



Havant
BOROUGH COUNCIL

**Citizens' Panel Consultation:
Waste and Recycling**

October 2008

Citizens' Panel Consultation: Waste and Recycling

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1. Summary of Key Findings

This consultation is based on the results of 1,281 self-completion questionnaires. The following bullet points summarise the main findings, which are discussed in more detail in the main body of the report.

Satisfaction with waste and recycling

- Overall satisfaction with waste and recycling services is high. 82% of respondents are satisfied with the household recycling collection service and 75% with the waste collection service.
- Satisfaction with waste and recycling crews is particularly high, with an impressive nine out of ten (92%) residents satisfied with their regular waste and recycling crew.
- There are specific areas of the waste and recycling service where satisfaction is low. Particularly with the range of materials collected for recycling and the frequency of household waste collections, where 44% and 46% of respondents are dissatisfied with each aspect.
- Satisfaction with the garden waste service is also low, 67% of respondents currently using the service told us that they are unhappy with it.

Recycling

- The majority of Havant residents recycle, with nine out of ten (91%) respondents using the council's green bins for recycling through kerbside collections.
- There are high levels of satisfaction with the location of recycling facilities (86% satisfied) and items that can be deposited for recycling (85%).
- Satisfaction with signposting to sites and how clean and tidy sites is lower, with over a quarter of respondents (27% and 29%) dissatisfied with each of these aspects.
- People appear to know what they can recycle but are less clear about what *cannot* be recycled, particularly fruit juice / milk cartons, other plastic and garden organic waste.
- Respondents would like to be able to recycle more materials through their kerbside collection and questioned why everything with the 'Recycle' logo on it cannot be recycled.

Garden waste

- Use of the current garden waste service is very low among residents. This service is only taken up by 25% of respondents.
- 37% would take up a new garden waste service with a reusable sack and a £25 annual charge and 20% don't know.
- Indications are that a new service would be used more by residents (particularly those in employment) but this would be dependent on awareness and cost.

Awareness, information and communications

- Respondents feel well informed about the benefits of recycling and which recycling facilities are provided in their local area, with 84% feeling informed

about the benefits of recycling and 74% about which recycling facilities are provided in their local area.

- Less than half of respondents feel informed about what campaigns / promotions are happening in their area to help people recycle more and what happens to materials after they are collected for recycling (53% and 59% feel uninformed about each aspect).
- Three quarters of respondents (75%) would like more information about recycling electrical items.
- Existing methods of communicating with customers are the preferred way for residents to receive information (37% leaflets through the door and 21% through Serving You), however email is also popular with 21% of respondents.
- Two thirds (64%) of respondents recognise the WRAP recycle logo.

1.2 Conclusion

Over the coming year the council's Waste and Resources Team will be using the results of this survey to help inform the development of their service and flag up areas where further research needs to be undertaken.

Overall satisfaction with waste and recycling services is now higher than recorded in 2006 by the Best Value Customer Satisfaction Survey. However we have recognised that there are a number of specific areas where the council can improve and the following actions are already being undertaken:

- A group has been set up to work with our contractor to see if it is possible to extend the range of materials collected from the kerbside for recycling.
- A new, improved garden waste collection service will be introduced in April 2009 with a reusable sack and a fortnightly collection date.
- Bins have been provided at local recycling facilities for carrier bags and other rubbish to improve the tidiness of the sites and a programme of repair and cleansing is now underway.
- Signposting to smaller recycling facilities is recognised as a problem and a review will be undertaken.
- To better inform residents of local campaigns and promotions to help them recycle, information will be put on the council's website and a specific communications campaign will be run through Serving You in 2009.
- An article on recycling electrical items will be featuring in the council's Serving You magazine and on the website to give residents more information.

2. Introduction

2.1 Aims and objectives

This report presents the results of the June/July 2008 Havant Borough Council Citizens' Panel consultation.

The aim of this consultation was to find out the views of the public on the council's waste and recycling service one year after the introduction of alternate weekly collections. The specific objectives were to:

- measure satisfaction with waste and recycling services
- find out residents views on garden waste and if they would take up a new garden waste service
- explore awareness of communications initiatives and how well informed residents feel.

2.2 Methodology

Questionnaires were sent out to the Citizens' Panel by post and email. A total of 1,063 questionnaires were returned from the Citizens' Panel; a good response rate of 64%.

In addition, 218 questionnaires were returned from residents accessing the questionnaire on the council's website, at Recycling Week, responding to an article published in *Serving You* or from a council Waste Adviser. The waste advisers' targeted residents whom live in multi occupancy housing or for whom English is not their first language and therefore might not normally respond to a self-completion questionnaire.

Where there are significant differences between the views of Citizens' Panel and other respondents these have been noted in the report.

The fieldwork was conducted between 2nd June to 18th July 2008.

2.3 Havant's Citizens' Panel

The Panel has a membership of around 1,600 local residents. The panel was first set up in 1999 and is regularly refreshed to help ensure that the membership is representative of the demographic and geographic make-up of the local community. The panel is managed in-house by the council's Consultation and Market Research Adviser.

2.4 Calculating results

All questionnaires were entered into our market research software Snap and a data verification process was undertaken before analysis.

The data has not been weighted.

2.5 *Presentation and interpretation of the data*

It should be remembered that a sample and not the entire population of Havant has been interviewed. The demographic make-up of the respondents is included in Appendix 1.

Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of 'don't know' categories or multiple answers.

Where appropriate, this report includes comparisons to the results of Hampshire County Council's Waste and Recycling consultation undertaken by Ipsos MORI in June 2008 with residents across Hampshire. The results are based on 482 responses from 1,072 postal questionnaires sent out to members of a panel, representing a 45% response rate. This comparison is intended to act as a context in which to place findings and to aid the interpretation of results as this survey differs in timing and methodology.

3. Waste and Recycling

Overall satisfaction with waste and recycling collection services and waste and recycling crews is high. Half of respondents are 'very satisfied' with their regular waste and recycling crew (50%), whilst over a third (36%) are 'very satisfied' with their household waste collection service and nearly a third (32%) with their recycling collection service.

Dissatisfaction with the garden waste collection service is high, with 19% of respondents 'very dissatisfied' with this service. This service was also used by a much smaller proportion of respondents.

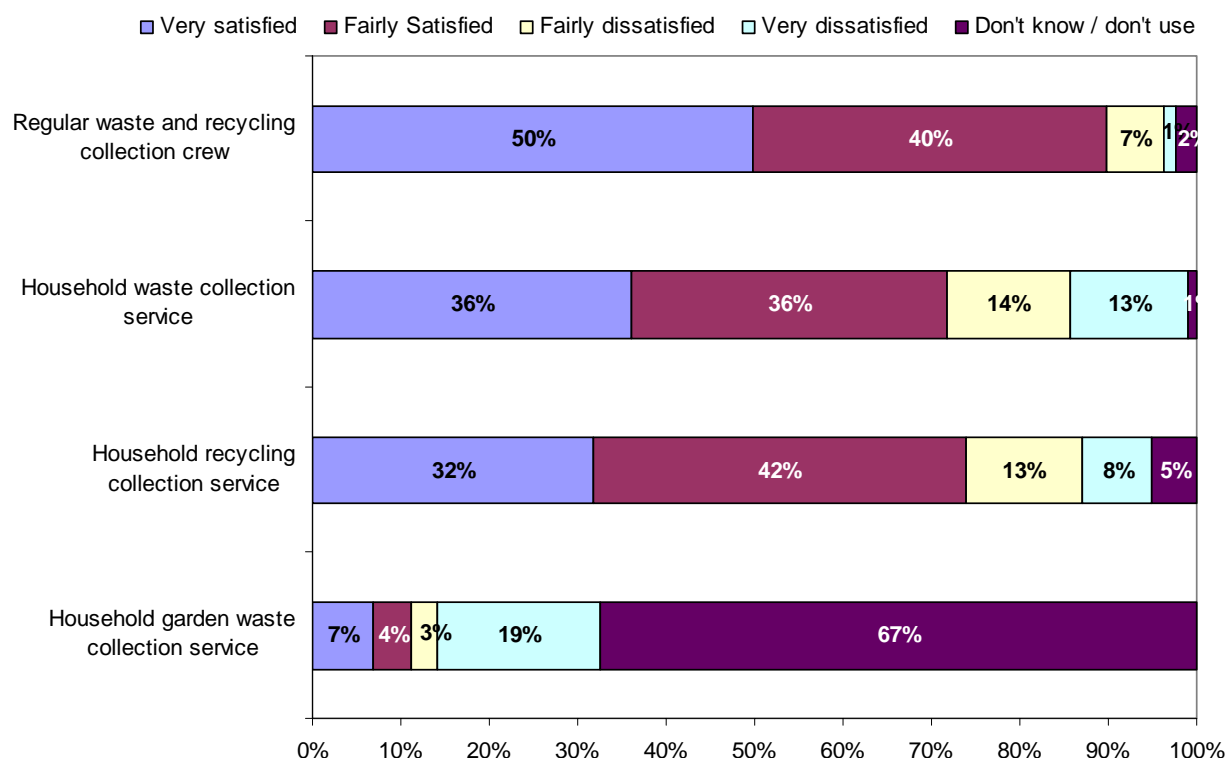
3.1 Overall satisfaction with waste and recycling services

Q Overall, how satisfied or dissatisfied are you with the following?

| | Very satisfied | Fairly satisfied | Fairly dis-satisfied | Very dis-satisfied | Don't know / don't use |
|---|----------------|------------------|----------------------|--------------------|------------------------|
| Regular waste and recycling crew | 50% | 40% | 7% | 1% | 2% |
| Household waste collection service | 36% | 36% | 14% | 13% | 1% |
| Household recycling collection service | 32% | 42% | 13% | 8% | 5% |
| Household garden waste collection service | 7% | 4% | 3% | 19% | 67% |

Base: All respondents (1,281)

Q Overall, how satisfied or dissatisfied are you with the following?



