

WASTE AWARE CLACKMANNANSHIRE KERBSIDE RECYCLING



Public Attitudes and Behaviour Towards Kerbside Recycling in Clackmannanshire

A SWAG Survey, October 2004

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FOREWORD

The Scottish Waste Awareness Group (SWAG) was set up in 2000 with the remit of changing public attitudes to domestic waste. The SWAG Steering Group, chaired by the director of Keep Scotland Beautiful (KSB) has representatives from CIWM, COSLA, CRNS, KSB, RAGS, Scottish Executive, SEPA, SESA and WRAP. SWAG receives financial support from the Scottish Executive and SEPA.

The aim of SWAG is to deliver a national campaign called Waste Aware Scotland at a local level through a range of campaign activities. This is in parallel with the implementation phase of the National Waste Plan for Scotland, which sets targets for recycling and the reduction in landfill, and which initially focuses on municipal solid waste. In 2005 there were 36 multi-material recycling and composting schemes in 20 local authority areas in Scotland. One part of the campaign is door-to-door household surveys to assess changes in public attitudes and behaviour and the effectiveness of the new recycling services. This report gives an appraisal of the Waste Aware Clackmannanshire Kerbside Recycling Service and Publicity Campaign.

SWAG also works towards creating more understanding and recognition of the need for Waste Management Facilities of all types, and raising the profile of waste, which continues to increase, as an environmental priority.

N Souter
SWAG Campaigns Manager

NATIONAL RECYCLING TARGETS

The National Waste Plan published by the Scottish Executive in 2003 includes the following Scottish Executive and EU Landfill Directives targets:

- Achieve 25% recycling or composting of municipal waste by 2006.
- Achieve 30% recycling or composting of municipal waste by 2008.
- Reduce the amount of waste sent to landfill by 75% of the amount in 1995 in 2010.
- Reduce the amount of waste sent to landfill by 50% of the amount in 1995 in 2013.
- Provide kerbside waste collections to over 90% of households by 2020.

1. REPORT SUMMARY

This report presents the results of 400 surveys carried out via face to face interviews with members of the public living within the Clackmannanshire Council area. These surveys were carried out to assess public attitudes and behaviour towards Clackmannanshire Council's kerbside recycling service and to appraise the effectiveness of the Waste Aware Clackmannanshire kerbside recycling campaign.

Prior to the implementation of the Kerbside Recycling service and the Waste Aware Clackmannanshire kerbside recycling campaign, Clackmannanshire Council recycled 6.6% of its Municipal Solid Waste (MSW). This compares with 45.8% of MSW being recycled reported for the quarter July to September 2004 (Reference: SEPA's Quarterly LAWAS figures).

The report findings show that participation in Clackmannanshire Council's kerbside recycling service is very high, 97% of respondents were using one or more elements of the service to recycle their household waste.

The vast majority of respondents were satisfied with the collection frequency of the blue box, blue bag and brown bin, 98 % of blue box and bag users and 88% of brown bin users were satisfied with the collection frequency.

The vast majority of respondents (93% of blue box and bag users) were carrying out one or more preparation techniques before placing recyclable items into either their blue box or blue bag. Brown bin users were also preparing materials before recycling, 60% cited at least one preparation technique.

Respondents cited a variety of different motivations for using the blue box and bag, and brown bin. The most commonly cited motivations fell into the category of 'environmental reasons', this response was given by 39% of blue box and bag users and 31% of brown bin users. A similar percentage of respondents also cited 'environmental reasons' as the main benefit to using the kerbside recycling service (35% of blue box and bag users and 31% of brown bin users).

The vast majority of respondents using blue box and bag (81%), and brown bin (89%) stated that they had no problems using the kerbside recycling scheme indicating a high level of satisfaction with the service.

Results show that most respondents were aware of the Waste Aware Clackmannanshire campaign with 65% of users expressing familiarity with one or more of the communication mechanisms.

Of the respondents not currently using the kerbside recycling service 83% stated that they would be willing to participate.

Most of the respondents using the kerbside recycling service (61%) expressed the view that Clackmannanshire Council was responsible for the Waste Aware Clackmannanshire campaign.

2. BACKGROUND TO THE SURVEY

The Scottish Waste Awareness Group (SWAG) was established in 2000 with the remit of changing public attitudes to reduce, reuse and recycle. The Waste Aware Scotland campaign was developed following an eighteen month period of extensive research which included over 9000 door to door surveys across the thirty two Scottish local authorities.

The Waste Aware Scotland campaign is a national campaign delivered at the local level through specially developed, localised campaigning strategies that ensure campaigns run alongside the provision of local waste management infrastructure.

The Waste Aware Clackmannanshire Kerbside Recycling campaign was launched in September 2003 to educate and raise awareness among members of the public of the existing blue box and bag Kerbside Recycling Service.

In February 2004 the campaign was developed further to support changes to Clackmannanshire Council's waste collection service, these changes included:

- The introduction of a kerbside brown bin and subsequent change in residual bin collection frequency;
- An increase in the blue box and bag collection from fortnightly to weekly;
- Acceptance of clear PET and HDPE plastic bottles for recycling using the blue box.

A public consultation, comprising of 400 door to door surveys carried out across the Clackmannanshire Council area, was carried out in October 2004 to assess public awareness and participation in the blue box, blue bag and brown bin Kerbside Recycling Service. This consultation was also used to appraise the effectiveness of the communication mechanisms employed during the Waste Aware Clackmannanshire campaign. This report details the findings from the public consultation survey.

3. SURVEY METHODS

A comprehensive door-to-door survey was undertaken as part of the Waste Aware Clackmannanshire campaigning programme. This survey was undertaken to:

1. Appraise the effectiveness of the Waste Aware Clackmannanshire campaign;
2. Monitor public attitudes and recycling behaviour in the use of the Kerbside Recycling Service;
3. Appraise the effectiveness of the different campaigning methods employed.

In total 400 door-to-door surveys were conducted in selected areas of Clackmannanshire (as shown in Table 1). This sample size was calculated as statistically robust using data from the 2001 Scottish Census and the Scottish Executive Household Survey web-site. From this data a survey plan proportionally stratified by population density and housing type was developed. This ensured that the demographic profile of the samples matched the population distribution within Clackmannanshire and across the four major housing types as detailed in Table 1. There is also a correlation with the age profile with the 2001 Scottish Census for Clackmannanshire as shown in Table 2.

TABLE 1 SURVEY AREAS AND DISTRIBUTION OF HOUSING TYPES

| AREA | TOTAL | DETACHED | SEMI- DETACHED | TERRACED | FLATS |
|-------------------|------------|-----------|-------------------|------------|-----------|
| ALLOA | 157 | 33 | 41 | 47 | 36 |
| ALVA | 44 | 9 | 12 | 9 | 14 |
| CLACKMANNAN | 28 | 6 | 9 | 9 | 4 |
| COALSNAUGHTON | 6 | 1 | 2 | 3 | 0 |
| DOLLAR | 23 | 11 | 8 | 2 | 2 |
| MENSTRIE | 17 | 2 | 4 | 7 | 4 |
| TILLICOULTRY | 45 | 11 | 10 | 15 | 9 |
| TULLIBODY | 55 | 7 | 17 | 22 | 9 |
| SAUCHIE | 11 | 2 | 6 | 3 | 0 |
| POOL OF MUCKHART | 5 | 5 | 0 | 0 | 0 |
| FISHCROSS | 7 | 3 | 0 | 3 | 1 |
| DEVONSIDE | 2 | 2 | 0 | 0 | 0 |
| TOTAL | 400 | 92 | 109 | 120 | 79 |
| % OF TOTAL | 100 | 23 | 27 | 30 | 20 |

TABLE 2 AGE DISTRIBUTION OF SURVEY RESPONDENTS WITH CENSUS EQUIVALENT

| AGE BAND | 18 – 29 | 30 - 44 | 45 - 59 | 60+ |
|----------------------------------|---------|---------|---------|-----|
| NUMBER | 40 | 108 | 87 | 165 |
| AS % OF TOTAL | 10 | 27 | 22 | 41 |
| CENSUS EQUIVALENT % ¹ | 16* | 23 | 21 | 20 |

1. Census Data uses 16-29 years old age band

Across Clackmannanshire, 63% of households surveyed were owner occupied, 23% were Local Authority rented households and 14% of the households were privately rented accommodation. 1% of the respondents did not respond to this question.

4. PARTICIPATION IN THE KERBSIDE RECYCLING SERVICE

4.1 Use of Kerbside Recycling Service

97% (388 respondents) of the public surveyed in Clackmannanshire indicated that they currently used at least one container for their Kerbside Recycling Service. 3% (12 respondents) of the respondents did not use the service. 75% (299 users) stated that they used all three recycling containers: blue box, blue bag and brown bin.

Of the 97% respondents that use the service, 90% use the blue box and 82% use the blue bag to recycle. The number of respondents using the blue box and the blue bag are detailed below in Table 3. The end column describes this information as a proportion of the total sample of 400 members of the public surveyed.

TABLE 3 USE OF KERBSIDE RECYCLING SERVICE

| | NUMBER OF USERS | % OF TOTAL 400 RESPONDENTS |
|-----------------------------|-----------------|----------------------------|
| BLUE BOX | 350 | 88 |
| BLUE BAG | 314 | 79 |
| BROWN BIN | 331 | 83 |
| BROWN BIN, BLUE BOX AND BAG | 299 | 75 |

In this survey, of the 388 respondents who said they used the Kerbside Recycling service, 31% (122) said that they used to use either Recycling Centres or Points. Of those 122, 31% (47 respondents) said that they still use Recycling Centres or Points, whereas 62% (75 respondents) have stopped using Recycling Centres or Points since the introduction of the Kerbside Recycling Service.

