



 **Reduce**

 **Reuse**

 **Recycle**

## **PUBLIC ATTITUDES TO WASTE IN CLACKMANNANSHIRE**

### **FINAL REPORT**

**May 2002**

**Dr N Souter & B Williams**

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## 1.0 INTRODUCTION

### 1.1 Scottish Waste Awareness Group

The Scottish Waste Awareness Group (SWAG) is a Scotland-wide group whose aim is to deliver a National Campaign called “**WASTE AWARE SCOTLAND**” to raise public awareness of waste issues with emphasis on the domestic environment. It is closely linked to the National Waste Strategy for Scotland prepared by the Scottish Environment Protection Agency (SEPA) and adopted by the Scottish Executive.

The initiative has cross sector support with representatives from Local Authority Bodies, SEPA, NGO’s, Recycling Groups, Consumer Interests, Private Waste Industry, Media Interests and the Scottish Executive on its Steering Group. The Group is Chaired by John Summers, Director of Keep Scotland Beautiful.

The Objectives of SWAG are:

- to influence the actions individuals can take to deal with waste and the reduction of waste in the domestic environment;
- to increase the level of public awareness and encourage positive actions in respect of waste generation and management;
- to raise the profile of waste as an environmental priority;
- to increase the level of personal ownership and responsibility for waste;
- to overcome inertia and promote the 3R’s (Reduce, Reuse, Recycle) with reduction of waste featuring prominently as a strategy to tackle increasing waste arisings;
- to create more understanding and recognition of the need for waste management facilities of all kinds.

Initially a baseline assessment of public attitudes and behaviour towards waste reduction, re-use and recycling across Scotland is being carried out, approximately 5,000 face-to-face interviews are taking place across the 11 Waste Strategy Areas. The information generated from this exercise will be used to develop promotional materials and help direct the development and implementation of pilot campaigns to change public attitudes to waste.

Each pilot campaign will focus on a specific waste issue and will be run concurrently with the implementation of the Area Waste Plans within selected areas. One of the key components will be to match campaigns with ‘real’ infrastructure so that there is encouragement to make changes that can be supported and enhanced. Each campaign will comprise of three basic stages:

- Before survey – to assess attitudes and behaviour towards the identified waste issue prior to the intervention strategy.
- Campaign – Intensive localised intervention strategy run initially for a six-month period working in partnership with the key-stakeholders within the area including the Waste Strategy Area Group co-ordinator, the local authority, the local community and voluntary groups, retailers’ etc.
- After Survey – to assess attitudes and behaviour towards the identified waste minimisation issue after the intervention strategy, and to appraise the effectiveness of the different campaigning methods employed.

This format will allow the monitoring of progress towards more sustainable public waste management behaviour, and to develop models of good practice for changing public attitudes to reduction, re-use and recycling. Following on from this pilot phase a rolling programme of Waste Aware Campaigns in conjunction with Area Waste strategy time-scales will be implemented across Scotland.

These campaigns will provide stakeholders with an understanding of the problem, suggest optimal solutions and provide a means for taking action. Concurrently audience perception value and needs will be considered this ensures stakeholder participation and involvement and guides stakeholders towards making their own decisions within their local area.

## **1.2 National Waste Strategy**

The purpose of the National Waste Strategy is to provide a framework within which Scotland can reduce the amount of waste which it produces and deal with the waste that is produced in more sustainable ways. This strategy is being developed through 11 local groupings that are known as waste strategy areas. Each waste strategy area comprises of the relevant Local Authorities in each area along with Local Enterprise Companies, Waste Management Industry and other key stakeholders. Each area will produce an Area Waste Plan (SEPA, 1999).

### **1.3 Forth Valley Waste Strategy Area**

As part of the National Waste Strategy, the Forth Valley Waste Strategy Group has been set up to develop a waste plan for the Forth Valley. This is a partnership of the 3 neighbouring councils of Clackmananshire, Falkirk and Stirling and The Scottish Environment Protection Agency, Scottish Enterprise Forth Valley, East of Scotland Water and the Scottish Waste Awareness Group.

A key element in the development of the area waste plan is consultation with key stakeholder groups, seeking views on the issues that have arisen as part of the development of future options for dealing with waste within the Forth Valley area. This process ensures that all key stakeholders, including the public are asked for their views on the available options or are asked for their views on how they would like to see their waste managed.

Public consultation was accomplished within the Forth Valley Waste Strategy Area via door to door questionnaire face to face interviews 1250 in total (400 in Clackmannanshire, 400 in Falkirk and 450 in Stirling) to assess attitudes to reduce, reuse and recycle as part of national the SWAG survey.



## 2.0 METHODOLOGY STAGE 1

In total, researchers from SWAG (Scottish Waste Awareness Group) conducted 400 interviews among adults' aged 18+ (this avoided complication with the Market Research Code of Conduct), face-to-face at respondents' own homes throughout the Clackmannanshire area. All interviews took place between 10am and 8pm, weekdays.

