



**The 20<sup>th</sup> Herefordshire Voice Survey Report  
of May 2010**

**Kerbside recycling  
and Council Tax bills**

**Issue 1.0**

Herefordshire Council Research Team  
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## **Executive Summary**

- The 20<sup>th</sup> Herefordshire Voice survey asked questions around the new kerbside recycling service, and Council Tax bills.
- A total of 1,234 questionnaires were successfully delivered to Herefordshire Voice panellists in May 2010. 964 were returned, which is a response rate of 78%.

### **Key findings:**

#### *Kerbside recycling*

- A new kerbside recycling service using wheelie bins started in Herefordshire in November 2009.
- 83% of respondents had a wheelie bin recycling collection, 15% had a sack collection, and 1% had no recycling collection. 4% of respondents had an assisted collection.
- The most remembered sources of information about the new recycling service were the Herefordshire Matters magazine and local newspapers.
- An information booklet and calendar were delivered with the wheelie bins. 91% of respondents thought the level of detail these contained was about right, and 65% thought they were easy to understand.
- 87% of respondents were defined as “committed recyclers” according to a definition provided by the Waste and Recycling Action Programme (WRAP).
- Levels of recycling of individual items were high. Common reasons for not always recycling particular items include a reluctance to clean certain items, and not being sure that certain items could be recycled.
- Opinions of the new recycling service were generally high, with 91% saying the service was good or very good overall.
- 80% thought the new service was better than the old one, and 70% thought it was easier to use than the old one.

#### *Council Tax bills*

- Every year Herefordshire Council sends a Council Tax bill to more than 80,000 households in the county.
- 85% of respondents understood their Council Tax bill, and 99% understood why it had been issued to them.
- Herefordshire Council has a legal requirement to supply an information leaflet with the bill. 58% of respondents flicked through this information, while 24% read most of it. 8% read all of the information, and 11% read none of it.
- 59% understood the information, and a further 38% did so to some extent.
- 66% found the information either quite useful or very useful.
- 81% of respondents paid their Council Tax by direct debit.
- 92% were satisfied with the options available for paying their Council Tax.

# **Introduction**

## **Background**

The Herefordshire Partnership is a group of key local and regional organisations, who work to further the interests of people who live or work in Herefordshire, and visitors to the County. Partner organisations include, among others, Herefordshire Council, West Mercia Police, the Chamber of Commerce and NHS Herefordshire. In 2000, the Partnership recruited a citizens' panel, which later became known as Herefordshire Voice. The aim was to set up a group of around 1,000 Herefordshire residents who could be regularly consulted on a range of issues that affect partner organisations and the people of Herefordshire. Demographic data about panellists is collected at the time of recruitment, to allow the survey results to be analysed in more depth without having to repeat questions in each survey. Panellists who have been members the longest are periodically replaced with new members, to ensure that conditioning effects are kept to a minimum.

This report presents the findings of the 20<sup>th</sup> survey of the panel, which asked questions about the Council's new kerbside recycling collection, and Council Tax bills.

A copy of the questionnaire can be seen in Appendix 2, at the end of this document.

## **Methodology**

1,276 panel members were sent a copy of the 20<sup>th</sup> Herefordshire Voice survey "Kerbside recycling and Council Tax bills" on 27<sup>th</sup> May 2010. A reminder letter was sent approximately three weeks later, to those panellists who had not yet responded to the survey. There were 42 surveys which were returned undelivered or the panellist asked to be removed from the panel database. This means there were in fact 1,234 valid members. A total of 964 questionnaires were returned, giving a response rate of 78%. This is a very good response, and an improvement on response rates for recent Herefordshire Voice surveys.

## Presentation of results

Percentages are presented rounded to the nearest whole number. It should be noted that this rounding occasionally produces apparent anomalies in the presentation of grouped categories. For example, if 10.4% of respondents were “very satisfied” with a service, and 10.4% were “fairly satisfied”, these percentages would be presented in the table as 10% and 10%. However, when presented as the total who were “satisfied”, the correct figure would be  $10.4 + 10.4 = 20.8$ . Rounded to the nearest whole number, this would be quoted as 21%. Thus at a glance, it would appear that  $10 + 10 = 21$ . Whenever a difference is visible between the quoted figure and the figure obtained from adding two categories, the figure quoted in the commentary should be used.

An asterisk (e.g. \*%) refers to a score of less than 0.5 that would otherwise have been rounded to zero.

The “base” is the number of respondents from which the percentages are calculated. Unless otherwise stated, the base is the number of responses to each question – i.e. respondents who did not answer a particular question are excluded from the calculation.

In this report, the results obtained are frequently broken down to determine whether different groups of people have different views. A threshold of at least  $\pm 5$  percentage points is used to signify a real difference between these groups. For example, if we wanted to find out if males had a different opinion from females, we would need to see a difference of at least 5 percentage points between the scores in order to consider the difference significant; so if 50% of males gave one answer, the score for females would need to be greater than or equal to 55%, or less than or equal to 45% to show a difference.

## Respondent Profile

The profile of those Herefordshire Voice panellists that responded to this survey can be seen below. This is 78% of the whole panel. Respondents to this survey are not strictly representative of the county as a whole. The most crucial difference is in age, where the younger age groups are under-represented (particularly 18 – 24 year olds), and 45 – 74 year olds are over-represented. There is also a slight under-representation of males and ethnic minorities. This should be borne in mind when viewing the results of the survey. No weighting has been applied to these results. See Appendix 1 for a comparison of survey respondents to the county as a whole using the Mosaic customer segmentation tool.

Percentages in the respondent profile tables are calculated as a percentage of those for whom we have the information, i.e. the “not provided” cases are excluded from the calculations.

<b>Respondent profile</b>		
Total number of responses:	964	
	Number	%
<b>Gender</b>		
Female	512	53%
Male	450	47%
Not provided	2	
<b>Age</b>		
18 – 24	4	*%
25 – 44	159	17%
45 – 64	442	48%
65 – 74	207	22%
75 and over	118	13%
Not provided <sup>1</sup>	34	
<b>National identity</b>		
British	429	51%
English	357	42%
Welsh	31	4%
Scottish	15	2%
Irish	2	*%
Other	10	1%
Not provided	120	
<b>Ethnicity<sup>2</sup></b>		
White British	820	98%
Other White background	8	1%
All other backgrounds	5	1%
Not provided	131	

<sup>1</sup> The majority of the “not provided” cases in these categories arise from inconsistencies in the way this data was collected, before management of the panel was transferred to the Research Team.

<sup>2</sup> Note that ethnicity categories have been combined here to reflect panel responses.

<b>Respondent profile (continued)</b>		
Total number of responses:	964	
	Number	%
<b>Disability, long-term illness or health problem</b>		
Disabled	201	21%
Not disabled	734	79%
Not provided	29	
<b>Type of disability (amongst those who had a disability)<sup>3</sup></b>		
Deaf / hard of hearing / acute hearing	36	19%
Blind / partially sighted / sensitive to light	6	3%
Learning disability or difficulty	2	1%
Mental health	8	4%
Progressive / chronic illness (e.g. MS, cancer)	22	12%
Mobility difficulties	103	55%
Other	55	29%
Not provided	13	
<b>Physical mobility</b>		
I can walk freely	740	88%
I normally use a walking stick or walking frame	84	10%
I normally use a mobility scooter or wheelchair	11	1%
I am unable to leave my home	3	*%
Not provided	126	
<b>Employment status</b>		
Employee in full-time job (more than 30 hours per week)	233	24%
Employee in part-time job (under 30 hours per week)	114	12%
Self employed full or part-time	137	14%
Full-time education or training	2	*%
Unemployed and available for work	4	*%
Not working due to permanent sickness or disability	28	3%
Wholly retired from work	367	38%
Looking after the home / family, full time	45	5%
Other	31	3%
Not provided	3	
<b>Length of residence in Herefordshire</b>		
Under 1 year	14	2%
1 – 2 years	33	4%
3 – 5 years	94	11%
6 – 10 years	108	12%
11 – 20 years	144	17%
21+ years	473	55%
Not provided <sup>1</sup>	98	

<sup>3</sup> Only asked of those who had a disability, so percentages are the proportion of those who had a disability. Respondents could select as many as applied.

<b>Respondent profile (continued)</b>		
Total number of responses:	964	
	Number	%
<b>Housing tenure</b>		
Owned outright	507	58%
Buying on a mortgage	269	31%
Rented from Housing Association	50	6%
Rented free as part of employment	2	*%
Rented from private landlord	37	4%
Other	9	1%
Not provided <sup>1</sup>	90	
<b>Number of people in the household</b>		
One	223	23%
Two	495	52%
Three	95	10%
Four	98	10%
Five	31	3%
Six or more	15	2%
Not provided	7	
<b>Children aged 0 – 15 years in the household</b>		
Yes	175	20%
No	719	80%
Not provided	68	

## Results

### Recycling in Herefordshire

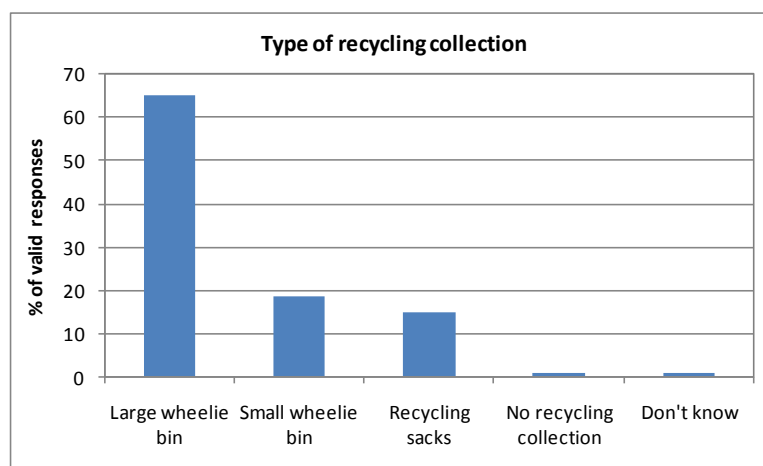
Respondents were given the following information about recycling in Herefordshire:

*In November 2009, Herefordshire Council introduced a new kerbside recycling service. Most households have a green wheelie bin for recycling which is collected once a fortnight. Ordinary black-bag rubbish is collected once a week. Some households where there is nowhere to store a bin have a recycling collection using sacks instead. For households with the sack collection, the service is the same except that glass cannot be included. There are a small number of households, for example some blocks of flats, where the Council is talking to landlords to work out the best way for a recycling service to work, so at the moment these don't have a service.*

Q1: Which type of recycling collection do you receive?

Type of recycling collection	
Large wheelie bin (240 litres)	65%
Small wheelie bin (120 litres)	18%
Recycling sacks	15%
No recycling collection	1%
Don't know	1%
Base	922

Around two thirds of respondents had a large wheelie bin, and 18% a small one. 15% had a recycling collection using sacks, and 1% did not have a collection at all.



Q2: Did you know an assisted collection is available for people who need it? For example, elderly or disabled people.

Knew about assisted collection	
Yes	49%
No	51%
Base	954

Around half of respondents knew that an assisted collection was available for those who need it.

Q3: Do you have an assisted collection?

Have an assisted collection	
Yes	4%
No	96%
Base	945

4% of respondents had an assisted collection.

Q4: How many people (all ages) live in your household?

Number of people in the household	
Just me	23%
Two	52%
Three	10%
Four	10%
Five	3%
Six or more	2%
Base	957

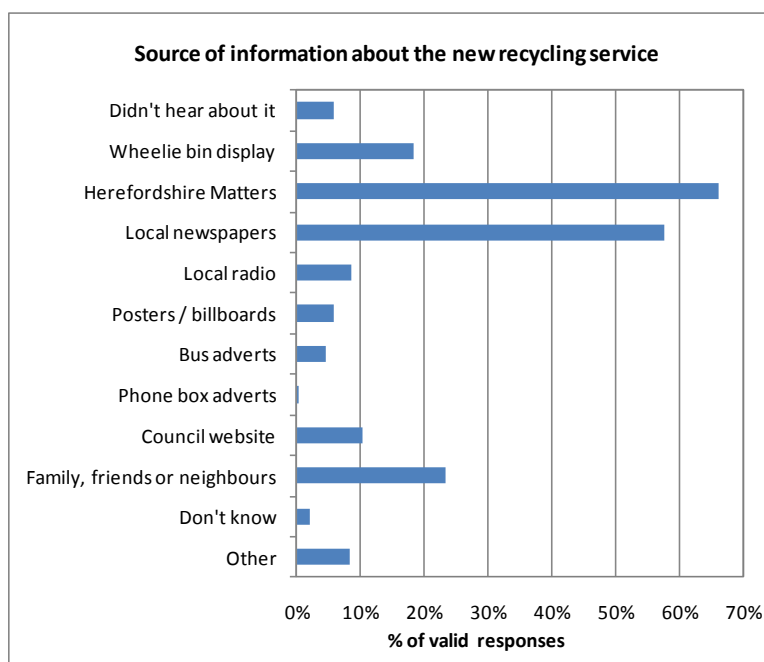
Around half of respondents lived in two-person households.

### Publicity about the new service

Q5: Do you remember hearing about the new recycling service before it started?

Source of information about the new recycling service	
Didn't hear about it until my bin arrived	6%
Saw a wheelie bin display somewhere in Herefordshire	18%
Article in the Council's "Herefordshire Matters" magazine	66%
Adverts in local newspapers	58%
Adverts on local radio stations	9%
Posters / billboard adverts	6%
Adverts on buses	4%
Adverts on phone boxes	*%
On Herefordshire Council's website	10%
From family, friends or neighbours	23%
Don't know	2%
Other	8%
Base	953

The places where respondents most commonly remembered having heard about the new recycling service were the Herefordshire Matters magazine and local newspapers.



“Other” sources of information mentioned by respondents included parish magazines, through local community groups, and letters or leaflets from the Council. The full list of comments has been provided to the relevant Council department.

### Information about how the service works

Respondents were given the following information:

*At the start of the new recycling service, a booklet and calendar were delivered to each household which gave details of how the new service would operate. These included information on when the bins would be collected and what materials could be recycled.*

Q6: Do you remember seeing the information booklet and calendar?

<b>Remember seeing the information booklet and calendar</b>	
Yes	96%
No	3%
Don't know	1%
Base	955

Most respondents said that they remembered having seen the information booklet and calendar.

Q7: Do you think they contained the right amount of information?

