

## South Yorkshire Municipal Waste Strategy 2016-2021

### Consultation Report

#### Executive summary

This report provides analysis and evaluation of the results of the South Yorkshire Municipal Waste Strategy (SYMWS) consultation, which was conducted over an eight week period during the summer of 2016 across the region. Alongside analyses this report details the methodology and approach of the consultation process.

Methods of analysis included questionnaire data and thematic analysis of qualitative data.

The results of the consultation identified that stakeholders strongly agreed or agreed with the proposed priorities. The analysis revealed that priorities were ranked in the following order A (Educate and inspire), C (Reliable service), B (Working together), D (Exploring technology) and E (Influencing decision-making). Analysis of the qualitative data gave more insight into what these priorities mean in context for stakeholders. For example, education for specific groups and the types of information.

The report finds that the qualitative and quantitative data both support the councils proposed priorities of the SYMWS. This information will then be used to inform the SYMWS collective approach for the next five years as well as individual Council actions plans.

## **1.0 Introduction**

Barnsley, Doncaster and Rotherham Metropolitan Borough Councils and Sheffield City Council jointly form the county of South Yorkshire. Covering an area of almost 600 square miles, South Yorkshire has a current predicated population of 1.35 million people, in over half a million households. One of the key services provided by South Yorkshire Councils is the management of waste.

In order to create improved efficiency and potential cost savings across the region the Councils have proposed working together to deliver a South Yorkshire Municipal Waste Strategy (SYMWS). The SYMWS will be a joint waste management strategy that aims to identify ways in which the four authorities can be better together.

The SYMWS 2016-2021 has identified areas of commonality across the region whilst reflecting the differences which currently exist between the council in terms of waste management. For example the differences in existing waste contracts and the containers and vehicles used for collections. The intent of the SYMWS is to maximise the benefits of the Councils working collaboratively where possible to make all four councils aligned.

The SYMWS 2016-2021 is the initial step for creating greater coherence across the region. At the heart of the SYMWS delivery is the inclusion of views from residents, businesses and customers. Therefore a SYMWS public consultation has been conducted.

## **2.0 Consultation**

A consultation is a process in which views and opinions from residents, businesses and other stakeholders are collected.

Consulting external bodies gives an opportunity to collect external views - even critical ones – to gauge responses to proposed plans at the early stages of preparation.

## **2.1 Methodology**

For the SYMWS a consultation ran for eight weeks from Monday 6th June 2016 to Sunday 31st July 2016 during which various media outlets were used and a number of events took place in order to raise awareness and participation of the consultation as outlined below.

## **2.2 The SYMWS questionnaire**

To capture public and stakeholder opinions about the proposed priorities and to gather information as to what the councils should prioritise, a questionnaire was created. The questionnaire was split into two sections.

**Section 1:** A series of generic demographic questions. As there were multiple options for how you wish to complete the questionnaire it was therefore deemed appropriate that a participant could complete a questionnaire multiple times. For example a participant could complete a questionnaire as a resident and also as a business as waste management views could be different.

**Section 2:** Consisted of two questions and a free comments box. The first question was a Likert scale and asked participants (using a five point scale) to confirm how far they agree or disagree with the proposed SYMWS priorities A to E (see Table 1).

The second question than asked participants to rank the priorities 1 to 5 in order of preference (1 = highest priority and 5 = a lesser priority).

Finally a comments box was provided to enable participants to write in their own comments.

Table 1: Types and objectives of questions

Question	Type of Question	Objective of question
1	Closed question tick option	Demographic
2	Closed question tick option	Demographic
3	Closed question tick option	Demographic
4	Closed question tick option	Demographic
5	Closed question tick option	Demographic
6	Closed question tick option	Demographic
7	Likert Scale	Attitude to priorities
8	Ranking	Attitude to priorities
9	Open question any other comments	Opinion

Table 2: Question 7 extracted from the SYMWS questionnaire

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<b>Priority A</b> - We aim to encourage and inspire children and adults across South Yorkshire to make less waste by reducing, reusing and recycling more.					
<b>Priority B</b> - The four Councils will work together more closely to deliver value for money services.					
<b>Priority C</b> - We will work hard to deliver and maintain a dependable and reliable service to all our customers.					
<b>Priority D</b> - We will continue to explore how technology can be used to improve recycling and waste services.					
<b>Priority E</b> - We will be pro-active to influence decision-making on waste at European, National and local level, to drive investment into infrastructure within the South Yorkshire economy.					

The questionnaire could be completed either online or using a paper copy. Across both mediums the questions remained the same in terms of wording, format and plain English.

It was not compulsory for applicants to complete all questionnaire fields. Therefore, both in online and paper format participants could skip answers. Where this did occur participants responded were registered at 'blank'.

### 2.3 Accessible questionnaires

It is important to design a questionnaire that it is accessible, and to make sure that the experiences, views and perspectives of different groups are heard, and limiting coverage bias. Therefore, when targeting the under 18 age group it was decided that some of the questions and statements required re-wording in order to make them more understandable.

For example:

Table 3: Accessible wording

Questionnaire wording: Online and paper	Questionnaire wording: Under 18 wording
<p><b>Priority E:</b> We will be pro-active to influence decision –making on waste at European, National and local level to drive investment into infrastructure within the South Yorkshire Region.</p>	<p><b>Priority E:</b> We will share our opinions to influence decisions about waste at all levels of Government and encourage money to be spent on places to treat waste in the area.</p>

### 3.0 Media coverage

Media coverage for the consultation included traditional formats such as paper press as well as social media in order to be as inclusive and accessible to all.

