

A large, abstract graphic composed of several overlapping, curved shapes in shades of green and dark purple, resembling a stylized leaf or a modern architectural element, set against a white background.

Leicestershire Resources & Waste Strategy Consultation

5 August 2022

Acknowledgements:

Frith Resource Management would like to thank the essential contributions from Leicestershire Waste Partnership (LWP) throughout this project.

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Executive Summary

1 Introduction

This report summarises the results of the Public Consultation that has been undertaken for the proposed Leicestershire Resources and Waste Strategy (LRWS/the Strategy) for Leicestershire Waste Partnership (LWP)¹. The LRWS describes the recycling and waste management services which will be delivered by the LWP up to 2050. It sets out the policy framework, vision, aims and objectives together with how resources and waste will be managed to achieve these, through the services provided by the LWP to its residents and communities. The Strategy will be reviewed during this time to ensure it remains current and in line with national guidance.

Preparation of the LRWS included undertaking an options appraisal of alternative ways to deliver waste services and a Strategic Environmental Assessment (SEA) which considers the environmental impacts of the alternative ways of delivering the strategy. The SEA involved a five-week statutory consultation period from 30 July 2021 and received input from Natural England, Historic England and the Environment Agency.

2 Method

An initial stakeholder mapping exercise was conducted by the LWP. This was followed by a 12-week public consultation period (31 January - 25 April 2022) on the 'consultation draft' of the Strategy, Options Appraisal Report and Environmental Report; these documents were available for respondents to view, or alternatively, a consultation briefing document was available (Appendix B). The consultation activity primarily comprised a consultation survey (predominantly on-line) that consisted of both tick-box questions and open comments (Appendix C). This ran alongside other activities such as presentations to specific groups (e.g. particular demographics such as youth groups) and an online forum and workshop delivered by Community Research, an independent market research firm (Appendix F).

3 Results

There were 5,223 responses to the consultation survey during the 12-week period. Two-thirds of the respondents (63%) were female and almost half (45%) of respondents were between 45-64 years followed by 65-74 years and 35-44 years, each with a 19% response rate. The age groups which were underrepresented with respect to population were those aged 15-24 years and 85 years and over, which together represented less than 2% of respondents compared to comprising a fifth of the population.

The results to the consultation survey were analysed and the key conclusions are:

¹ The LWP comprises Leicestershire County Council, Blaby District Council, Charnwood Borough Council, Harborough District Council, Hinckley and Bosworth Borough Council, Melton Borough Council, North West Leicestershire District Council and Oadby and Wigston Borough Council.

- The proposed Vision and Strategy resonate with residents.
- The understanding of the relationship between waste and climate change is limited.
- Residents are enthusiastic about greater engagement in reducing waste and increasing recycling and recognise they have a key role to play (community initiatives and collective action).
- Communications and engagement activities need to be developed bearing in mind learning from behavioural science, addressing the environmental, personal and social factors that can affect behaviour.

Overall, the findings of the online exercises conducted by Community Research (see Appendix F) mirror the findings of the formal consultation survey.

4 Consultation Summary and Implications

4.1 Key consultation themes

The key themes that have been highlighted in the consultation processes together with the issues and considerations that have been raised are summarised below. These are not presented in an order of priority.

1. Tackling fly-tipping

Fly-tipping is an area of concern which may be exacerbated by the potential changes as set out in the Strategy, such as restricted residual waste capacity, where residents have questioned whether this will lead to increased levels of fly-tipping.

2. Putting pressure on producers

Some residents would like producers to take more responsibility and use recyclable packaging for their goods, as well as ensuring that products, such as electrical items, are able to be repaired.

3. Increased access to sustainable activities

Residents appear to be engaged in participating in activities adhering to the priorities of the waste hierarchy (e.g. prevention and reuse), however, these need to be accessible and affordable for all. Others would like to see more reuse facilities at Household Waste Recycling Centres² (HWRCs).

4. Engagement and encouragement

It is important that residents are kept engaged and informed, ensuring that everyone is able to access messages. Suggestions of ways to encourage more people to recycle were also made, such as introducing reward mechanisms.

5. Educating residents

It was suggested increased efforts need to be made to educate residents, through schools and the community on waste and recycling, in particular to understand the issue of waste and its

² Historically referred to as Recycling and Household Waste Sites (RHWS) in Leicestershire.

relationship to climate change. If this link was clearer, it is expected that this would assist the transition to proposed changes of recycling and food waste collections.

6. Concerns with food waste collections

Following proposals of separate food waste collections, concern was raised about smells, vermin pests, hygiene and the design of the caddies. Some residents state they have little or no food waste.

Doubt has been cast amongst some respondents following historic unsuccessful food waste collection trials in certain district/borough councils in the past. This will need to be considered in relation to how this scheme will be different and how it will be designed to succeed.

7. Expanding kerbside recycling

To reduce amounts of residual waste, many respondents were keen to see a wider variety of materials collected at the kerbside. It is believed this would increase accessibility for those who may be unable to visit HWRCs to recycle such waste.

8. Accessibility of garden waste collections

Residents are generally satisfied with their garden waste collection service. With all but one of the district/borough councils within LWP charging for collection of garden waste, a recurring theme was the accessibility of these collections and the charges associated with the subscription to this service³. Some residents suggested the subscription cost should be standardised, while others felt it should not be so expensive or it should be made free.

9. Restricted residual waste collection and household size

Following the potential restriction of residual waste capacity in the future, participants with certain circumstances raised concerns. This included larger households and those with more unavoidable non-recyclable waste, such as medical and AHP⁴ waste. Provision of separate weekly collections, for items such as nappies, was suggested as a welcome addition should residual capacity be reduced.

10. Improving HWRCs

Levels of satisfaction with HWRCs were high, although some respondents did raise concerns regarding short opening hours, too few HWRC sites, inaccessibility and a lack of assistance from staff. Respondents suggested opening some sites for more days in the week, reopening some which may have temporarily closed due to issues relating to Covid-19 and staff shortages, and more help from staff.

³ All district/borough councils in the LWP charge for a garden waste collection service, except for north-west Leicestershire who provides this free of charge. The cost at which district/borough councils charge for this is decided by themselves.

⁴ This includes nappies, incontinence pads and sanitary towels.

4.2 Implications to the Strategy

Table ES1 below presents the existing 11 pledges in the proposed LRWS and a summary of potential actions relating to them that came out of both the online survey and the qualitative community research exercises. It is not considered that these pledges require alteration, however, it does provide the LWP with considerations, ideas and guidance from respondents on how to implement the pledges.

Table ES1: Potential actions arising from the Strategy Consultation

Strategy Pledge No.	Pledge	Potential Actions arising from Consultation
1.	All Councils within the Partnership will review their purchasing activities and internal waste management services to seek to promote waste prevention, reuse and recycling to support the objectives of this Strategy and lead by example.	- Promote Partnership examples - Promote achievements - Provide guidance, particularly on cost-savings, and on waste prevention
2.	The Partnership pledge to support and encourage waste prevention activity across LWP. This will include working with stakeholders, residents and communities to prevent unnecessary waste arising, for example through food waste reduction campaigns such as Love Food Hate Waste.	- Education on avoiding food waste - Promotion of campaigns (via for example Less Waste website such as Love Food Hate Waste initiative) - Community engagement programme - Support/facilitate community initiatives / interest groups / schemes
3.	The Partnership pledge to continue delivering reuse services and expand activities where practicable, working in partnership with other stakeholders and to signpost to places that advocate for waste prevention and reuse, in support of developing a circular economy. This includes a pledge to continue to improve the collection of items for reuse at Household Waste Recycling Centres and explore the development of reuse shops at suitable sites.	- Education on reuse facilities and activities - Support reuse facilities /services (event, market stall, upskilling and upcycling) - Ensure Leicestershire charities activities are considered when making HWRC policy decisions - Improve accessibility of reuse facilities/services - Exploration of additional reuse shops at HWRCs
4.	The Partnership shall implement and promote separate food waste collections to all households, subject to confirmation of Government policy, legislation and provision of funding. This will be as soon as required and when contracts and circumstances dictate. The County Council will procure Anaerobic Digestion capacity to treat the collected food waste in a manner that contributes to effective carbon emissions reduction across the County and improves soil quality.	- Education and awareness raising around food waste (climate change, pests, containers, trials) - Adopt good practice in the design and procurement of food waste equipment and services - Promote positive actions of the Partnership
5.	The Partnership will explore the use of alternative fuels for collection vehicles and the transportation of waste and resources to further reduce carbon emissions of the service and improve air quality.	- Use as an educational tool - Promote positive actions of Partnership - Lead by example

6.	The Partnership will continue to offer a garden waste collection system to Leicestershire residents. This will follow Government guidelines as to the form of the collection and will be subject to legislation and total Government funding. The Partnership will continue to procure composting capacity to treat the collected garden waste in a manner that supports carbon reduction and improves soil quality.	• Explore consistency in costs across the Partnership • Promote benefits of good compost management • Promote positive actions of the Partnership
7.	The Partnership shall ensure that the full range of recyclables (as specified by Government and subject to funding) are collected from residents (and businesses where applicable) across Leicestershire by 2023, or as soon as possible when contracts and circumstances dictate.	• Consideration of suitable containers for housing type, size and requirements • Raise awareness of materials collected
8.	The Partnership shall continue to explore the viability of adding extra materials to recycling collections (e.g. for batteries, small electric goods or clothing) to keep Leicestershire performance above the national average.	• Raise awareness of any additional materials collected • Explore the viability for additional materials being collected • Increased accessibility to recycling services for those with limited transport
9.	The Partnership will put in place collection systems to contribute towards the achievement of the national 65% recycling target by 2035, this may include restricting residual waste capacity to encourage greater materials separation, carbon savings and resource recovery. Improvements in materials recovery at Household Waste Recycling Centres will also contribute towards the national target.	• Communication / awareness raising to alleviate concerns relating to restricting residual waste capacity (including for larger households) • Consider additional materials if going to commit to a restricted residual collection e.g. separate nappy/AHP collections • Explore collection of more material types at HWRCs
10.	The Partnership will continue to allocate a communications budget sufficient to help promote good recycling behaviour and maximise resource recovery to support the circular economy and low carbon objectives of this Strategy.	• Avoidance of digital discrimination • Maintain communication programme
11.	The County Council will reduce waste sent to landfill to less than 5% by 2025, well in advance of the 10% national target by 2035. The County Council will undertake future procurement processes for residual waste treatment (alternatives to landfill) in line with the vision and objectives of this Strategy.	• Promote positive actions of Partnership
Source: Draft Leicestershire Resources and Waste Strategy, January 2022		

A key theme which came out of the consultation exercises, which is not dealt with by the pledges, is fly-tipping. Leicestershire Waste Partnership has therefore committed to address this and add an additional pledge relating to fly-tipping which will be included in the final Strategy.

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APPENDICES

Appendix A: Specific Responses

Charnwood Borough Council's Waste Scrutiny Panel

LCC's Environment and Climate Change Committee

Lincolnshire County Council

Appendix B: Consultation Briefing Document

Appendix C: Consultation Survey

Appendix D: Leicestershire Matters Article

Appendix E: Raw Survey Results

Appendix F: Community Research Final Report

1 Introduction

This report summarises the results of the Public Consultation that has been undertaken for the proposed Leicestershire Resources and Waste Strategy (LRWS/the Strategy) for Leicestershire Waste Partnership (LWP)⁵.

The LRWS describes the recycling and waste management services which will be delivered by the LWP up to 2050, however it will be reviewed regularly at appropriate periods during this time. Reviews are needed to make sure the Strategy remains current and in line with national guidance.

