

Analysis of consultation results

Background

1. In February 2013 Cabinet considered a range of options for changes to Waste Services. It was agreed that residents should be consulted on two proposed areas for change and the results brought back to Cabinet for a decision in the spring.
2. The areas for consultation were:
 - Options for reducing the opening hours at the Towthorpe Household Waste and Recycling Centre.

Towthorpe Options
1. closing regularly on one weekday all year round
2. reducing daily opening hours
3. opening weekends only in winter
4. closing completely in winter

- Options for reducing the cost of the Garden Waste Service to service delivery

Garden Waste Service Options
a. A subscription charge of around £30 for emptying green bins all year round
b. A subscription charge of around £15 for emptying green bins in the winter months (November to March), but no charge for the summer months
c. No green bin collection in the winter months and no charge in the summer months
d. First green bin supplied free and a charge of around £30 for each extra garden waste bin
e. The option to swap existing green bins for home composters free of charge
f. A combined food waste and garden waste collection all year round
g. Testing the market to see if a lower garden waste disposal cost can be achieved
h. Assessing the market to see if garden waste has any value as a commodity
i. Looking at the potential for all or part of the service to be undertaken by a social enterprise or community group

Methodology - Towthorpe

3. The methodology selected to consult on the Towthorpe options was an on-site survey of users during the 4-week consultation period to ensure that the results were based on the views of people who actually use the service and to maximise the level of response by interviewing users in person. To ensure that the sample was inclusive of a full range of views, the survey was carried out to cover all times of day, on all days of the week over 4 different weeks. A target sample size of 500 was set. This represents 10% of the average usage of the site in a 4-week period. A sample of this size gives a 95% confidence level that results will have a confidence interval of +/- 4.2%.
4. The analysis is based on survey data from 518 responses recorded on 14 days between 18 February and 13 March. Site usage data recorded by the service shows that the days the site is most used are Friday, Saturday, Sunday and Monday with a lower usage fairly evenly spread over Tuesday to Thursday. The data recorded during the survey period is out of line with normal usage – a larger sample was taken on Monday (plus 8%) and Wednesday (plus 12%) than would have been expected and a smaller sample taken on weekend days than expected (Saturday less 8% and Sunday less 12%).
5. Compared to average site usage patterns the sample also under-represents site usage between 8.30 and 9.30 (4% compared to 6%) and over-represents users between 10.30 and 11.30 (20% compared to 15%).

Methodology - Garden Waste

6. The methodology selected to consult on the Garden Waste options was an online survey seeking the views of all residents and a telephone survey targeting 500 users of the Garden Waste service.

Online survey

7. The online survey was set up using Consultation Finder with a link from the CYC website. We set a target sample of 500 drawn from the Talkabout Panel. The panel is comprised of 1,500 residents randomly selected from York's electoral register, who are broadly representative of the city's population in terms of age, gender, social group and geographical area.
8. The choice of an on-line survey could have reduced the level of representation of older people however this is offset by the over-representation of older age groups in the telephone survey.

9. To achieve the sample we emailed 500 members of the Panel inviting them to take part in the on-line survey. In addition the consultation was publicised by advertising in Local Link, media coverage in The Press (a feature on 17th January) and media releases before and after February Cabinet, a week long advert on Minster FM during prime time targeting the younger audience, a news story on the council website and an Intranet news story to publicise to staff. Residents were able to complete the survey online or request a printed copy of the survey to complete. A sample of this size gives a 95% confidence level that results will have a confidence interval of +/- 4.4%.
10. The analysis is based on survey data from 586 on-line responses and 17 postal responses received between 15 February and 14 March. Of these 4 were from non-council residents and have therefore been excluded.

