



**Waste Aware
Falkirk**



**PUBLIC ATTITUDES TO WASTE IN FALKIRK
FINAL REPORT**

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Dr N Souter

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1.0 INTRODUCTION

1.1 Scottish Waste Awareness Group

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

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

The Objectives of SWAG are:

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

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

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

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

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

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

1.2 National Waste Strategy

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

1.3 Forth Valley Waste Strategy Area

The Fourth Valley Area Waste consists of Clackmannanshire, Falkirk and Stirling Councils, The Scottish Environment Protection Agency Scottish Enterprise Fourth Valley, East of Scotland Water and the Scottish Waste Awareness Group.

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

Public consultation was accomplished within the Fourth Valley Strategy Area using a number of approaches:

1.0 Door to door questionnaires (face to face interviews; 1,250 (400 in Falkirk, 400 in Clackmannanshire and 450 in the Striling Area)

- Assessed attitudes to reduce, re-use and recycle (part of national SWAG survey)
- Appraised attitudes to final disposal options (part of options appraisal process)

2.0 Public displays outlining the four strategic options for the future management of MSW in the area, with an abbreviated questionnaire used to appraise and quantify attitudes to each of the proposed options (SEPA led):

- Organic stabilisation (option 1)
- Recycling and Energy from Waste (option 2)
- Recycling (option 3)
- Ultimate (option 4)

3.0 Focus groups (small discussion groups, up to 12 participants):

- Appraise attitudes to each of the proposed options (SEPA led)

This is a technical summary of stages 1.0, 2.0 and 3.0 as outlined above conducted within the Falkirk council area, and is split into the following sections:

- Summary of the door to door surveys (400)

- Current attitudes to reduce, re-use and recycle (part of national SWAG survey)
- Appraise attitudes to final disposal options (part of options appraisal process)
- Summary of abbreviated questionnaire to appraise public attitudes to options
- Summary of Focus Group findings.

2.0 METHODOLOGY STAGE 1

In total, researchers from SWAG (Scottish Waste Awareness Group) conducted 400 interviews among adults' aged 18+ (this avoided complication with the Market Research Code of Conduct), face-to-face at respondents' own homes throughout the Falkirk area. A sample questionnaire can be found in Appendix 1.0. All interviews took place between 10am and 8pm, weekdays.

2.1 Sampling

A random sample, proportionally stratified (by area) was used in the Falkirk area. This was devised using information from the local authority to ensure that the demographic profile of the samples matched the population distribution within the test area.

Area	No. of Surveys	Area	No. of Surveys
Falkirk	165	Slamannan	10
Stenhousemuir	91	Shieldhill	9
Bo'ness	39	Banknock	6
Polmont	75	Airth	5

Table 1 The Falkirk Area Survey Sample

The range of housing types and the number of surveys carried out within each of the housing categories is outlined in Table 2.0. 69% of the households surveyed were owner occupied, 28% were local authority rented properties and 4% lived in privately rented.

Housing Type	No. of Surveys
Semi-detached	170
Detached	88
Terraced	79
Tenement flat	61
High-rise flat	2

Table 2 Housing Type and Survey Numbers within Falkirk Area

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

3.1 Public Awareness of the Different Types of Waste that are Normally put into the Household Bin on a Weekly Basis

Of the total number of responses 62% related to kitchen waste, 31% general household waste, with only 6% related to waste arising from the bathroom waste stream. With respect to particular waste items 65% of respondents stated food waste, 50% food wrappers and packaging, 42% cans (steel and aluminium), 27% packaging, 26% plastic bottles and 25% plastics.

3.2 Hazardous Household Waste

79% of the respondents indicated that there was nothing within their household waste that could be classified as hazardous, 3% were unsure. The remainder (18%) identified a range of items that could be classified as hazardous; the most commonly recalled items were glass (22 people), bleach/cleaning products (14 people) and batteries (10 people) and aerosols (9 people). Other items also mentioned were nappies, cans and plastics.

3.3 Awareness of the Waste Hierarchy

The vast majority (94%) of the respondents had not heard of the Waste Hierarchy. Of the 6% who indicated they were aware of the term, none of them demonstrated they understood the concept fully, recalling reduce, reuse and recycle.

