



**Recycling Satisfaction 2018**  
**June update**

## **Background**

- 1,269 online questionnaires were submitted between 20 February and 13 June 2018, though not all respondents answered every question.
- Responses have been received from every ward, though fewer than 10 from each of Maer and Whitmore and Keele.

## **Headline findings**

- 73% satisfied with the frequency of the recycling collection
- 49% dissatisfied with how their containers are left after they are emptied
  - 31% satisfied
  - 20% neither satisfied nor dissatisfied
- 72% dissatisfied with the type / number of containers
- 47% dissatisfied with the reliability of collections on their scheduled day
  - 37% satisfied
  - 17% neither satisfied nor dissatisfied
- 68% had contacted the council
  - 40% who had were dissatisfied
  - 30% satisfied
  - 30% neither satisfied nor dissatisfied
    - Overall satisfaction was significantly lower from respondents who had contacted the Council
- 58% dissatisfied with the overall recycling service
  - 24% satisfied
  - 18% neither satisfied nor dissatisfied
    - 78 per cent of respondents from Talke and Butt Lane were dissatisfied

### Location of respondents by ward

Responses were received from all 21 wards across the Borough. However, not all of the respondents provided their postcodes, and several put, for example, CW3 or ST5, making it impossible to get a complete picture of where everyone lived. However, there were 1,049 valid postcodes, showing us where a large proportion of respondents are from. As the table below shows, large numbers of responses came from Talke and Butt Lane, Kidsgrove, Wolstanton, Crackley and Red Street and Bradwell. To some extent this may be expected, as these five wards make up more than 30 per cent of the borough's population.

There were relatively few responses from Maer and Whitmore, Knutton, Loggerheads and Madeley and Betley – these are small wards that only make up 12 per cent of the borough's population.

**Table 1: Number of respondents from each ward**

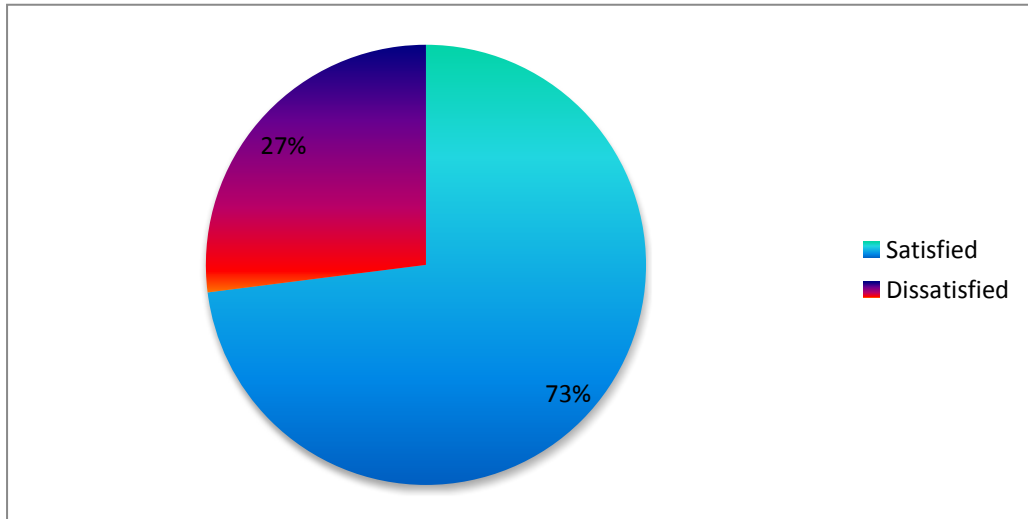
<b>Ward name</b>	<b>Responses received</b>
<b>Audley</b>	46
<b>Bradwell</b>	75
<b>Clayton</b>	29
<b>Crackley and Red Street</b>	79
<b>Cross Heath</b>	39
<b>Holditch and Chesterton</b>	46
<b>Keele</b>	9
<b>Kidsgrove and Ravenscliffe</b>	117
<b>Knutton</b>	12
<b>Loggerheads</b>	18
<b>Madeley and Betley</b>	18
<b>Maer and Whitmore</b>	8
<b>May Bank</b>	65
<b>Newchapel and Mow Cop</b>	53
<b>Silverdale</b>	35
<b>Talke and Butt Lane</b>	123
<b>Thistleberry</b>	41
<b>Town</b>	52
<b>Westbury Park and Northwood</b>	44
<b>Westlands</b>	60
<b>Wolstanton</b>	80

## Analysis of data

### Q1) Are you satisfied with the weekly frequency of the service?

Responses here were mostly positive, with almost three-quarters (73 per cent) saying that they were satisfied, but with slightly more than one-quarter (27 per cent) saying that they were not.

Figure 1: Q1) Are you satisfied with the weekly frequency of the service? 1,261 responses



Five wards had at least one in three respondents saying they were dissatisfied, with the highest proportions being in

- Newchapel and Mow Cop (38 per cent)
- Talke and Butt lane (35 per cent)
- Cross Heath (33 per cent)
- Town (33 per cent)
- Knutton (33 per cent).