### 2.1 Sampling

The survey area was devised to enable the assessment of public attitudes to waste prior to the implementation of a pilot kerbside collection initiative in particular areas within Clackmannanshire. A random sample was used in conjunction with populace information from the Local Authority to ensure that the demographic profile of the samples matched the population distribution within the test area.

Area	Number of Surveys
Alloa	147
Alva	16
Cambusbarron	4
Clackmannan	50
Coalsnaughton	20
Dollar	42
Menstrie	30
Sauchie	71
Tullibody	20

**Table 1.0 The Clackmannanshire Area Survey Sample**

The range of housing types and the number of surveys carried out within each of the housing categories is outlined in Table 2.0. 70% of the households surveyed were owner occupied, 25% were Local Authority rented properties and 5% lived in privately rented.

Housing Type	Number of Surveys
Semi-detached	191
Detached	107
Terraced	89
Tenement flat	13

**Table 2.0 Housing Type and Survey Numbers within Clackmannanshire Area**

### **3.0 SUMMARY OF THE SCOTTISH WASTE AWARENESS GROUP DOOR TO DOOR SURVEY**

#### **3.1 Public Awareness of the Different Types of Waste that are normally put into the Household Bin on a Week Basis.**

10% of respondents stated “household rubbish” not specifying any individual waste items. 62% of responses were items arising from the kitchen waste stream, 31% from the general household stream and the remainder from the bathroom waste stream. With respect to individual waste items, 76% of respondents cited food wrappers and packaging, 61% food waste, 52% steel cans, 49% aluminium cans and 46% plastic bottles.

#### **3.2 Hazardous Household Waste**

272 respondents (68%) indicated that there was nothing within their household waste that could be classified as hazardous, 5% were unsure. The remainder identified a range of items that could be classified as hazardous; the most commonly recalled items were glass (49 people), batteries (18 people), aerosols (14 people) and plastics (13 people). Other items also mentioned were nappies, cans and bleach/cleaning products.

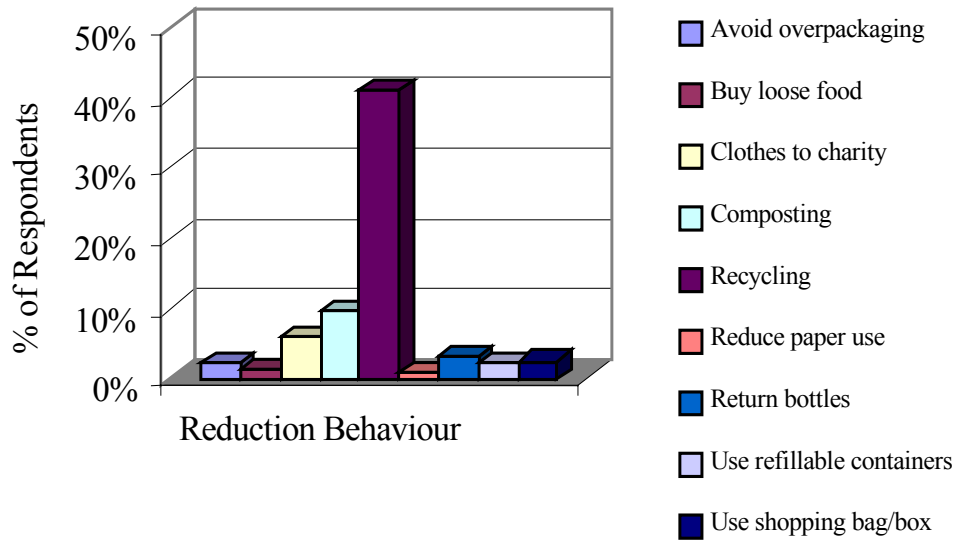
#### **3.3 Awareness of the Waste Hierarchy**

The vast majority of the respondents (93%) had not heard of the Waste Hierarchy. Of the 7% whom indicated that they were aware of the term one person demonstrated they understood the concept fully, recalling reduce, reuse and recycle.

#### **3.4 Current Household Reduction Behaviour**

48% of the participants (192 respondents) indicated that they currently practised some form of waste reduction within their own homes. The most common responses recalled are displayed in Figure 1.0.

