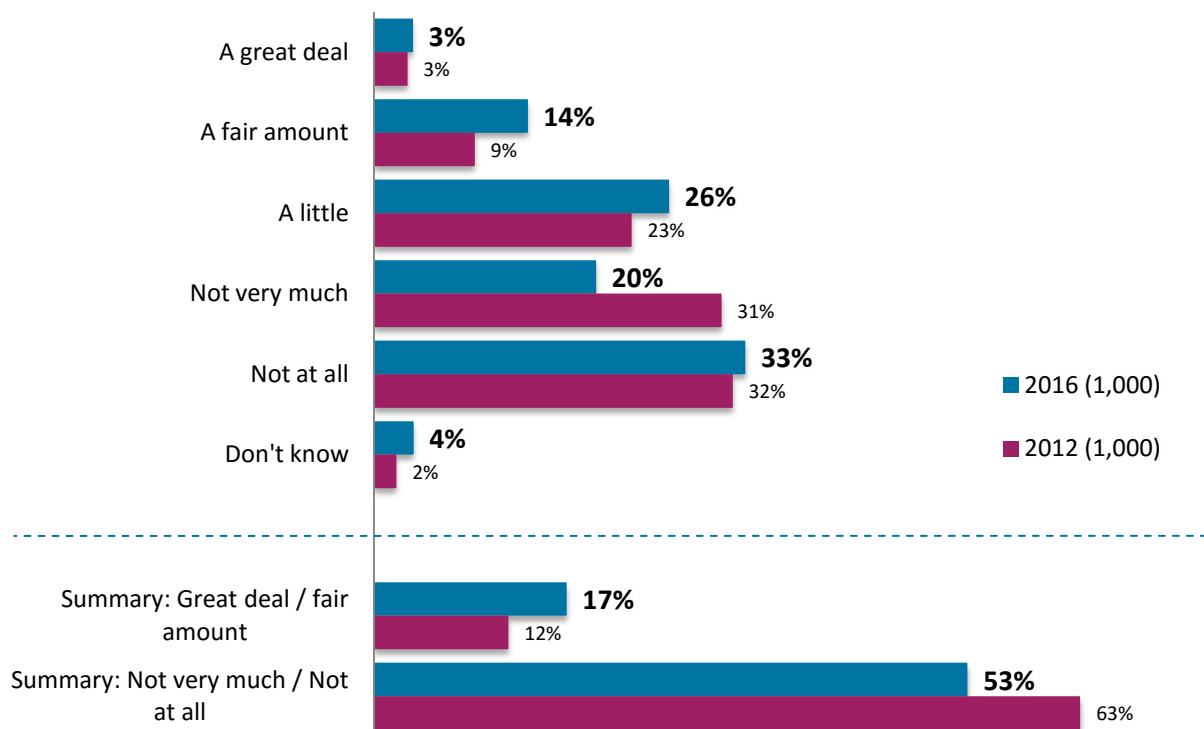
Support for the energy recovery approach does not vary significantly by borough despite the Energy Recovery Facility being built within Sutton. There is also no significant variation between residents living in the locality of this new facility and those who live further afield.

10 Energy Recovery Facilities

10.1 Knowledge of energy recovery facilities

When asked specifically about their knowledge of Energy Recovery Facilities only a minority of 17% indicated that they know either a great deal or a fair amount about them. Although this represents a 5-percentage point increase since 2012, the most common response remains that residents don't know anything at all (33%).

Figure 25: Q30. How much do you know about Energy Recovery Facilities (or 'Energy from Waste Facilities') where residual waste is burnt at very high temperatures to create electricity? (All responses)



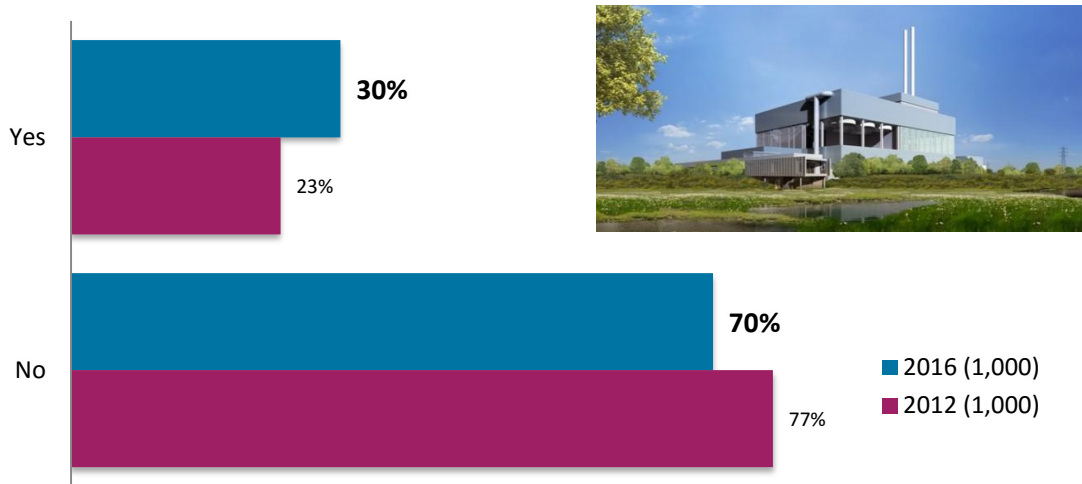
Unweighted sample base in parentheses

In all four boroughs a minority of residents know a great deal or a fair amount about Energy recovery Facilities, with those in Merton most likely to give these responses (22%). Interestingly, residents aged 65+ and over most commonly suggest that they know a great deal or a fair amount about these facilities (25%). The proportion of residents who know either not very much or nothing at all about Energy Recovery Facilities is consistent between those who live in the locality of the Beddington ERF site (57%) and those who live further away from it (53%).

10.2 Awareness of Beddington ERF

The proportion of residents who are aware that an Energy Recovery Facility is being built in Beddington, Sutton, has increased from 23% in 2012 to 30% in 2016. However, this means that seven in ten residents (70%) remain unaware of this development.

Figure 26: Q31. Are you aware that an Energy Recovery Facility is being built in Beddington, Sutton, to dispose of household waste instead of sending it to landfill? (All responses)



Unweighted sample base in parentheses

Residents aged between 16 and 34 (16%) are significantly less aware than average that the ERF is being built, whilst amongst those aged 65 or over awareness rises markedly to 51%.