#### 3.1 Local advertisement in paper press

- Rotherham Advertiser
- Rotherham Record

- Dearne Valley Weekender
- Barnsley Chronicle, Barnsley Independent
- The Star (all editions)
- Sheffield Telegraph
- Doncaster Free Press
- South Yorkshire Times

### **3.2 Press release**

On the 3rd June 2016, before the start of the consultation, a press release was distributed to the following media sources:

- The Star (all editions)
- Sheffield Telegraph
- Rotherham Advertiser (including Rotherham Record and Dearne Valley Weekender)
- Barnsley Chronicle (including Barnsley Independent)
- Doncaster Free Press
- South Yorkshire Times

This press release stated the dates for consultation events, how to become involved and contact details of the SYMWS consultation team who could supply copies of the documents in different languages or formats (e.g. large print).

Two weeks before the end of the consultation another press release was made to newspapers and local radio:

- Rotherham Advertiser (including Dearne Valley Weekender and Rotherham Record)
- South Yorkshire Times, Barnsley Chronicle (inc Barnsley Independent),
- Doncaster Free Press
- The Star (all editions)
- Yorkshire Post
- Radio Sheffield

- Rother FM
- Dearne FM
- Trax FM
- Sine FM

### **3.3 Online BDR website**

The BDR website is the host site for the SYMWS consultation. Each council on their respective websites had a website page directing those who wish to view consultation documentation and take part in the survey to the BDR Have Your Say page.

The Have Your Say page hosts:

- the online questionnaire
- the consultations documents
- the times and dates of the consultation events
- FAQs
- supporting documents (including the existing waste strategies and environmental reports)

The page can be accessed using the following link:

<http://www.bdronline.co.uk/wastepartnership/haveyoursay>

### **3.4 Social Media**

#### Twitter and Facebook posts

As part of the SYMWS materials provided to the council a Tweet and Facebook schedule was produced for the consultation (8 weeks) and an additional a pre-consultation and post-consultation tweet or post was also produced.

Each week the councils could use and adapt a standard a tweet or post from a selection. For example:

Figure 1: An example of a BMBC Facebook post



Figure 2: An example of a RMBC Twitter post



Creating a standard list of pre-written tweets and posts helped to ensure equal coverage and consistency across each of the councils. However, the pre-written statements were constructed to allow each council to input different information (e.g. their specific consultation dates) and also to match their social media tone.



### **3.5 Paid Facebook advertising**

In addition to the Facebook posts it was also deemed appropriate to conduct paid advertising via Facebook based on the success of the DMBC 'Time to Bin the Box' consultation. This involved RMBC creating the South Yorkshire Municipal Waste Strategy Facebook page and an advert. The advert would be sent to users who listed themselves as living within Barnsley, Doncaster, Rotherham or Sheffield.

The advert enabled participants to click on a link which would direct them to the BDR website which was the host of the online consultation. People were also able to leave comments on the advert.

A budget of £31 per day, seven days a week for nine weeks was decided upon.

#### **3.5.1 Replying to Facebook comments**

The decision was made not to reply to Facebook comments based upon limited resources.

The majority of comments all reflected similar themes. Therefore a post was created with links that directed people to access their respective council's website in order to find answers to questions.

However, there were a couple of exceptions where replies were sent via private message to the original sender.

### **4.0 Consultation events**

Alongside the paper and social media avenues, four consultation events took place with slots open to the public, councillors, staff and external stakeholders. The format of the events involved a presentation, voluntary participation in the questionnaire and opportunities for questions and answers.

Due to low attendance a further four public sessions were hosted at councils or civic buildings. The responses of which can be seen in the below in Table 2.

Table 4: Council consultation events

	<b>Barnsley Council</b>	<b>Doncaster Council</b>	<b>Rotherham Council</b>	<b>Sheffield Council</b>
1st public event	Tuesday 14th June Barnsley Town Hall  Completed questionnaires: 13	Monday 6th June Mansion House  Completed questionnaires: 10	Tuesday 7th June Rotherham Town Hall  Completed questionnaires: 12	Thursday 9th June Sheffield Town Hall  Completed questionnaires: 5
2nd public event  10:00 to 14:00 Drop-ins	Wednesday 13th July Better Barnsley Shop  Completed questionnaires: 15	Tuesday 12th July Civic building  Completed questionnaires: 45	Tuesday 19th July Riverside House  Completed questionnaires: 50	Wednesday 20th July The Moor Market  Completed questionnaires: 23
<b>Total</b>	<b>28</b>	<b>55</b>	<b>62</b>	<b>28</b>

Table 2: Council consultation events

#### 4.1 Crewboree

Another event was also attended on Saturday 25th June to get the opinions of under 18s.

This was Crewboree an event for Scouts and Guides across South Yorkshire.

#### 5.0 The consultation results

At the end of the consultation period the results of the questionnaire were analysed in order to identify people's responses, opinions and region wide and local priorities.

The data was received from the online dataset and formatted in Excel. This data set was then combined with the paper questionnaire data set which was also in a duplicate Excel format.

#### 5.1 Response rate

In total 1062 people completed the questionnaire. This figure has been broken down into the following groups:

Who completed the questionnaire?