The Strategy sets out:

- **Policy framework** - the current and future context for resources and waste management, considering local issues e.g. air quality and global issues including carbon/ greenhouse gas reduction and climate change.
- **Vision, aims, and objectives** - what the LWP wants to achieve in terms of resources and waste management.
- **Strategy delivery** - how resources and waste will be managed to achieve the aims and objectives, through the services provided by the LWP to its residents and communities.

The LRWS is for all residents, businesses and communities of Leicestershire (not including Leicester City) and covers services for managing municipal solid waste (MSW). MSW is all the waste collected by the local authorities in the LWP⁶. This includes household, commercial and street cleansing wastes, and wastes taken to the Household Waste Recycling Centres (HWRCs).

As Waste Collection Authorities (WCAs), the seven District and Borough councils of Leicestershire have a legal duty to collect municipal solid waste (MSW) and Leicestershire County Council, as the Waste Disposal Authority (WDA), has a legal duty to treat, manage and dispose of MSW. The WCAs and WDA work in partnership, recognising that joint working on planning the collection, treatment (composting, recycling, and recovery) and disposal of waste supports efficient service delivery for residents and communities, including businesses.

The process of developing the LRWS has included undertaking:

- **Options Appraisal** – which explores both the current and alternative ways of delivering waste services, the associated costs and the recycling rates which could be achieved, as well as considering potential implications of upcoming national policy changes.

⁵ The LWP comprises Leicestershire County Council, Blaby District Council, Charnwood Borough Council, Harborough District Council, Hinckley and Bosworth Borough Council, Melton Borough Council, North West Leicestershire District Council and Oadby and Wigston Borough Council.

⁶ It also applies to similar wastes collected by other parties; however this is not under the control of the local authorities.

- **Strategic Environmental Assessment (SEA)**, considers the environmental impacts of the alternative ways of delivering the Strategy and how they sit within current national and local policy and is documented in an Environmental Report.

The SEA process included a statutory consultation which ran for five weeks from 30 July 2021 and received input from Natural England, Historic England and the Environment Agency. These comments were taken into consideration and incorporated into the final Environmental Report (FRM, May 2022).

2 Method

To obtain the views and feedback from residents and communities, including businesses that use, or will be affected by, the proposed resource and waste services in the LRWS, a consultation program was developed. It is noted that the consultation was undertaken following the Covid-19 pandemic and during a period where services were still being impacted.

An initial stakeholder mapping exercise was conducted by the LWP. This was followed by a 12-week consultation period on the ‘consultation draft’ of the Strategy (LWP, 2021); Options Appraisal report and Environmental Report which took place between the 31 January - 25 April 2022. This primarily comprised a consultation survey, alongside other activities such as presentations to various groups and an online forum and workshop, delivered by Community Research, an independent market research firm.

The feedback obtained from the consultation process will be used to develop the final LRWS.

2.1 Stakeholder mapping

Prior to the consultation process, a number of stakeholders were identified by the LWP and consulted on the LRWS to varying degrees, as set out below in Table 1.

Table 1: Stakeholders consulted on the Draft Resource and Waste Strategy, January – April 2022

Keep informed and involved	Manage closely and timely
Public Consultation Working Group Public / residents Industry groups Stakeholders focus group Leicestershire Youth Council Groups Parish Councils Equality Challenge Group Internal EHRIA staff Statutory consultees Other interested parties	Members Cabinet Committees Senior Responsible Officers Lead Members
Keep informed	Keep on board
Leicester City Council All staff – council and partners District councils Regional authorities	Wider Council staff Waste and Environment Team managers Waste Heads of Service Communications teams Democratic services

Source: Leicestershire County Council, April 2022

Some stakeholders provided responses outside of the main consultation survey these included Charnwood Borough Council’s Waste Management Scrutiny Committee, LCC’s Environment and Climate Change Overview and Scrutiny Committee, and Lincolnshire County Council. The responses from these stakeholders are provided in Appendix A. There was overall support for the pledges, particularly those

around reuse, the circular economy and food waste, however residents also raised some concerns following unsuccessful previous trials. Concern was also raised around fly-tipping and litter. The collection of more materials at the kerbside was supported, as well as more waste education within the community and schools and increased engagement with households to reduce contamination.

Meetings of the following groups were held to capture the views and encourage response to the consultation survey:

- Leicestershire Equalities Group (25 February 2022)
- Leicestershire Parish Clerks (8 April 2022)
- County Youth Council for Leicestershire (12 April 2022).

Discussion at the Leicestershire Equalities Group included concern around residents unable to access Household Waste Recycling Centres (HWRCs) due to a lack of transport, those unable to engage digitally and storage concerns for those living in communal flats. Fly-tipping was raised as a problem within Leicestershire and attendees were concerned about its impacts on the countryside and wildlife. It was suggested that more education should be provided at school to encourage young people to recycle, and more local communication / information packages should be available for the community.

At the Parish Clerks Operational Meeting questions were asked around the extent to which private enterprises would need to adhere to the Extended Producer Responsibility requirements; the fact that consistency in collection was required and whether or not business' in general will receive the same type of future collections (in terms of food waste and consistent collections) as proposed for households. Support was shown for the LWP wanting to engage with the public regarding the draft LRWS and for future consistency in collections. Feedback from the chair of the group was that the engagement session was well received and considered informative.

At the County Youth Council for Leicestershire, general knowledge of what happens to waste and recycling was evident, with some understanding of waste treatment technologies. There was some recognition of links to environmental issues, but attendees were less sure of the link made between waste and climate change specifically. Overall support was given for pledges and objectives, but there was concern around the potential to reduce residual capacity and apprehension over food waste collections in regard to cleanliness. All attendees were supportive of some form of incentivisation with rewards aligned to young people, including cinema vouchers, supermarket coupons or activity vouchers. There were recommendations that other social media channels are utilised rather than Facebook, such as YouTube and Instagram.

2.2 Consultation Survey – Quantitative Assessment

An internal Public Consultation Working Group, on behalf of LWP, developed a Public Consultation survey to engage with residents and businesses to gain their views and a quantitative assessment of the LRWS. The survey consisted of both tick-box questions and open comment boxes; a copy of the survey is available in Appendix B. This was largely an online activity, although paper copies in English and other languages were available upon request.

The survey ran for a 12-week period, from 31 January – 25 April 2022. Respondents had access to the draft LRWS, the draft Options Appraisal, the draft Environment Report and a Summary Document on the draft LRWS (see Appendix C) at: <https://www.leicestershire.gov.uk/have-your-say>.

A wide range of communications were used to promote the survey and reach as many respondents as possible. Regular social media posts were made by the LWP including on Facebook and Twitter.

Several press releases regarding the survey were published by members of the LWP on their respective websites. Details of the consultation were also available on the Less Waste website, run by LWP. Less Waste provides residents with information about their waste services. Information from press releases was subsequently featured in coverage by the Leicester Mercury, Hinckley Times, Harborough Mail, Burton Times, Loughborough Echo, Coalville Times and Let's Recycle (a national website for waste and recycling news).

A section on the consultation survey was included on the back page of Leicestershire Matters, a newsletter for residents, which was distributed to all households in Leicestershire by LCC from 14 March 2022 (see Appendix D). Details of the consultation were also provided in Environment Matters, a quarterly environmental newsletter provided by LCC and also featured in a variety of district publications.

Direct engagement with LCC staff was achieved through a news article on the intranet and inclusion in the staff environment bulletin. Details of the consultation were also shared with Parish Councils, many of whom then distributed information on their websites.

2.3 Community Research – Qualitative Assessment

LWP commissioned an independent organisation, Community Research, to explore residents' views of the Strategy in further detail. The findings from these qualitative exercises will be used alongside the responses to the online survey to inform the final LRWS.

The objectives of this research were to understand residents' views on:

- Current levels of knowledge and understanding of residential waste issues.
- Views of the proposed vision, pledges and potential changes to waste and recycling collection services, including the introduction of food waste collections.
- Attitudes towards roles and responsibilities, including what they see as their own role and how engagement with the Partnership can be strengthened.

A three day online forum (21 to 23 March 2022) was conducted to explore individual views of the issues and provide further information about the topics in question. A total of 25 Leicestershire residents took part, recruited to ensure a mix by key demographics (gender, socio-economic group, age, ethnicity, presence of children), location (ensuring residents from across the county and housing type (e.g. houses of multiple occupancy). Participants completed a series of tasks including polling questions, discussion boards and self-filmed videos. They were provided with information on the topic in the form of a quiz

and animations. This was followed by an online workshop session conducted on the 6 April 2022, which was an opportunity to explore some of the points arising from the forum in more depth.

3 Results – Consultation Survey

3.1 Introduction

This section provides an overview of the respondents, approach to analysis and presents the results of the consultation survey.

3.1.1 Response rate

During the 12-week period, a total of 5,223 responses were received to the consultation survey. The distribution of responses is shown in Figure 1 below.

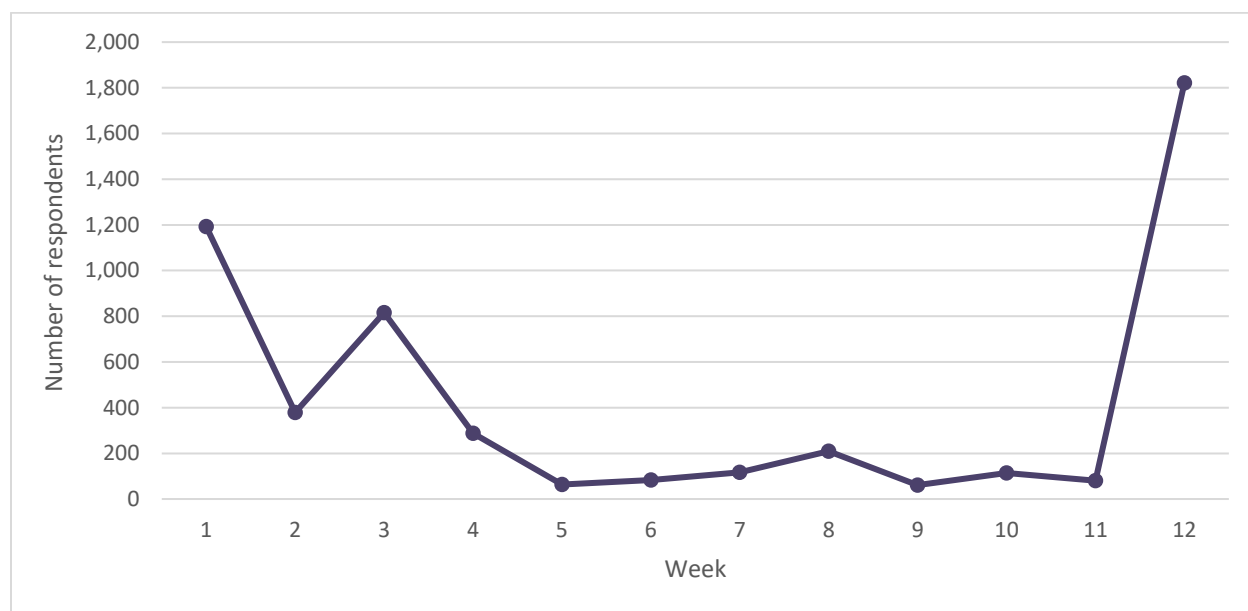


Figure 1: LRWS Consultation Survey response rate (31 January - 25 April 2022)

The majority (99%) of respondents were residents of Leicestershire, only nine respondents selected 'other', and twelve respondents gave the official response of their organisation. Nearly all took part by completing the survey online, on LCC's 'Have Your Say' page, with eight participants responding via the hard copy paper version⁷.

3.1.2 Respondents profile

Almost two-thirds of participants to the consultation survey were female, which represented 63% of respondents, while 36% were male and 1% preferred to self-describe. Compared to the 2011 census data where 51% were female, this shows that females have been overrepresented within this survey and males under represented⁸.