<b>Information booklet and calendar contained the right amount of information</b>	
Too much detail	1%
About right	91%
Not enough detail	4%
Don't remember	4%
Base	938

91% of respondents thought the level of detail in the information booklet and calendar was about right.

Q8: Were they easy to understand?

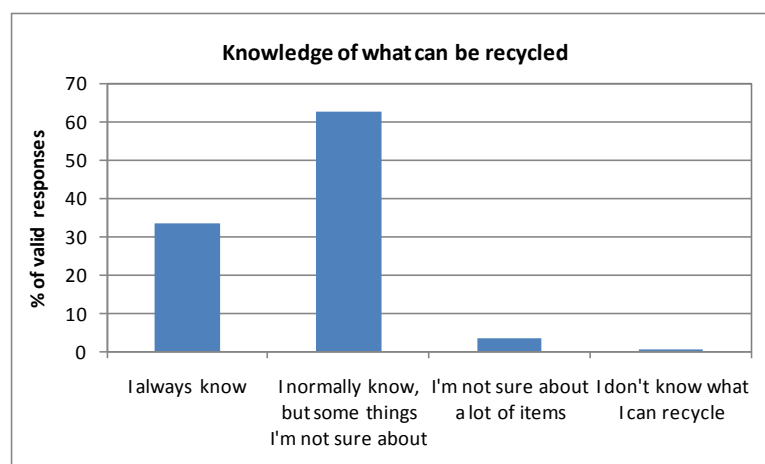
<b>Information booklet and calendar easy to understand</b>	
Easy	65%
OK	30%
Difficult	1%
Don't remember	3%
Base	939

65% thought the information booklet and calendar were easy to understand, 30% thought they were OK, and 1% thought they were difficult to understand.

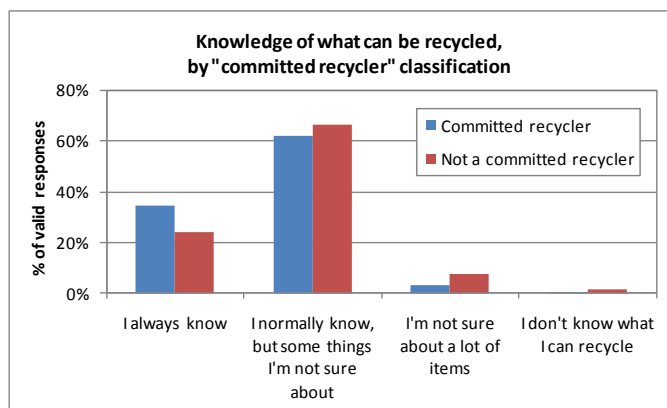
Q9: Do you know which items you can and can't recycle?

<b>Knowledge of what can be recycled</b>	
I always know	33%
I normally know, but some things I'm not sure about	63%
I'm not sure about a lot of items	4%
I don't know what I can recycle	*%
Base	949

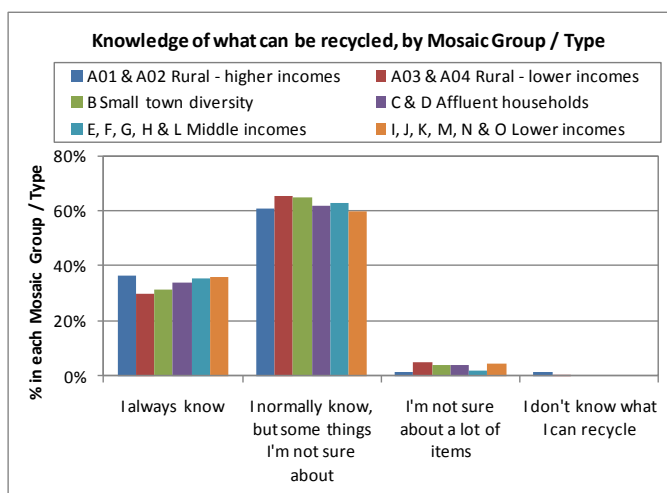
33% of respondents said that they always knew what could be recycled, while 63% said they normally knew. Few respondents said they weren't sure on a lot of items or didn't know at all what they could or couldn't recycle.



Respondents who were defined as “committed recyclers” were more likely to know which items they could and could not recycle than those who were not committed recyclers. See page 17 for the “committed recycler” definition.



There was some variation in knowledge with Mosaic Group / Type, with Types A01 & A02 (higher income rural dwellers) and Groups I, J, K, M, N & O (households with lower incomes) being the most likely to always know what they can and can't recycle. Types A03 & A04 (lower income rural) were the least likely to always know. See Appendix 1 for more details of Mosaic.



There was some variation in knowledge of what can and can't be recycled with age group, but no clear pattern was seen. No difference was seen with gender.

Q10: Do you normally remember to put your bin out at the right time?

Remember to put bin out at the right time	
I normally remember	98%
I sometimes remember	2%
I don't normally remember	1%
Base	932

Almost all respondents said they normally remembered to put their bin out at the right time.

Q11: Did you know that there is a free text reminder service, which sends a message to your mobile phone the evening before the recycling collection is due? This service is also used to send information on service disruptions, for example in severe weather.

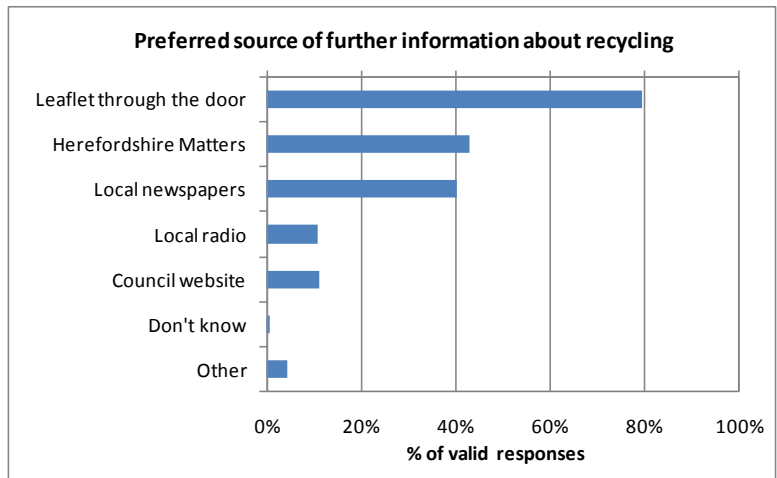
Knew about text reminder service	
I know about the service, and someone in my household receives it	4%
I know about the service, but no-one in my household receives it	32%
I didn't know about the service	64%
Base	931

36% of respondents knew about the text reminder service, and 4% received it.

Q12: If Herefordshire Council needed to provide you with any more information about the recycling scheme in future, how would you like to see this information?

Preferred source of further information about recycling	
Leaflet through the door	80%
The "Herefordshire Matters" magazine	43%
Local newspapers	40%
Local radio stations	11%
Herefordshire Council's website	11%
Don't know	1%
Other	4%
Base	947

By far the most popular source of any further information about the recycling scheme was a leaflet through the door (80% of respondents). Herefordshire Matters and local newspapers were mentioned by 43% and 40% of respondents respectively.



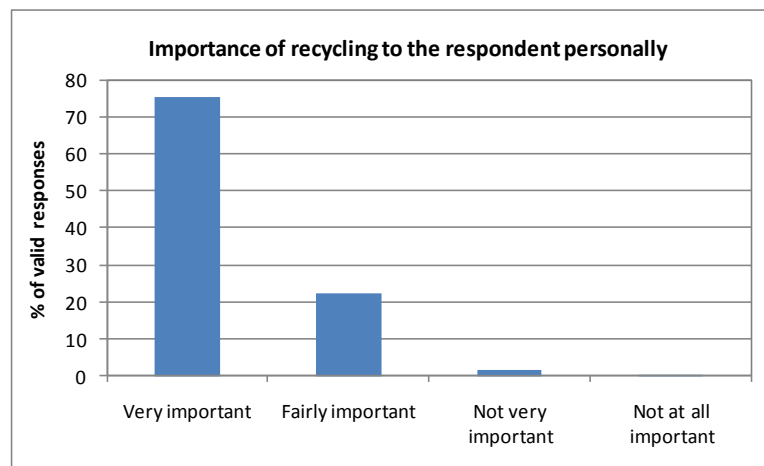
The mostly commonly cited "other" information source was email. Full details of the comments given have been passed to the relevant Council department.

## Recycling in your household

Q13: Thinking about recycling household waste, which of these statements best describes how important recycling is to you personally?

Importance of recycling to the respondent personally	
Very important	75%
Fairly important	23%
Not very important	2%
Not at all important	1%
Base	955

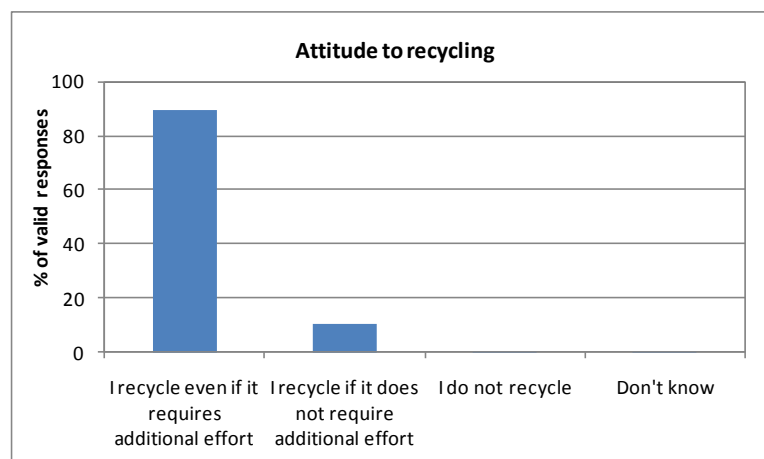
Almost all respondents (98%) said that recycling was at least fairly important to them personally, with 75% saying it was very important.



Q14: Which of these statements best describes your attitude to recycling?

Attitude to recycling	
I recycle even if it requires additional effort	89%
I recycle if it does not require additional effort	10%
I do not recycle	*%
Don't know	*%
Base	951

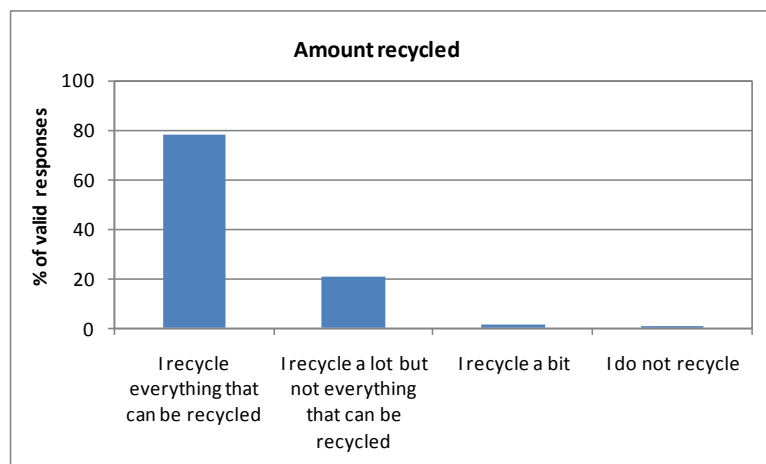
89% of respondents said that they recycled even if it required additional effort, and 10% did so if it didn't require additional effort. Just one respondent said that they did not recycle.



Q15: Which of these statements best describes how much you recycle?

Amount recycled	
I recycle everything that can be recycled	78%
I recycle a lot but not everything that can be recycled	21%
I recycle a bit	1%
I do not recycle	*%
Base	947

78% said that they recycled everything that could be, and 21% said they recycled a lot but not everything that could be. 1% said they recycled a bit. Two respondents said they did not recycle.



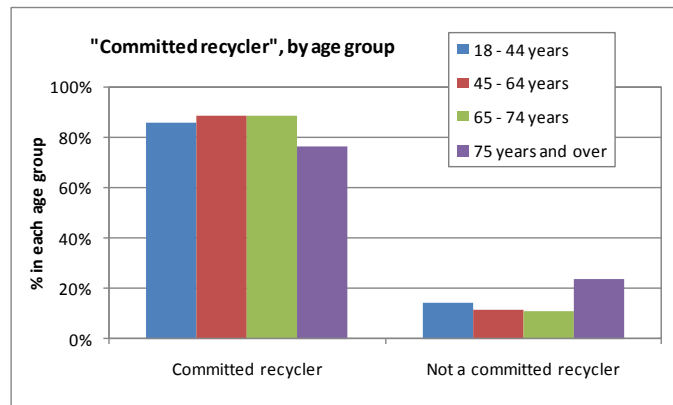
## “Committed recycler”

Following guidance from the Waste and Recycling Action Programme (WRAP)<sup>4</sup>, questions 13, 14 and 15 can be used to determine which respondents are “committed recyclers”. All respondents who said that recycling was very or fairly important to them personally (Q13), that they recycle even if it requires additional effort (Q14), and who recycle everything or a lot (Q15) are deemed to be “committed recyclers”.

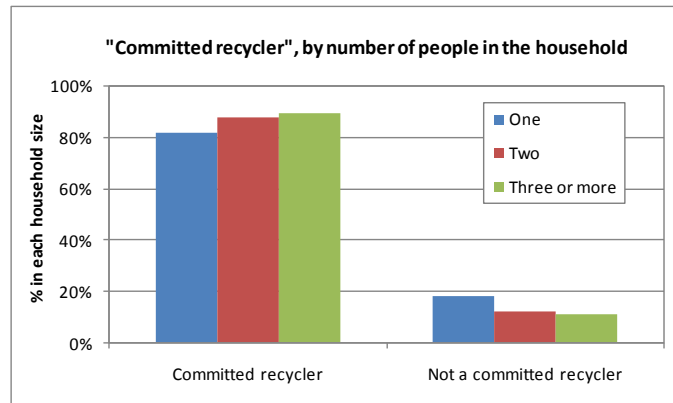
“Committed recycler”	
Committed recycler	87%
Not a committed recycler	13%
Base	964

According to WRAP’s definition, 87% of respondents were deemed to be “committed recyclers”.

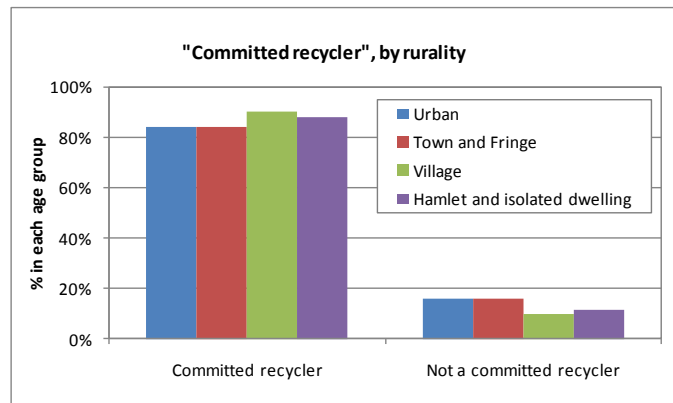
Respondents aged 75 and over were less likely to be committed recyclers than younger respondents.



