

Kerbside Waste - Consultation Analysis Report

Introduction

This report provides high level overview of the findings from the public consultation which was undertaken by Rotherham Metropolitan Borough Council (RMBC) between 27/11/18-26/01/18. The purpose of this consultation was to seek the views of Rotherham residents regarding proposed changes to kerbside collection.

To ensure full engagement with Rotherham residents, the council sought to collect data from multiple channels. This included the following:

- Online web survey
- Drop in sessions (Paper forms were completed)
- Social media engagement via Facebook, Twitter and YouTube
- Comments received

Data collected through the above channels has been received on a weekly basis and collated in to this final summary report. Majority of the graphical information presented in this report is from the online survey, which constituted as the formal consultation mechanism. However in addition, this report also contains volume of interactions via other communication channels.

Information received through the online survey has been compared against RMBC postcode data to provide detailed analysis of responses from different postcode areas and electoral wards in the RMBC borough.

Appendix 1 at the end of this high-level report contains a detailed comparison of the data gathered on size of households and the volume of waste disposal. In appendix 1, there is a detailed synopsis of assisted collections and the relationship with disability rates in Rotherham.

Kerbside Waste - Consultation Analysis Report

Number of Online Form Responses – Weekly Totals

Date: w/c	Total
27/11/2017	2115
04/12/2017	2185
11/12/2017	619
18/12/2017	445
25/12/2017	228
01/01/2018	397
08/01/2018	319
15/01/2018	251
22/01/2018	441
Total Consultation responses	6998

Table 1

The table above shows the number of responses captured weekly. The consultation received an overall response rate of **6998** responses.

Consultation Drop in session – Total no of attendees

Venue	Date	No of attendees
Riverside	06/12/2017	73
Swinton	14/12/2017	112
Maltby	22/12/2017	48
Riverside	03/01/2018	70
Maltby (Maltby Model Village TRA)	09/01/2018	30
Kiveton Park & Wales	12/01/2018	138
Riverside	16/01/2018	5
Wath (Montgomery Hall)	17/01/2018	69
Dinnington	19/01/2018	173
Total attendees for drop in sessions		718

Table 2

Table 2 shows the **total amount** of people who attended the consultation drop in sessions. A total of nine consultation drop-in sessions have now taken place. The drop in session at Kiveton Park had the highest number of attendees, with the most recent Riverside House drop in session having the lowest. It is assumed that this low attendance was due to adverse weather conditions on that date.

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Trend line showing weekly consultation response rate

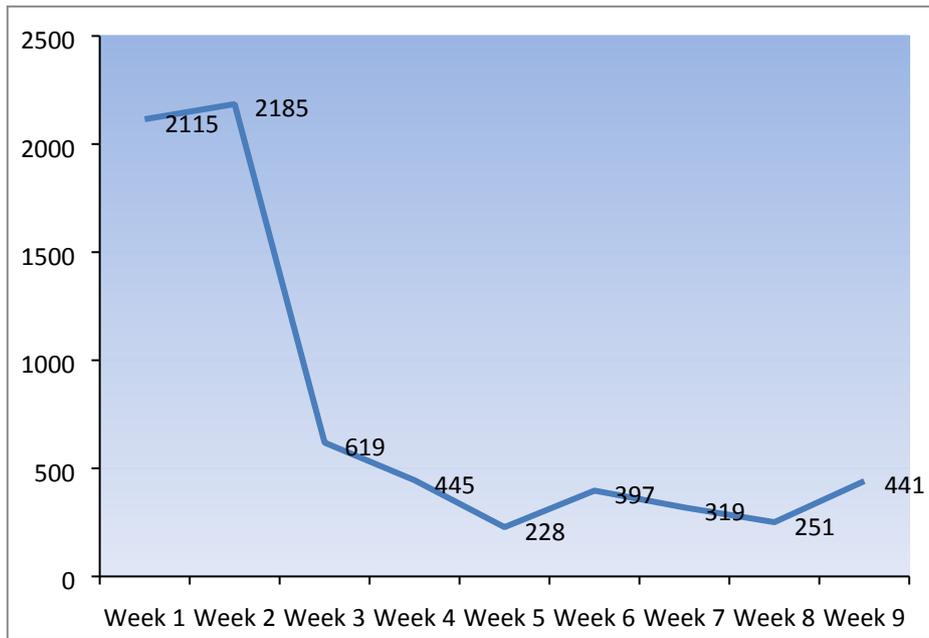


Figure 1

In figure 1, (see above) shows the trend of responses received on a weekly basis. The responses peaked in week 2 of the consultation and declined on a weekly basis after this period.

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Total Running Response Rate

Total Number of Responses for the Online Form to date	6998
Total Number of Comments Received Through Other Forms of Contact	1203
Total Social Media Engagement	91,974
Grand Total	100,175

Table 3

Table 3 (see above) shows the communication channels which service-users used to engage with the council on proposed changes to Kerbside Collection. A total of 6698 consultation forms were completed online.

The Council also recorded comments received via other channels, including comments made directly to the Waste Service, messages to the contact centre and the 'was this information helpful?' section of the consultation form. 1203 comments were received through other such forms of contact.

Social media hits and comments were monitored during the consultation process, and in particular viewing figures for the waste review video. Also, comments in response to the Rotherham Advertiser's Facebook post, comments in response to RotherFed's Facebook post and any other Facebook and Twitter comments were recorded. The total number of comments and hits recorded by the Council was 100,175.

Kerbside Waste - Consultation Analysis Report

Online Data Form Responses

The tables below are based on a total response rate of **6998**. Some of the questions allow users to select more than one answer. The percentage figures are rounded up or down to the nearest decimal place and the **No** answer segment represents where the question has been left unanswered.

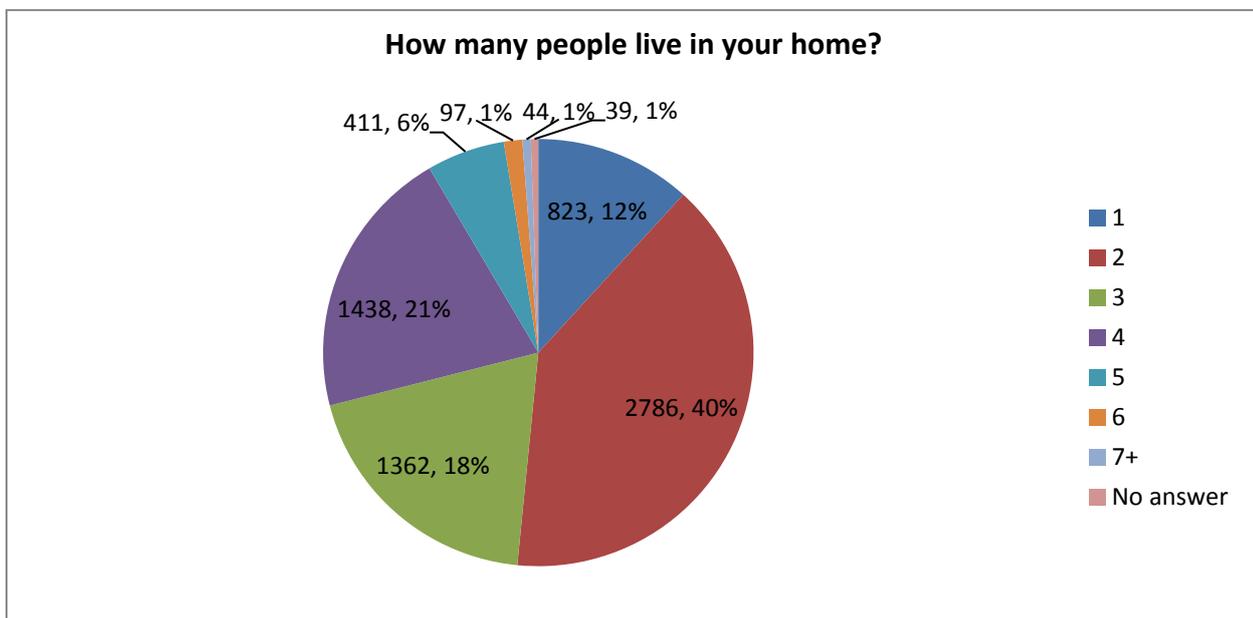


Figure 2

Figure 2: Of the **6998** responders, the highest proportion came from residents living in a 2 person household (**2786 respondents or 40 %.**) The second highest number of responses came from residents living in a 4 person household (1438 respondents, or 20%), followed by residents living in a 3 person household (1362 respondents, or 19 %.)

The lowest response rate has come from households with 7 or more occupants.

Of the **6998** people that have responded, **2786** of them live in a 2 person household which equals to 40%. Following from this, the highest number of responses comes from residents with 4, then 3 total numbers of people in the household.

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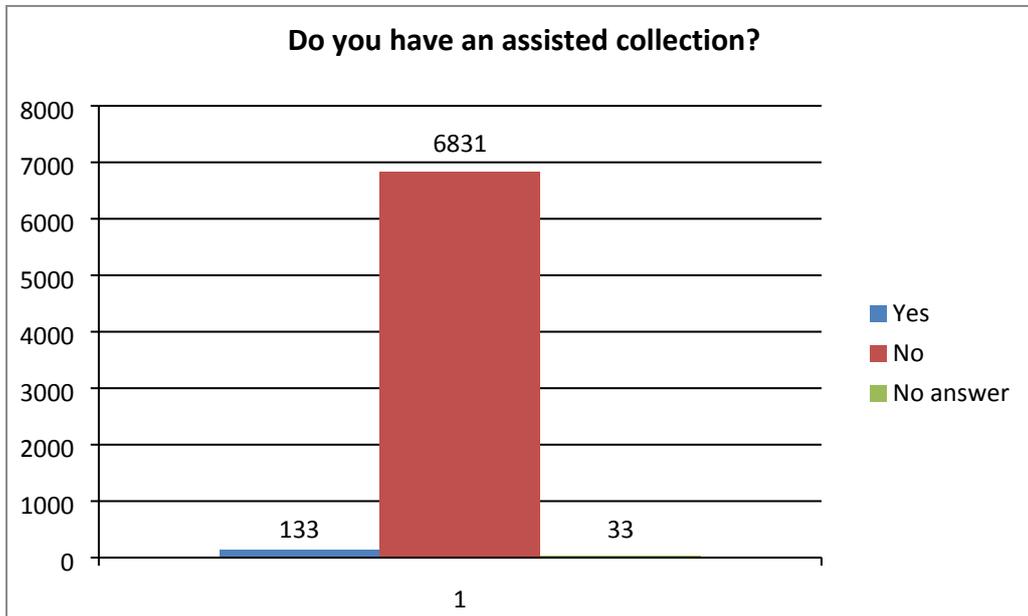


Figure 3a

Figure 3: A total of 6831 of respondents answered that they do not have an assisted collection which equates to 98%. Therefore, only 2% have an assisted collection from those who responded which totals 133 respondents out of the 6998. 33 respondents did not answer this question.

Answer	Total	Percentage
Yes	133	2%
No	6831	98%
No answer	33	1%

Figure 3b The chart shows the percentages for each of the responses

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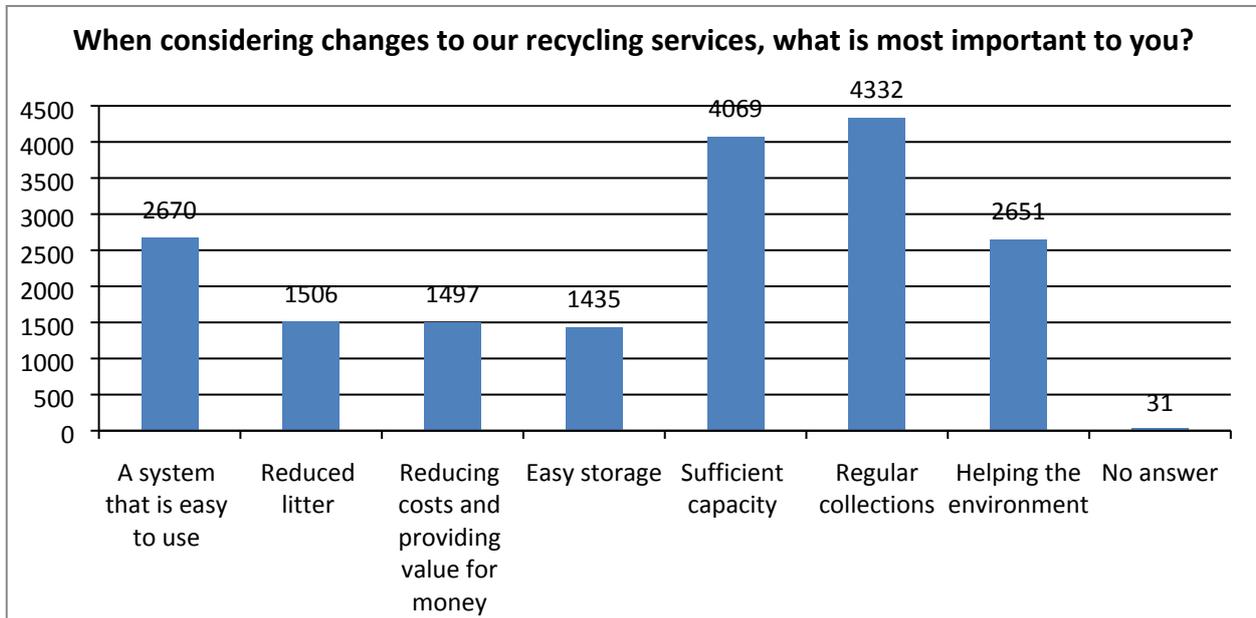


Figure 4a

Figure 4a: The majority of respondents answered that regular collection was the most important factor when considering changes to the service. A total of 4332 people selected this option, followed by 4069 people who selected sufficient capacity.

Responses to this question total 18191, this is significantly higher than the total response rate of 6998 for the whole online consultation survey. The high response rates for this question are due to respondents having the choice of selecting multiple answers to this single question. Consequently, converting the responses in to a percentage format would deliver a distorted figure.

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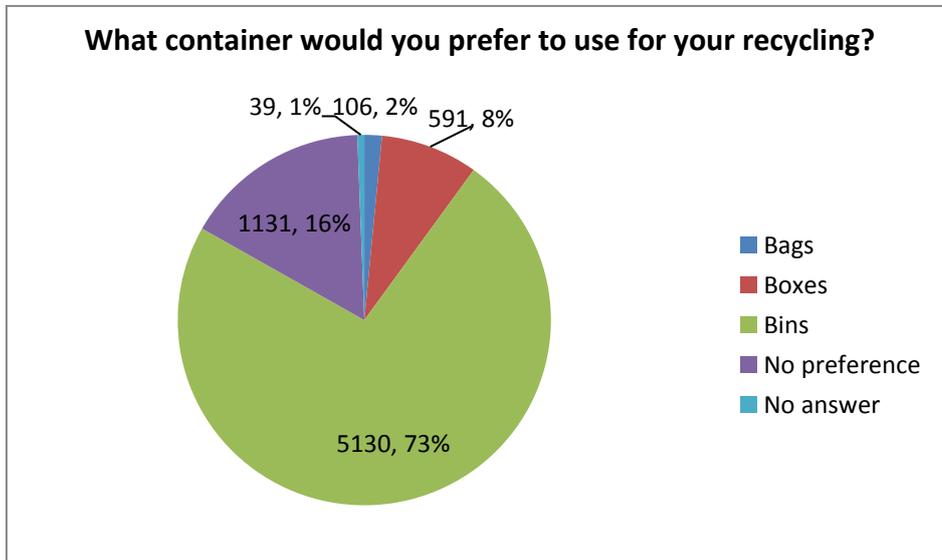


Figure 5a

Figure 5a: Out of the 6998 people who have filled out the online survey, 5130 of them would prefer to use a bin for recycling. This equates to 73% of the total responses received.