⁷ All paper copies received were manually entered into the online system.

⁸ There was no data from the 2011 census regarding those who prefer to self-describe.

Almost half (45%) of respondents represented the 45–54 year age (23%) and the 55-64 year age (22%) groups, followed by 65-74 years and 35-44 years, each with a 19% response rate which was representative of their population age categories. The age groups which were underrepresented with respect to population were those aged 15-24 years and 85 years and over, which together represented less than 2% of respondents compared to comprising a fifth of the population. Also underrepresented was the 25-34 age group, which had 9% of respondents compared to 13% of the population.

32% of respondents stated that they were a parent or carer of a young person aged 17 or under, and 11% were carers of a person aged 18 or over. Those with a long-standing illness, disability or infirmity represented 19% of respondents.

In terms of representation across the district/borough councils, a comparison of the 4,805 responses⁹ from each council area and 2011 census data can be seen below in [Figure 2](#).

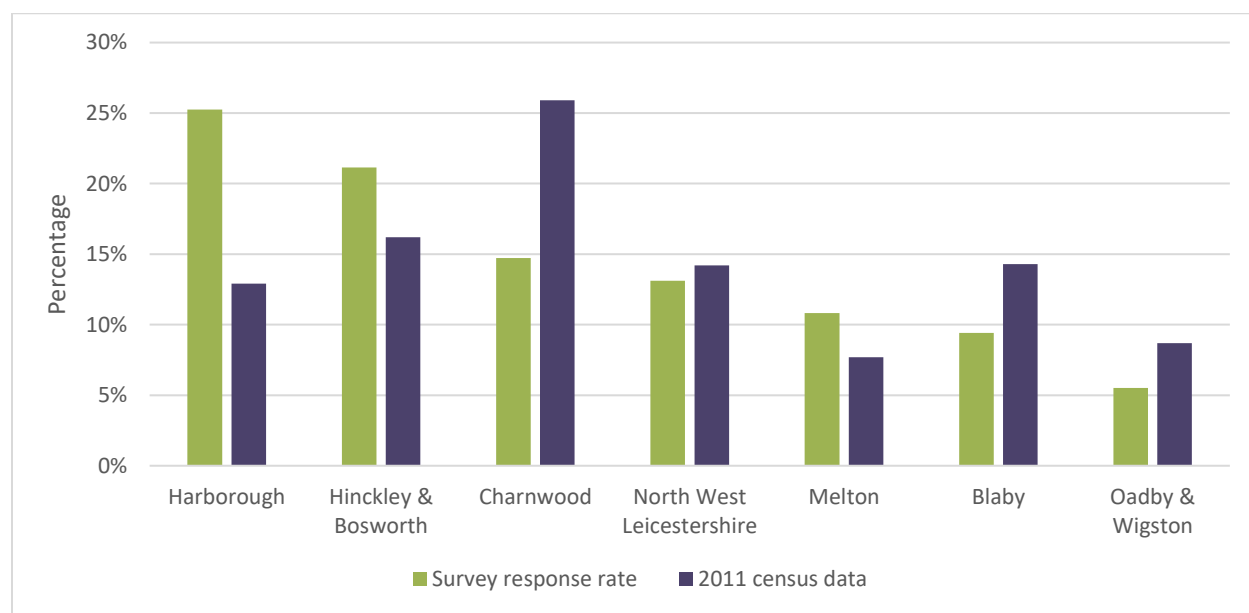


Figure 2: Response rate to the Consultation Survey – comparison of respondents by district/borough council and 2011 census data

As shown above, a large proportion of respondents were from Harborough District Council area (25%) and Hinckley and Bosworth Borough Council area (21%), both of which were over represented

⁹ 'Other' (those who were outside of Leicestershire, gave no postcode, or gave an incorrect postcode) has been excluded from this analysis.

compared to 2011 census data. This is compared to Blaby District Council area (9%) and Oadby and Wigston Borough Council area (6%), who had fewer responses and were under represented.

3.1.3 Analysis – Methodology

The analysis has been produced from completed survey questionnaires and includes both the quantitative tick-box answers and the qualitative open comment responses.

Graphs have been used to assist explanation and analysis for the majority of quantitative data. For graphs where percentages have been used, a 'base' number has been given, which indicates the figure that percentages are based on¹⁰. Although occasional anomalies appear due to rounding differences, these are never more than +/-1%. Results have been reported based on those who provided a valid response, i.e. taking out the 'don't know' responses and no replies from the calculation of the percentages.

In terms of open comments, these have all been coded and used in the analysis to support quantitative data.

A report of the raw data from the online survey is available in Appendix E.

3.1.4 Findings

The results to the questions are presented in the order which they appear in the survey:

- Our Vision
- Our Pledges
- Your Preferences
 - Reducing your waste
 - Reusing goods to avoid waste
- Using home composting
- Food waste collections
- Reaching the best recycling rates
- Extra Recycling Services
- Keeping Communities Informed
- Making sure everyone is included
- Our draft Strategy overall
- Service satisfaction
 - Household Waste Recycling Centres
 - Kerbside collections.

¹⁰ The 'base' number of respondents can vary between and within questions, as there was no requirement for respondents to answer all questions / some questions were not applicable for all.

3.2 Our Vision and Pledges

Respondents were asked the extent to which they agreed or disagreed with the vision and pledges of the Strategy, by selecting one of six options as follows:

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know (excluded from the analysis)

3.2.1 Our Vision

The LWP has developed a vision for the Strategy which sets out its future plans for managing waste as follows:

To work towards a circular economy and contribute to achieving net zero carbon by 2050 in Leicestershire. This means fully embracing the waste hierarchy by preventing waste and keeping resources in circulation for as long as possible, through reuse, repair and recycling, to realise their maximum value whilst minimising environmental impacts.

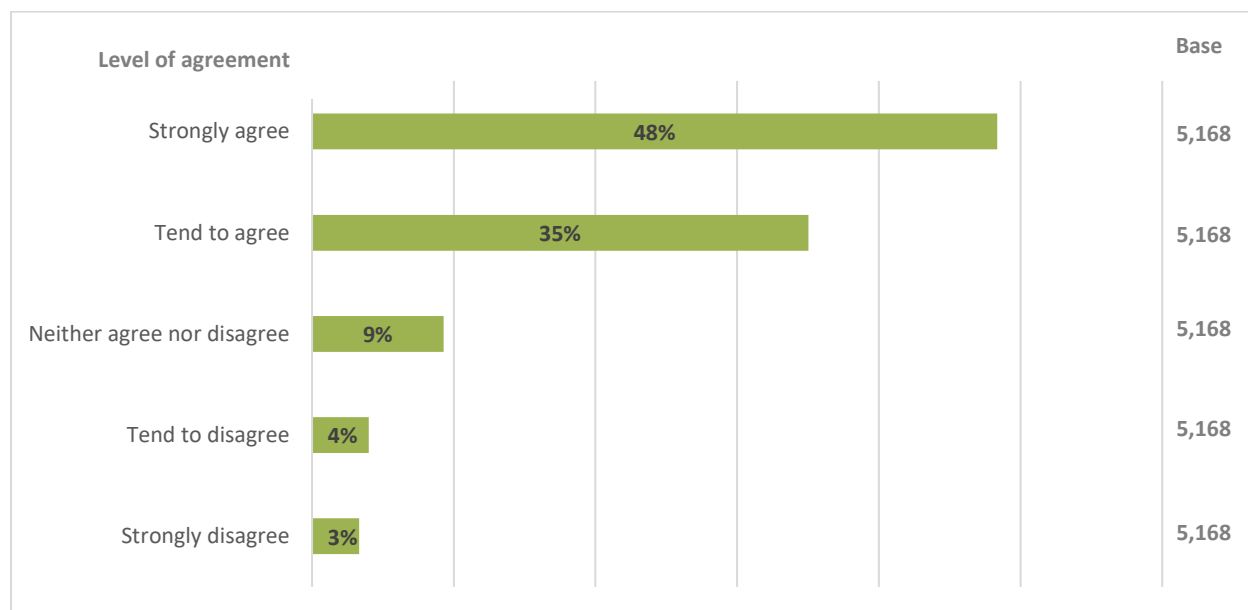


Figure 3: The vision - levels of agreement (LRWS Consultation Survey Jan-April 2022)

The majority of respondents were supportive, with 83% agreeing with the draft vision¹¹. Only 7% of respondents stated that they disagreed¹².

3.2.2 Our Pledges

To achieve the vision, the Strategy is supported by objectives and pledges. A summary of the 11 pledges, as included in the online survey, is as follows:

1. Lead by example in promoting waste prevention, reuse and recycling in council purchasing activities
2. Work in partnership to promote waste prevention, reuse and recycling
3. Continue to deliver reuse services and expand these where practical
4. Implement and promote separate food waste collections to all households*
5. Explore the use of alternative fuels for waste collection and transportation vehicles to reduce carbon emissions and improve air quality
6. Continue to offer a garden waste collection service*
7. Ensure that the full range of recyclables as specified by Government are collected by 2025 (or sooner)
8. Continue to explore the viability of adding extra materials to recycling collections
9. Contribute towards the achievement of the national 65% recycling target by 2035, this may include restricting general waste capacity and improving material recovery at waste sites
10. Invest in communications to help promote good recycling behaviour and maximise resource recovery
11. Reduce waste sent to landfill to less than 5% by 2025, well in advance of the 10% national target by 2035

* Subject to confirmation of Government policy, legislation and provision of funding.

¹¹ This includes respondents who stated they 'tend to agree' or 'strongly agree' with the draft vision.

¹² This includes respondents who stated they 'tend to disagree' or 'strongly disagree' with the draft vision.

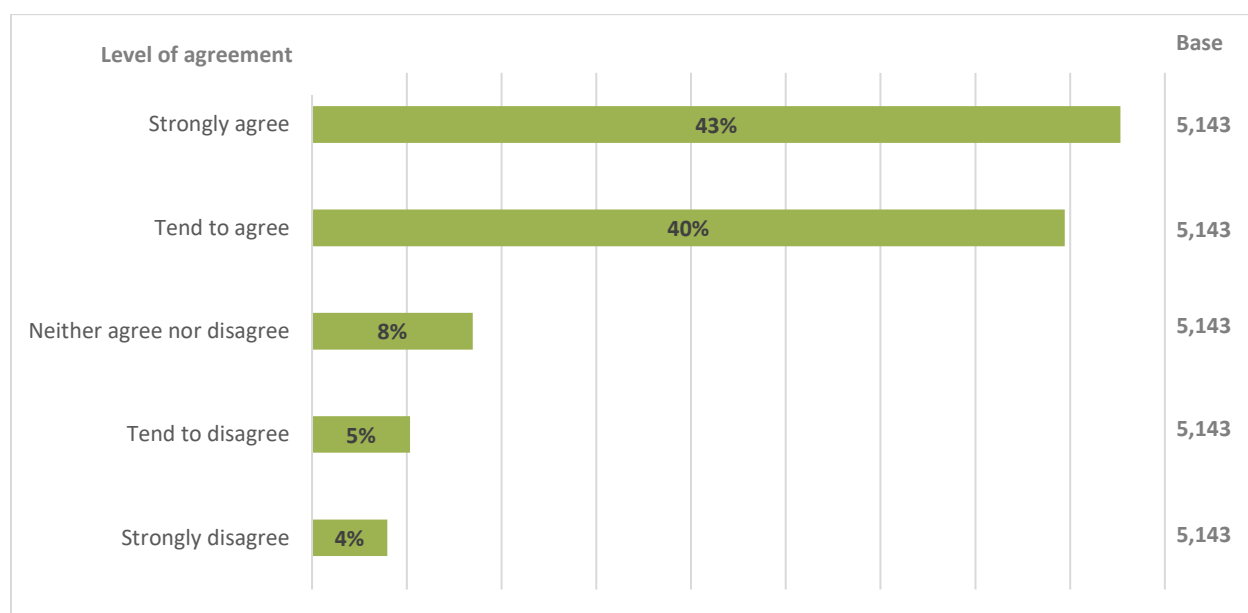


Figure 4: The pledges - level of agreement (LRWS Consultation Survey Jan-April 2022)

Of the respondents who answered this question, 83% said that they agreed with the pledges¹³.