Respondents who lived in one-person households were less likely to be committed recyclers than those in households of two or more people.

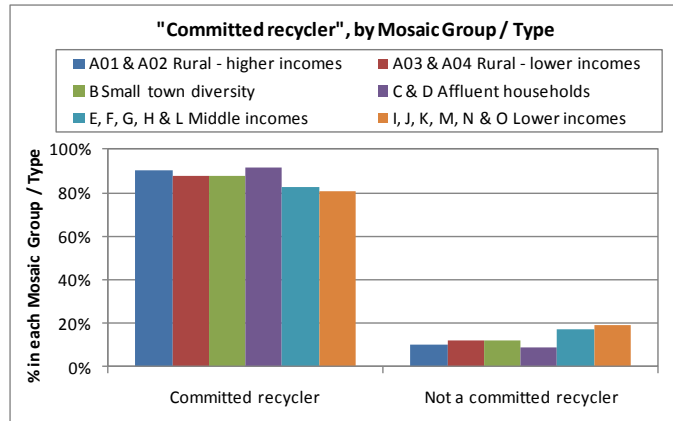


Respondents who lived in villages were the most likely to be committed recyclers, and those who lived in urban or town and fringe areas were the least likely.



<sup>4</sup> [www.wrap.org.uk](http://www.wrap.org.uk)

Mosaic Groups C & D (affluent households) and Types A01 & A02 (higher income rural households) were the most likely to be committed recyclers. Groups E, F, G, H & L (middle incomes) and I, J, K, M, N & O (lower incomes) were the least likely to be committed recyclers. See Appendix 1 for more details of Mosaic.



There was no difference in the likelihood of being a committed recycler between the following groups: males and females; those with children living in their household and those with no children in the household; those who were employed and those not in employment.

The definition of "committed recycler" is a useful tool for analysis of other questions about recycling.

Respondents were given the following guidance:

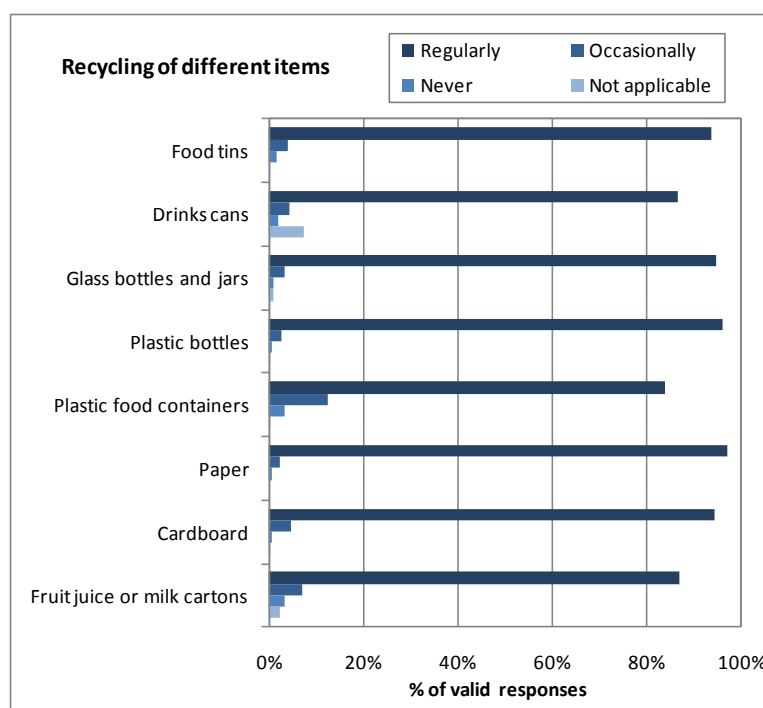
*While we would like people to recycle as much as possible, we are aware that it is not always convenient. We would like to get an idea of which items your household normally recycles, as this will help us to know if there are any ways that people can be encouraged to recycle even more.*

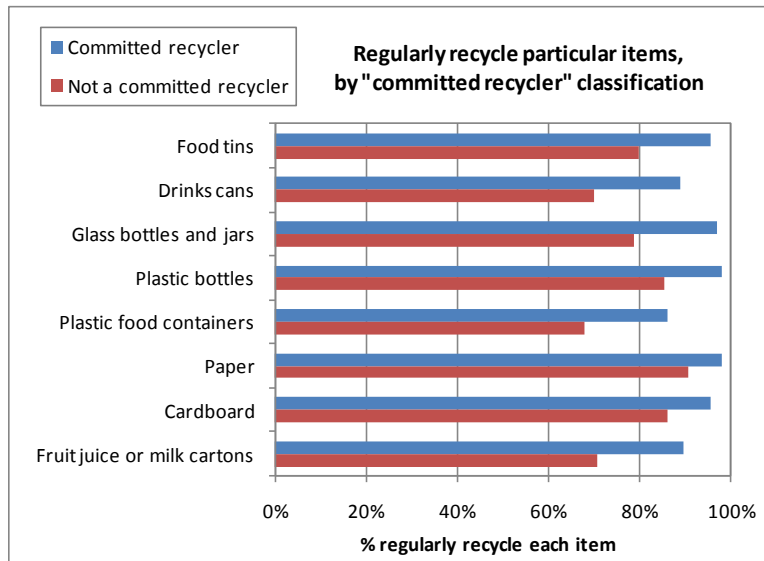
*This is not a test! You won't get a black mark if you are too busy to recycle every last yoghurt pot, so please let us know what normally happens in your household.*

Q16: Which of these do you normally recycle?

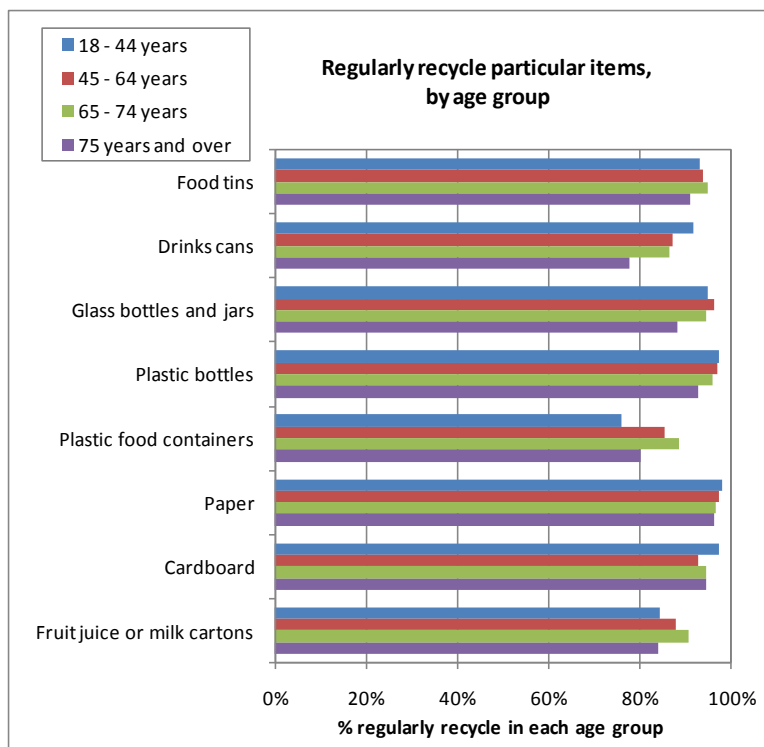
Recycling of different items					
	Regularly	Occasionally	Never	Not applicable	Base
Food tins	94%	4%	2%	*%	949
Drinks cans	87%	4%	2%	7%	933
Glass bottles and jars	95%	3%	1%	1%	949
Plastic bottles	96%	3%	1%	*%	944
Plastic food containers e.g. yoghurt pots, margarine tubs	84%	12%	3%	*%	946
Paper	97%	2%	1%	0%	951
Cardboard	94%	5%	1%	*%	947
Fruit juice or milk cartons	87%	7%	3%	2%	947

Most respondents claimed to regularly recycle all the items mentioned. The item most frequently recycled occasionally was plastic food containers (84% regularly, 12% occasionally).

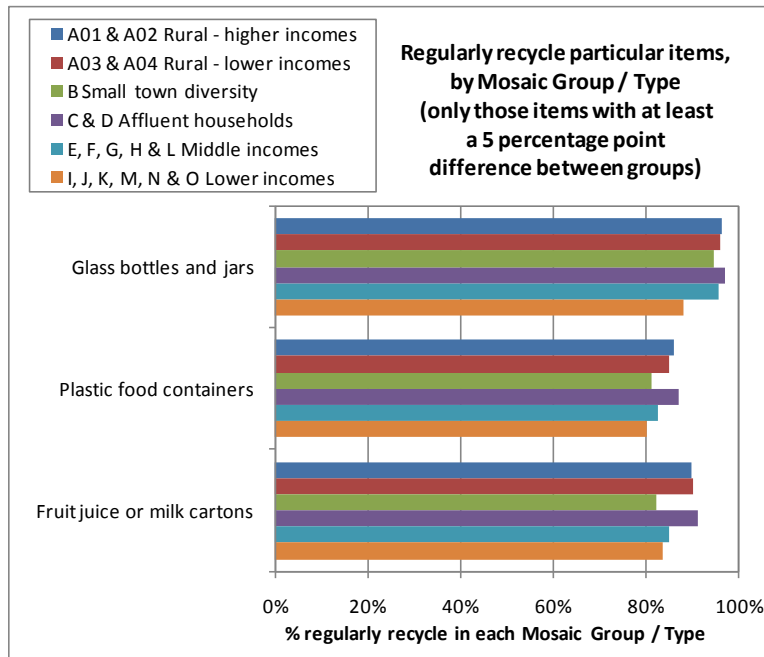




Respondents who were defined as “committed recyclers” were more likely to say they regularly recycled all the items in the list than those who were not committed recyclers. See page 17 for the committed recycler definition.



For many but not all of the items listed, respondents aged 75 and over were less likely to regularly recycle than younger respondents.



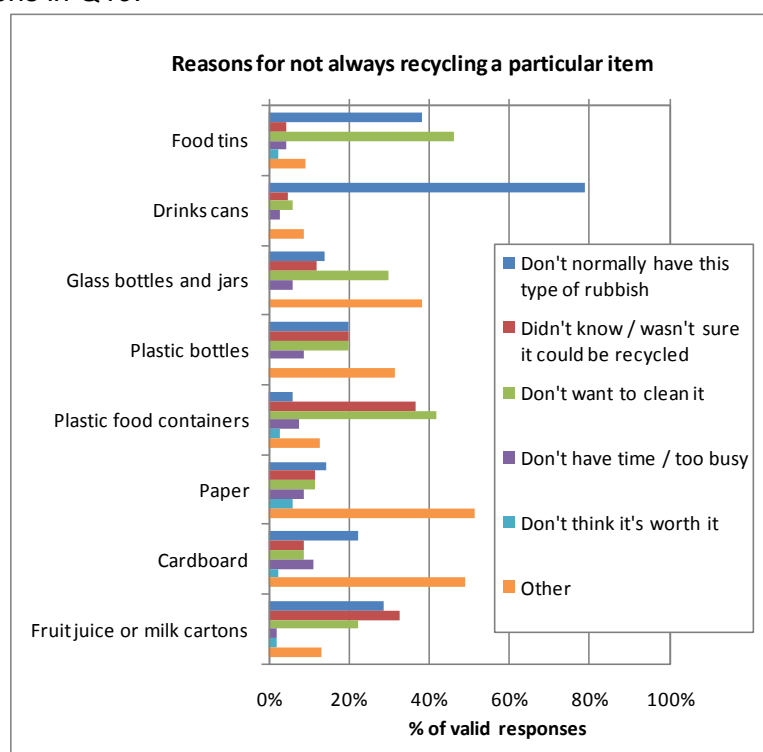
When looking at regular recycling of particular items by Mosaic Group / Type, there were three items where there was at least a 5 percentage point difference between groups: glass bottles and jars (lower income households less likely to recycle these than others), plastic food containers, and fruit juice or milk cartons (lower income households least likely and affluent households most likely to regularly recycle these). See Appendix 1 for more details of Mosaic.

There was no difference between males and females with regard to regularly recycling any of the items in the list.

Q17: Please tell us any reasons why you might not always recycle these items. If you always recycle a particular item, you can leave that row blank.

Reasons for not always recycling a particular item							
	Don't normally have this type of rubbish	Didn't know / wasn't sure it could be recycled	Don't want to clean it	Don't have time / too busy	Don't think it's worth it	Other	Base
Food tins	38%	4%	46%	4%	2%	9%	89
Drinks cans	79%	5%	6%	3%	0%	9%	104
Glass bottles and jars	14%	12%	30%	6%	0%	38%	50
Plastic bottles	20%	20%	20%	9%	0%	31%	35
Plastic food containers e.g. yoghurt pots, margarine tubs	6%	37%	42%	7%	3%	13%	189
Paper	14%	11%	11%	9%	6%	51%	35
Cardboard	22%	9%	9%	11%	2%	49%	45
Fruit juice or milk cartons	29%	33%	22%	2%	2%	13%	98

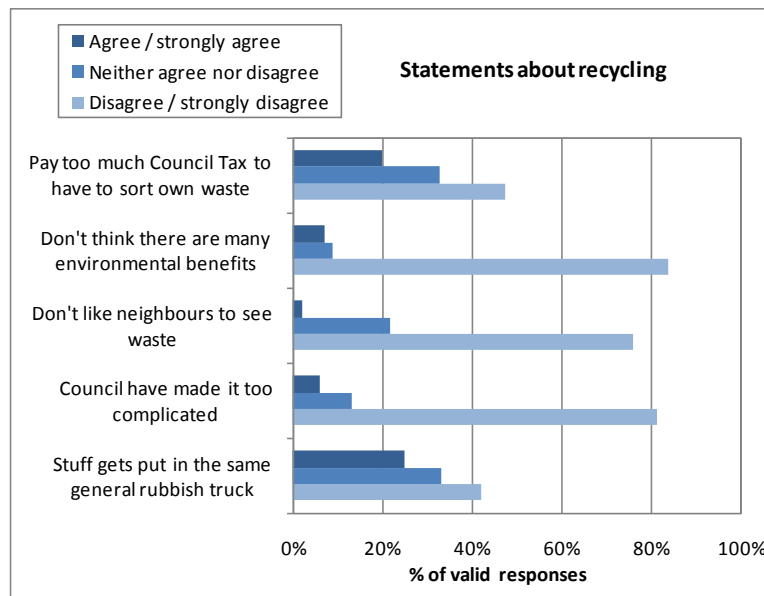
This question was only relevant to respondents who didn't always recycle everything – note the relatively low sample bases for these items. Aside from not normally having a particular type of rubbish, frequently cited reasons for not recycling particular items included not wanting to clean it (food tins, plastic food containers and glass bottles and jars) and not being sure that it could be recycled (plastic food containers, fruit juice or milk cartons). Respondents were asked to give details of "other" reasons in Q19.