Answer	Total	Percentage
Bags	106	2%
Boxes	591	8%
Bins	5123	73%
No preference	1131	16%
No answer	42	1%

Figure 5b The chart shows the percentages for each of the responses

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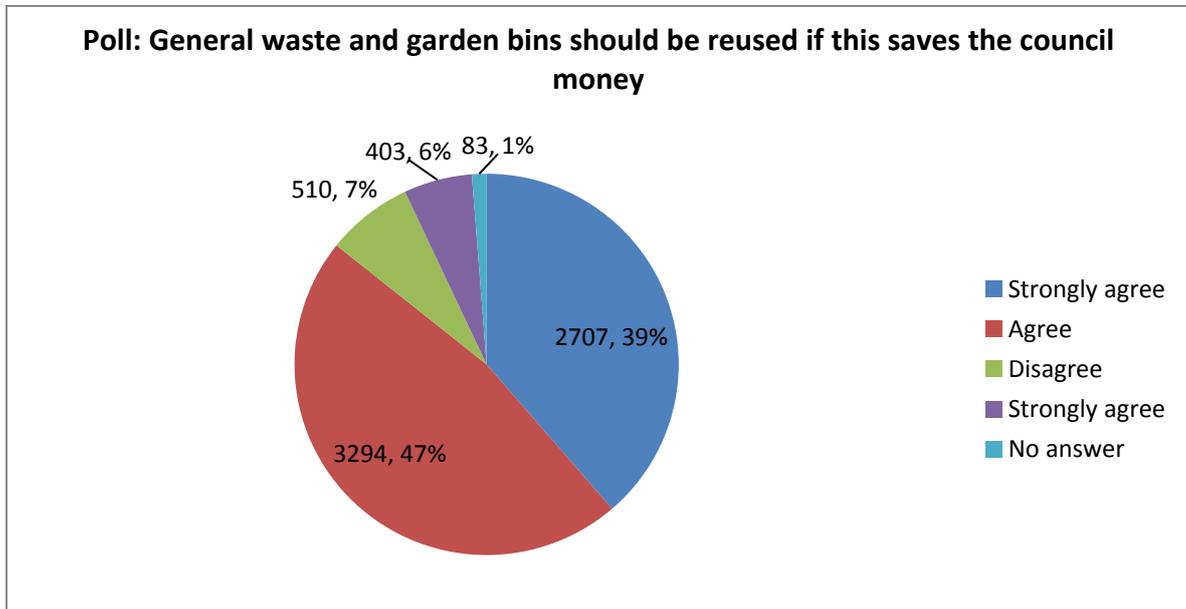


Figure 6

Figure 6: In combination 6001 respondents' states favourable to the reuse of bins, as 2707 strongly agreed and an additional 3294 agreed to this question. Only 13% of respondents disagree or strongly disagree.

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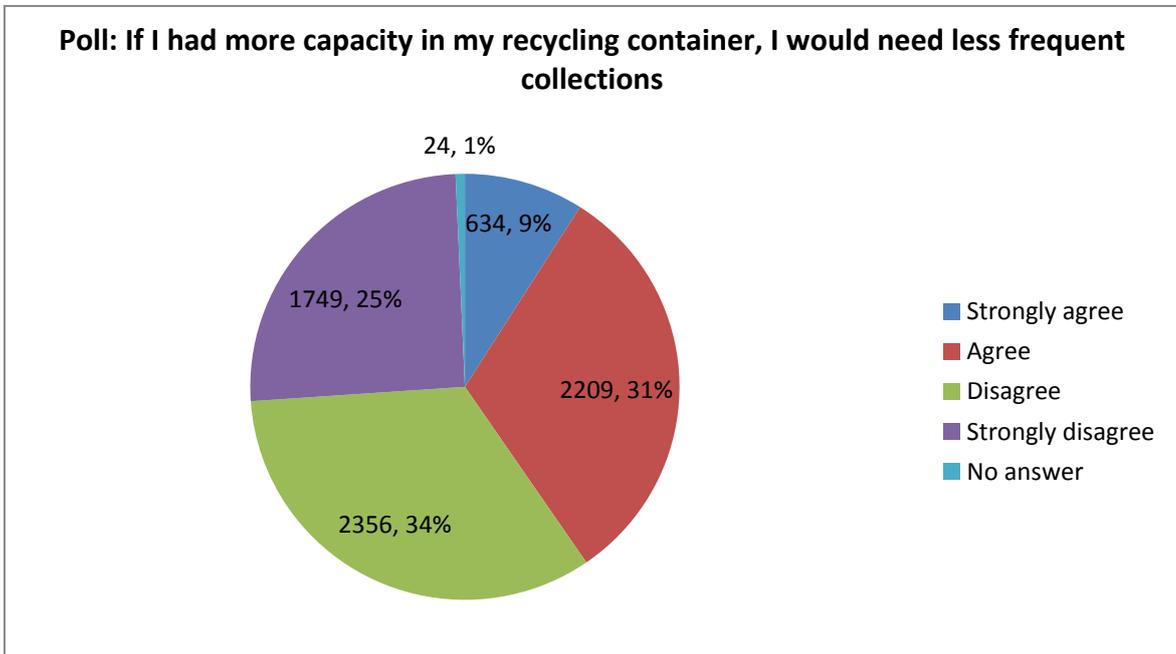


Figure 7

Figure 7: A total of 4141 out of 6998 responses chose disagree and strongly disagree. 2843 people agreed.

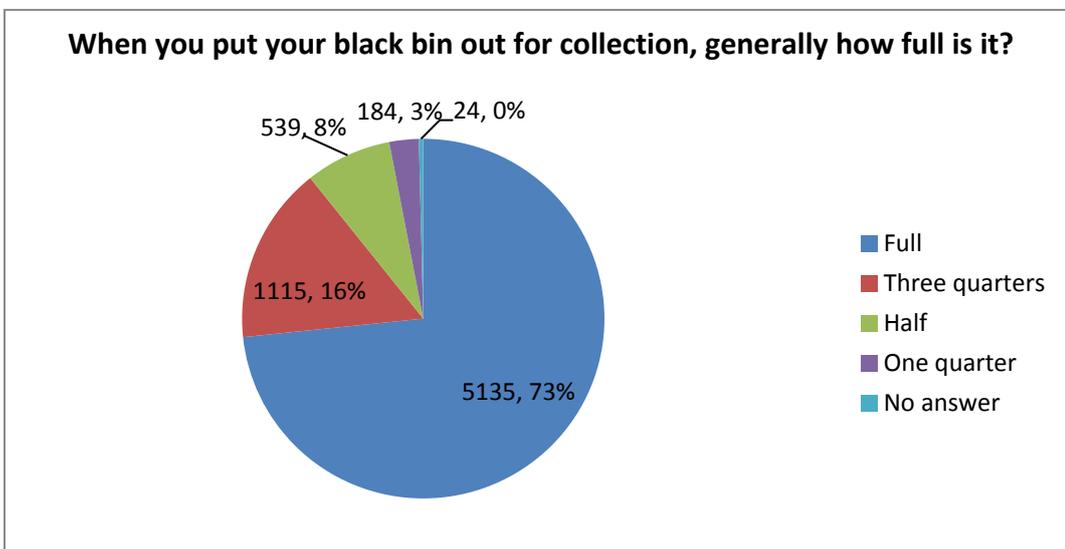


Figure 8

Figure 8: Over **70%** of householders present their black bin as full on collection day; this is **5135** out of 6998 total responses.

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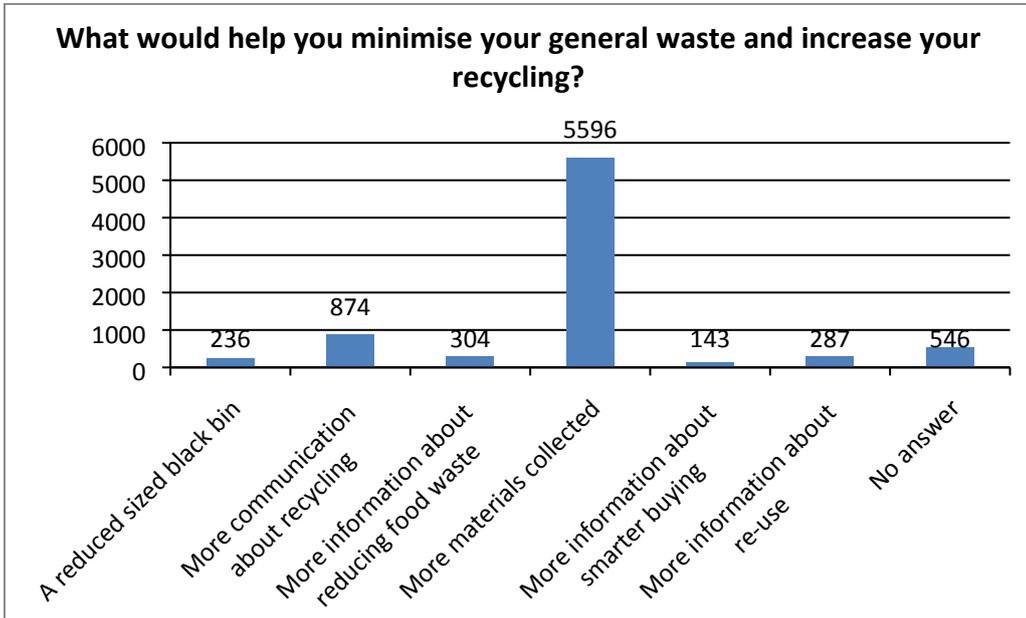


Figure 9a

Figure 9: 5596 or 80% of the respondents selected that if more materials are collected, then this would increase their recycling.

Answer	Total	Percentage
A reduced sized black bin	236	3%
More communication about recycling	874	12%
More information about reducing food waste	304	4%
More materials collected	5596	80%
More information about smarter buying	143	2%
More information about re-use	287	4%
No answer	546	8%

Figure 9b

The chart above shows the percentages for each of the responses

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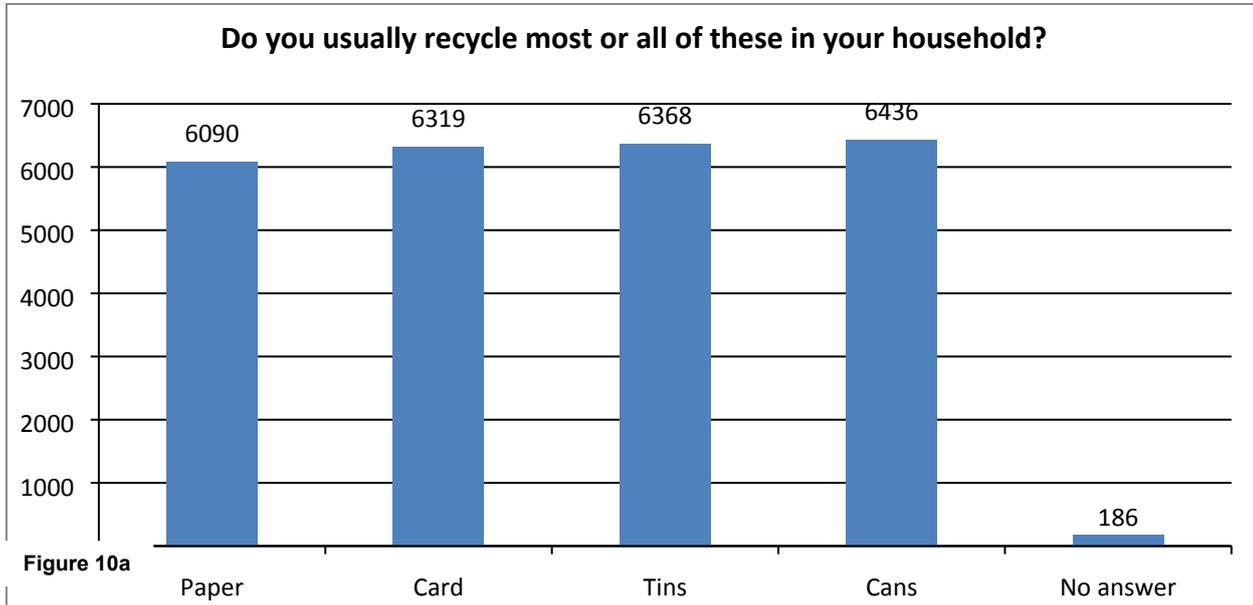


Figure 10a: The majority of respondents stated that they usually recycle all of these materials. Cans are the most widely recycled material, equating to 92% of the total responses.

Answer	Total	Percentage
Paper	6090	87%
Card	6319	90%
Tins	6368	91%
Cans	6436	92%
No answer	186	3%

Figure 10b The chart above how's the percentages for each of the responses.

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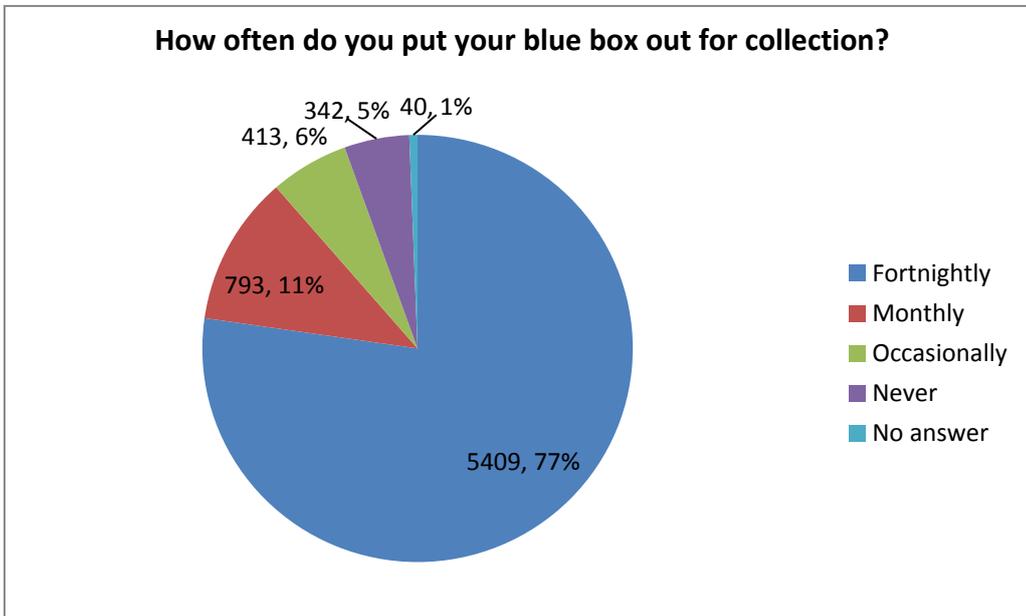


Figure 11

Figure 11: 77% (5409) of respondents present their blue box for collection fortnightly. 1% of people who responded do not present their blue box at all.

