



PART A REPORT

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

Date: 12th January 2023

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Report title: **SLWP Resident Survey (2022) Findings**

Summary

This paper provides an update to Members of the South London Waste Partnership Joint Committee on the findings of the recent 2022 SLWP resident survey, which has been conducted on a triennial basis since 2010.

Recommendations

The Committee is asked to:

- Note the contents of this report and comment on any aspects of the SLWP 2022 triennial resident survey.

1. Background and introduction

- 1.1 Following a competitive tender process (through RB Kingston), DJS Research was appointed on 13 June 2022 to conduct the 2022 triennial resident survey on behalf of the Partnership.
- 1.2 1,007 computer-aided telephone interviews (CATI) were conducted with a demographically representative sample of residents from across the SLWP region during July and August 2022. This robust approach provides findings with a maximum margin of error of +/-3% (at the 95% confidence level). This means that 19 times out of 20, the figures in the opinion poll will be within 3% of the 'true' answer you'd get if you interviewed the entire population.
- 1.3 As far as was possible, this 2022 survey used the same methodology as previous surveys conducted in 2010, 2013, 2016 and 2019, to enable direct comparisons to be made and long-term trends identified. In addition to the core 'tracker' questions, some new topics were explored for the first time this year including:
 - Covid-19 and how this has changed household waste and recycling habits

- Levels of carbon literacy amongst local residents and awareness of the initiatives the councils are working on to reduce the carbon impact of their environmental services
 - Opinion of the online booking systems and Fair Use Policies that have been introduced at some of the local Household Reuse and Recycling Centre (HRRC) sites within the SLWP region.
- 1.4 Alongside the core telephone survey, an additional 350 face-to-face surveys were conducted with residents who live in the six Wards closest to the Beddington Lane site (where the SLWP's residual waste management and treatment activities are focused):
- Beddington (Sutton)
 - Hackbridge (Sutton)
 - Broad Green Ward (Croydon)
 - West Thornton Ward (Croydon)
 - Cricket Green Ward (Merton)
 - Pollards Hill Ward (Merton)
- 1.5 This allows us to see whether the views of people who live closer to the Beddington site differ from those who live further afield. The findings from these face-to-face 'booster' surveys are subject to a maximum margin of error of +/-5.1% (at the 95% confidence level).

2. Survey findings

- 2.1 A copy of the Findings Report prepared independently by DJS Research and published in November 2022 is appended to this report.
- 2.2 A presentation of the key findings will be given to Members of the SLWP Joint Committee at the meeting on 12th January 2023. The following findings will be highlighted and discussed:

Challenges:

- There's been a slight dip in commitment to recycle since the peak in 2019 (post collection service change), although it is still higher than in 2016
- Younger residents (under 34s) still need to be encouraged to play their part and make more effort to recycle as much as they can
- Residents remain concerned that their recycling efforts do not make a difference; it's just a 'drop in the ocean'. They continue to do it because they know it's the 'right thing', but they need to be reassured that it's also worthwhile
- Trust (that everything that's sorted for recycling is *actually* recycled) has fallen slightly since a peak in 2019 and residents

have made it clear that they would like more information about where their recycling goes and what it's turned into

- Satisfaction with street cleansing services has dropped further, with around of third of residents now dissatisfied with cleanliness standards in residential roads and town centres
- Almost half of residents (42%) are concerned about emissions from energy recovery facilities (the same as in 2019), although these facilities remain popular as an alternative to landfill for dealing with non-recyclable waste

Reasons to be encouraged:

- Satisfaction with waste and recycling collection services has remained stable, despite the operational challenges experienced around Covid-19 and HGV driver shortages. Satisfaction with the garden waste collection service has improved
- The majority of residents agree that the Covid-19 pandemic resulted in them producing more waste at home - so we can expect waste volumes to continue to reduce as we return to pre-pandemic routines
- A small majority of residents feel they waste less and recycle more than they did one year ago
- Residents have a much more realistic view about their borough's current recycling rate - this can be used as a motivator to do even better
- Satisfaction with Household Reuse and Recycling Centres remains high - including the recently-introduced online booking forms (where used)
- There is increasing support for energy from waste as a good alternative to landfill for dealing with non-recyclable waste, with three-quarters now expressing that view when prompted. Support is equally high amongst residents in Wards surrounding the Beddington site (including Beddington Ward), where awareness of the Beddington ERF is also high

2.3 The findings from the survey will inform the Partnership's Joint Waste Strategy, Communications Strategy (2023-2025) and wider decision-making, service design and policy setting.

3. Legal impacts and implications

3.1 None

4. Communications

- 4.1 This report has been drafted by the Partnership's Communications Advisor, who works closely with the four SLWP boroughs and the partnership's commercial partners to ensure communications and engagements activities support the themes agreed in the SLWP Communications Strategy 2020-2022.

5. Recommendations

- 5.1 The Committee is asked to:
- Note the contents of this report and comment on any aspects of the SLWP 2022 triennial residents survey.