Table 5: Demographic sectors

	<b>Total number of questionnaires completed</b>	<b>Percentage</b>
<b>Residents</b>	948	89.3%
<b>Businesses</b>	33	3.1%
<b>Council Officer</b>	38	3.6%
<b>Member/Councillor</b>	16	1.5%
<b>Other<sup>1</sup></b>	11	1.0%
<b>Blanks<sup>2</sup></b>	16	1.5%
<b>Total</b>	1062	100%

The majority of those completing the questionnaire were residents who made up 89.3% of those who completed the questionnaire. This was followed by Council Officers with 3.6% and followed closely by Businesses at 3.1%. Interestingly, Councillors and Members had a low response rate of 1.5%.

The regional proportions of people completing the questionnaire:

Table 6: Regional demographics

	<b>Total number of questionnaires completed</b>	<b>Percentage</b>
<b>Barnsley</b>	178	16.8%
<b>Doncaster</b>	200	18.8%
<b>Rotherham</b>	365	34.4%
<b>Sheffield</b>	259	24.4%
<b>Other</b>	40	3.8%
<b>Blanks</b>	20	1.9%
<b>Total</b>	1062	100%

<sup>1</sup> Refers to participants who did not fit into the existing categories.

<sup>2</sup> Refers to the number of participants who did not complete this question.

Table 6 shows that the majority of participants who took part in the consultation stated that they were from Rotherham (34.4%), Sheffield (24.4%), Doncaster (18.8%) and Barnsley (16.8%).

Questionnaire responses by age:

Table 7: Age categories demographics

	<b>Total number of questionnaires completed</b>	<b>Percentage</b>
<b>Under 18</b>	89	8.4%
<b>18-25</b>	36	3.4%
<b>26-45</b>	387	36.4%
<b>46-65</b>	428	40.3%
<b>66-84</b>	96	9.0%
<b>85+</b>	3	0.3%
<b>Blanks</b>	23	2.2%
<b>Total</b>	1062	100%

The age categories with the highest response rate was 46-65 year olds (40.3%), followed by 26-45 year olds (36.4%). We also had a positive response rate of 8.4% from under 18 year olds (which is normally a hard to reach target group). The success of reaching the under 18 can most likely be attributed to the event at Crewboree.

## 5.2 The SYMWS priorities

One of the aims of the consultation was to gauge stakeholder responses to the councils list of five priorities, which have been derived from existing waste management plans and corporate policy.

In a twofold question participants were first asked to specify (using a Likert scale) if they agreed or disagreed with the proposed priorities A to E (see Table 1). Applicants were then asked to rank the priorities A to E, choosing which priority was most important to them. For this participants used the scale 1 (most important) to 5 (least important).

The overall results have been ranked as follows:

### **Priority 1 – Educate and Inspire**

**Priority ‘A’ – We aim to encourage and inspire children and adults across South Yorkshire to make less waste by reducing, re-using and recycling more.**

The results show that 91% of people agreed or strongly agreed that we should educate and inspire and 43% of people said that it is the most important of our priorities.

### **Priority 2 – Reliable Service**

**Priority ‘C’ – We will work hard to deliver and maintain a dependable and reliable service to all our customers.**

Of those who took part you 89% of people agreed or strongly agreed that we should deliver a reliable service and 32% of people said that it is the most important of our priorities.

### **Priority 3 – Working Together**

**Priority ‘B’ –The four Councils will work together more closely to deliver value for money services.**

In response to the councils proposing to work together 83% of people agreed or strongly agreed that we should work together and 11% of people said that it is the most important of our priorities.

### **Priority 4 – Exploring Technology**

**Priority ‘D’ – We will continue to explore how technology can be used to improve recycling and waste services.**

In terms of technology 86% of people agreed or strongly agreed that we should explore technology and 8% of people said that it is the most important of our priorities.

### **Priority 5 – Influencing decision-making**

**Priority 'E' – We will be proactive to influence decision-making on waste at European, national and local level, to drive investment into infrastructure within the South Yorkshire economy.**

The results showed that 78% of people agreed or strongly agreed that we should influence decision-making and 4% of people said that it is the most important of our priorities.

**5.3 Ranking based on groups**

Though the above priorities have been derived from the overall responses there are differences between how different groups ranked what matters to them as groups. This information will now be presented:

Table 8: Ranking between completion groups

	<b>Priority A</b>	<b>Priority B</b>	<b>Priority C</b>	<b>Priority D</b>	<b>Priority E</b>
<b>Business</b>	2	3	1	4	5
<b>Council Officer</b>	1	3	2	4	5
<b>Member</b>	1	3	2	4	5
<b>Other</b>	1	3	2	4	5
<b>Resident</b>	1	3	2	4	5
<b>Blanks</b>	2	3	1	5	4

From Table 8 it can be identified that four of the six categories or groups of people ranked the priorities in the same order.

Table 9: Ranking between the regions

	<b>Priority A</b>	<b>Priority B</b>	<b>Priority C</b>	<b>Priority D</b>	<b>Priority E</b>
<b>Barnsley</b>	1	3	2	4	5
<b>Doncaster</b>	1	3	2	4	5
<b>Rotherham</b>	1	3	2	4	5
<b>Sheffield</b>	1	3	2	4	5
<b>Other</b>	1	3	2	4	5
<b>Blanks</b>	1	2	1	4	5

Table 9 shows that unanimously that all four areas of South Yorkshire rank the priorities in the same order.

Table 10: Ranking between the ages.