3.4 Current Household Reduction Behaviour

63% of the participants indicated that they currently practised some form of waste reduction within their own homes. The most common responses recalled are displayed in Figure 1.0.

Recycling was perceived to be a method by which the public could reduce waste, and was the most commonly recalled response. Of the remaining respondents 34% indicated that they did nothing and 3% were unsure.

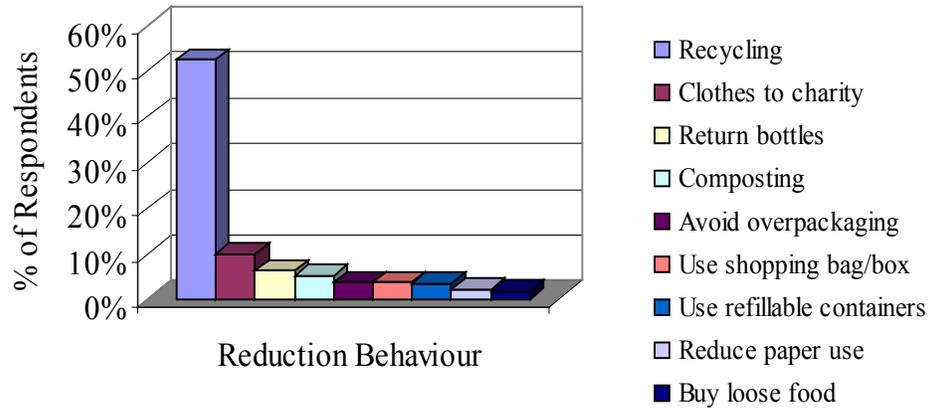


Figure 1.0 Household Waste Reduction Behaviour in the Falkirk Area

3.5 Current Household Reuse Behaviour

Re-use, as a concept was understood more readily by the public. 78% of respondents indicated that they currently practised some form of waste re-use behaviour within their own homes. The most common responses recalled are displayed in Figure 2.0.

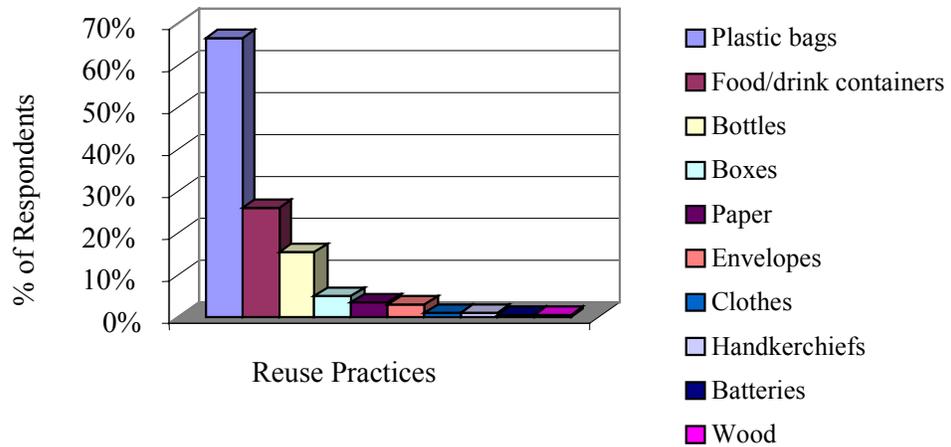


Figure 2.0 Household Waste Re-use Behaviour in the Falkirk Area

Re-using plastic bags and food/drink containers were the most common re-use practices identified by the public. Of the remaining respondents 17% indicated that they did nothing and 5% were unsure.

3.6 Current Household Recycling Behaviour

281 people (70%) of the respondents indicated that they currently practised some form of recycling within the Falkirk area. Respondents who indicated that they recycled were asked to estimate what proportion of their materials were recycled on a regular basis to give an indication of recycling consistency. The majority of whom currently used kerbside collection systems (79% of the recyclers, 56% overall). Local authority bring systems were used by 57% of the sampled population (40% of the recyclers), with only 3% (4% of the recyclers), indicating they used civic amenity sites to recycle within the Falkirk area. The range of materials recycled, the number of people recycling these items, and what the overall recycling frequency for each of the individual materials was, is detailed in Table 3.0.