Base: All respondents (1,281)

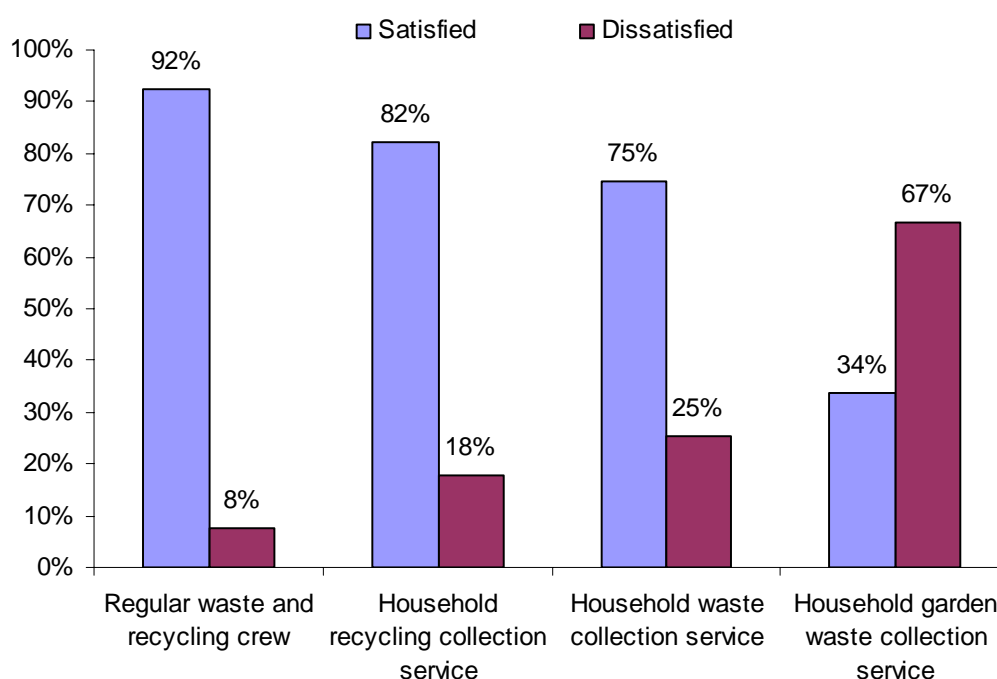
For this question, net satisfaction has been calculated by adding together 'very satisfied' and 'fairly satisfied' responses and 'very dissatisfied' and 'fairly dissatisfied'

responses. This measure has only been taken for people that have used the service, therefore those respondents answering 'don't know / don't use' have been taken out.

This shows us that:

- An impressive, nine out of ten (92%) residents are currently satisfied with their regular waste and recycling collection crew
- Eight out of ten (82%) residents are satisfied with the household recycling collection service
- More people are dissatisfied with their household waste collection service (25%), however three quarters (75%) of respondents have still said that they are satisfied with the service
- Only a third (34%) of respondents are satisfied with the household garden waste collection service, highlighting a clear area for improvement (this was also the least used service).

Q Overall, how satisfied or dissatisfied are you with the following?



Base: All respondents excluding 'don't know / don't use' for each service (1,245, 1,238, 1,204, and 322 respondents)

Further analysis of satisfied and dissatisfied customers reveals that:

- Respondents who are dissatisfied with the household recycling collection service are much more likely to be working full-time than retired (with 48% working full-time and 23% retired compared to 35% and 38% in the overall sample).
- Respondents who are dissatisfied with the household waste collection service are also much more likely to be working full-time than retired (with 46% working full-time and 24% retired compared to 35% and 38% in the overall sample), which might be linked to the size of households.
- The small proportion of respondents (8%) who are dissatisfied with their regular waste and recycling crew are much more likely to live in terraced

houses than the sample as whole (with 32% living in terraced houses compared to 20% in the whole sample).

- 91% of those dissatisfied with the household waste collection service are also dissatisfied with the frequency of household waste collections.

3.2 *Satisfaction with specific aspects of waste and recycling services*

Respondents were asked to rate their satisfaction with different aspects of the kerbside waste and recycling service, including: the frequency of collections, how clean and tidy the street is after collection, information provided to households and the range of materials that can be collected for recycling.

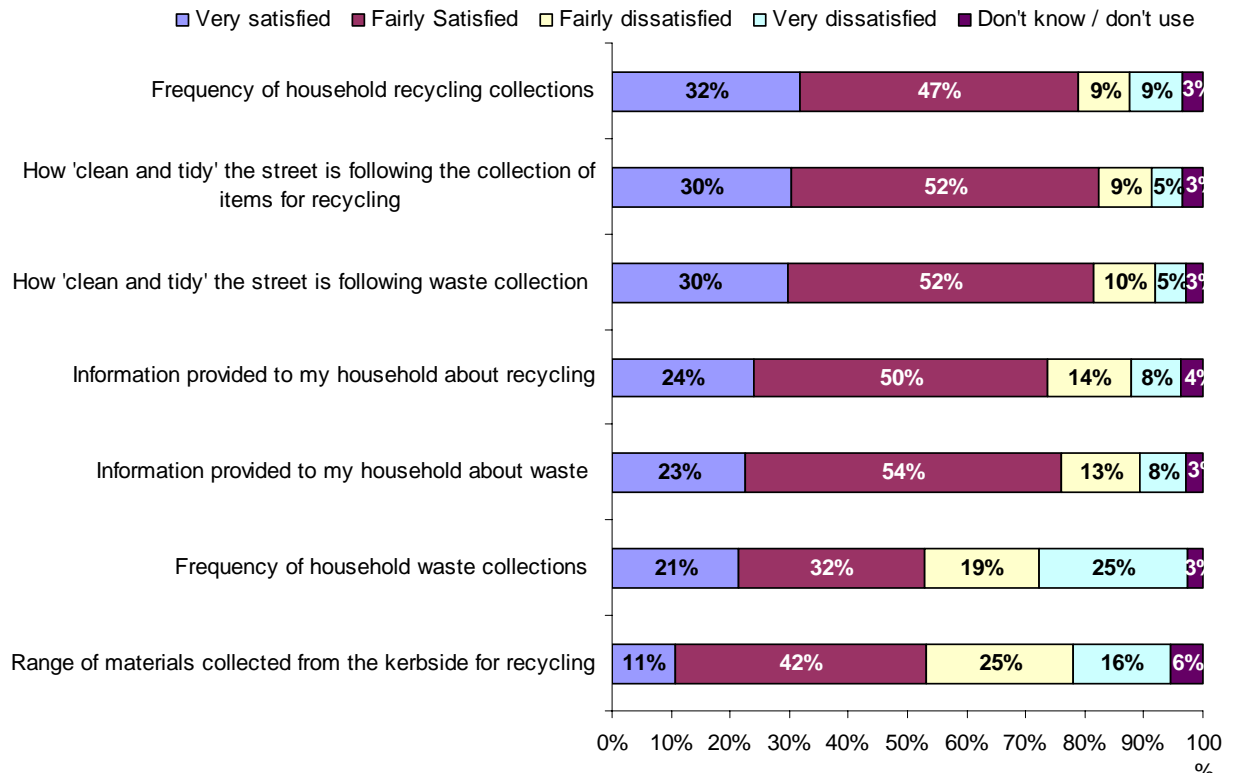
Residents are most likely to say that they are 'very satisfied' with the frequency of household recycling collections (32%), followed by the cleanliness of the street after recycling collections (30%) and waste collections (30%). Respondents are most likely to be 'very dissatisfied' with the frequency of household waste collections (25%) and range of materials collected from the kerbside for recycling (16%).

Q *How satisfied or dissatisfied are you with the following aspects of waste and recycling services?*

| | Very satisfied | Fairly Satisfied | Fairly dis-satisfied | Very dis-satisfied | Don't know / don't use |
|--|----------------|------------------|----------------------|--------------------|------------------------|
| Frequency of household recycling collections | 32% | 47% | 9% | 9% | 3% |
| How 'clean and tidy' the street is following the collection of items for recycling | 30% | 52% | 9% | 5% | 3% |
| How 'clean and tidy' the street is following waste collection | 30% | 52% | 10% | 5% | 3% |
| Information provided to my household about recycling | 24% | 50% | 14% | 8% | 4% |
| Information provided to my household about waste | 23% | 54% | 13% | 8% | 3% |
| Frequency of household waste collections | 21% | 32% | 19% | 25% | 3% |
| Range of materials collected from the kerbside for recycling | 11% | 42% | 25% | 16% | 6% |

Base: All respondents (1,281)

Q *How satisfied or dissatisfied are you with the following aspects of waste and recycling services?*

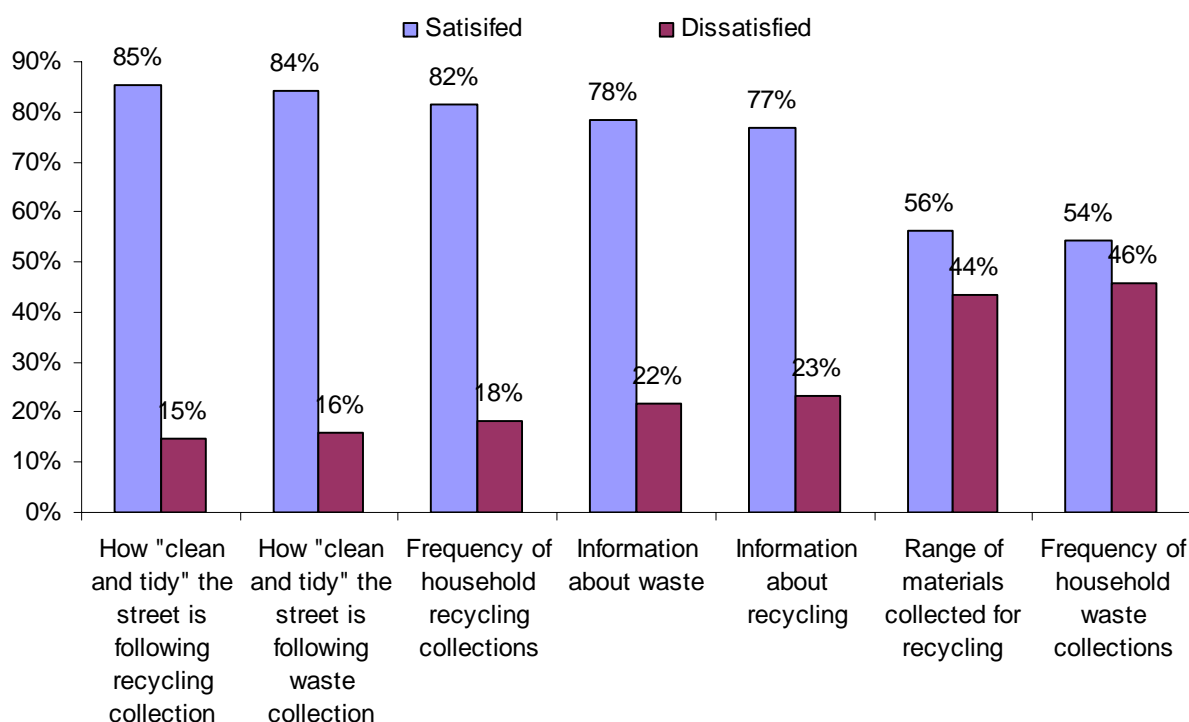


Base: All respondents (1,281)

Net satisfaction shows that: over three quarters of respondents are satisfied with how "clean and tidy" the street is following recycling (85%) and waste collections (84%), the frequency of recycling collections (82%) and information about waste (78%) and recycling (77%).