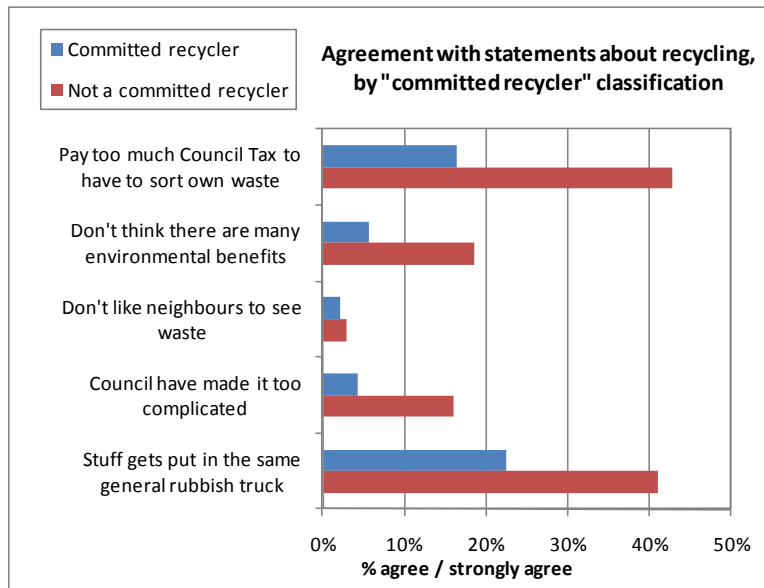


Q18: To what extent do you agree or disagree with the following statements?

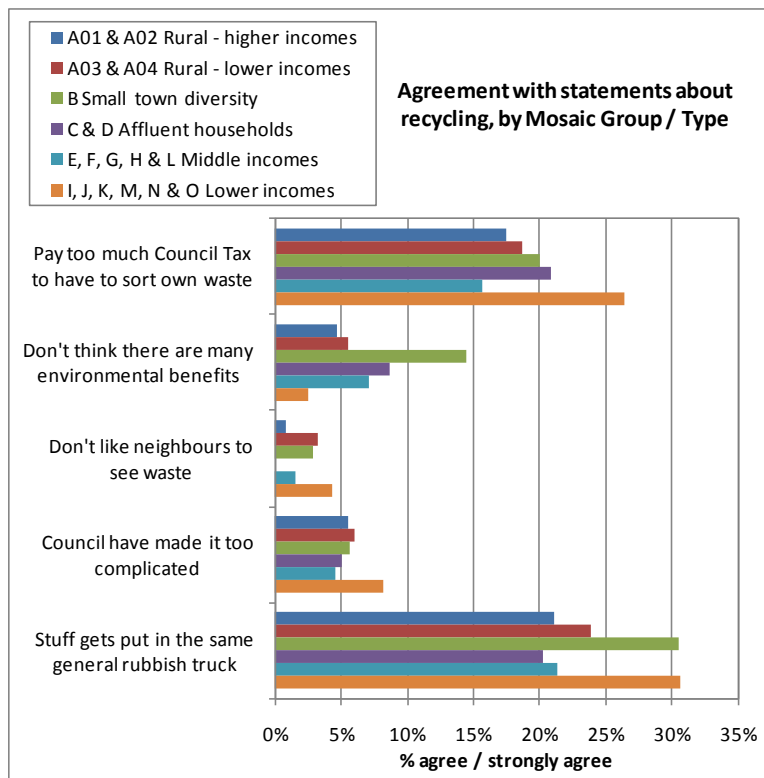
Statements about recycling						
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Base
I feel like I pay too much Council Tax to have to sort my own waste	9%	11%	33%	30%	17%	894
I don't think there are many real environmental benefits of recycling	2%	5%	9%	40%	44%	877
I don't like my neighbours to see the waste I am recycling	1%	1%	22%	32%	45%	871
The Council have made the whole recycling business too complicated	1%	4%	13%	46%	36%	884
Even when you separate things, a lot of the time the stuff just gets put into the same general rubbish truck	8%	17%	33%	27%	15%	880

For all the statements listed, more respondents disagreed / strongly disagreed than agreed / strongly agreed with each. The statements where agreement came closest to matching disagreement were paying too much Council Tax (20% agree / strongly agree, 48% disagree / strongly disagree); and stuff being put into the same general rubbish truck (25% agree / strongly agree, 42% disagree / strongly disagree).





There were two statements in the list to which respondents who were not “committed recyclers” were markedly more likely to agree: that they feel they pay too much Council Tax to have to sort their own waste; and the belief that even which you separate things, stuff gets put in the same general rubbish truck. See page 17 for the committed recycler definition.



There is a certain amount of variation in levels of agreement with statements about recycling by Mosaic Group / Type. See Appendix 1 for more details of Mosaic.

*Q19: If there is anything else that is stopping you from recycling as much as you would like, please write it here*

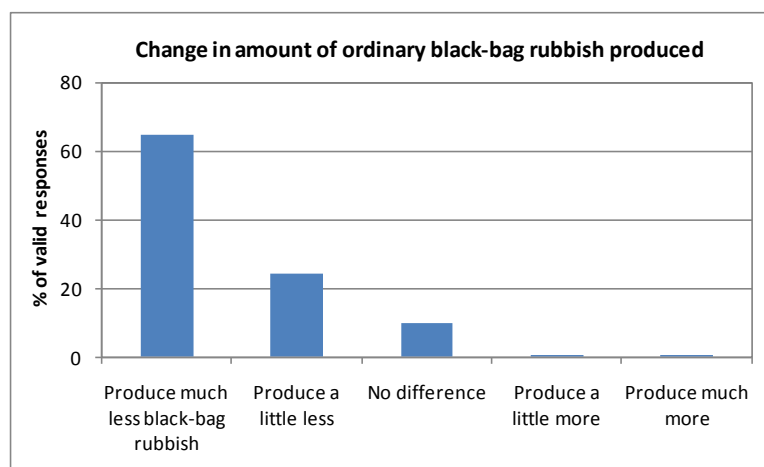
291 comments were made, of which the following are a selection to show the range of topics covered. The full list of comments has been provided to the relevant Council department.

A collection of old white goods and electrical equipment every 6 / 12 months would be appreciated. The council could let us know by leafleting.
Cardboard and matt paper I save and use to light my woodburner, so none left to recycle.
Don't know the rules about plastic film, and some plastic trays etc without recycle symbol
Garden waste, clothing and plastic bags and clingfilm cannot be recycled on your scheme.
Having been a child in war time, I was brought up to reuse or recycle and store away things which 'might come in useful'
I am already fed up with the extra washing up
I would like to recycle more e.g. plastic bags. I would like Hereford CC to exert as much pressure as possible on trades folk to reduce packaging and plastic bags.
My husband is concerned about how much energy and water I am using to wash all the items ready for recycling
Not sure if I can recycle other tins such as aerosols, paint tins and pieces of scrap metal
Poor opening hours at Ledbury recycling centre.
Some articles/containers are made up of recyclable and non-recyclable materials. They are not always easy to separate (staples / sharp edges etc)
Some items have recycle symbol but guide says they are not recyclable, I put them in anyway.
Why can't we recycle bottle / jar lids, also plastic bags, black plastic. The divide between a recyclable and non-recyclable plastic is not clear. I'm not sure about a range of small plastic items (combs etc).

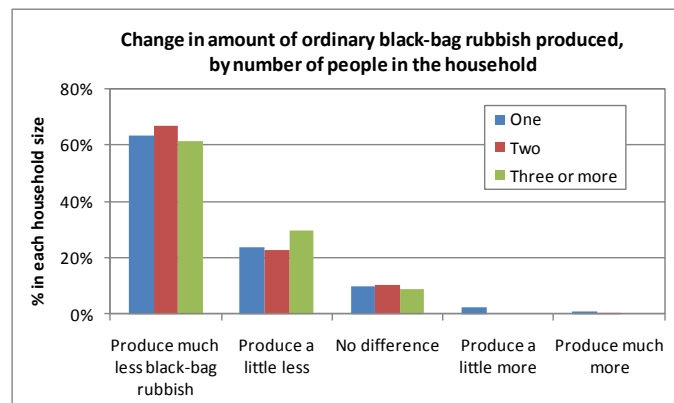
Q20: Has the amount of ordinary black-bag rubbish your household produces each week changed since the new recycling service started?

Change in amount of ordinary black-bag rubbish produced	
Produce much less black-bag rubbish	65%
Produce a little less	25%
No difference	10%
Produce a little more	1%
Produce much more	*%
Base	950

89% of respondents said they produced less ordinary black-bag rubbish since the new recycling service started. 10% said there was no change, and 1% said they produced more.



Respondents who lived in a household of three or more people were more likely than those in smaller households to produce a little less black-bag rubbish since the new scheme started.



There was some variation with Mosaic Group / Type, but no clear pattern was seen.

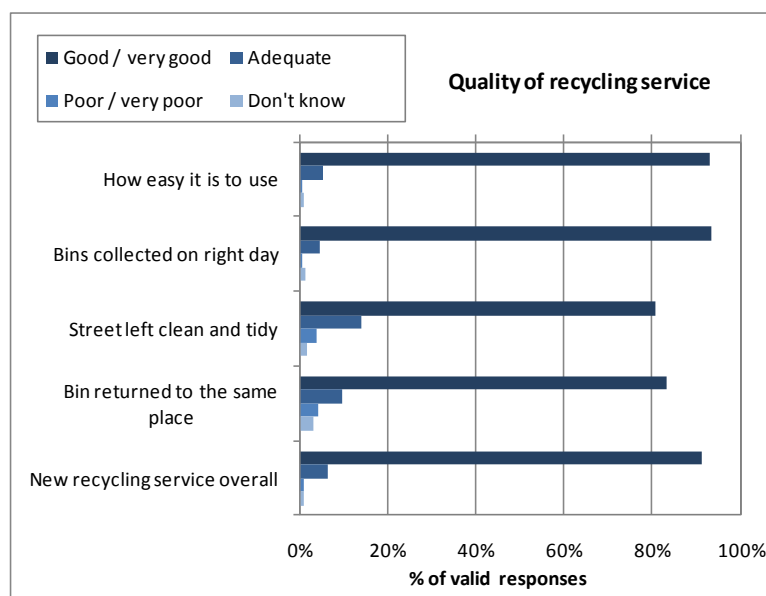
## How well the service is working

Q21: Now that the recycling service has been running for a few months, what do you think of how it's working at the moment?

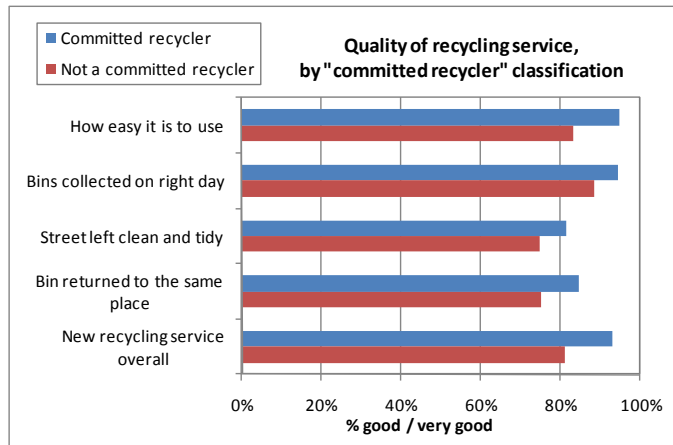
Quality of recycling service							
	Very good	Good	Adequate	Poor	Very poor	Don't know	Base
How easy it is to use	65%	28%	5%	*%	1%	1%	941
Whether the bins are collected on the right day	68%	25%	5%	1%	0%	1%	927
Whether the street is left clean and tidy after collection	53%	28%	14%	3%	1%	2%	922
Whether the empty bin is returned to the same place	57%	27%	10%	3%	2%	3%	863
The new recycling service overall	59%	33%	7%	*%	1%	1%	930

Respondents' opinions of the new recycling service were generally high, with all the aspects covered being seen as good or very good by at least 80% of respondents. The least positive were whether the street was left clean and tidy after collection (81% good / very good, 14% adequate, 4% poor / very poor) and whether the empty bin was returned to the same place (83% good / very good, 10% adequate, 4% poor / very poor).

Overall, 91% said the service was good / very good, 7% adequate and 1% poor / very poor.



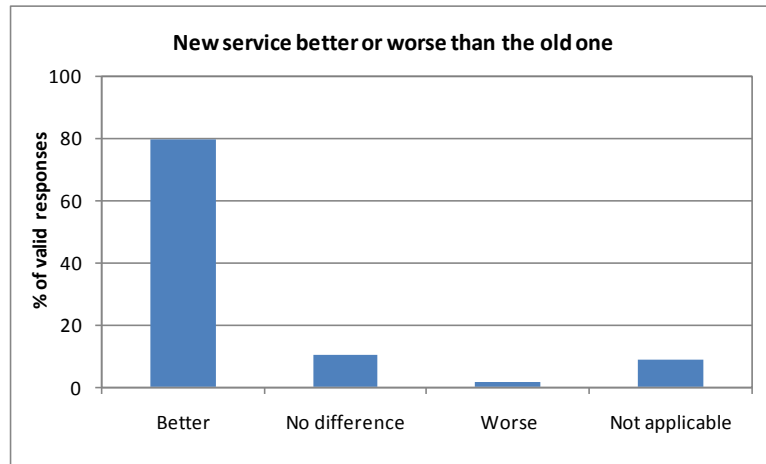
Respondents who were defined as “committed recyclers” were more likely to think each of the aspects of the service was good / very good than those who were not committed recyclers. See page 17 for the committed recycler definition.