Material	Number of People	Frequency of Material Recycling
Newspapers	232	94
Glass	143	81
Magazines	49	89
Cans	37	90
Charity shops	25	55
Organic waste	12	86
Textiles	11	68
Plastics	6	55
Furniture	4	35
Cardboard	2	60
Wood	1	100

Table 3.0 Recycling in the Falkirk Area

Glass and newspapers were the most commonly recycled materials (143 and 232 people respectively). A significant proportion of textile recycling was being done via charity shops, 25 people indicating they used this method.

3.61 Bring Systems

160 people indicated that they used bring systems to recycle within the Falkirk area, the majority of whom (86%) indicated that they were satisfied with these systems stating that they were convenient, helped the environment and were easy to use. The range of materials recycled, the number of people recycling these items, and what the overall recycling frequency for each of the individual materials was, is detailed in Table 4.0.

Material	Number of People	Frequency of Material Recycling
Glass	145	77
Cans	32	90
Newspapers	19	79
Textiles	14	50
Magazines	5	75
Plastics	2	78
Cardboard	1	95

Table 4.0 Recycling via Bring Sites in the Falkirk Area.

Those who indicated that they were dissatisfied with these systems (14%) gave reasons of them being too far away and the bins were always full. Suggested improvements to these systems included increasing the number of them, increased site maintenance, a kerbside collection scheme and increased variety of recyclables (especially plastic bags).

3.62 Kerbside Collection System

222 people indicated that they currently participated in some form of kerbside collection scheme. 92% of respondents indicated that they were satisfied with these systems stating that they were convenient, regular and easy to use. The range of materials recycled, the number of people recycling these items, and what the overall recycling frequency for each of the individual materials was, is detailed in Table 5.0.

Material	Number of People	Frequency of Material Recycling
Newspapers	220	93
Magazines	43	92
Cans	2	50
Glass ¹	2	88
Textiles	2	100

Table 5.0 Recycling via Kerbside Sites in the Falkirk Area.

Those who indicated that they were dissatisfied with these systems (8%) mainly gave the reason of an unreliable service. Other reasons included lack of cardboard recycling and the extra bins reducing space.

¹Currently Falkirk does not have a kerbside collection glass scheme

Suggested improvements to these systems included having more, bigger, stronger, sealable bags, increasing the variety of recyclables and having a more regular collection.

3.63 Civic Amenity Site

Only 10 people (4% of the recyclers) indicated that they used the civic amenity sites within Falkirk area. The range of materials recycled, the number of people recycling these items, and what the overall recycling frequency for each of the individual materials was, are displayed below in Table 6.0. All of the people who used this system were satisfied with it stating that it was handy and it was easy to use. Improvements included longer opening hours and a collection service.

Material	Number of People	Frequency of Material Recycling
Furniture	7	71
Green waste	6	30
Wood	2	50
Oil	1	100
Paint	1	100
Textiles	1	100

Table 6.0 Recycling via Civic amenity sites in the Falkirk Area.

It should be noted that some confusion has arisen amongst the general public with respect to bring and civic amenity site recycling and it is recommended that these two should be combined for future analytical purposes.

3.7 Non-Recyclers Attitudes

Within the Falkirk Area 30% of the participants (119 people) indicated that they were not recycling. A whole range of reasons for not recycling were outlined by the public, the most common responses are summarised in Table 7.0.

The most frequent responses were that people thought it was too much trouble (15 people), did not know how to recycle (11 people), there were no facilities (9 people) and they didn't know where the facilities are (8 people).

Reasons For Not Recycling	No of Respondents
Too much trouble	15
Don't know how	11
No facilities	9
Not sure	9
Don't know where facilities are	8
Travel too far	6
No transport	4
Not interested	4
Unreliable service	4
No incentives	3
Not enough material	3
Too much time	3
Not enough store room	2
Too old	2
Cynical	1
Don't care	1
Too expensive	1

Table 7.0 Reasons for Not Recycling in the Falkirk Area.

