

South Yorkshire Municipal Waste Strategy 2016-2021

Consultation Report

Executive summary

This report provides analysis and evaluation of the results of the South Yorkshire Municipal Waste Strategy (SYMWS) consultation, which was conducted over an eight-week period during the summer of 2016 across the region. Alongside analysis this report details the methodology and approach of the consultation process. Methods included questionnaire data and thematic analysis of qualitative data.

The results of the consultation identified that stakeholders strongly agreed or agreed with the proposed priorities. The analysis revealed that priorities were ranked in the following order A (Educate and inspire), C (Reliable service), B (Working together), D (Exploring technology) and E (Influencing decision-making). Analysis of the qualitative data gave more insight into what these priorities mean in context for stakeholders.

The report finds that the qualitative and quantitative data both support the councils' proposed priorities for the SYMWS. This information will then be used to inform the SYMWS collective approach for the next five years as well as individual Council actions plans.

1.1 Methodology

For the SYMWS a consultation ran for eight weeks from Monday 6th June 2016 to Sunday 31st July 2016 during which various media outlets were used and a number of events took place in order to raise awareness and participation of the consultation as outlined below.

1.2 The SYMWS questionnaire

To capture public and stakeholder opinions about the proposed priorities and to gather information as to what the councils should prioritise, a questionnaire was created. The questionnaire was split into two sections.

Section 1: A series of generic demographic questions. As there were multiple options for how to complete the questionnaire it was deemed appropriate that a participant could complete a questionnaire multiple times. For example a participant could complete a questionnaire as a resident and also as a business as this could influence their views on waste management. .

Section 2: Consisted of two questions and a free comments box. The first question was a Likert scale and asked participants (using a five-point scale) to confirm how far they agree or disagree with the proposed SYMWS priorities A to E (see Table 1).

The second question asked participants to rank the priorities 1 to 5 in order of preference (1 = highest priority and 5 = a lesser priority).

Finally a comments box was provided to enable participants to write in their own comments.

Table 1: Types and objectives of questions

Question	Type of Question	Objective of question
1	Closed question tick option	Demographic
2	Closed question tick option	Demographic
3	Closed question tick option	Demographic
4	Closed question tick option	Demographic

5	Closed question tick option	Demographic
6	Closed question tick option	Demographic
7	Likert Scale	Attitude to priorities
8	Ranking	Attitude to priorities
9	Open question any other comments	Opinion

Table 2: Question 7 extracted from the SYMWS questionnaire

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Priority A - We aim to encourage and inspire children and adults across South Yorkshire to make less waste by reducing, reusing and recycling more.					
Priority B - The four councils will work together more closely to deliver value for money services.					
Priority C - We will work hard to deliver and maintain a dependable and reliable service to all our customers.					
Priority D - We will continue to explore how technology can be used to improve recycling and waste services.					
Priority E - We will be pro-active to influence decision-making on waste at European, National and local level, to drive investment into infrastructure within the Sheffield City Region economy.					

The questionnaire could be completed either online or paper. Across both, the questions remained the same in terms of wording, format and plain English.

It was not compulsory for applicants to complete all questionnaire fields. Therefore, both online and on paper, participants could skip answers.

1.3 Accessible questionnaires

It is important to design a questionnaire that it is accessible, and to make sure that the experiences, views and perspectives of different groups are heard, limiting coverage bias.

Therefore, when targeting the under 18 age group it was decided that some of the questions and statements required re-wording in order to make them more understandable. For example:

Table 3: Accessible wording

Questionnaire wording: Online and paper	Questionnaire wording: Under 18 wording
Priority E: We will be pro-active to influence decision-making on waste at European, National and local level to drive investment into infrastructure within the Sheffield City Region.	Priority E: We will share our opinions to influence decisions about waste at all levels of Government and encourage money to be spent on places to treat waste in the area.

2.0 The consultation results

At the end of the consultation period the results of the questionnaire were analysed in order to identify people's responses, opinions and region-wide and local priorities.

The data was received from the online dataset and formatted in Excel. This data set was then combined with the paper questionnaire data set which was also in a duplicate Excel format.

2.1 Response rate

In total 1062 people completed the questionnaire. This figure has been broken down into the following groups:

Who completed the questionnaire?

Table 5: Demographic sectors

	Total number of questionnaires completed	Percentage
Residents	948	89.3%
Businesses	33	3.1%
Council Officer	38	3.6%
Member/Councillor	16	1.5%
Other¹	11	1.0%
Blanks²	16	1.5%
Total	1062	100%

The majority of those completing the questionnaire were residents who made up 89.3% of the total. This was followed by Council Officers with 3.6%, Businesses at 3.1%. Councillors/ Members at 1.5%.