Opportunity was provided for respondents to comment if they thought anything had been missed out of the pledges through the means of an open comment. There were 1,054 responses to this question. The most common issue with 10% of responses was addressing the topic of fly-tipping whilst 6% wanted more pressure on producers, this included the need for producers to have increased use of recyclable packaging and for products to be easily repairable. Other significant comments referred to a need to increase education and engagement with residents so that they have a better understanding around the link between waste and climate change.

3.3 Your Preferences - Waste prevention, reuse and recycling

The extent to which residents were interested in trying (or continuing to use) waste prevention methods and reuse items was sought through the selection of one of five options:

- A great deal
- To some extent
- Not very much
- Not at all
- Don't know / not applicable (excluded from the analysis).

These options were also used for Section 3.4 (home composting) and Section 3.5 (food waste) of the consultation survey.

¹³ This includes respondents who stated they 'tend to agree' or 'strongly agree' with the pledges.

3.3.1 Reducing your waste

As the most beneficial activity (in environmental terms) that residents can undertake, the survey sought views on residents' preferred methods of waste prevention.



Figure 5: Waste prevention - respondents interested 'to some extent' or 'a great deal' in different methods (LRWS Consultation Survey Jan-April 2022)

The method which most respondents were interested in was shopping for products that are better for the environment, with a combined total of 92%¹⁴. This was followed by trying different methods of reducing food waste (76%) and using an app or website with details of low waste retail or other activities in your area (69%). A third (37%) of 1,339 respondents expressed an interest in the option to buy or rent washable nappies.

Of the 263 open comments received for 'other', 31% expressed an interest in using more sustainable purchasing habits such as reuse/swap shops, upcycling/repair shops and refill shops. However, some respondents stated that the latter must be more affordable and accessible for all. An additional 21% remarked how businesses should be taking greater responsibility, which includes increased pressure on producers and clearer recyclability of packaging. Additional open comments related to home initiatives (home composting and growing own food), food waste initiatives (preventing food waste and food waste collections) and community initiatives (projects and community gardens).

3.3.2 How you can reuse goods to avoid waste

The reuse of goods is the next most beneficial activity in the waste hierarchy and respondents were asked to indicate how interested they were in trying (or continuing to use) reuse methods.

¹⁴ This includes respondents who stated that they were interested 'to some extent' or 'a great deal'.

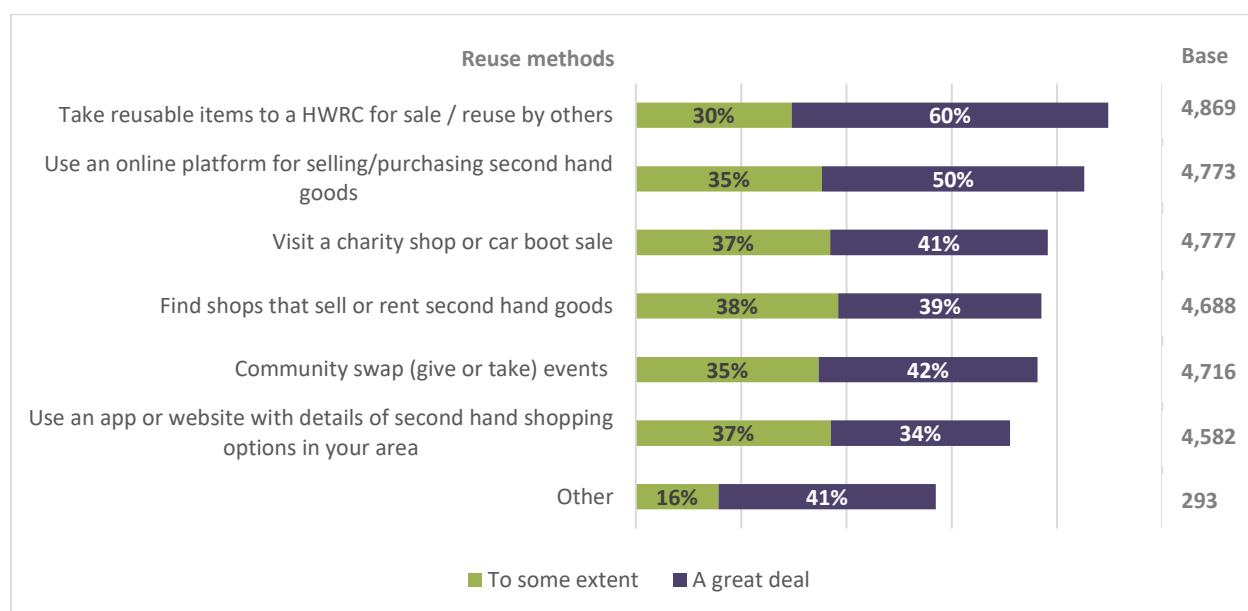


Figure 6: Reuse – respondents interested ‘to some extent’ or ‘a great deal’ in different methods (LRWS Consultation Survey Jan-April 2022)

All methods of reuse achieved at least 70% interest from respondents¹⁵. The favoured method was taking reusable items to a HWRC¹⁶ for sale / reuse by others, where 90% of participants expressed some level of interest. Currently, there are dedicated reuse areas at four of the Leicestershire HWRCs and the result of this question suggests that there may be scope to extend this service to more HWRCs and/or to expand the range of accepted materials. High levels of interest were also acknowledged in selling or purchasing goods through online platforms and through visiting charity shops / car boot sales.

Of the 136 open comments received for ‘other’, 48% of respondents were either in agreement with the suggested initiatives, such as a reuse shop at HWRCs, or suggested alternative methods such as repair / upcycling and community workshops / projects.

3.4 Home composting

Composting at home is another method which can be used to reduce food and garden waste set out for collection. When respondents were asked if they currently compost at home, 38% answered with yes¹⁷.

For those who responded with no, a further question was asked to understand the barriers that individuals faced with home composting. Respondents were given seven barriers and were asked to indicate the extent to which that barrier stopped them from composting at home.

¹⁵ This includes respondents who were interested ‘to some extent’ or ‘a great deal’.

¹⁶ Historically referred to as Recycling and Household Waste Sites (RHWS) in Leicestershire.

¹⁷ Based on 5,199 responses.

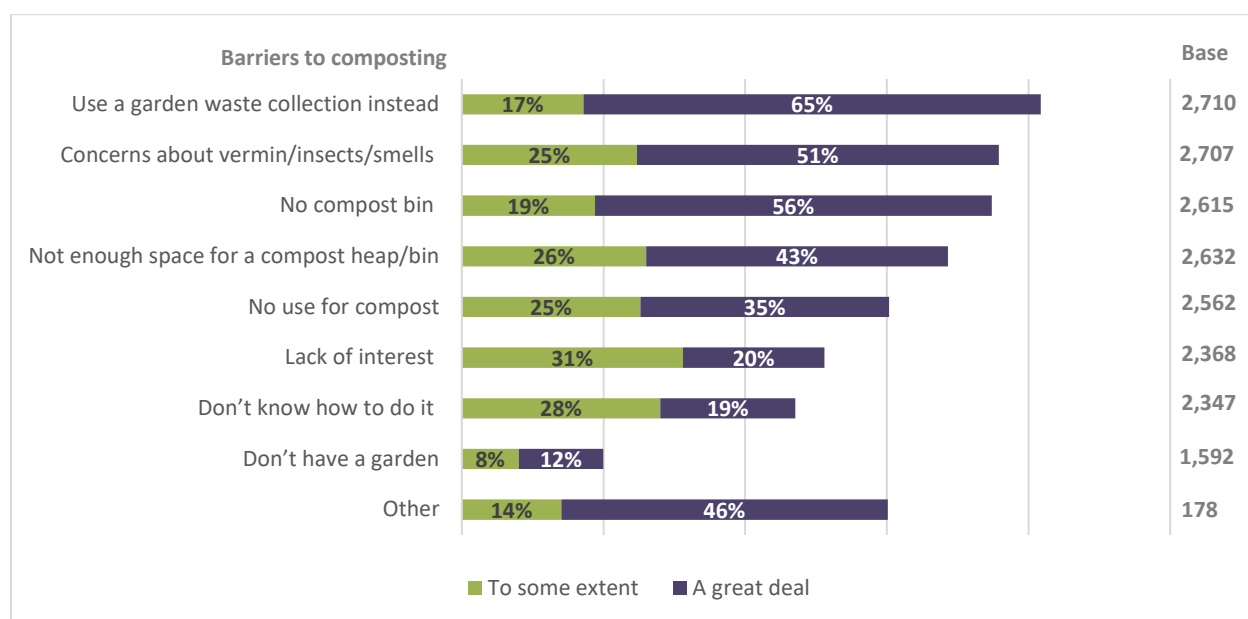


Figure 7: Barriers to composting - respondents who experienced barriers 'to some extent' or 'a great deal' (LRWS Consultation Survey Jan-April 2022)

As shown in Figure 7, 82% of those who don't compost at home stated that they use a garden waste collection to dispose of their compostable waste¹⁸. Barriers identified by those who don't compost at home included concerns about vermin/insects/smells and having no compost bin.

From 101 open comments received for 'other', 33% reiterated barriers that existed within residents' gardens (a lack of space for composting, concern about pests, lack of light in garden). 26% believed that they did not require it (don't generate enough waste or had no use for compost), while 17% cited a lack of physical mobility. 10% also stated that they had tried it before but had a bad experience, the majority of these responses related to the compost bin not being as effective as expected, or issues relating to insects and pests. Additional open comments referred to the use of alternative methods (taking waste to HWRCs, garden waste collections, food waste collections) and that more education and information was required around composting.

3.5 Food waste collection

A key part of the Strategy document was the introduction of separate weekly collections of food waste across Leicestershire. This has been included in the Strategy following national proposals for food waste to be separately collected from all households from 2024. In light of this, respondents were asked if they saw any barriers to participating in such a service. Based on 4,939 responses, the majority (65%) stated that they did not perceive barriers to a weekly food waste collection, whilst the minority (34%) of

¹⁸ This includes respondents who stated they experienced this barrier 'to some extent' or 'a great deal'.

participants believed that there were barriers. It is worth noting that 1% of people said that they are already taking part in the food waste collection trials, currently taking place in north-west Leicestershire.

For the 34% of participants who saw barriers to participating in this service, they were given four barriers and were asked to indicate the extent to which this stopped them from taking part.