3.8 Encouragement to Recycle

Both recyclers and non-recyclers were then asked what would encourage them to recycle or recycle more. The results are summarised in Table 8.0.

Encouragement to Recycle	No of Respondents
Kerbside collection	110
More bring systems	80
More information on where	61
Nothing	57
Don't know	52
Greater range of recyclates accepted	50
Information on what can recycle	45
More reliable	28
More frequent	25
Provide containers	21
Information on benefits	20
Charge for waste weight	9
Financial incentive	8
Financial penalty	3

Table 8.0 What Would Encourage Recycling Behaviour in the Falkirk Area

The most common recalled responses were; the provision of kerbside collection schemes (110 people), more bring systems available to the public (80 people) and more information on where to recycle (61 people). Eight people indicated that there should be some form of financial incentive to recycle, when this was explored further, one person didn't know how, five people wanted a reduction in council tax and two people wanted cash (or a cheque). However, 57 people (14%) of the participants indicated that nothing would persuade them to recycle (more) and a further 52 (13%) people were unsure as to what might encourage recycling behaviour.

3.9 Willingness to Participate in Kerbside

The majority of the public (54%) interviewed indicated that they would be willing to participate in a kerbside collection scheme, and 15% were not interested. 29% of respondents already participated in some form of kerbside collection. With respect to the choice of container for a kerbside initiative within the Falkirk area, the results are shown in Figure 3.1.

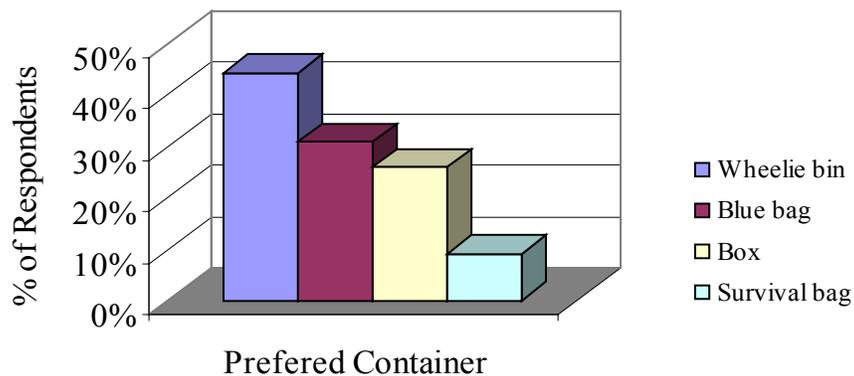


Figure 3.1 Preferred Container for Kerbside Collection

Container preference was then correlated with Housing type as detailed in Figure 3.2. Wheelie bins were the preferred container type in all of the single use housing types (favoured by 43% of respondents in semi-detached housing, 40% in detached housing, and 38% of people living in terraces). Blue bags were the only stated preference for those respondents living in high rise flats (2 people), and the most cited preference for people living in tenements (25 respondents). Survival bags were the least preferred system in all four housing types.