The range of materials collected for recycling and the frequency of household waste collections have the highest levels of dissatisfaction. Twice as many people are dissatisfied with range of materials collected for recycling (44%) and the frequency of household waste collections (46%) than they are with any other aspect of the service.

Q *How satisfied or dissatisfied are you with the following aspects of waste and recycling services?*



Base: All respondents excluding 'don't know / don't use' for each service (1,154, 1,211, 1,225, 1,214, 1,214, 1,214, and 1,218)

Further analysis of satisfied and dissatisfied customers reveals that:

- Those dissatisfied with the frequency of household recycling collections are more likely to be employed full-time than retired (with 47% employed full-time compared to 35% in the sample as a whole and 23% retired compared to 38%).
- Customers dissatisfied with the frequency of household waste collections are more likely to be employed on a fulltime or part time basis than retired (with 44% working full or part time and 32% retired compared to 47% and 38% than in the sample as a whole).

3.3 *Reasons for dissatisfaction with waste and recycling services*

Residents who had told us that they are dissatisfied with any aspect of waste and recycling services were asked to describe what changes they would like to see. These responses were subsequently grouped into a number of key themes: the two

most common being weekly collections of household waste in the summer months (30%) and the introduction of facilities to recycle all materials which display the 'Recycle' logo (17%)¹.

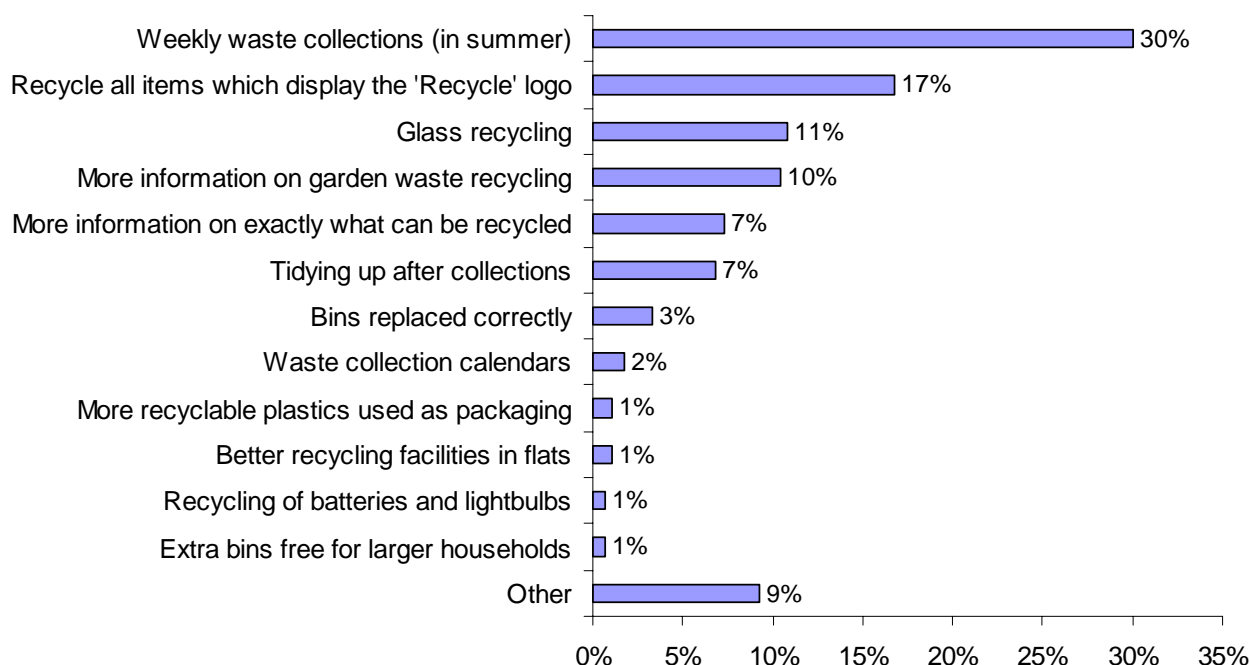
Weekly waste collections, especially during warmer weather, is the most frequently mentioned suggestion (30%); reasons given included unpleasant smells, overflowing bins and the presence of maggots and rats. A number of residents voiced a concern over health and safety.

Seventeen per cent of residents feel that the range of materials which can be recycled via the green wheelie bin is limited, and that all items which are labelled with the 'Recycle' logo should be taken by the council for recycling. Many of these responses included queries as to why this is not already the case, indicating that more could be done to make residents better aware of the reasons why certain items are excluded.

A kerbside glass recycling facility was mentioned in 11% of the responses. Public facilities for glass recycling were felt to be too far away for those without cars, the elderly or disabled, and consequently glass items were usually placed into household waste instead.

Other suggestions (9%) made by more than one respondent include; a desire for more information on the results of recycling in the area and what could be done to improve further, the need for something to be done about fly tipping, more local public recycling facilities, and problems regarding the waste removal crew not fully emptying bins.

Q If you have answered 'Fairly dissatisfied' or 'Very dissatisfied' to any of the above, please tell us what changes you would like to see



Base: All respondents (1,281)

¹ All percentages given for this question are percentages of the total number of suggestions as opposed to the total number of people who responded, as many people made more than one suggestion.

"What to recycle is fairly confusing especially plastics, it needs to be clearer"

"I know we can take garden waste to the local tip for compost but I was unaware that it could be collected"

"Make sure that crews put bins back on driveways and pathways where available and DO NOT leave them on public footpaths where they are a hazard and nuisance to pedestrians and people with mobility scooters and pushchairs"

"I am totally unhappy about fortnightly collections. It is smelly/unhygienic and there are (granted occasional) visible rats running around the street and garden areas which beforehand were never apparent"

"The mess left in the streets after waste collection is awful especially along Park Avenue"

"I wish you would collect glass bottles rather than see them been thrown in the waste"

"I live in block of flats which does not seem to have got message at recycling"

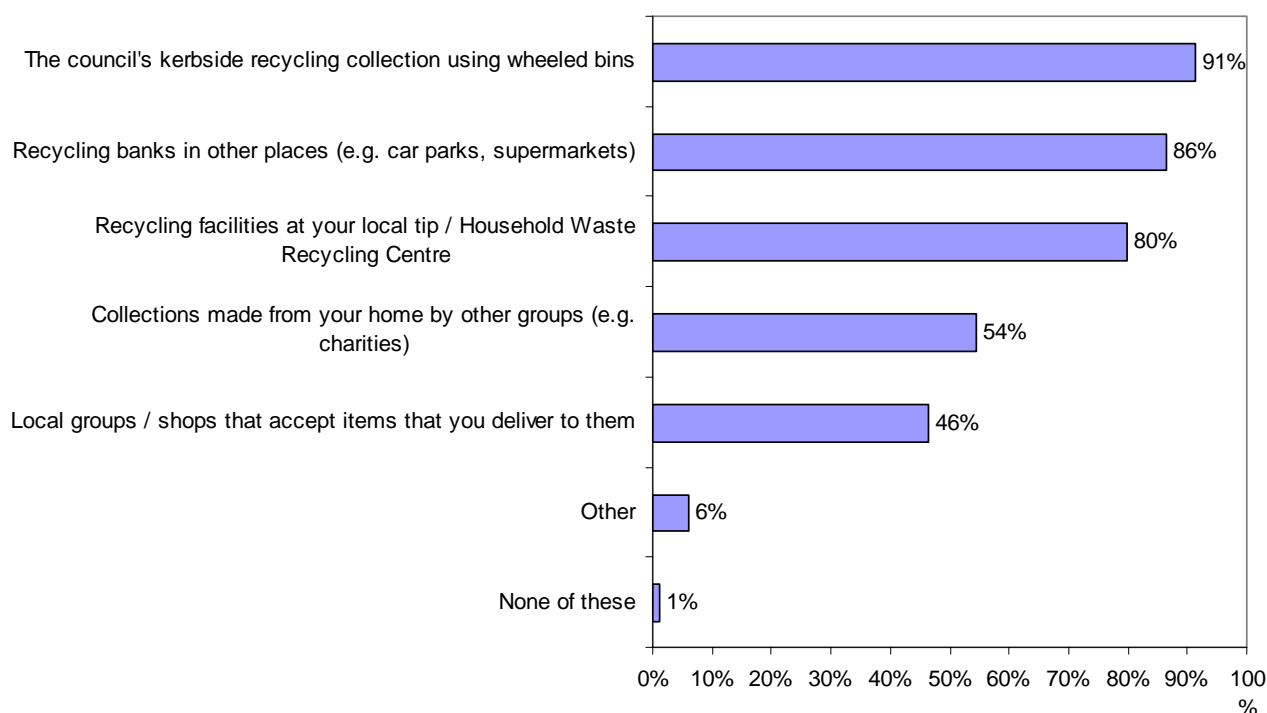
3.4 Use of recycling facilities

The majority of Havant residents recycle, with nine out of ten (91%) respondents using the council's green bins for recycling through kerbside collections. Recycling banks in other places and recycling facilities at their local tip / Household Waste Recycling Centre are also well used (86% and 80% respectively). Over half (54%) of respondents contribute to collections made by charities.

Other ways of recycling mentioned by more than one person in the 'Other' category (6%) include:

- Bottle banks
- Freecycle.com
- Composting at home
- Recycling facilities in the workplace or schools
- Jumble sales / car boot sales

Q Which of the following services do you use in your local area for recycling?



Base: All respondents (1,281)

Residents were asked what materials can and can't be recycled in their kerbside collections. The correct materials are highlighted in the green in the table below.

Respondents appear to be very clear on what can be recycled but less clear on what can't, particularly fruit juice / milk cartons, other plastic and garden organic waste.

Q Looking at the following list, please indicate which of the materials, if any, you think can and cannot be recycled through the council's kerbside collection

| | Can recycle | Can't recycle | Don't know |
|--|-------------|---------------|------------|
| Newspapers and magazines | 99% | 1% | 1% |
| Card / cardboard | 98% | 1% | 1% |
| Drinks cans | 96% | 3% | 2% |
| Food cans | 96% | 3% | 2% |
| Plastic bottles | 92% | 5% | 2% |
| Fruit juice / milk cartons | 37% | 57% | 6% |
| Glass bottles and jars | 28% | 70% | 2% |
| Other plastic | 26% | 56% | 18% |
| Garden organic waste (e.g. grass cuttings) | 26% | 62% | 13% |
| Margarine tubs | 21% | 70% | 9% |
| Old clothes / shoes | 20% | 72% | 8% |
| Yoghurt pots | 19% | 72% | 8% |
| Kitchen waste (e.g. food leftovers) | 14% | 77% | 9% |

Base: All respondents (1,281)

3.5 *Satisfaction with recycling facilities*

Encouragingly, only small numbers of respondents said that they are 'very dissatisfied' with local recycling facilities. Nearly a third (32%) are 'very satisfied' with the location of recycling facilities and a quarter (25%) with the items you can deposit for recycling.