	Priority A	Priority B	Priority C	Priority D	Priority E
<b>Under 18</b>	1	2	3	4	5
<b>18-25</b>	1	3	2	3	5
<b>26-45</b>	1	3	2	4	5
<b>46-65</b>	1	3	2	4	5
<b>66-84</b>	2	3	1	4	5
<b>85+</b>	1	2	3	4	5
<b>Blanks</b>	1	2	1	4	5

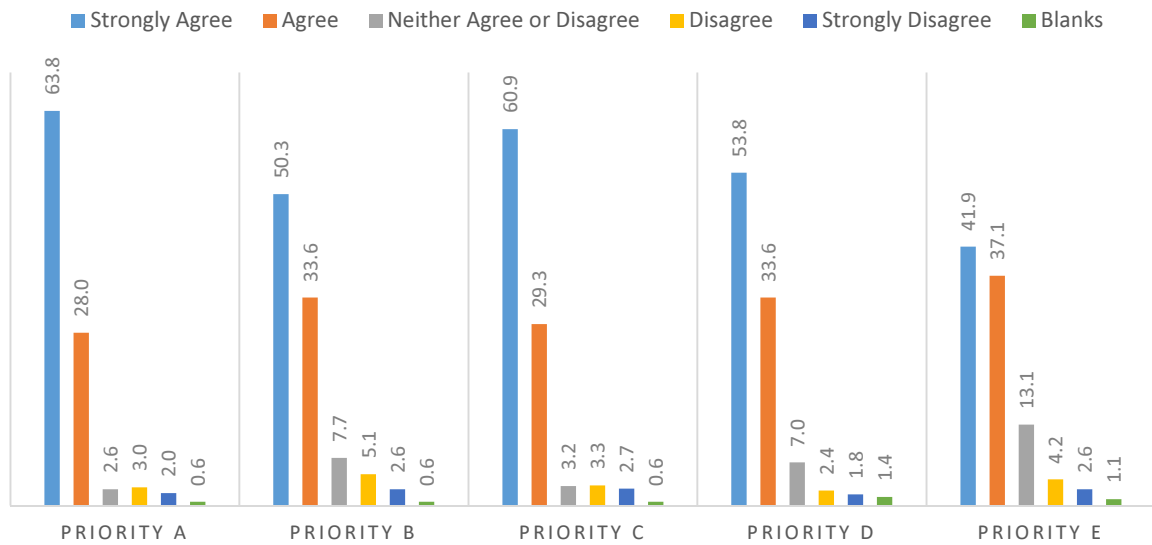
Table 10 shows a greater variance between the categories. This is most clearly seen in the ranking for second and third position. Within this group as well there are ties for joint positions.

How did residents rank the priorities?

Graph 1 below shows how residents across all four authorities felt towards the SYMWS priorities. More than half the residents strongly agreed with Priorities A to D and over 40% strongly agreed with Priority E.

Graph 1: Resident ranking

## HOW DID RESIDENTS RATE THE PRIORITIES

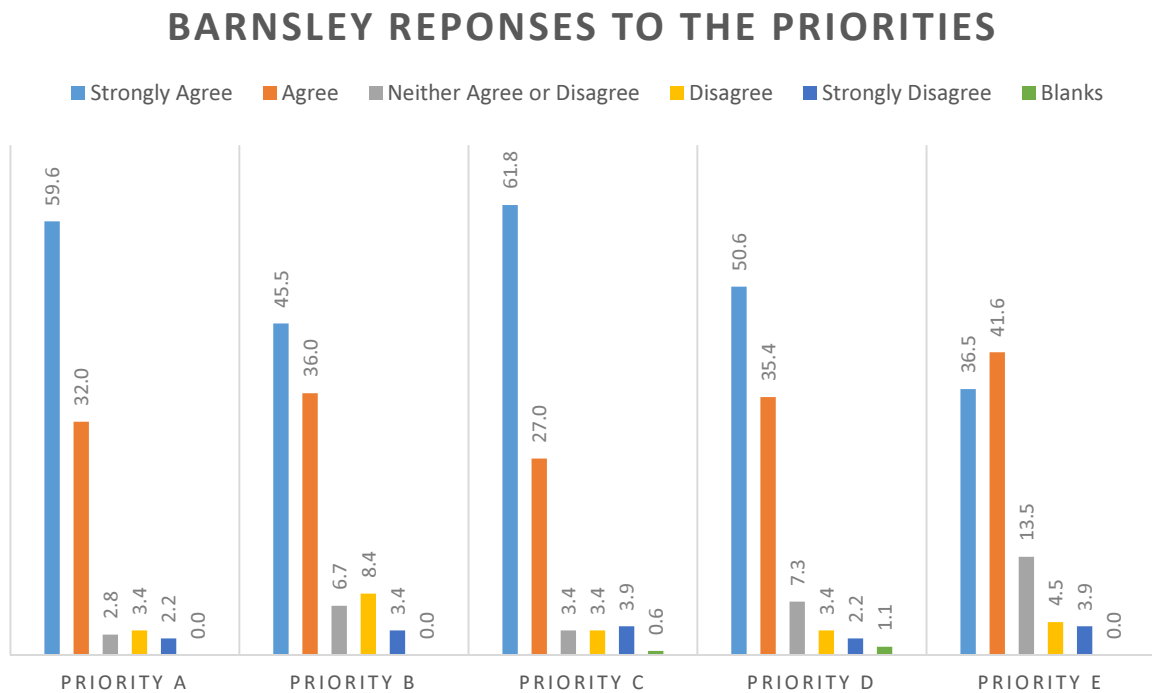


### How did each area respond?

Working together was one of the drivers behind the SYMWS. To take the working approach forward it was useful to use the data to determine if each area felt the same about the priorities. This data has been presented in the following graphs.