Telephone survey

11. A targeted telephone survey using the same questions was conducted by Feedback Market Research (FMR) on behalf of the council. A telephone survey was selected to complement the online survey in order to reach those people who might be excluded by an online survey. A sample of 500 was drawn from a list of addresses receiving the Garden Waste Service to achieve as far as possible pre-agreed quotas that reflect the population profile for the city. Calls were made during the day and the evening to ensure that responses represented working and non-working residents and to attempt to fulfil the different age range quotas. FMR reported difficulty in achieving the quota for the younger age group (4% of the sample compared to the quota sample of 33%) and the BME quota for the ethnicity profile (3% of the sample compared to the quota sample of 11%). This could perhaps be explained in part by the concentration of older age groups in the types of properties in the city that have gardens and therefore receive the garden waste service. Data showing the population profile of houses with gardens is not available from the census.
12. The analysis is based on survey data from the full 500 responses to telephone surveys conducted between 18 February and 5 March.

Summary of Results

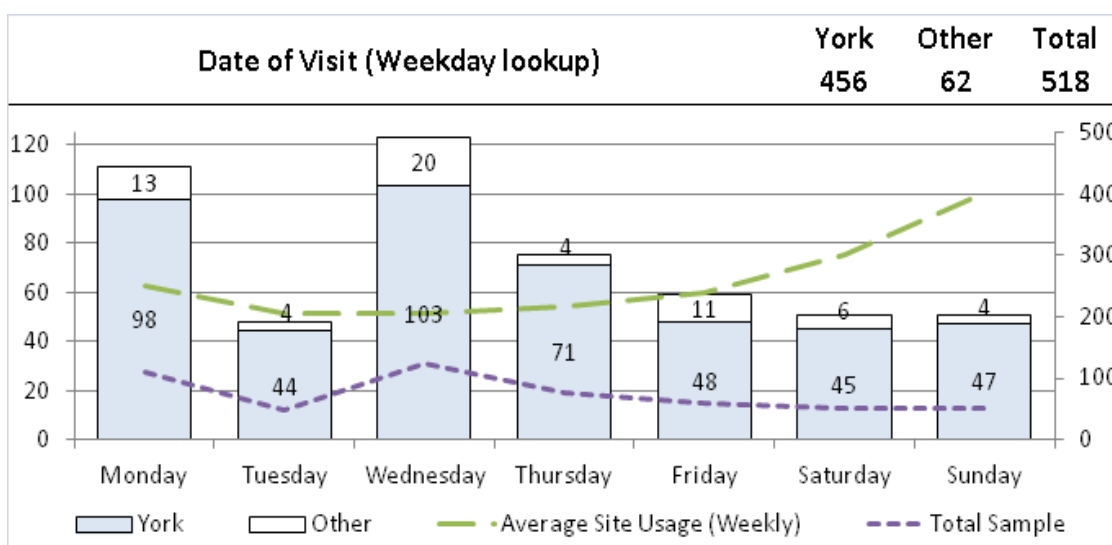
Towthorpe Results

13. 518 site users were surveyed. Of these 62 (12%) were not CYC residents. The remaining site users were from Strensall, Haxby, Huntington, Skelton, Rural West and Clifton. Most people use the site once a month (43.8%) and a significant number use the site weekly (23.5%).
14. The purpose of the survey was primarily to establish the views of CYC residents about the options for reducing opening hours. The results have therefore been analysed to show usage patterns by CYC and other users and to highlight only the views of CYC residents on the options.

Site Usage by day

15. Table 1 below illustrates the usage pattern by day captured in the survey and split by CYC and other users. It shows that the most popular day for other (non-CYC) users to use the site is Wednesday (when the Ryedale HWRC is closed) when they make up 16.3% of users. It also shows that based on average site usage Wednesday is one of the least used weekdays. Deducting other users from the average site usage shows that Wednesday is the weekday least used by CYC residents (176 compared to Tuesday the next lowest usage with 188).