But in other parts of the ward levels of dissatisfaction were significantly lower, with fewer than one in five being dissatisfied in:

- Thistleberry (10 per cent)
- Audley (11 per cent)
- Holditch and Chesterton (17 per cent)

Table 2: Proportion of respondents dissatisfied with the weekly frequency, by ward.

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	5	40	11%
Bradwell	21	76	28%
Clayton	7	29	24%
Crackley and Red Street	19	79	24%
Cross Heath	13	39	33%
Holditch and Chesterton	8	46	17%
Keele	2	9	22%
Kidsgrove and Ravenscliffe	35	117	30%
Knutton	4	12	33%
Loggerheads	4	19	21%
Madeley and Betley	4	18	22%
Maer and Whitmore	2	8	25%
May Bank	14	65	22%
Newchapel and Mow Cop	20	52	38%
Silverdale	9	35	26%
Talke and Butt Lane	42	121	35%
Thistleberry	4	41	10%
Town	17	51	33%
Westbury Park and Northwood	13	44	30%
Westlands	15	58	26%
Wolstanton	21	80	26%

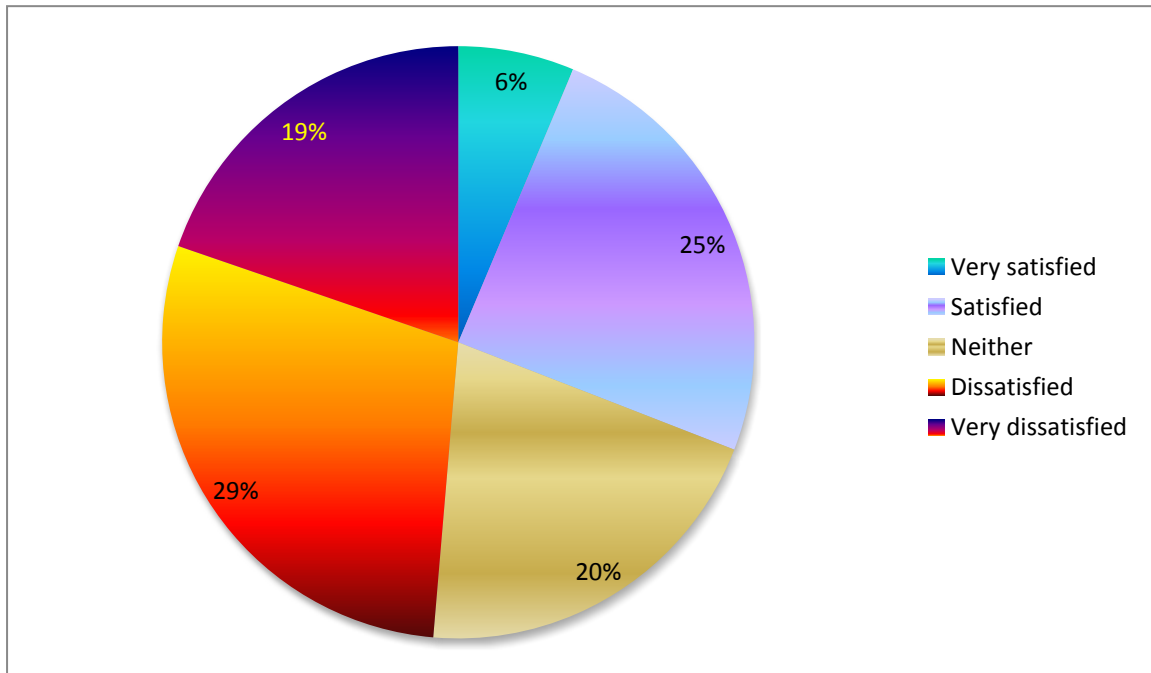
Comments were invited, with a few oft-repeated themes, as follows in order of frequency:

- It's excellent that we have a weekly service
  - Removes build-up of recycling which enables me to recycle more
  - It works really well
- It's rare that we actually get a weekly service, so many cancellations due to weather or breakdown that it's often fortnightly
- If it was reliable you could go back to fortnightly and save us the effort of having to take the bins out each week
- It's too frequent as we only have a small family and don't create much to recycle
- It's not frequent enough as we have a large family and create a lot to recycle.

## Q2) How satisfied are you with how your containers are left after they are emptied?

Responses here were fairly negative. Almost half (49 per cent) said that they were dissatisfied, with 31 per cent satisfied and the remaining 20 per cent saying that they were neither satisfied nor dissatisfied. It might be of interest to note that there were fairly few respondents who gave 'extreme' responses – as the following chart shows, only 26 per cent said that they were either very satisfied or very dissatisfied.