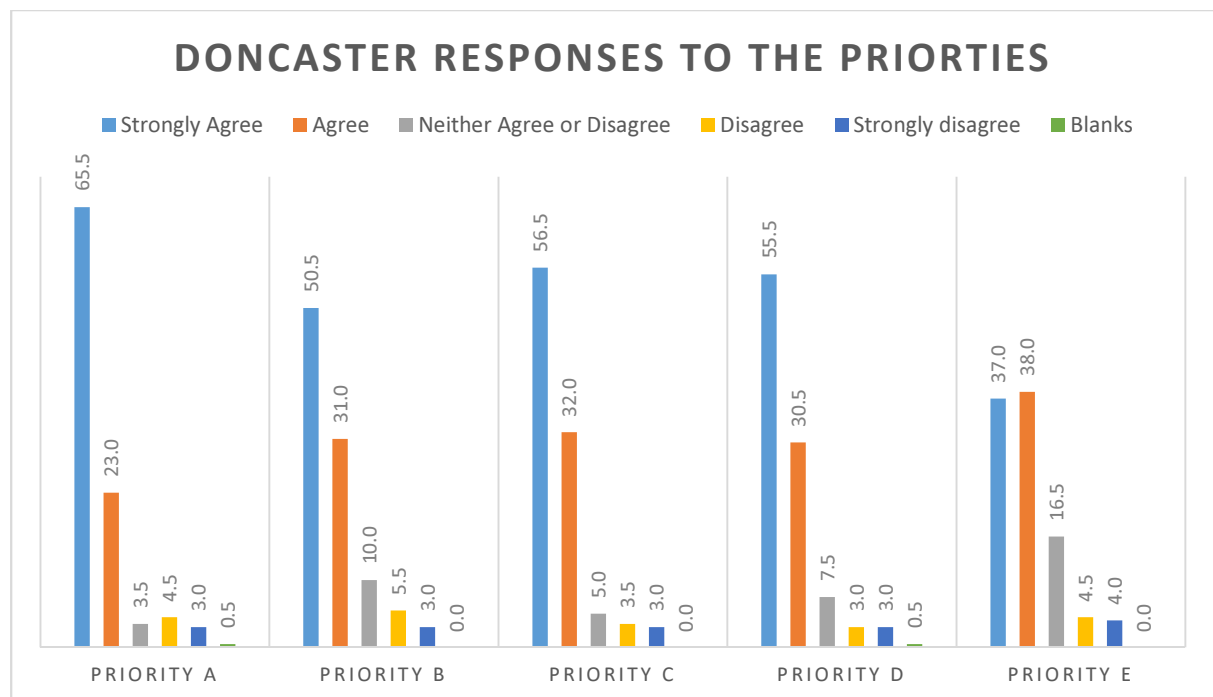


Graph 2: Barnsley responses



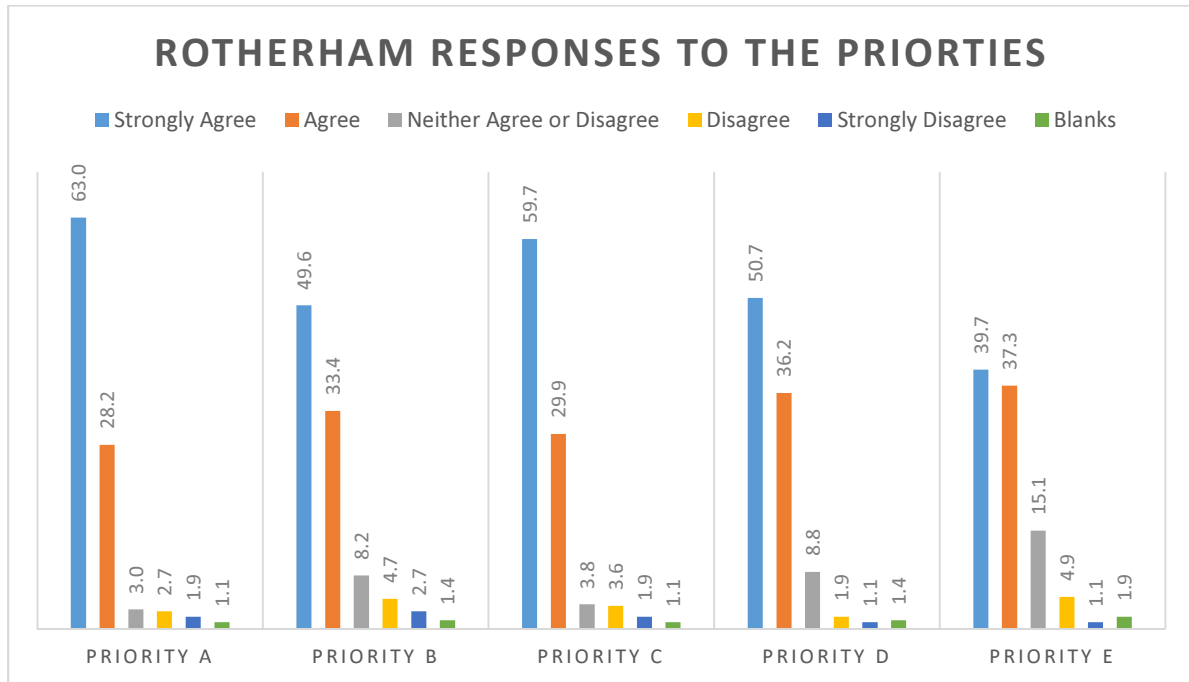
Graph 2 shows that those who stated that they were from Barnsley most strongly agreed with Priority C followed by Priority A.