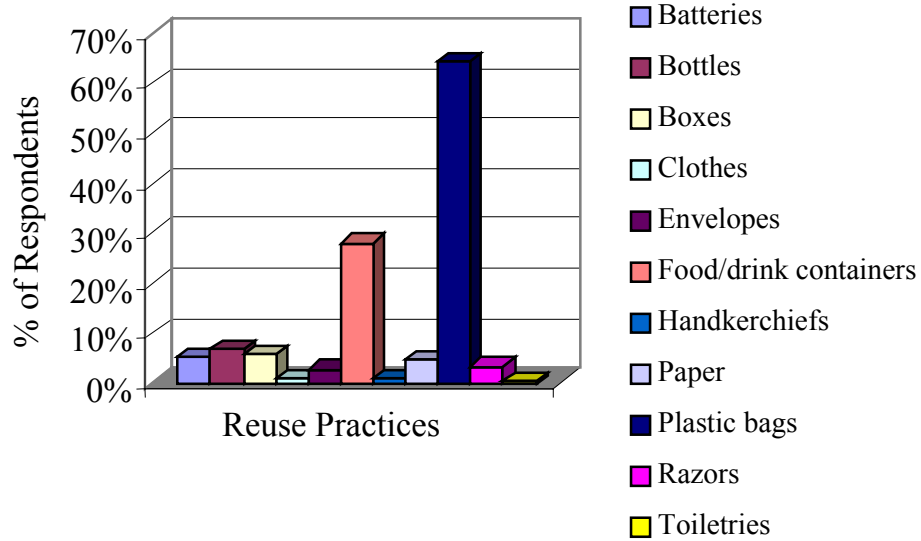
Recycling was perceived to be a method by which the public could reduce waste, and was the most commonly recalled response (79 respondents). Of the remaining respondents 49% indicated that they did nothing and 3% were unsure.



**Figure 1.0 Household Waste Reduction Behaviour in the Clackmannanshire Area**

### 3.5 Current Household Reuse Behaviour

Re-use, as a concept, was understood more readily by the public. 304 people (76% of respondents) indicated that they currently practised some form of waste re-use behaviour within their own homes. The most common responses recalled are displayed in Figure 2.0.



**Figure 2.0 Household Waste Re-use Behaviour in the Clackmannanshire Area**

Re-using plastic bags and food/drink containers were the most common re-use practices identified by the public (198 and 85 respondents respectively). Of the remaining respondents 23% indicated that they did nothing and 1% were unsure.

### 3.6 Current Household Recycling Behaviour

193 people (48% of the respondents) indicated that they currently practised some form of recycling within the Clackmannanshire area. The majority of whom currently used Local Authority bring systems (91% of the recyclers, 44% overall). Civic amenity sites were used by 4% of the sampled population (8% of the recyclers), with only 2% (1% of the recyclers) indicating that they used kerbside collection systems to recycle within the Clackmannanshire area. The range of materials recycled, the number of people recycling these items, and proportion of materials recycled, is detailed in Table 3.0.

<b>Material</b>	<b>Number of People</b>	<b>Proportion of Material Recycled (%)</b>
Glass	157	85
Newspapers	107	90
Cans	27	72
Charity shops	20	83
Green waste	13	76
Magazines	10	85
Plastics	9	58
Furniture (wood)	7	38
Cardboard	4	100
Books	1	100
Oil	1	100
Textiles	1	100

**Table 3.0 Recycling in the Clackmannanshire Area**

Glass and newspapers were the most commonly recycled materials (81% and 55% of recyclers respectively). A significant proportion of textile recycling was being done via charity shops, 20 people indicating they used this method.

### **3.61 Kerbside Collection System**

3 people indicated that they currently participated in some form of kerbside collection scheme. 2 people indicated that they were satisfied with these systems stating that they were regular charity collections. The range of materials recycled, the number of people recycling these items, and proportion of materials recycled, is detailed in Table 4.0.

<b>Material</b>	<b>Number of People</b>	<b>Proportion of Material Recycled (%)</b>
Newspapers	3	67

**Table 4.0 Recycling via Kerbside Sites in the Clackmannanshire Area**

The respondent who was dissatisfied with these systems gave no reason and there were no suggested improvements to this system.

### 3.62 Bring Systems and Civic Amenity Sites

175 people (91% of the recyclers) indicated that they used bring systems to recycle, and 16 people (8% of the recyclers) indicated that they used the green waste recycling site at the civic amenity site at Glen Ochil. It has been observed, however, that some confusion has arisen amongst the general public with respect to bring and civic amenity site recycling, therefore results have been combined for analytical purposes. The range of materials recycled, the number of people recycling these items, and proportion of materials recycled, is detailed in Table 5.0.

<b>Material</b>	<b>Number of People</b>	<b>Proportion of Material Recycled (%)</b>
Glass	157	85
Newspapers	104	91
Cans	27	72
Magazines	10	85
Green waste	9	39
Plastics*	9	58
Furniture (wood)	7	38
Cardboard*	4	100
Textiles	2	100
Books	1	100
Oil	1	100

\* Currently there is no facility for cardboard or plastic recycling in Clackmannanshire

**Table 5.0 Recycling via Bring and Civic Amenity Sites in the Clackmannanshire Area**

Glass (81% of recyclers) and newspaper (46% of recyclers) were the most frequently recycled materials via these systems. The majority of users (80%) indicated that they were satisfied with these systems stating they were convenient, easy to use and had good access. Those who indicated that they were dissatisfied with these systems (20% of users) gave reasons of them being too far away and that the bins were always full.