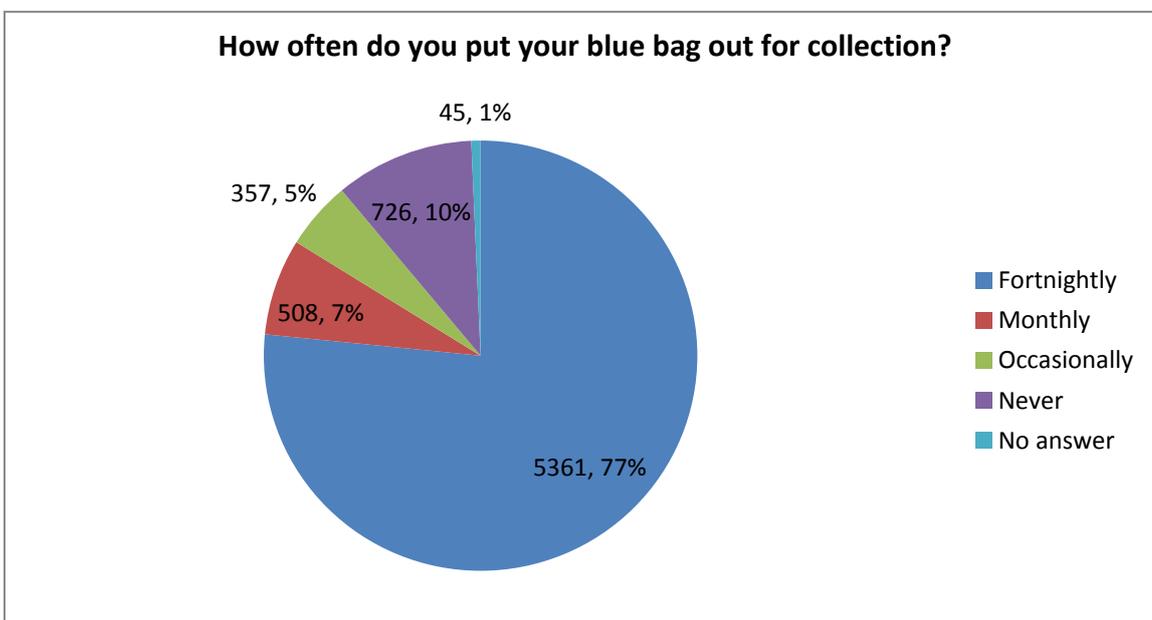


Figure 12

Figure 12: 77% (5361) of respondents put their blue bag out for collection each fortnight. 10% (726) of respondents answered that they never present their blue bag for collection.

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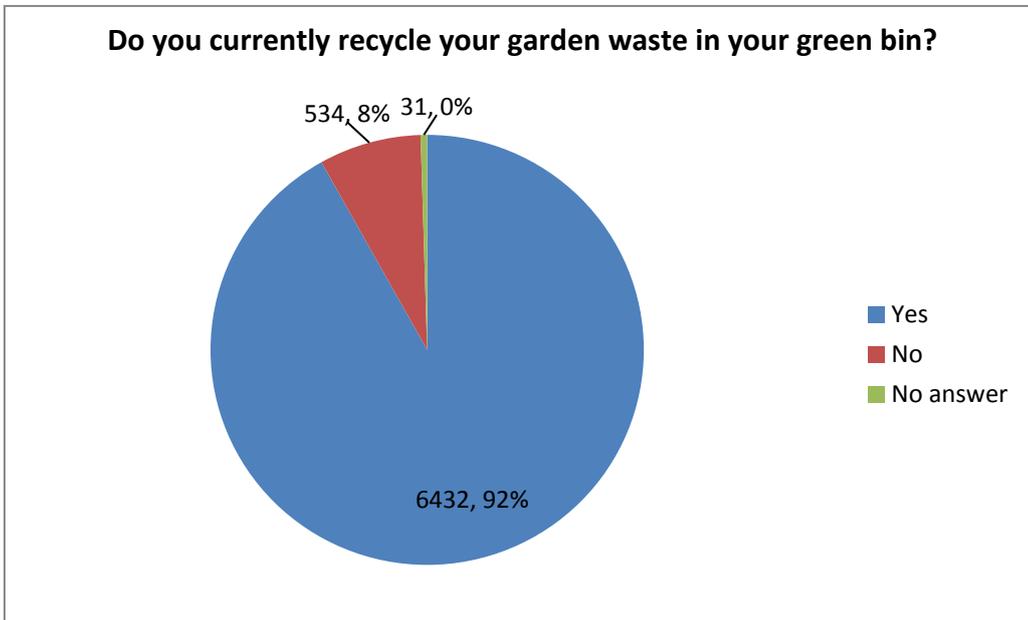


Figure 13

Figure 13: 92% or 6432 responders answered that they currently recycle garden waste in their green bin as opposed to 534, (8%) who do not. Based on this response, the majority of respondents stated they do recycle their green waste.

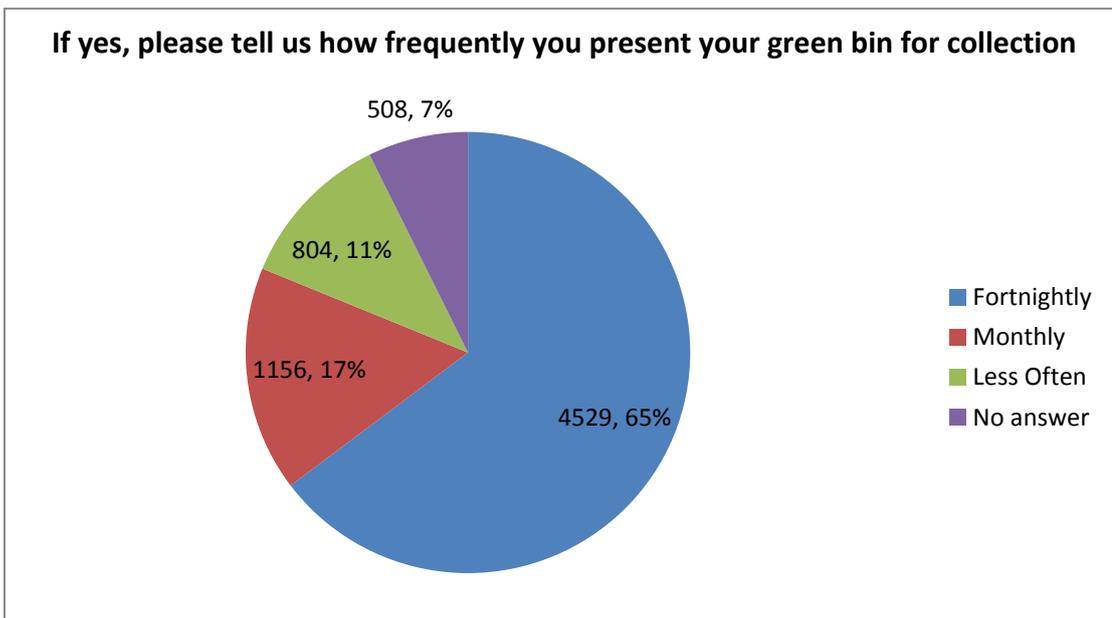


Figure 14

Figure 14: 4259 respondents (65%) answered yes to presenting their green bin for collection every fortnight.

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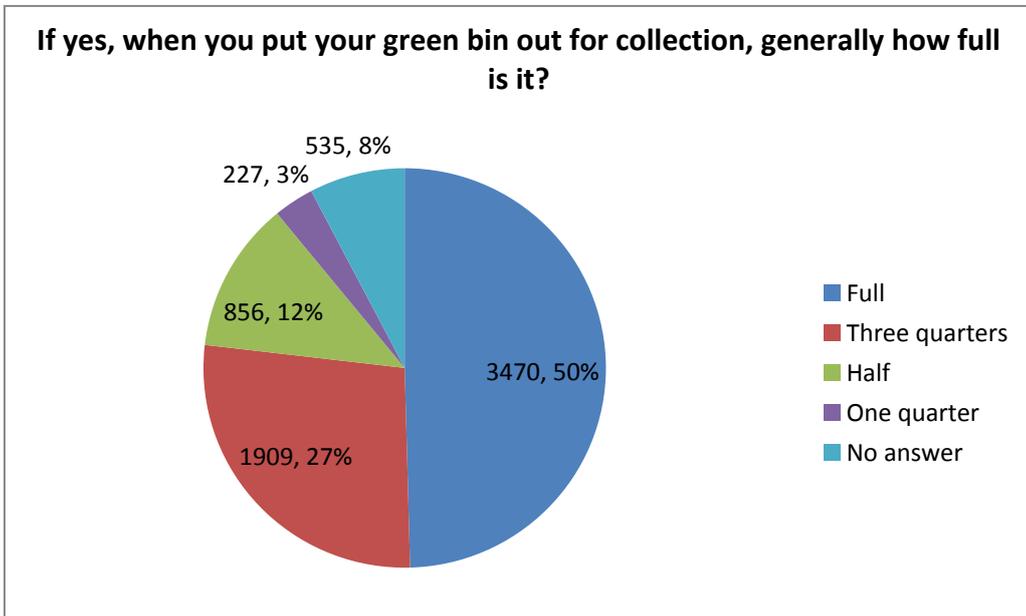


Figure 15

Figure 15: 3470 respondents (50%) stated that their green bin was full when presented for fortnightly collection.

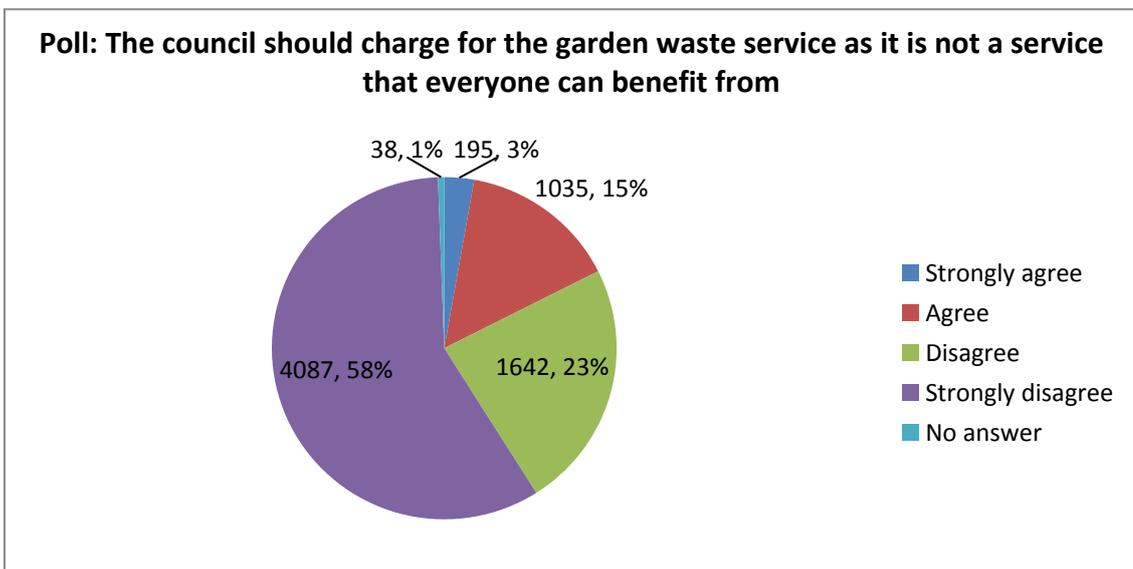


Figure 16

Figure 16: 81% (5729) of responses disagreed or strongly disagreed with the proposal to charge for a garden waste collection service. Of those numbers, 4087 of respondents strongly disagreed and 1642 disagreed. Only 15% (1035) selected agree with only 3% (195) strongly agreeing (amounting to 1230 favourable responses out of 6998).

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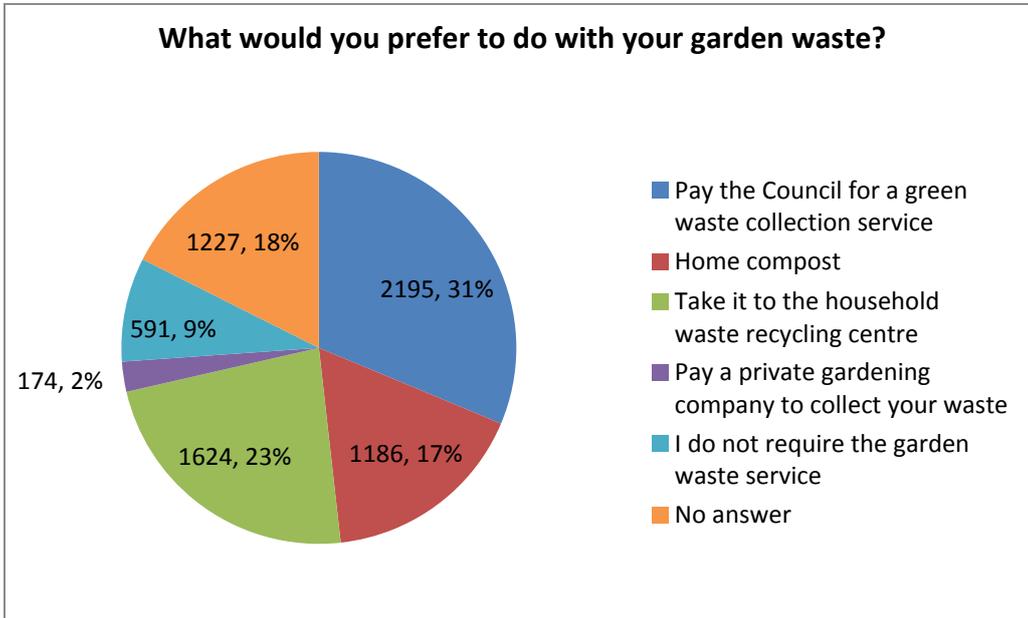


Figure 17

Figure 17: When asked what residents would prefer to do with their garden waste, a total of 2195 or 31% respondents chose the option of “pay the council for a green waste collection service. Following this, a total of 1624 or 23% of respondents chose the option “take it to the household waste recycling centre”.

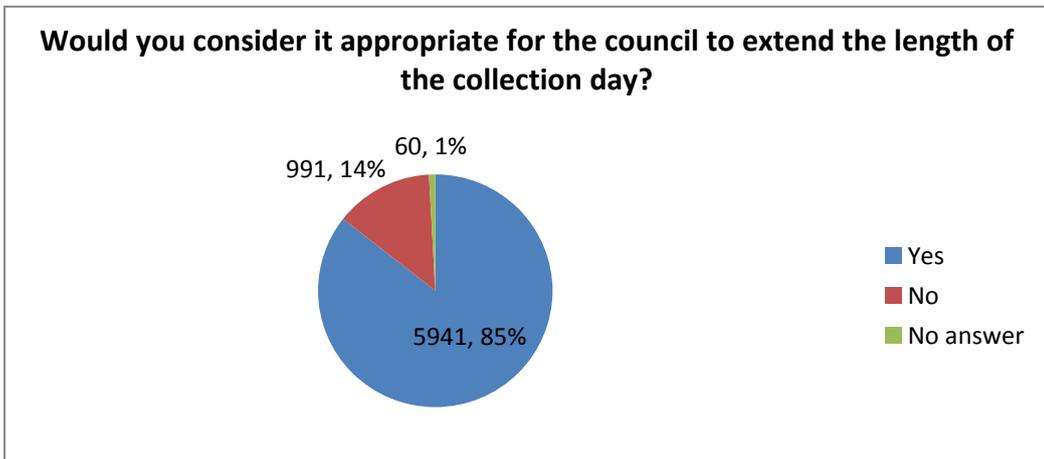


Figure 18

Figure 18: 5941, (85%) of responses consider it appropriate for the council to extend the length of the collection day. 991 respondents, (14%) selected the option, no.