Q *Havant Borough Council also provides a range of local recycling facilities such as bottle banks, paper / cardboard banks, textile banks, book banks and shoes banks. How satisfied or dissatisfied are you with each of the following aspects of the service we provide?*

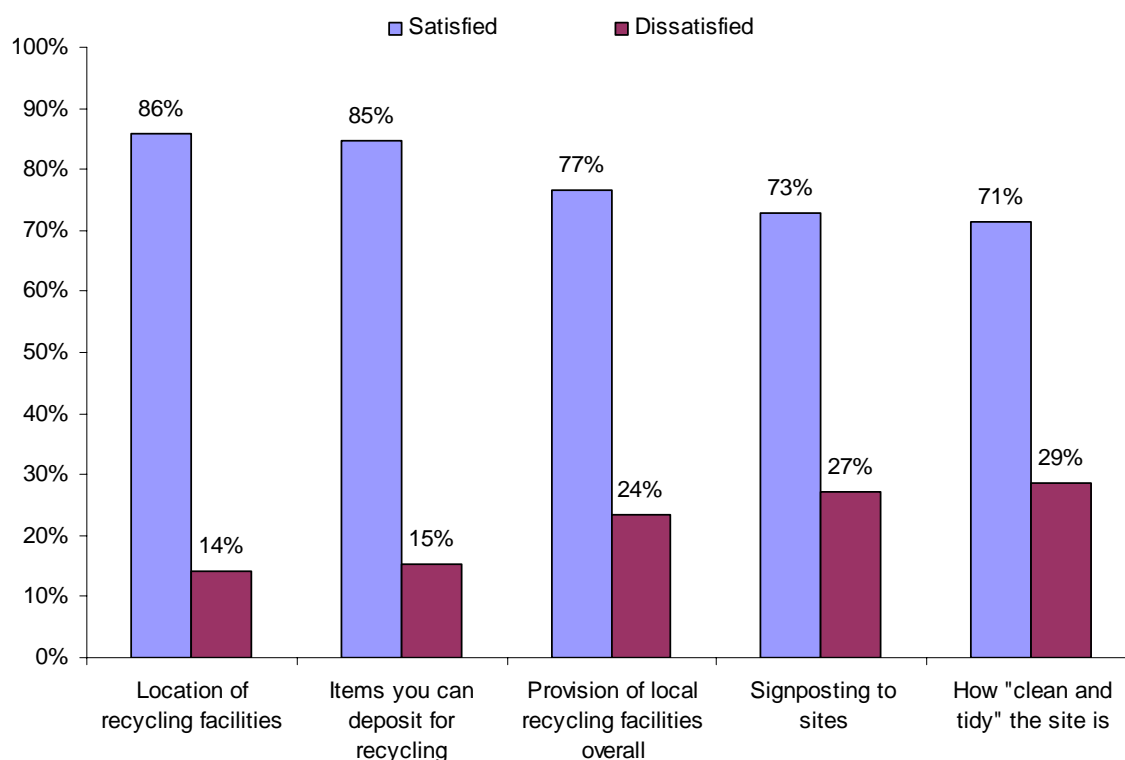
| | Very satisfied | Fairly satisfied | Fairly dis-satisfied | Very dis-satisfied | Don't know / don't use |
|---|----------------|------------------|----------------------|--------------------|------------------------|
| The location of the recycling facilities | 32% | 50% | 9% | 5% | 5% |
| The items you can deposit for recycling | 25% | 56% | 12% | 3% | 5% |
| How 'clean and tidy' the site is | 16% | 52% | 19% | 8% | 6% |
| Signposting to sites | 16% | 50% | 17% | 7% | 10% |
| The provision of local recycling facilities overall | 19% | 54% | 16% | 7% | 4% |

Base: 1,281

Net satisfaction shows that:

- Eight out of ten (77%) respondents are satisfied with the overall provision of local recycling facilities.
- Over 70% of customers are satisfied with all of the aspects of recycling facilities measured, including: location (86%), items you can deposit (85%), signposting (73%) and the cleanliness of the site (71%).
- Areas to prioritise for improvement are signposting to sites and the cleanliness of sites, which had the highest levels of dissatisfaction, at 27% and 29% respectively.

Q *Havant Borough Council also provides a range of local recycling facilities such as bottle banks, paper / cardboard banks, textile banks, book banks and shoes banks. How satisfied or dissatisfied are you with each of the following aspects of the service we provide?*



Base: All respondents excluding 'don't know / don't use' for each service (1,191, 1,173, 1,194, 1,111 and 1,172)

Further analysis of satisfied and dissatisfied customers reveals that:

- Respondents who are dissatisfied with the frequency of household recycling collections are also more likely to be dissatisfied with 'The provision of local recycling facilities overall' (with 43% compared to just 24% of the overall sample).
- Respondents dissatisfied with signposting to sites are less likely to live on Hayling Island and more likely to live in Purbrook (with 11% living on Hayling Island compared to 17% in the overall sample, and 12% living in Purbrook compared to 8% overall).
- Customers in Purbrook are also more likely to be unhappy with the location of recycling facilities than other wards (with 16% dissatisfied compared to 8% in the overall sample).

3.6 *Reasons for dissatisfaction with recycling facilities*

Respondents who had said that they are dissatisfied with recycling facilities were asked to write down any changes they would like to see, the majority of responses could be grouped into seven key themes:

- **Cleanliness of site (152 people)** – most people specifically mentioned a problem with plastic carrier bags being left around the recycling banks and broken glass.

- **Signposting/ publicity (127 people)** – it was suggested that more signposting for the recycling facilities is needed, and that it would encourage people to recycle more if they had information regarding exactly where the facilities are located.
- **Frequency of collections (116 people)** – respondents expressed frustration at overflowing recycling bins and suggested either more frequent collections or extra/larger containers.
- **Access issues (105 people)** – long queues, difficulty getting close enough to the recycling bins, too much traffic and short and confusing opening times were stated as problems regarding access to the recycling sites, particularly the site in Waterlooville.
- **Range of recyclable materials (89 people)** – many were dissatisfied with the range of materials that they are able to recycle and felt that many items which are being thrown into household waste could be recycled if the council were to obtain the facilities to do so.
- **Location of facilities (69 people)** – those without vehicles said that they find it difficult to get to the local recycling facilities especially when carrying heavy loads e.g. glass bottles.
- **Attitude of staff on site (19 people)** – a small number of people found that the members of staff at the recycling facilities were unwilling to assist those who needed help.

The questions discussed in 3.5 and 3.6 above asked respondents about local recycling facilities provided by Havant Borough Council and were not intended to include Household Waste Recycling Centre's run by Hampshire County Council. However it is recognised from the results and some of the open ended comments that respondents have not always made the distinction between the different facilities.

The Ipsos MORI survey for Hampshire County Council asked residents across Hampshire who they think is responsible for providing the 'tip / Household Waste Recycling Centre service' in their area and 43% believe it is the responsibility of the local district / borough / city council and 34% Hampshire County Council, which illustrates the confusion amongst residents.

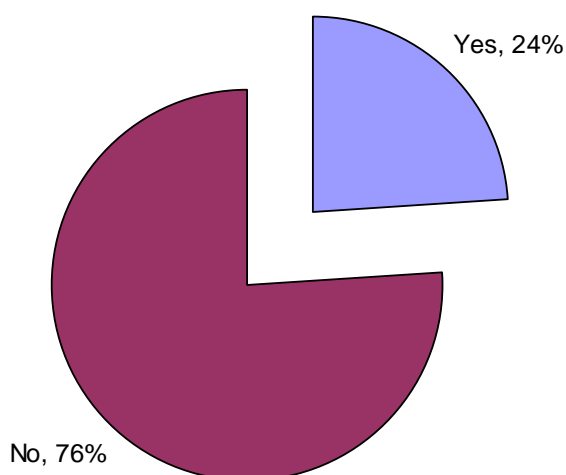
4. Garden Waste

4.1 Current garden waste service

The council currently offers a garden waste collection service where residents purchase a green plastic sack and then telephone to book a collection time from their home.

The chart below illustrates the take up of the current scheme amongst questionnaire respondents (25%). As might be expected, these respondents are more likely to live in detached houses or bungalows and own their own home.

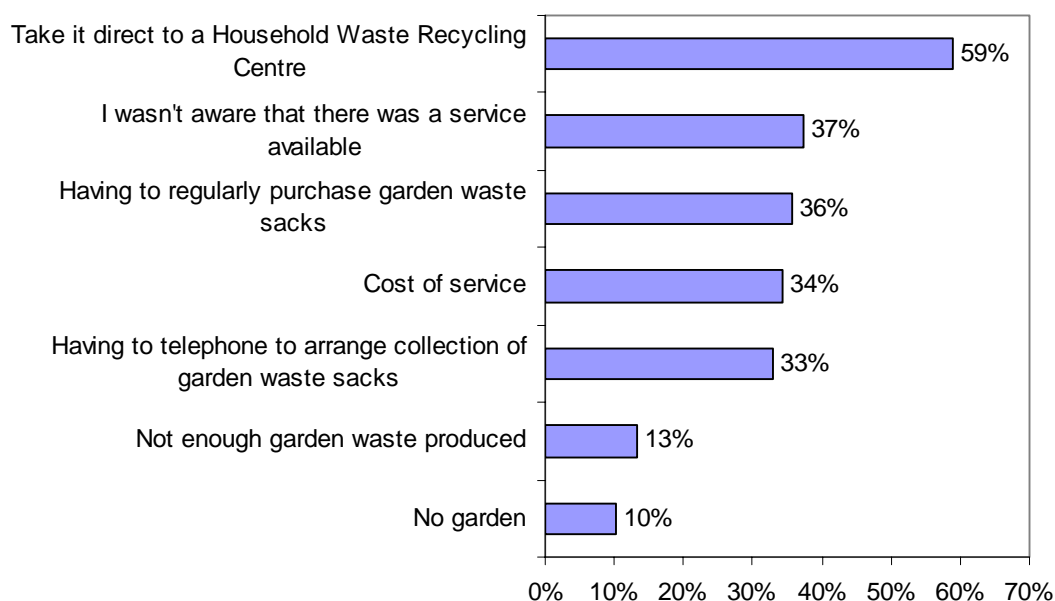
Q Have you used the council's kerbside garden waste collection scheme in the last 12 months?