Suggested improvements to these systems included an increased the number of sites, increased site maintenance, the introduction of a kerbside collection scheme and increased variety of recyclates.

### 3.7 Non-Recyclers Attitudes

Within the Clackmannanshire area 52%, (207 of the participants) indicated that they were not recycling. A whole range of reasons for not recycling were outlined by the public, as summarised in Table 6.0.

<b>Reasons For Not Recycling</b>	<b>% of Respondents</b>
Too much trouble	18
Don't know where facilities are	16
Not sure	12
No facilities	11
Travel too far	10
Don't know how	7
Too old/disabled	7
Not considered it	6
Too much time	5
Not enough material	3
No difference	2
No incentives	2
No transport	2
Not interested	2
Unreliable service	2
Cynical about recycling	1
Don't care	1
Not enough store room	1

**Table 6.0 Reasons for Not Recycling in the Clackmannanshire Area**

The most frequent responses were that people thought it was too much trouble, didn't know where the facilities were, that there were no facilities and that they had to travel too far. 30% of those respondents who noted that they did not know where the facilities were, or thought that there were none, were from Clackmannan where there are no recycling facilities at present

### 3.8 Encouragement to Recycle

Both the non-recyclers (207 respondents) and the recyclers (193 respondents) were then asked what would encourage them to recycle or recycle more. The results are summarised in Table 7.0.

Encouragement to Recycle	Number of Respondents		
	Recyclers	Non-recyclers	Total
Kerbside collection	68	74	142
More bring systems	50	32	82
Nothing	22	28	50
Don't know	17	32	49
More information on where	11	12	23
Information on what can be recycled	7	13	20
Information on benefits	10	5	15
Ability to recycle plastics	11	0	11
Provide containers	4	6	10
More frequent	4	1	5
Financial incentive	2	2	4
More reliable	1	1	2

**Table 7.0 What Would Encourage Recycling Behaviour in the Clackmannanshire Area**

The most common responses were that the provision of kerbside collection schemes (36%) and a greater number of bring systems (21%) would encourage recycling behaviour. Four people indicated that there should be some form of financial incentive to recycle, of these, two people didn't know how, one person wanted a tax reduction and one person wanted a charity donation. However, 13% of the participants (7% non-recyclers, 6% recyclers) indicated that nothing would persuade them to recycle (more) and a further 12% (8% non-recyclers, 4% recyclers) were unsure as to what might.

### 3.9 Willingness to Participate in Kerbside

The majority of the public interviewed (87%, 348 people) indicated that they would be willing to participate in a kerbside box collection scheme. 11% were not interested and 2% of respondents were not sure.

Of the 44 people who did not wish to participate in a kerbside collection scheme, the main reasons given were that:

- they did not have enough material (12 people),
- they preferred the local bring system (7 people),
- it was too much trouble (6 people),
- they were too old/disabled unable to carry box (6 people).

Of those who were willing to participate in a kerbside collection scheme (347 people), the main advantages of such a system cited were that it would:

- be convenient and easy to use (85 people),
- encourage recycling behaviour (56 people),
- reduce the amount of waste (34 people),
- benefit the environment (26 people).

This group was also asked what disadvantages there would be to such a scheme. The most common responses were:

- that the box has no lid (54 people),
- storing the box (20 people),
- that the box is too small (18 people),
- that they didn't want to wash/sort the items (7 people).

When asked where they would store the box the following responses were given:

- in garage/shed (132 people)
- inside house (100 people)
- outside/next to bin (97 people)
- don't know (18 people)

### **3.91 Kerbside Collection Scheme Update**

A pilot opt-out kerbside box scheme was introduced on 24<sup>th</sup> September 2001 subsequent to the SWAG survey. 11,000 boxes were distributed for the collection of glass, cans and textiles, and blue bags were available for paper collection. Non-participants could present their box upside down on the first collection day.

The vehicle used for collection has a variety of stillages on board, for material separation at the kerbside. Paper is stored for bulk collection at one of Clackmannanshire Council's depots, glass is transferred into skips and delivered direct to the glassworks and cans and textiles are taken to 'ACE Recycling' for sorting and separation.



It is thought that approximately 6,000 people currently participate, however the frequency of presentation, or variations of presentation across housing types, has not been assessed. Implementation has been smooth and most enquires are from people wishing to take part in the scheme.

A breakdown of the materials collected from September 2001 to March 2001 inclusive are displayed in Figure 3.0. Paper comprised the greatest proportion of recyclate, by weight, in every month.