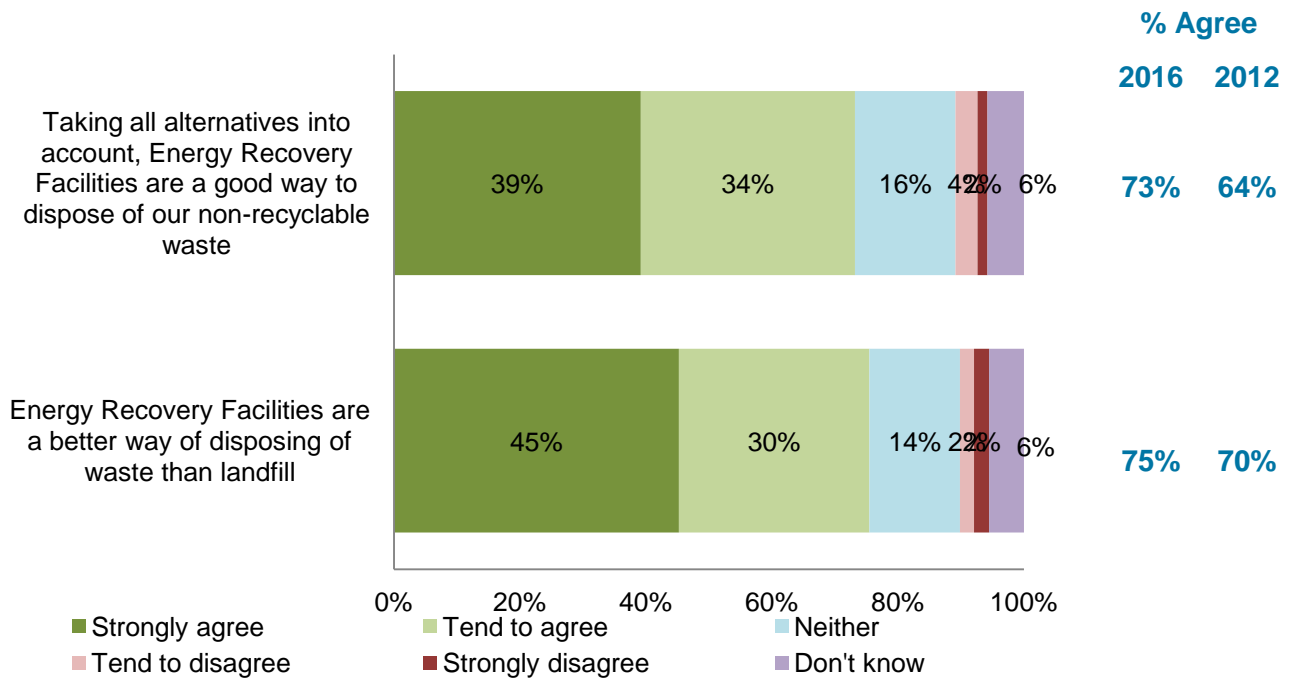
When focusing on the London Borough of Sutton in particular, 50% of residents are aware of the new ERF facility that is being built while 50% are not. In all other boroughs around a quarter of residents are aware of it (Croydon: 26%, Kingston: 19%, Merton 25%). Drilling down further to residents living in the wards in the locality of the site (Beddington North Ward, Wandle Valley Ward, Broad Green Ward, West Thornton Ward, Cricket Green Ward, Pollards Hill Ward) only 31% of residents in this location were aware of the development. This is an unexpected finding which may be explained by the resident profile of those living within the locality of the ERF construction site being younger than the profile of those living in Sutton as a whole (Locality residents 16 to 34 = 49%, over 65 = 4%; Sutton residents 16 to 34 = 29%, over 65 = 19%).

Residents with prior awareness of the South London Waste Partnership are significantly more likely than those unaware of it to know about the Beddington development (48% cf. 24%).

10.3 Views on energy recovery facilities

The perception that Energy Recovery Facilities offer a positive solution to waste issues appears to have strengthened since 2012. Around three quarters of residents now agree that these facilities are a good way to dispose of non-recyclable waste (72% up from 64%) and that they represent a better way of disposing of waste than landfill (75% up from 70%). Within these overall agreement scores, it is the most positive statement of “strongly agree” that is most commonly given as shown by the figure below.

Figure 27: Q32. To what extent do you agree with the following statements? (All respondents)