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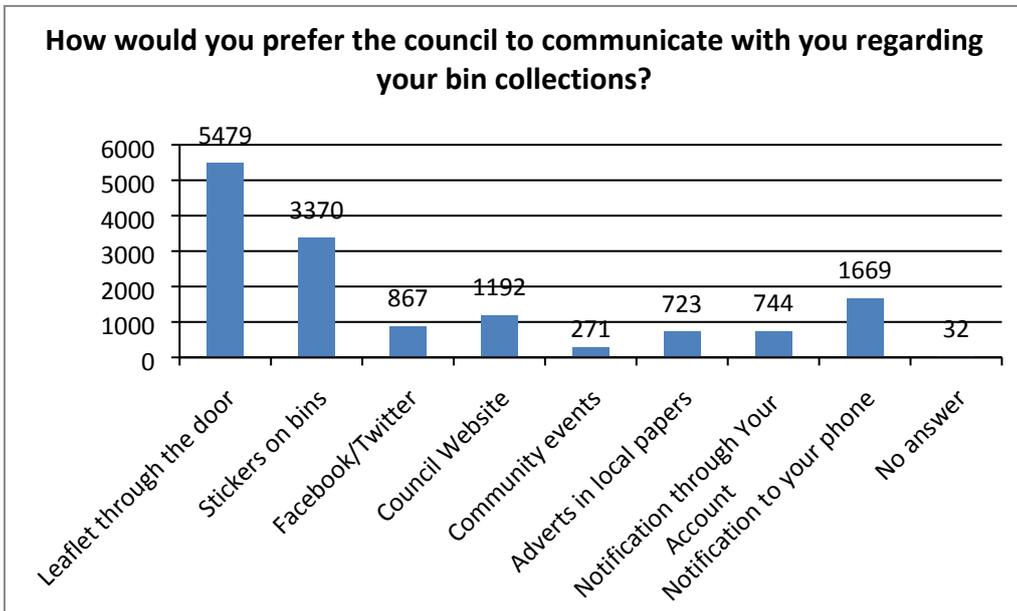


Figure 19a

Figure 19a. This graph shows that 5479 people (78%) would prefer to have a leaflet through the door rather than any other method of communication. This is followed by 3370 (48%) responses stating stickers on bins as the secondary preferred method of communication.

Answer	Total	Percentage
Leaflet through the door	5479	78%
Stickers on bins	3370	48%
Facebook/Twitter	867	12%
Council Website	1192	17%
Community events	271	4%
Adverts in local papers	723	10%
Notification through Your Account	744	11%
Notification to your phone	1669	24%
No answer	32	0%

Figure 19b This table shows the percentage of responses.

Kerbside Waste - Consultation Analysis Report

Ethnic Origin	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Total Overall	%
British	1921	1951	543	411	208	348	292	229	394	6297	90.0 %
Irish	9	12	6	0	0	0	3	0	0	30	0%
Any other white background	18	31	12	6	2	5	2	1	2	79	1%
White and Black Caribbean	3	4	3	0	0	0	0	0	0	10	0%
White and Black African	1	4	1	0	1	1	0	0	0	8	0%
White and Asian	2	9	1	1	1	0	1	2	0	17	0%
Any other mixed background	3	6	2	1	0	0	1	0	0	13	0%
Indian	4	4	2	0	0	1	0	0	0	11	0%
Pakistani	4	12	1	1	1	2	1	0	2	24	0%
Bangladeshi	2	4	1	0	0	0	0	0	0	7	0%
Any other Asian background	4	3	1	0	0	0	0	0	1	9	0%
Caribbean	1	4	1	0	0	1	0	0	0	7	0%
African	2	4	1	0	0	0	0	0	1	8	0%
Any other Black background	2	3	1	1	0	0	1	0	0	8	0%
Chinese	2	4	1	1	0	0	0	0	0	8	0%
Any other ethnic group	2	8	2	0	1	0	1	0	0	14	0%
Not stated	151	165	52	25	15	35	14	17	30	504	7%
No answer	28	34	9	1	2	8	5	5	16	105	2%

Figure 20a

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Figure 20a: The table above shows the response rate for the question relating to how people describe their ethnic origin, as well as the overall percentage. It shows that 90% of all responses for the waste consultation online form are from people who describe their ethnic origin as British. Additionally, this question allowed for the selection of multiple choices and therefore some respondent's e selected more than one ethnicity.

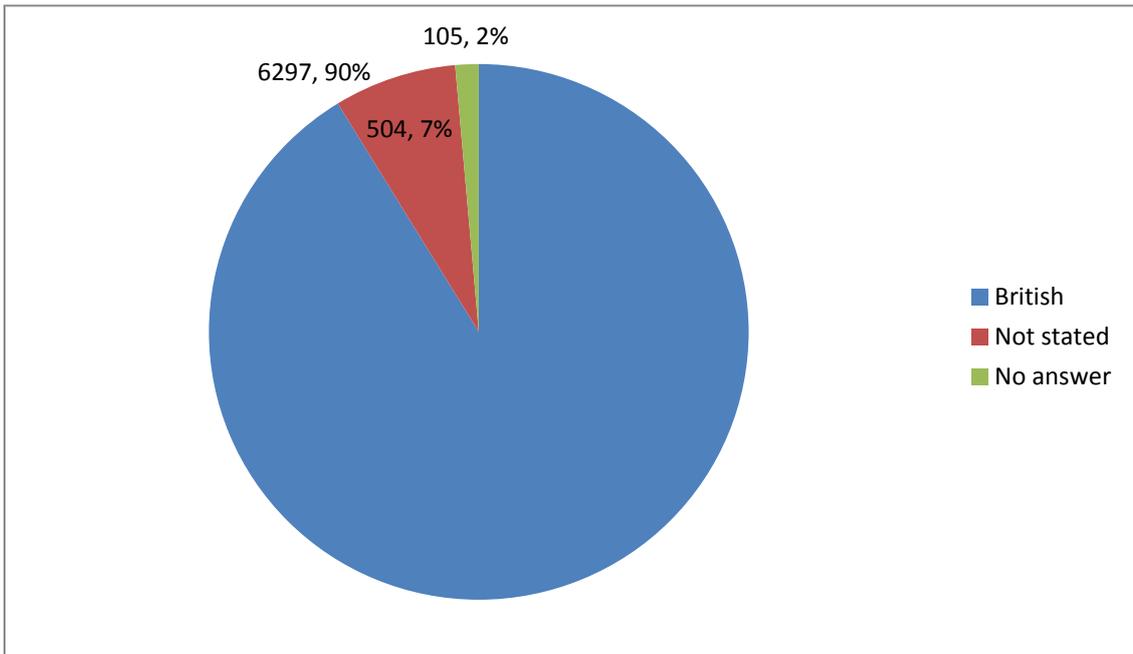


Figure 20b

The figure above is the top three selected option ethnicity options. 90% of responses chose British.

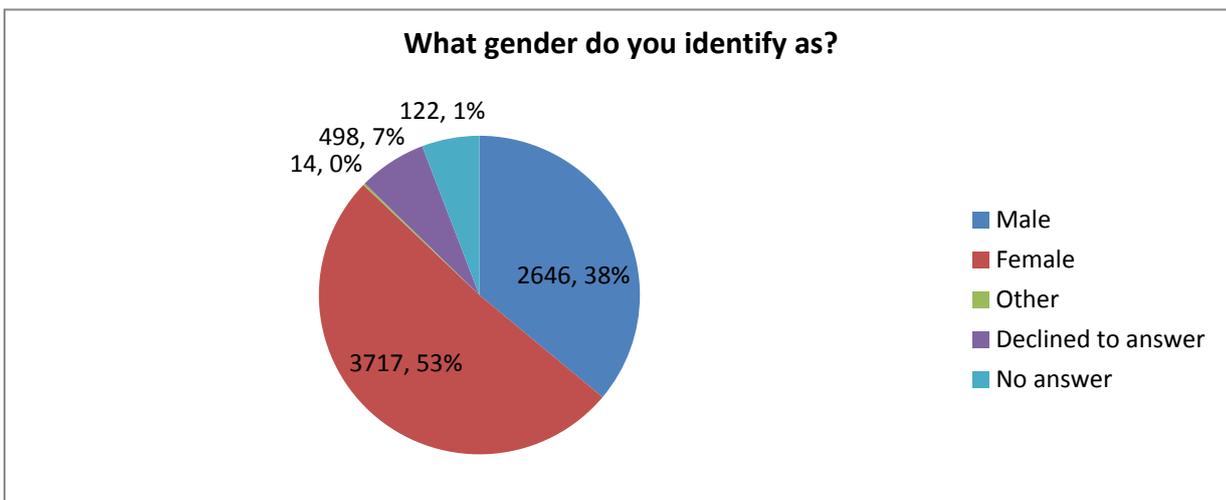


Figure 21

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Figure 21: (See above) A total of 3717 responses (53%) selected female as their gender with 2646 (38%) responses selecting male as their gender. 498 people declined to answer and a further 406 people didn't answer this question.

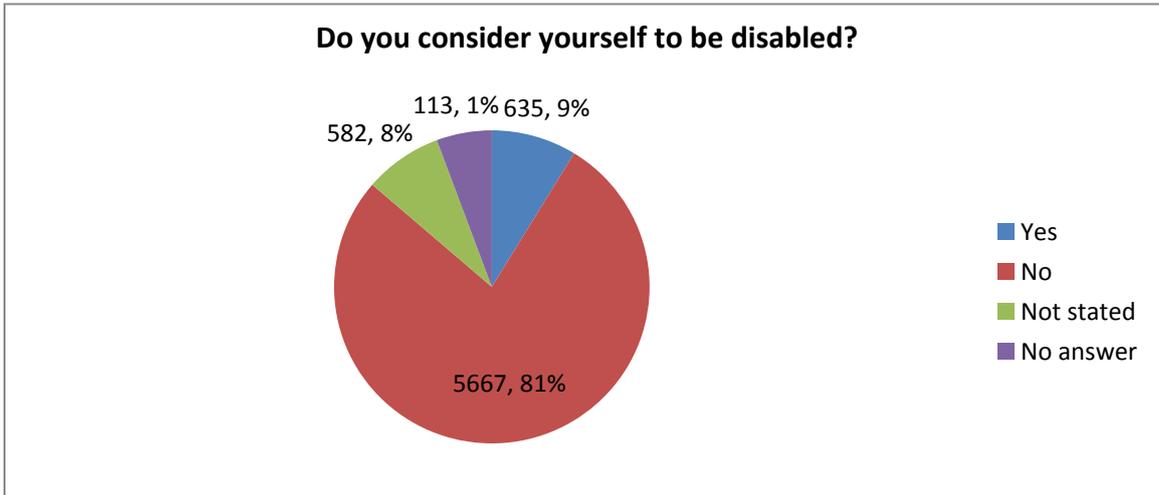


Figure 22

Figure 22: 81% (5667) of people do not consider themselves to have a disability. 9% of respondents stated they have a disability, with 582 selecting not stated and 113 respondents not answering the question.

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Thematic analysis of comments

The online form (survey) included two free text fields; the analysis of the comments was from the further comments box only. Due to the substantial amount of comments received, samples of comments were examined to ascertain the key themes of the comments.

The following keywords/phrases have been highlighted as the key themes throughout the consultation period and they include the total number of comments received on the key themes below.

- Plastic –**6088**
- Fly tipping - **1334**
- Smaller bin - **1785**
- Garden waste - **2619**
- Reducing bin - **2268**
- Charge - **1525**
- Council Tax - **1177**
- Storage - **367**
- BLANK (people that have not used the free text box to give an opinion) **1946**

Key themes Analysis

When analysing the data, the total number of responses was used to find out the total percentage of comments relating to each area above, not a selection of them.

- **Plastics** - on a weekly basis the majority of comments around plastics were in relation to collecting them. Responses included comments on “collect plastics” and “the council should be like their neighbours and recycle plastics”, “give me a container for plastics”, “it is outrageous our plastics are not recycled”, “recycling plastics would be an idea”
- **Fly Tipping** – The comments around fly tipping were linked to the possibilities of having a smaller bin, and such if it was to happen there would be an increase in fly tipping. Comments includes “there will be an increase in fly tipping” and “...lead to more fly tipping”
- **Smaller bin** – Comments such as “having a smaller bin, will lead to more fly tipping, “ my bin is always full”, “ I am concerned with these proposals”, “ a plastic container would help”, are a few of the generic comments that were repeated on a weekly basis.

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- **Garden waste** - “I rather burn it”, charging to remove my garden waste is not fair”, “bigger gardens are getting penalised”, I have got no transport to take to the tip” “garden waste should continue longer in the year”
- **Reducing bin** – “keep the bin” “how is the council saving any money?” “ I don’t have enough capacity in my current bin!”, “this would not work for us”, “ I currently recycle everything”, “ I make regular trips to the tip and bin is still full”
- **Charge** - “ I think it is ridiculous to charge “,” give me more recycling capacity”, “ I am not happy with this proposal”, “people will put green waste in their black bin”, “
- **Council Tax** - I pay enough council tax”, “ garden waste should be included in council tax”
- **Storage** – “range of bins will be hard to store” “extra bins will attract pests and rodents”

Other comments include

“Great idea of swapping the bags and boxes for bins as they get blown away”

“I agree with the charge but not £40”

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Additional Comments received

The following set of data comparisons includes data collected from the following areas;

- Waste Service
- Contact Centre – Recorded
- Contact Centre – Staff
- Facebook
- Complaints Team
- Twitter

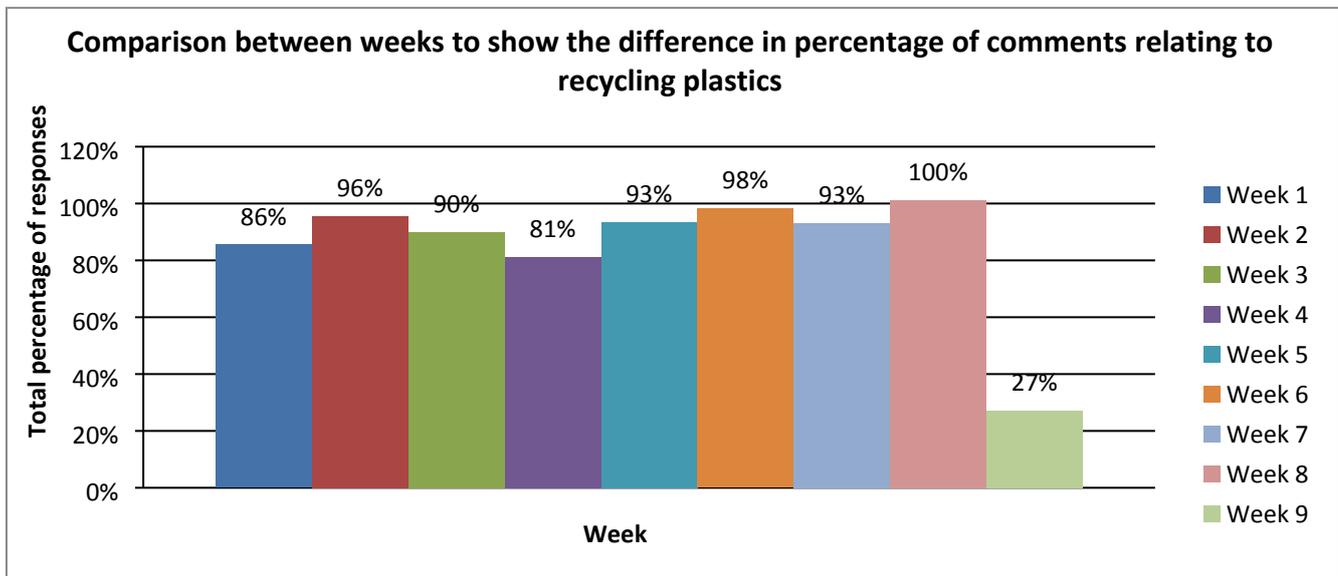


Figure 23

Figure 23: This shows the difference in the percentage of comments relating to the council recycling plastics. From all of the responses the main comments were suggesting the council should recycle plastics at the kerbside. Week 8's figure is 100% as there are 2 text boxes allowing people to comment twice on the same matter.