Use of Kerbside Recycling Service by housing type

The use of the Kerbside Recycling Service by housing type is outlined below and illustrated in Figure 1.

| | | |
|--------------------|------|-------------------|
| Detached | 100% | (92 respondents) |
| Semi-detached | 98% | (109 respondents) |
| Terraced | 98% | (121 respondents) |
| Flatted properties | 90% | (78 respondents) |

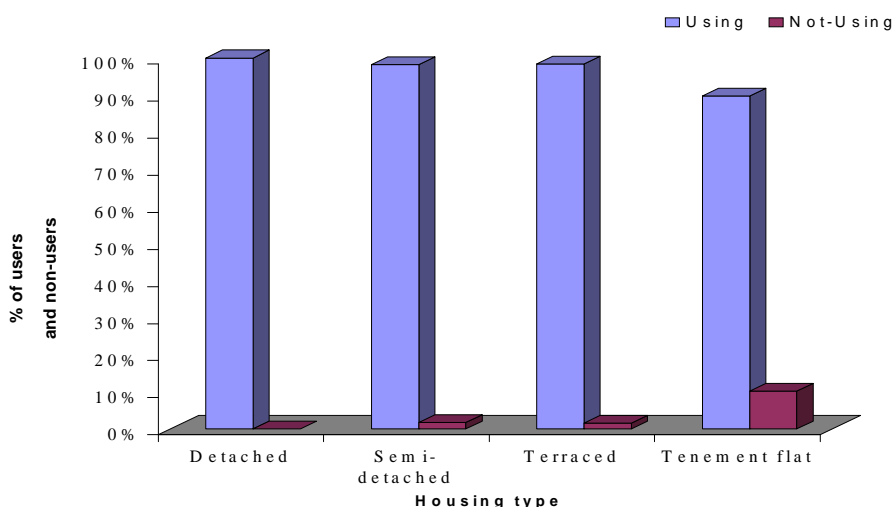


Figure 1: Users and non-users of the Kerbside Recycling Service by housing type

Gender of respondents

Of the respondents, 65% were female and 35% male.

4.2 Non-users

Of the 12 respondents (3%) currently not using the blue box, blue bag or brown bin, 10 respondents (83%) indicated that they would be willing to participate and 2 respondents did not respond to the question.

4.3 Blue Bag Usage

Use of blue bag

Of the 388 respondents using the kerbside scheme, 314 (81%) use the blue bag. All of the blue bag users (100%) use the blue bag for paper and 2% use it for clothes.

Types of paper recycled in blue bag

Table 4 shows the number of users blue bag users who indicated that they recycle a particular type of paper.

Newspaper is the most commonly recycled material; 95% of blue bag users put out newspapers for collection, 59% put out magazines and 48% put out junk mail.

TABLE 4 TYPES OF PAPER PUT IN BLUE BAG

| TYPES OF PAPER | NUMBER OF USERS | TYPES OF PAPER | NUMBER OF USERS |
|----------------|-----------------|-------------------|-----------------|
| NEWSPAPER | 297 | PHONE DIRECTORIES | 9 |
| MAGAZINES | 184 | PACKAGING | 3 |
| JUNK MAIL | 151 | LEAFLETS | 2 |
| PAPER SCRAPS | 61 | CLOTHES | 2 |
| CATALOGUES | 46 | WRAPPING | 2 |
| BROCHURES | 29 | BOOKS | 1 |
| ENVELOPES | 17 | CARDBOARD | 1 |
| PERSONAL POST | 14 | CARD | 1 |
| OFFICE PAPER | 11 | UNABLE TO SPECIFY | 3 |

4.4 Kerbside Blue Box Usage

Use of the blue box

Of the 350 (97%) respondents using the blue box, 93% recycle cans and plastic bottles, 92% recycle glass and 20% recycle textiles.

Types of cans recycled in the blue box

Table 5 below shows the number of blue box users who said they recycle different types of cans. The most common type were food cans; 83% of blue box users recycle food cans, 57% recycle drinks cans and 16% recycle aluminium cans.

TABLE 5 TYPES OF CANS OR FOIL RECYCLED IN BLUE BOX

| TYPES OF CANS/FOIL | NUMBER OF USERS | % OF TOTAL USERS WHO RECYCLE CANS | % OF TOTAL BLUE BOX USERS |
|--------------------|-----------------|-----------------------------------|---------------------------|
| FOOD | 292 | 91 | 83 |
| DRINKS | 200 | 62 | 57 |
| ALUMINIUM | 57 | 18 | 16 |
| PET FOOD | 31 | 10 | 9 |
| ALU FOIL | 16 | 5 | 5 |
| STEEL | 14 | 4 | 4 |
| ALU TRAYS | 7 | 2 | 2 |

Types of plastic recycled in the blue box

Table 6 presents the number of blue box users who said they recycle of different types of plastic. The most common plastic material was milk bottles; 66% of blue box users recycle milk bottles, 24% recycle clear plastic bottles and 19% specified clear plastic drinks bottles.

TABLE 6 TYPES OF PLASTIC RECYCLED IN BLUE BOX

| TYPES OF PLASTIC | NUMBER OF USERS | % OF TOTAL USERS WHO RECYCLE PLASTIC | % OF TOTAL BOX USERS |
|----------------------------------|-----------------|--------------------------------------|----------------------|
| MILK BOTTLES | 232 | 71 | 66 |
| CLEAR PLASTIC BOTTLES | 84 | 26 | 24 |
| CLEAR PLASTIC DRINKS BOTTLES | 66 | 20 | 19 |
| DRINKS BOTTLES | 65 | 20 | 19 |
| TYPE 1 | 45 | 14 | 13 |
| PLASTIC BOTTLES | 32 | 10 | 9 |
| PLASTIC BAGS | 17 | 5 | 5 |
| DETERGENT BOTTLES | 14 | 4 | 4 |
| SHAMPOO BOTTLES | 13 | 4 | 4 |
| PET | 10 | 3 | 3 |
| HDPE | 9 | 3 | 3 |
| PLASTIC PACKAGING | 8 | 2 | 2 |
| TYPE 2 | 4 | 1 | 1 |
| MARGARINE CONTAINERS | 3 | 1 | 1 |
| EVERYTHING WITH RECYCLING SYMBOL | 3 | 1 | 1 |
| NAPPIES | 2 | 1 | 1 |
| YOGHURT POTS | 2 | 1 | 1 |
| WHITE PLASTIC CONTAINERS | 2 | 1 | 1 |
| ALL PLASTICS | 1 | 0 | 0 |
| UNABLE TO SPECIFY | 1 | 0 | 0 |

Types of glass recycled in the blue box

Table 7 below shows the number of Blue box users who said they recycle different types of glass. The most common type of glass recycled was drink bottles; 79% of blue box users recycle drinks bottles and 73% recycle food jars.

TABLE 7 TYPES OF GLASS RECYCLED IN BLUE BOX

| TYPE OF GLASS | NUMBER OF USERS | % OF TOTAL USERS WHO RECYCLE GLASS | % OF TOTAL BOX USERS |
|--------------------|-----------------|------------------------------------|----------------------|
| DRINKS BOTTLES | 278 | 86 | 79 |
| FOOD JARS | 255 | 79 | 73 |
| WINDOW GLASS | 2 | 1 | 1 |
| CLEAR GLASS | 2 | 1 | 1 |
| BROKEN | 1 | 0 | 0 |
| ALL TYPES OF GLASS | 1 | 0 | 0 |

Table 8 below shows the number of Blue box Users who said they recycle different types of textiles. The most commonly recycled material was clothes; 97% of Users who recycled textiles recycled clothes and 53% recycle shoes.

TABLE 8 TYPES OF TEXTILE RECYCLED IN BLUE BOX

| TYPE OF TEXTILE | NUMBER OF USERS | % OF TOTAL USERS WHO RECYCLE TEXTILES | % OF TOTAL BOX USERS |
|-----------------|-----------------|---------------------------------------|----------------------|
| CLOTHES | 69 | 97 | 20 |
| SHOES | 25 | 53 | 7 |
| BEDDING | 3 | 4 | 1 |
| TOWELS | 2 | 3 | 1 |
| HANDBAGS | 1 | 1 | 0 |
| JEWELLERY | 1 | 1 | 0 |
| RAGS | 1 | 1 | 0 |
| BELTS | 1 | 1 | 0 |

The number of respondents as a proportion of the sampled population (users and non-users) recycling each material are presented in Table 9. The most commonly recycled materials were plastic and glass (82% of the 400 respondents).

TABLE 9 NUMBER OF USERS RECYCLING EACH TYPE OF MATERIAL

| TYPE OF MATERIAL | NUMBER OF USERS | % OF BOX USERS | % OF TOTAL NUMBER OF RESPONDENTS SURVEYED |
|------------------|-----------------|----------------|---|
| PLASTIC | 327 | 93 | 82 |
| GLASS | 325 | 93 | 82 |
| CANS/FOIL | 322 | 92 | 81 |
| TEXTILES | 71 | 20 | 18 |
| PAPER | 30 | 9 | 8 |
| CARDBOARD | 1 | 0 | 0 |
| GARDEN WASTE | 1 | 0 | 0 |
| GENERAL WASTE | 1 | 0 | 0 |
| BAGS | 1 | 0 | 0 |

4.5 Contamination Awareness

This section dealt with what should not be recycled in either the blue bag or the blue box. Only users of the service were asked these questions. The respondents were not read the list of options but only prompted to recall any items they thought should not be recycled in the blue bags or boxes.

Materials not accepted

Users (of both the bag and/or box) were asked what types of material are not accepted in the collection in order to ascertain the level of contamination as well as respondents' awareness of unrecyclable materials. Table 10 shows the number of respondents who were able to identify the materials that were unacceptable in the blue recycling box and bag as well as those were unable to specify what materials are not accepted in the blue recycling box and bag. 68% of the blue bag users were able to correctly identify types of paper, which could not be recycled using the blue bag and 66% of the blue box users, were able to correctly identify types of plastics, which could not be recycled using the blue box.