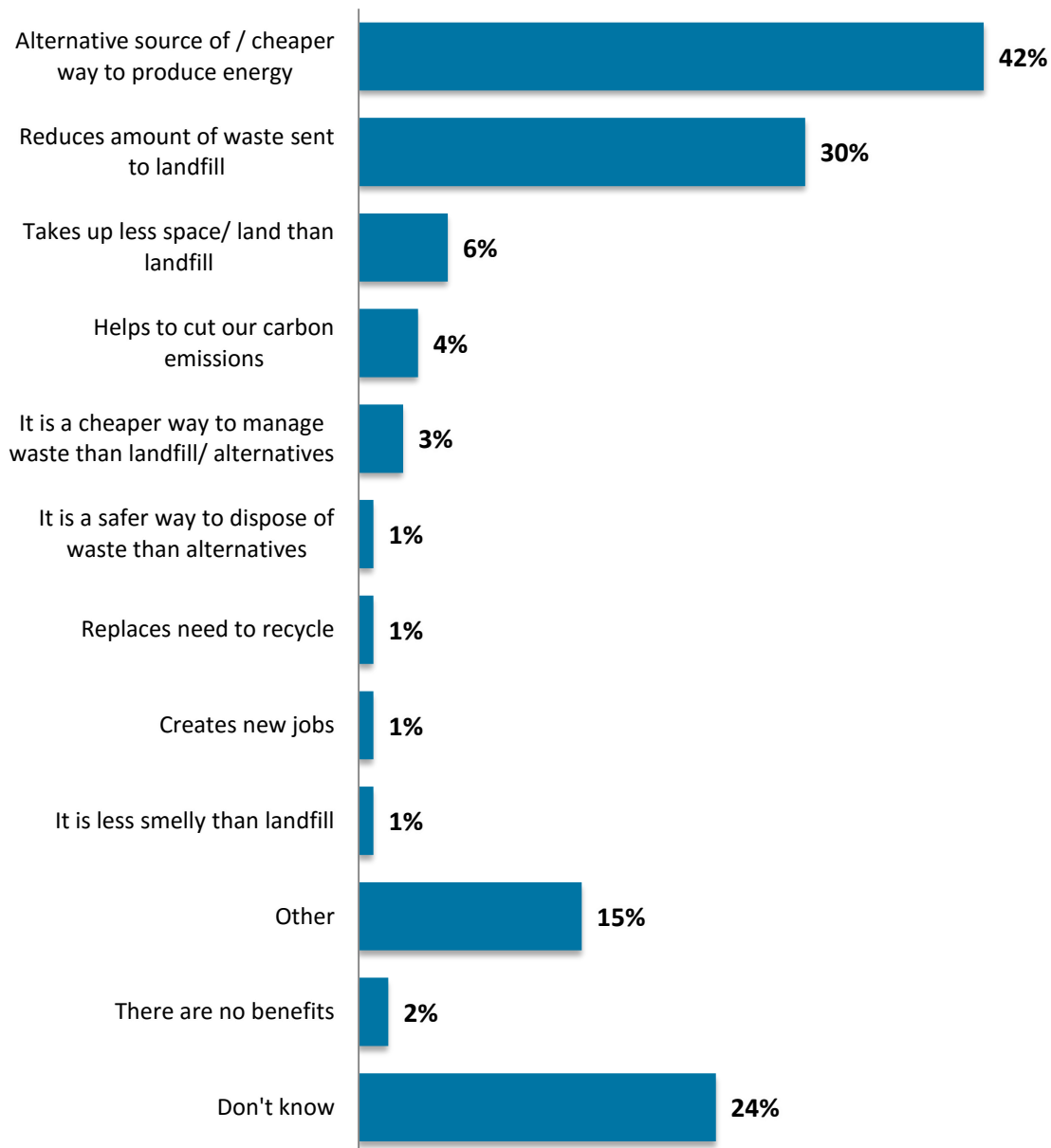
Unweighted sample base in parenthesis

Support for energy recovery facilities as a way of treating non-recyclable waste remains constant amongst residents in Sutton and those who live in the locality of the Beddington ERF.

10.4 Perceived benefits of Energy Recovery Facilities

Irrespective of their prior knowledge of Energy Recovery Facilities in general or of the Beddington ERF development, residents were asked to state what they think the biggest benefits of these facilities are. This question was asked in an unprompted manner, with the spontaneous responses given being allocated by the telephone interviewer to pre-existing list of options available on screen. Among these unprompted comments the benefits of an alternative source of / cheaper way to produce energy (42%) and of reducing landfill (30%) were most commonly mentioned.

Figure 28: Q33. What do you think are the biggest benefits of Energy Recovery Facilities? (All responses)



Unweighted sample base = 1,000

In total 24% of residents answered 'don't know' to this question with this proportion dropping to 15% among those who indicated they knew a great deal or a fair amount about ERF facilities. Looking specifically at this group with some prior knowledge of ERF technology, the benefits these individuals identified were broadly similar to those who felt they knew less about this form of energy production / waste treatment.

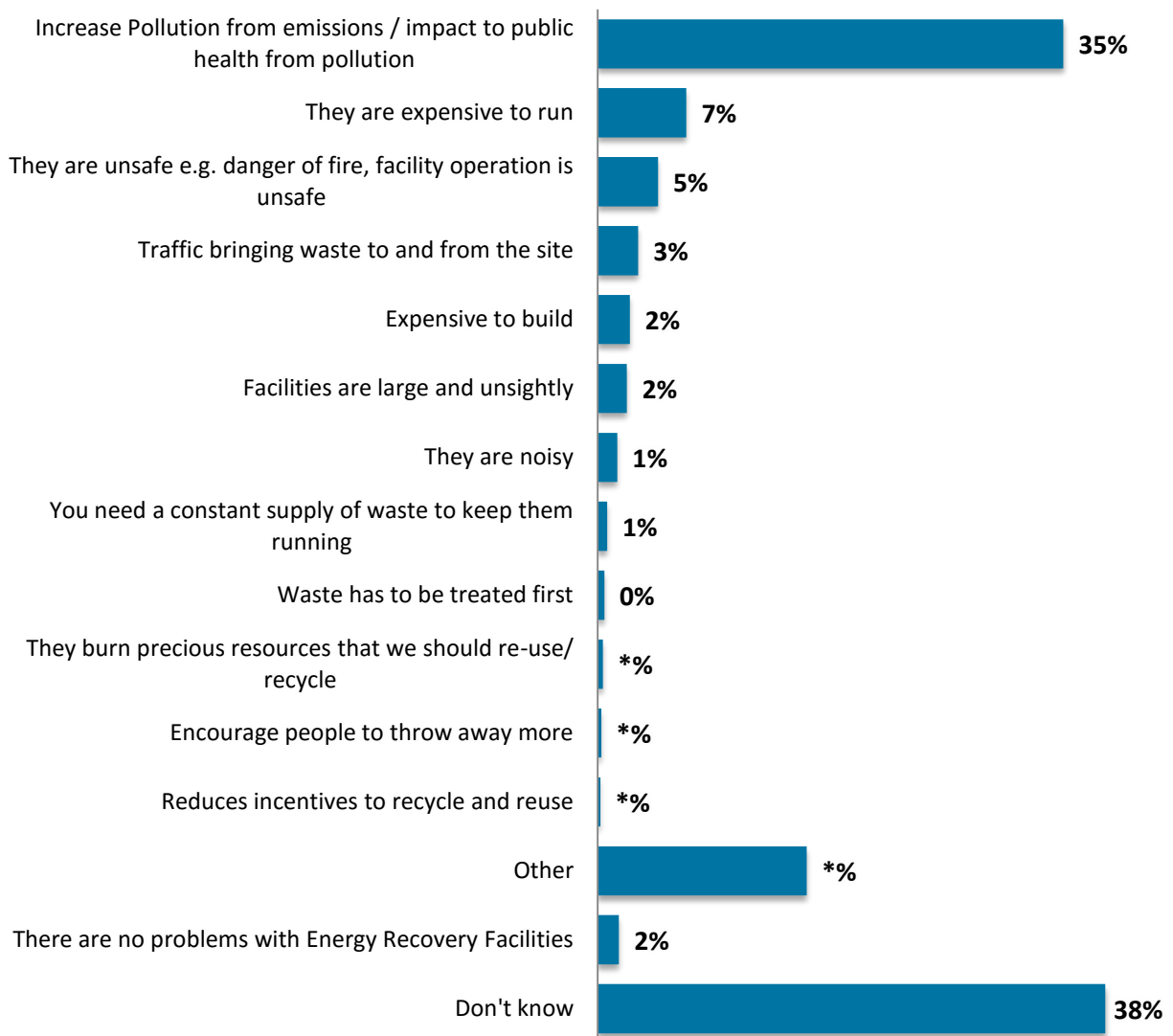
Table 9: Perceived benefits of ERF, based on level of prior knowledge about these facilities (All responses)