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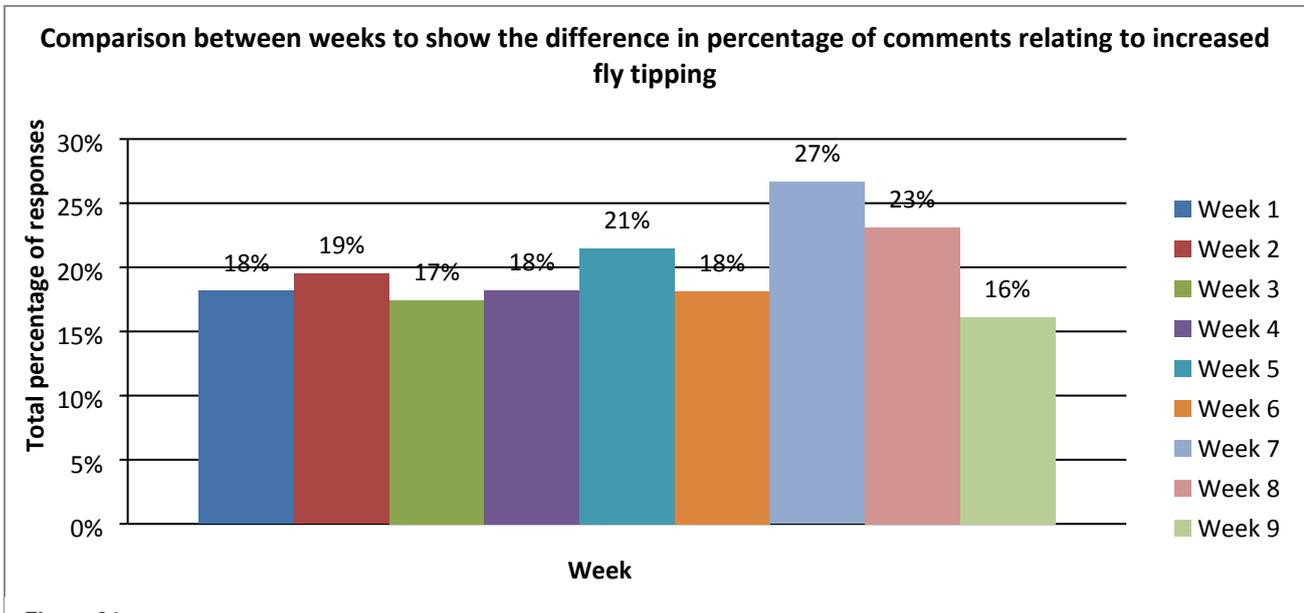


Figure 24

Figure 24: This shows the difference in the percentage of comments relating to increased cases of fly tipping in the Borough if the proposed plans were to go ahead. In particular week 7, has the highest amount of comments about fly tipping than in previous weeks.

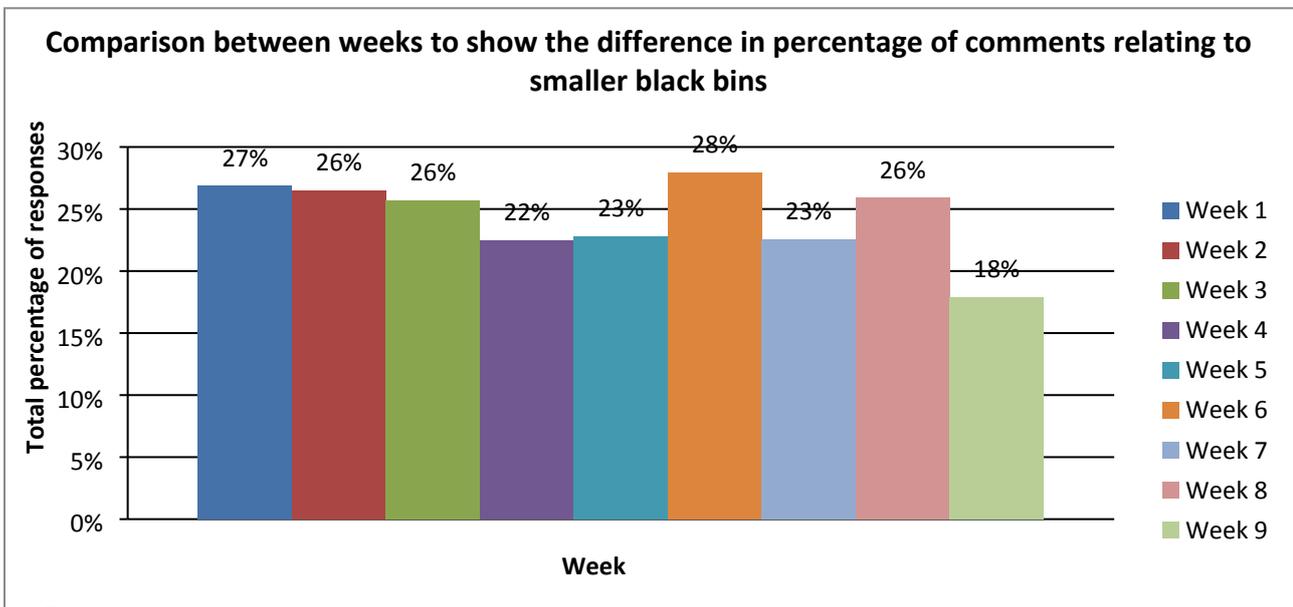


Figure 25

Figure 25: This shows the difference in the percentage of comments relating to smaller black bins. Most of these comments were respondents saying they didn't want a smaller black bin. These comments about smaller black bins have been quite similar throughout the consultation and that most responses included negative comments about smaller black bin proposals.

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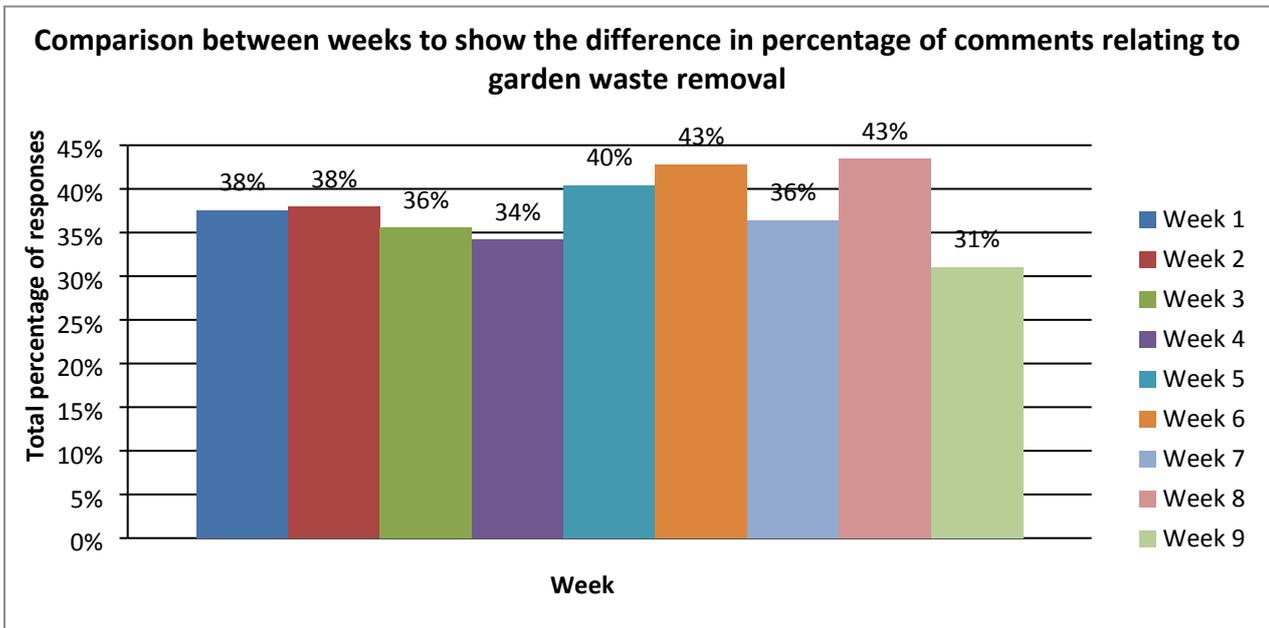


Figure 26

Figure 26 above shows the difference in the percentage of comments relating to garden waste removal. The highest number of comments received about garden waste charges was in week 6 and week 8.

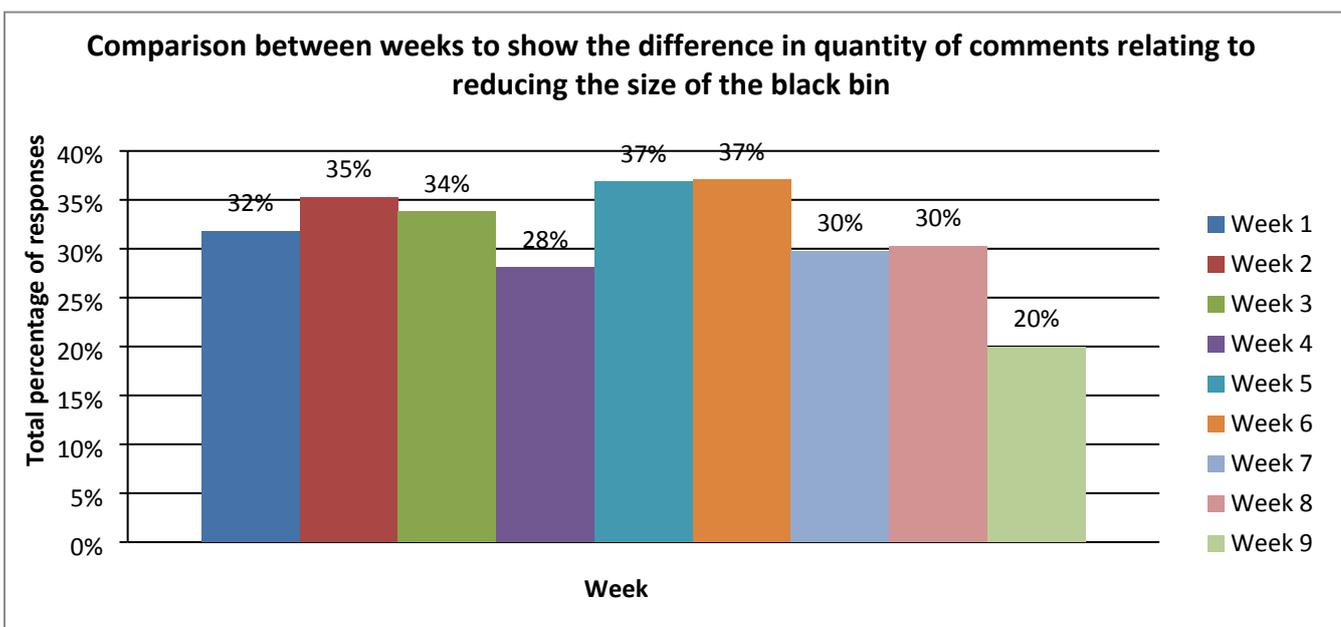


Figure 27

Figure 27: This shows the difference in the percentage of comments relating to reducing the size of the black bin. The majority of these comments are people not wanting to have a smaller bin as they already struggle with it being full. The lowest amounts in regards to smaller bins were received in week 9.

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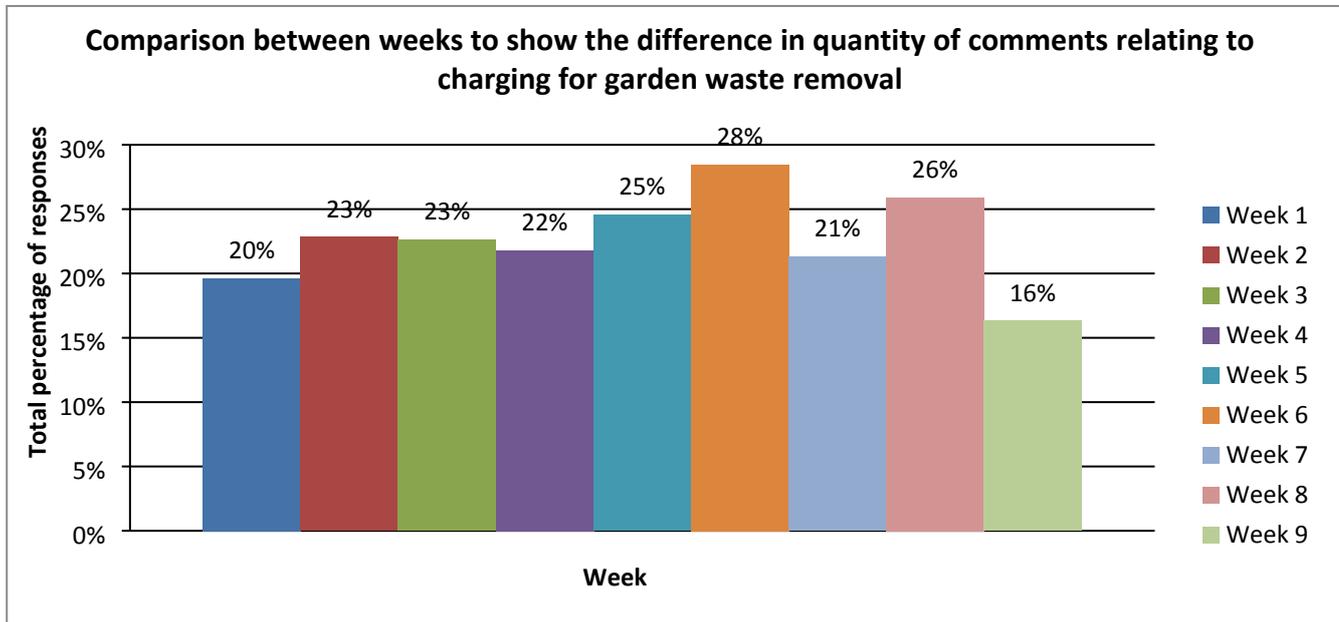


Figure 28

Figure 28: This shows the difference in the percentage of comments relating to the council charging for the removal of garden waste. The number of comments in relation to a garden waste charge has gradually increased over the weeks with a peak in week 6. This then decreased in week 7 followed by an increase in week 8, with the most comments received in week 6.

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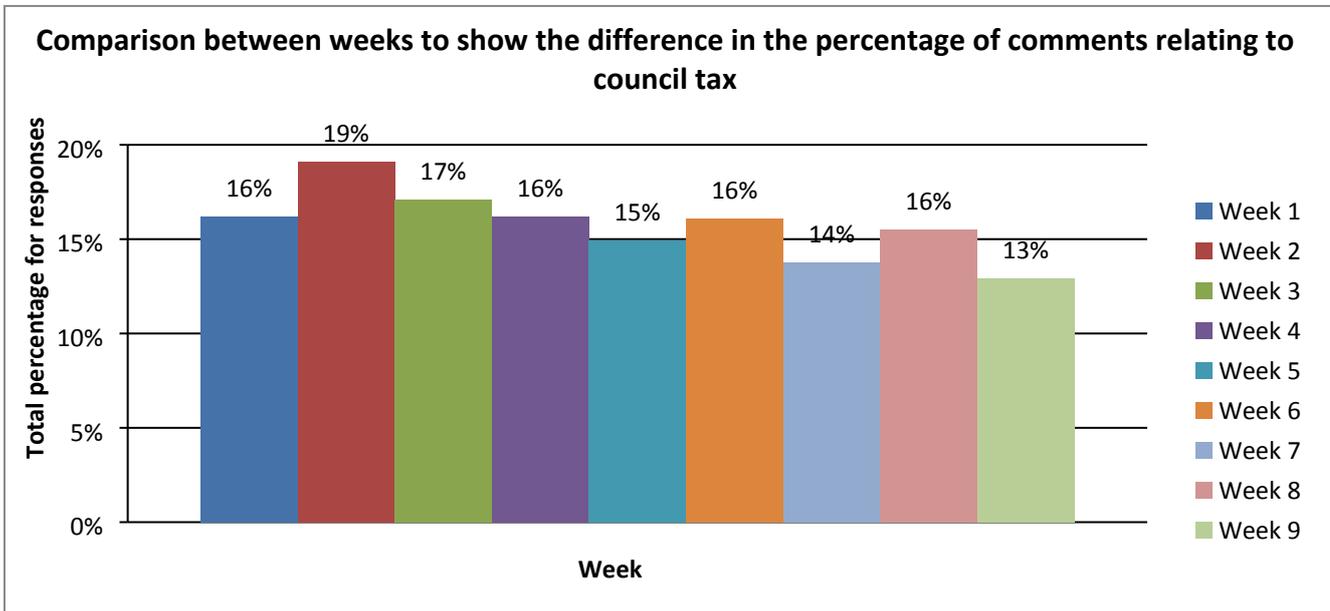


Figure 29

Figure 29: This shows the difference in the percentage of comments relating to council tax. Many of these particular comments are people saying they already pay for this service or people asking for a reduction in council tax if they aren't going to pay the extra charge for garden waste. Overall, the number of comments has fluctuated over the weeks with week 2 having the most comments and week 9 having the lowest amount of comments.