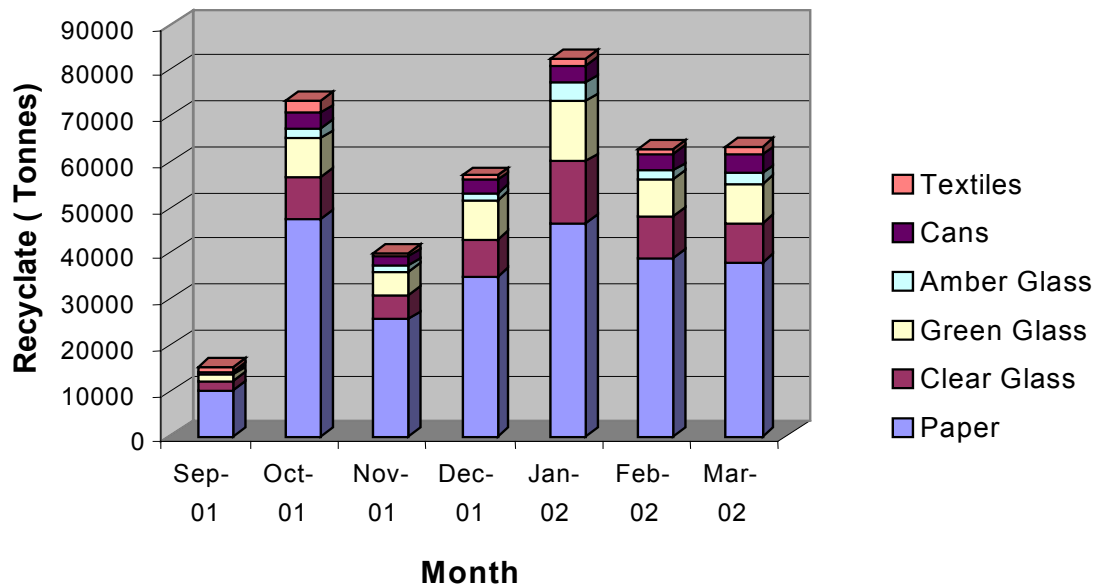
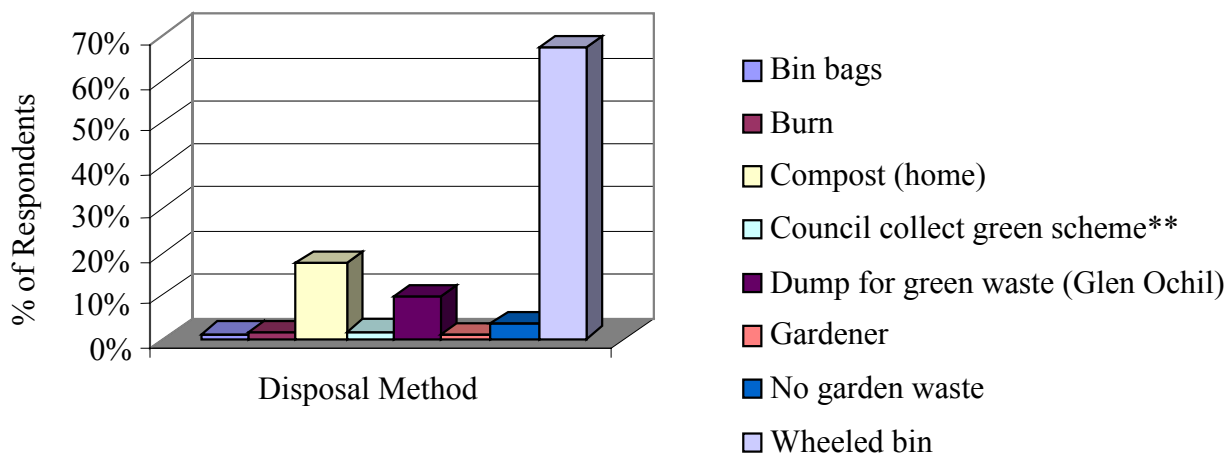


Figure 3.0 Tonnages of Recyclates Collected by the Pilot Kerbside Scheme in Clackmannanshire

### 3.10 Current Household Composting Behaviour

96% of the public surveyed in the Clackmannanshire area (384 people) had a garden. The majority of whom indicated that they disposed of their organic kitchen waste directly to their wheeled bin (84%). 12% (46 people) currently compost their organic kitchen waste within this area.

With respect to garden waste within the Clackmannanshire area, a variety of disposal methods were used, these are summarised in Figure 4.0.



\*\* Currently there is only a special uplift service in operation in Clackmannanshire

**Figure 4.0 Garden Waste Disposal Methods in the Clackmannanshire Area**

The majority of people dispose of their green waste directly into their wheelie bin (67%, 257 people). Currently 18% also composted their garden waste at home within the Clackmannanshire area, 2% indicated they used a council green waste collection.