	A great deal / fair amount	Not very much / nothing
Reduces amount of waste sent to landfill	28%	27%
Alternative source of / cheaper way to produce energy	53%	34%
Takes up less space/ land than landfill	8%	5%
Helps to cut our carbon emissions	6%	3%
It is a cheaper way to manage waste than landfill/ alternatives	3%	3%
It is a safer way to dispose of waste than alternatives	1%	1%
Replaces need to recycle	0%	1%
Creates new jobs	0%	1%
It is less smelly than landfill	0%	0%
Other	15%	13%
There are no benefits	5%	1%
Don't know	15%	31%
Unweighted Bases	149	566

10.5 Perceived problems of Energy Recovery Facilities

When asked about the biggest problems associated with Energy Recovery Facilities, two in five residents (38%) were not able to give a response and answered don't know. Among the remainder the most commonly identified draw back was an increase in pollution from emissions and associated impacts on public health which was mentioned by 35% of all residents. This question was again asked in an unprompted manner.

Figure 29 Q34. What do you think are the biggest problems with Energy Recovery Facilities? (All responses)



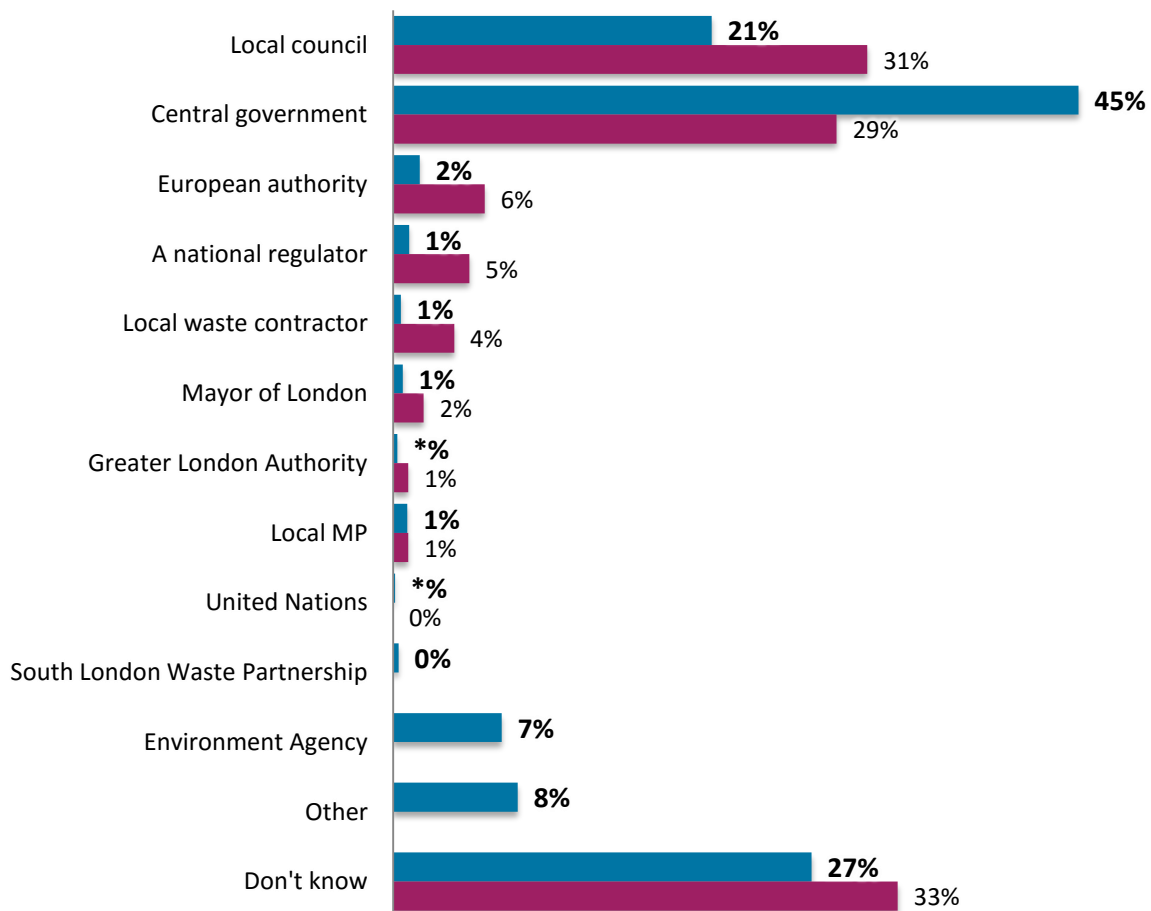
Unweighted sample base = 1,000

* denotes less than 0.5%

10.6 Monitoring of Energy Recovery Facilities

More than two in five (45%) residents believe that it is central government who officially decides if an Energy Recovery Facility is safe. This is more than twice the proportion who feel that it is a local authority that makes this assessment (21%). This represents a shift in perceptions since 2012 when roughly equal proportions attributed responsibility to central and local government. However, uncertainty on this issue remains with 27% unsure of which body officially decides if such a facility is safe. Notably, the Environment Agency are actually responsible for regulating ERFs and ensuring they are operating safely, however with just 7% stating this it suggests the Environment Agency could do more to raise awareness of their role.