Base: All respondents (1,281)

The main reason for not using the current scheme is that residents take their garden waste direct to a Household Waste Recycling Centre (59%). Despite nearly a quarter of residents using the service (24%), awareness of the garden waste collection service is low with 37% of respondents saying that they do not currently use the service because they are unaware of it.

Q *If not, why not?*



Base: All respondents answering 'no' to 'Have you used the council's kerbside garden waste collection scheme in the last 12 months?' (901)

Respondents were asked if they had any comments about how the kerbside garden waste collection scheme could be improved. Five key themes were identified:

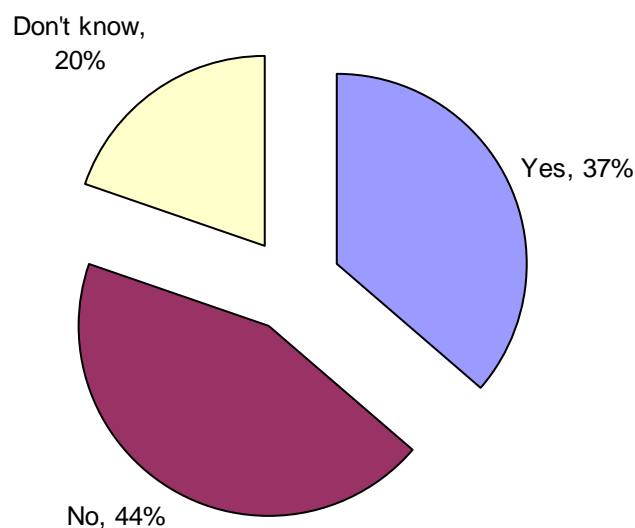
- **Cost of service (186 people)** – a significant number of respondents stated that they felt they should not have to pay for the garden waste collection service having already paid council tax. It was also suggested that the cost of the green bags is too high and those using the service should be permitted to purchase bags elsewhere.
- **Regular kerbside collection (133 people)** – many felt that a regular kerbside collection and the provision of an extra wheelie bin or large reusable sack specifically for garden waste would be more environmentally and user friendly than the current system.
- **Publicity (132 people)** – these respondents stated that they were previously unaware of the details of the garden waste collection system or completely unaware that it existed. Many of these people stated that they would be happy to use the current system had they been aware of it before.
- **Purchasing and booking system (38 people)** – it was suggested that the current system of purchasing the garden sacks in the civic offices and then telephoning the council to arrange a pick-up slot is too much hassle and that a simpler system would encourage more people to recycle their garden waste.
- **Compost bins (19 people)** – these respondents put forward the suggestion of providing free or subsidised compost bins to residents in order to encourage more composting of garden waste material.

4.2 *Take-up of new garden waste service*

When asked if they would take up a new garden waste service with a reusable sack that is emptied on a guaranteed day every fortnight for an annual fee of £25, over one third (37%) of respondents stated that they would. Although this intention may

not necessarily translate into actual take-up it does suggest that the new service would have more users than the old service. It is also clear that a key factor in this will be how it is promoted, given that awareness of the current service is so low.

Q *If a new garden waste collection service is introduced using a reusable sack which is emptied on a guaranteed day every fortnight would take up this service for an annual fee of £25?*



Base: All respondents (1,281)

It is interesting to note that only 55% of those using the current garden waste collection service say that they would use the new service. The main reasons why people would not take up this service come across in the open-ended comments collected on garden waste in this section of the questionnaire, where a number of respondents say that it should be free. Clearly the take-up of a new service will be sensitive to price.

Respondents who would take-up the new garden waste service are more likely to be employed full-time than current users of the service (with 37% current users employed full-time compared to 42% of potential users of a new scheme)

5. Information and Communications

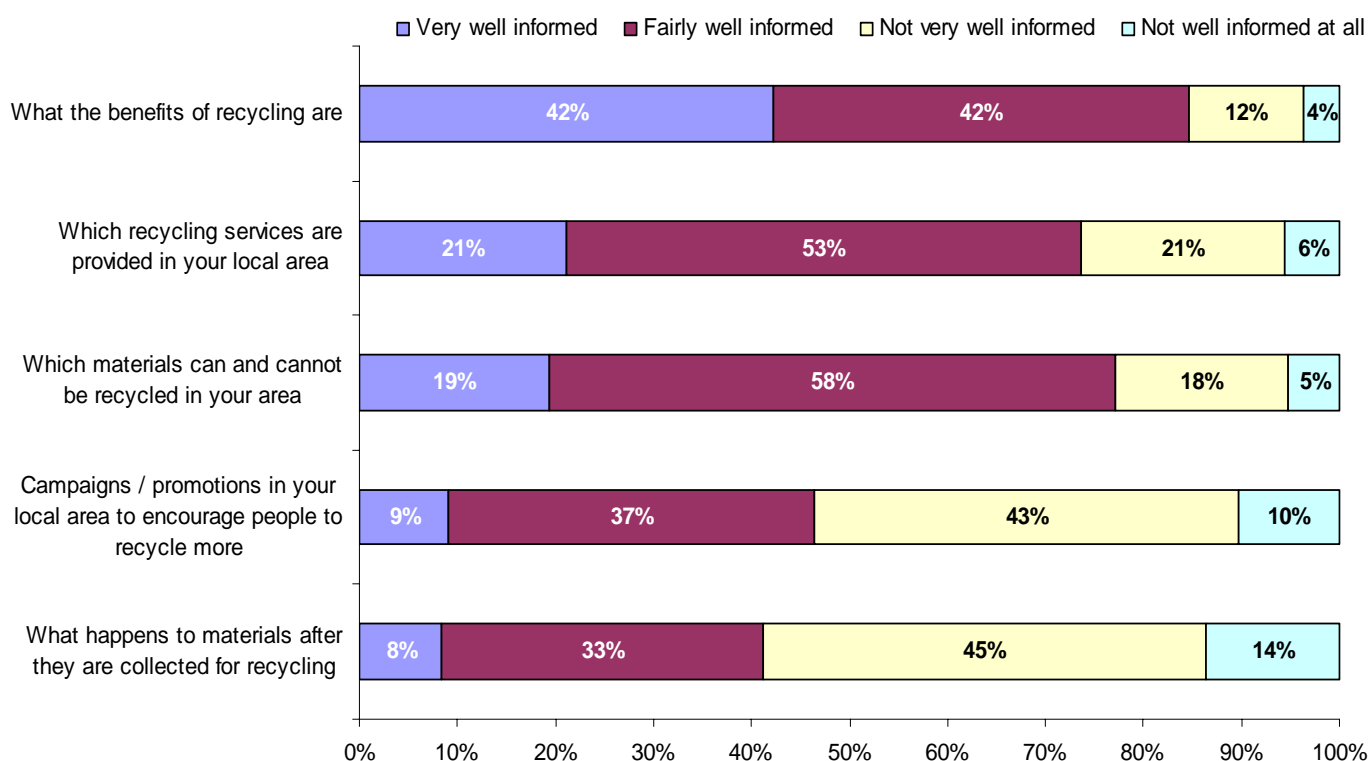
5.1 Extent to which respondents feel informed

A large percentage (42%) of respondents feel that they are 'very well informed' about the benefits of recycling, with a further 42% 'fairly well informed'. Knowledge about which recycling facilities are provided in the local area is reasonably high, with 74% of respondents considering themselves to be either fairly or very well informed.

Respondents appear to be less well informed about campaigns and promotions within the area to encourage recycling (9% very well informed), and also less well informed about what happens to materials after they are collected for recycling (8% very well informed).

When the same question was asked of residents across Hampshire the results were similar. Respondents in Havant felt slightly better informed about what happens to materials after they are collected for recycling (32% felt informed in Ipsos MORI Hampshire survey compared to 41% in our survey) and less well informed than residents across Hampshire about which materials can and cannot be recycled in your area and which recycling facilities are provided in their local area.

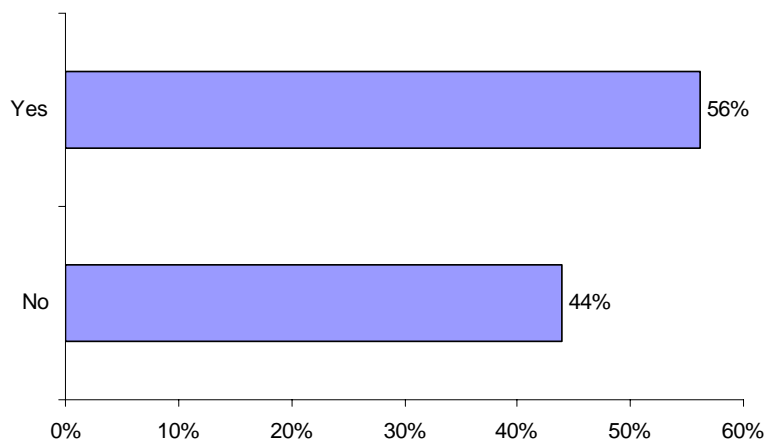
Q How well informed do you feel about the following?



Base: All respondents (1,281)

Respondents were asked about their awareness of the soil conditioner 'Pro Grow', and just over half (56%) are aware that it originates from garden waste collected in the borough. As might be expected awareness was lowest amongst residents who do not have a garden.