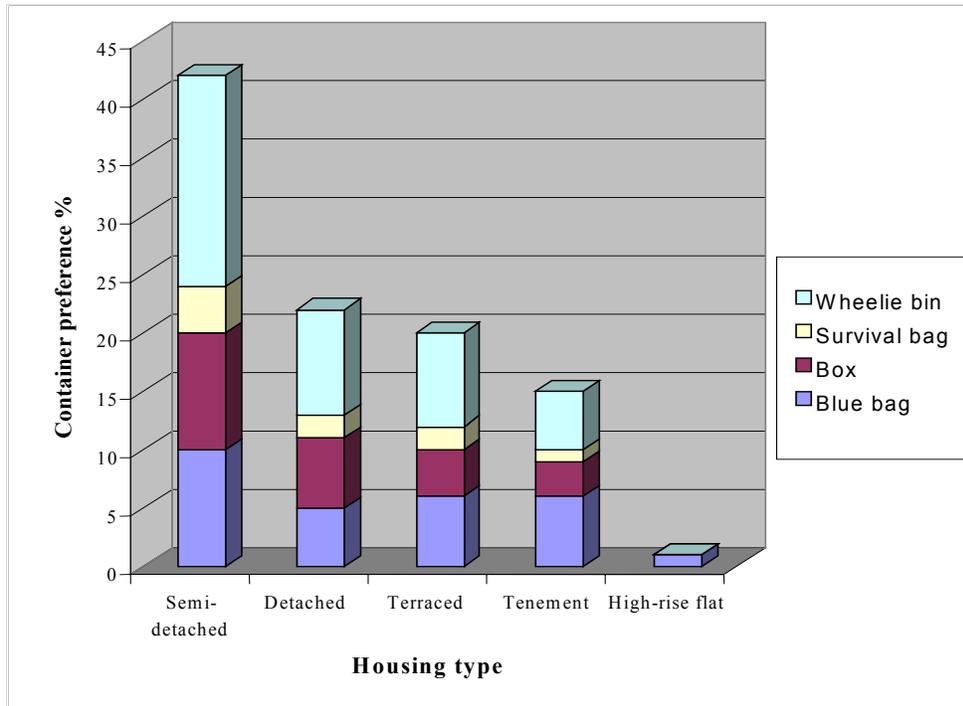


Figure 3.2 Container Preference per Housing Type.

The advantages and disadvantages for each of the methods were then explored, the findings are detailed in Tables 9.0. In total 72 different comments were recorded, 36% of those relating to the current blue bag system. The majority of responses (39%) were associated with concerns about storage and security of storage (see *). Common disadvantages cited were smells and the weight of the containers when full, yet neither of these were recorded for the wheelie bin system. Common advantages were the encouragement of recycling and the ease or convenience of use.

	Blue Bag (Current System)	Box On Same Day As Other Waste	Wheelie Bin System (3 Bin System)	Bag (Containing Recyclables) - Survival
Advantages	Bag highly visible Best for small houses* Better for flats* Compact* Costs less Easy to use Everything is recycled Great for paper Handy Okay Reliable Simple Successful so far	Can be stored outside* Compact* Easy to clean Fine Good for glass More secure* Sturdier Tidier*	Can keep it outside* Could share Easy to move Encourages recycling Handy Holds more Less prone to vandalism* No animals Secure* Stronger*	Collected on same day as other rubbish Convenient Everything is recycled More secure*

Disadvantages	Bad for glass Bag often rips* Could blow away* Can get heavy when full Damaged by animals* Don't always leave bags Get wet in bad weather Have to keep bags inside* Not good for cans Not sturdy enough Smells Unreliable service Vandalism*	Boxes could be stolen* Difficult to lift when full Have to be kept inside* Less volume of waste No lid on the box No room to store the box* Smells Too much effort Would blow away when empty*	Don't want two/three bins* Need to find secure storage* No space to store* Not suitable for flats People may put other rubbish in bins Putting wrong bins out on wrong days Too big* Too many bins*	Bags may split* Bags would get dirty Cynical over recycling taking place Effort to remember Smell Too heavy when full Have to keep bags inside*
	*responses relating to storage and security of storage			

Table 9 Advantages and Disadvantages of Kerbside Collection Schemes.

3.10 Current Household Composting Behaviour

96% of the public surveyed in the Falkirk area had a garden. The majority of who indicated that they disposed of their organic kitchen waste directly to either their wheeled bin (87%). 7% currently compost their organic kitchen waste within this area. With respect to garden waste within the Falkirk area, a variety of disposal methods were used, these are summarised in Figure 4.0.

The majority of people dispose of their green waste directly into their wheelie bin (71%). Currently 13% also composted their garden waste at home within the Falkirk area, 5% indicated they used a council green waste collection.