Figure 2: Q2) How satisfied are you with how your containers are left after they are emptied? 1,262 responses



As the following table demonstrates, there was a real disparity across the wards. The following five wards had the highest proportion of dissatisfied respondents:

- Silverdale (66 per cent)
- Crackley and Red Street (61 per cent)
- Loggerheads (61 per cent)
- Holditch and Chesterton (59 per cent)
- Wolstanton (59 per cent)

The following five wards had the lowest proportion of dissatisfied respondents:

- Knutton (25 per cent)
- Madeley and Betley (28 per cent)
- Thistleberry (29 per cent)
- Audley (30 per cent)
- Town (33 per cent)

Table 3: How satisfied are you with how your containers are left after they are emptied? By ward.

	Dissatisfied	Total respondents	Percentage dissatisfied
<b>Audley</b>	14	46	30%
<b>Bradwell</b>	41	76	54%
<b>Clayton</b>	13	29	45%
<b>Crackley and Red Street</b>	48	79	61%
<b>Cross Heath</b>	14	39	36%
<b>Holditch and Chesterton</b>	27	46	59%
<b>Keele</b>	4	9	44%
<b>Kidsgrove and Ravenscliffe</b>	62	116	53%
<b>Knutton</b>	3	12	25%
<b>Loggerheads</b>	11	18	61%
<b>Madeley and Betley</b>	5	18	28%
<b>Maer and Whitmore</b>	4	8	50%
<b>May Bank</b>	35	64	55%
<b>Newchapel and Mow Cop</b>	21	52	40%
<b>Silverdale</b>	23	35	66%
<b>Talke and Butt Lane</b>	62	122	51%
<b>Thistleberry</b>	12	41	29%
<b>Town</b>	17	51	33%
<b>Westbury Park and Northwood</b>	20	44	45%
<b>Westlands</b>	21	60	35%
<b>Wolstanton</b>	47	79	59%

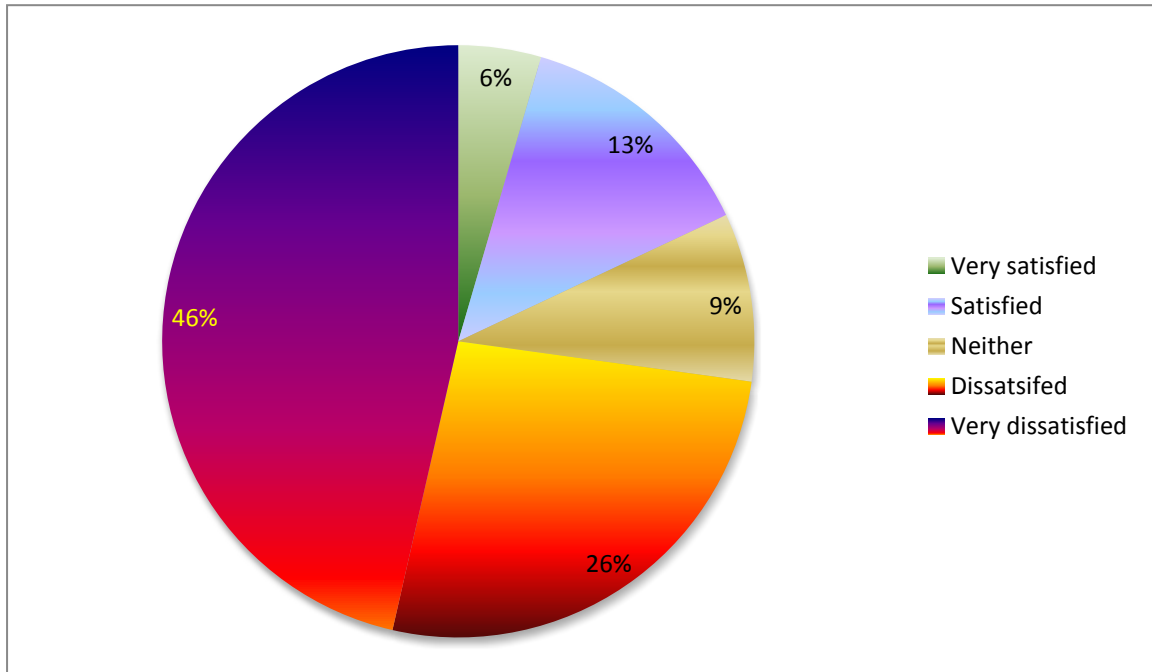
Comments were invited, with the following key themes in order of frequency:

- They never get returned to where I left them
  - They get thrown around
  - Takes ages to find mine
    - Get mixed up with my neighbours
  - Boxes and lids get smashed
  - Pavements get blocked, inconvenient for pedestrians, especially with pushchairs or wheelchairs
  - My driveway gets blocked with bins returned to the wrong location
- Lots of litter left on the pavements after collection
- Food waste often gets left in the bin which leads to smells and poor hygiene
- Depends on who is working that day
  - One team takes care and put everything back stacked up, a different team just throws them around – men often swear
- Sometimes collection is before 7am and the operatives are noisy, including having the vehicle's reversing noises – too early, this is inconsiderate

### Q3) How satisfied are you with the type and number of containers provided for your recycling materials?

This question received very negative responses, with almost three-quarters (73 per cent) saying they were not satisfied and only around one in six (18 per cent) saying that they were. In fact almost half (46 per cent) said that they were very dissatisfied.