TABLE 10 NUMBER OF BLUE BOX AND BAG USERS ABLE AND UNABLE TO SPECIFY ANY TYPES OF GLASS, PAPER, PLASTICS, TEXTILES AND OTHER WASTE THAT ARE NOT ACCEPTED

| ACCEPTABLE MATERIALS | NUMBER OF USERS CORRECTLY SPECIFYING MATERIALS THAT ARE NOT ACCEPTED | % OF TOTAL USERS | NUMBER OF USERS UNABLE TO SPECIFY | % OF TOTAL USERS |
|----------------------|--|------------------|-----------------------------------|------------------|
| PAPER | 239 | 68 | 134 | 38 |
| PLASTICS | 230 | 66 | 121 | 35 |
| OTHER WASTE | 77 | 22 | 272 | 78 |
| GLASS | 53 | 15 | 267 | 76 |
| TEXTILES | 6 | 2 | 329 | 94 |

Paper materials that should not be recycled in the blue bag

Yellow Pages was most commonly specified as a paper material that should not be recycled in the blue bag followed by envelopes. 90 users (26%) identified Yellow Pages, 59 (17%) identified envelopes and 48 (14%) identified cardboard as materials that should not be recycled in the blue bag. Table A1.1 in Appendix I details the number of users identifying each type of paper.

Plastics that should not be recycled in the blue box

153 users (44%) correctly identified coloured plastic bottles as an unacceptable material. 40 (12%) of blue box users specified that only clear plastic bottles and milk bottles are accepted. Table A1.2 in Appendix I details the number of respondents identifying each type of plastic.

Glass that should not be recycled in the blue box

37 users (11%) of blue box users correctly identified broken glass as an unacceptable form of glass, and 28 users (8%) thought that all types of coloured glass were not accepted as shown in Table A1.3 in Appendix I. The majority of users, 267 (76%) however, were unable to specify any particular types of glass not accepted for collection.

Textiles that should not be recycled in the blue box

The majority of blue box users, 329 (94%) were unable to specify any particular types of textile not accepted for collection. 5 (1%) of the blue box users identified clothes as an unacceptable textile, and 3 (1%) users thought that soiled textiles were not accepted as shown in Table A1.4 in Appendix I.

Other materials that should not be recycled in the blue box

22 (6%) of blue box users correctly identified food waste as unacceptable for box collection and 14 users (4%) specified that general waste is not accepted referring to anything that can only go in the residual bin, as shown in Table A1.5 in Appendix I. The majority of users, 272 (78%) however, were unable to specify any particular types of 'other' waste not accepted for collection and 3 users were unclear about the question.

4.5 Preparation of Materials for Kerbside Recycling Service

Of the 350 users, 326 (93%) stated that they prepare their materials in some way before putting them out for collection. Table 11 details the numbers of users who indicated a particular type of preparation. The respondents were not given the list of methods but simply prompted to remember what they do.

TABLE 11 NUMBER OF USERS PREPARING MATERIALS BEFORE COLLECTION

| METHOD OF PREPARATION | NUMBER OF USERS | % OF TOTAL USERS WHO PREPARE |
|--|------------------------|-------------------------------------|
| RINSE BOTTLES | 293 | 90 |
| RINSE CANS | 281 | 86 |
| REMOVE LABELS FROM PLASTIC BOTTLES/CONTAINERS/CANS | 106 | 33 |
| RINSE ALUMINIUM FOOD CONTAINERS | 77 | 24 |
| REMOVE ALL TOPS FROM PLASTIC BOTTLES | 62 | 19 |
| EMPTY CONTAINERS | 25 | 8 |
| GROUP MATERIALS TOGETHER | 16 | 5 |
| SQUASH PLASTIC BOTTLES FLAT | 15 | 5 |
| CRUSH CANS | 12 | 4 |
| MATERIALS PLACED INTO PLASTIC BAGS | 6 | 2 |
| PUT PAPER IN SEPARATE BAG | 3 | 1 |
| WASH TEXTILES | 2 | 1 |
| SEPARATE LIDS | 1 | 0 |
| RINSE JARS | 1 | 0 |
| TIE PAPER INTO BUNDLES | 1 | 0 |
| DON'T KNOW | 1 | 0 |

Rinsing materials before recycling them was the most common form of preparation identified by the users. 331 users (89% of all users) indicated rinsing materials of some form. 30% of all users stated that they remove labels from containers and 18% remove tops from plastic bottles.

5. MATERIAL WASTE JOURNEYS

Users of the Kerbside Recycling Service were asked if they knew what happened to materials once collected from the kerbside. Table 12 indicates the number of users, who stated that materials are recycled, sent to landfill or were unable to specify.

The majority of users were aware that materials were recycled in some way as follows; 70% of users stated that paper was recycled, 68% glass, 60% cans, 57% plastic bottles and 13% thought that textiles were recycled. Only 1% of users stated that paper is landfilled indicating that the vast majority of users have confidence in the recycling service.

A substantial number of users however, were unaware of what happens to their materials after they have been collected for recycling; 41% were unable to specify what happens to plastic bottles after collection, paper (38%), glass (28%) and cans (33%). Appendix II details the specific responses to the question of what happens to materials after collection by the council (Tables A2.1 to A2.9).

TABLE 12 NUMBER OF USERS WHO STATED WHETHER MATERIALS ARE RECYCLED, SENT TO LANDFILL OR DID NOT KNOW

| TYPE OF MATERIAL | PAPER | PLASTIC | GLASS | CANS | TEXTILES |
|-----------------------|-------|---------|-------|------|----------|
| RECYCLED ¹ | 223 | 201 | 238 | 209 | 47 |
| LANDFILLED | 3 | 0 | 0 | 0 | 0 |
| UNABLE TO SPECIFY | 119 | 142 | 97 | 117 | 267 |

1. The Recycled category includes those responses that specified 'sent for reprocessing', 'reuse' or 'recycled'

5.1 Reasons for Using the Kerbside Recycling Service

Table 13 shows the most common reasons identified as motivating the public to use the Kerbside Recycling Service. The most common response was 'environmental reasons' (39%). The category 'environmental reasons' includes all those responses that referred to helping the environment in one way or another. In addition, 2 users (1%) specified 'to reduce landfill' and 1 stated 'to save resources'.

'Green bin not emptied enough' was the second most common reason for recycling with 17% of users referring to the fact that the green residual bin is collected fortnightly rather than weekly. This is closely linked to the third most common reason – because it allows people to recycle at home (14%). 12% of users stated they recycle for conscientious reasons indicating a level of awareness of the need to recycle.

TABLE 13 STATED REASON FOR RECYCLING AS A PERCENTAGE OF TOTAL USERS

| REASON | NUMBER OF USERS | % OF TOTAL USERS |
|---------------------------------|-----------------|------------------|
| ENVIRONMENTAL REASONS | 153 | 39 |
| GREEN BIN NOT EMPTIED ENOUGH | 66 | 17 |
| IT ALLOWS ME TO RECYCLE AT HOME | 54 | 14 |
| CONSCIENTIOUS REASONS | 45 | 12 |
| SYSTEM PROVISION | 38 | 10 |
| INSTRUCTED TO | 36 | 9 |
| HAVE TO USE IT | 33 | 9 |
| CONVENIENCE | 9 | 2 |
| CAMPAIGN MOTIVATION | 5 | 1 |
| TO GET RID OF WASTE | 3 | 1 |
| REDUCE LANDFILL | 2 | 1 |
| HABIT | 2 | 1 |
| SAVE RESOURCES | 1 | 0 |
| PEER PRESSURE | 1 | 0 |
| MONEY FOR COUNCIL | 1 | 0 |
| CREATE EMPLOYMENT | 1 | 0 |
| DON'T KNOW | 4 | 1 |

5.2 Benefits of Using the Kerbside Recycling Service

The most common benefits associated with the use of the Kerbside Recycling Service were identified as:

| | | |
|---------------------------------|-----------|-----|
| Environmental reasons | 135 users | 35% |
| Reduces waste in residual bin | 108 users | 28% |
| Handy/Convenience | 64 users | 17% |
| None | 56 users | 14% |
| It allows me to recycle at home | 35 users | 9% |

The responses are detailed in Table 14.

TABLE 14 SPECIFIC BENEFITS OF THE KERBSIDE RECYCLING SERVICE AS INDICATED BY USERS

| BENEFITS | NUMBER OF USERS | % OF TOTAL USERS |
|---------------------------------|-----------------|------------------|
| ENVIRONMENTAL REASONS | 135 | 35 |
| REDUCES WASTE IN GREEN BIN | 108 | 28 |
| HANDY/ CONVENIENCE | 64 | 17 |
| NONE | 56 | 14 |
| IT ALLOWS ME TO RECYCLE AT HOME | 35 | 9 |
| FEEL GOOD FACTOR | 14 | 4 |
| COMMUNITY REASONS | 9 | 2 |
| DON'T KNOW | 6 | 2 |
| TIDY METHOD | 5 | 1 |
| MAKES PEOPLE RECYCLE/AWARE | 4 | 1 |
| SYSTEM PROVISION | 3 | 1 |
| USEFUL BY-PRODUCT | 3 | 1 |
| SAVES RESOURCES | 3 | 1 |
| CAMPAIGN MOTIVATION | 3 | 1 |
| SAVES BIN MEN SORTING | 2 | 1 |
| REDUCES WASTE | 2 | 1 |
| ECONOMIC SAVING | 2 | 1 |
| PEER PRESSURE | 1 | 0 |
| LESS SMELLY | 1 | 0 |
| CREATES JOBS | 1 | 0 |

5.3 Problems Encountered while Using the Kerbside Recycling Service

The majority, 81% of users (284 respondents) stated that they had had no problems in using the Kerbside Recycling Service. 80% (277 users) said they were satisfied with the frequency of collection. Of those who experienced problems in using the service the main complaint referred to problems of the weight of the blue bag and the size of the box, commenting that it was too small, 3% (9 users). The users' responses are detailed in Table 15.