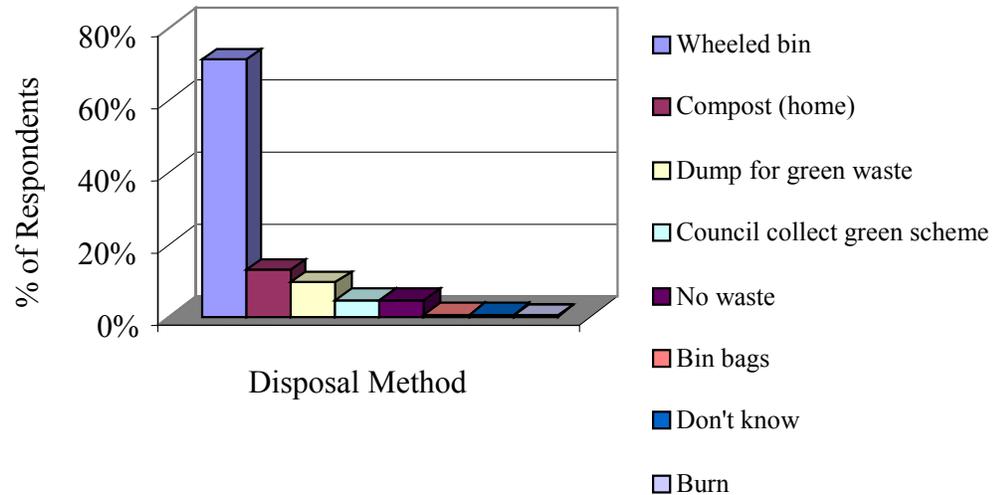


Figure 4.0 Garden Waste Disposal Methods in the Falkirk Area.

Overall, 50 people of the surveyed population compost at home within the Falkirk area of which 76% compost all year round. The most popular choice of composters are shown in Table 6.0.

Method of Composting	No of Respondents
Compost bin other	27
Compost heap	20
Digestor	2
Council compost bin	1

Table 10.0 Composting Method in the Falkirk Area.

96% of the composters indicated that they were satisfied with the systems they were using. They specified that the main benefits of composting were that the final product was good for the garden,

easy and saved money. 25 people were satisfied but gave no opinion. Of those who were not satisfied, reasons given were that the composting process attracted vermin.

Overall, when asked how the composting process individuals used could be improved and what problems (if any) had been encountered, very few responses were recorded. One improvement indicated the provision of a bin would aid the composting process. Problems noted were the attraction of vermin, the smell, the lack of space and that the composting process takes a long time.

3.11 Non-Home Composting Attitudes

333 people (87%) of the sampled population (with gardens) within the Falkirk area were not composting at home. The main reasons for this behaviour are given in Table 11.0.

Reason for Not Composting	% of Respondents
No use for compost	22
Too much trouble	22
No space	17
Not enough waste	17
Not interested	9
Don't know how	6
Too much time	5
Never considered composting	4
No facilities	4
Not sure	2
Too old	2
Vermin concerns	2
Compost smells	1
Council does gardening	1
Don't garden/not a gardener	1
Don't know what can be composted	1
No incentives	1

Table 11.0 Reasons for Not Composting in the Falkirk Area.

The main reasons identified were no use for compost (22 people) and it being too much trouble (22 people).

3.12 Encouragement to Home Compost

Of the 383 households with gardens within Falkirk area, both the composters and the non-composters were asked what would encourage them to compost or compost more. Their responses are summarised in Table 12.0.

The majority of people (69%) indicated that nothing would engage them in further home composting behaviour. Three people identified a financial incentive as a way to encourage composting but were unsure as to what form it should take.

Ways to Encourage Home Composting	% of Respondents
Nothing	69
Don't know	10
Free composter	10
More information on how	5
Info on benefits	2
Bigger garden	1
Compost enough	1
Financial	1
More free time	1
Too old	1

Table 12.0 Ways Identified by the Public in the Falkirk Area to Encourage Home Composting

3.13 Willingness to Participate in Home Composting Scheme

Of the 383 households with gardens within the Falkirk area, 32% indicated that they would be willing to, or already participated in a home-composting scheme. When shown the composting show card the preferred choices for home composting systems are detailed in Figure 5.0.