Figure 3: Q3) How satisfied are you with the type and number of containers provided for your recycling materials? 1,262 responses.



As the following table shows, while there was dissatisfaction across the borough, it was far more prominent in some wards than others. In the following five wards at least 80 per cent of respondents were dissatisfied:

- Keele (89 per cent, but from only nine respondents)
- Kidsgrove and Ravenscliffe (87 per cent)
- Talke and Butt Lane (84 per cent)
- Holditch and Chesterton (83 per cent)
- Westbury Park and Northwood (82 per cent)

In five wards, fewer than 60 per cent were dissatisfied:

- Loggerheads (33 per cent)
- Town (55 per cent)
- Madeley and Betley (56 per cent)
- Westlands (58 per cent)
- Clayton (59 per cent).



**Table 4: How satisfied are you with the type and number of containers provided for your recycling materials, by ward?**

<b>Ward</b>	<b>Dissatisfied</b>	<b>Total respondents</b>	<b>Percentage dissatisfied</b>
<b>Audley</b>	31	46	69%
<b>Bradwell</b>	57	76	75%
<b>Clayton</b>	17	29	59%
<b>Crackley and Red Street</b>	56	79	71%
<b>Cross Heath</b>	30	39	77%
<b>Holditch and Chesterton</b>	38	46	83%
<b>Keele</b>	8	9	89%
<b>Kidsgrove and Ravenscliffe</b>	101	116	87%
<b>Knutton</b>	9	12	75%
<b>Loggerheads</b>	6	18	33%
<b>Madeley and Betley</b>	10	18	56%
<b>Maer and Whitmore</b>	6	8	75%
<b>May Bank</b>	40	64	63%
<b>Newchapel and Mow Cop</b>	40	52	77%
<b>Silverdale</b>	22	35	63%
<b>Talke and Butt Lane</b>	102	122	84%
<b>Thistleberry</b>	26	41	63%
<b>Town</b>	28	51	55%
<b>Westbury Park and Northwood</b>	36	44	82%
<b>Westlands</b>	35	60	58%
<b>Wolstanton</b>	55	79	70%

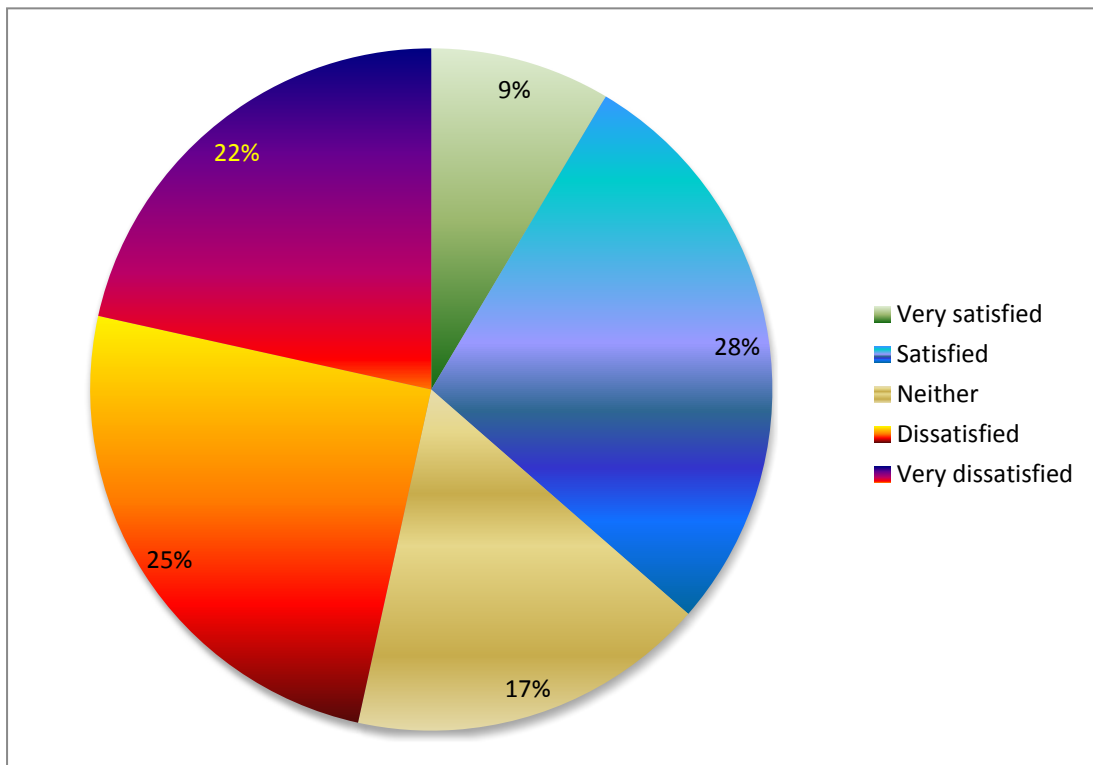
Again, there were a few themes that were prevalent, in particular the first two which were mentioned by a clear majority of respondents:

- Please can we just have one bin?
  - One bin works in Cheshire East and Stoke-on-Trent
  - Hard work for pensioners to have to sort everything
  - Heavy and awkward to transport so many bins and boxes
    - In particular for the elderly / disabled
  - So many bins look untidy / messy / unsightly
- We regularly see all of the recycling thrown into one bin – why should we sort our recycling when you do this?
  - Whenever the collection is late it all gets thrown into one bin – waste of our time separating them.
- The old system worked fine – so much better than this.

**Q4) How satisfied are you with the reliability of collections made on the scheduled day?**

Answers were quite negative here. Almost half (47 per cent) expressed dissatisfaction, with a little more than one-third (37 per cent) being satisfied and the remaining 17 per cent saying they were neither satisfied nor dissatisfied.

Figure 4: Q4) How satisfied are you with the reliability of collections made on the scheduled day? 1,263 responses



There were eight wards where dissatisfaction rates were at least 50 per cent, with Holditch and Chesterton (71 per cent) and Talke and Butt Lane (59 per cent) seeing the highest rates. But in both Knutton and Audley, barely one in six (17 per cent) were dissatisfied, and in Cross Heath, Keele and Madeley and Betley, no more than one in three were.

**Table 5: How satisfied are you with the reliability of collections made on the scheduled day? By ward**

Ward	Dissatisfied	Total respondents	Percentage dissatisfied
Audley	8	46	17%
Bradwell	42	74	57%
Clayton	11	29	38%
Crackley and Red Street	42	77	55%
Cross Heath	13	39	33%
Holditch and Chesterton	32	45	71%
Keele	3	9	33%
Kidsgrove and Ravenscliffe	53	118	45%
Knutton	2	12	17%
Loggerheads	7	18	39%
Madeley and Betley	5	17	29%
Maer and Whitmore	4	8	50%
May Bank	32	64	50%
Newchapel and Mow Cop	30	52	58%
Silverdale	17	35	49%
Talke and Butt Lane	73	123	59%
Thistleberry	14	40	35%
Town	23	54	43%
Westbury Park and Northwood	21	43	49%
Westlands	34	60	57%
Wolstanton	35	77	45%

The key themes coming through further comments received were...

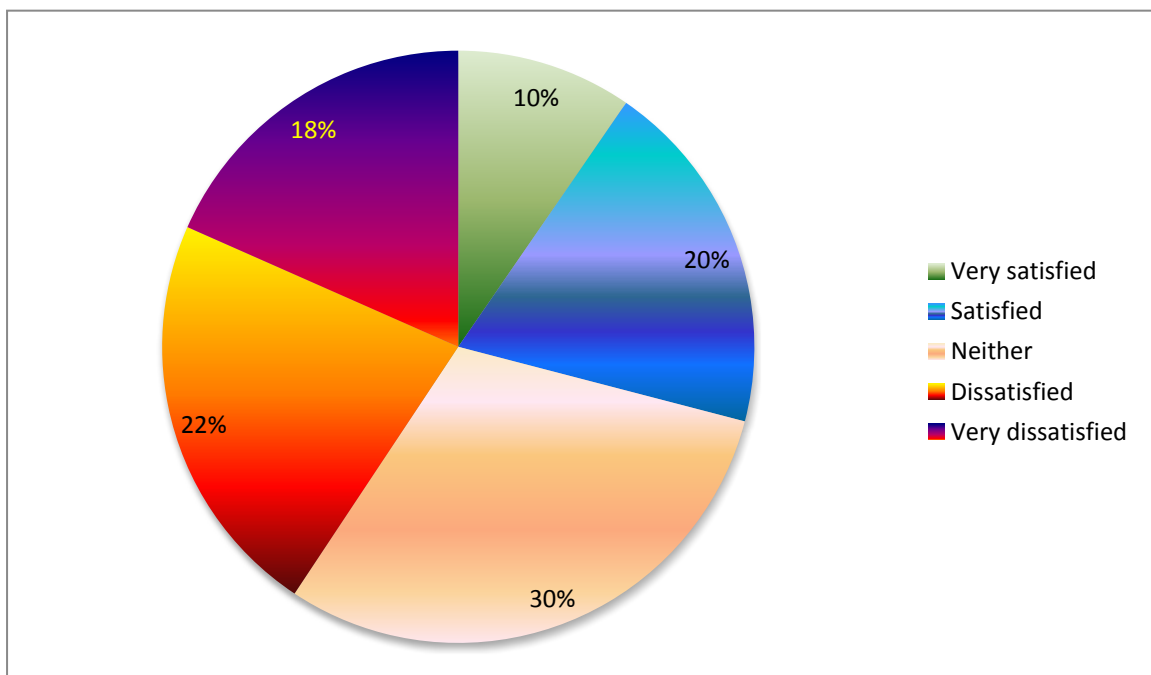
- They rarely come on the correct day
  - Lots of missed collections and we don't know whether to leave the bins out and hope or wait until the next week
  - Leaving our bins out for missed collections leads to further litter when it's windy
- It was fine until Christmas
- Mistakes on the leaflet with days on
  - Mine said there would be one on Christmas Day
- Website contains misleading or inaccurate information
  - Sometimes we're told to bring them in after a missed collection then the lorries turn up so we miss out
- Any bad weather and it stops – doesn't seem to affect other parts of the country.