TABLE 15 NUMBER OF USERS WHO INDICATED ANY PROBLEMS WITH THE SERVICE

| PROBLEMS | NUMBER OF USERS | % OF TOTAL USERS |
|--|-----------------|------------------|
| NONE | 284 | 81 |
| RECYCLING BOX HEAVY WHEN FULL | 9 | 3 |
| RECYCLING BOX TOO SMALL | 9 | 3 |
| NO LID | 8 | 2 |
| LID GETS BLOWN AWAY ¹ | 7 | 2 |
| GREEN BIN NOT EMPTIED ENOUGH | 6 | 2 |
| UNRELIABLE SERVICE | 6 | 2 |
| BOX/BAG GETS LOST/MISPLACED BY BINMEN | 6 | 2 |
| DON'T KNOW WHAT MATERIALS ARE ACCEPTABLE | 4 | 1 |
| MATERIALS GET WET IN BAG | 4 | 1 |
| DON'T HAVE BLUE BAG | 3 | 1 |
| RECYCLING BOX NOT EMPTIED ENOUGH | 2 | 1 |
| DIFFICULT TO MANOUVRE | 2 | 1 |
| BINMEN DON'T ALWAYS COME ON TIME | 2 | 1 |
| DON'T ACCEPT ALL MATERIALS | 2 | 1 |
| BLUE BAG SPLIT/NEEDS REPLACING | 2 | 1 |
| DDN'T RECIEVE ANY INFORMATION | 1 | 0 |
| LESS EASY THAN PREVIOUS SYSTRM | 1 | 0 |
| NOT HAVING SPACE TO STORE BIN | 1 | 0 |
| STORAGE OF MATERIALS | 1 | 0 |
| TIME TO RECYCLE | 1 | 0 |
| TIME TO RINSE | 1 | 0 |
| BOX/BAG GETS KICKED BY CHILDREN | 1 | 0 |
| COLLECTION IS TOO EARLY | 1 | 0 |
| MESSY COLLECTION | 1 | 0 |
| BROWN BIN SMELLS | 1 | 0 |
| NEED TO COLLECT NAPPIES | 1 | 0 |
| NEEDS TO BE A FORTNIGHTLY COLLECTION | 1 | 0 |

1. Boxes used in the Clackmannanshire Council Kerbside Recycling Service do not have a lid.

5.4 Improvements to the Kerbside Recycling Service

The majority of users, 71% (212 users) had no suggestions for improving the service indicating their satisfaction with the current service. 12% (43 users) responded that a larger box and bag should be provided, as shown in Table 16. 7% (21 users) suggested that more materials should be collected in the service.

TABLE 16 NUMBER OF USERS SUGGESTING AN IMPROVEMENT TO THE CURRENT SERVICE

| SUGGESTED IMPROVEMENT | NUMBER OF USERS | % OF TOTAL USERS |
|--|-----------------|------------------|
| NONE | 247 | 71 |
| ALTERNATIVE CONTAINER | 39 | 11 |
| COLLECT MORE MATERIALS | 23 | 7 |
| BOX NEEDS A BETTER LID ¹ | 11 | 3 |
| MORE FREQUENT COLLECTION | 6 | 2 |
| ADDITIONAL RECYCLING BOX | 5 | 1 |
| INCREASE GENERAL WASTE COLLECTION | 4 | 1 |
| MORE INFO ON ACCEPTED MATERIALS | 3 | 1 |
| BETTER QUALITY BAG | 3 | 1 |
| MORE INFO ON WHAT HAPPENS TO MATERIALS | 2 | 1 |
| MORE INFO ON ACCEPTED PLASTICS | 2 | 1 |
| WHEELIE BIN OR BOX ON WHEELS | 2 | 1 |
| COLLECT ON TIME | 2 | 1 |
| MORE INFO ON ACCEPTED CANS | 1 | 0 |
| EXTRA BOX | 1 | 0 |
| HELP WITH COLLECTION | 1 | 0 |
| STACKER SYSTEM | 1 | 0 |
| MORE BAGS | 1 | 0 |
| DON'T KNOW | 1 | 0 |

1. Boxes used in the Clackmannanshire Council Kerbside Recycling Service do not have a lid.

Of the 23 users (7%) who suggested that more materials should be collected, the mostly commonly cited material was plastic bottles (91%) (referring to bottles other than clear plastic ones) followed by plastic generally (19%). Table A3.1 in Appendix III details this information.

5.5 Attitudes of Non-users of the Blue Bag and Box

74 respondents do not use the blue bag, 37 respondents do not use the blue box and 1 respondent stated that they had stopped using their box.

Of the 37 who do not use their blue box, 19 respondents stated that they would like to participate in the Kerbside Recycling Service. 16 respondents did not want to participate and the following reasons were given:

| REASON | RESPONDENTS |
|---|-------------|
| No wish to participate | 7 |
| Too much effort | 2 |
| Not enough space for containers | 1 |
| Don't know | 1 |
| Away 6 months of the year | 1 |
| Unable to lift container | 1 |
| Already have a recycling box and don't use it | 1 |
| Not enough recyclates | 1 |

6. PARTICIPATION IN THE BROWN BIN KERBSIDE RECYCLING SERVICE

6.1 Brown Bin Usage

331 users (83% of the 400 respondents surveyed) said that they use their brown bin to recycle.

Types of garden waste recycled in brown bin

Table 17 shows the number of brown bin users who indicated that they recycle a particular type of compostable waste.

Cardboard is the most commonly recycled material; 95% of brown bin users put in cardboard for collection, 81% put in grass cuttings and 65% put in hedge clippings.

TABLE 17 TYPES OF GARDEN WASTE PUT IN BROWN BIN

| TYPE OF WASTE | NUMBER OF USERS | % OF BROWN BIN USERS |
|---------------------|-----------------|----------------------|
| CARDBOARD | 314 | 95 |
| GRASS CUTTINGS | 267 | 81 |
| HEDGE CLIPPINGS | 215 | 65 |
| FLOWERS AND PLANTS | 173 | 52 |
| GARDEN WEEDS | 165 | 50 |
| LEAVES AND BARK | 61 | 18 |
| STRAW AND TWIGS | 29 | 9 |
| SMALL BRANCHES | 23 | 7 |
| WOOD SHAVINGS | 10 | 3 |
| PLANT POTS | 6 | 2 |
| UNCOOKED VEGETABLES | 5 | 2 |
| TEA BAGS | 2 | 1 |
| GARDEN FURNITURE | 1 | 0 |
| NEWSPAPER | 1 | 0 |
| SOIL | 1 | 0 |

6.2 Contamination Awareness

This section dealt with what should not be recycled in the brown bin. Only users of the brown bin service were asked these questions. The respondents were not read the list of options but only prompted to recall any items they thought should not be recycled in the brown bin.

Materials not accepted

Brown bin users were asked what types of material are not accepted in the collection in order to ascertain the level of contamination as well as respondents' awareness of unrecyclable materials. Table 18 shows the high percentage of users, (20%) who correctly identified soil as an unacceptable material. 17% of users were unable to specify any materials are not accepted in the collection. 13% of users correctly identified plastic packaging, 11% identified plastic bags and 10% stated general waste and cooked food reflecting a reasonable awareness of contaminants.

TABLE 18 MATERIALS NOT ACCEPTED IN BROWN BIN

| PROBLEMS | NUMBER OF USERS | % OF TOTAL USERS |
|--|------------------------|-------------------------|
| SOIL | 66 | 20 |
| PLASTIC PACKAGING | 43 | 13 |
| PLASTIC BAGS | 35 | 11 |
| GENERAL WASTE | 34 | 10 |
| COOKED FOOD | 33 | 10 |
| RECYCLABLES | 28 | 8 |
| VEGETABLES | 27 | 8 |
| MIXED WASTE | 25 | 8 |
| KITCHEN /FOOD WASTE | 24 | 7 |
| SEE LID/LABEL | 20 | 6 |
| GLASS | 19 | 6 |
| ANIMAL WASTE | 17 | 5 |
| STONES/RUBBLE | 11 | 3 |
| METAL | 11 | 3 |
| ANYTHING OTHER THAN GARDEN WASTE | 8 | 2 |
| PLASTICS | 6 | 2 |
| NEWSPAPERS | 6 | 2 |
| WOOD SHAVINGS | 5 | 2 |
| WOOD | 4 | 1 |
| NON-BIODEGRADABLE MATERIALS | 3 | 1 |
| DAIRY PRODUCTS | 3 | 1 |
| ANYTHING OTHER THAN GARDEN WASTE AND CARDBOARD | 3 | 1 |
| PLASTICS | 2 | 1 |
| NEWSPAPERS | 2 | 1 |
| WOOD SHAVINGS | 2 | 1 |
| WOOD | 1 | 0 |
| NON-BIODEGRADABLE MATERIALS | 3 | 1 |
| DAIRY PRODUCTS | 3 | 1 |
| ANYTHING OTHER THAN GARDEN WASTE AND CARDBOARD | 3 | 1 |
| HOT ASHES | 2 | 1 |
| EVERYTHING ELSE | 2 | 1 |
| CARDBOARD | 2 | 1 |
| WEEDKILLER | 1 | 0 |
| STRING | 1 | 0 |
| STRAW AND TWIGS | 1 | 0 |

TABLE 18 MATERIALS NOT ACCEPTED IN BROWN BIN CONTINUED

| | | |
|-----------------------|----|----|
| STAPLES | 1 | 0 |
| SMALL BRANCHES | 1 | 0 |
| PLASTICISED CARDBOARD | 1 | 0 |
| PLANT POTS | 1 | 0 |
| PAINT | 1 | 0 |
| METAL | 1 | 0 |
| LARGE GARDEN WASTE | 1 | 0 |
| GLOSSY PAPER | 1 | 0 |
| FLOWERS AND PLANTS | 1 | 0 |
| EGG SHELLS | 1 | 0 |
| DEAD FLOWERS | 1 | 0 |
| COMPOST | 1 | 0 |
| CARD | 1 | 0 |
| BUILDING WASTE | 1 | 0 |
| BRICKS | 1 | 0 |
| DON'T KNOW | 56 | 17 |

6.3 Preparation of Materials for the Brown Bin Kerbside Recycling Service

Of the 331 users, 199 (60%) stated that they prepare their garden waste in some way before putting it out for collection. Table 19 details the numbers of users who indicated a particular type of preparation. The respondents were not given the list of methods but simply prompted to remember what they did.