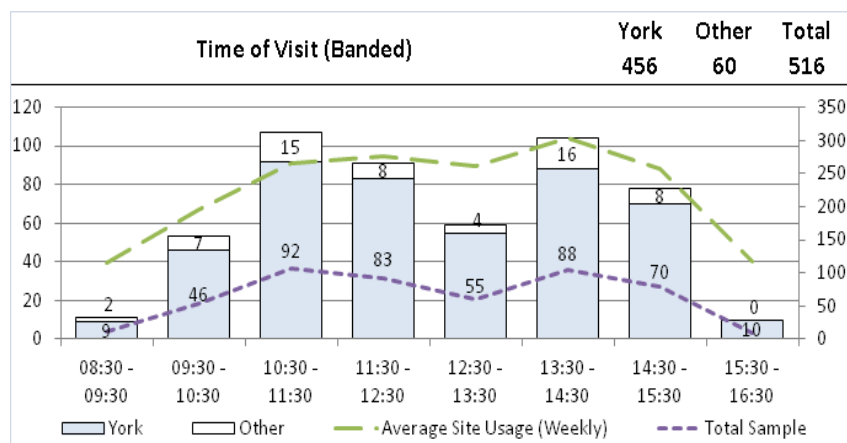
Table 1



Site usage by time

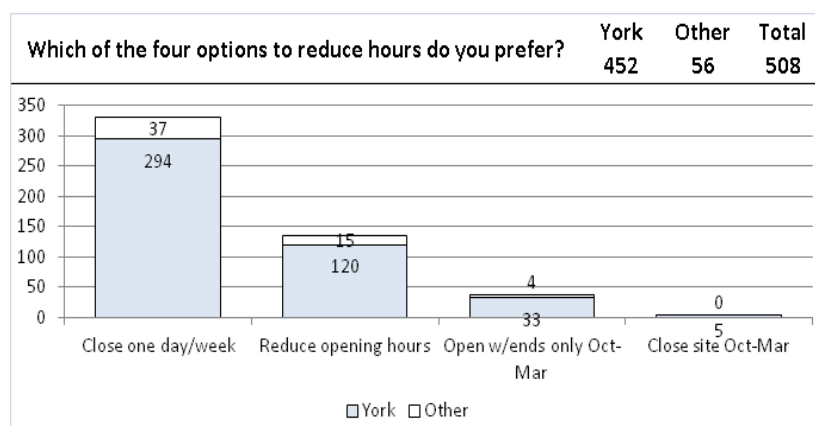
16. Table 2 below illustrates the usage pattern by time split by CYC and other users and shows that there is no significant difference in usage patterns by time of day. Looking at site usage patterns overall the site is most heavily used between 9.30 and 3.30 throughout the week with much lower usage recorded from 8.30 to 9.30 and 3.30 to 4.30 in the winter months.

Table 2



Preferred options for reducing hours

17. Of the four options for reducing the opening hours the most popular amongst CYC users was to close the site throughout the year on one weekday (65%) with reduced daily opening hours as the second preference (26.5%). See **Table 3** below.