Overall, 69 people (18% of the surveyed population with gardens) compost at home within the Clackmannanshire area, of which 81% compost all year round. The most popular choice of composters are shown in Table 8.0.

Method of Composting	No of Respondents
Compost heap	35
Compost bin	23
Council compost bin	7
Plastic bag	2
Digestor	1
Wormery	1

**Table 8.0 Composting Method in the Clackmannanshire Area**

97% of the composters (67 people) indicated that they were satisfied with the systems they were using. They specified that the main benefits of composting were that the final product was good for the garden, reduces/recycles waste, works well and saves money. 31 people were satisfied but gave no opinion. Of those who were not satisfied, reasons given were that the composting process was smelly, messy and unsuccessful.

Overall when asked how the composting process individuals used could be improved, and what problems (if any) had been encountered, very few responses were recorded. 61 of the 69 people failed to respond and the remaining 8 all indicated the provision of a bin would aid the composting process.

10 people noted particular problems with the composting process, the majority of them concerned with the smell and the attraction of vermin.

### 3.11 Non-Home Composting Attitudes

313 people (82%) of the sampled population (with gardens) within the Clackmannanshire area were not composting at home as summarised in Table 9.0. The main reasons identified were no use for compost and no space for the composter.

<b>Reason for Not Composting</b>	<b>No of Respondents</b>
No use for compost	73
No space	64
Too much trouble	48
Not enough waste	25
Not interested	24
Never considered	19
Don't garden/not a gardener	14
Don't know how	13
Not sure	13
Compost smells	10
Too much time	8
Too old/disabled	8
No facilities	6
Council does gardening	2
Makes no difference	2
Vermin concerns	2
Too expensive	1

**Table 9.0 Reasons for Not Composting in the Clackmannanshire Area**

### 3.12 Encouragement to Home Compost

Of the 382 households with gardens within Clackmannanshire area, both the non-composters (313 people) and the composters (69 people) were asked what would encourage them to compost or compost more. Their responses are summarised in Table 10.0.

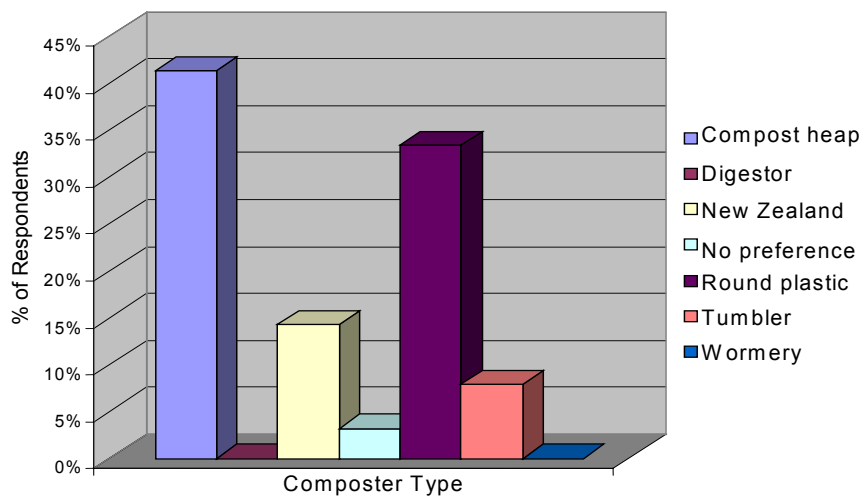
Ways to Encourage Home Composting	% of Respondents with Gardens		
	Composters	Non-composters	Total
Nothing	15	63	78
Don't know	2	6	8
Free composter	3	5	8
More information on how	0	4	4
Information on benefits	0	2	2
More space	1	0	1

**Table 10.0 Ways Identified by the Public in the Clackmannanshire area to Encourage Home Composting**

The majority of people (78%) indicated that nothing would engage them in further home composting behaviour and a further 8% were unsure as to what could. The 42 non-composters, who indicated that they might be willing to participate in home composting, indicated a free composter, and more information on how to compost and the benefits of composting, as incentives.