TABLE 19 NUMBER OF USERS PREPARING GARDEN WASTE BEFORE COLLECTION

| METHOD OF PREPARATION | NUMBER OF USERS | % OF TOTAL USERS WHO PREPARE | % OF BROWN BIN USERS |
|--|-----------------|------------------------------|----------------------|
| FLATTEN/TEAR/SQUASH CARDBOARD | 117 | 59 | 35 |
| PUT GARDEN WASTE IN LOOSE | 56 | 28 | 17 |
| BREAK DOWN/ CHOP UP GARDEN WASTE | 21 | 11 | 6 |
| SHAKE OFF SOIL/WEEDS/TURF | 19 | 10 | 6 |
| REMOVE TAPE AND STAPLES FROM CARDBOARD | 16 | 8 | 5 |
| PUT CARDBOARD AT BOTTOM OF BIN | 11 | 6 | 3 |
| PUT WASTE IN PLASTIC BAGS | 6 | 3 | 2 |
| REMOVE PLASTIC | 2 | 1 | 1 |
| REMOVE LABELS | 1 | 1 | 0 |
| REMOVE STONES | 1 | 1 | 0 |
| SORT WASTE | 1 | 1 | 0 |
| SHAKE WATER OFF | 1 | 1 | 0 |

Flattening or tearing up cardboard was the most common form of preparation identified by 117 users (59%) who prepare, putting garden waste in loose was specified by 56 users (28%) who prepare and 21 users (11%) who prepare stated that they chop up or break up garden waste.

6.4 Material Waste Journey – Garden Waste

Brown bin users were asked if they knew what happened to garden waste once collected from the kerbside. Table 20 indicates the number of users who stated that materials are recycled or otherwise.

The majority of users were aware that garden waste and cardboard is composted; 183 (55%) of brown bin users stated that garden waste and cardboard was composted in some way, either to make fertiliser, soil conditioner or used for landscaping as Table 20 shows. 19 users (6%) were aware that the waste is recycled, and 5 users (2%) stated that the waste is mulched or shredded, 5 users (2%) were aware of the free compost service.

TABLE 20 WASTE JOURNEY OF GARDEN WASTE

| WHAT HAPPENS TO GARDEN AND CARDBOARD WASTE | NUMBER OF USERS | % OF BROWN BN USERS |
|--|-----------------|---------------------|
| MADE INTO COMPOST | 168 | 51 |
| RECYCLED/REUSED | 18 | 5 |
| LAND-FILLED | 8 | 2 |
| COMPOSTED AND USED FOR LANDSCAPING | 6 | 2 |
| COMPOSTED AND SOLD | 5 | 2 |
| GET COMPOST BACK FOR FREE | 5 | 2 |
| MADE INTO SOIL CONDITIONER | 3 | 1 |
| CARDBOARD RECYCLED | 2 | 1 |
| MULCHED DOWN | 2 | 1 |
| SILAGE | 1 | 0 |
| SHREDDED | 1 | 0 |
| GOES TO MENSTRIE | 1 | 0 |
| FERTILISER | 1 | 0 |
| DON'T KNOW | 121 | 37 |

A substantial number of users however, were unaware of what happens to their materials; 37% were unable to specify what happens to garden and cardboard waste after collection.

6.5 Reasons for Using the Brown Bin Kerbside Recycling Service

Table 21 shows the most common reasons identified as motivating the public to use the brown bin Kerbside Recycling Service. The majority (31%) indicated environmental reasons. The category 'environmental reasons' includes all those responses that referred to helping the environment in one way or another

'Good method for removing garden waste' was the second most common reason for recycling with 27% of users. 24% of users stated they use their brown bin because the residual bin is not emptied enough. 12% of users stated they recycle because its more convenient than going to Recycling Centres.

TABLE 21 STATED REASON FOR RECYCLING AS A PERCENTAGE OF TOTAL USERS

| REASON | NUMBER OF USERS | % OF TOTAL USERS |
|---|-----------------|------------------|
| ENVIRONMENTAL REASONS | 104 | 31 |
| GOOD METHOD FOR REMOVING GARDEN WASTE | 88 | 27 |
| GREEN BIN NOT EMPTIED ENOUGH | 81 | 24 |
| MORE CONVENIENT THAN GOING TO RECYCLING CENTRES | 40 | 12 |
| SYSTEM PROVISION | 36 | 11 |
| HAVE TO USE IT | 32 | 10 |
| INSTRUCTED TO | 32 | 10 |
| CREATES A USEFUL PRODUCT | 20 | 6 |
| CONSCIENTIOUS REASONS | 16 | 5 |
| LANDFILL CONCERNS | 2 | 1 |
| CHILD INFLUENCE | 1 | 0 |
| DON'T KNOW | 1 | 0 |

6.6 Benefits of Using the Brown Bin Kerbside Recycling Service

The most common benefits associated with the use of the Kerbside Recycling Service were identified as:

| | | |
|---------------------------------------|------------|-----|
| Environmental reasons | 107 users; | 32% |
| Good method for removing garden waste | 95 users | 29% |
| Reduces waste in residual bin | 94 users | 28% |
| Handy/Convenient | 73 users | 22% |

The responses are detailed in Table 22 below.

TABLE 22 SPECIFIC BENEFITS OF THE KERBSIDE RECYCLING SERVICE AS INDICATED BY USERS

| BENEFITS | NUMBER OF USERS | % OF TOTAL USERS |
|--------------------------------|-----------------|------------------|
| ENVIRONMENTAL REASONS | 107 | 32 |
| GOOD FOR REMOVING GARDEN WASTE | 95 | 29 |
| REDUCE WASTE IN GREEN BIN | 94 | 28 |
| HANDY/ CONVENIENCE | 73 | 22 |
| NONE | 41 | 12 |
| PRODUCES COMPOST | 18 | 5 |
| COMMUNITY REASONS | 8 | 2 |
| DON'T KNOW | 7 | 2 |
| FEEL GOOD FACTOR | 5 | 2 |
| PROVIDES A WAY TO RECYCLE MORE | 3 | 1 |
| CLEANER METHOD OF DISPOSAL | 2 | 1 |
| SYSTEM PROVISION | 1 | 0 |
| SEPARATES OUT RUBBISH | 1 | 0 |
| REDUCES FLY-TIPPING | 1 | 0 |
| ENCOURAGES GARDENING | 1 | 0 |
| GOOD IDEA | 1 | 0 |
| NOT STATED | 2 | 1 |

6.7 Problems Encountered while Using the Brown Bin Kerbside Recycling Service

88% (290 users) said that they were satisfied with the frequency of collection, 10% (32 users) said that they were unsatisfied with the collection frequency and 2% (9 users) did not respond.

The majority, 89% of users (293 respondents) stated that they had no problems in using the Kerbside Recycling Brown Bin Service. Of those who experienced problems in using the service the main complaint referred to the bin smelling bad; 5% (15 users) cited this issue. 2% (6 users) stated that their residual bin is not emptied regularly enough. The users' responses are detailed in Table 23 below.

TABLE 23 NUMBER OF USERS WHO INDICATED ANY PROBLEMS WITH THE BROWN BIN

| PROBLEM | NUMBER OF USERS | % OF TOTAL USERS |
|--------------------------------|-----------------|------------------|
| NONE | 293 | 89 |
| BIN SMELLS | 15 | 5 |
| GREEN BIN NOT EMPTIED ENOUGH | 6 | 2 |
| HEAVY WHEN FULL | 5 | 2 |
| UNRELIABLE SERVICE | 5 | 2 |
| GETS DIRTY | 3 | 1 |
| TOO SMALL | 3 | 1 |
| ATTRACTS FLIES | 2 | 1 |
| NOT EMPTIED ENOUGH | 2 | 1 |
| NOT EMPTIED ENOUGH IN SUMMER | 2 | 1 |
| NOT EMPTIED PROPERLY | 2 | 1 |
| DON'T KNOW | 1 | 0 |
| BROWN BIN IS A HEALTH HAZARD | 1 | 0 |
| CAN'T PUT SOIL/RUBBLE IN | 1 | 0 |
| LESS EASY THAN PREVIOUS SYSTEM | 1 | 0 |
| WHEEL FELL-OFF WHEELIE BIN | 1 | 0 |
| CONTAMINATION (PLASTIC BAGS) | 1 | 0 |
| ITEMS NOT UPLIFTED | 1 | 0 |
| BIN-CLEANING SERVICE STOPPED | 1 | 0 |

6.8 Suggested Improvements

The majority of users, 85% (282 users) had no suggestions for improving the service indicating their satisfaction with the current service. In addition, 8% (26 users) responded that the bin should be collected more frequently as shown in Table 24 below. 2% (5 users) suggested that more materials should be collected of which 3 said kitchen waste and a further 2 specified raw vegetables. 1 user suggested collecting dairy produce and 1 user said glass or cans should go in the brown bin because its safer than putting them in the blue box.