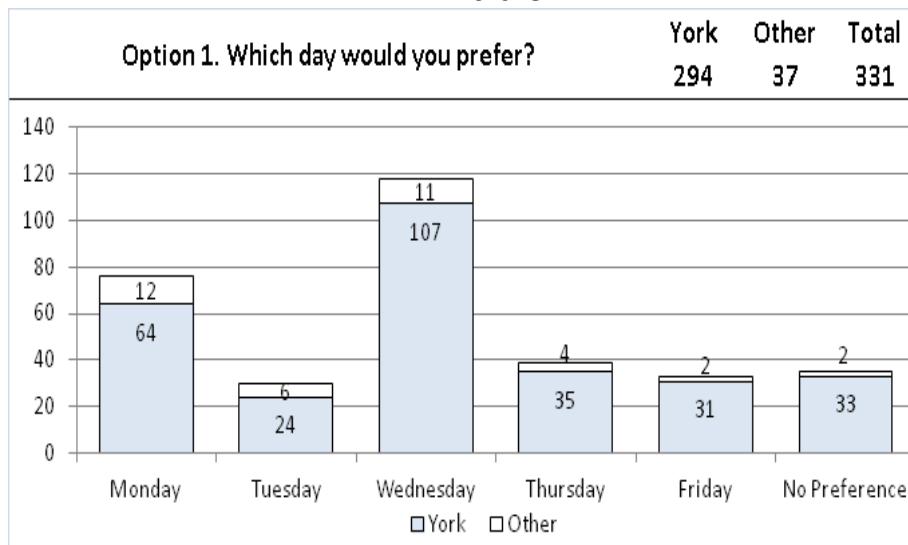


18. Overall, the preferred day for closure was Wednesday (36.4%). Analysing the result by day of visit (including Wednesday), the overwhelming preferred day for closure of York residents is Wednesday. See **Table 4** below.
19. The average overall usage patterns for the site on weekdays (using data for 19 weeks between 16th September 2012 and 24th February 2013) shows that

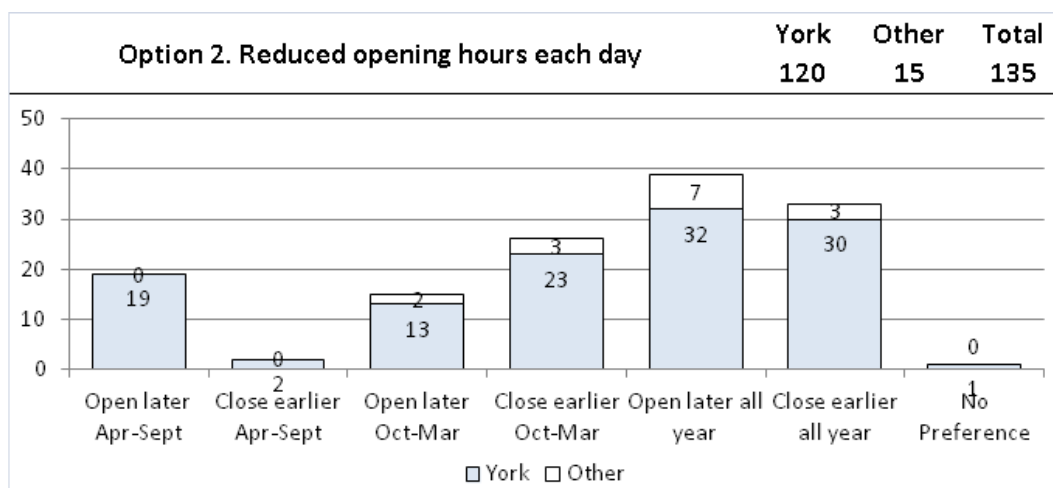
Tuesday (205/11.2%) and Wednesday (206/110.3%) are the days with lowest average usage. Taking into account the number of non-York users on these days the York resident usage is 188 on Tuesday and 173 on Wednesday.

20. This confirms the views of York users of the site that Wednesday is the best day for closure as it is the day least used by CYC residents.

Table 4



21. The option to reduce the daily opening hours also received a significant level of support (26.5%). For those choosing this option, the preferred change to hours is to open later all year (26.7%). Taken together with those who support opening later in summer (15.8%) or winter (10.8%), the option to open later would be supported by the majority of users who preferred this option (52.3%). The preference to open later would also supported by the site usage data which shows that only 6.5% of users visit the site between 8.30 and 9.30. See **Table 5** below.



Garden Waste Results

22. Some significant differences in results were observed between the online and telephone responses. For options a, b and c (proposing annual charges or a reduction in service) the negative responses in the online results are higher by between 5.2% and 10.7% with a consequent reduction in the combined supportive results.
23. This can be explained by the different methodologies: the phone survey is a more genuinely random research method equally likely to capture positive and negative views whereas the online survey is more likely to attract those who are motivated by strongly negative views about charging and service reduction. The difference in survey responses is highlighted in **Table 6** below.