Figure 30 Q35. Who do you think officially decides if an Energy Recovery Facility is safe? (All responses)



Unweighted sample base = 1,000

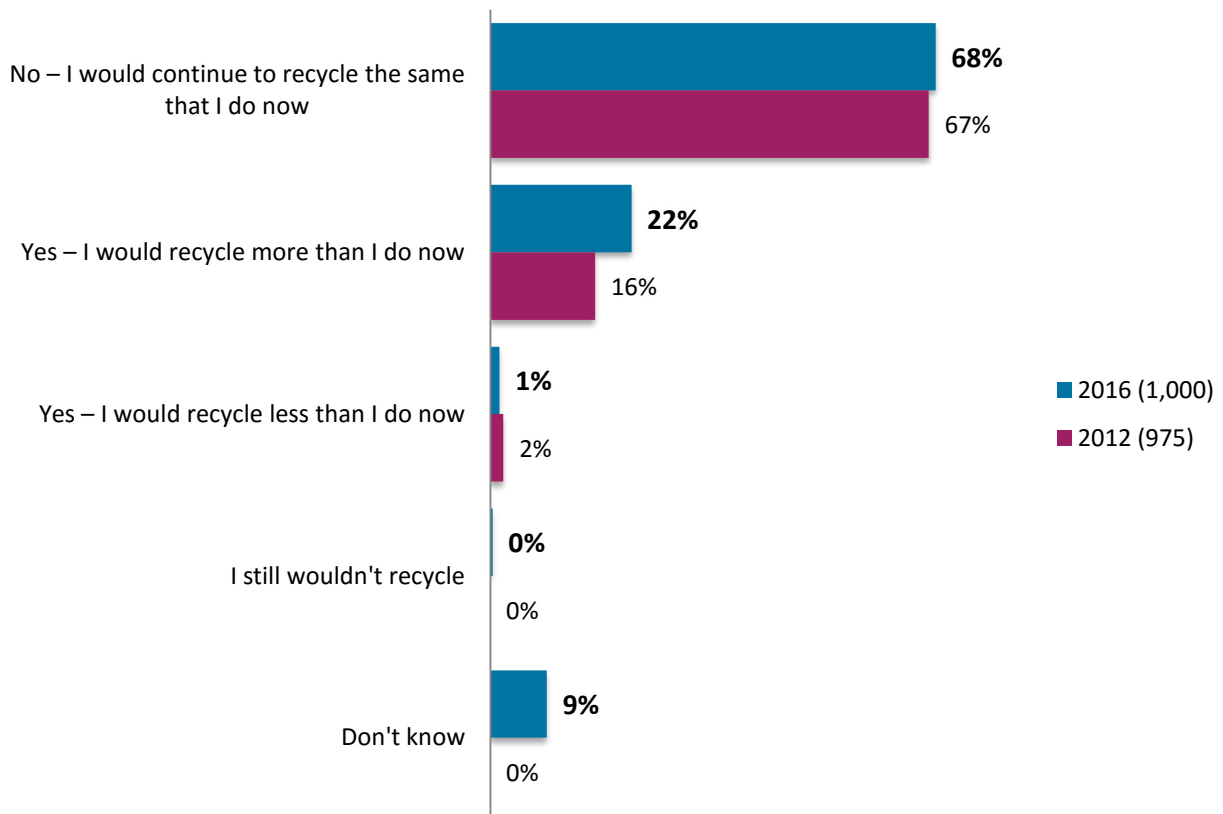
* denotes less than 0.5%

Residents in the boroughs of Croydon (25%) and Merton (26%) are significantly more likely than those in Kingston (16%) and Sutton (13%) to attribute safety responsibilities to the local Council.

10.7 Attitudes towards recycling once Beddington ERF is operational

Looking to the future, just over two thirds (68%) of residents suggest that the opening of the Beddington Energy Recovery Facility will not affect their recycling habits and that they will continue to recycle the same as they do now. However, just over one in five (22%) residents suggest that the opening of this facility will encourage them to recycle more than they do at present.

Figure 31: Q36. The Beddington Energy Recovery Facility is due to become operational in 2018. Once residual waste is being sent to the Energy Recovery Facility instead of landfill, do you think it will effect what you recycle? (All responses)



Unweighted sample bases in parentheses

The notion that the Beddington site will provide an incentive to recycle more is most commonly expressed by:

- Croydon residents (25%);
- Those aged 16-34 (26%);
- Those who disagree their own recycling makes a difference (29%) although this is not significantly higher than those who agree this is the case (21%).

11 Conclusion

The findings have shown that there is strengthening support for the aims and objectives of the South London Waste Partnership; the vast majority of residents feel that it is important to send less of their waste to landfill whilst increasing their support for the use of Energy Recovery Facilities as a way of disposing of non-recyclable waste. Although building the Energy Recovery Facility in Beddington may have been met with some local resistance, crucially, the views of those living within the locality of the site are no different to those residents living outside this area with many supporting energy from waste as a way of treating non-recyclable rubbish. With just one in three living in the locality aware of the development, it is clear that the SLWP and partners need to do more to raise awareness.

The message that recycling is important is clearly filtering down to residents; attitudes towards recycling have improved, a higher proportion of residents now feel waste management and recycling services are very important locally, and a higher proportion are now claiming to use the doorstep recycling collection service. However, claimed usage of the service is all that has changed, with recycling rates (tonnages collected by the boroughs) not following a similar trend. Perhaps the filtering down of these messages has meant that residents are increasingly over claiming behaviour so as to not be embarrassed to be contradicting the 'social norm'.

It is worrying that, compared to 2012, residents now feel less informed about what can and can't be recycled by their local council. This may be due to local councils having to reduce the volume of communication materials being sent to residents due to the increasing pressure on local government budgets. That being said, this gap in information provision clearly needs to be addressed. Perhaps, indeed, the right messages are getting through to residents however they are now unsure exactly what they can recycle which is the reason recycling rates have not followed suit. This research shows there is also still a clear distinction in views between younger and older residents with those aged between 16 and 34 appearing to be less willing to recycle and less well informed. The focus of attention should therefore be targeted at providing information to residents particularly aiming these materials at a younger demographic. When doing so, it's important the correct media channels are used, with this research supporting the use of less traditional and cheaper channels such as social media or council websites.

Earlier this year the Mayor of London set a target for London to achieve a 65% recycling rate by 2030. It is therefore encouraging that residents within the SLWP believe a recycling rate of 68% is achievable in the next 5 years. However this is based on an optimistic view that the current recycling rate is 50%, where in fact the current rate sits much lower at 40%. Perhaps making people more aware of what the current recycling rates actually are may help re-calibrate their views and encourage them to make more of an effort to recycle rather than just claiming they are.