TABLE 24 NUMBER OF USERS SUGGESTING AN IMPROVEMENT TO THE SERVICE

| IMPROVEMENT | NUMBER OF USERS | % OF TOTAL USERS |
|---|-----------------|------------------|
| NONE | 282 | 85 |
| MORE FREQUENT COLLECTION | 26 | 8 |
| COLLECT MORE MATERIALS | 5 | 2 |
| MORE INFO ON ACCEPTED MATERIALS | 3 | 1 |
| ALTERNATIVE CONTAINER | 2 | 1 |
| EMPTY BINS PROPERLY | 2 | 1 |
| MORE INFO ON WHAT HAPPENS TO MATERIALS AFTER COLLECTION | 1 | 0 |
| DON'T KNOW | 1 | 0 |
| BETTER LID FIT SYSTEM | 1 | 0 |
| REDUCE WINTER COLLECTION | 1 | 0 |
| LESS FREQUENT COLLECTION | 1 | 0 |
| PRINT HOUSE NUMBERS ON BIN | 1 | 0 |
| BIN-CLEANING SERVICE | 1 | 0 |
| COLLECT SOIL | 1 | 0 |
| EXTRA CONTAINER TO KEEP IN HOUSE | 1 | 0 |
| COLLECT BINS CLOSER TO HOUSE | 1 | 0 |
| COLLECT VEGETABLE WASTE | 1 | 0 |

6.9 Home-Composting

All brown bin users were asked what they did with their garden waste before they were received a brown bin. Table 25 below presents the range of responses. The majority, 66% (217 users) stated that they disposed of garden waste in their residual bin. 27% (89 users) said that they used to take materials to the recycling centre and 13 % (43 users) said that they composted their garden waste.

TABLE 25 RANGE OF DISPOSAL METHODS OF GARDEN WASTE

| FORM OF GARDEN WASTE DISPOSAL BEFORE BROWN BIN | NUMBER OF USERS | % OF TOTAL USERS |
|--|-----------------|------------------|
| PUT IN GREEN BIN | 217 | 66 |
| TOOK TO RECYCLING CENTRE | 89 | 27 |
| HOME COMPOST | 43 | 13 |
| BURNED | 8 | 2 |
| FLY-TIPPED | 6 | 2 |
| LEFT IN GARDEN | 5 | 2 |
| NOT STATED | 2 | 1 |
| NO GARDEN WASTE | 1 | 0 |
| NOTHING | 1 | 0 |
| TOOK TO A NURSERY | 1 | 0 |
| USED NEIGHBOUR'S COMPOSTER | 1 | 0 |
| TOOK TO DUMP IN FALLIN | 1 | 0 |
| BURIED WASTE | 1 | 0 |
| PUT INTO BAGS | 1 | 0 |
| ONLY JUST MOVED IN | 1 | 0 |

Of those who used to compost, 32 users (74%) said that they still home-compost. 14 users (44%) said that they use a Clackmannanshire Council compost bin and 9 users (28%) use a homemade composter as shown in Table 26.

TABLE 26 RANGE OF COMPOST BINS CURRENTLY IN USE

| TYPE OF HOME COMPOSTER | NUMBER OF USERS | % OF USERS WHO COMPOST | % OF BROWN BIN USERS |
|---|-----------------|------------------------|----------------------|
| SUBSIDISED CLACKMANNANSHIRE COUNCIL BIN | 14 | 44 | 4 |
| HOME MADE | 9 | 28 | 3 |
| HEAP | 5 | 16 | 2 |
| ROUND PLASTIC | 3 | 9 | 1 |
| WOODEN BOX | 1 | 3 | 0 |
| FREE CLACKMANNANSHIRE COUNCIL BIN | 1 | 3 | 0 |

6.10 Attitudes of non-users

Of the 19 non-users who do not use the brown bin Kerbside Recycling Service, 7 non-users (37%) indicated a willingness to participate in the scheme. 10 non-users (52%) said that they were not willing to participate, 1 was unsure and the remaining non-user did not respond. The main reason for not using the brown bin was not having enough room to store the container.

7. AWARENESS OF WASTE AWARE CLACKMANNANSHIRE PUBLICITY CAMPAIGN

All 388 users were asked if they were aware of a campaign running in Clackmannanshire promoting the use of the Kerbside Recycling Service. 65% of users (251 users) stated that they were aware of this campaign in Clackmannanshire as shown in Table 27 below.

TABLE 27 NUMBER OF USERS AWARE OF THE WASTE AWARE CLACKMANNANSHIRE CAMPAIGN

| AWARENESS | YES | NO | DON'T KNOW | NOT STATED |
|-----------------|-----|-----|------------|------------|
| NUMBER OF USERS | 251 | 109 | 3 | 25 |
| % OF USERS | 65 | 28 | 1 | 6 |

7.1 Recall of Promotional Materials

The 251 users who indicated that they were aware of the Waste Aware Clackmannanshire campaign were then asked to specify how they became aware of the campaign. 61% (153 users) stated that they had seen press adverts (mainly in the “Wee County News” or “Alloa Advertiser” newspapers). Leaflets and TV adverts (Talking Scotland) were the next most commonly recalled campaign material; 27% and 14% respectively. The responses are detailed in Table 28.

TABLE 28 METHOD THROUGH WHICH USERS BECAME AWARE OF THE CAMPAIGN

| RECALL OF PROMOTIONAL MATERIALS | NUMBER OF USERS | % OF TOTAL USERS AWARE |
|---------------------------------|-----------------|------------------------|
| PRESS ADS | 153 | 61 |
| LEAFLETS | 67 | 27 |
| TELEVISION AD | 36 | 14 |
| WORD OF MOUTH | 16 | 6 |
| DON'T KNOW/CAN'T REMEMBER | 15 | 4 |
| RADIO AD | 10 | 3 |
| VEHICLE LIVERY | 9 | 2 |
| A4 POSTERS | 7 | 2 |
| BILL BOARDS | 6 | 2 |
| BIN DECALS | 3 | 1 |
| BUS BACKS | 3 | 1 |
| FLYERS | 3 | 1 |
| BOX/BIN LABEL | 3 | 1 |
| NONE | 3 | 1 |
| DOOR TO DOOR SURVEY | 2 | 1 |
| COUNCIL | 2 | 1 |
| ADTRAILER | 1 | 0 |
| DISPLAY BOARDS | 1 | 0 |
| WEB-SITE | 1 | 0 |
| TV NEWS ARTICLE | 1 | 0 |
| STREET CANVASSER - STIRLING | 1 | 0 |
| SIGN IN MENSTRIE | 1 | 0 |
| RENT OFFICE | 1 | 0 |
| DRINKS CANS | 1 | 0 |
| IN DOLLAR | 1 | 0 |

7.2 Waste Aware Clackmannanshire Leaflet

All 251 users who were aware of the campaign were asked if they had received a leaflet through the door explaining the details of the Kerbside Recycling Service. 233 users (93%) stated they had received a leaflet, 10 users (4%) indicated that they had not received a leaflet and the remaining 8 users (3%) were unsure.

7.3 Recall of Photographic Images

The 233 Users (93%) who said they had received a leaflet were asked if they could recall any of the photographic images on the front of the leaflet. 38 Users (16%) could recall the following images: 17 Users (7%) recalled images of the blue box, 10 Users (4%) recalled the wheelie bin, 4 Users recalled images of cans and 4 (2%) recalled the recycling logo. Table A4.1 in Appendix IV details the range of these responses.

7.4 Use of Web-site

Users who were aware of the Waste Aware Clackmannanshire campaign were asked if they had used any web-sites to find out more information about the Waste Aware Clackmannanshire campaign. Of the 251 users who were aware of the Waste Aware Clackmannanshire campaign, 3% (6 users) had used a web-site to find out more information. 3 users had visited Clackmannanshire Council's website, 1 user had visited the Waste Aware Scotland website, 1 user had visited the SEPA website and 1 user had used Google to find out further information on recycling.

Of the 6 respondents who had used the internet to find out more information, 4 respondents (67%) stated that the information that they received from the web-site they visited was very good. 2 respondents (33%) stated the information was good.

8. LACK OF AWARENESS OF THE WASTE AWARE CLACKMANNANSHIRE CAMPAIGN

35% (136 users) indicated that they were unaware of the Waste Aware Clackmannanshire campaign and 1 user did not respond to these questions.

8.1 Waste Aware Leaflet

These respondents were asked if they had received a leaflet through the door explaining how to use the Kerbside Recycling Service. 86% (117 users) of these respondents stated they had received a leaflet, 9% (12 users) indicated that they had not, 4% (6 users) did not know and 1% (2 users) did not give a response.

8.2 Recall of Photographic Images

The 117 users who were unaware of the campaign but who said they had received a leaflet were asked if they could recall any of the photographic images from the leaflet. 15 users (13%) could recall the following images: 4 users (3%) recalled images of the wheelie bin, 3 users (3%) recalled images of cans, 3 users (3%) recalled images of the blue box. Table A4.2 in Appendix IV details the full range of responses.

8.3 Awareness of Waste Aware Clackmannanshire Campaign Materials

The 117 users who had indicated that they were unaware of the Waste Aware Clackmannanshire campaign but recognised the campaign leaflet were asked if they had seen any materials promoting the Kerbside Recycling Service. 31 users (23%) stated that they had with 83 users (61%) indicating that they had not and 3 users (2%) were unsure.

Of the 31 users who were unaware of the campaign but who recognised the leaflet and were aware of other campaign materials, 15 (48%) recalled press adverts followed by 7 (23%) specifying television adverts. The TV advert to which respondents referred were the 'Talking Scotland' recycling features produced by Scottish Television.

8.4 Use of Web-site

Web-site usage amongst respondents who were unaware of the Waste Aware Grampian campaign was minimal. 2 users unaware of the campaign (1%) have used the Clackmannanshire Council website. Both users described the information on the web-site as good.

9. RESPONSIBILITY FOR THE WASTE AWARE CLACKMANNANSHIRE CAMPAIGN

All 388 users were asked what organisation they thought was responsible for the Waste Aware Clackmannanshire campaign. 61% (238 users) thought that Clackmannanshire Council was responsible for this campaign. The range of responses is detailed in Table 30 below.