Garden Waste Service Options	All	Phone	Online	Difference
'Fully Support / Consider Supporting' variation	%	%	%	%
a. Annual charge £30	14.0%	19.6%	9.2%	- 10.4
b. Winter charge £15	38.2%	43.8%	32.9%	- 10.9
c. No winter service	71.3%	74.4%	67.6%	- 6.8
d. £30 per extra green bin	64.6%	60.8%	66.6%	+ 5.8
e. Home composters FOC	35.9%	36.0%	35.2%	- 0.8
f. Combined food & garden waste	65.1%	62.4%	66.3%	+ 3.9
g. Reduce disposal costs	76.1%	80.0%	71.6%	- 8.4
h. Achieve commodity value	83.6%	82.0%	83.5%	+ 1.5
i. Social enterprise/community group	59.1%	60.6%	56.9%	- 3.7

For the purpose of the rest of the analysis the combined telephone and online results have been used.

Service usage

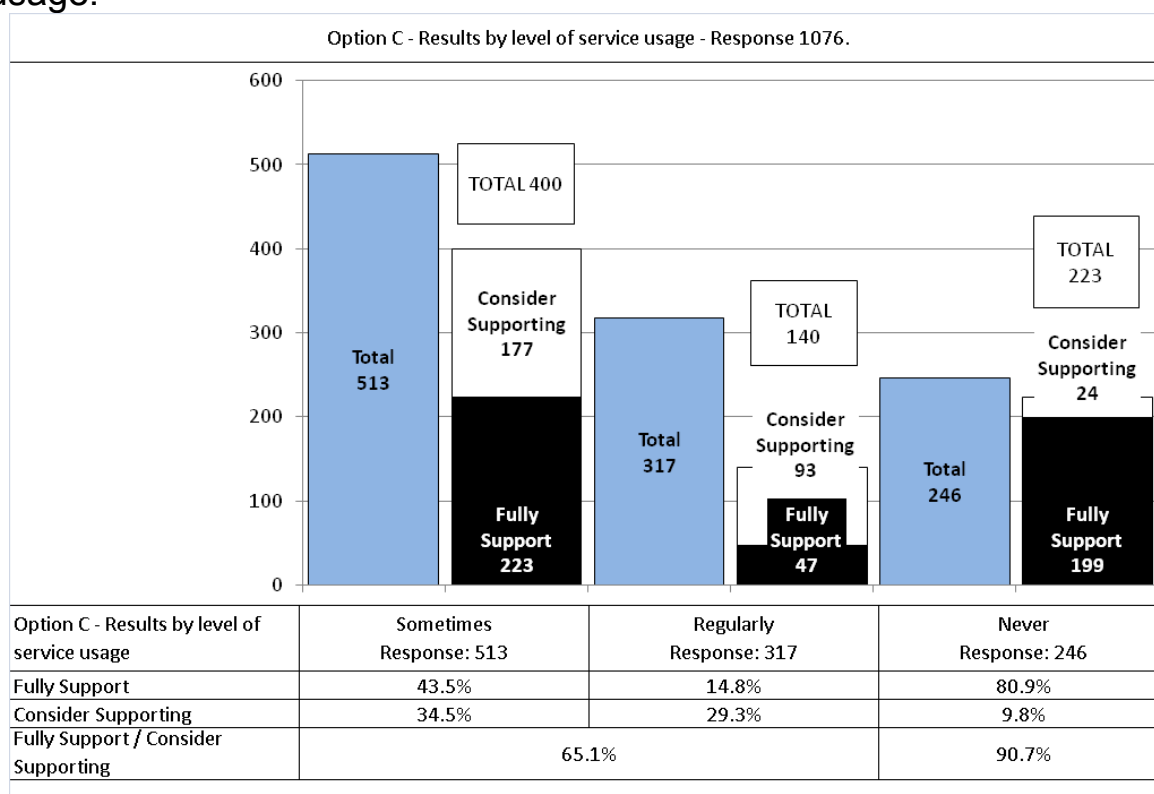
24. The vast majority of users of the garden waste service (87.6%) use only one bin. A minority of households (29.6%) regularly uses the winter service with a further 47.6% using it sometimes and 22.8% never using it.