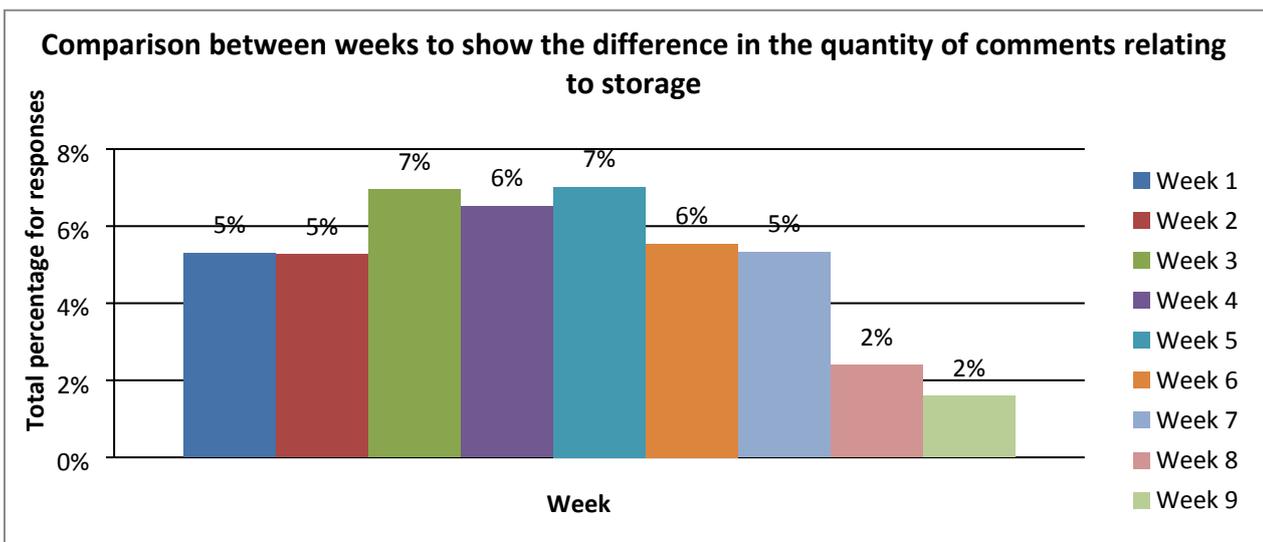


Figure 30

Figure 30: This shows the difference in percentage of comments relating to the storage of bins. The comments have been highest in weeks 3, & 5 however has significantly decreased in weeks 8 & 9 to %.

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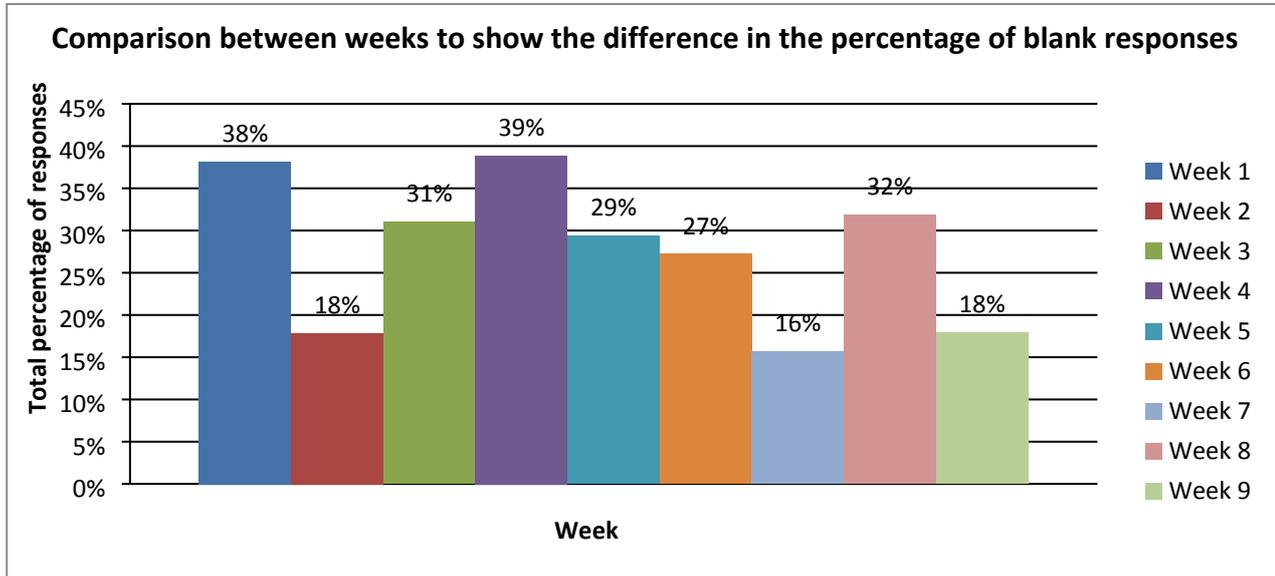


Figure 31

Figure 31: This shows the difference in the percentage of blank responses in the free text boxes. The amount of blank responses has fluctuated between weeks.

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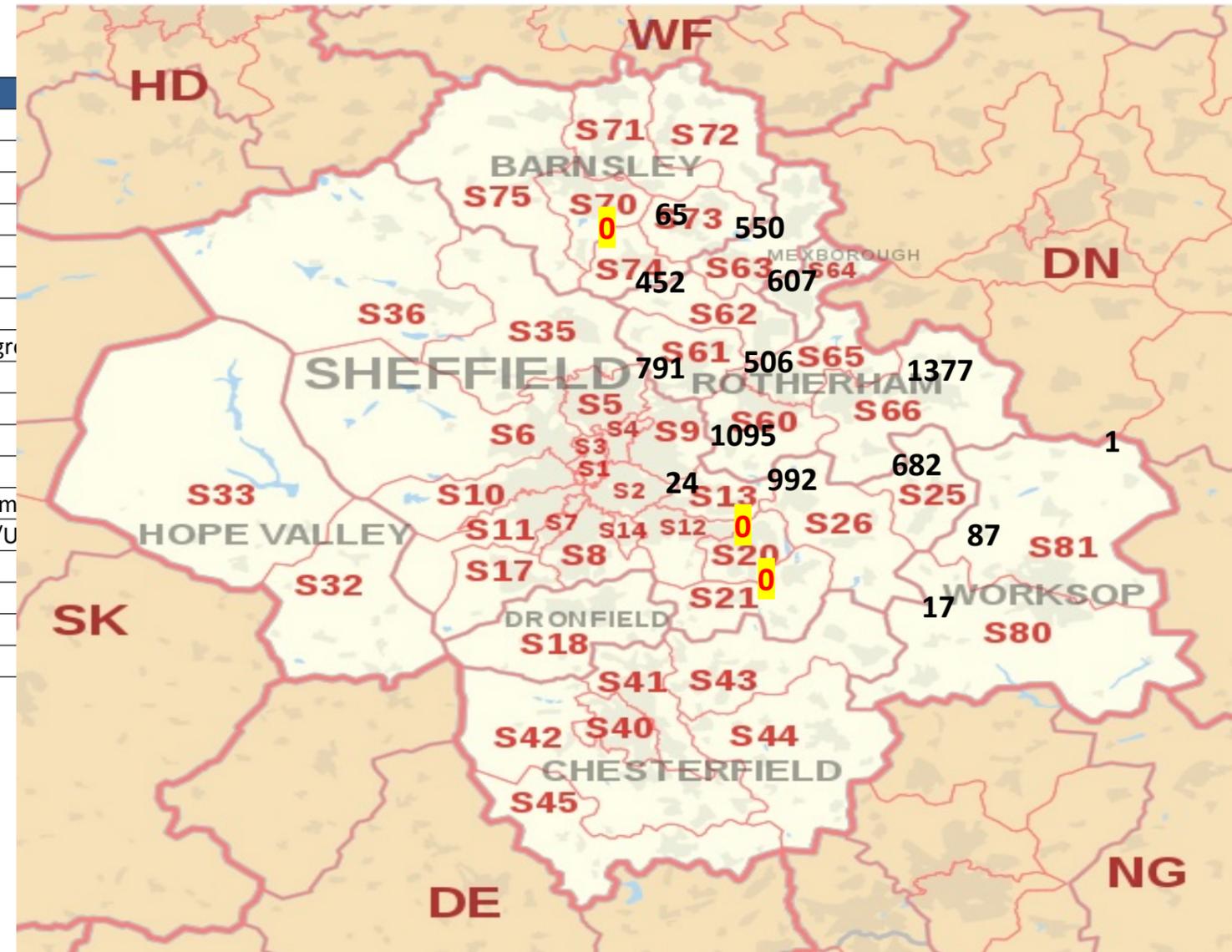
Postcode Analysis

The postcodes listed are postcodes of the Rotherham area. Please note, the consultation survey asked for postcodes not ward areas and some wards will fall into multiple postcodes.

The map below shows the total responses in each of the Rotherham postcode areas.

Postcode	Locality/Parish
DN11	Maltby
DN12	Hooton Roberts
S13	Orgreave/Aston-Cum -Aughton
S20	Aston-Cum-Aughton
S21	Wales
S25	Dinnington/Laughton-En-Le-Morthern/Thurcroft/Anston
S26	Todwick/Aston-Cum-Aughton/Wales
S60	Boston Castle/Rotherham West/Sitwell/Valley/Hellaby/Whiston/Brinsworth/Catcliff/Treeton/Orgreave
S61	Keppel/Rotherham West/Hooper/Wentworth/Wingfield/Rawmarsh
S62	Rawmarsh/Silverwood/Wingfield/Hooper/Wentworth
S63	Wath/Hooper/Brampton Bierlow
S64	Swinton/Silverwood/Wath
S65	Boston Castle/Rotherham East/Valley/Sitwell/Dalton/Thrybergh/Ravenfield/Hooton Roberts/Brampton Bierlow
S66	Wickersley/Hellaby/Bramley/Dalton/Maltby/Laughton-En-Le-Morthern/Hooton Levitt/Thurcroft/Upton
S73	Hooper/Brampton Bierlow
S74	Wentworth
S80	Thorpe Salvin
S81	Anston/Thorpe Salvin/Woodsetts/Dinnington/Gildingwells/Letwell/Firbeck/Maltby

Table 4



Kerbside Waste - Consultation Analysis Report

Postcode	Week 1	%	Week 2	%	Week 3	%	Week 4	%	Week 5	%	Week 6	%	Week 7	%	Week 8	%	Week 9	%	TOTAL No. RESPONSES
DN11	0	0%	0	0%	0	0%	0	0%	0	0%	1	0%	0	0%	0	0%	0	0%	1
DN12	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
S13	11	0%	4	0%	1	0%	0	0%	4	2%	1	0%	1	0%	1	0%	1	0%	24
S20	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
S21	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
S25	286	11%	191	9%	46	7%	20	4%	12	5%	32	8%	23	7%	38	15%	34	8%	682
S26	423	17%	228	10%	48	8%	37	8%	25	11%	55	14%	61	19%	63	25%	52	12%	992
S60	367	15%	323	15%	131	21%	41	9%	38	17%	59	15%	47	15%	35	14%	54	12%	1095
S61	249	10%	261	12%	63	10%	44	10%	25	11%	51	13%	29	9%	15	6%	54	12%	791
S62	83	3%	200	9%	55	9%	17	4%	19	8%	23	6%	14	4%	11	4%	30	7%	452
S63	245	10%	118	5%	43	7%	25	6%	18	8%	23	6%	21	7%	28	11%	29	7%	550
S64	130	5%	261	12%	65	11%	24	5%	19	8%	38	10%	27	8%	14	6%	29	7%	607
S65	169	7%	164	8%	32	5%	27	6%	14	6%	31	8%	28	9%	12	5%	29	7%	506
S66	447	18%	412	19%	98	16%	177	40%	44	19%	62	16%	44	14%	24	10%	69	16%	1377
S73	17	1%	12	1%	5	1%	3	1%	0	0%	2	1%	4	1%	1	0%	19	4%	63
S74	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
S80	3	0%	5	0%	2	0%	3	1%	1	0%	2	1%	0	0%	0	0%	1	0%	17
S81	16	1%	30	1%	12	2%	5	1%	2	1%	7	2%	3	1%	6	2%	6	1%	87
blank	0	0%	81	4%	17	3%	21	5%	7	3%	10	3%	17	5%	4	2%	14	3%	171

Table 5

The Postcode Analysis Chart shows the **number of responses** we have received for each of the postcode areas during each week. These have then been turned into a percentage for each week. Also, a running total has been calculated with a running total percentage which has been used to formulate the maps.

There are an additional number of blank postcodes entered which equates to an overall 2% of responses.

In addition, there were a few responses from postcodes outside of Rotherham or unknown postcodes. These have not been included in the table above however are included as part of the Ward Analysis section. (see below)

Kerbside Waste - Consultation Analysis Report

Zero response postcode areas

Ranking	Lowest Response Postcode	No of properties in area	Total responses received
1	DN12 – Hooten Roberts	6 properties	0 responses received
2	S20 – Aston-Cum-Aughton	3 properties	0 responses received.
3	S21 – Wales	2 properties	0 responses received.
4	S74 - Wentworth	10 properties	0 responses received

Table 6

The above postcode areas have been identified as the postcode areas with zero responses meaning they have not participated in the consultations at all. However, if you look at the number of properties for that postcode area they are very low populated areas. See Ward analysis data section (see below) which contains comprehensive data analysis of the responses received for each ward including the total percentage of responses against number of households per ward.

Lowest response postcode

Ranking	Lowest Response Postcode	No of properties in area	Total responses received
1	DN11 – Maltby	3	1 response in week 6
2	S80 – Thorpe Salvin	166	17 responses in total
3	S13 – Orgreave/Aston-Cum-Aughton	394	24 responses in total
4	S73 – Hoover/Brampton Bierlow	1055	63 responses in total
5	S81 – Anston/Thorpe Salvin/Woodsetts/Dinnington/Gildingwells/Letwell/Firbeck/Maltby	1129	87 responses in total

Table 7

The above postcodes in table 7 hold the lowest responses in regards to the consultation survey. The ward analysis section (see below) will contain the data for lowest Responses for each ward.