Graph 3: Doncaster responses



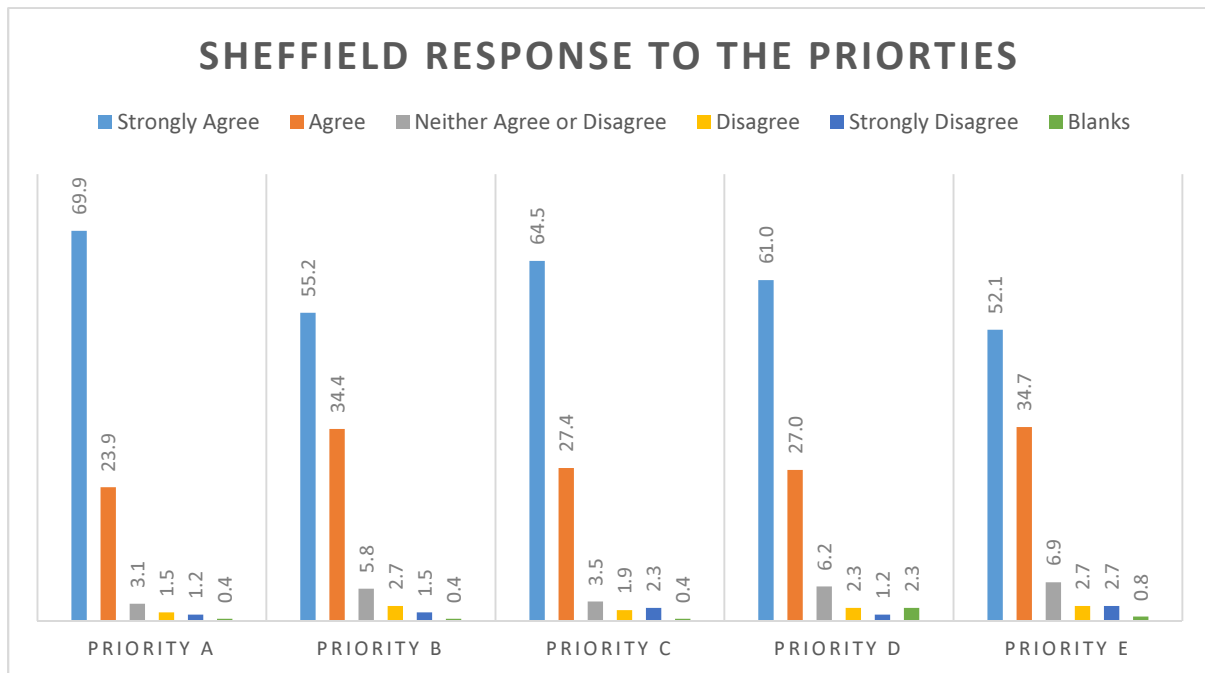
For Doncaster the most strongly agreed Priority was A followed by Priority C.

**Graph 4: Rotherham responses**



Graph 4 is similar to Doncaster as Rotherham also most strongly agreed with Priority A followed by Priority C.

Graph 5: Sheffield responses



Sheffield reiterated both Graphs 3 and 4 and most strongly agreed with Priority A and then Priority C.

#### 5.4 Qualitative response

Alongside the quantitative data collected from the closed questions. The questionnaire also offered a free comments box which allows participants to make any additional comments.

To analyse qualitative data thematic analysis was chosen. This approach is used to identify themes (a theme in this analysis is used to refer to a personal expression). These themes can then be quantified into numerical data. This approach allows all themes to be identified, but it also assigns a frequency, helping to determine which themes occur repeatedly.

Before themes can be established coding of the data required. This entails familiarisation of the comments and individually identifying code e.g. missed bins, request for bins over boxes. Once codes have been established they can be grouped into themes.

For example Comment 51 says:

“Food compostable bin would be good. More household recycling opportunities at centres. Look at Oxfordshire model.”