Q *Are you aware that the garden waste collected across the borough is turned into a soil conditioner called "Pro Grow" ?*

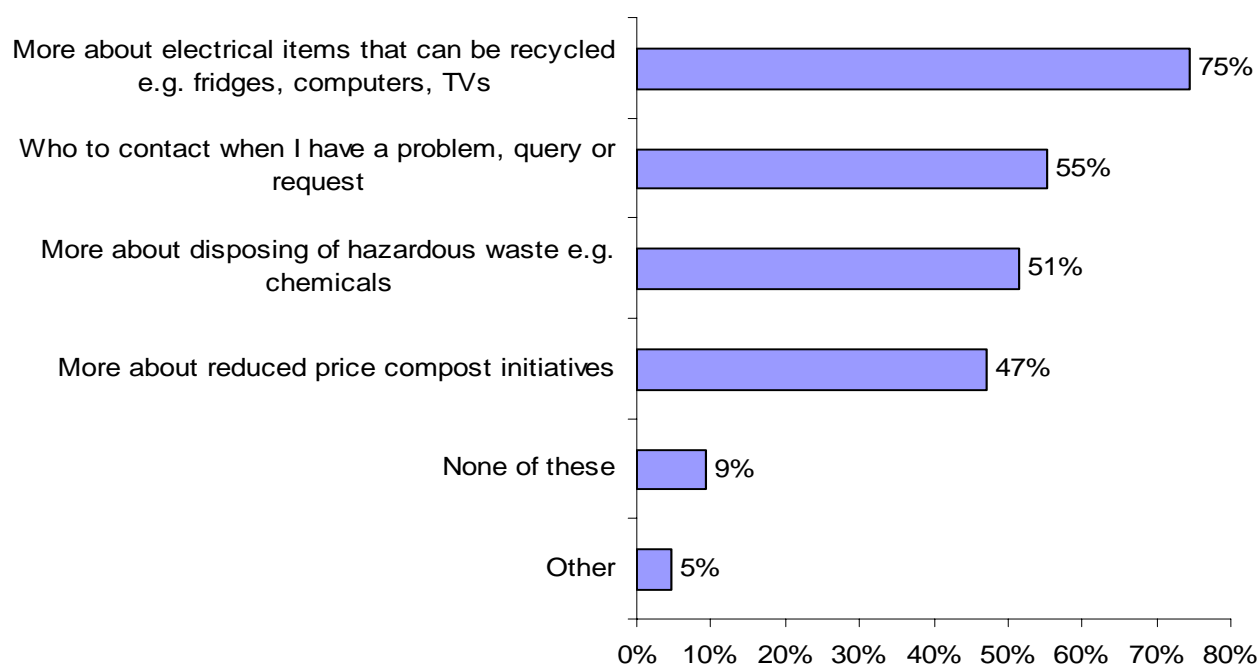


Base: All respondents (1,281)

Respondents were asked what additional information they would like to receive, and three quarters (75%) of responses were for more information about recycling electrical items. Responses mentioned by more than one person in the 'Other' category (5%) included, requests for information on:

- battery recycling
- garden waste recycling
- large item disposal (e.g. furniture)
- exactly which materials can be recycled
- what happens to recycling after collection
- public recycling facilities such as opening times.

Q. *What additional information would you like to receive?*



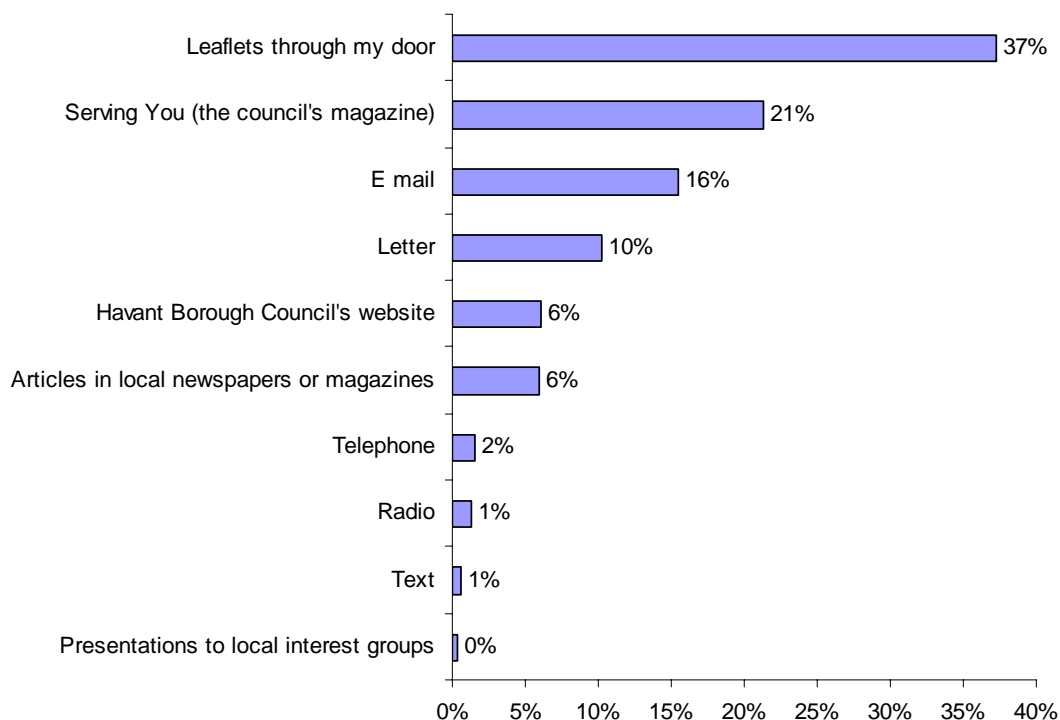
Base: All respondents (1,281)

Respondents were asked about their preferred method of receiving more information, and the option with the largest number of responses was leaflets through the door (37%), followed by *Serving You*, the council's magazine with 21%. Information via telephone (2%), radio (1%), text messaging (1%) and presentations to local interest groups (0%) were the least popular options.

These responses may also reflect the ways in which Havant residents are used to receiving information from the council, since leaflets and *Serving You* are two of the most well used methods of communication. Email is less well used by the council but is the third most popular choice. This was also more popular among residents interested in the new garden waste scheme, where 21% of respondents who would take up the new garden waste scheme said that this would be their preferred method of communication.

Q. *What would be your preferred way to find out more about Havant Borough Council's waste and recycling services?*

Base:

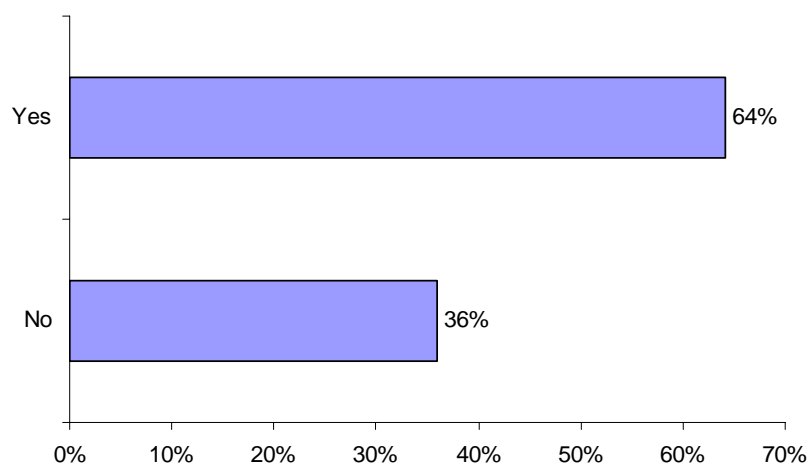


Base: All respondents (1,281)

5.2 Recognition of the WRAP logo

When presented with the recycling logo and asked if they recognised it, nearly two thirds (64%) of respondents answered 'Yes'. This is consistent with a recent survey undertaken across Hampshire where 61% of respondents said that they recognised the WRAP Recycle logo.

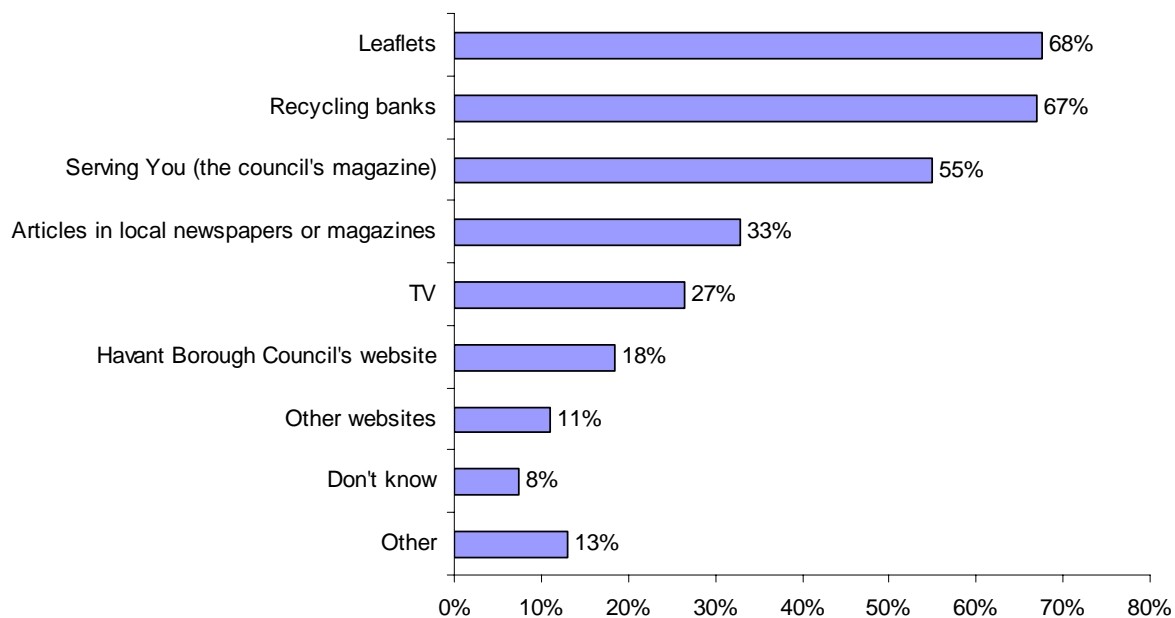
Q. *Do you recognise the recycling logo above?*



Base: All respondents (1,281)

Respondents were then asked where they had come across the recycle logo and were able to select as many options as were applicable. The most frequently selected options were 'Leaflets' (68%) and 'Recycling banks' (67%), and just 8% of respondents were unsure about where they had seen it before.

Q. *If yes, where have you seen this logo before?*



Base: All respondents (1,281)

6. Conclusion

Over the coming year the council's Waste and Resources Team will be using the results of this survey to help inform the development of their service and flag up areas where further research needs to be undertaken. It is recommended that a follow-up survey is undertaken in 2009 to continue to measure the progress of the service and the success of the new measures being implemented.

It is encouraging to note that overall satisfaction with waste and recycling services is higher than recorded in 2006 by the Best Value Customer Satisfaction Survey. With 82% of respondents satisfied with the household recycling collection service in this survey compared to 76% in the Best Value Customer Satisfaction Survey, and 75% satisfied with the waste collection service in this survey compared to 67% in the Best Value Survey.

Although these surveys were undertaken using different sampling techniques it still suggests that customer satisfaction is increasing or, at least moving in the right direction. There are still specific areas where Havant's residents are less satisfied and these are areas where the council will be looking to improve. Some of the areas where changes are already being made or, investigated are detailed below:

The Project Integra Partnership, of which Havant is a member, has set up a group to work with the council's contractor Veolia to see if it is possible to extend the range of materials that can be collected for recycling from the kerbside. The group will also look at sustainable markets for additional recycling materials and the capacity at the Materials Recovery Facility² to sort these items. The fact that not everything displaying the 'Recycle' logo can currently be recycled through kerbside collection is a national issue because local authorities often differ in the materials they recycle, and this work stream should help to improve this.