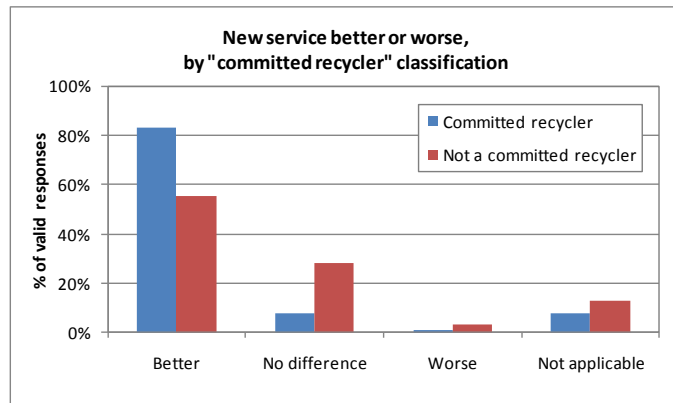
Q22: Do you think the new recycling service is better or worse than the old one?

New service better or worse than the old one	
Better	80%
No difference	10%
Worse	1%
Not applicable	9%
Base	951

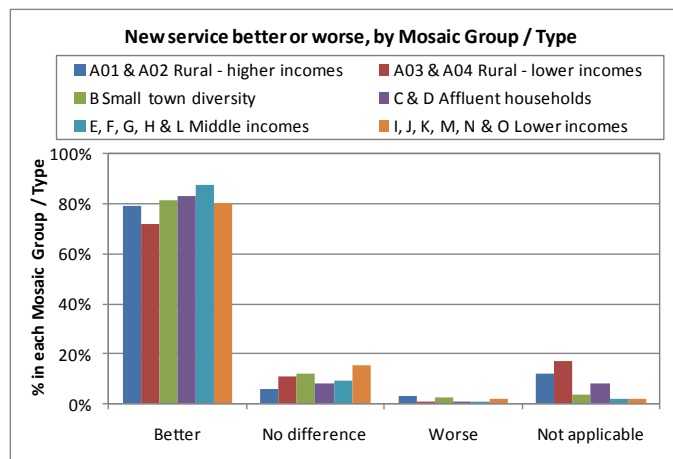
80% of respondents thought the new recycling service was better than the old one, compared to 1% who thought it was worse. 10% thought there was no difference.



Although “better” was the most frequently selected response amongst both groups, respondents defined as “committed recyclers” were more likely to say that the new service was better, than those who were not committed recyclers. See page 17 for the committed recycler definition.



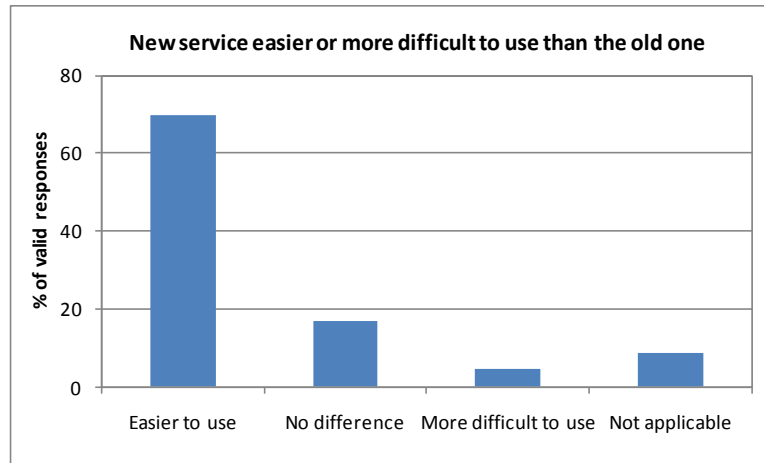
Respondents in Mosaic Groups E, F, G, H & L (middle income households) were the most likely to say that the new service was better than the old one, and Types A03 & A04 (lower incomes in rural areas) were the least likely. See Appendix 1 for more details of Mosaic.



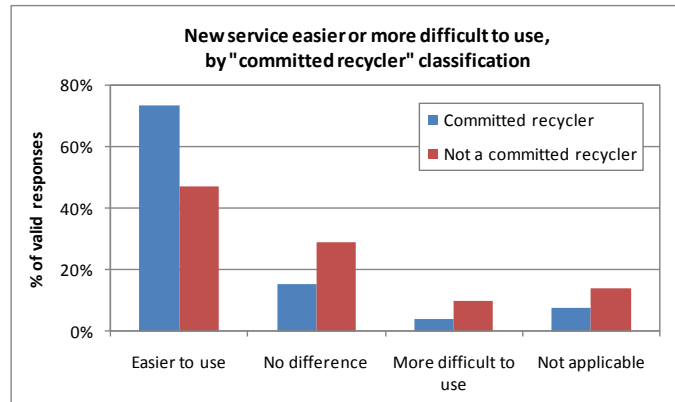
Q23: Do you think the new service is easier or more difficult to use than the old one?

New service easier or more difficult to use than the old one	
Easier to use	70%
No difference	17%
More difficult to use	5%
Not applicable	9%
Base	943

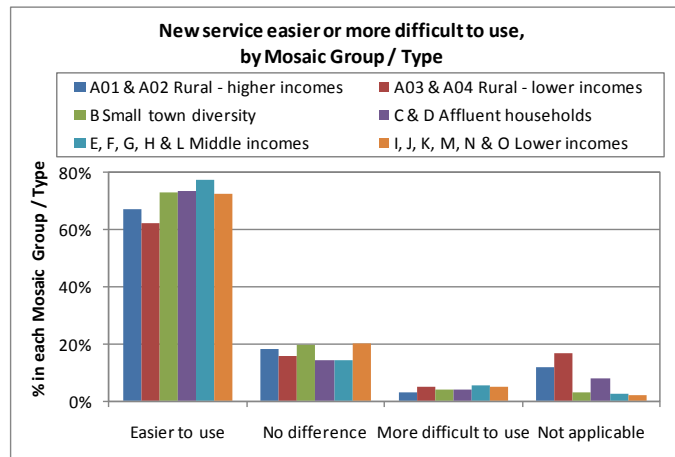
70% of respondents thought the new service was easier to use than the old one, compared to 5% who thought it was more difficult. 17% thought there was no difference.



Respondents who were defined as “committed recyclers” were more likely to think the new service was easier to use, than those who were not committed recyclers. See page 17 for the committed recycler definition.



Respondents in Mosaic Groups E, F, G, H & L (middle income households) were the most likely to say that the new service was easier to use than the old one, and Types A03 & A04 (lower income households in rural areas) were the least likely. See Appendix 1 for more details of Mosaic.



*Q24: It is not expected that the types of rubbish you can send for recycling in Herefordshire will change in the near future, because this is dependent on the way the rubbish is sorted. Apart from being able to recycle different types of rubbish, do you have any other suggestions for ways to improve the service?*

272 comments were made, of which the following are a selection to show the range of topics covered. Full details of the comments made have been supplied to the relevant Council department.

A black wheelie bin for non-recyclable rubbish. Black sacks are unsightly and get ripped open by dogs / cats / foxes and are unhygienic too.
At household waste sites the public are not allowed to purchase items deposited. I have seen a classic bicycle worth £250-300. This could have gone to Spokes (bicycle recycling project) and I watched an Edwardian bureau being crushed. Other authorities allow purchase, only not dim old Herefordshire? I offered £150 for the bureau but was sneered at.
A means of enquiring whether a certain item can be recycled, e.g. paint tins - plastic or metal that can't be washed clean; a glass bottle, such as Worcestershire sauce, where the plastic cap can't be removed. Perhaps an email facility for asking such questions or FAQs on website. Also for plastics notification whether specific PP / HDPE numbers can be recycled.
Collect garden waste
During the winter bins were not emptied for 6 weeks - no information given and people continued to put rubbish out. Need better communication at such times.
Encourage shops to be less free and easy with plastic bags
Feedback to help us cooperate. Things that help / hinder sorters so we can do our bit to help (remove or leave film in cake box windows for example). A tour of the recycling plant would be interesting and illuminating.
Handle Bank Holiday alterations better. It is not acceptable simply to drop a collection making it 4 weeks between each. Likewise when adverse weather affects service.
I have been very impressed by the whole strategy for the new recycling system, and cannot think of any way to improve it or the service in my village.
It would be good if bin after emptying was not left blocking our drive as I have to stop in the road and get out to move it.
Large item collection - e.g. microwaves, furniture etc which can be recycled.
Larger bin.
More collections over Christmas as the bin fills up so quickly.
No. I think it's a fantastic service.
Provide a wormery to each household that requests it.
Service is very straightforward and idiot proof, there is no longer any excuse for folk not to recycle.
Some way to reward those who recycle.
There is confusion about what plastic containers can and cannot be recycled.
We really require that the wheelie bin is collected every week, as to recycle everything, the bin isn't big enough for fortnightly collection.
Yes another wheelie bin another colour for black bags which are ripped open by foxes and rooks

*Q25: Is there anything else you would like to say about rubbish and recycling?*

363 comments were made, of which the following are a selection to show the range of topics covered. Full details have been provided to the relevant Council department.

A collective effort by local and central government to reduce the amount of waste and packaging by supermarkets and other retailers.
A great deal, mostly unprintable.
Am still appalled at the tip - where the general rubbish bin is the fullest and still goes to landfill - there are obviously items that can be recycled and are not. Not good enough. We are doing our bit. What about the waste food? And I am fed up with not being able to recycle various wrappings and lids!
Bins should not be left on the pavements. When left on the pavement it's a hazard to pavement users.
Carry on the good work.
Could you give us more challenge by collecting black bag fortnightly?
Does Herefordshire Council really recycle all the rubbish we sort?
Don't agree with the thinking about it. Landfill is not in short supply. It's largely due to EU pressure you have to engage in all this recycling.
Easy system; I'm amazed how full the bin gets each fortnight.
First to admit I was against the bins, but after getting used to change I'm more than pleased. Against any "spy in the lid".
Green bags cost 60p each and go to landfill. Why do we have to pay when the stuff could go in black bag for landfill?
Having it sorted at the recycling centre makes this scheme very easy to use and much better than other schemes where the householder has to sort out into a multitude of containers.
I didn't think the stickers provided were very good, not UV stable or weather proof. They should have been vinyl.
I hate seeing rows of bins outside people's houses.
I have noticed spillage left on road after bin men have collected. Not a lot, but they should clear it up as they go along.
I have run out of black bags and, as yet, no new supplies have been provided.
I know council is really only interested in the tonnage of recycled waste and that it meets targets and not really interested in environmental aspects.
I think the new service is great and I'm very pleased with it - makes recycling really easy.
I will continue to recycle myself. The service offered is very, very poor as far as my ability to use it is concerned. Serious lack of consultation with householders living away from the highway.
I'm unconvinced that the cost of recycling everything is less than the cost of using new materials but realise the earth's materials must be considered.
In rural areas where wheelie bins are not practical, a heavy duty sack would help prevent vermin damage.
Is it possible to recycle plastic flower pots?
It makes me really mad to see 60p green garden waste bags, being picked up with black bags and thrown in the same lorry. Surely, the idea of this is to go to compost yards, not landfill.
Ledbury recycling depot should be open more days in the week. Queuing for 20 minutes can put you off recycling.
Maybe I've missed it but I do not understand why polystyrene cannot be recycled as it is a type of plastic.

Not all residents recycle all that can be. Recycling officer for the county could help educate by visiting households / groups etc. Our wheelie bin system is so simple and easy to use generally - thanks.
Not inclined to believe percentage figures shown at recycling centre. Not changed very often! Some assistants help with my recycling at Hereford centre (I'm 83) others appear to ignore unless asked.
Our local collectors seem a cheerful bunch, never cause to complain.
Please send out the bags on time - not a month late
Polystyrene packaging should be totally banned immediately.
Some feedback (articles/photos) on how the rubbish is recycled as it is all put in together sorted and used. Information as to what each category is used for.
Tax supermarkets on their non-recyclable packaging. Make their producers recycle more.
The leaflet "what can I recycle?" has an apparent contradiction. The first section says we can recycle metal jar lids, the second section, next to glass jars says "no lids".
The wheelie bin is cumbersome and difficult to move. We were never asked if we could accommodate a bin it just arrived, no choice, and we are on a slope with steps. The sacks were much easier.
Very helpful person on phone when I wanted clarifications
We are required to place our wheelie bin at the road side at 6.30am on the day of collection. We believe this is unreasonable as most collections occur well into the day. We have our bin in place by 8.30 but exceptionally last week the collection had occurred early and our bin (and our neighbours') was not emptied. Ideally we should have a 'window' of time in which to place our bins out.
We must keep black bag collections weekly.
We suffer from a lot of animals ripping bags open in rural areas. Can the bin men sweep up when this happens?
What can happen to silver foil? The trays food are in are heavy and seems wasteful not to recycle.
Why no questions regarding compostables in this survey?
Yes - a general move towards reusing rather than recycling - it makes more sense.
Yes - garden refuse should be taken free. Not put in with general refuse and charge for it.
Yes - I do not see any reference here to recycling household food waste i.e. use of Sink Gunge Gobbler - it reduced our black bag waste by 50-60%
Yes bins on pavement means I can't always use pavement in my wheelchair

## Council Tax bills

Respondents were given the following information:

*In March every year, Herefordshire Council sends a Council Tax bill to more than 80,000 households in the county. It is important that the bill and the information that goes with it are clear and understandable.*

*Some of the questions in this section refer to the bill itself, while some refer to the information leaflets included with the bill.*

*Q26: Are you the person in your household who is mainly or partly responsible for paying your Council Tax?*

<b>Mainly or party responsible for paying Council Tax</b>	
Yes	93%
No	5%
Not applicable	3%
Base	955

Respondents who answered “no” or “not applicable” were informed that the remaining questions in the survey may not be relevant to them, so they could skip them if they wished.

*Q27: Do you remember getting your Council Tax bill in March this year?*

<b>Remember getting Council Tax bill</b>	
Yes	97%
No	3%
Base	906

Almost all respondents (97%) remembered getting their Council Tax bill in March.

*Q28: Did you understand the bill you received?*

<b>Understood Council Tax bill</b>	
Yes	85%
To some extent	14%
No	1%
Base	905

85% of respondents said that they understood their bill, while 1% did not. 14% understood it to some extent.