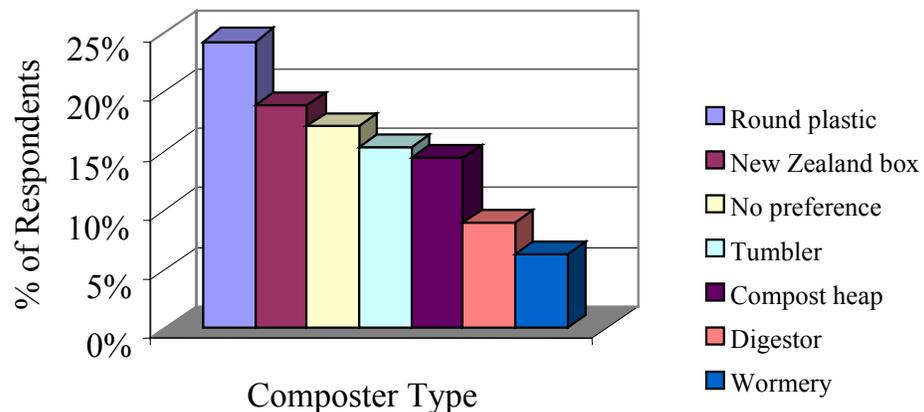


Figure 5.0 Home Composting Container Type

44% of these respondents indicated that they would be willing to pay a small charge for a home composter. How much they were willing to pay for such systems varied considerably as outlined in Figure 6.0. The majority of these (62%) indicated they would be willing to pay £15 or less.

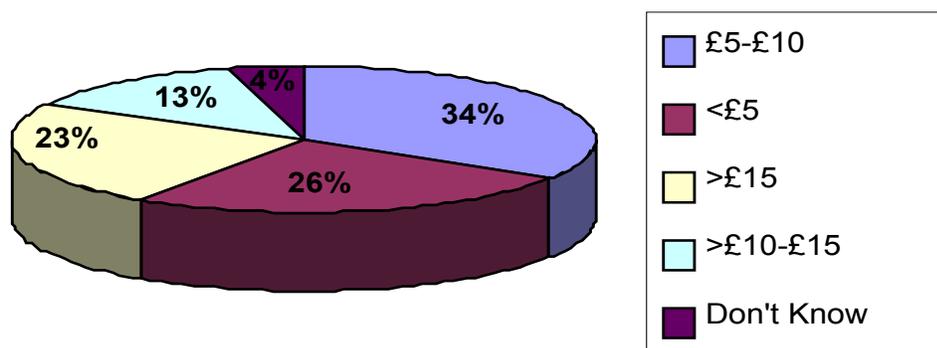


Figure 6.0 Willingness to Pay for Home Composter Unit

3.14 Willingness to Participate in a Community Composting Scheme

The majority (50%) of people surveyed did not wish to participate in a community-composting scheme. However 37% of the sampled population (with gardens) within the Falkirk area indicated they would be willing to participate in a community-composting scheme and 8% stated that they already did.

3.15 Willingness to Participate in a Separate Green Waste Collection System (uplift by local authority)

57% of the sampled population (with gardens) within the Falkirk area indicated they would be willing to participate in a separate green waste collection or already did. 30% of this group indicated that they would be willing to pay a small charge for garden waste collection.

40 people indicated that they would be willing to pay £15 or less per annum for a green waste collection system, nine of the respondents expressed a willingness to pay more than £15 and the remainder was not sure, as displayed in Figure 7.0.

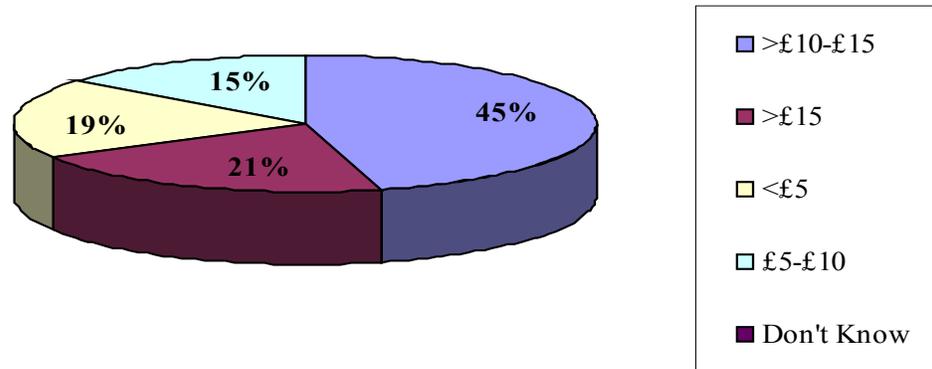


Figure 7.0 Willingness to Pay for Local authority Green Collection Service

3.16 Awareness of Local Waste Disposal Facilities

51% of the respondents (204 people) indicated that they were aware of what happened to the domestic waste collected in their area. The majority of whom identified landfill (88%). When asked to identify where these facilities were, 62% of these respondents indicated that they knew where the landfill was located. 20 separate locations were listed, however, two of these, Bo'ness (33%) and Bonnybridge (26%), were mentioned most often, and Polmont roundabout was mentioned by 1% of respondents.