Options for cost reduction

- a. There is strong opposition (85.5%) to the introduction of an **annual subscription charge**.

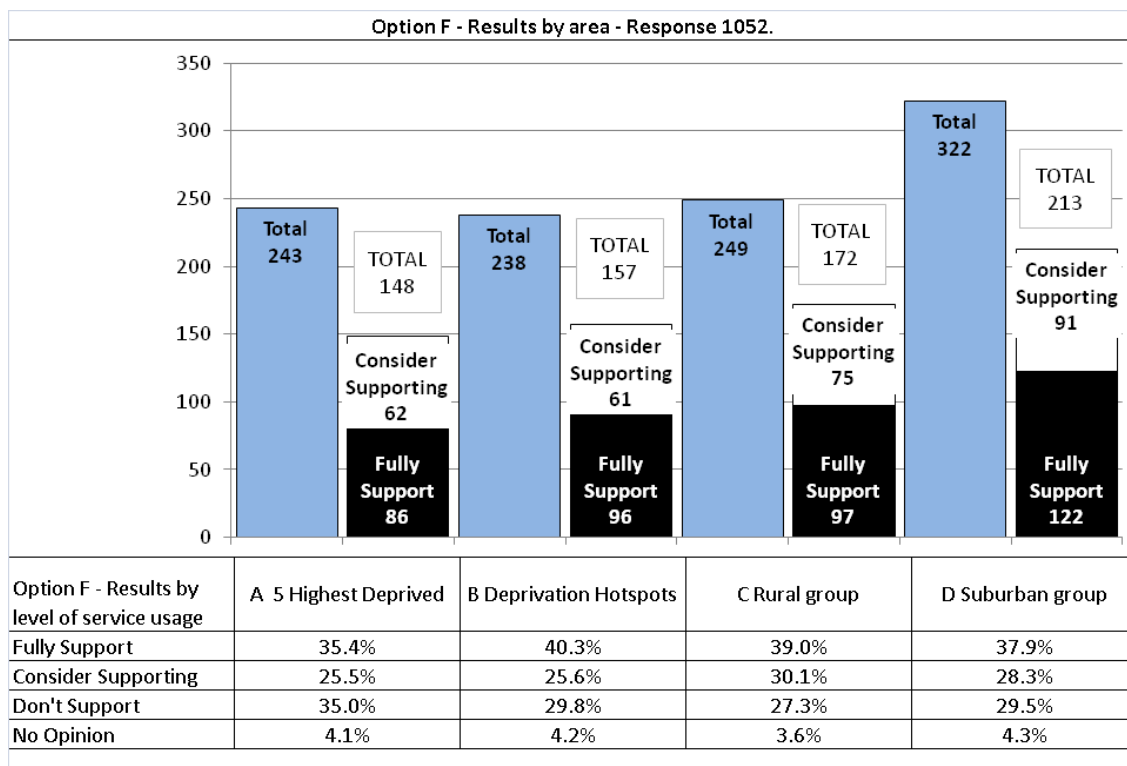
- b. There is more overall support for a **charge for a winter service** (38.1%). But of the people who regularly or sometimes use the service only 33.6% fully support or would consider supporting this option.
- c. **Withdrawing the service in the winter months** has an overall supportive response from 71.2% of people (43.8% fully support and 27.4% potentially support). Amongst people who use the winter service there is also a high level of full or potential support for this option (61.5%).

See **Table 7** below for further detail of the breakdown of support by service usage.