The regional proportions of people completing the questionnaire:

Table 6: Regional demographics

	Total number of questionnaires completed	Percentage
Barnsley	178	16.8%
Doncaster	200	18.8%
Rotherham	365	34.4%
Sheffield	259	24.4%
Other	40	3.8%
Blanks	20	1.9%
Total	1062	100%

¹ Refers to participants who did not fit into the existing categories.

² Refers to the number of participants who did not complete this question.

Table 6 shows that the majority of participants who took part in the consultation stated that they were from Rotherham (34.4%), Sheffield (24.4%), Doncaster (18.8%) and Barnsley (16.8%).

In terms of the percentage of the population that took part in the consultation Rotherham had the highest with 0.32% of their population participating compared with 0.16% in Barnsley, 0.15% in Doncaster and 0.05% in Sheffield.

Some correlation can be seen between the amount of social media coverage and the number of responses. Rotherham, who received the largest percentage of responses, also made the greatest amount of social media coverage with 21 tweets. Barnsley put out 9 Facebook posts and 10 tweets giving a total of 19. Doncaster put out 4 Facebook posts and 5 tweets and Sheffield just 5 tweets.

Questionnaire responses by age:

Table 7: Age categories demographics

	Total number of questionnaires completed	Percentage
Under 18	89	8.4%
18-25	36	3.4%
26-45	387	36.4%
46-65	428	40.3%
66-84	96	9.0%
85+	3	0.3%
Blanks	23	2.2%
Total	1062	100%

The age categories with the highest response rate was 46-65 year olds (40.3%), followed by 26-45 year olds (36.4%). We also had a positive response rate of 8.4% from under 18 year olds (which is normally a hard to reach target group). The success of reaching the under 18s can most likely be attributed to the event at Crewboree.

5.2 The SYMWS priorities

One of the aims of the consultation was to gauge stakeholder responses to the councils' list of five priorities, which have been derived from existing waste management plans and corporate policies

In a twofold question participants were first asked to specify (using a Likert scale) if they agreed or disagreed with the proposed priorities A to E (see Table 1). Applicants were then asked to rank the priorities A to E, choosing which priority was most important to them. For this participants used the scale 1 (most important) to 5 (least important).

The overall results have been ranked as follows

Priority 1 – Educate and Inspire

Priority 'A' – We aim to encourage and inspire children and adults across South Yorkshire to make less waste by reducing, re-using and recycling more.

The results show that 91% of people agreed or strongly agreed that we should educate and inspire and 43% of people said that it is the most important of our priorities.

Priority 2 – Reliable Service

Priority 'C' – We will work hard to deliver and maintain a dependable and reliable service to all our customers.

Of those who took part you 89% of people agreed or strongly agreed that we should deliver a reliable service and 32% of people said that it is the most important of our priorities.

Priority 3 – Working Together

Priority 'B' –The four Councils will work together more closely to deliver value for money services.

In response to the councils proposing to work together 83% of people agreed or strongly agreed that we should work together and 11% of people said that it is the most important of our priorities.

Priority 4 – Exploring Technology

Priority ‘D’ – We will continue to explore how technology can be used to improve recycling and waste services.

In terms of technology 86% of people agreed or strongly agreed that we should explore technology and 8% of people said that it is the most important of our priorities.

Priority 5 – Influencing decision-making

Priority ‘E’ – We will be proactive to influence decision-making on waste at European, national and local level, to drive investment into infrastructure within the Sheffield City Region economy.

The results showed that 78% of people agreed or strongly agreed that we should influence decision-making and 4% of people said that it is the most important of our priorities.

5.3 Ranking based on groups

Though the above priorities have been derived from the overall responses there are differences between how different groups ranked what matters to them as groups. This information will now be presented:

Table 8: Ranking between completion groups

	Priority A	Priority B	Priority C	Priority D	Priority E
Business	2	3	1	4	5
Council Officer	1	3	2	4	5
Member	1	3	2	4	5
Other	1	3	2	4	5
Resident	1	3	2	4	5
Blanks	2	3	1	5	4

From Table 8 it can be identified that four of the six categories or groups of people ranked the priorities in the same order.

Table 9: Ranking between the regions

	Priority A	Priority B	Priority C	Priority D	Priority E
Barnsley	1	3	2	4	5
Doncaster	1	3	2	4	5
Rotherham	1	3	2	4	5
Sheffield	1	3	2	4	5
Other	1	3	2	4	5
Blanks	1	2	1	4	5

Table 9 shows that unanimously that all four areas of South Yorkshire rank the priorities in the same order.