TABLE 29 WHO IS RESPONSIBLE FOR WASTE AWARE CLACKMANNANSHIRE CAMPAIGN

| WHO IS RESPONSIBLE FOR WASTE AWARE CLACKMANNANSHIRE CAMPAIGN | NUMBER OF RESPONDENTS | % OF USERS |
|--|-----------------------|------------|
| COUNCIL | 238 | 61 |
| DON'T KNOW | 133 | 34 |
| SCOTTISH EXECUTIVE | 5 | 1 |
| GOVERNMENT | 4 | 1 |
| 'EVERYBODY' | 4 | 1 |
| ENVIRONMENTAL AND HEALTH SERVICES | 3 | 1 |
| SEPA | 1 | 0 |
| SWAG | 1 | 0 |
| COMMUNITY GROUP | 1 | 0 |
| PRIVATE COMPANY | 1 | 0 |
| FORTH VALLEY | 1 | 0 |
| EUAN MCCAUSWELL ¹ | 1 | 0 |

1. This possibly refers to Ewart McAuslane

All 388 users were asked why they thought Clackmannanshire Council are providing the Kerbside Recycling Service. The majority, 209 users (54%) stated for environmental reasons, 47 users (12%) specified landfill concerns, 63 users (16%) stated financial reasons and 10% (38 users) said European Directives. Table A5.1 in Appendix V details the range of responses.

10. DO A LITTLE CHANGE A LOT

All 388 users were asked a series of questions relating to the awareness of the 'Do a Little Change a Lot' campaign. 18% (69 users) were aware of the campaign.

All 69 users aware of the DaLCaL campaign were asked if knew the logo associated with this campaign. 4% (3 users) stated the butterfly campaign logo and 2 users (3%) recalled a light bulb referring to the DaLCaL television advert.

APPENDIX I AWARENESS OF CONTAMINATION

TABLE A 1.1 TYPES OF PAPER NOT ACCEPTED

| TYPE OF PAPER | NUMBER OF USERS | % OF BOX USERS |
|------------------------------|-----------------|----------------|
| YELLOW PAGES | 90 | 26 |
| ENVELOPES | 59 | 17 |
| CARDBOARD | 48 | 14 |
| PHONE DIRECTORIES | 34 | 10 |
| PLASTICISED PAPER | 31 | 9 |
| PERSONAL POST | 13 | 4 |
| CATALOGUES | 9 | 3 |
| MAGAZINES | 8 | 2 |
| BOOKS | 6 | 2 |
| CARD | 5 | 1 |
| BROCHURES | 3 | 1 |
| JUNK MAIL | 3 | 1 |
| COLOURED PAPER | 3 | 1 |
| PAPER SCRAPS | 2 | 1 |
| TISSUES | 2 | 1 |
| GLOSSY PAPER | 2 | 1 |
| BROWN PAPER | 2 | 1 |
| NEWSPAPER | 1 | 0 |
| OFFICE PAPER | 1 | 0 |
| TETRAPAKS | 1 | 0 |
| RECYCLED PAPER | 1 | 0 |
| ENVELOPES WITH WINDOWS | 1 | 0 |
| STAPLED PAPER | 1 | 0 |
| CORRUGATED PAPER | 1 | 0 |
| PAPER CONTAMINATED WITH FOOD | 1 | 0 |
| FOLLOWS LIST | 1 | 0 |
| UNCLEAR | 4 | 1 |
| UNABLE TO SPECIFY | 134 | 38 |

TABLE A 1.2 TYPES OF PLASTIC NOT ACCEPTED

| TYPE OF PLASTIC | NUMBER OF USERS | % OF BOX USERS |
|-------------------------------------|-----------------|----------------|
| COLOURED PLASTIC BOTTLES | 153 | 44 |
| ONLY CLEAR PLASTIC AND MILK BOTTLES | 40 | 11 |
| THOSE WITH RECYCLING SYMBOL | 15 | 4 |
| DETERGENT BOTTLES | 14 | 4 |
| POLYSTYRENE | 6 | 2 |
| TYPE 1 | 6 | 2 |
| PLASTIC BAGS | 5 | 1 |
| SHAMPOO BOTTLES | 5 | 1 |
| DRINKS BOTTLES | 4 | 1 |
| TYPE 2 | 4 | 1 |
| HDPE | 3 | 1 |
| MARGARINE CONTAINERS | 3 | 1 |
| NON HDPE PLASTIC BOTTLES | 3 | 1 |
| PLASTIC PACKAGING | 3 | 1 |
| YOGHURT POTS | 3 | 1 |
| FOLLOW LIST ON BOX | 3 | 1 |
| TYPE 2 ONLY PUT IN BOX | 3 | 1 |
| VERY HARD PLASTIC | 3 | 1 |
| BOTTLE TOPS | 3 | 1 |
| ANYTHING WITHOUT RECYCLING SYMBOL | 4 | 1 |
| MILK BOTTLES | 2 | 1 |
| PET | 2 | 1 |
| WHITE PLASTIC | 2 | 1 |
| JUICE CARTONS | 2 | 1 |
| DETERGENT BOTTLES | 2 | 1 |
| CONTAMINATED PLASTIC (CORROSIVES) | 2 | 1 |
| NAPPIES | 1 | 0 |
| PVC | 1 | 0 |
| ANYTHING OTHER THAN COLOURED | 1 | 0 |
| OIL CONTAINERS | 1 | 0 |
| TYPE 5 PLASTIC | 1 | 0 |
| CD CASES | 1 | 0 |
| NON PET PLASTICS | 1 | 0 |
| ALL PLASTICS | 1 | 0 |
| UNABLE TO SPECIFY | 121 | 35 |

TABLE A 1.3 TYPES OF GLASS NOT ACCEPTED

| TYPE OF GLASS | NUMBER OF USERS | % OF BOX USERS |
|------------------------------|-----------------|----------------|
| BROKEN | 37 | 11 |
| COLOURED | 28 | 8 |
| WINDOW GLASS | 4 | 1 |
| DRINKING GLASSES | 4 | 1 |
| CROCKERY | 2 | 1 |
| LIGHT-BULBS | 2 | 1 |
| FOOD JARS | 1 | 0 |
| OIL BOTTLES | 1 | 0 |
| MEDICINE BOTTLES | 1 | 0 |
| MAN-MADE FIBRES | 1 | 0 |
| FROSTED GLASS | 1 | 0 |
| FISH TANK | 1 | 0 |
| BOTTLES WITH LABELS STILL ON | 1 | 0 |
| UNABLE TO SPECIFY | 267 | 76 |

TABLE A 1.4 TYPES OF TEXTILE NOT ACCEPTED

| TYPE OF TEXTILE | NUMBER OF USERS | % OF BOX USERS |
|-------------------|-----------------|----------------|
| CLOTHES | 5 | 1 |
| HANDBAGS | 3 | 1 |
| DIRTY TEXTILES | 3 | 1 |
| SHOES | 2 | 1 |
| JEWELLERY | 2 | 1 |
| WOOLLEN | 2 | 1 |
| MAN-MADE FIBRES | 1 | 0 |
| NYLON | 1 | 0 |
| CURTAINS | 1 | 0 |
| CARPETS | 1 | 0 |
| BEDDING | 1 | 0 |
| SWIMMING COSTUMES | 1 | 0 |
| UNABLE TO SPECIFY | 329 | 94 |

TABLE A 1.5 OTHER TYPES OF MATERIAL NOT ACCEPTED

| TYPE OF MATERIAL | NUMBER OF USERS | % OF BOX USERS |
|-------------------------|-----------------|----------------|
| FOOD WASTE | 22 | 6 |
| GENERAL WASTE | 14 | 4 |
| GARDEN WASTE | 9 | 3 |
| CARDBOARD | 8 | 2 |
| PLASTIC BAGS | 4 | 1 |
| WOOD | 3 | 1 |
| AEROSOLS | 3 | 1 |
| TEXTILES | 2 | 1 |
| SEE LABEL ON BOX | 2 | 1 |
| SOILED ITEMS | 2 | 1 |
| OIL (VEGETABLE/ ENGINE) | 2 | 1 |
| METALS | 2 | 1 |
| GLASS BOTTLES AND JARS | 1 | 0 |
| CAN LIDS | 1 | 0 |
| CANS | 1 | 0 |
| RUBBER ITEMS | 1 | 0 |
| POLYSTYRENE | 1 | 0 |
| PLASTIC CONTAINERS | 1 | 0 |
| PAINT TINS | 1 | 0 |
| NON-CLEAR PLASTIC | 1 | 0 |
| LEATHER | 1 | 0 |
| HAZARDOUS MATERIALS | 1 | 0 |
| COLOURED JARS OR TINS | 1 | 0 |
| COAL ASH | 1 | 0 |
| BATTERIES | 1 | 0 |
| ASBESTOS | 1 | 0 |
| ANIMAL WASTE | 1 | 0 |
| UNABLE TO SPECIFY | 272 | 78 |
| UNCLEAR | 3 | 1 |

APPENDIX II AWARENESS OF WASTE JOURNEYS

TABLE A 2.1 WASTE JOURNEY OF PAPER

| WHAT HAPPENS TO PAPER | NUMBER OF USERS | % OF BAG USERS |
|-----------------------|-----------------|----------------|
| RECYCLED | 210 | 66 |
| SENT FOR REPROCESSING | 13 | 4 |
| SORTED | 6 | 2 |
| SENT TO LANDFILL | 3 | 1 |
| SENT TO PAPERMILLS | 2 | 1 |
| PULPED | 2 | 1 |
| DON'T KNOW | 119 | 38 |

TABLE A2.2 WHAT PAPER IS RECYCLED INTO

| WHAT PAPER IS RECYCLED INTO | NUMBER OF USERS | % OF TOTAL USERS ASKED QUESTION |
|-----------------------------|-----------------|---------------------------------|
| VARIETY OF PAPER PRODUCTS | 102 | 46 |
| NEWSPAPER | 18 | 8 |
| TOILET PAPER | 7 | 3 |
| MAGAZINES | 3 | 1 |
| WALLPAPER | 1 | 0 |
| TISSUES | 1 | 0 |
| PULP | 1 | 0 |
| MATERIAL | 1 | 0 |
| USED AT ALLOA GLASSWORKS | 1 | 0 |
| DON'T KNOW | 101 | 46 |