**5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with?**

68 per cent of respondents (834) who answered this question had contacted the Council – this figure was arrived at by subtracting the proportion who answered ‘not applicable’ (32 per cent) from the total sample – but it is possible that some respondents who answered ‘neither satisfied nor dissatisfied’ had not.

But assuming that the 834 mentioned above had contacted the Council, there were more dissatisfied respondents than those who were satisfied. 40 per cent expressed dissatisfaction, with 30 per cent answering that they were satisfied and 30 per cent saying that they were neither satisfied nor dissatisfied.

**Figure 5: Q5) If you have contacted the Council regarding your recycling collection, how satisfied were you with how your enquiry was dealt with? 834 responses.**



Once more there was a variance across the wards regarding their satisfaction with how their enquiry was dealt with. In six wards at least half of respondents were dissatisfied, with the highest rates in

- Loggerheads (60 per cent)
- Clayton (59 per cent)
- Silverdale (52 per cent)
- Cross Heath (50 per cent)
- Holditch and Chesterton (50 per cent)
- Maer and Whitmore (50 per cent)

But in three wards fewer than one in four were dissatisfied:

- Knutton (13 per cent – one respondent)
- Thistleberry (22 per cent)
- Madeley and Betley (23 per cent)

**Table 6: Percentage of respondents dissatisfied with how their enquiry was dealt with – by ward.**

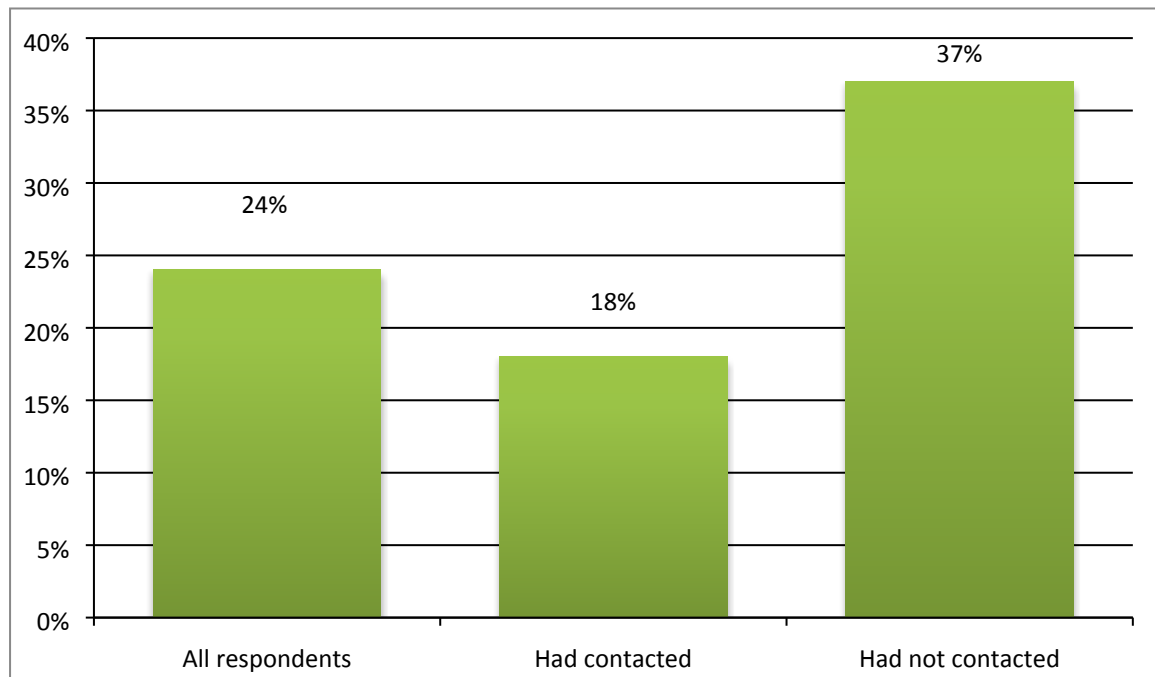
<b>Ward</b>	<b>Dissatisfied</b>	<b>Respondents</b>	<b>Percentage dissatisfied</b>
<b>Audley</b>	12	31	39%
<b>Bradwell</b>	22	49	45%
<b>Clayton</b>	10	17	59%
<b>Crackley and Red Street</b>	22	57	39%
<b>Cross Heath</b>	12	24	50%
<b>Holditch and Chesterton</b>	14	28	50%
<b>Keele</b>	3	7	43%
<b>Kidsgrove and Ravenscliffe</b>	27	68	40%
<b>Knutton</b>	1	8	13%
<b>Loggerheads</b>	9	15	60%
<b>Madeley and Betley</b>	3	13	23%
<b>Maer and Whitmore</b>	3	6	50%
<b>May Bank</b>	16	41	39%
<b>Newchapel and Mow Cop</b>	14	37	38%
<b>Silverdale</b>	13	25	52%
<b>Talke and Butt Lane</b>	36	88	41%
<b>Thistleberry</b>	6	27	22%
<b>Town</b>	15	34	44%
<b>Westbury Park and Northwood</b>	13	32	41%
<b>Westlands</b>	16	35	46%
<b>Wolstanton</b>	20	54	37%