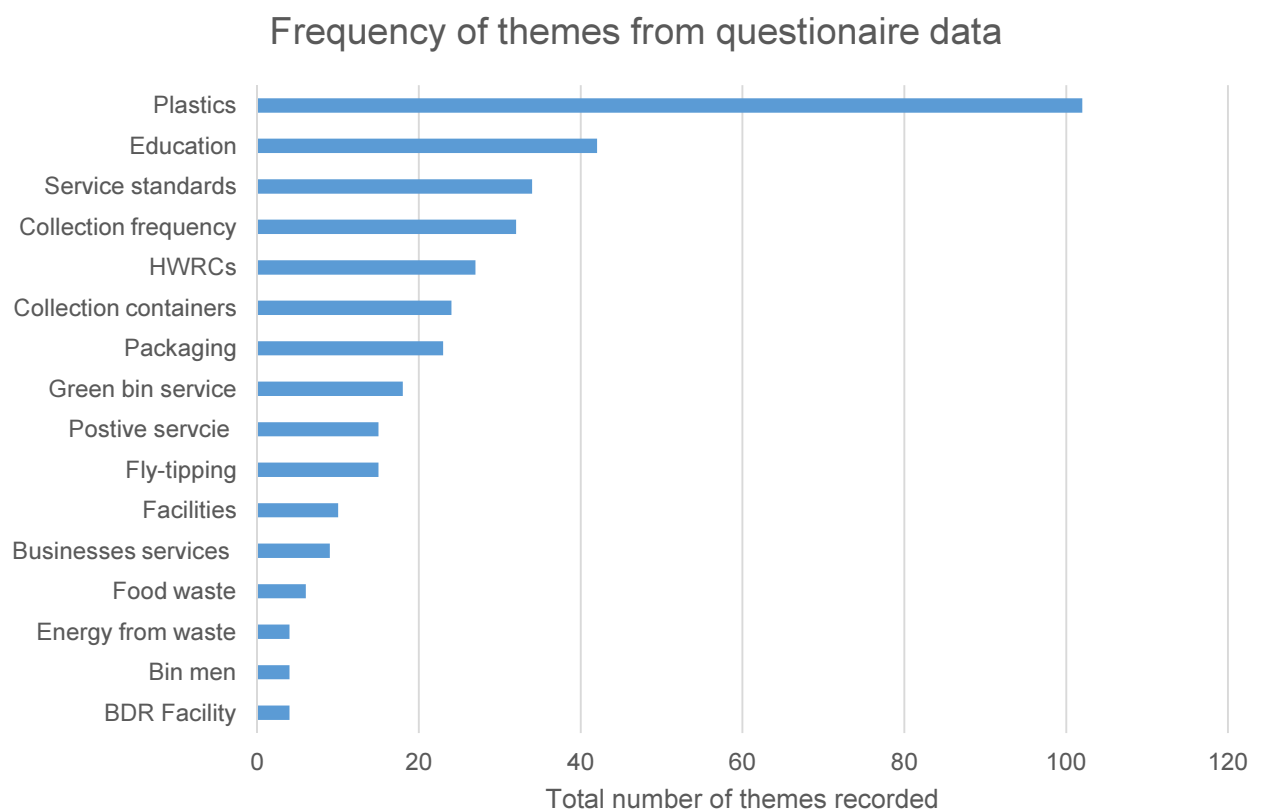
This comment contains two themes one on food waste and the other on HWRC services.

The questionnaire comments could have more than one code and theme within them. Each code within a comment was counted individually.

### 5.5 Questionnaire themes

In total 348 open ended comments were received from the questionnaires.

Diagram 1: The frequency of theme occurring from the questionnaire data set.



In total 16 themes were identified from the data. The top five themes which had the highest occurrence were:

- Plastic (types and collection)

- Education (for all ages)
- Service Standards (missed collection, general approach)
- Collection Frequency (increasing, maintaining and decreasing collections)
- HWRCs

### Plastic

The most frequent theme was in relation to plastic. This ranged from people wanting existing services to be expanded to include more types of plastic, “More opportunities should be made for the recycling of different plastics” (Comment 95). To comments regarding Rotherham’s lack of kerbside plastic collection “Can Rotherham prioritise the kerbside collection of plastics” (Comment 34). This was extended further with additional comments regarding facilities in which people expressed views that overall materials collected by the councils should be expanded “More materials should be collected from the kerbside” (Comment 249) and “ The types of waste which can be recycled is very limited compared to other regions” (Comment 114).

### Education

Education was the second most commonly occurring theme. Education was represented in different ways. From education of younger generations, “I think education is a must as the future generations hold the key to pushing ways waste will save our planet” (Comment 22) and “More education with children. Get schools involved...” (Comment 69).

To making education and information accessible to all in order to increase public knowledge and increase recycling rates “...educate the rest on how to recycle. Teach a man to fish and all that!” (Comment 8) and “I think educating people on waste is really key” (Comment 12). Increased education was felt by some participants as a means to “...convey to people that they have responsibilities re waste & it’s not just the responsibility of the council” (Comment

86) and “We need to get people understanding the importance of recycling to enable the scheme to work to its maximum potential” (Comment 187).

### Service standards

Service standards as a theme included people’s general and specific opinions of the current service, For example, “Your rubbish collection service, is well rubbish!” (Comment 74).

Where people showed negative comments to services it was most frequently in reference to missed collections; “I’d settle for my bin being collected and emptied on the specified date/at all without having to report it” (Comment 97) and “Actually having adequate (not even “good”) bin, recycling and home bin collection schemes would be jolly nice” (Comment 48).

Other suggestions on service included increased collection vehicles, penalties and incentives to recycle and a “...more consistent approach across the four Council areas...”(Comment 199).

Comparable to the negative themes which are linked to service standards was also a separate theme (of a lower frequency) of positive feedback. For example, Comment 297 stated “I think the current service at present is fine” to “Thank you for an excellent service” (Comment 59) and “I know our bins get emptied [regularly] and even in bank holidays that I am impressed with” (Comment 242).

### Collection Frequency

Another theme which was identified from the questionnaires was collection frequency. Interestingly collection frequency could be divided into three categories. Those who felt more collections are necessary “black bin waste collection back to once per week in ALL areas?” (Comment 186) and “Bring back weekly collections” (Comment 147).

To those who felt the current service was satisfactory “We do NOT want the collection periods for general waste extended any more than the current two weekly collection” (Comment 234). Whilst, although fewer in frequency some felt that collections such be reduced “Cut black bin collections to once a month!!!” (Comment 240).

It is also noteworthy to mention that containers as a theme was also mentioned with the majority of people wishing to have bins in replacement of bins and box “Blue boxes and bags should be replaced by a multi cycle bin” (Comment 89).