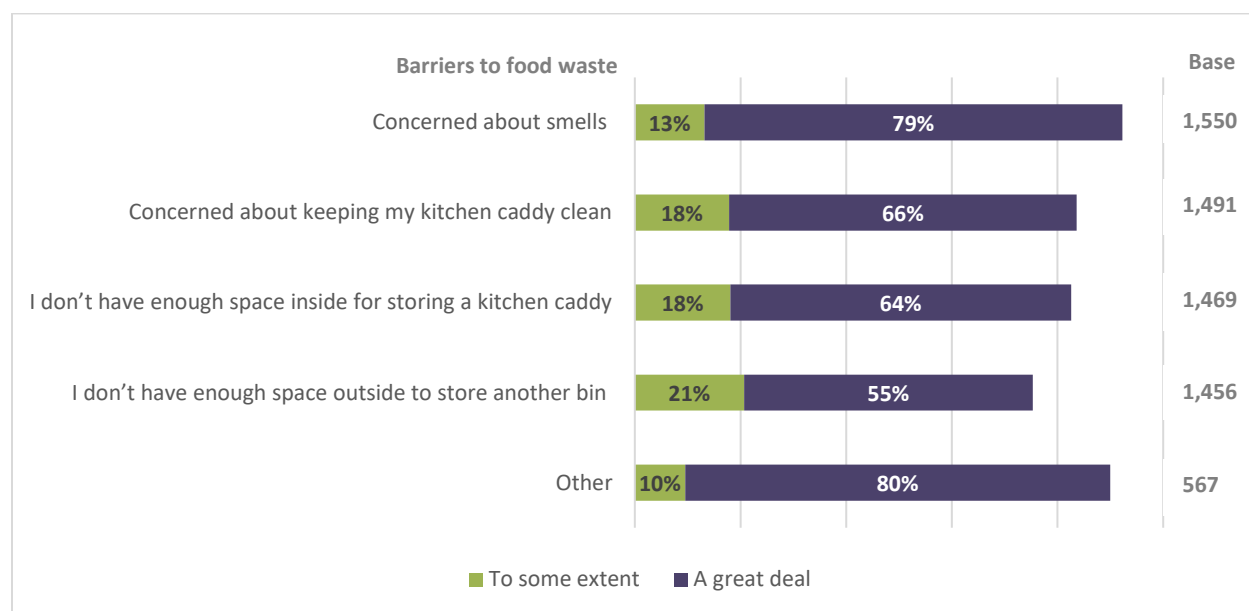


Figure 8: Barriers to food waste - respondents who experienced barriers 'to some extent' or 'a great deal' (LRWS Consultation Survey Jan-April 2022)

The strength to which they were all perceived as a barrier is evident above, where those answering with 'a great deal' account for the majority of responses. With a combined total of 92%¹⁹, most participants were concerned with smells. This is followed by the cleanliness of the kitchen caddy and storage of the caddy both inside and outside the home.

Of the 512 open comments received for 'other', almost half of respondents (44%) expressed their concerns for pests, maggots, flies and vermin. Some residents also stated that food waste caddies should be secure, to prevent them from being accessible to animals and vermin. An additional 29% felt that they did not require this service as they had minimal food waste or already composted, while 19% raised concerns about previously unsuccessful food waste collections which have taken place in district/borough councils within the LWP.

¹⁹ This includes respondents who stated they experienced barriers 'to some extent' or 'a great deal'.

3.6 Reaching the best recycling rates

To increase recycling rates and reduce carbon emissions, a variety of service changes could be made. One method is to restrict residual waste capacity (either through distributing smaller bins or collecting the waste less frequently) alongside the introduction of a weekly food waste collection. To gauge views on this, respondents were asked which service configuration they would prefer.

The results of this question are shown in Figure 9 below. Note, this question was also supported with an open comment box, where respondents were asked to give reasoning for their answers.

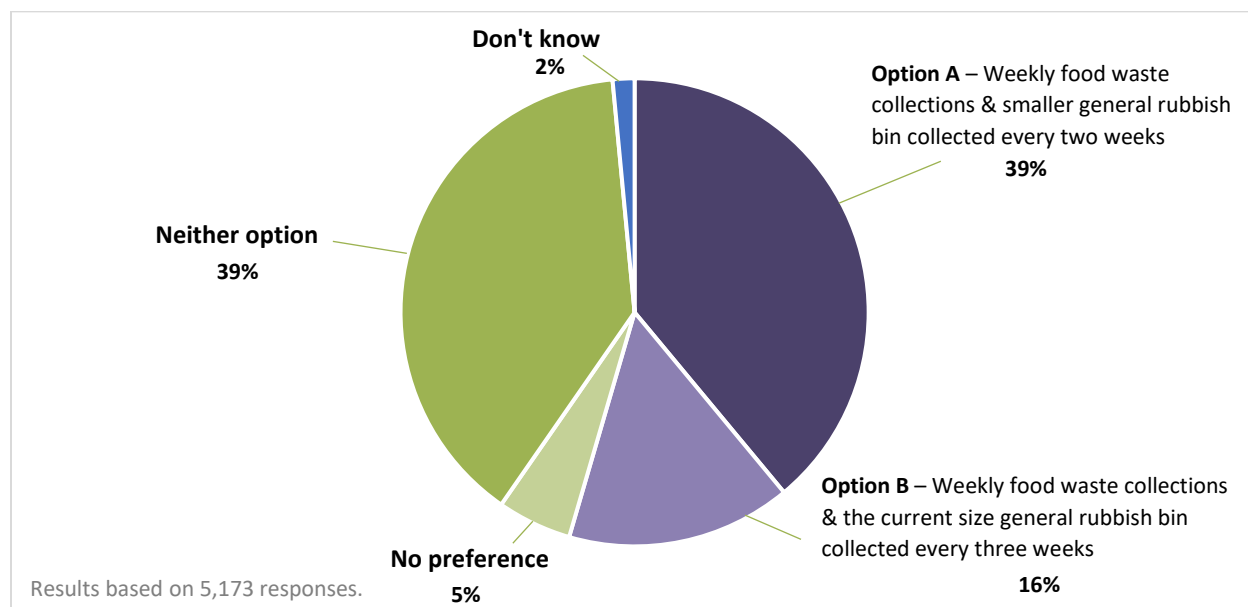


Figure 9: Preferences of alternative service configurations (LRWS Consultation Survey Jan-April 2022)

Overall, 60% of respondents supported a change to either one of the proposed alternative services²⁰, 39% were unsupportive of both options, and 2% didn't know. Of the two options, Option A was most preferable for 39% of participants. With reference to the 1,016 open comments received from these respondents, 56% preferred fortnightly collections rather than three-weekly. Many concerns for 3-weekly collections were cited, such as it being too infrequent and unhygienic, that it may cause smells (particularly in summer) and that it may attract vermin and pests. A proportion of respondents (12%) were supportive of the introduction of food waste collections but emphasised the need for this to be collected weekly (as proposed). Some responses stated how the fortnightly, more frequent collections were beneficial to themselves due to them having high amounts of absorbent hygiene products (AHP)²¹, which would cause concern if left for too long.

²⁰ This includes those who responded with 'Option A', 'Option B' and 'No preference'.

²¹ This includes nappies, incontinence pads and sanitary towels.

Option B was less preferred by residents than Option A, with only 16% of respondents opting for this configuration. Within the 450 open comments, 32% stated that they preferred this method as they had small amounts of residual waste and were therefore less concerned about it being collected less frequently. Many respondents supported this option due to its feasibility, with 23% stating how there would be no need to use resources in replacing all containers, and others said how this would be more beneficial for the environment due to less travel for waste vehicles. Again, 24% of comments were in support of food waste collections but emphasised the need for this to be weekly.

Only 5% of respondents had no preference between options. Of those who left an open comment²², 59% selected this option as they are a small household and/or produce small amounts of waste.

A high proportion of respondents (39%) selected neither option as their answer. One main theme from the 1,681 open comments was that individuals were concerned about the consequences of these changes. This includes concerns with smells and pests (21%) and that these changes may lead to increased fly-tipping (9%). Other comments referred to capacity, with 15% stating that both options were too restrictive and 10% expressing concern for those with larger households. Regarding food waste collections, 23% said they did not have much food waste and therefore a separate collection of this would not warrant a smaller residual waste capacity. One fifth suggested that the current system should be retained, while 15% suggested to keep the current system with the addition of a weekly food waste collection.

For the 2% of respondents who answered with 'don't know', the 51 open comments suggest that this is due to a lack of information. Respondents stated how it depends on the size of the residual waste containers (9%) and frequency of all other collections (7%). Others suggested that food waste should be introduced as a first step, and then residual capacity could potentially be reduced following the results of this (9%).

3.7 Extra recycling services

In order to encourage residents to recycle as much as possible, respondents were given a variety of items and were asked how interested they would be in having these collected at the kerbside, the response options were as follows:

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested
- Don't know
- Not applicable / council already collects item (excluded from the analysis).

²² 139 open comments were received for this question.

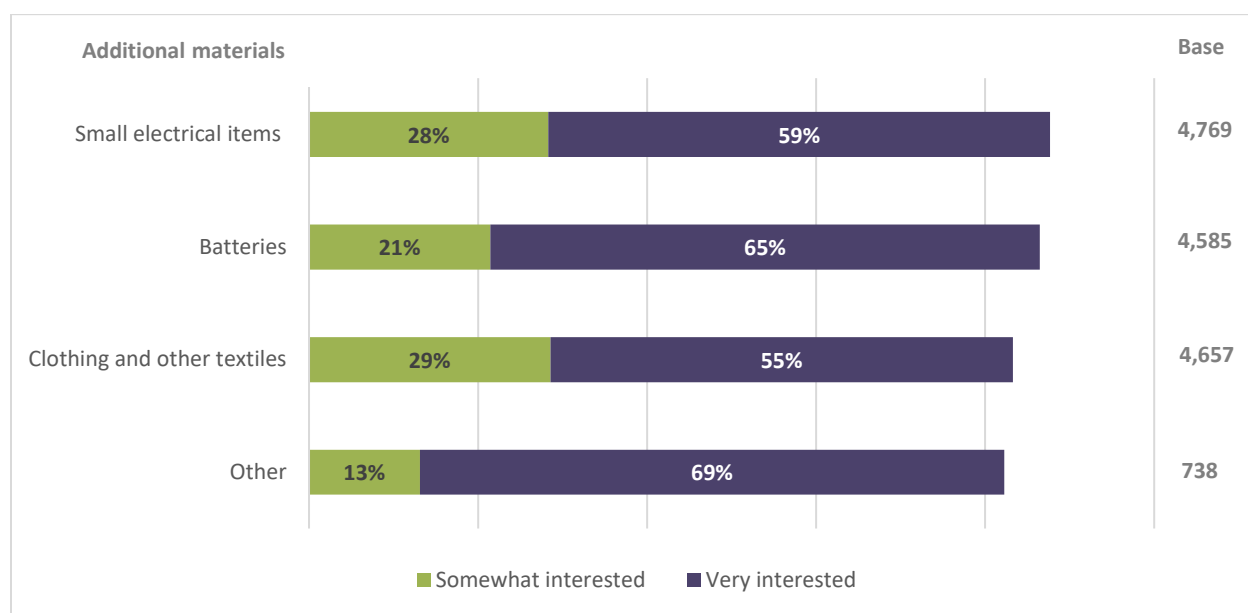


Figure 10: Additional materials - respondents who were 'somewhat interested' or 'very interested' (LRWS Consultation Survey Jan-April 2022)

As seen above in Figure 10, more than 80% of respondents to this question were interested in each of the three additional waste streams being collected at the kerbside²³.

Of the 484 open comments received for 'other', almost half of respondents (47%) would like to see more household waste items collected, this includes soft plastics²⁴, hard plastics²⁵ and TetraPak. (TetraPaks are currently collected in 6 of the 7 district areas). There was also considerable interest for the collection of DIY materials (23%) which included paint, wood, metal and rubble. Respondents also expressed interest in the collection of furniture at the kerbside, such as mattresses and bedding, for free/a reduced cost²⁶. However, some comments suggested that more recycling points for additional materials should be made available locally, instead of collecting these materials at the kerbside.

²³ This includes respondents who stated they were 'very interested' or 'somewhat interested'.

²⁴ Including bread bags, pouches and crisp packets.

²⁵ Including plastic storage boxes, coat hangers and plant pots.