*Q29: Did you understand the reasons why a bill was issued to you?*

<b>Understood why Council Tax bill was issued</b>	
Yes	99%
No	1%
Base	898

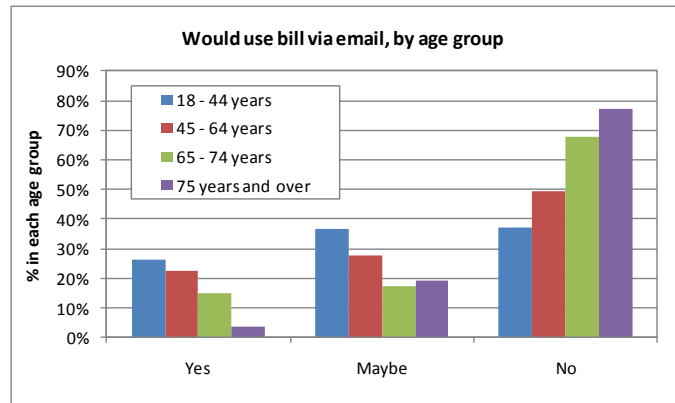
Almost all respondents understood why a bill had been issued to them.

Q30: If the Council was able to send your Council Tax bill via email instead of through the post, would you use this facility?

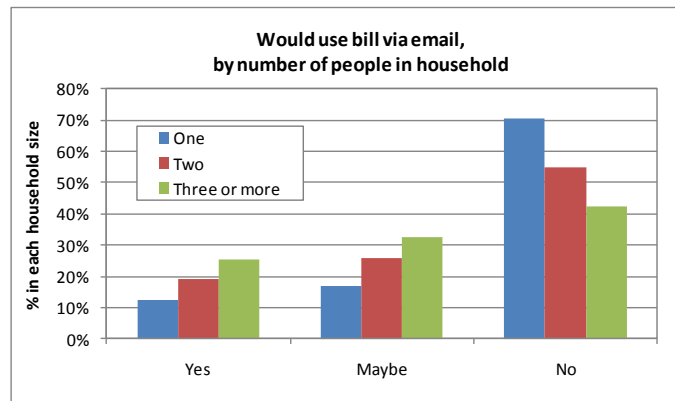
Would use bill via email	
Yes	19%
Maybe	26%
No	55%
Base	898

19% of respondents said they would use a facility for receiving their Council Tax bill via email, compared to 55% who would not. 26% said “maybe”.

Younger respondents were more likely to use a bill via email than older respondents.



Respondents who lived in larger households were more likely to use a bill via email than those in smaller households. There may be a connection to age here – older respondents are more likely to live in single-person households.



Q31: Are there any changes you would like to see made to the bill to make it easier to understand?

56 comments were made. The following are a selection to show the range of comments made. Full details have been provided to the relevant Council department.

As Senior Citizens it would be easier if we did not have to pay such high Council Tax.
Better explanation of where the money is spent
Clear indication of money spent on major projects, e.g. Cattle Market, ESG and relief road (research, communication, site, business plan etc).
I just pay up the demand by direct debit and pay little to no attention to it other than the gross amount.
I preferred the previous format which included the instalment columns. I now have to have a receipt stapled to my bill - very untidy!
I will never understand the amount paid to the officers of the council.
It is easy to me
It is poorly designed - too much information means you do not read it.
It's the bottom line that matters!
Maybe an example household showing breakdown of bill.
Possibly too much information already.
Reduce the rate of tax.
Yes, we are the customer. What other company sends a 'demand' for money to their customers?! Very bad business practice.

Respondents were given the following information:

*Herefordshire Council has a legal requirement to supply an information leaflet with the bill, which contains details of how Council Tax is spent in the county.*

Q32: Do you remember seeing the information leaflets that came with your Council Tax bill this year?

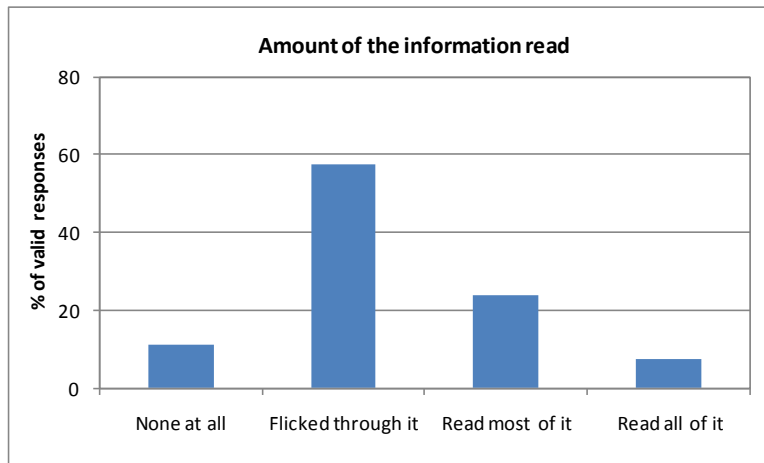
Remember seeing information leaflets	
Yes	93%
No	7%
Base	929

93% of respondents remembered seeing the information leaflets that came with their Council Tax bill.

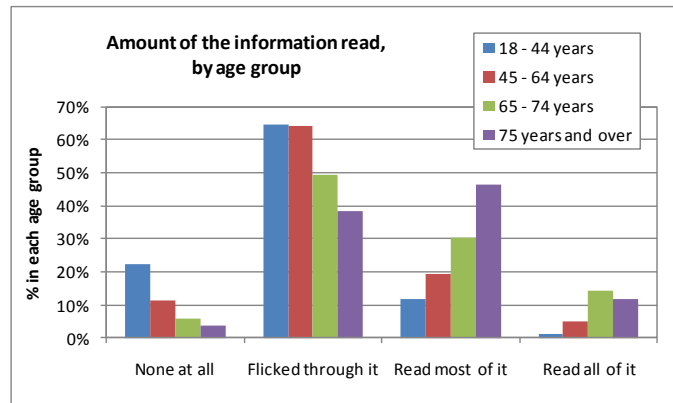
Q33: How much of this information did you read?

Amount of the information read	
None at all	11%
Flicked through it	58%
Read most of it	24%
Read all of it	8%
Base	916

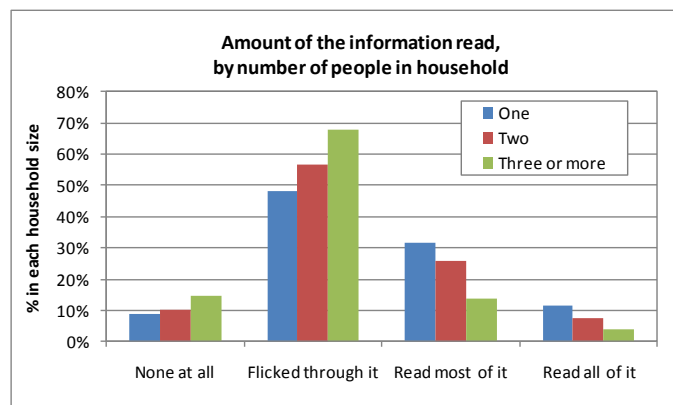
58% of respondents flicked through the information that came with their bill, while 24% read most of it. 8% read all of the information, and 11% read none of it.



Older respondents were more likely to have read most or all of the information, than younger respondents.



Respondents in smaller households were more likely to read most or all of the information than those in larger households.



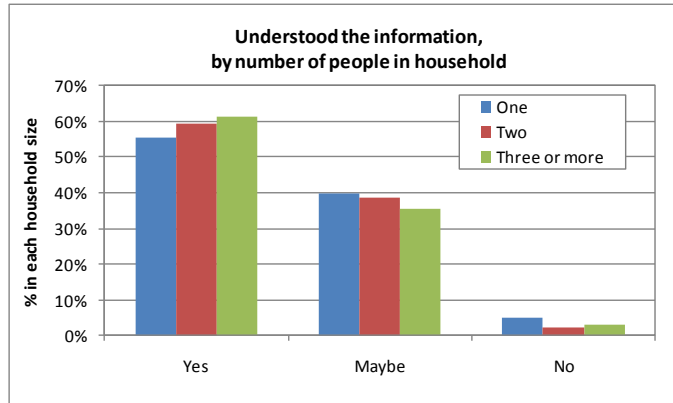
Q34: Did you understand the information that came with your bill?

Understood the information	
Yes	59%
To some extent	38%
No	3%
Base	887

59% of respondents said they understood the information, and 38% did so to some extent. 3% did not understand it.

There was some variation of understanding with age, but no clear pattern was seen.

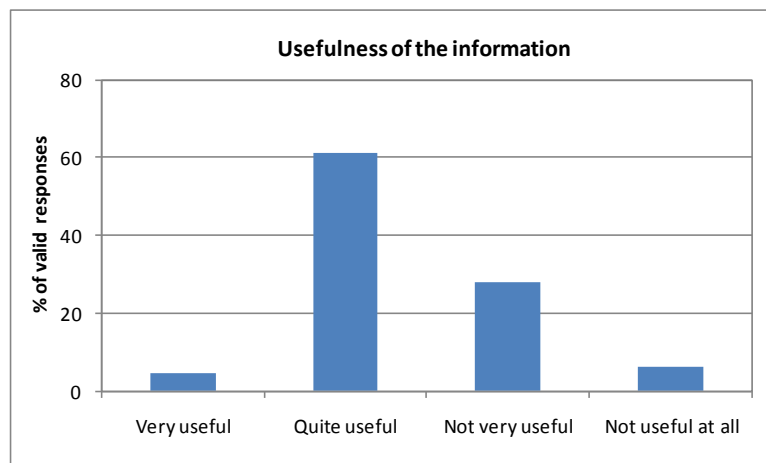
Respondents in households of three or more persons were more likely to say they understood the information, than those in single-person households.



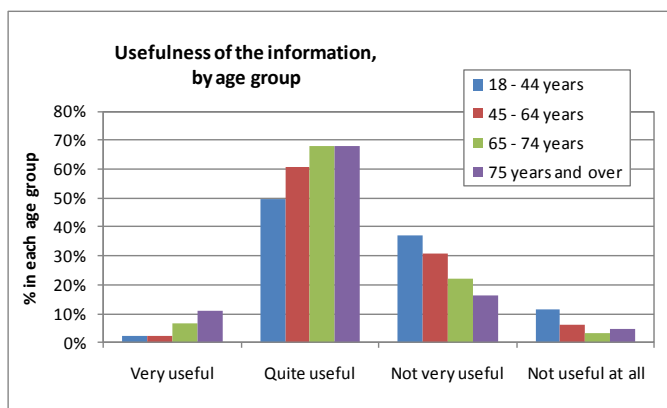
Q35: How useful did you find this information?

Usefulness of the information	
Very useful	5%
Quite useful	61%
Not very useful	28%
Not useful at all	6%
Base	890

66% of respondents found the information that came with their Council Tax bill either quite useful or very useful. 34% said it wasn't very useful, or not useful at all.



Older respondents were more likely to find the information useful than younger respondents.



There was some slight variation in usefulness with the size of the household, but no clear patterns were seen.

Respondents were given the following information:

*There are a number of different Council Tax discounts and exemptions available. Details of the different reductions can be found in the information leaflet.*

Q36: Do you have a Council Tax discount or exemption?

Have a Council Tax discount or exemption	
Yes	31%
No	67%
Don't know	2%
Base	944

31% of respondents said that they had a Council Tax discount or exemption.

Q37: If "yes", do you understand why you have been granted a discount or exemption?

Understand reason for discount or exemption	
Yes	98%
No	1%
Not sure	1%
Base	291

Almost all respondents with a discount or exemption understood why it had been granted.

Q38: Does Herefordshire Council provide enough information about the discounts and exemptions available?

<b>Herefordshire Council provides enough information about discounts and exemptions</b>	
Yes	36%
No	26%
Don't know	38%
Base	887

36% of respondents thought the Council provided enough information about the discounts and exemptions available, compared to 26% who did not. 38% didn't know.

Q39: Are there any changes you would like to see made to the information that comes with your Council Tax bill, including information about discounts and exemptions?

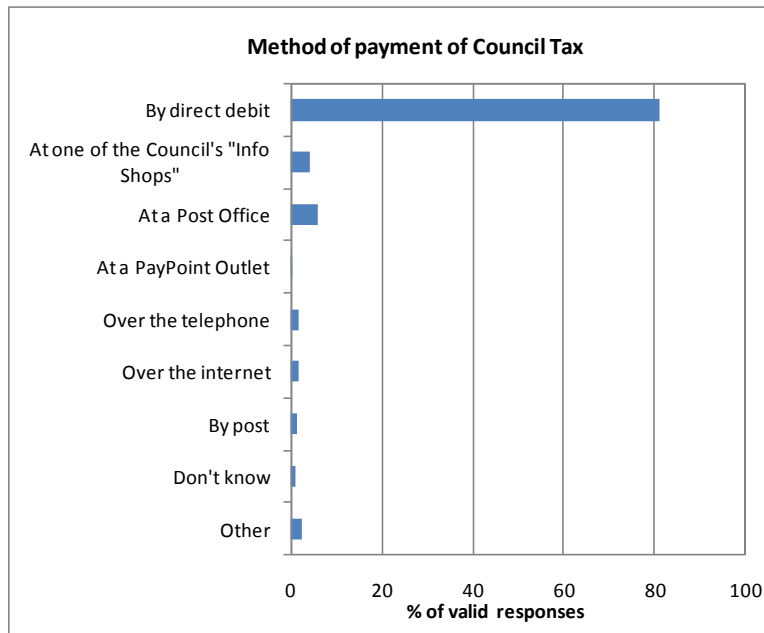
113 comments were made, of which the most commonly mentioned theme was a request for more detailed information about the discounts and exemptions available (28 comments - 25% of the total). A selection of the remaining comments are shown below to give an indication of the other topics mentioned.

A more honest representation - it is virtually an advertising pamphlet.
Access through web for more detailed breakdown of expenditure.
Consider it unfair that only 25% discount applied to single person, particularly living in a village with no real amenities and never having had children requiring education etc.
Council members' salary and perks
Find the figures rather boring and not necessarily accurate (often wondered why they are always round figures). I think stats can be fixed and they often are.
Forms, leaflets need to be in very easy English for some people who are dyslexic or not good in these matters - I do not like to ask for help.
How our council tax is used to pay salaries, pensions and big 'pay offs' to council executives, perhaps this could be shown so we'd know about extortionate payments
Information on-line rather than wasting paper and sending with bill.
It may be a local requirement to supply an information leaflet but should be as plain and cheaply produced as possible - colour is totally unnecessary on it!
Less background colour printing. We both have poor eyesight and larger print in black and white would help.
Make it more attractive and user friendly, people may actually read it!
More information about changing / reviewing the 'band' of a property.
Open book on wages supplied to executives and main staff within the council
Since the fire and rescue authority information is included within the information booklet, why can the police service information not be presented in the booklet?
To be available in large print.
Well we do not have drains or road cleaners so should have reduction.
Yes, more information on ways to pay i.e. yearly, half-yearly, quarterly, monthly etc. Paying over 10 months is not acceptable.