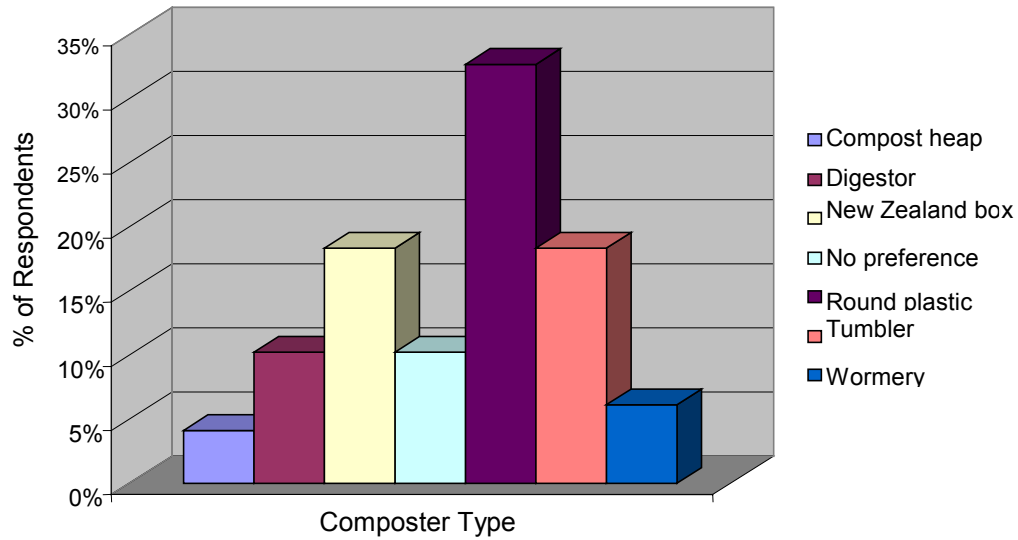
### 3.13 Willingness to Participate in Home Composting Scheme

Of the 382 households with gardens within the Clackmannanshire area 18% of respondents with gardens (69 people) indicated that they already participated in a home-composting scheme. When shown the composting show card the preferred choices for home composting systems are detailed in Figure 5.0. The most preferred choices of those respondents composting at present were a compost heap (28 people) and a round plastic tub (23 people).



**Figure 5.0 Home Composting Container Type – Present Composters**

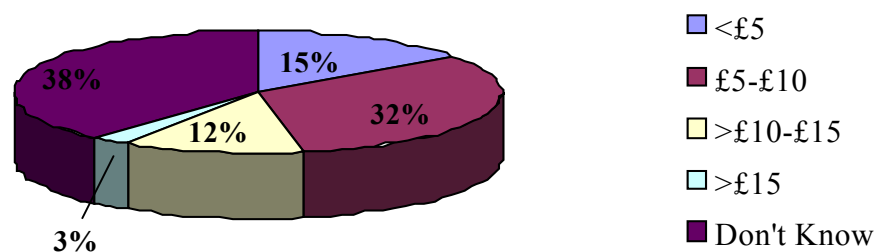
An additional 14% of respondents with gardens (54 people) indicated that they would be willing to participate in a home-composting scheme in the future. When shown the composting show card the preferred choices for home composting systems are detailed in Figure 6.0.



**Figure 6.0 Home Composting Container Type – Non-Composters**

The most preferred choices of those respondents not composting at present were the round plastic composter (18 people), a tumbler and a New Zealand box (10 people).

44% of these respondents (54 people) indicated that they would be willing to pay a small charge for a home composter. How much they were willing to pay for such systems varied considerably as outlined in Figure 7.0. The majority of these (31 people) indicated they would be willing to pay £15 or less.



**Figure 7.0 Willingness to Pay for Home Composter Unit**

### 3.14 Willingness to Participate in a Community Composting Scheme

The majority of people (252 respondents, 66%) surveyed (with gardens) did not wish to participate in a community-composting scheme. However 24% (92 people) indicated they would be willing to participate and 3% stated that they already did.

### 3.15 Willingness to Participate in a Separate Green Waste Collection System (uplift by Local Authority)

236 respondents (62% of the sampled population with gardens) within the Clackmannanshire area indicated they would be willing to participate in a separate green waste collection and 5 people noted that they already did. 37% of this group (87 people) indicated that they would be willing to pay a small charge for garden waste collection.

40 people indicated that they would be willing to pay £15 or less per annum for a green waste collection system. 14 of the respondents expressed a willingness to pay more than £15 and the remainder was not sure, as detailed in Figure 8.0.

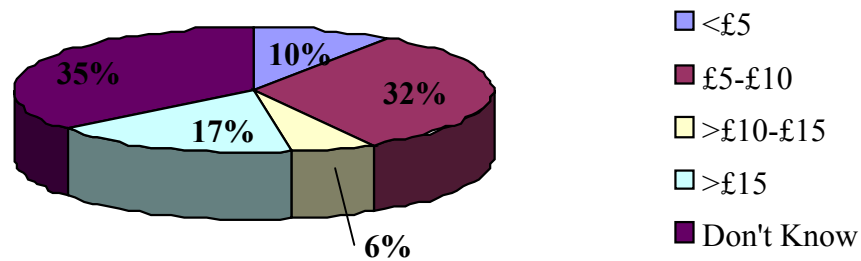


Figure 8.0 Willingness to Pay for Local Authority Green Collection Service.