²⁶ All district/borough councils currently provide a bulky waste service where such items can be collected and charged at varying costs.

3.8 Keeping communities informed

Relating to the proposed changes to waste services, respondents were asked how they would like to be kept informed. Participants were given a list of ways in which residents could be kept informed and were asked to tick all that were applicable.

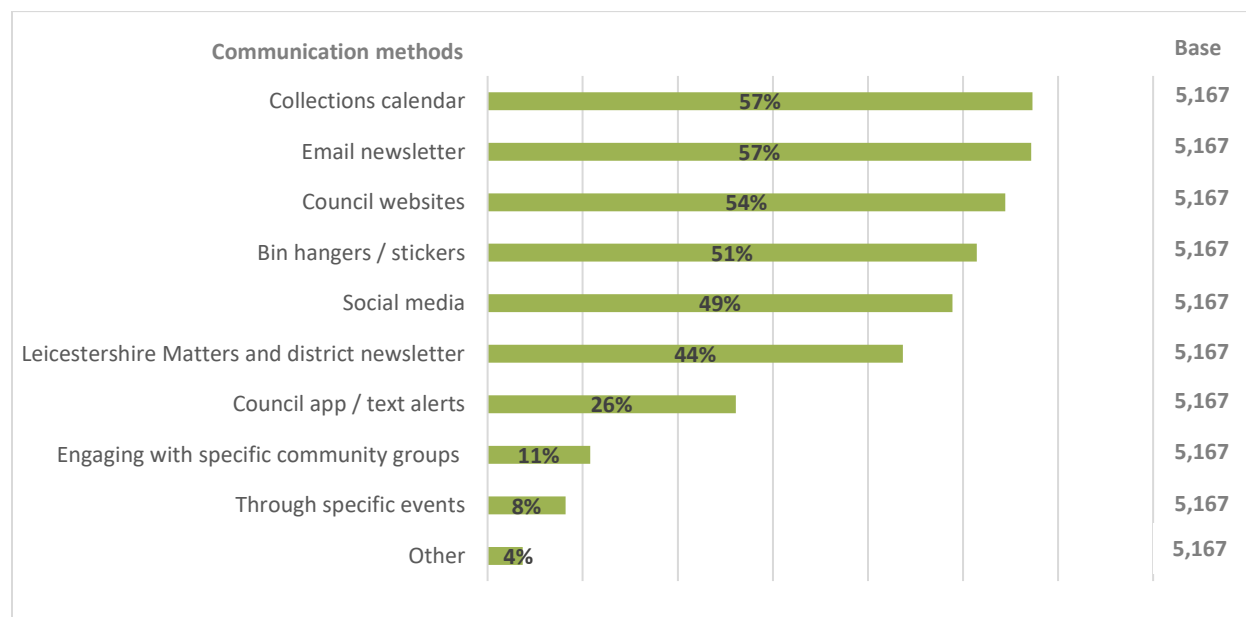


Figure 11: Communication – respondents' preferred methods (LRWS Consultation Survey Jan-April 2022)

Many respondents were supportive of receiving online communications, such as an email newsletter (57%), updates via council websites (54%) and updates via social media (49%). In contrast to this, there was also much support for direct engagement with households through distributing collection calendars (57%), bin hangers/stickers (51%), and Leicestershire Matters and district newsletters/magazines (44%). Less preferred methods included engagement with community groups (11%) and through specific events (8%).

Of the 167 open comments received for 'other', support was reiterated for direct engagement with households through letters/leaflets (44%) and inclusion in newspapers (18%). There was also some more support for online communications (14%) which included social media, emails, websites and apps; however, this was accompanied with the need to avoid digital discrimination and ensure that everyone is able to access messages. Some comments referred to support for community events and roadshows, and others would like communication via media such as radio, regional TV news and short message service (SMS) such as text messages.

3.9 Making sure everyone is included

In making sure that the services provided are accessible to all, respondents were asked if they have, or anticipate having, any difficulties in using the waste services²⁷. The majority of 4,835 respondents to this question answered with no, and only 15% responded with yes.

Following this, respondents were asked to explain the barriers they have or anticipate having with waste services. Of the 865 open comments received, a large amount related to personal barriers including disability or illness (16%), age (14%) and mobility (5%). Barriers relating to HWRCs were expressed by 23%, these included a lack of transport to access HWRCs, poor opening hours, and a requirement for more assistance from staff²⁸. 4% of comments referred to garden waste subscriptions²⁹, where some stated that the cost is too high in some district/boroughs and others suggested that a standardised cost of this service should be introduced across the LWP. Some respondents stated that moving bins and containers to the kerbside was a barrier for themselves. In terms of potential waste service changes, large households who produce higher quantities of waste, stated that the restriction of residual waste capacity may become a barrier.

The second part of this question allowed for solutions to be suggested, for which 17% of respondents replied. Suggestions included assisted collections, collecting a wider variety of materials at the kerbside, a free or cheaper bulky waste collection service and clearer instructions / better communication about recycling.

In a further question, it was asked if there were any barriers or difficulties that other people may have with the current or proposed waste services, in which there were 1,892 open comments. A large number of barriers identified were personal (35%), which included age, disability/illness, confusion about recycling systems, lack of interest/laziness and a lack of education/understanding. There were also many comments relating to waste containers, including a lack of space for additional bins (13%) and difficulty in getting bins to the kerbside (8%). In some instances, respondents were concerned about the number of waste containers they have for recycling (bag and boxes)³⁰ and that a single bin would be preferable. This is because waste is easily blown out of these container types and that on collection day, there are too many containers on the pathways which can cause hazards for some people (e.g. wheelchair users, prams, blind residents). Barriers for those with varying household circumstances, such as larger households, those in flats/high rise properties and student accommodation were raised by 6%. Barriers relating to HWRCs were noted by 15% and these included short opening hours, a desire for some HWRCs to be reopened (some examples included Bottesford, Kibworth and Shepshed), and

²⁷ This includes all kerbside collections, HWRCs and bring sites.

²⁸ It is noted that this survey was distributed during a period where services were still being impacted by Covid-19 and social distancing was still recommended.

²⁹ All district/borough councils in the LWP charge for a garden waste collection service, with the exception of North West Leicestershire who provides this free of charge. The cost at which district/borough councils charge for this is decided by themselves.

³⁰ North West Leicestershire District Council are the only authority to operate a kerbside sort recycling service, consisting of two boxes and one bag. It is assumed that these comments refer to this system.

also for more assistance to be available from staff at these sites. It is noted that this survey was distributed during a period where services were still being impacted by Covid-19 and social distancing was still recommended. The Kibworth HWRC was also closed for refurbishment during this period. It is also noted that 27% of respondents stated that they saw no barriers for themselves or others.

3.10 Our draft Strategy overall

Respondents were asked to state the extent to which they agree with the Strategy, the response options were as follows:

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know (excluded from the analysis).

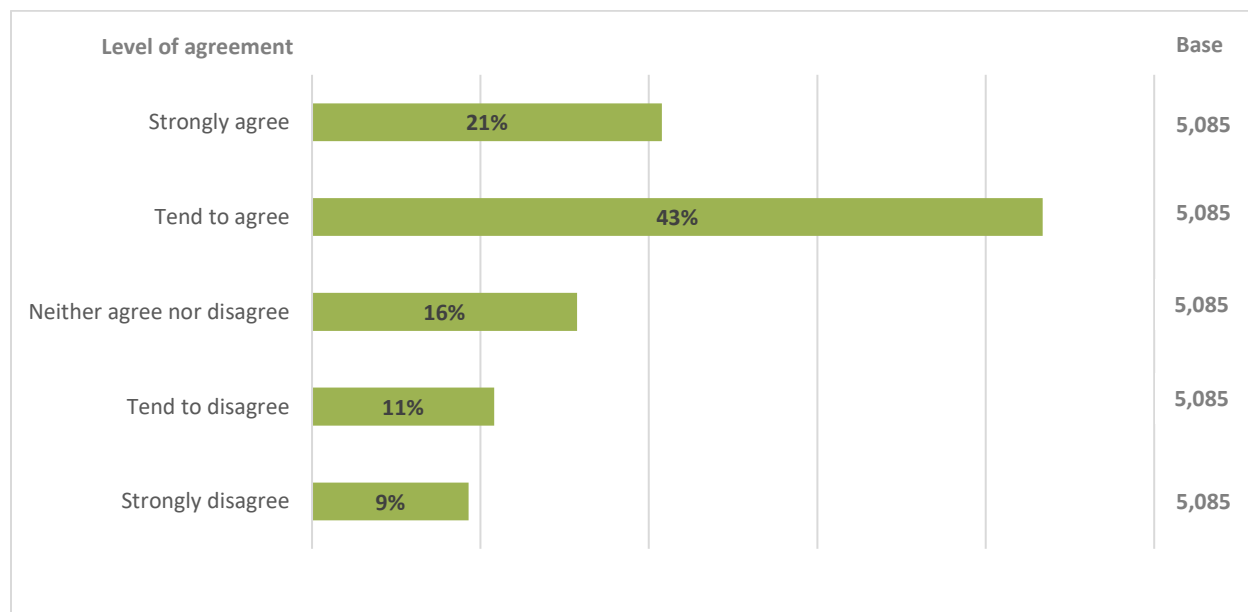


Figure 12: Draft Strategy - extent to which respondents agree or disagree

Overall, the majority (64%) of respondents agreed with the draft Strategy to some extent³¹, this was largely made up of participants answering with 'tend to agree' (43%) as opposed to 'strongly agree' (21%). 16% of respondents took a more neutral view on the Strategy while one fifth disagreed to at least some degree³².

³¹ This includes respondents who 'tend to agree' or 'strongly agree' with the Strategy.

³² This includes respondents who 'tend to disagree' or 'strongly disagree' with the Strategy.

Opportunity was provided for respondents to leave an open comment if they had any further remarks on the waste and recycling services. Of the 1,460 responses received, a wide variety of topics were put forward, many of which have been addressed in preceding sections. The most common responses referred to the need to deal with fly-tipping (8%), for a wider variety of materials to be collected at the kerbside (7%) and for collections to be clear, easy and non-time consuming so that individuals will engage (7%). Some comments suggested that the Strategy needs to be more ambitious through targets being brought forwards and initiatives (such as food waste collections) being introduced regardless of government policy, legislation and funding. Others stated that the Strategy needs greater focus on engaging with residents, suggestions for this included more information about what happens to material after collection and rewards for those who recycle well in order to encourage and incentivise households.

3.11 Service satisfaction

Following the main survey, respondents had the opportunity to respond to three additional questions regarding their satisfaction with HWRCs and kerbside collections. A total of 4,916 respondents agreed to continue.

The extent to which residents were satisfied was sought through selection of one of six options:

- Very satisfied
- Fairly satisfied
- Neither satisfied nor dissatisfied
- Fairly dissatisfied
- Very dissatisfied
- Don't know (excluded from the analysis).

3.11.1 Household Waste Recycling Centres

Respondents were first asked how often they have typically visited a HWRC over the last two years. As seen in Figure 13 below, most participants visit once every 3 months, followed by every month and every 6 months.