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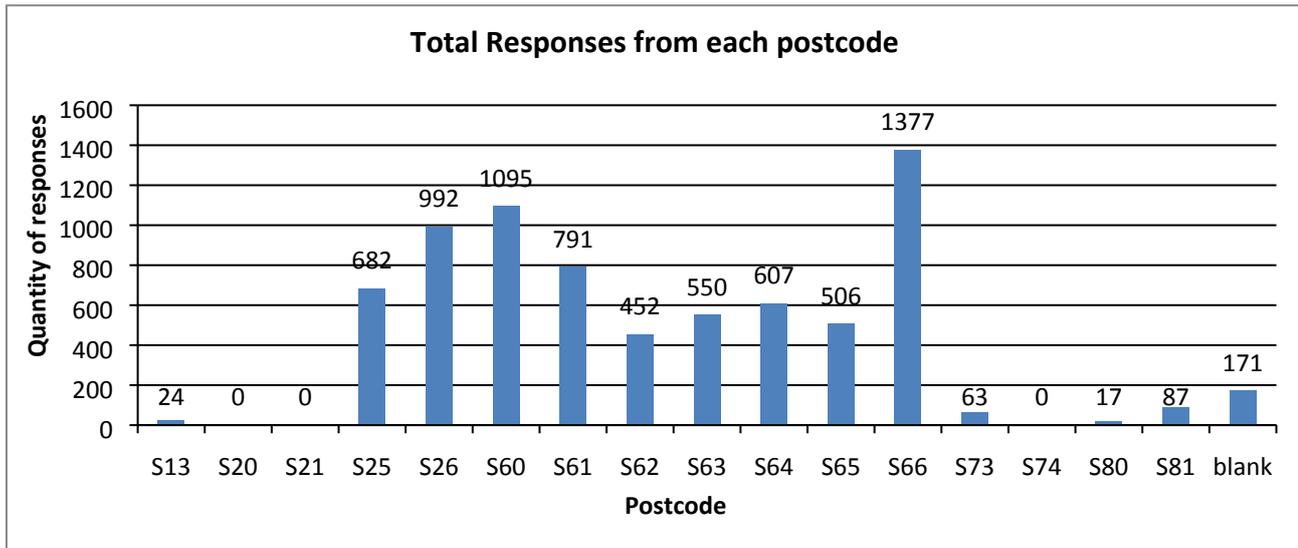


Figure 31: This chart above shows the total responses from each postcode. The postcode **S66** has the highest number of responses which includes the following wards, Wickersley/ Hellaby/ Bramley/ Dalton/ Maltby/Laughton-En-Le-Morthern/Hooton Levitt/Thurcroft/Ulley.

Highest Response postcode

Ranking	Highest Response Postcode	No of properties in area	Total responses received
1	S66 - Wickersley/Hellaby/Bramley/Dalton/Maltby/Laughton-En-Le-Morthern/Hooton Levitt/Thurcroft/Ulley	19,850	1377
2	S60 - Boston Castle/Rotherham West/Sitwell/Valley/Hellaby/Whiston/Brinsworth/Catcliffe/Treeton/Orgreave	16,660	1095
3	S61 - Keppel/Rotherham West/Hooper/Wentworth/Wingfield/Rawmarsh	16,340	992
4	S25 - Dinnington/Laughton-En-Le-Morthern/Thurcroft/Anston	9,420	682
5	S64 - Swinton/Silverwood/Wath	7164	607

Table 8

The above postcodes are the areas which have the highest number of responses overall. See Ward analysis section below for the full data of percentage of responses against number of households per ward. This will accurately reflect the response rate against the number of households in the area to give a fair and accurate view of responses.

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Ward Analysis

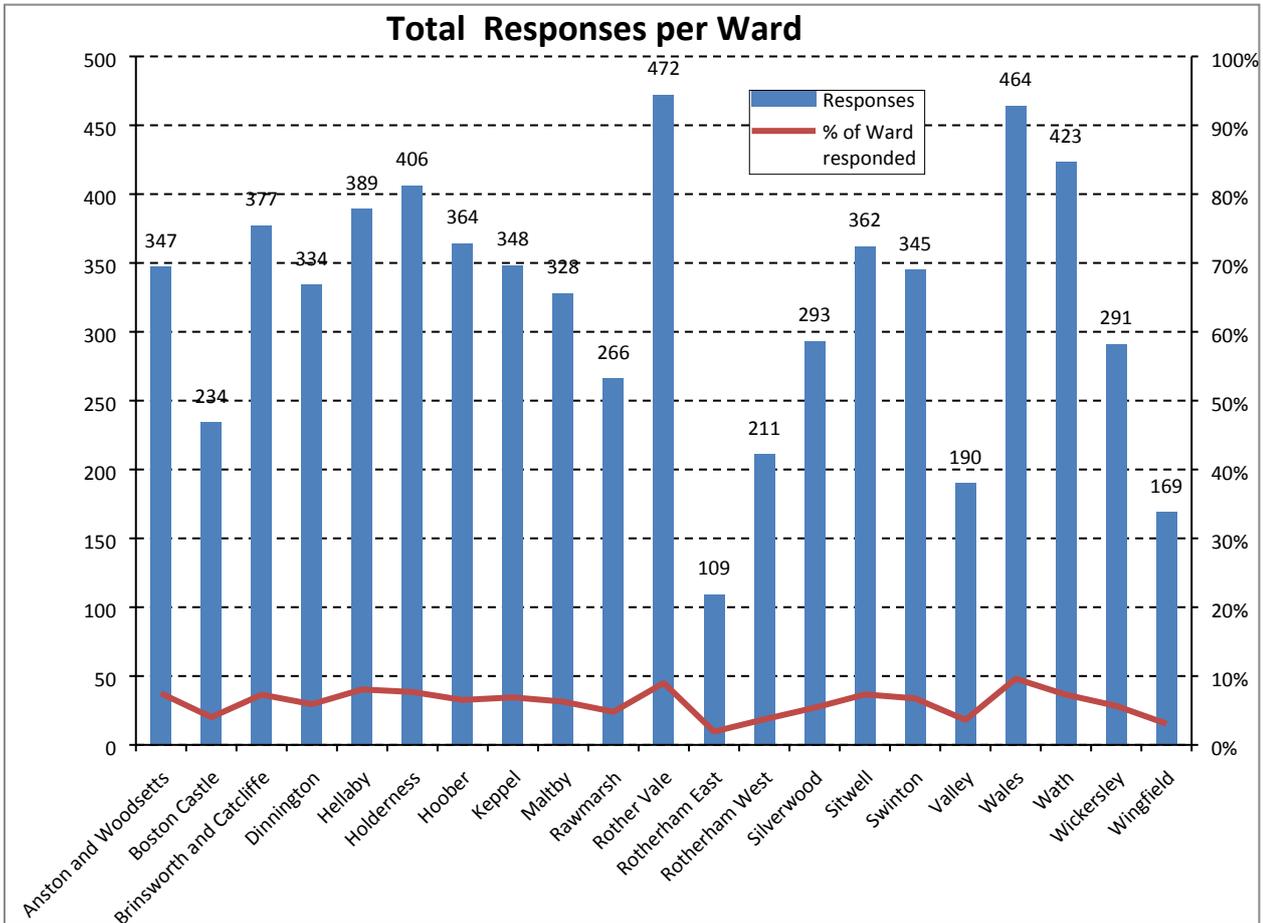


Figure 32

Figure 32: Above illustrates the total responses received per ward throughout the consultation period. **Rothervale** is showing as highest responses received overall with **472** responses received, **Wales** being the second highest with **464** responses received and **Wath** with **423** responses received throughout the consultation period. The trend line marked in red highlights the percentage response based on total number of properties in the ward.

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Highest Ranking Ward for overall responses

Ranking	Ward	No of properties in area	Total responses received
1	Rothervale	5248	472
2	Wales	4826	464
3	Wath	5900	423
4	Holderness	5282	406
5	Hellaby	4832	389

Table 9

Lowest Responses per ward overall

Ranking	Ward	No of properties in area	Total responses received
1	Rotherham East	5642	109
2	Wingfield	5489	169
3	Valley	5230	190
4	Rotherham West	5675	211
5	Boston Castle	5818	234

Table 10

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Total percentage of Responses per Ward including number of properties in the ward area

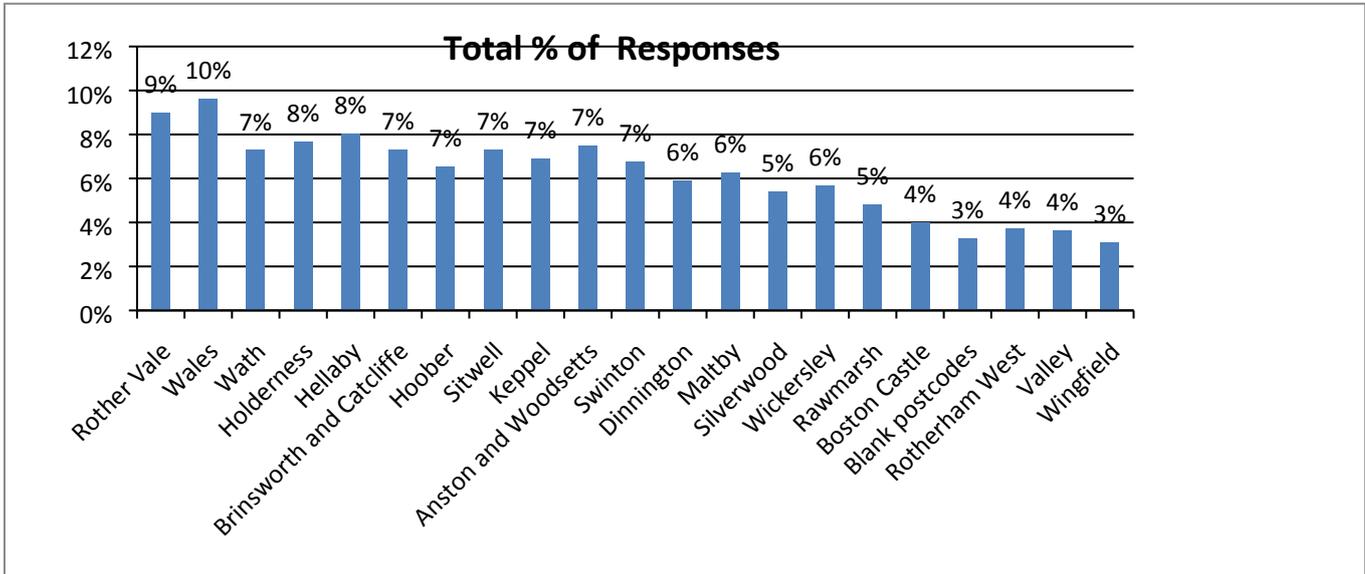


Figure 33

Figure 33: The graph above demonstrates the percentage of response rate per ward from highest to lowest received. This includes the total percentage of responses against number of households per ward. The highest percentage of responses is from the **Wales ward** with a **10% response rate**. **Rother Vale** follows with a **9%** response rate and **Hellaby & Holderness** with an **8%** response rate.

Kerbside Waste - Consultation Analysis Report

Total Responses per Ward including number of properties in the ward area

Ranking	Ward	No of properties in ward area	Total responses received	% of ward response
1	Wales	4826	464	10%
2	Rother Vale	5248	472	9%
3	Hellaby	4832	389	8%
4	Holderness	5282	406	8%
5	Anston and Woodsetts	4637	347	7%
6	Sitwell	4936	362	7%
7	Brinsworth and Catcliffe	5166	377	7%
8	Wath	5800	423	7%
9	Keppel	5042	348	7%
10	Swinton	5110	345	7%
11	Hooper	5578	364	7%
12	Maltby	5223	328	6%
13	Dinnington	5647	334	6%
14	Wickersley	5138	291	6%
15	Silverwood	5427	293	5%
16	Rawmarsh	5538	266	5%
17	Boston Castle	5818	234	4%
18	Rotherham West	5675	211	4%
19	Valley	5230	190	4%
20	Wingfield	5489	169	3%
21	Rotherham East	5642	109	2%
-	NA postcodes	155	45	29%
-	Blank Postcodes	-	230	3%

Table 11

Table 9: The table above lists the highest to lowest responses received per ward including the total percentage of responses against number of households per ward.

Kerbside Waste - Consultation Analysis Report

Appendix 1

Kerbside Collection – Detailed Household size & Assisted collections Analysis

Purpose

In 2017/18, Rotherham Metropolitan Borough Council (RMBC) undertook a public consultation on proposed changes to kerbside collection. The purpose of this paper is to evaluate the consultation results in line with the demographics within Rotherham, and will focus on three particular aspects of the findings:

1. The correlation between household size and the fullness of the general waste bin.
2. The response rate from residents with disabilities and those receiving assisted collections.
3. The responses from residents aged 65 and over.

Background

When considering proposed changes to statutory services, it is essential to consider the unique needs of Rotherham's residents and communities. The following outlines relevant demographic information, which could impact upon the viability of the proposed changes to kerbside collection:

- According to mid-2016 population estimates, Rotherham has a total population of 261,900 residents. This population is steadily growing, and increased by 13,800 (5.6%) between 2000 and 2015.
- The 2011 Census determined that the population of Rotherham was made up of 108,293 households, with an average household size of 2.36. Projections suggest that the number of households is set to gradually rise, with a 2014 mid-year estimate indicating that this had already risen to approximately 110,000 households.
- The most significant demographic change taking place in Rotherham is the growth in the number of older people. Residents aged 65 and over already make up a significant proportion of the population (50,465 residents according to mid-2016 estimates.) This is projected to increase by an estimated 18% by 2026.
- According to the 2016/17 demographic profile of Rotherham, the number of people in Rotherham with a limiting long-term illness or disability in 2011 was 56,588 (21.9% of the population). This significantly exceeds the national average of 17.6%.

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Analysis

Household Size

As part of the consultation, residents were asked to confirm the details of their household size. The response rate across different household sizes in Rotherham is detailed in Figure 1 (see below.)

The largest response rate came from households with 2 residents (39%), followed by the response rate from households with either 3 or 4 residents (20% respectively.) This means that 59% of responses came from residents living in households of either 2 or 3 people, and this majority is in line with the average household size in Rotherham (circa 2.36.) The lowest number of responses came from those living in a household of 7 or more or 6 or more, which in combination, made up only 3% of respondents.