### 3.16 Awareness of Local Waste Disposal Facilities

41% of the respondents (164 people) indicated that they were aware of what happened to the domestic waste collected in their area, the majority of whom identified landfill (126 people). When asked to identify where these facilities were, 37% of these respondents (46 people) were able to answer. Alloa was mentioned most often, by 59% of the respondents, as detailed in Table 11.0.

<b>Location</b>	<b>% of Respondents</b>
Alloa	59
Forthbank	11
Bowmar	6
Falkirk	6
Riverside	6
Linlithgow	4
Kelliebank	2
Powmill	2
Tillicoultry	2

**Table 11.0 Perceived Location of Landfill Sites in Clackmannanshire**

38 people identified incineration, 63% of which indicated that they knew where the incinerator was located, the responses are detailed in Table 12.0.

<b>Location</b>	<b>% of Respondents</b>
Alloa	79
Forthbank	13
Kelliebank	4
Riverside	4

**Table 12.0 Perceived Location of Incinerator in Clackmannanshire**

The perceived advantages and disadvantages of landfill were then explored. The advantages were vague, 67% of people did not answer, did not know or stated there were no advantages. Of the remainder 10 people stated that it was easy and efficient, 9 people indicated that it reduced waste volume, 5 people indicated that there was no alternative and 4 people stated that this method allowed land reclamation. Other reasons included that it was better than incineration, and that it solved the problem of what to do with waste. 66% of people identified disadvantages associated with landfill, these included environmental concerns, lack of space, vermin and a lack of recycling.

When asked what improvements could be made to landfills 73% of respondents had no answer. The most common responses were incineration and that recycling should be encouraged prior to disposal.

### 3.17 Awareness of Cost of Domestic Waste Collection and Disposal

82% of the public surveyed were unable to comment, indicating that they had no idea what it cost for the weekly collection and disposal of their household domestic waste. 32 people (8% of those interviewed) believed that the cost was greater than £10 per week per household. These results are summarised in Table 13.0.

Cost per Week	Number of People
Less than £1	6
£1-1.99	3
£2-2.99	6
£3-4.99	10
£5-10	12
More than £10	32
Don't Know	325

Table 13.0 Awareness of Cost of Waste Collection and Disposal

### 3.18 Waste Charging

The majority of the public (71%) believed that households should not be charged for the amount of waste they produced. However, 16% agreed with this principle, the remainder was unsure. When asked what the advantages of such a charging scheme might be the majority of respondents (77%) gave no comment, were unsure or stated there were no advantages.

The main reasons given for acceptance of such a scheme were this would:

- reduce waste and increase recycling (40 people),
- be a fairer system for smaller households / OAP's (14 people),
- increase awareness (14 people),
- increase revenue (14 people).

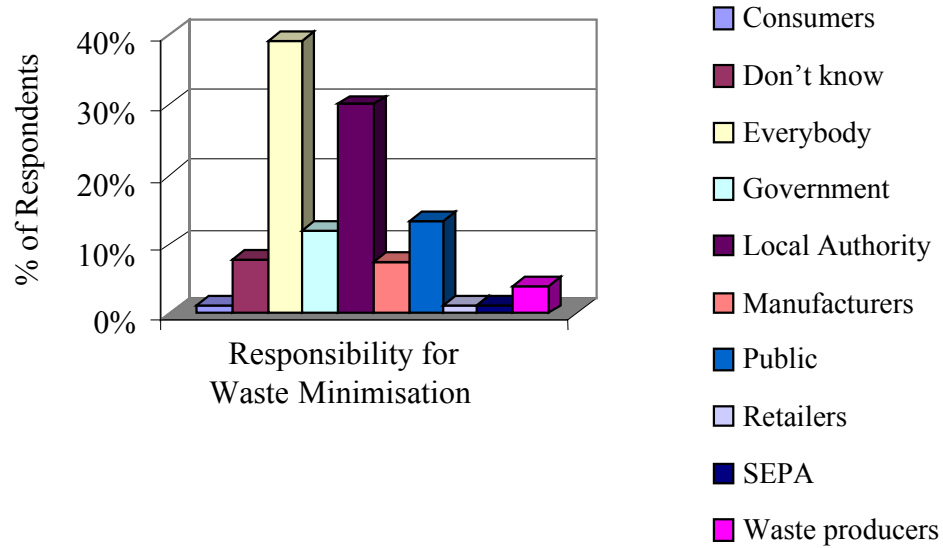
The main reasons for rejecting this scheme were:

- people already pay via taxes (144 people)
- it would penalise large families/lower incomes (56 people)
- it would encourage fly tipping (32 people)
- it would be difficult to administer (15 people)



### 3.19 Responsibility for Waste Minimisation

A range of responses were outlined by the public as to who should be responsible for waste minimisation. Everybody (156 people), the Local Authority (120 people) and the public (52 people) were the most common answers recorded, as displayed in Figure 9.0.



**Figure 9.0** Responsibility for Waste Minimisation