12 Sample profile

Table 10: weighted sample profile

Borough	Total	Croydon	Kingston	Merton	Sutton
Unweighted Bases	1000	388	182	219	211
Weighted Bases	1000	391	184	215	210
Croydon	39.10%	100.00%	0%	0%	0%
Kingston upon Thames	18.40%	0%	100.00%	0%	0%
Merton	21.50%	0%	0%	100.00%	0%
Sutton	21.00%	0%	0%	0%	100.00%
Age	Total	Croydon	Kingston	Merton	Sutton
Unweighted Bases	1000	388	182	219	211
Weighted Bases	1000	391	184	215	210
16 - 24	12.75%	12.92%	15.13%	11.21%	11.93%
25 - 34	19.76%	19.02%	20.38%	23.27%	16.99%
35 - 44	19.51%	18.71%	19.95%	20.65%	19.46%
45 - 54	17.63%	18.45%	16.00%	17.06%	18.09%
55 - 64	12.49%	13.26%	11.46%	11.62%	12.87%
65+	16.40%	16.61%	16.47%	13.45%	18.99%
Prefer not to say	1.45%	1.03%	0.61%	2.73%	1.66%
Gender	Total	Croydon	Kingston	Merton	Sutton
Unweighted Bases	1000	388	182	219	211
Weighted Bases	1000	391	184	215	210
Male	48.26%	47.88%	48.93%	48.62%	48.01%
Female	51.74%	52.12%	51.07%	51.38%	51.99%
Working status	Total	Croydon	Kingston	Merton	Sutton
Unweighted Bases	1000	388	182	219	211
Weighted Bases	1000	391	184	215	210
Working: full-time (30+ hours per week)	44.95%	42.89%	44.32%	47.76%	46.48%
Working: part-time (under 30 hours per week)	14.20%	14.37%	14.14%	12.98%	15.17%
Retired	16.30%	16.47%	14.93%	14.50%	19.00%
In full-time education	8.69%	9.39%	13.04%	5.39%	6.96%
Looking after the home	4.55%	4.67%	4.39%	4.92%	4.10%
Registered unemployed	4.01%	5.11%	3.01%	3.33%	3.57%
Unemployed but not registered	0.55%	0.70%	0.54%	0.29%	0.54%
Permanently sick/disabled	2.70%	3.26%	2.08%	2.33%	2.57%
Doing voluntary work	0.25%	0.17%	0.47%	0.37%	0.10%
On a training scheme	0.03%	0%	0%	0.13%	0%
Other	1.43%	1.76%	0.90%	1.61%	1.11%
Refused	2.34%	1.22%	2.16%	6.40%	0.41%

Ethnicity	Total	Croydon	Kingston	Merton	Sutton
Unweighted Bases	1000	388	182	219	211
Weighted Bases	1000	391	184	215	210
British	54.96%	48.27%	62.27%	46.02%	70.16%
Irish	1.38%	1.00%	2.65%	1.49%	0.87%
Any other white background	9.06%	5.95%	7.91%	16.73%	8.00%
White and Black	1.06%	1.50%	0%	1.89%	0.34%
White and Asian	1.66%	1.77%	4.07%	0%	1.06%
Any other mixed background	1.88%	4.23%	1.25%	0%	0%
Indian	5.58%	7.20%	2.48%	8.86%	1.90%
Pakistani	2.27%	2.60%	2.03%	3.94%	0.19%
Bangladeshi	0.78%	0.19%	1.63%	0.50%	1.43%
Any other Asian background	3.84%	2.21%	9.37%	3.80%	2.07%
Caribbean	5.74%	12.31%	0%	3.90%	0.44%
African	4.27%	5.63%	0%	3.47%	6.30%
Any other Black background	1.37%	1.70%	0%	1.90%	1.41%
Chinese	0.68%	0.40%	1.08%	0.24%	1.31%
Any other ethnic group	1.83%	1.54%	2.59%	2.11%	1.40%
Prefer no to say	3.62%	3.50%	2.68%	5.17%	3.11%

13 Questionnaire

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SLWP: Measuring resident perceptions of waste management

INTERVIEWER NAME:				INTERVIEW DATE:						
INTERVIEWER I.D. NUMBER				INTERVIEW DAY:						
				MO N 1	TUE 2	WE D 3	TH U 4	FRI 5	SAT 6	SU N 7

RECORD DATABASE REF NUMBER FROM CONTACTS:

Good morning/afternoon/evening My name is and I am calling from BMG Research on behalf of the South London Waste Partnership. The South London Waste Partnership is made up of four local Councils: Croydon, Kingston, Merton, and Sutton. The Partnership is interested in your views on the way waste and recycling is managed in your area; in particular they are keen to understand the views of local people like you on what happens to so-called 'residual waste' (rubbish that has not been sorted out for recycling) after it is collected from your home.

The survey will take around 10 - 15 minutes to complete. Your individual responses will be treated in the strictest confidence and will not be passed onto the South London Waste Partnership or any third parties and BMG Research abide by the Market Research Society Code of Conduct.

- **NOTE: IF CHALLENGED PLEASE LEAVE THE TELEPHONE AND CONTACT DETAILS FOR:**
Jack Harper, Research Manager BMG Research, Tel: 0121 333 6006
John Haynes SLWP 07932 690 947

IF NOT CONVENIENT, ARRANGE TIME / DAY FOR CALL BACK

Firstly, I will ask you some demographic questions to make sure that we talk to a representative cross-section of people.

ASK ALL _S/C

Q1. What age band do you fit into? **READ OUT. SINGLE CODE ONLY**

16 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5
65+	6
Prefer not to say	7

ASK ALL _S/C

Q2. Are you ? **[Interviewer discretion allowed] SINGLE CODE ONLY**

Male	1
Female	2

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v1

ASK ALL_S/C

Q3. Which of the following best describes what you are doing at present?

SINGLE CODE ONLY

Working: full-time (30+ hours per week)	1
Working: part-time (under 30 hours per week)	2
Retired	3
In full-time education	4
Looking after the home	5
Registered unemployed	6
Unemployed but not registered	7
Permanently sick/disabled	8
Doing voluntary work	9
On a training scheme	10
Other	11
Refused (DNRO)	12

ASK ALL_S/C PER ROW

Q4. Now thinking about the following services, how important do you consider each to be locally?