### HWRCs

The fifth most common theme was HWRCs. This theme incorporated;

- Accessibility: “I can’t drive to the tip. I am disabled and don’t drive” (Comment 136) and being able to access any HWRC within the region “The public should be able to take their recycling to their NEAREST Recycling Centre even if it’s not the council that you pay their Council Tax to”.(Comment 183).
- Business recycling at HWRCs: “There are no recycling facilities that I know about for businesses” (Comment 8) and “Make it easier for people to use the official tips instead of having to hand in paperwork” (Comment 91), “...ridiculous restrictions on who can and can’t use recycling centres” (Comment 94) , “sites should be relaxed to allow vans, trailers trades etc.” (Comment 240).
- Opening hours “if the council tips where open every day there would be less fly-tipping” (Comment 127).

When comparing the qualitative data with the quantitative data there are similarities.

Table 11: Priorities and themes

<b>List of priorities</b>	<b>Themes derived from questionnaire qualitative data</b>
<b>Priority 1: Educate and inspire</b>	Education, businesses
<b>Priority 2: Reliable service</b>	Service standards, containers, fly-tipping, bin men, green bin, positive service, plastics, collection frequency
<b>Priority 3: Working together</b>	Facilities, containers, HWRCs, businesses, BDR, fly-

	tipping
<b>Priority 4: Technology</b>	Energy from waste, food waste
<b>Priority 5: Lobby government</b>	Packaging

This two pronged approach to the data is useful to the development of the SYMWS in understanding the context behind how people feel about the priorities and what for them this translates to.

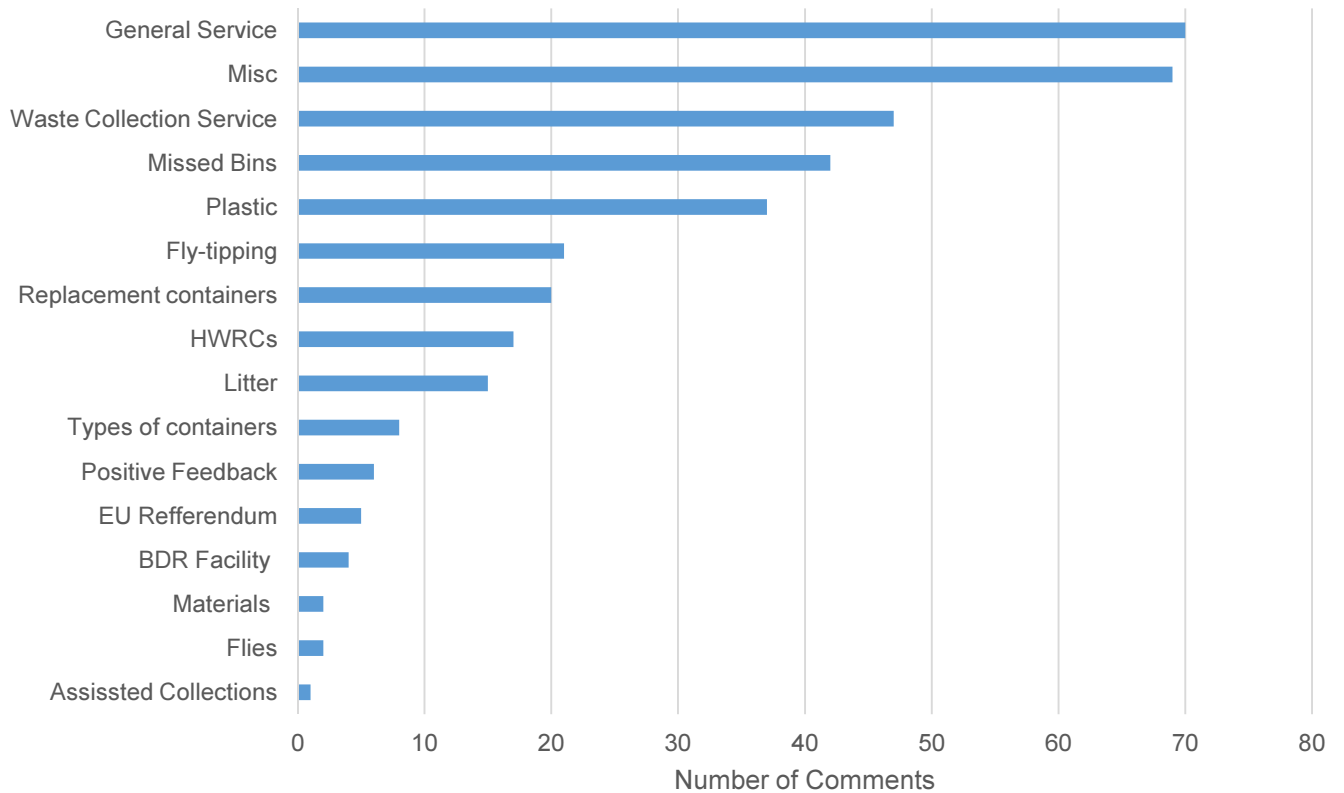
### 5.6 Facebook comments

In addition to the questionnaire comments the Facebook advertising also attracted 366 comments from members of the public. The results of the comments are shown in the below diagram.

Diagram 2: Facebook comments



## Frequency of themes from Facebook comments



The majority of comments were in reference to the general service provided by each of the four councils. The second highest frequency was miscellaneous comments including spam and offensive language. However, the Facebook comments exhibit concurrent themes with the questionnaire data.