The key themes from the comments were....

- Always helpful and polite
- I rarely get a response
- Pointless enquiring online as it takes weeks to get a response–if at all, so I always phone now
- I need to know that my enquiry has been received so I phone
- They are polite and friendly but it's clear they are working with their hands tied
- Takes so long to get replacement bins / bags
- They tell us our bins will be emptied but they're not...not the staff's fault but it's frustrating
- Information on the website is out of date or inaccurate
- Website highlights the problem of just how many missed collections there are
  - At least spell the streets correctly

It may be interesting to note that overall satisfaction (see next question) was far lower from respondents who had made contact with the Council. Whereas overall satisfaction from respondents who had **not** contacted the council was 37 per cent, this falls to just 18 per cent from those who had contacted us. Note that, as the majority (68 per cent) of respondents to the survey had made contact, the overall rate is much closer to the proportion who had than who had not.

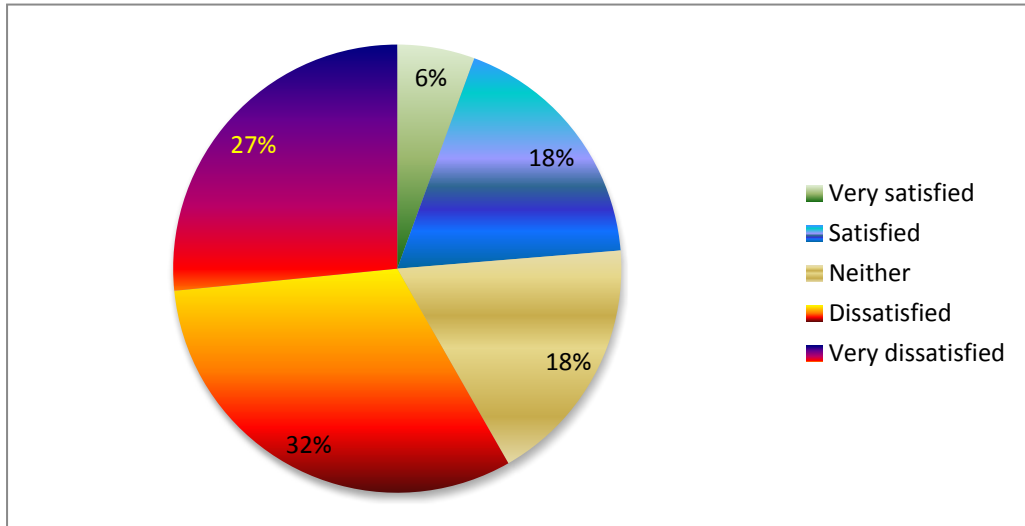
**Figure 6: Proportion of respondents who were satisfied, overall, with recycling, based on if they had contacted the Council about their collection.**



### Q6) How would you rate your overall satisfaction with the Council's recycling service?

Responses were largely negative. Almost three-fifths of respondents (58 per cent) said that they were dissatisfied, with fewer than one in four (24 per cent) saying they were satisfied. The remaining 18 per cent said that they were neither satisfied nor dissatisfied.

Figure 7: Q6) How would you rate your overall satisfaction with the Council's recycling service? 1,253 responses



In four wards, at least 65 per cent of respondents were dissatisfied...

- Talke and Butt Lane (78 per cent)
- Holditch and Chesterton (67 per cent)
- Bradwell (66 per cent)
- Kidsgrove and Ravenscliffe (65 per cent)

...but there were four wards where rates of dissatisfaction were lower than 40 per cent.

- Madeley and Betley (18 per cent)
- Clayton (31 per cent)
- Loggerheads (39 per cent)
- Thistleberry (39 per cent).

It may be of interest to note that, generally, the wards where dissatisfaction was highest provided the largest number of responses. The following table shows this.