The council's Waste Advisers are delivering an education and awareness programme and the council will continue to send out literature to households annually on what can and cannot be recycled. The need for more information on recycling electrical items will be specifically addressed through an article in the council's Serving You magazine as well as on the council's website.

The council's website is now being developed to include more information on local campaigns and promotions to help residents to recycle and provide more information on what happens to materials after they are collected for recycling. There is already an ongoing programme of communication and education that targets specific audiences. The summer edition of Serving You advised residents of what happens to materials once collected for recycling and this communications campaign will be run again in 2009.

The low satisfaction with the current garden waste collection service has been recognised and the council will be addressing this by introducing a new service in April 2009. This new service will offer residents a reusable sack that is emptied on a guaranteed day every fortnight for an annual fee of £25. Ways to communicate this new service and increase awareness of its availability are currently being considered.

² The Materials Recovery Facility (MRF) is the place where materials collected from the kerbside for recycling are taken to be sorted and sent to the next stage of processing.

Bins have been provided at local recycling facilities for carrier bags and other bits of rubbish that make them untidy. There is also a programme of repair and cleansing underway. Signposting to these sites, particularly the smaller ones, will be reviewed in response to over a quarter of respondents who are dissatisfied with this aspect.

Implementation of alternate weekly collection is now embedded and will continue to offer the same service of collecting weekly from properties but requiring items to be separated and collecting recycling one week and domestic waste the other.

APPENDICES

Appendix one: Characteristics of the sample

* = less than 1% but more than 0

Table 1: Gender

| | N | % |
|--------|-----|-----|
| Male | 577 | 46% |
| Female | 670 | 54% |

Table 2: Age

| | N | % |
|---------|-----|-----|
| 18 – 19 | 1 | * |
| 20 – 29 | 25 | 2% |
| 30 – 39 | 108 | 10% |
| 40 – 49 | 189 | 18% |
| 50 – 59 | 255 | 24% |
| 60 – 64 | 205 | 19% |
| 65+ | 277 | 26% |

Table 3: Disability

| | N | % |
|-----|-------|-----|
| Yes | 183 | 15% |
| No | 1,043 | 85% |

Table 4: Ethnic origin

| | N | % |
|------------------------------------|-------|-----|
| White British | 1,155 | 97% |
| White Irish | 13 | 1% |
| Other white background | 13 | 1% |
| Mixed white and black Caribbean | 2 | * |
| Mixed white and black African | 0 | 0% |
| Mixed white and Asian | 2 | * |
| Other mixed background | 1 | * |
| Asian or Asian British Indian | 0 | 0% |
| Asian or Asian British Pakistani | 1 | * |
| Asian or Asian British Bangladeshi | 0 | 0% |
| Other Asian background | 1 | * |
| Black or black British Caribbean | 1 | * |
| Black or black British African | 2 | * |
| Other black background | 1 | * |
| Chinese | 2 | * |
| Other | 4 | * |

Table 5: Ward

| | N | % |
|--------------|-----|-----|
| Barncroft | 45 | 4% |
| Battins | 58 | 5% |
| Bedhampton | 84 | 7% |
| Bondfields | 53 | 5% |
| Cowplain | 94 | 8% |
| Emsworth | 108 | 9% |
| Hart Plain | 79 | 7% |
| Hayling East | 93 | 8% |
| Hayling West | 105 | 9% |
| Purbrook | 92 | 8% |
| St Faiths | 119 | 10% |
| Stakes | 90 | 8% |
| Warren Park | 30 | 3% |
| Waterloo | 114 | 10% |

Table 6: Employment status

| | N | % |
|---|-----|-----|
| Employed full-time (30 or more hrs per week) | 260 | 35% |
| Employed part-time (less than 30 hrs per week) | 93 | 12% |
| Looking after family / home | 40 | 5% |
| Retired | 285 | 38% |
| Self-employed | 48 | 6% |
| Unemployed and seeking work | 17 | 2% |
| Unable to work due to long term sickness / disability | 29 | 4% |
| Student / full-time education | 1 | * |
| Government apprenticeship or training scheme | 0 | 0% |

Table 7: Length of time living in the borough

| | N | % |
|------------------|-----|-----|
| Less than 1 year | 38 | 3% |
| 1 – 2 years | 81 | 7% |
| 3 – 5 years | 94 | 8% |
| 6 – 10 years | 151 | 12% |
| 11+ years | 875 | 71% |

Table 8: Home ownership

| | N | % |
|--|-------|-----|
| Own your own home (with or without mortgage) | 1,069 | 87% |
| Rent from a private landlord | 39 | 3% |
| Rent from Portsmouth City Council | 71 | 6% |
| Rent from a housing association | 51 | 4% |
| Live with family | 4 | * |
| Other | 2 | * |

Appendix two: Percentage counts

Waste and Recycling

SECTION A: Waste and Recycling

Q1 Overall, how satisfied or dissatisfied are you with the following?

| | <i>Very satisfied</i> | <i>Fairly Satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|--|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| Your regular waste and recycling collection crew | 50% | 40% | 7% | 1% | 2% |
| Your household waste collection service | 36% | 36% | 14% | 13% | 1% |
| Your household recycling collection service | 32% | 42% | 13% | 8% | 5% |
| Your household garden waste collection service | 7% | 4% | 3% | 19% | 67% |

Q2 How satisfied or dissatisfied are you with the following aspects of waste and recycling services?

| | <i>Very satisfied</i> | <i>Fairly Satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|---|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| Range of materials collected from the kerbside for recycling | 11% | 42% | 25% | 16% | 6% |
| Frequency of household recycling collections | 32% | 47% | 9% | 9% | 3% |
| Frequency of household waste collections | 21% | 32% | 19% | 25% | 3% |
| How "clean and tidy" the street is following the collection of items for recycling | 30% | 52% | 9% | 5% | 3% |
| How "clean and tidy" the street is following waste collection | 30% | 52% | 10% | 5% | 3% |
| Information provided to my household about recycling | 24% | 50% | 14% | 8% | 4% |
| Information provided to my household about waste | 23% | 54% | 13% | 8% | 3% |

Q3 If you have answered fairly dissatisfied or very dissatisfied to any of the above, please tell us what changes you would like to see

100%

Q4 Which of the following services do you use in your local area for recycling? Please tick all that apply

| | |
|--|------|
| The council's kerbside recycling collection using wheeled bins | 91% |
| Recycling facilities at your local tip / Household Waste Recycling Centre..... | 80% |
| Recycling banks in other places (e.g. car parks, supermarkets) | 86% |
| Collections made from your home by other groups (e.g. charities)..... | 54% |
| Local groups / shops that accept items that you deliver to them | 46% |
| Other (please write in below) | 6% |
| None of these | 1% |
| Other | 100% |

Q5 Looking at the following list, please indicate which of the materials, if any, you think can and cannot be recycled through the council's kerbside collection

| | <i>Can recycle</i> | <i>Can't recycle</i> | <i>Don't know</i> |
|----------------------------|--------------------|----------------------|-------------------|
| Newspapers and magazines | 99% | 1% | 1% |
| Card / cardboard | 98% | 1% | 1% |
| Glass bottles and jars | 28% | 70% | 2% |
| Food cans | 96% | 3% | 2% |
| Drinks cans | 96% | 3% | 2% |
| Plastic bottles | 92% | 5% | 2% |
| Yoghurt pots | 19% | 72% | 8% |
| Margarine tubs | 21% | 70% | 9% |
| Other plastic | 26% | 56% | 18% |
| Fruit juice / milk cartons | 37% | 57% | 6% |

| | | | |
|--|-----|-----|-----|
| Old clothes / shoes | 20% | 72% | 8% |
| Garden organic waste (e.g. grass cuttings) | 26% | 62% | 13% |
| Kitchen waste (e.g. food leftovers) | 14% | 77% | 9% |

Q6 Havant Borough Council also provides a range of local recycling facilities such as bottle banks, paper / cardboard banks, textile banks, book banks and shoes banks. **How satisfied or dissatisfied are you with each of the following aspects of the service we provide?**

| | <i>Very satisfied</i> | <i>Fairly satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|---|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| The location of the recycling facilities | 32% | 50% | 9% | 5% | 5% |
| The items you can deposit for recycling | 25% | 56% | 12% | 3% | 5% |
| How "clean and tidy" the site is | 16% | 52% | 19% | 8% | 6% |
| Signposting to sites | 16% | 50% | 17% | 7% | 10% |
| The provision of local recycling facilities overall | 19% | 54% | 16% | 7% | 4% |

Q7 If you have answered fairly dissatisfied or very dissatisfied to any of the above, please tell us what changes you would like to see

100%

SECTION B: Garden waste

Q8 To use the Garden Waste Collection Service you must purchase a green plastic sack from the council and telephone to book a collection time. **Have you used the council's kerbside garden waste collection scheme in the last 12 months?**

Yes (go to question 10)..... 24% No (go to question 9)..... 76%

Q9 If not, why not? Please tick all that apply

| | |
|--|-----|
| Take it direct to a Household Waste Recycling Centre | 59% |
| Not enough garden waste produced | 13% |
| No garden..... | 10% |
| Cost of service | 34% |
| Having to regularly purchase garden waste sacks | 36% |
| Having to telephone to arrange collection of garden waste sacks..... | 33% |
| I wasn't aware that there was a service available | 37% |

Q10 Do you have any comments about how the kerbside garden waste collection scheme could be improved?

100%

Q11 If a new Garden Waste Collection Service is introduced using a reusable sack which is emptied on a guaranteed day every fortnight would you take up this service for an annual fee of £25?

Yes 37% No 44% Don't know 20%

SECTION C: Information and communications

Q12 Are you aware that the garden waste collected across the borough is turned into a soil conditioner called "Pro Grow"?