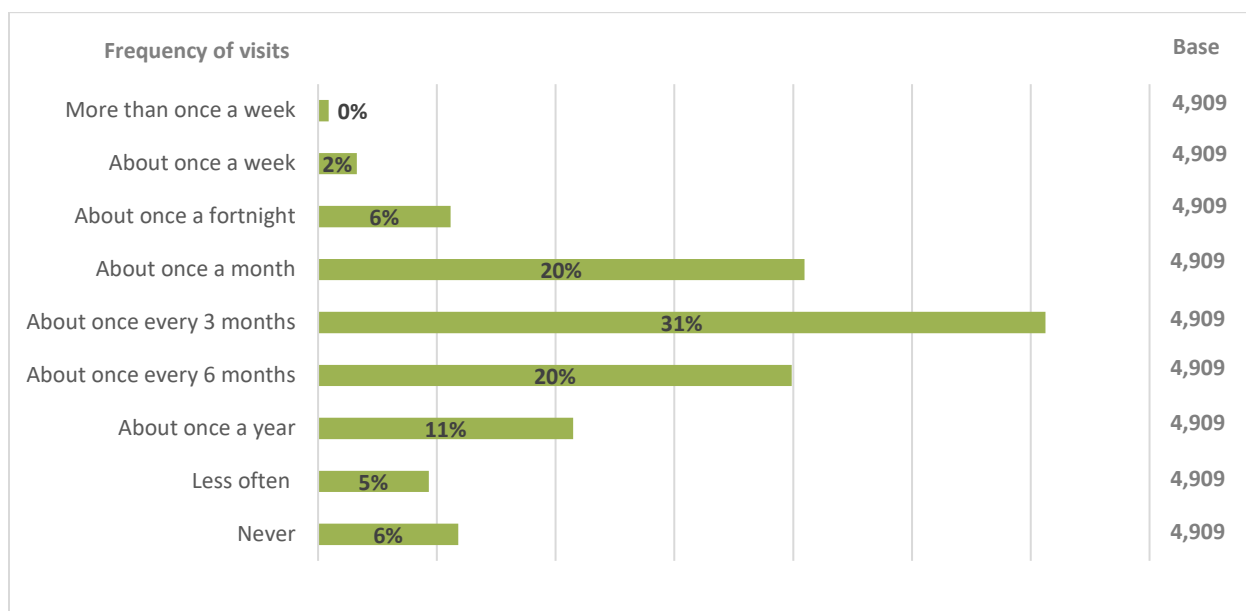


Figure 13: HWRC visits - frequency that respondents have visited in the last two years

Following this, a question was asked to gauge the level of satisfaction that respondents have regarding the HWRCs.

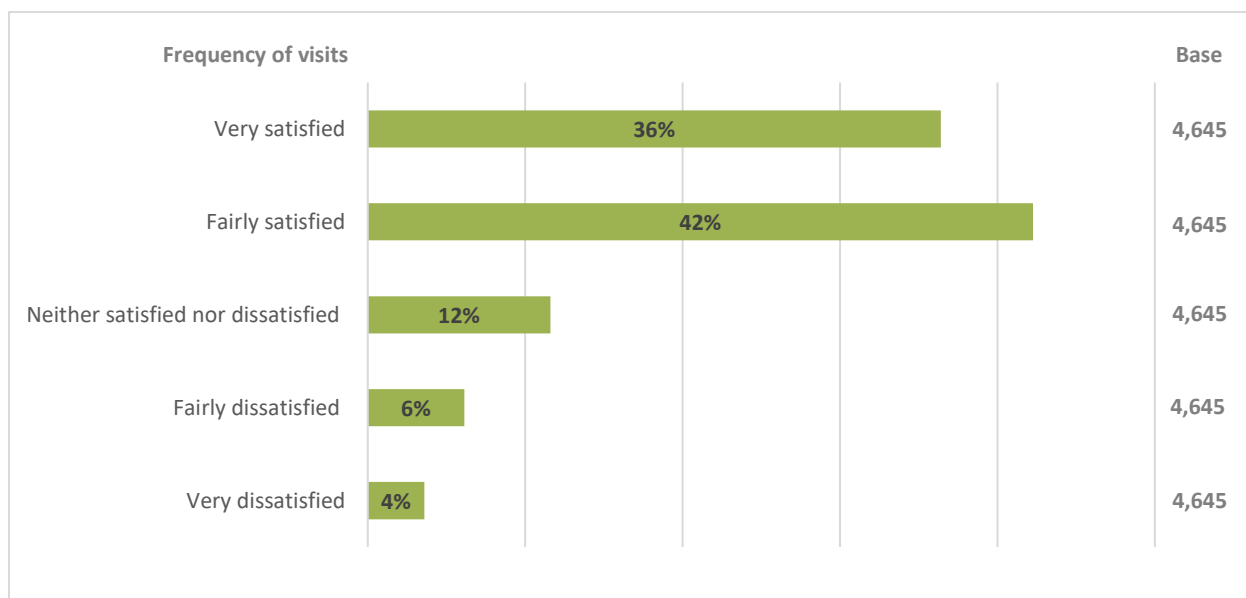


Figure 14: HWRCs - residents' level of satisfaction

Overall, 78% of respondents stated that they were satisfied to some degree³³ with the service they have received at HWRCs. Only 10% expressed dissatisfaction of some level³⁴ and 12% had a neutral stance.

3.11.2 Kerbside collections

The following question asked respondents to state how satisfied they were with each of the waste and recycling collections that they receive. This included a review of the general rubbish collection, recycling collection, garden waste collection and the kerbside collection services overall.



Figure 15: Kerbside collection services – residents' level of satisfaction

Overall, there are high levels of satisfaction for all kerbside collection services, but particularly the general rubbish and recycling collections which achieved satisfaction levels of 90% or more³⁵. The satisfaction levels for the garden waste collection service are still high, however this is the lowest of all services. This is likely due to this being the only collection that the majority of residents have to pay a fee for³⁶ and potentially also a reflection of the fact some garden waste services were impacted during the pandemic. Additionally a shortage of HGV drivers further compounded this service.

³³ This is a total of respondents who stated they were 'fairly satisfied' or 'very satisfied'.

³⁴ This is a total of respondents who stated they were 'fairly dissatisfied' or 'very dissatisfied'.

³⁵ This includes respondents who stated they were 'fairly satisfied' or 'very satisfied'.

³⁶ All district/borough councils in LWP charge for a garden waste collection service, with the exception of North West Leicestershire who provides this free of charge. The cost at which district/borough councils charge for this is decided by themselves.

4 Results – Community Research

The following summarises the findings of the three day online forum (21 to 23 March 2022) conducted by Community Research for the LWP (see also Appendix F).

At the outset of the online forum, the selected 25 Leicestershire residents had generally positive attitudes towards waste collection and HWRCs in terms of their experiences of the services provided. Awareness of the scale and impact of food waste and various existing council and LWP initiatives was low. None of the participants were aware of the current consultation on the Strategy and there was no awareness of other related initiatives. Many of the participants' spontaneous priorities echoed the content of the Strategy. Participants wanted the LWP to lead by example (i.e. use electric vehicles; demonstrate that recycling is disposed of properly) and actively support residents to create less waste and recycle or reuse more. They called for more advice and guidance on what can be recycled and an expansion of recycling services.

The vision and pledges were applauded but some concerns were expressed, including:

- The scale of the challenge and how difficult it is to change people's behaviours.
- How much is dependent upon Government funding and what happens if this is removed/reduced.
- That some of the changes seem to be happening too late and the county seems to be behind other parts of the country.

It was felt by participants that everyone needs to play their part in the changes and that residents need to be taken on the journey with the LWP.

Participants were generally positive about the introduction of a food waste collection scheme but, mirroring the online survey, there were concerns about how it would work in practice, smells and hygiene, reliability of weekly collections and number of bins.

Of the collection options, overall preference was for weekly food waste collections with a smaller general rubbish bin collected every two weeks. Those participants who selected neither option were opposed to the idea of food waste collection and/or the changes to the black bin collections. One participant was particularly concerned about what those with young families would do with large amounts of nappies, if residual waste is collected less frequently.

Participants were increasingly supportive of smaller bins collected every 2 weeks, following the provision of information. However, few participants made the explicit link between having a separate food waste collection and needing a smaller bin or less frequent black bin collection.

In summary, the key conclusions are:

- Vision and Strategy resonate with residents.
- Understanding of the relationship between waste and climate change is limited.
- Residents are enthusiastic about greater engagement in reducing waste and recycling and recognise they have a key role to play (community initiatives and collective action).
- Communications and engagement activities need to be developed bearing in mind learning from behavioural science, addressing the environmental, personal and social factors that can affect behaviour.

Overall, the findings of the online exercises conducted by Community Research (see Appendix F) mirror the findings of the formal consultation survey.

5 Consultation Summary and Implications

This section of the report presents:

- **Key themes** – that have been highlighted in the consultation processes together with the issues and considerations that have been raised. These are not presented in an order of priority.
- **Strategy implications** – the consultation has raised potential actions with respect to the pledges and also the Strategy overall.

5.1 Key consultation themes

The key themes highlighted in the consultation are as follows:

- Tackling fly-tipping
- Putting pressure on producers
- Increased access to sustainable activities
- Engagement and encouragement
- Educating residents
- Concerns with food waste collections
- Expanding kerbside recycling
- Accessibility of garden waste collections
- Restricted residual waste collection and household size
- Improving HWRCs

5.1.1 Tackling fly-tipping

Fly-tipping is an area of concern, with this theme being raised numerous times throughout the consultation. This may be exacerbated by the potential changes as set out in the Strategy, such as restricted residual waste capacity, where residents have questioned whether this will lead to increased levels of fly-tipping.

Residents frequently offered suggestions and their solutions to lessen this issue, such as collecting more materials at the kerbside, retaining sufficient residual capacity for all, making it easier to dispose of waste and reducing/removing charges for disposing of certain wastes at HWRCs.

Representative comments:

“We should not be having waste collections going past 2 weeks. This will only exacerbate the problem of fly-tipping, which is currently the worst I've ever seen it. Making people have smaller bins will not help with this either.”

“If the objectives are to be realised then easy access to waste services is needed. Restricting access to recycling sites, the need for permits and charging for some waste is prohibitive to household support of

the strategy. Objectives need to include access to services and simplification of services. Failing to improve this will continue to lead to fly-tipping and lack of correct recycling.”

5.1.2 Putting pressure on producers

Pressure on producers also arose and some residents would like them to take more responsibility, primarily in terms of the recyclability of the packaging they use and the repairability of goods, such as electrical items.

It appears that frustrations exist where emphasis is put on householders to reduce their residual waste when there are high levels of non-repairable and non-recyclable items/packaging put onto the market.

Representative comments:

“This is a wider issue so unless the change also comes from suppliers and the upper chain, it would almost be unfair to expect more from residents.”

“A good way to reduce waste is to not create it in the first place. Better reusable food packaging. White Goods should be designed to be repairable. Without the above your fiddling around the edges of a deeper problem.”

“Pressurise producers & suppliers to use less plastic, make products more repairable, supply minimum requirements for replacements, use less packaging especially plastic.”

5.1.3 Increased access to sustainable activities

Residents appear to be engaged in participating in activities adhering to the priorities of the waste hierarchy (prevention and reuse), however some raised concern about how accessible this is for everybody. For example, many comments expressed interest in refill shops so that waste can be prevented, however some faced barriers to these due to it being a more expensive way to shop.

Other residents would like to see more reuse and repair activities within Leicestershire, such as increased reuse facilities at HWRCs. Some also suggested more activities on a community scale. This is so that more people could get involved and potentially benefit from such schemes, e.g. through offering apprenticeships for young people in repair shops.

Representative comments:

“A “swap shop” type facility at Household Waste Recycling Centres for reusable items.”

“Refill options that are more affordable as currently these options are way too expensive for those on low salaries/benefits.”

“Upcycling and repair service, as in The Repair Shop (national television show), with apprenticeships and opportunities for young people with special needs.”

“We would like to see a greater emphasis put on what we can achieve as a community. Support for community initiatives such as the “repair cafes” ran by Transition Loughborough would be extremely beneficial.”