READ OUT and code one per row

	Very important	Fairly important	Not very important	Not important at all	Don't know
a. Decent, affordable housing	1	2	3	4	5
b. Waste management and recycling services	1	2	3	4	5
c. Education services	1	2	3	4	5
d. Improving roads and pavements	1	2	3	4	5
e. Public transport	1	2	3	4	5
f. Health services	1	2	3	4	5
g. Social services	1	2	3	4	5
h. Crime and safety	1	2	3	4	5

ASK ALL_S/C PER ROWQ5. Which of the following statements best describes your attitude to recycling? **READ OUT. Code one only**

Recycle as much as you can, even if it requires additional effort	1
Recycle when it is made easy to do so, and only requires a little additional effort	2
Only recycle if it does not require any additional effort	3
Do not recycle	4
Don't know (DNRO)	5

ASK Q6 IF Q5 = 1,2,3_S/C

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Q6. Which of the following methods do you currently use to recycle your household waste? **Read out and code as many as apply**

Your local council's doorstep recycling collection service	1
Giving materials to a local charity shop, or a community group	2
Household re-use and recycling centre (more commonly referred to as the dump, or the tip)	3
Local recycling banks	4
Composting in the garden	5
Freecycle website	6
Pass items on to friends and family	7
Re-use as much as possible	8
Don't know (DNRO)	11

ASK ALL _S/C

Q7. Thinking about the waste your household produces (including recyclable and non-recyclable waste), do you think you produce more, less or about the same amount as you did last year? **SINGLE CODE ONLY**

More	1
About the same	2
Less	3
Don't know (DNRO)	4

ASK ALL _S/C

Q8. And of that household waste, would you say you recycle more of it, less of it, or about the same amount of it as you did last year? **SINGLE CODE ONLY**

More	1
About the same	2
Less	3
Don't know (DNRO)	4

ASK ALL

Q9. What would you say were your reasons or motivations for recycling your household waste? **Unprompted Multiple response**

Good for the environment	1
Second nature / easy / easier than not doing it	2
Encouragement from the local council	3
Helps future generations	4
Everyone else is doing it	5
Encouragement from friends/family/neighbours	6
Saw / heard information about it on the TV/in leaflets/on radio	7
My children encourage me	8
Encouragement from central government	9
Encouragement from environmental groups	10
Encouragement from supermarkets	11
Other [OPEN END]	95
Nothing – I've always done it	96
Don't know	97

ASK ALL

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Q10. And what, if anything, prevents you from recycling more of the waste produced in your household? **Unprompted Multiple response**

Can't recycle enough different materials	1
Bin / plastic sack not big enough	2
Not enough space to store recyclables	3
Time/lack of time/too busy	4
There is no doorstep collection scheme	5
No recycling centres nearby	6
The recyclables are not collected often enough	7
Lazy/too much effort/too much hassle	8
Don't have enough information	9
I don't know what I should be recycling	10
Inconvenient	11
Not interested	12
I don't know where to take it / what to do with it	13
No compost bin	14
Transport/lack of transport	15
Didn't have time to wash it and it was smelly	16
Don't understand the purpose of it	17
No kerbside glass collection	18
Confusion over plastics recycling	19
Doesn't make any difference / doesn't help the environment	20
All gets mixed in together anyway	21
Couldn't be bothered to wash it/ too much hassle to wash it	22
Other [OPEN END]	95
I'm already making every effort	96
Don't know	97

ASK ALL S/C PER ROW

Q11. To what extent do you agree or disagree with the following statements: **Read out and code one per row**

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know (DNRO)
I feel my own recycling efforts make a difference	1	2	3	4	5	6
I need to know more about the benefits of recycling and waste minimisation	1	2	3	4	5	6
I don't believe the council actually does recycle all the items collected for recycling	1	2	3	4	5	6
I need more information on what can and can't be recycled	1	2	3	4	5	6

ASK ALL

Q12. What percentage of household waste do you think is currently recycled in your borough on average? **If unknown probe to the nearest 10%**

ASK ALL

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Q13. What percentage of household waste do you think your borough should be aiming to recycle in the next five years? **If unknown probe to the nearest 10%**

ASK ALL

Q14. What percentage of household waste being recycled do you think is actually achievable in your borough in the next five years? **If unknown probe to the nearest 10%**

ASK ALL_S/C PER ROW

Q15. If we are to recycle as much as we possibly can, lots of people and organisations need to play their part. I am now going to read out a list of people and organisations, I would like you to tell me how much you trust each of these to play their part in ensuring we recycle as much as we can (on a scale of 1 to 5, where 1 is I do not trust at all and 5 is I trust very much) **Read out and code on per row**

	Not at all				Very much so	Don't know (DNRO)
Other individuals like you	1	2	3	4	5	6
Your local council	1	2	3	4	5	6
The South London Waste Partnership	1	2	3	4	5	6
National Government	1	2	3	4	5	6
Private waste management companies who collect and treat or dispose of waste on behalf of local councils	1	2	3	4	5	6

ASK ALL_S/C

Q16. How well informed do you think your local council keeps you about what you can and cannot recycle? **SINGLE CODE ONLY**

Keeps me very well informed	1
Keeps me well informed	2
Gives me only a limited amount of information	3
Doesn't tell me much at all	4
Don't know (DNRO)	5

ASK ALL_MULTIPLE RESPONSES

Q17. From the following, which methods would you prefer the South London Waste Partnership and your local council use to provide you with information and advice on recycling and waste management? **Read out multiple response**

Council social media channels (Twitter, Facebook etc)	1
Face-to-face engagement (events, roadshows etc)	2
Local newspapers	3
Local news websites	4
Council websites	5
South London Waste Partnership website	6
Leaflets and information through the door	7
Blogs	8
Local radio stations	9
Television	10
Local libraries	11
Other (please state)	95
None of the above	96

ASK ALL

Q18. When it comes to waste and recycling, what would you like to know more about?
Unprompted Multiple response

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Very dissatisfied	5
Don't know (DNRO)	6

ASK Q22 IF Q20 = 1,2,3,4,5_S/C

Q22. Thinking about the last few years, has the service at your local tip got better or worse? **SINGLE CODE ONLY**

Much better	1
Slightly better	2
Stayed the same	3
Slightly worse	4
Much worse	5
Don't know (DNRO)	6

ASK ALL_S/C

Q23. Before today, had you heard of the South London Waste Partnership? **SINGLE CODE ONLY**

Yes	1
No	2
Don't know	3

ASK Q24 IF Q23=1

Q24. How much, if anything, would you say you know about the South London Waste Partnership? **SINGLE CODE ONLY**

A great deal	1
A fair amount	2
Not very much at all	3
Nothing at all	4
Don't know (DNRO)	5

ASK Q25 IF Q23=1

Q25. What do you think the South London Waste Partnership is responsible for?