Yes 56% No 44%

Q13 How well informed do you feel about the following? Please tick one box for each statement

| | <i>Very well informed</i> | <i>Fairly well informed</i> | <i>Not very well informed</i> | <i>Not well informed at all</i> |
|--|---------------------------|-----------------------------|-------------------------------|---------------------------------|
| Which materials can and cannot be recycled in your area | 19% | 58% | 18% | 5% |
| What the benefits of recycling are | 42% | 42% | 12% | 4% |
| Which recycling services are provided in your local area | 21% | 53% | 21% | 6% |
| What happens to materials after they are collected for recycling | 8% | 33% | 45% | 14% |

| | | | | |
|---|----|-----|-----|-----|
| Campaigns / promotions in your local area to encourage people to recycle more | 9% | 37% | 43% | 10% |
|---|----|-----|-----|-----|

Q14 What additional information would you like to receive? Please tick all that apply

| | |
|--|------|
| More about electrical items that can be recycled e.g. fridges, computers, TVs..... | 75% |
| More about disposing of hazardous waste e.g. chemicals | 51% |
| More about reduced price compost initiatives..... | 47% |
| Who to contact when I have a problem, query or request..... | 55% |
| Other (please write in below) | 5% |
| None of these | 9% |
| Other | 100% |

Q15 What would be your preferred way to find out more about Havant Borough Council's waste and recycling services? Please tick one only

| | | | |
|---------------------------------------|-----|---|-----|
| Telephone..... | 2% | Presentations to local interest groups..... | *% |
| Havant Borough Council's website..... | 6% | Serving You (the council's magazine)..... | 21% |
| Letter..... | 10% | Radio | 1% |
| E mail | 16% | Articles in local newspapers or magazines.. | 6% |
| Text..... | 1% | Leaflets through my door..... | 37% |

Q16 Do you recognise the recycling logo above?

| | | | |
|------------------------------|-----|-----------------------------|-----|
| Yes (go to question 17)..... | 64% | No (go to question 18)..... | 36% |
|------------------------------|-----|-----------------------------|-----|

Q17 If yes, where have you seen this logo before? Please tick all that apply

| | | | |
|---|-----|--|-----|
| Leaflets..... | 68% | Other websites | 11% |
| Serving You (the council's magazine) | 55% | Articles in local newspapers or magazines..... | 33% |
| Recycling banks | 67% | Don't know | 8% |
| TV..... | 27% | Other | 13% |
| Havant Borough Council's website..... | 18% | | |

SECTION D: General

Q18 Which of the following best describes your home? Please tick one only

| | | | |
|--------------------------------------|------|--|----|
| Detached house / bungalow | 41% | High / medium rise flats..... | 4% |
| Semi detached house / bungalow | 29% | Low rise flat / flat in converted house..... | 5% |
| Terraced house | 20% | Other (please write in below) | 2% |
| Other | 100% | | |

Q19 Do you have a garden? Please tick one only

| | | | | | |
|----------------------------|-----|--------------------------|----|----------|----|
| Yes, a private garden..... | 90% | Yes, a communal garden . | 4% | No | 6% |
|----------------------------|-----|--------------------------|----|----------|----|

Appendix three: Absolute counts

Waste and Recycling

SECTION A: Waste and Recycling

Q1 Overall, how satisfied or dissatisfied are you with the following?

| | <i>Very satisfied</i> | <i>Fairly Satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|--|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| Your regular waste and recycling collection crew | 598 | 553 | 65 | 29 | 25 |
| Your household waste collection service | 423 | 501 | 155 | 159 | 26 |
| Your household recycling collection service | 455 | 536 | 140 | 73 | 55 |
| Your household garden waste collection service | 54 | 54 | 46 | 168 | 874 |

Q2 How satisfied or dissatisfied are you with the following aspects of waste and recycling services?

| | <i>Very satisfied</i> | <i>Fairly Satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|---|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| Range of materials collected from the kerbside for recycling | 132 | 518 | 305 | 199 | 69 |
| Frequency of household recycling collections | 398 | 590 | 109 | 114 | 43 |
| Frequency of household waste collections | 268 | 398 | 242 | 317 | 32 |
| How "clean and tidy" the street is following the collection of items for recycling | 381 | 654 | 111 | 68 | 43 |
| How "clean and tidy" the street is following waste collection | 371 | 650 | 130 | 63 | 38 |
| Information provided to my household about recycling | 303 | 629 | 177 | 105 | 49 |
| Information provided to my household about waste | 283 | 671 | 166 | 98 | 37 |

Q3 If you have answered fairly dissatisfied or very dissatisfied to any of the above, please tell us what changes you would like to see

780

Q4 Which of the following services do you use in your local area for recycling? Please tick all that apply

| | |
|--|------|
| The council's kerbside recycling collection using wheeled bins | 1148 |
| Recycling facilities at your local tip / Household Waste Recycling Centre..... | 1004 |
| Recycling banks in other places (e.g. car parks, supermarkets) | 1087 |
| Collections made from your home by other groups (e.g. charities)..... | 684 |
| Local groups / shops that accept items that you deliver to them | 582 |
| Other (please write in below) | 76 |
| None of these..... | 14 |
| Other | 112 |

Q5 Looking at the following list, please indicate which of the materials, if any, you think can and cannot be recycled through the council's kerbside collection

| | <i>Can recycle</i> | <i>Can't recycle</i> | <i>Don't know</i> |
|--------------------------|--------------------|----------------------|-------------------|
| Newspapers and magazines | 1230 | 9 | 7 |
| Card / cardboard | 1221 | 17 | 10 |
| Glass bottles and jars | 344 | 870 | 24 |
| Food cans | 1190 | 31 | 25 |
| Drinks cans | 1188 | 33 | 19 |
| Plastic bottles | 1147 | 66 | 30 |
| Yoghurt pots | 242 | 899 | 104 |
| Margarine tubs | 257 | 873 | 115 |

| | | | |
|--|-----|-----|-----|
| Other plastic | 315 | 680 | 215 |
| Fruit juice / milk cartons | 455 | 700 | 77 |
| Old clothes / shoes | 248 | 892 | 92 |
| Garden organic waste (e.g. grass cuttings) | 319 | 759 | 157 |
| Kitchen waste (e.g. food leftovers) | 176 | 944 | 113 |

Q6 Havant Borough Council also provides a range of local recycling facilities such as bottle banks, paper / cardboard banks, textile banks, book banks and shoes banks. **How satisfied or dissatisfied are you with each of the following aspects of the service we provide?**

| | <i>Very satisfied</i> | <i>Fairly satisfied</i> | <i>Fairly dissatisfied</i> | <i>Very dissatisfied</i> | <i>Don't know / don't use</i> |
|---|-----------------------|-------------------------|----------------------------|--------------------------|-------------------------------|
| The location of the recycling facilities | 399 | 624 | 110 | 58 | 62 |
| The items you can deposit for recycling | 306 | 689 | 143 | 35 | 64 |
| How "clean and tidy" the site is | 192 | 645 | 240 | 95 | 70 |
| Signposting to sites | 196 | 614 | 211 | 90 | 120 |
| The provision of local recycling facilities overall | 242 | 671 | 194 | 87 | 51 |

Q7 If you have answered fairly dissatisfied or very dissatisfied to any of the above, please tell us what changes you would like to see

630

SECTION B: Garden waste

Q8 To use the Garden Waste Collection Service you must purchase a green plastic sack from the council and telephone to book a collection time. **Have you used the council's kerbside garden waste collection scheme in the last 12 months?**

Yes (go to question 10)..... 296 No (go to question 9)..... 944

Q9 If not, why not? Please tick all that apply

| | |
|--|-----|
| Take it direct to a Household Waste Recycling Centre | 662 |
| Not enough garden waste produced | 149 |
| No garden..... | 111 |
| Cost of service | 389 |
| Having to regularly purchase garden waste sacks | 399 |
| Having to telephone to arrange collection of garden waste sacks..... | 370 |
| I wasn't aware that there was a service available..... | 422 |

Q10 Do you have any comments about how the kerbside garden waste collection scheme could be improved?

578

Q11 If a new Garden Waste Collection Service is introduced using a reusable sack which is emptied on a guaranteed day every fortnight would you take up this service for an annual fee of £25?

Yes 441 No 528 Don't know 239

SECTION C: Information and communications

Q12 Are you aware that the garden waste collected across the borough is turned into a soil conditioner called "Pro Grow"?

Yes 699 No 547

Q13 How well informed do you feel about the following? Please tick one box for each statement

| | <i>Very well informed</i> | <i>Fairly well informed</i> | <i>Not very well informed</i> | <i>Not well informed at all</i> |
|--|---------------------------|-----------------------------|-------------------------------|---------------------------------|
| Which materials can and cannot be recycled in your area | 244 | 731 | 222 | 66 |
| What the benefits of recycling are | 530 | 532 | 147 | 46 |
| Which recycling services are provided in your local area | 262 | 653 | 260 | 69 |

| | | | | |
|---|-----|-----|-----|-----|
| What happens to materials after they are collected for recycling | 105 | 409 | 567 | 170 |
| Campaigns / promotions in your local area to encourage people to recycle more | 114 | 465 | 539 | 128 |

Q14 What additional information would you like to receive? Please tick all that apply

| | |
|--|-----|
| More about electrical items that can be recycled e.g. fridges, computers, TVs..... | 915 |
| More about disposing of hazardous waste e.g. chemicals | 631 |
| More about reduced price compost initiatives..... | 577 |
| Who to contact when I have a problem, query or request..... | 680 |
| Other (please write in below) | 57 |
| None of these | 115 |
| Other | 116 |

Q15 What would be your preferred way to find out more about Havant Borough Council's waste and recycling services? Please tick one only

| | | | |
|---------------------------------------|-----|--|-----|
| Telephone..... | 19 | Presentations to local interest groups..... | 4 |
| Havant Borough Council's website..... | 77 | Serving You (the council's magazine)..... | 269 |
| Letter..... | 128 | Radio | 16 |
| E mail..... | 196 | Articles in local newspapers or magazines..... | 74 |
| Text..... | 8 | Leaflets through my door..... | 470 |

Q16 Do you recognise the recycling logo above?

| | | | |
|------------------------------|-----|-----------------------------|-----|
| Yes (go to question 17)..... | 793 | No (go to question 18)..... | 445 |
|------------------------------|-----|-----------------------------|-----|

Q17 If yes, where have you seen this logo before? Please tick all that apply

| | | | |
|--|-----|---|-----|
| Leaflets..... | 536 | Other websites | 84 |
| Serving You (the council's magazine) | 440 | Articles in local newspapers or magazines.... | 253 |
| Recycling banks | 535 | Don't know | 69 |
| TV..... | 220 | Other | 98 |
| Havant Borough Council's website..... | 152 | | |

SECTION D: General

Q18 Which of the following best describes your home? Please tick one only

| | | | |
|--------------------------------------|-----|--|----|
| Detached house / bungalow | 513 | High / medium rise flats..... | 46 |
| Semi detached house / bungalow | 366 | Low rise flat / flat in converted house..... | 65 |
| Terraced house | 248 | Other (please write in below) | 20 |
| Other | 53 | | |

Q19 Do you have a garden? Please tick one only

| | | | | | |
|----------------------------|-----|-----------------------------|----|----------|----|
| Yes, a private garden..... | 114 | Yes, a communal garden..... | 53 | No | 74 |
|----------------------------|-----|-----------------------------|----|----------|----|