Q40: How did your household pay its Council Tax this year?

Method of payment of Council Tax	
By direct debit	81%
At one of the Council's "Info Shops"	4%
At a Post Office	6%
At a PayPoint Outlet	*%
Over the telephone	2%
Over the internet	2%
By post	1%
Don't know	1%
Other	2%
Base	908

By far the most commonly used method of paying Council Tax was direct debit, used by 81% of respondents.



There were 37 "other" comments made. These included payment by cheque, and the bill being covered by benefits or otherwise exempted from payment. The full list of comments has been supplied to the relevant Council department.

No differences in methods of payment were seen with age. Respondents who lived in two-person households were the most likely to use direct debit, and those in single-person households the least likely.

Q41: Are you satisfied with the different options that are available for paying your Council Tax?

Satisfied with options for paying Council Tax	
Yes	92%
No	4%
Don't know	3%
Base	914

92% of respondents were satisfied with the options available for paying their Council Tax, compared to 4% who were not satisfied.

*Q42: Are there any changes you would like to see made to the ways you can pay your Council Tax?*

There were 60 comments made, of which the following are a selection to show the range of topics covered. The full list of comments has been provided to the relevant Council department.

Able to pay at council offices by cheque.
After nine years paying at the Bromyard Centre no reason put for that facility being withdrawn.
Discount for people paying in one full payment.
Don't like the automated phone payment system. The option to pay by cheque through the post no longer appears on the bill. If can pay by post it's a well kept secret. If pay by phone would like a credit card and speak to a person.
Especially like the fact you can pay at any time now over telephone, much more convenient than set times as previous.
I prefer person-to-person contact and payment by credit/debit card.
I was obliged to pay by direct debit. I instantly dislike this method because I lose control of my bank account.
Online payment is complicated and needs to be simplified.
Very few of us over 80s have internet and wouldn't use it if we did, so it's a little annoying when you assume everyone has online facilities.
When I rang about being in single occupancy the girl was very helpful.
Would be easier for families to budget if it was 12 payments rather than 10.
Yes - a discount for people willing to pay the full amount at the beginning of the council tax year
Yes, we should be able to pay in 12 equal monthly payments like every other household service. Also, receiving the demand in April is not early enough to budget household finances.

Respondents were given the following information:

*There is an online service where you can view your Council Tax account. This enables you to view details of how your Council Tax has been calculated, any payments you have made, any balances outstanding and your current instalments due.*

*This is a different service to paying a bill online, and involves registering with the Council Tax department.*

*Q43: Before receiving this questionnaire, did you know that Council Tax account details could be accessed online?*

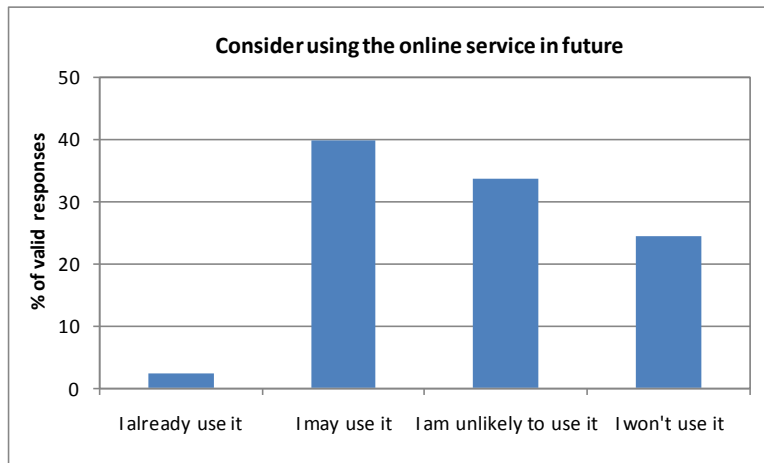
<b>Knew Council Tax account details could be accessed online</b>	
Yes	27%
No	73%
Base	921

Just over a quarter of respondents knew that Council Tax account details could be accessed online.

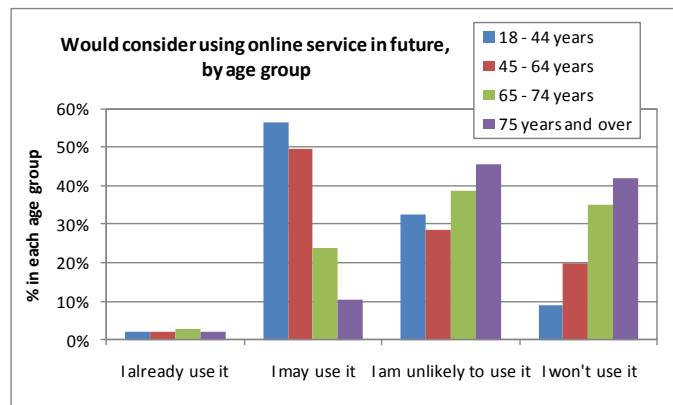
Q44: Would you consider using this service in future?

Consider using the online service in future	
I already use it	2%
I may use it	40%
I am unlikely to use it	34%
I won't use it	24%
Base	904

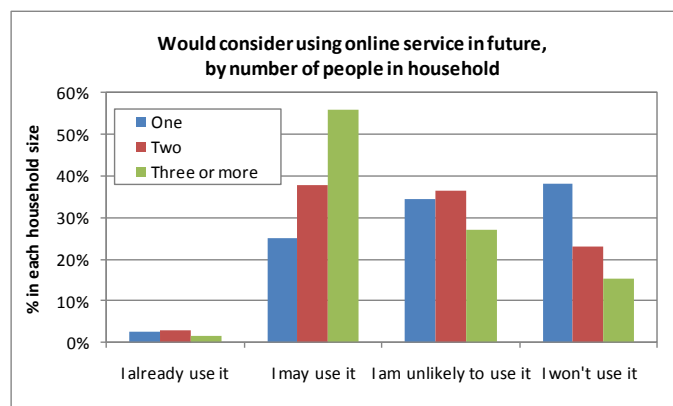
40% of respondents thought they might use the service in future, and 2% already used it. 58% thought they would not use it or were unlikely to.



Younger respondents were much more likely than older respondents to say they might use the online service in future.



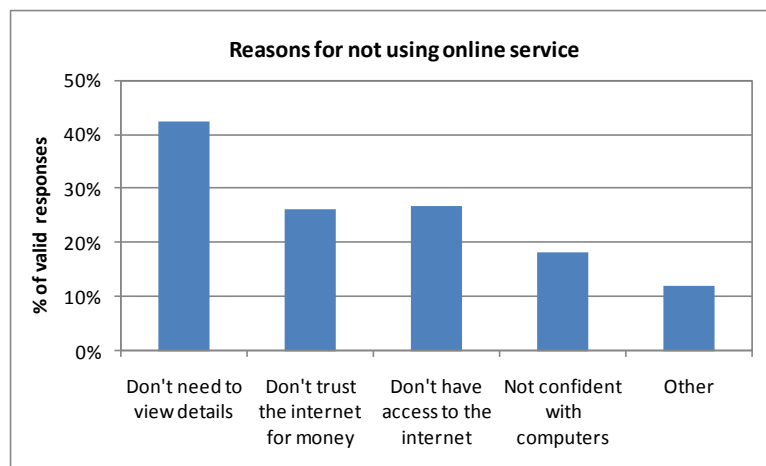
Respondents in larger households were more likely to say they might use the service in future than those in smaller households.



Q45: If you don't think you would use this online service, please let us know why:

Reasons for not using online service	
Don't need to view details of my Council Tax	42%
Don't trust the internet for money matters	26%
Don't have access to the internet	27%
Not confident with computers / the internet	18%
Other	12%
Base	651

Amongst those who didn't think they would use the online service, the most common reason was that they didn't need to view details of their Council Tax bill (42%). Just over a quarter didn't have access to the internet, and a similar proportion didn't trust the internet for money matters.



91 "other" comments were made, the majority of which indicated that the respondent did not have a computer. Other common themes were a preference for face-to-face interactions, and the lack of a need to see Council Tax details. The full list of comments have been provided to the relevant Council department.

*Q46: Is there anything else you would like to say about Council Tax?*

There were 228 comments, of which the following are a selection to show the range of topics covered. The full list of comments has been provided to the relevant Council department.

1) I don't object to paying for good service. 2) In the present climate I (personally) believe we all have to be prepared to put our hand in our pockets to ensure we don't lose necessary services.
A greater say in how it's spent, a greater say in seeking savings.
As a single pensioner living alone the annual increases come hard as the pensions do not increase at the same percentage as council tax!
As I live in a rural community, no street lighting etc, I do object to having such a high bill, I would like to see a re-bate for rural addresses as this would even out the lack of services that we have. <postcode given>
Cost is too high.
Did not approve of the aggressive letter I received after missing one payment due to being abroad. I do not appreciate being threatened with court action or bailiffs.
Every person / organisation is having to "tighten their belt" and reduce costs. Why aren't HCC doing so - tax continues to rise.
Far too high. I think the worker always pays for the non workers? Why? We live un-adopted road but in the highest band. Why?
Given the current state of the economy I would like to see council tax frozen until the current financial situation improves
I am very unhappy at the additional taxes for police etc. There is a lack of accountability - taxation without elected representation!
I have to pay it - just keep the bill simple - do not add details of council employees / services / costs / salaries as it causes distress.
I live in a rural setting and only have personal use of rubbish collection. However, I do understand why we pay council tax and have no complaints except please don't put it up too much more!
I pay council tax on scale E - The only benefit I get is the rubbish collection. I don't have gas or oil heating. I have objected to this unfairness before but no-one has visited this house to assess fairness.
I pay too much. In the 13 years I have lived at my address the payments have trebled. As a pensioner it takes more and more every year.
I wish it was lower.
I would like to know earlier what my payments would be as that would make it easier to budget.
I would like to see more attention to ensuring drains are not blocked up for months, that gutters are swept properly and not allowed weeds to grow in the detritus. Your staff needed greater discipline in this respect - not good enough!! Similarly pavements in Ledbury are not swept. A pickstick only does half the job, waste of time, low marks for street cleanliness.
I would prefer the system to be abolished and replaced with local income tax
In the current financial climate I expect to see plans about how our council tax bills will be cut; not just maintained at current levels. This planning must include publishing the salaries of councillors together with plans to reduce these and other costs.
It could be less and reduction for fewer people sharing a household e.g. two people obviously use less facilities than 6.
It is an iniquitous tax, punishing those who have worked and saved hard. It should be replaced by a local income tax.

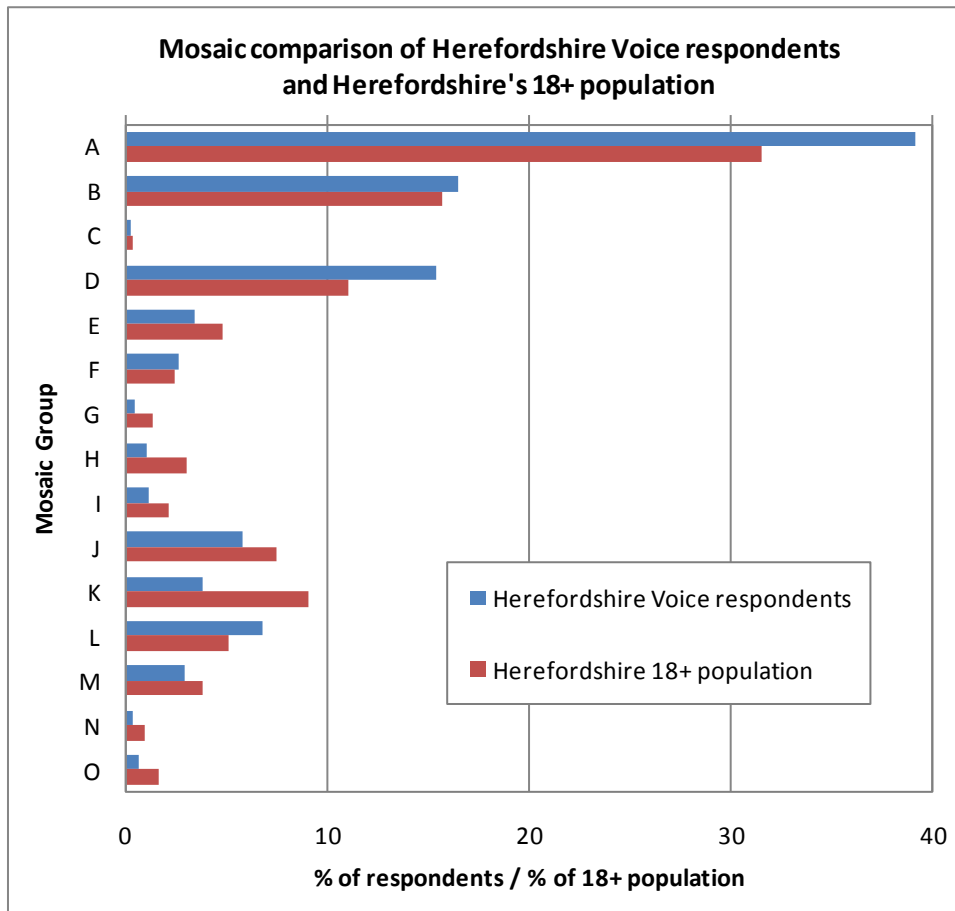
It is not fair people who are in expensive houses that are old have low bands and new houses get hammered. Why we can't just pay per person in each house it would be much fairer as each person is using facilities available equally.
It is too much!
It seems a lot but while I have school aged children I cannot complain.
More accountability about value for money especially the very top management.
My only query about council tax bills going up online is that occasionally with say a landlord or financial organisation you need to show a hard copy of a bill and print outs are never acceptable.
Not convinced it provided full value for money in terms of service provision.
Not really, I view it as a necessary evil.
Pay too much for services which are unnecessary
Property banding seems inaccurate and no chance of correction until I sell my house.
Ross seems a Cinderella town compared to Hereford. Why is John Kyrle school underfunded?
Services are poor for the money paid: street cleaning; drain clearing and maintenance; condition of footpaths.
Should be income based not capital based.
Single householders should only pay half and it's too high.
The information leaflet forwarded with council tax bill, to provide number of employees, full time, part time, agency, contract staff, employed by the council, the total expenditure for same, so that it can be established how efficient or inefficient the council is in comparison to other authorities.
This form is a complete waste of rate payers' money
Too high - not sure it is value for money
We pay a lot for not very much in terms of immediate benefits (compared to a city) but given the rural sparsity and low incomes it's not so surprising. However, I am aware that there are tiers of council administration (especially in education) that are superfluous. Is it a waste of my tax money?
Why do I have to pay for non-jobs, gold-plated pension schemes, glaring inefficiencies.
Yes it should be based on earnings
Yes, that department has to be the most obnoxious to deal with that I have ever encountered. If the staff are supposed to be 'helpful', I beg to differ.
Yes, too expensive and don't see enough done with it for Herefordshire's younger generation.