The perceived advantages and disadvantages of landfill were then explored. The advantages were vague, 70% of people did not answer, did not know or stated there were no advantages. Of the remainder 13 people indicated that there was no alternative, 13 people indicated that it was easy and efficient, and 10 people stated that this method allowed land reclamation. Other reasons included that it was better than incineration, and that it was an easy disposal method. 31% of people identified disadvantages associated with landfill, these included environmental concerns, lack of space, vermin and no recycling.

When asked what improvements could be made to landfills 84% of respondents had no answer. 8% of respondents suggested that recycling should be encouraged prior to disposal and 3 participants mentioned incineration.

3.17 Awareness of Cost of Domestic Waste Collection and Disposal

72% of the public surveyed were unable to comment, and indicated that they had no idea what it cost for the weekly collection and disposal of their household domestic waste. 40 people (10% of those interviewed) believed that the cost was greater than £10 per week per household. These results are summarised in Table 13.0.

Cost per Week	Number of People
Don't Know	284
More than £10	40
£5-10	29
£2-2.99	21
£3-4.99	15
£1-1.99	5
Less than £1	2

Table 13.0 Awareness of Cost of Waste Collection and Disposal

3.18 Waste Charging

The majority of the public (74%) believed that households should not be charged for the amount of waste they produced. However 14% agreed with this principle, the remainder was unsure.

When asked what the advantages of such a charging scheme might be the majority of respondents (73%) gave no comment, were unsure or stated there were no advantages.

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

- reduce waste and increase recycling (65 people);
- be a fairer system for smaller households / OAP's (16 people).

The main reasons for rejecting this scheme were (272 respondents):

- already pay via taxes (109 people)
- would penalise large families/lower incomes (82 people)
- would encourage fly tipping (45 people)
- difficult to administer (14 people)
- people could not afford to pay (11 people)

3.19 Responsibility for Waste Minimisation

A range of responses were outlined by the public as to who should be responsible for waste minimisation. Everybody, the local authority and the public were the most common answers recorded, as displayed in Figure 8.0.

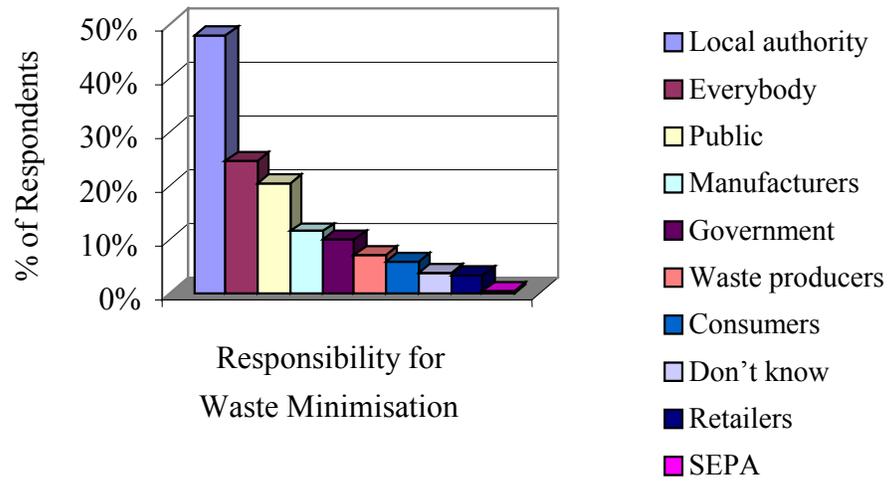


Figure 8.0 Responsibility for Waste Minimisation