TABLE A 2.3 WASTE JOURNEY OF PLASTIC BOTTLES

| WHAT HAPPENS TO PLASTIC BOTTLES | NUMBER OF USERS | % OF TOTAL USERS ASKED QUESTION |
|---------------------------------|-----------------|---------------------------------|
| RECYCLED | 187 | 53 |
| SENT FOR REPROCESSING | 14 | 4 |
| SORTED | 3 | 1 |
| STORED | 1 | 0 |
| DON'T KNOW | 142 | 41 |
| NO RESPONSE | 3 | 1 |

TABLE A2.4 WHAT PLASTIC BOTTLES ARE RECYCLED INTO

| WHAT PLASTIC BOTTLES ARE RECYCLED INTO | NUMBER OF USERS | % OF USERS ASKED QUESTION |
|--|-----------------|---------------------------|
| NEW PLASTIC BOTTLES | 65 | 32 |
| PLASTIC ITEMS | 12 | 6 |
| GARDEN FURNITURE | 9 | 4 |
| CLOTHING/ FLEECEES | 5 | 2 |
| COMPOST BINS | 3 | 1 |
| BINS | 2 | 1 |
| PLASTIC BAGS | 2 | 1 |
| PENS | 1 | 0 |
| BRUSH-HEADS | 1 | 0 |
| KITCHEN UTENSILS | 1 | 0 |
| MACHINES | 1 | 0 |
| DON'T KNOW | 105 | 52 |

TABLE A 2.5 WASTE JOURNEY OF CANS

| WHAT HAPPENS TO CANS AFTER COLLECTION | NUMBER OF USERS | % OF USERS ASKED |
|---------------------------------------|-----------------|------------------|
| RECYCLED | 196 | 90 |
| CRUSHED | 15 | 7 |
| SENT FOR REPROCESSING | 13 | 6 |
| SORTED | 8 | 4 |
| MELTED DOWN | 4 | 2 |
| NEW ALUMINIUM AND STEEL PRODUCTS | 1 | 1 |
| SENT TO FORT WILLIAM | 1 | 1 |
| DON'T KNOW | 117 | 54 |

TABLE A2.6 WHAT CANS ARE RECYCLED INTO

| WHAT CANS RECYCLED INTO | NUMBER OF USERS ASKED | % OF USERS ASKED |
|------------------------------|-----------------------|------------------|
| NEW CANS | 99 | 47 |
| SHEET METAL | 9 | 4 |
| VARIETY OF METAL PRODUCTS | 8 | 4 |
| ALUMINIUM PRODUCTS | 3 | 1 |
| MELTED AND REUSED IN SOMEWAY | 3 | 1 |
| BUILDING MATERIALS | 2 | 1 |
| MODERN ART SCULPTURES | 1 | 0 |
| CARS, AEROPLANES | 1 | 0 |
| WASHED OUT | 1 | 0 |
| DON'T KNOW | 96 | 46 |

TABLE A 2.7 WASTE JOURNEY OF GLASS

| WHAT HAPPENS TO GLASS BOTTLES AND JARS ONCE COLLECTED BY COUNCIL | NUMBER OF USERS | % OF USERS ASKED |
|--|-----------------|------------------|
| RECYCLED | 216 | 92 |
| SENT FOR REPROCESSING | 17 | 7 |
| CRUSHED | 7 | 3 |
| GOES TO GLASSWORKS | 6 | 3 |
| REUSED | 5 | 2 |
| SORTED | 5 | 2 |
| MELTED | 2 | 1 |
| DON'T KNOW | 97 | 41 |

TABLE A2.8 WHAT GLASS IS RECYCLED INTO

| WHAT GLASS IS RECYCLED INTO | NUMBER OF USERS | % OF USERS ASKED QUESTION |
|-----------------------------|-----------------|---------------------------|
| NEW GLASS BOTTLES AND JARS | 157 | 67 |
| REUSED AS AGGREGATE | 10 | 4 |
| NOT STATED | 6 | 3 |
| GLASS OBJECTS/ ITEMS | 4 | 2 |
| CULLET | 2 | 1 |
| GARDEN DECORATION | 1 | 0 |
| DON'T KNOW | 64 | 27 |

TABLE A 2.9 WASTE JOURNEY OF TEXTILES

| WHAT HAPPENS TO TEXTILES AFTER COLLECTION | NUMBER OF USERS | % OF USERS ASKED |
|---|-----------------|------------------|
| DONATED TO CHARITY | 34 | 10 |
| RECYCLED | 26 | 7 |
| RECYCLED INTO INDUSTRIAL RAGS | 21 | 6 |
| SENT TO DEVELOPING COUNTRIES | 7 | 2 |
| MADE INTO PAPER | 3 | 1 |
| SHREDDED INTO WASTE | 1 | 0 |
| SENT TO FACTORY | 1 | 0 |
| DON'T KNOW | 267 | 76 |

APPENDIX III SUGGESTIONS FOR OTHER MATERIALS IN THE KERBSIDE RECYCLING SERVICE

TABLE A 3.1

| MATERIAL | NUMBER OF USERS | % OF USERS ASKED QUESTION |
|---------------------------|-----------------|---------------------------|
| PLASTIC BOTTLES | 19 | 91 |
| PLASTICS | 4 | 19 |
| BATTERIES | 2 | 10 |
| OIL | 1 | 5 |
| BULKY ITEMS AND HARDBOARD | 1 | 5 |

APPENDIX IV RECALLED IMAGES FROM THE CAMPAIGN LEAFLET

TABLE A 4.1 NUMBER OF USERS AWARE WHO RECALLED CERTAIN PHOTOGRAPHIC IMAGES FROM THE LEAFLET

| RECALLED IMAGES | NUMBER OF USERS | % OF THOSE AWARE | % OF TOTAL USERS |
|------------------------------------|-----------------|------------------|------------------|
| IMAGES BLUE BOX | 11 | 4 | 3 |
| IMAGES OF WHEELED BIN | 10 | 4 | 3 |
| IMAGES OF BLUE BOX | 6 | 2 | 2 |
| IMAGES OF CANS | 4 | 2 | 1 |
| RECYCLING LOGO | 4 | 2 | 1 |
| IMAGES OF GLASS BOTTLES | 3 | 1 | 1 |
| IMAGES OF PLASTIC BOTTLES | 2 | 1 | 1 |
| IMAGES OF GASS BOTTLES AND JARS | 2 | 1 | 1 |
| CROSSES | 2 | 1 | 1 |
| IMAGES OF GARDEN WASTE | 1 | 0 | 0 |
| IMAGES OF NEWSPAPER | 1 | 0 | 0 |
| IMAGED FLOWERS | 1 | 0 | 0 |
| WASTE AWARE LOGO | 1 | 0 | 0 |
| THREE IMAGES TOP RIGHT | 1 | 0 | 0 |
| BROWN BIN | 1 | 0 | 0 |
| COMPOSTER | 1 | 0 | 0 |
| CLACKS COUNCIL LOGO | 1 | 0 | 0 |
| IMAGES OF RUBBISH | 1 | 0 | 0 |
| BLUE IN COLOUR | 1 | 0 | 0 |
| REDUCE ¹ ON FRONT COVER | 1 | 0 | 0 |

TABLE A4.2 NUMBER OF USERS UNAWARE WHO WERE ABLE TO RECALL IMAGES FROM THE LEAFLET

| RECALL OF LEAFLET IMAGE | NUMBER OF USERS | % OF USERS UNAWARE |
|-----------------------------|-----------------|--------------------|
| IMAGES OF CANS | 3 | 2 |
| IMAGES OF PLASTIC BOTTLES | 2 | 1 |
| IMAGES OF WHEELED BIN | 4 | 3 |
| IMAGES OF RECYCLING BOX | 2 | 1 |
| IMAGES OF GLASS BOTTLES | 2 | 1 |
| IMAGES OF BLUE BOX | 3 | 2 |
| WASTE AWARE LOGO | 1 | 1 |
| IMAGES OF CARDBOARD | 1 | 1 |
| IMAGES OF LEAVES | 1 | 1 |
| CARTOON | 1 | 1 |
| IMAGE OF CHEERY FACE ON BIN | 1 | 1 |
| IMAGES OF PLASTIC BAGS | 1 | 1 |
| IECYCLING LOGO | 1 | 1 |
| DON'T KNOW | 1 | 1 |

APPENDIX V AWARENESS OF REASONS FOR PROVIDING THE KERBSIDE RECYCLING SERVICE

TABLE A 5.1 WHY CLACKMANNANSHIRE COUNCIL IS PROVIDING THE SERVICE

| REASON | NUMBER OF USERS | % OF USERS |
|--|-----------------|------------|
| ENVIRONMENTAL REASONS | 209 | 54 |
| FINANCIAL REASONS | 63 | 16 |
| LANDFILL CONCERNS | 47 | 12 |
| DON'T KNOW | 44 | 11 |
| EUROPEAN DIRECTIVES | 38 | 10 |
| TOO REDUCE WASTE/DUMPING | 12 | 3 |
| LEGAL REASONS | 12 | 3 |
| TO FACILITATE/ENCOURAGE RECYCLING | 11 | 3 |
| REDUCE WORK FOR COUNCIL/MAKES SORTING PROCESS EASIER | 9 | 2 |
| GOVERNMENT TARGETS | 8 | 2 |
| NECESSITY/DEMAND | 7 | 2 |
| PRESSURE FROM COMMUNITIES/PUBLIC DEMAND | 4 | 1 |
| TO TIDY UP COUNTRY | 3 | 1 |
| SCOTTISH EXECUTIVE INITIATIVE | 3 | 1 |
| CIVIC DUTY/RESPONSIBILITY | 3 | 1 |
| PROVIDES EMPLOYMENT | 2 | 1 |
| NO-ONE WAS RECYCLING BEFORE | 2 | 1 |
| WASTE PLANT SHUTTING DOWN | 1 | 0 |
| TO COMPETE WITH PRESSURE IN EUROPE | 1 | 0 |
| TO ANNOY PEOPLE | 1 | 0 |
| HEALTH/HYGENIC REASONS | 1 | 0 |
| GOOD FACILITIES | 1 | 0 |
| COMMON SENSE | 1 | 0 |