## Appendix 1: Mosaic customer segmentation

Mosaic is a customer segmentation tool which categorises households into 15 “groups” and 69 “types”, based on information from a large number of sources including the 2001 Census and other commercial data. Mosaic gives a general idea of the likely social group, demographics, lifestyle, culture and behaviour of the households in a group. It does not give facts about individuals or individual households, but gives an indication of the likely characteristics of the people in the group.

The descriptions of the 15 groups can be seen in the table below. As the number of respondents in each group was variable, it was necessary to combine similar groups into broader categories in order to carry out crosstabulations using Mosaic. The large number of respondents in Group A meant it was also possible to split that group further into its constituent “types”. The descriptions of these types can be seen at the bottom of the following table.

Group	Description
A	Residents of isolated rural communities
B	Residents of small and mid-sized towns with strong local roots
C	Wealthy people living in the most sought after neighbourhoods
D	Successful professionals living in suburban or semi-rural homes
E	Middle income families living in moderate suburban semis
F	Couples with young children in comfortable modern housing
G	Young, well-educated city dwellers
H	Couples and young singles in small modern starter homes
I	Lower income workers in urban terraces in often diverse areas
J	Owner occupiers in older-style housing in ex-industrial areas
K	Residents with sufficient incomes in right-to-buy social housing
L	Active elderly people living in pleasant retirement locations
M	Elderly people reliant on state support
N	Young people renting flats in high density social housing
O	Families in low-rise social housing with high levels of benefit need
Type (Group A only)	Description
A01	Rural families with high incomes, often from city jobs
A02	Retirees electing to settle in environmentally attractive localities
A03	Remote communities with poor access to public and commercial services
A04	Villagers with few well paid alternatives to agricultural employment
Combination of Groups / Types used for crosstabulations	
Group / Type	Description
A01 & A02	Rural – higher incomes
A03 & A04	Rural – lower incomes
B	Small town diversity
C & D	Affluent households
E, F, G, H & L	Middle incomes
I, J, K, M, N & O	Lower incomes



The chart above shows the Mosaic Group breakdown of respondents to this survey (78% of the whole panel) compared to the 18+ population of Herefordshire. In Herefordshire, the dominant group is Group A, with 32% of adults falling into this group. Group A is over-represented in respondents to this survey, where 39% fall into this group. There is also over-representation of Group D. Group K is under-represented in survey responses, as are a number of other groups to a lesser extent.

## Appendix 2: The questionnaire



## Welcome to the 20th Herefordshire Voice questionnaire

### Kerbside recycling and Council Tax bills

This survey asks questions about two topics:

- The new kerbside recycling collection that began in Herefordshire in November last year
- Council Tax bills

All information provided will be kept in strict confidence. The report on this survey may include comments made by panel members in this questionnaire, but if included these will be anonymous.

Please complete this questionnaire by ticking the box(es) for each question or writing in where appropriate.

When you have completed this questionnaire, please return it by **Friday 25th June** in the prepaid envelope provided, or if this has been misplaced, to:

Herefordshire Council Research Team  
Freepost SWC4816  
PO Box 4  
Hereford  
HR4 0BR

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If you would like help to understand this document, or would like it in another format or language, please call Michael Brown on 01432 260 495 or e-mail [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk)  
For a large print copy, please call 01432 260 495

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# Recycling in Herefordshire

In November 2009, Herefordshire Council introduced a new kerbside recycling service. Most households have a green wheelie bin for recycling which is collected once a fortnight. Ordinary black-bag rubbish is collected once a week. Some households where there is nowhere to store a bin have a recycling collection using sacks instead. For households with the sack collection, the service is the same except that glass cannot be included. There are a small number of households, for example some blocks of flats, where the Council is talking to landlords to work out the best way for a recycling service to work, so at the moment these don't have a service.

## Q1 Which type of recycling collection do you receive?

- Large wheelie bin (240 litres)  No recycling collection  
 Small wheelie bin (120 litres)  Don't know  
 Recycling sacks

## Q2 Did you know an assisted collection is available for people who need it? For example, elderly or disabled people.

- Yes  No

## Q3 Do you have an assisted collection?

- Yes  No

## Q4 How many people (all ages) live in your household?

- Just me  2  3  4  5  6 or more

## Publicity about the new service

## Q5 Do you remember hearing about the new recycling service before it started?

*Please tick all the ways you remember hearing about it*

- Didn't hear about it until my bin arrived  
 Saw a wheelie bin display somewhere in Herefordshire  
 Article in the Council's "Herefordshire Matters" magazine  
 Adverts in local newspapers  
 Adverts on local radio stations  
 Poster / billboard adverts  
 Adverts on buses  
 Adverts on phone boxes  
 On Herefordshire Council's website  
 From family, friends or neighbours  
 Don't know  
 Other, please specify

## Information about how the service works

At the start of the new recycling service, a booklet and calendar were delivered to each household which gave details of how the new service would operate. These included information on when the bins would be collected and what materials could be recycled.

**Q6 Do you remember seeing the information booklet and calendar?**

- Yes                       No                       Don't know

**Q7 Do you think they contained the right amount of information?**

- Too much detail                      About right                      Not enough detail                      Don't remember
- 

**Q8 Were they easy to understand?**

- Easy                      OK                      Difficult                      Don't remember
- 

**Q9 Do you know which items you can and can't recycle?**

- I always know
- I normally know, but some things I'm not sure about
- I'm not sure about a lot of items
- I don't know what I can recycle

**Q10 Do you normally remember to put your bin out at the right time?**

- I normally remember                       I sometimes remember                       I don't normally remember

**Q11 Did you know that there is a free text reminder service, which sends a message to your mobile phone the evening before the recycling collection is due? This service is also used to send information on service disruptions, for example in severe weather.**

- I know about the service, and someone in my household receives it
- I know about the service, but no-one in my household receives it
- I didn't know about the service

*If you would like to receive the free text reminder service, you can text "hcrecycle", your postcode and the first line of your address to 80800 and you will receive a text the evening before your recycling is due to be collected.*

**Q12 If Herefordshire Council needed to provide you with any more information about the recycling scheme in future, how would you like to see this information?**

*You can tick as many as you like*

- Leaflet through the door                       Herefordshire Council's website
- The "Herefordshire Matters" magazine                       Don't know
- Local newspapers                       Other, please specify
- Local radio stations

## Recycling in your household

**Q13 Thinking about recycling household waste, which of these statements best describes how important recycling is to you personally?**

Very important

Fairly important

Not very important

Not at all important

**Q14 Which of these statements best describes your attitude to recycling?**

I recycle even if it requires additional effort

I recycle if it does not require additional effort

I do not recycle

Don't know

**Q15 Which of these statements best describes how much you recycle?**

I recycle everything that can be recycled

I recycle a lot but not everything that can be recycled

I recycle a bit

I do not recycle

While we would like people to recycle as much as possible, we are aware that it is not always convenient. We would like to get an idea of which items your household normally recycles, as this will help us to know if there are any ways that people can be encouraged to recycle even more.

This is not a test! You won't get a black mark if you are too busy to recycle every last yoghurt pot, so please let us know what normally happens in your household.

**Q16 Which of these do you normally recycle?**

*Please tick one box in each row*

	Regularly	Occasionally	Never	Not applicable
Food tins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinks cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass bottles and jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic food containers e.g. yoghurt pots, margarine tubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cardboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice or milk cartons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q17 Please tell us any reasons why you might not always recycle these items. If you always recycle a particular item, you can leave that row blank.**

*You can tick as many as you like in each row*

	Don't normally have this type of rubbish	Didn't know / wasn't sure it could be recycled	Don't want to clean it	Don't have time / too busy	Don't think it's worth it	Other (please write in Q19, below)
Food tins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinks cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glass bottles and jars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bottles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plastic food containers e.g. yoghurt pots, margarine tubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cardboard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit juice or milk cartons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q18 To what extent do you agree or disagree with the following statements?**

*Please tick one box in each row*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I feel like I pay too much Council Tax to have to sort my own waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't think there are many real environmental benefits of recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't like my neighbours to see the waste I am recycling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Council have made the whole recycling business too complicated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Even when you separate things, a lot of the time the stuff just gets put into the same general rubbish truck	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q19 If there is anything else that is stopping you from recycling as much as you would like, please write it here:**

**Q20 Has the amount of ordinary black-bag rubbish your household produces each week changed since the new recycling service started?**

- Produce much less black-bag rubbish
- Produce a little less
- No difference
- Produce a little more
- Produce much more

## How well the service is working

**Q21 Now that the recycling service has been running for a few months, what do you think of how it's working at the moment?**

*Please tick one box in each row*

	Very good	Good	Adequate	Poor	Very poor	Don't know
How easy it is to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether the bins are collected on the right day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether the street is left clean and tidy after collection	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Whether the empty bin is returned to the same place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The new recycling service overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q22 Do you think the new recycling service is better or worse than the old one?**

Better	No difference	Worse	Not applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q23 Do you think the new service is easier or more difficult to use than the old one?**

Easier to use	No difference	More difficult to use	Not applicable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q24 It is not expected that the types of rubbish you can send for recycling in Herefordshire will change in the near future, because this is dependent on the way the rubbish is sorted.**

**Apart from being able to recycle different types of rubbish, do you have any other suggestions for ways to improve the service?**

**Q25 Is there anything else you would like to say about rubbish and recycling?**

*If you have any questions about the recycling service in Herefordshire, please call the Waste Management department on 01432 260 051 or email [recycling@herefordshire.gov.uk](mailto:recycling@herefordshire.gov.uk)*

*If you have any questions about this survey or Herefordshire Voice, please call Michael Brown on 01432 260 495 or email [researchteam@herefordshire.gov.uk](mailto:researchteam@herefordshire.gov.uk)*

## Council Tax bills

In March every year, Herefordshire Council sends a Council Tax bill to more than 80,000 households in the county. It is important that the bill and the information that goes with it are clear and understandable.

Some of the questions in this section refer to the bill itself, while some refer to the information leaflets included with the bill.

**Q26 Are you the person in your household who is mainly or partly responsible for paying your Council Tax?**

Yes

No

Not applicable

If you answered "no" or "not applicable" to Q26, the remaining questions may not be relevant to you, so you can skip them if you wish.

**Q27 Do you remember getting your Council Tax bill in March this year?**

Yes

No

**Q28 Did you understand the bill you received?**

Yes

To some extent

No

**Q29 Did you understand the reasons why a bill was issued to you?**

Yes

No

**Q30 If the Council was able to send your Council Tax bill via email instead of through the post, would you use this facility?**

Yes

Maybe

No

**Q31 Are there any changes you would like to see made to the bill to make it easier to understand?**

Herefordshire Council has a legal requirement to supply an information leaflet with the bill, which contains details of how Council Tax is spent in the county.

**Q32 Do you remember seeing the information leaflets that came with your Council Tax bill this year?**

Yes

No

**Q33 How much of this information did you read?**

None at all

Flicked through it

Read most of it

Read all of it

**Q34 Did you understand the information that came with your Council Tax bill?**

Yes

To some extent

No

**Q35 How useful did you find this information?**

Very useful

Quite useful

Not very useful

Not useful at all

There are a number of different Council Tax discounts and exemptions available. Details of the different reductions can be found in the information leaflet.

**Q36 Do you have a Council Tax discount or exemption?**

- Yes                       No                       Don't know

**Q37 If "yes", do you understand why you have been granted a discount or exemption?**

- Yes                       No                       Not sure

**Q38 Does Herefordshire Council provide enough information about the discounts and exemptions available?**

- Yes                       No                       Don't know

**Q39 Are there any changes you would like to see made to the information that comes with your Council Tax bill, including information about discounts and exemptions?**

**Q40 How did your household pay its Council Tax this year?**

*Please tick one box only*

- |   |  |
|---|--|
| <input type="checkbox"/> By direct debit                      | <input type="checkbox"/> Over the internet     |
| <input type="checkbox"/> At one of the Council's "Info Shops" | <input type="checkbox"/> By post               |
| <input type="checkbox"/> At a Post Office                     | <input type="checkbox"/> Don't know            |
| <input type="checkbox"/> At a PayPoint Outlet                 | <input type="checkbox"/> Other, please specify |
| <input type="checkbox"/> Over the telephone                   |  |

**Q41 Are you satisfied with the different options that are available for paying your Council Tax?**

- Yes                       No                       Don't know

**Q42 Are there any changes you would like to see made to the ways you can pay your Council Tax?**

There is an online service where you can view your Council Tax account. This enables you to view details of how your Council Tax has been calculated, any payments you have made, any balances outstanding and your current instalments due.

This is a different service to paying a bill online, and involves registering with the Council Tax department.

**Q43 Before receiving this questionnaire, did you know that Council Tax account details could be accessed online?**

- Yes                       No

**Q44 Would you consider using this service in future?**

- I already use it
- I may use it
- I am unlikely to use it
- I won't use it

*If you would like to access details of your Council Tax account online, please email **counciltax@herefordshire.gov.uk** supplying your name and address and requesting a password for public access. Upon receipt of your email you will be issued with a secure password. For security reasons the password will only be issued by letter which will be posted to the same address as your bills.*

**Q45 If you don't think you would use this online service, please let us know why:**

*Please tick all that apply*

- Don't need to view details of my Council Tax
- Don't trust the internet for money matters
- Don't have access to the internet
- Not confident using computers / the internet
- Other, please specify

**Q46 Is there anything else you would like to say about Council Tax?**

*If you have any questions about Council Tax in Herefordshire, please call the Council Tax department on **01432 260 360** or email **counciltax@herefordshire.gov.uk***

*If you have any questions about this survey or Herefordshire Voice, please call Michael Brown on **01432 260 495** or email **researchteam@herefordshire.gov.uk***

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Thank you very much for taking the time to complete this survey.

Please return it in the pre-paid envelope provided by **Friday 25th June**.

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