Unprompted Multiple response

Disposal of waste	1
Collection of waste	2
Recycling facilities and landfill sites	3
Promotion of recycling and waste minimisation habits	4
Other [open end]	95
Don't know	97

ASK ALL_S/C

Q26. How important, if at all, do you think it is to send less of our waste to landfill? **SINGLE CODE ONLY**

Very important	1
Fairly important	2
Not very important	3
Not at all important	4
Don't know (DNRO)	5

ASK Q27 IF Q26 = 1,2

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Q27. Why do you say that it is important to send less of our waste to landfill?

Unprompted Multiple response

Because there is a limited amount of space	1
Bad for the environment / contributes to climate change	2
Cost / it's expensive / tax increases	3
It is a health hazard	4
Waste can be a source of extra energy	5
Other [open end]	95
Don't know	97

ASK Q28 IF Q26 = 3,4

Q28. Why do you say it is not important to send less of our waste to landfill?

Unprompted Multiple response

It's easy	1
Because there is plenty of space	2
It's cheap	3
It does not harm the environment	4
Other [open end]	95
Don't know	97

ASK ALL

Q29. Once we have reduced, reused and recycled as much as we can, it is inevitable that some waste will be left over. What do you think should be done with this non-recyclable waste?

Unprompted multiple response

It should be sent to landfill	1
It should be burned / incinerated / treated to recover energy	2
Other [open end]	95
Don't know	97

ASK ALL_S/C

Q30. How much do you know about Energy Recovery Facilities (or 'Energy from Waste Facilities') where residual waste is burnt at very high temperatures to create electricity? SINGLE CODE ONLY

A great deal	1
A fair amount	2
A little	3
Not very much	4
Nothing at all	5
Don't know (DNRO)	6

ASK ALL_S/C

Q31. Are you aware that an Energy Recovery Facility is being built in Beddington, Sutton, to dispose of household waste that is collected from your household and turn it into electricity instead of it being sent to landfill? SINGLE CODE ONLY

Yes	1
No	2

ASK ALL_S/C

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Q32. To what extent do you agree with the following statements? READ OUT. SINGLE CODE PER ROW

	Strongly agree	Tend to agree	Neither	Tend to disagree	Strongly disagree	Don't know (DNRO)
A. Taking all alternatives into account, Energy Recovery Facilities are a good way to dispose of our non-recyclable waste	1	2	3	4	5	6
B. Energy Recovery Facilities are a better way of disposing of waste than landfill	1	2	3	4	5	6

ASK ALL

Q33. What do you think are the biggest benefits of Energy Recovery Facilities?

Unprompted multiple response

Reduces amount of waste sent to landfill	1
Alternative source of energy	2
Cheap way to produce energy	3
Takes up less space/ land than landfill	4
Helps to cut our carbon emissions	5
It is a cheaper way to manage waste than landfill/ alternatives	6
It is a safer way to dispose of waste than alternatives	7
Replaces need to recycle	8
Creates new jobs	9
It is less smelly than landfill	10
Other (open end)	95
There are no benefits	96
Don't know	97

ASK ALL

Q34. What do you think are the biggest problems with Energy Recovery Facilities?

Unprompted multiple response

Increase Pollution from emissions / impact to public health from pollution	1
They are unsafe e.g. danger of fire, facility operation is unsafe	2
Traffic bringing waste to and from the site	3
They are expensive to run	4
Encourage people to throw away more	5
They are ugly/ unsightly	6
They burn precious resources that we should re-use/ recycle	7
Reduces incentives to recycle and reuse	8
They are noisy	9
Facilities are large and unsightly	10
Expensive to build	11
You need a constant supply of waste to keep them running	12
Waste has to be treated first	13
Other (open end)	95
There are no problems with Energy Recovery Facilities	14
Don't know	97

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ASK ALL**Q35. Who do you think officially decides if an Energy Recovery Facility is safe?****Unprompted multiple response**

Local council	1
Central government	2
European authority(Commission, European Environment Agency, European Parliament etc)	3
A national regulator	6
Local waste contractor	7
Mayor of London	8
Greater London Authority	9
Local MP	10
United Nations	11
South London Waste Partnership	12
Environment Agency	13
Other [open end]	95
Don't know	97

ASK ALL_S/C**Q36. The Beddington Energy Recovery Facility is due to become operational in 2018. Once residual waste is being sent to the Energy Recovery Facility instead of landfill, do you think it will effect what you recycle? SINGLE CODE ONLY**

No – I would continue to recycle the same that I do now	1
Yes – I would recycle more than I do now	2
Yes – I would recycle less than I do now	3
I still wouldn't recycle	4
Don't know	5

Readout: Finally I would like to ask some questions about you

ASK ALL_S/C**Q37. Which ethnic group do you consider you belong to? SINGLE CODE ONLY**

White:	
British	1
Irish	2
Any other white background	3
Mixed:	
White and Black	4
White and Asian	5
Any other mixed background	6
Asian or Asian British: -	
Indian	7
Pakistani	8
Bangladeshi *	9
Any other Asian background	10
Black or Black British: -	
Caribbean	11
African	12

Project 1117

v1

Any other Black background *	13
Chinese or other ethnic groups: -	
Chinese *	14
Any other ethnic group	15

ASK ALL_S/C

Q38. How many children aged under 18 are there in your household?

None	1
1	2
2	3
3	4
4	5
Refused	6

ASK ALL_S/C

Q39. Do you have any disability or long-standing or chronic illness?

Yes	1
No	2
Refused	3

Thank you very much for your help and time completing this interview. Close.

Appendix: Statement of Terms

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012) and The International Standard for Information Security Management ISO 27001:2013.

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.

With more than 25 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the public and the private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most up to date technologies and information systems to ensure that market and customer intelligence is widely shared.



By virtue of paragraph(s) 3 of Part 1 of Schedule 12A¹
of the Local Government Act 1972.

Agenda Item 8

Document is Restricted