- d. The proposal to make a **charge for each additional green bin** applies directly to only 12.4% of people surveyed and has the overall support of 64.6% of residents – including 42% of people surveyed who regularly use more than one bin.
- e. The option to offer **free home composters** to replace green bins is less popular with overall support of only 35.9% possibly due to respondents assuming this would be a compulsory rather than optional change
- f. The idea of a **combined food and green waste service** is fully or potentially supported by 65.3% of residents. Analysed by area (using the ward groupings as for the Big York Survey) this option is most supported by people in the ‘suburban group’ wards (Dringhouses & Woodthorpe, Fishergate, Haxby & Wigginton, Heslington, Fulford, Heworth Without,

Osballdwick, Derwent) and least supported by wards with ‘deprivation hotspots’ (Acomb, Holgate, Huntington & New Earswick, Micklegate). See **Table 8** below.



The ward groupings used are:

A 5 Highest Deprived	Clifton, Guildhall, Heworth, Hull Road, Westfield
B Deprivation Hotspots	Acomb, Holgate, Huntington & New Earswick, Micklegate
C Rural group	Bishopthorpe, Wheldrake, Rural West, Skelton, Rawcliffe & Clifton Without, Strensall
D Suburban group	Dringhouses & Woodthorpe, Fishergate, Haxby & Wigginton, Heslington, Fulford, Heworth Without, Osballdwick, Derwent

g. and h. There is also broad support (76.3%) for reducing disposal costs (27.5% full and 17.7% potential) and seeking to achieve value from waste as a commodity (83.7% overall; 57.9% full and 10.8% potential).

i. There is perhaps less understanding (6.2% no opinion) and therefore a slightly lower level of support (59.1%) for the service being run by a social enterprise or community group.

Impacts of Options C and D

Option C – withdraw the winter service

25. People were asked to identify what impact it would have on them if the winter service was withdrawn. 62.7% of people who use the winter service felt that the removal of the service would have no impact on them or that they would compost at home instead or take their garden waste to a HWRC. A more detailed analysis of impacts is highlighted in **Table 9** below.

Option C - No green bin collection in the winter months and no charge in the summer months			
Impact analysis	Unique respondents (CYC residents only) who selected at least one of: - It would have no impact on me - I would compost at home instead - I would take garden waste to HWRC		
Base	Number	% of base	% of all respondents
All Respondents (A) (1083/100%)	756 (E)	69.8% (E/A)	
Regular / Sometimes users (B) (836/77.2% (B/A)	524 (F)	62.7% (F/B)	48.4% (F/A)
Regular users (C) (321/29.6% (C/A)	180 (G)	56.1% (G/C)	16.6% (G/A)
Sometimes users (D) (515/47.6% (D/A)	344 (H)	66.8% (H/D)	31.8% (H/A)

Option D – charge for extra bins

26. People were asked to identify what impact it would have on them if a charge was introduced for extra green bins. Overall 82% of residents and 59% of people who use more than 1 bin felt that a charge for extra bins would have no impact on them, that they would compost at home instead or take their garden waste to a HWRC. A more detailed analysis of impacts is highlighted in **Table 10** below.

Option D - First green bin supplied free and a one-off charge of around £30 for each extra garden waste bin			
Impact analysis	Unique respondents (CYC residents only) who selected at least one of: - It would have no impact on me - I would compost at home instead - I would take garden waste to HWRC		
Base	Number	% of base	% of all respondents
All Respondents (A) (1083/100%)	888 (H)	82.0% (H/A)	
Regularly uses 2 bins or more (B) (134/12.4% (B/A)	79(I)	59% (I/B)	7.3% (I/A)
Does not regularly fill a bin (C) (78/7.2% (C/A)	68 (J)	87.2% (J/C)	6.3% (J/A)
Regularly fills 1 Bin (D) (871/80.4% (D/A)	730 (K)	83.8% (K/D)	67.4% (K/A)
Regularly fills 2 Bins (E) (122/11.3% (E/A)	73 (L)	59.8% (L/E)	6.7% (L/A)
Regularly fills 3 Bins (F) 10/0.9% (F/A)	5 (M)	50.0% (M/F)	0.5% (M/A)
Regularly fills 4 or more (G) (2/0.2% (G/A)	1 (N)	50.0% (N/G)	0.1% (G/A)