5.1.4 Engagement and encouragement

With potential service changes, as set out in the Strategy, it is important that residents are kept engaged and informed, for example through distributing clear information about recycling to make the process as easy and as thorough as possible. Many engagement techniques happen online via websites and social media, and although this is useful to many, it has been reiterated throughout the consultation responses that those with no access to such technology should not be left behind.

There have also been many suggestions relating to the encouragement of residents to recycle more. The idea of rewarding households or communities that recycle well has been raised at various points throughout the consultation period.

Representative comments:

“Engaging with community is the most important in my opinion.”

“Everyone needs to make more of an effort to reduce waste & reuse items. There needs to be some kind of penalty for not doing so or reward for those who do.”

“Communication may be hard for older people, blind, people who don’t read & people who do not engage with the local community. Multiple languages in the information also useful.”

“The constant drive to do everything on-line/ via apps is digital discrimination. Many elderly (and also not so elderly) people are unable, for numerous reasons, to engage with digital services, social media etc.”

5.1.5 Educating residents

It was raised throughout the consultation that increased efforts need to be made to educate residents, through schools and the community on waste and recycling. In particular, so that they understand the issue of waste and its relationship to climate change. As a result of this, individuals may be more inclined to participate in waste related activities. This theme was reiterated in the Community Research online forum.

For example, the link between food waste and climate change is not readily apparent. It would be useful to explain this so the rationale behind this and the importance of changes to the current waste collection are understood. It is expected this understanding will help to assist the transition of changes to the proposed system.

Representative comments:

“Use initiatives to encourage people who currently don’t recycle and educate people about the importance of recycling on us and future generations.”

"I think education will be key. Some people won't see why they should do it so they'll need help understanding."

"You must also educate families on the benefits of your changes, rather than just imposing them on them, education in school and to the poorer areas is key to making long term changes in our society."

5.1.6 Concerns with food waste collections

Many comments have mentioned food waste collections, including vermin/pests, smells, and that it's unhygienic. The design of the food waste caddies and their accessibility by vermin and animals and accidental spillage was also raised. Some residents also state that they have little to no food waste, and therefore would not require this service.

Doubt has also been cast following a historic unsuccessful food waste collection trial in certain district/borough councils. It concerns residents that this may happen once more and that it will result in a waste of money and containers. Therefore, it is important to consider these concerns and clearly outline what would be different and how the scheme will succeed.

Representative comments:

"This has been tried before. Was a waste of a plastic bin, and a waste of rate payers money. I did not use it as we do not have food waste."

"Vermin and smell – unhygienic."

"As mentioned previously, a food waste collection scheme was trialled a number of years ago with very limited success. Very often food waste was not collected, the hygiene was a concern and the interest was lost very quickly. There would need to be a determined effort to ensure any future trials could address the hygiene issues."

5.1.7 Expanding kerbside recycling

While the kerbside recycling service received high levels of satisfaction in the survey, many residents would like the opportunity to recycle more materials at the kerbside. As well as allowing them to reduce the quantities of waste in their residual bins, it also makes recycling more accessible for all, including those who may struggle to access HWRCs or drop off points (e.g. supermarkets for soft plastics or textile banks).

Respondents were keen to see the inclusion of batteries, small WEEE and textiles at the kerbside, amongst other materials such as soft and hard plastics, TetraPak and furniture (including mattresses and bedding).

Representative comments:

"The council needs to implement recycling strategies to the home rather expecting individuals to take waste to other locations. There are no accessibility options for disabled."

“Hard plastics. Also wish more wrapping on food packaging was able to be recycled. A lot of our waste in the black bin is plastic packaging that can't be recycled.”

“Soft plastics such as outside wrappers of things like bread/crisps etc. Hard plastic such as plastic toys/plastic plates etc.”

5.1.8 Accessibility of garden waste collections

While residents are generally satisfied with their garden waste collection service, one recurring theme was the accessibility of these collections and the charges associated with the subscription to this service³⁷.

Some residents suggested that the subscription cost should be standardised across the LWP, while others stated that it should not be as expensive or it should be made free (as per North West Leicestershire).

Representative comments:

“If we are all in Leicestershire we should be treated equally: either free for all, or a charged-for service for all.”

“Garden waste collection is prohibitively expensive so I have to put my garden waste in my black bin, meaning I can't afford to be as eco-friendly as I'd like to be.”

“Perhaps more would be recycled if the garden bins were cheaper / free to any house that wanted one. I'm aware of a lot of neighbours who just put the garden waste in the general waste bin.”

5.1.9 Restricted Residual Waste Collection and Household Size

Whilst some residents, such as those with little waste or small households, were supportive of potential restrictions to residual waste capacity, others raised their concerns. Concern was commonly expressed by those in larger households, or those who have more unavoidable non-recyclable waste, such as medical and AHP waste.

There appeared to be a need for household size to be taken into account when contemplating restriction of residual bin size, as well as considering any additional needs of the household (e.g. disabled residents or those with young children)³⁸. Some residents suggested that a separate weekly collection of certain streams, such as AHP waste, would be a welcome addition should residual capacity be reduced.

Representative comments:

³⁷ All district/borough councils in the LWP charge for a garden waste collection service, except for north-west Leicestershire who provides this free of charge. The cost at which district/borough councils charge for this is decided by themselves.

³⁸ It is noted that all district/borough councils give residents the option to request larger bins due to certain circumstances e.g., if they are a large household / have a high volume of medical waste / have children in nappies.

"I home compost, recycle so my bins are over flowing, and complete food waste recycling but as I have a child currently in nappies my black bin is full every time. Some council do a nappy collection every week with the food waste."

"As a large household (7) I feel that the size of household should be taken into account when providing black bins. We are bound to produce more general waste than a single person or couple."

"I have a profoundly disabled child who wear's incontinence products around the clock. We just couldn't cope with a smaller rubbish bin or less frequent collections. If an alternative bin was provided ie: a medical waste bin for their incontinence products that would provide a solution."

5.1.10 Improving HWRCs

Although levels of satisfaction with HWRCs were high, some residents did raise concerns regarding short opening hours, too few HWRC sites (particularly during covid affected periods), inaccessibility and a lack of assistance from staff.

Residents suggested opening some sites for more days in the week and also reopening some which may have temporarily closed due to issues relating to Covid-19 and staff shortages. There was also a call for more help from staff at these sites. It was also raised that accessibility to sites could be improved by reducing/removing costs for certain materials and making it clear and easy for residents to visit, for example by providing a map of the HWRC on the LCC website.

Representative comments:

"I understand that it's not possible to make a recycling centre that isn't a difficult place for someone with sensory issues to be. But the anxiety related to knowing what to expect and what to have to do on arrival could be heavily mitigated if clear maps of recycling centres (the facilities themselves, not their location on a general map) were available."

"Lack of local access to recycling centre. Please reopen Somerby recycling centre. I usually recycle for an elderly resident but Melton is too far away for me to help on a regular basis."

"Poor usability (i.e. limited opening hours of household waste sites and the complexity of remembering/understanding what can be recycled and what can't)."

"Recycling centres not enough hours open ie evenings and weekends. No assistance at these places to help unload despite staff hovering around."

5.2 Implications to the Strategy

Undertaking consultation allows the LWP to consider and reflect on the views of its residents, businesses and community groups to the proposed LRWS.

Table 2 presents the existing 11 pledges in the strategy and a summary of potential actions relating to them that came out of both the online survey and the qualitative community research exercises. It is not considered that these existing pledges require alteration, however, it does provide the LWP with considerations, ideas and guidance from respondents on how to implement the pledges.

Table 2: Potential actions arising from the Strategy Consultation

Strategy Pledge No.	Pledge*	Potential Actions arising from Consultation
1.	All Councils within the Partnership will review their purchasing activities and internal waste management services to seek to promote waste prevention, reuse and recycling to support the objectives of this Strategy and lead by example.	- Promote Partnership examples - Promote achievements - Provide guidance, particularly on cost-savings, and on waste prevention
2.	The Partnership pledge to support and encourage waste prevention activity across LWP. This will include working with stakeholders, residents and communities to prevent unnecessary waste arising, for example through food waste reduction campaigns such as Love Food Hate Waste.	- Education on avoiding food waste - Promotion of campaigns (via for example Less Waste website such as Love Food Hate Waste initiative) - Community engagement programme - Support/facilitate community initiatives / interest groups / schemes
3.	The Partnership pledge to continue delivering reuse services and expand activities where practicable, working in partnership with other stakeholders and to signpost to places that advocate for waste prevention and reuse, in support of developing a circular economy. This includes a pledge to continue to improve the collection of items for reuse at Household Waste Recycling Centres and explore the development of reuse shops at suitable sites.	- Education on reuse facilities and activities - Support reuse facilities /services (event, market stall, upskilling and upcycling) - Ensure Leicestershire charities activities are considered when making HWRC policy decisions - Improve accessibility of reuse facilities/services - Exploration of additional reuse shops at HWRCs
4.	The Partnership shall implement and promote separate food waste collections to all households, subject to confirmation of Government policy, legislation and provision of funding. This will be as soon as required and when contracts and circumstances dictate. The County Council will procure Anaerobic Digestion capacity to treat the collected food waste in a manner that contributes to effective carbon emissions reduction across the County and improves soil quality.	- Education and awareness raising around food waste (climate change, pests, containers, trials) - Adopt good practice in the design and procurement of food waste equipment and services - Promote positive actions of the Partnership
5.	The Partnership will explore the use of alternative fuels for collection vehicles and the transportation of waste and	- Use as an educational tool - Promote positive actions of Partnership

	resources to further reduce carbon emissions of the service and improve air quality.	Lead by example
6.	The Partnership will continue to offer a garden waste collection system to Leicestershire residents. This will follow Government guidelines as to the form of the collection and will be subject to legislation and total Government funding. The Partnership will continue to procure composting capacity to treat the collected garden waste in a manner that supports carbon reduction and improves soil quality.	- Explore consistency in costs across the Partnership - Promote benefits of good compost management - Promote positive actions of the Partnership
7.	The Partnership shall ensure that the full range of recyclables (as specified by Government and subject to funding) are collected from residents (and businesses where applicable) across Leicestershire by 2023, or as soon as possible when contracts and circumstances dictate.	- Consideration of suitable containers for housing type, size and requirements - Raise awareness of materials collected
8.	The Partnership shall continue to explore the viability of adding extra materials to recycling collections (e.g. for batteries, small electric goods or clothing) to keep Leicestershire performance above the national average.	- Raise awareness of any additional materials collected - Explore the viability for additional materials being collected - Increased accessibility to recycling services for those with limited transport
9.	The Partnership will put in place collection systems to contribute towards the achievement of the national 65% recycling target by 2035, this may include restricting residual waste capacity to encourage greater materials separation, carbon savings and resource recovery. Improvements in materials recovery at Household Waste Recycling Centres will also contribute towards the national target.	- Communication / awareness raising to alleviate concerns relating to restricting residual waste capacity (including for larger households) - Consider additional materials if going to commit to a restricted residual collection e.g. separate nappy/AHP collections - Explore collection of more material types at HWRCs
10.	The Partnership will continue to allocate a communications budget sufficient to help promote good recycling behaviour and maximise resource recovery to support the circular economy and low carbon objectives of this Strategy.	- Avoidance of digital discrimination - Maintain communication program
11.	The County Council will reduce waste sent to landfill to less than 5% by 2025, well in advance of the 10% national target by 2035. The County Council will undertake future procurement processes for residual waste treatment (alternatives to landfill) in line with the vision and objectives of this Strategy.	Promote positive actions of Partnership
*Source: Draft Leicestershire Resources and Waste Strategy, January 2022		

A key theme which came out of the consultation exercises, which is not dealt with by the pledges, is fly--tipping. LWP has therefore committed to address this and add an additional pledge relating to fly--tipping which will be included in the final Strategy.