Table 10: Ranking between the ages.

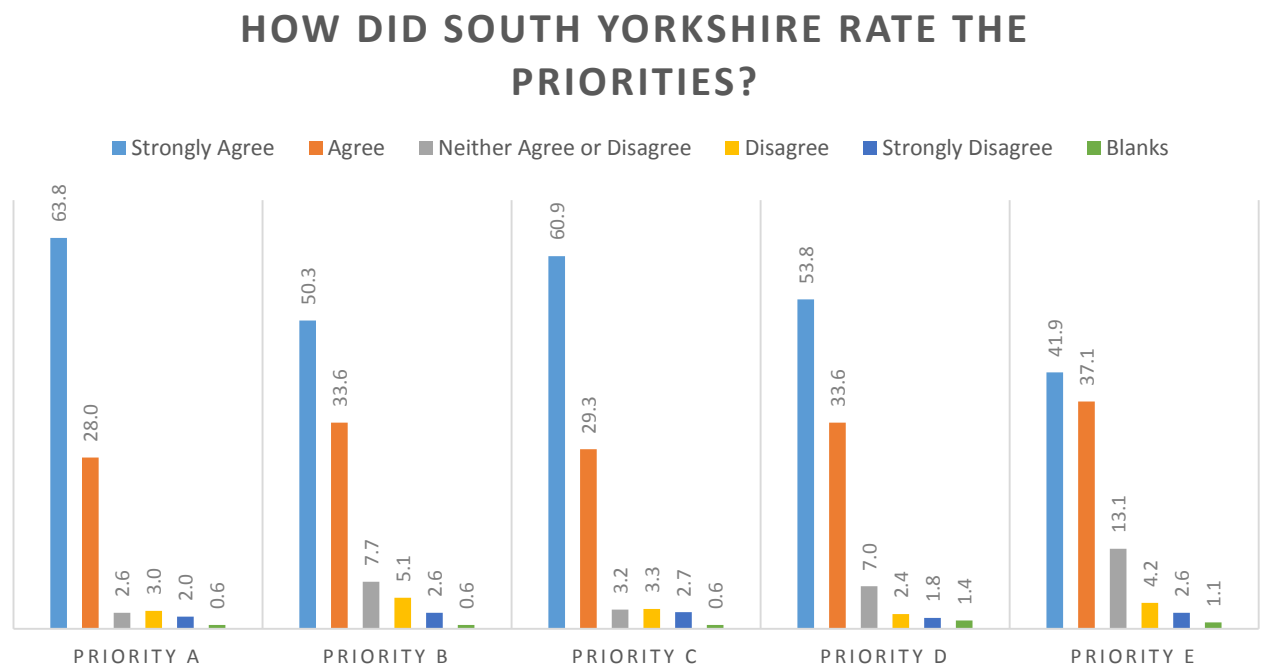
	Priority A	Priority B	Priority C	Priority D	Priority E
Under 18	1	2	3	4	5
18-25	1	3	2	3	5
26-45	1	3	2	4	5
46-65	1	3	2	4	5
66-84	2	3	1	4	5
85+	1	2	3	4	5
Blanks	1	2	1	4	5

Table 10 shows a greater variance between the categories. This is most clearly seen in the ranking for second and third position. Within this group as well there are ties for joint positions.

How did residents rank the priorities?

Graph 1 below shows how residents across all four authorities felt towards the SYMWS priorities. More than half the residents strongly agreed with Priorities A to D and over 40% strongly agreed with Priority E.

Graph 1: Resident ranking



How did each area respond?

Working together was one of the drivers behind the SYMWS. To take the working together approach forward it was useful to use the data to determine if each area felt the same about the priorities. This data has been presented in the following graphs.

5.4 Qualitative response

Alongside the quantitative data collected from the closed questions. The questionnaire also offered a free comments box which allows participants to make any additional comments.

To analyse qualitative data thematic analysis was chosen. This approach is used to identify themes (a theme in this analysis is used to refer to a personal expression). These themes

can then be quantified into numerical data. This approach allows all themes to be identified, but it also assigns a frequency, helping to determine which themes occur repeatedly. Before themes can be established coding of the data required. This entails familiarisation of the comments and individually identifying code e.g. missed bins, request for bins over boxes. Once codes have been established they can be grouped into themes.

For example, Comment 51 says:

“Food compostable bin would be good. More household recycling opportunities at centres. Look at Oxfordshire model.”

This comment contains two themes one on food waste and the other on HWRC services.

The questionnaire comments could have more than one code and theme within them. Each code within a comment was counted individually.

5.5 Questionnaire themes

In total 348 open ended comments were received from the questionnaires.