Household Size	Percentage of Respondents
1	13%
2	39%
3	20%
4	20%
5	6%
6	2%
7+	1%

Figure 1a: Percentage of respondents with each household size

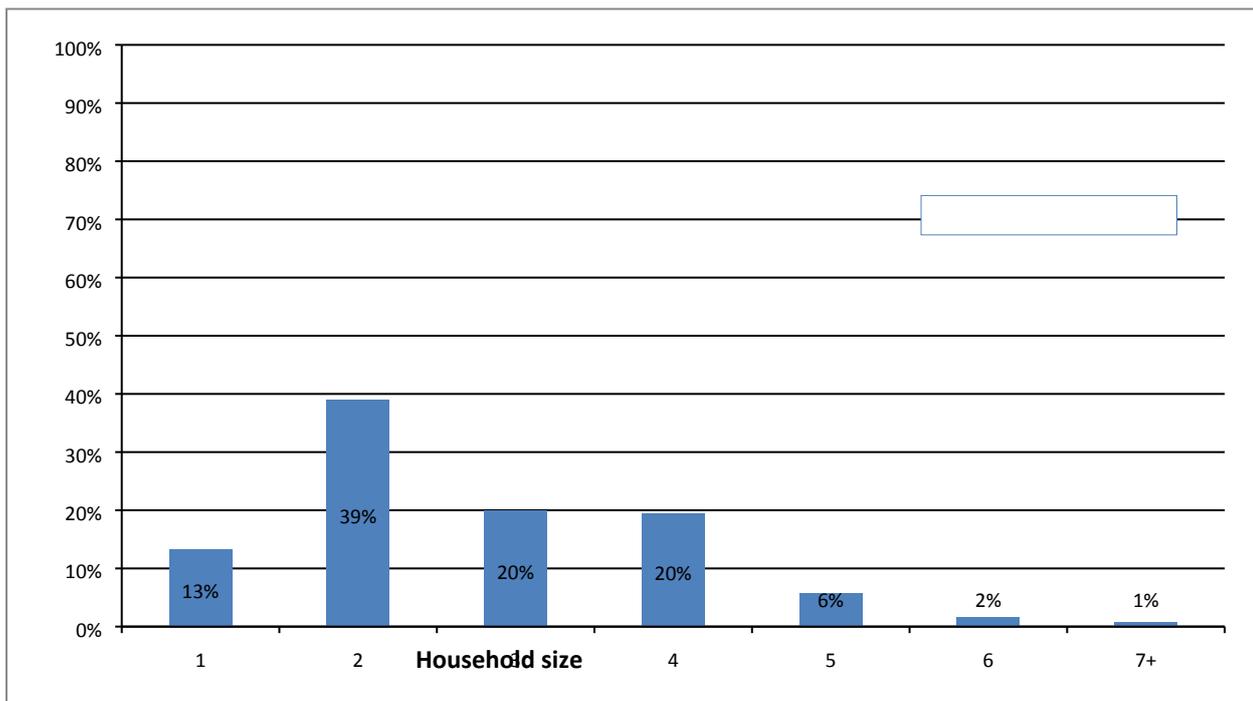


Figure 1b: Percentage of respondents with each household size

Kerbside Waste - Consultation Analysis Report

One of the proposals being considered as part of this project is to reduce the size of the residual waste bin from 240litres to 180litres, which would entail cutting the current capacity by one quarter. To determine the viability of this change, the consultation included a question regarding how full respondents' bins generally are upon collection. The responses to this question are divided into household size in Figures 2a and 2b (see below.)

Household Size	Full	3/4 Full	1/2 Full	1/4 Full
1	33%	30%	28%	9%
2	60%	27%	9%	4%
3	90%	7%	2%	1%
4	95%	4%	1%	0%
5	97%	2%	0%	0%
6	97%	1%	2%	0%
7+	98%	2%	0%	0%

Figure 2a: Correlation between household size and the fullness of the residual waste bin upon collection

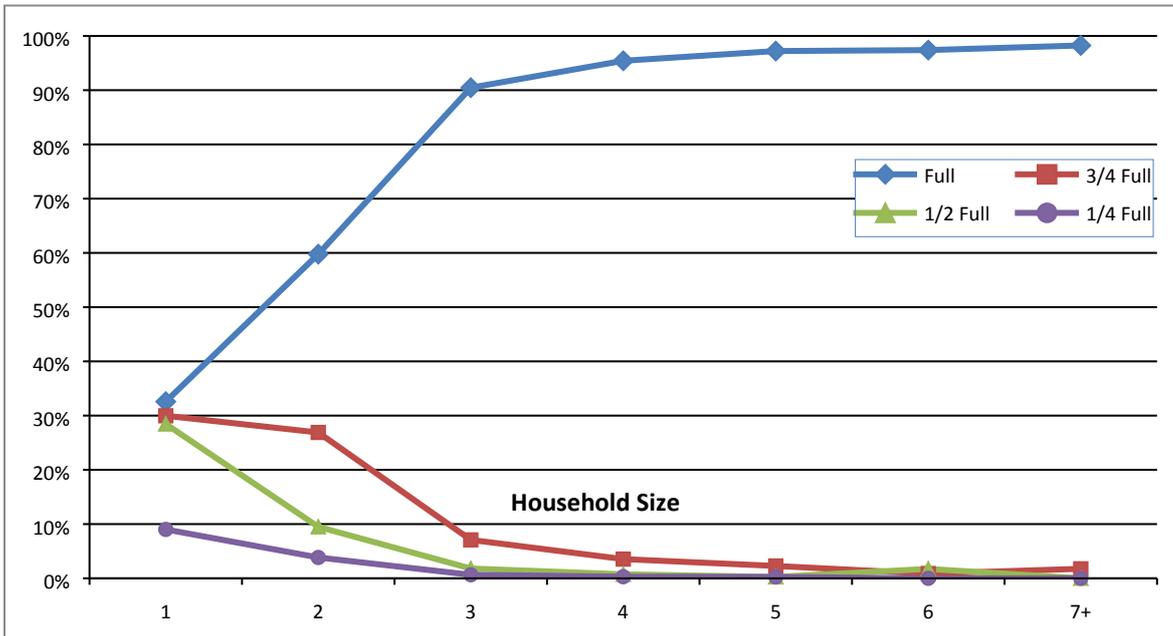


Figure 2b: Correlation between household size and the fullness of the residual waste bin upon collection

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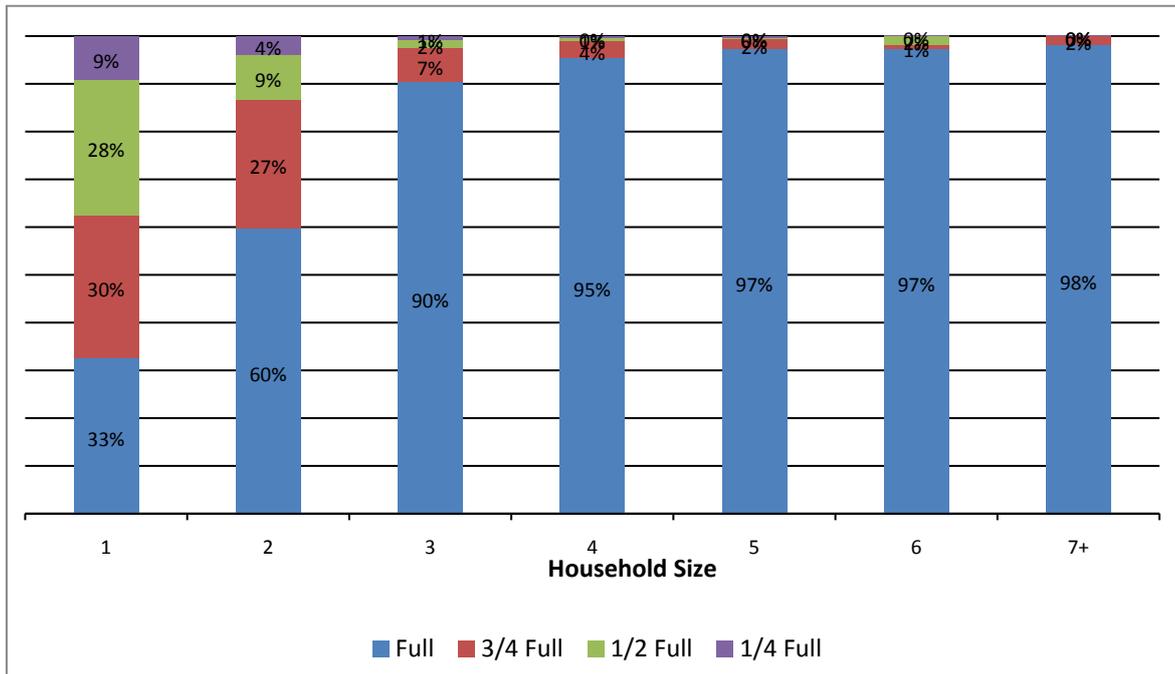


Figure 2c: Correlation between household size and the fullness of the residual waste bin upon collection

Of respondents from single-occupancy households, the responses were relatively varied with 33% selecting that their bin is generally full upon collection, 30% selecting it is three quarters full, and 28% selecting that it is half full. However, of respondents from households of 2, there was significantly less variance, with 60% of respondents reporting that their bin is generally full upon collection and a further significant portion (27%) selecting that their bin is generally three quarters full. This reduction in variance continues to decrease as household size increases, with 90% or more of the respondents who lived in a household of 3+ residents reporting that their bin was full upon collection. This rises to 97% or over of those who live in a household of 5+.

Considering the average household size in Rotherham is circa 2.36, these findings indicate that this proposal could cause significant capacity issues for a large proportion of households. For example, according to these results, if this change was implemented, 87% of households with 2 residents would either have a full bin upon collection or the volume of waste produced would exceed the capacity of their bin. Furthermore, in 90% of households with 3 residents, the volume of waste produced would exceed the capacity of the bin, with this rising to near 100% for larger households. Even for single-occupancy households, 33% would experience capacity issues, and another 30% would have a full bin upon collection according to the findings of the consultation.

Based on these findings therefore, this proposal may cause significant issues for residents, and could have an impact on other Council services (i.e. due to an increase in fly-tipping.)

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Response Rate from Residents with Disabilities

A relatively large portion of Rotherham's residents are living with a disability or a limiting long-term illness (21.9% according to the 2016/17 demographic profile of Rotherham) and as the population aged 65 and over continues to grow, this is likely to increase. It was vital for the consultation to measure the response rate from this group, as these residents may be vulnerable to any changes to kerbside collection.

The consultation therefore, included questions which asked residents to confirm whether they had a disability and also whether they currently have an assisted collection. (Based on approximate figures given by the Waste Service, RMBC provides assisted collections to approximately 7000 households who are unable to take their bin, box or bag to the kerbside due to disability or ill health.)

Figures 3 and 4 (see below) show the response rate for both of these questions. It should be noted, that respondents were able to either skip these questions or decline to answer.

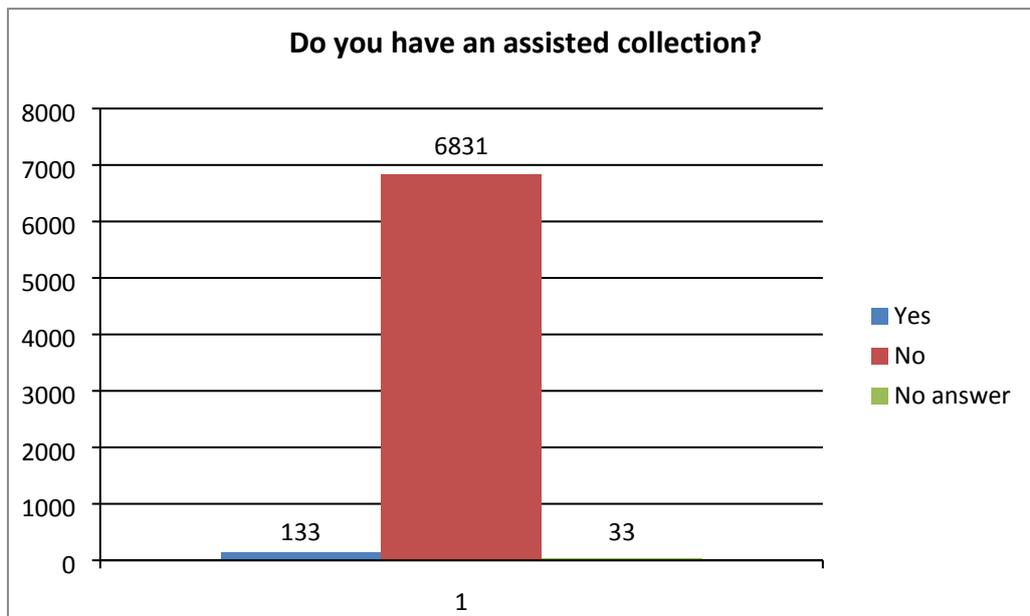


Figure 3: Response rate from residents who receive assisted collections

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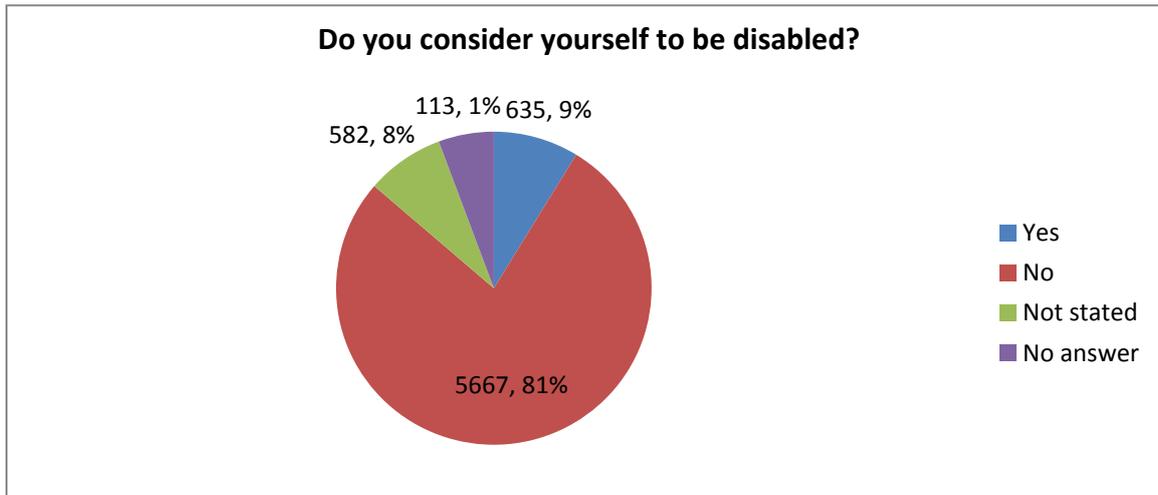


Figure 4: Response rate from disabled residents

Figure 3 demonstrates that 133 (2%) of respondents selected that they do receive an assisted collection. Of 110,000 households, RMBC currently provides assisted collections to approximately 7000, equating to 6.36% of households. Therefore, the response rate from residents with assisted collections does not align with the proportion of households who receive this service.

Similarly, Figure 4 shows that 635 (9%) of respondents confirmed that they have a disability. This is also not in alignment with the 21.9% of Rotherham's residents who live with a disability or a limiting long-term illness. However, as a significant 9% either selected not stated or skipped the question, it is possible that the responses from disabled residents made up a more significant portion of the overall responses, although this cannot be verified.

These results could suggest that residents with disabilities were not adequately engaged with as part of this consultation.

Responses from Residents aged 65 and Over

There was no question regarding age included as part of the consultation. As a result, it is not possible to measure the response rate from residents aged 65 and over, nor is it possible to conclude a definitive correlation between certain responses and this age group.

However, there were two free text boxes included as part of the consultation, and many respondents volunteered information about their age in their answers. A keyword search of the comments left in these free text boxes did reveal certain trends, particularly regarding the garden waste charge. Comments included:

- “We are an elderly couple who has a large area of green land. Fortunately for us at the moment, our son cuts the grass on a regular basis but doesn't drive; therefore we appreciate the fortnightly service from the council of collecting the green waste. If this is no longer available, other than our son arranging with a private company to collect our waste, we are not sure what we will do. We

Kerbside Waste - Consultation Analysis Report

cannot afford an extra £40 as we are pensioners and are struggling on a weekly basis to make ends meet. Any extra costs would not be appreciated.”

- “Not everyone can afford to pay for the green waste collection particularly if you are on a state pension.”
- “Can you please explain to all elderly Rotherham residents (such as myself) how they will be able to dispose of their garden waste if the current green bin service is stopped.
The majority of elderly people struggle to pay for winter heating costs, bills, council tax, living costs and other expenses and this is another example of a council forcing us further into poverty.
Can you also explain why the proposed cost for green bin collections will be 'around' £40 when South Kesteven District Council (SKDC), in Lincolnshire, charges £25 a year for a green bin collection. I would like to know what happens to the recycled waste that is collected by the council.”
- “As elderly people who no longer drive it is imperative that we have green waste collected if a fee is introduced perhaps the over 65s will be exempt.”
- “I am elderly and get easily confused so need the council to be clear in what needs to go in the bins. I don't go out too far don't know how to use or own a computer so council needs to make sure letters are sent to people who don't have access.”

However as the survey did not ask for information about age, it cannot be determined whether these responses are representative of the concerns or opinions of respondents aged 65 and over.