**Table 7: Percentage of respondents who were dissatisfied, overall, with the recycling service – by ward.**

<b>Ward</b>	<b>Dissatisfied</b>	<b>Total respondents</b>	<b>Percentage dissatisfied</b>
<b>Audley</b>	19	46	41%
<b>Bradwell</b>	49	74	66%
<b>Clayton</b>	9	29	31%
<b>Crackley and Red Street</b>	50	79	63%
<b>Cross Heath</b>	21	38	55%
<b>Holditch and Chesterton</b>	30	45	67%
<b>Keele</b>	4	9	44%
<b>Kidsgrove and Ravenscliffe</b>	75	116	65%
<b>Knutton</b>	6	12	50%
<b>Loggerheads</b>	7	18	39%
<b>Madeley and Betley</b>	3	17	18%
<b>Maer and Whitmore</b>	5	8	63%
<b>May Bank</b>	35	63	56%
<b>Newchapel and Mow Cop</b>	31	52	60%
<b>Silverdale</b>	19	35	54%
<b>Talke and Butt Lane</b>	95	122	78%
<b>Thistleberry</b>	16	41	39%
<b>Town</b>	22	52	42%
<b>Westbury Park and Northwood</b>	24	43	56%
<b>Westlands</b>	33	60	55%
<b>Wolstanton</b>	45	75	60%

Many of the comments reiterated feelings that had been expressed to previous questions (in particular pleas for just one recycle bin) so they are not repeated here. However, there were some new themes that came through, as follows:

- Please work with Keele University
  - To educate students as to what they should and should not be recycling
  - To tell students that they should not be leaving their bins permanently out
- Please fine people who litter the streets
  - Including recycling operatives
- Educate residents that they need to flatten cardboard
  - Tell them to put the lids on – not the operatives fault but things blow away and cause a mess
- I no longer recycle as it's too much hard work – everything goes in the waste bin
- I wish you would tell us which plastics we could recycle, I worry that I am ruining it for people by putting the wrong plastic in the boxes
  - Conflicting information about which plastics can be recycled



- Can you carry spare boxes and lids on the trucks so that when you break them during collections you can replace them?
- Can you work with Streetscene so that they clear up the mess after the recycling has been collected?
  - The mess left by the recycling crews makes the area look so untidy
  - Pointless having so many flowers when there is such a mess left by the recycling crews
- Workers put themselves at risk by sorting the recycling out in the middle of the road when traffic is coming

### **Customer Insight Analysis**

Socio-economic data produced by Experian allows us to see the demographic profile of the borough and the respondents to the survey, to see how representative of the borough our respondents are. Each postcode is allocated to a group dependent on the predominate characteristics of its residents – not all households in a postcode will have the same characteristics, meaning that postcode-level classifications will not be as accurate as information at household-level.

This analysis shows that the survey was fairly well-representative of the borough's population.

However, the survey attracted fewer than its fair share of rural residents. As the following table shows, the two rural groups (A and G) contain 10 per cent of the borough's population, but only 4 per cent of respondents to this survey.

The two pensioner groups (F and N) were quite well matched, with 21 per cent of the borough and 17 per cent of the sample, though there was an under-representation of the more deprived elderly group (N – Vintage Value).

There was also a fair representation of the most deprived non-pensioner groups (M and O) with 15 per cent of the borough's population and also 15 per cent of respondents. Of this though, it was the most deprived group (O) who were slightly under-represented and the slightly less deprived (M) who were slightly over-represented.

The two wealthiest groups (B and C) only make up a small proportion of the borough's population but were still fairly well represented, with 4 per cent of both the borough and of respondents.

**Table 8: Socio-economic profile of the respondents compared to the borough's population.**

<b>Group</b>	<b>Description</b>	<b>% of respondents</b>	<b>% of borough population</b>
<b>A</b>	Country Living – Well-off residents in rural locations	3%	6%
<b>B</b>	Prestige Positions – Upmarket families in large homes	4%	4%
<b>C</b>	City Prosperity – High status city dwellers	0%	0%
<b>D</b>	Domestic Success – Thriving families concerned with careers and their children	10%	6%
<b>E</b>	Suburban Stability – Mature suburb-dwellers in mid-range housing	11%	9%
<b>F</b>	Senior Security – Elderly people enjoying a comfortable retirement	13%	13%
<b>G</b>	Rural Reality – Village communities in inexpensive homes	1%	4%
<b>H</b>	Aspiring Homemakers – Younger households in housing priced within their means	17%	12%
<b>I</b>	Urban Cohesion – Settled urban communities	0%	0%
<b>J</b>	Rental Hubs – Well-educated young renters	1%	2%
<b>K</b>	Modest Traditions – Mature homeowners enjoying stable lifestyles	9%	11%
<b>L</b>	Transient Renters – Single people, privately renting low-value houses for the short-term	11%	9%
<b>M</b>	Family Basics – Families with limited resources struggling to make ends meet	12%	10%
<b>N</b>	Vintage Value – Elderly residents relying on support for financial or practical help	4%	8%
<b>O</b>	Municipal Challenge – Urban renters in social housing facing many challenges	4%	5%