

Recycling Centre Vehicle Booking System

Place Services and Economic Growth
Policy and Scrutiny Committee

20 December 2023

Purpose of today's session

- **Provide an overview of the public consultation**
- **Share details of the emerging public consultation results**
- **Present the findings of the updated evaluation**
- **Outline next steps for the booking process**
- **Seek feedback and views of Policy & Scrutiny Committee**

Drivers for Change

Customer

Queueing & Congestion
Service Availability
User Experience

Operations

Operational Efficiency
Site Safety & Risks
Environmental Performance
Compliance
Trade Waste

Infrastructure

Location Limitations
Site Capacity Limits
Neighbour Proximity
Highway Queueing Capacity

28 February 2022: Phase 1:
Bookings introduced for vans,
pick- ups and vehicles with
large trailers at 9 large van-
friendly RCHWs

6 June 2022: Phase 2:
Bookings introduced for cars at
Rayleigh Recycling Centre

13 March 2023: Phase 3:
Bookings introduced for cars at
all remaining RHCWs (trial for
9 months)

Autumn 2023:
Evaluation and Public
Consultation before a
Cabinet decision on future
of booking process

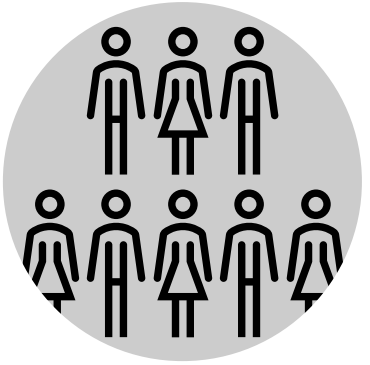
Consultation proposal

Retain the recycling centre booking process permanently

- Bookings will be required at all sites and across all opening hours
- Bookings will be required for users in all cars and vans
- Pedestrians and cyclists will not have to book
- Blue Badge holders will be exempt from booking



Consultation response



18,120 responses

**Includes Easy Read,
paper & telephone
survey responses**



**Over 22,000 free
text comments**



58% agree

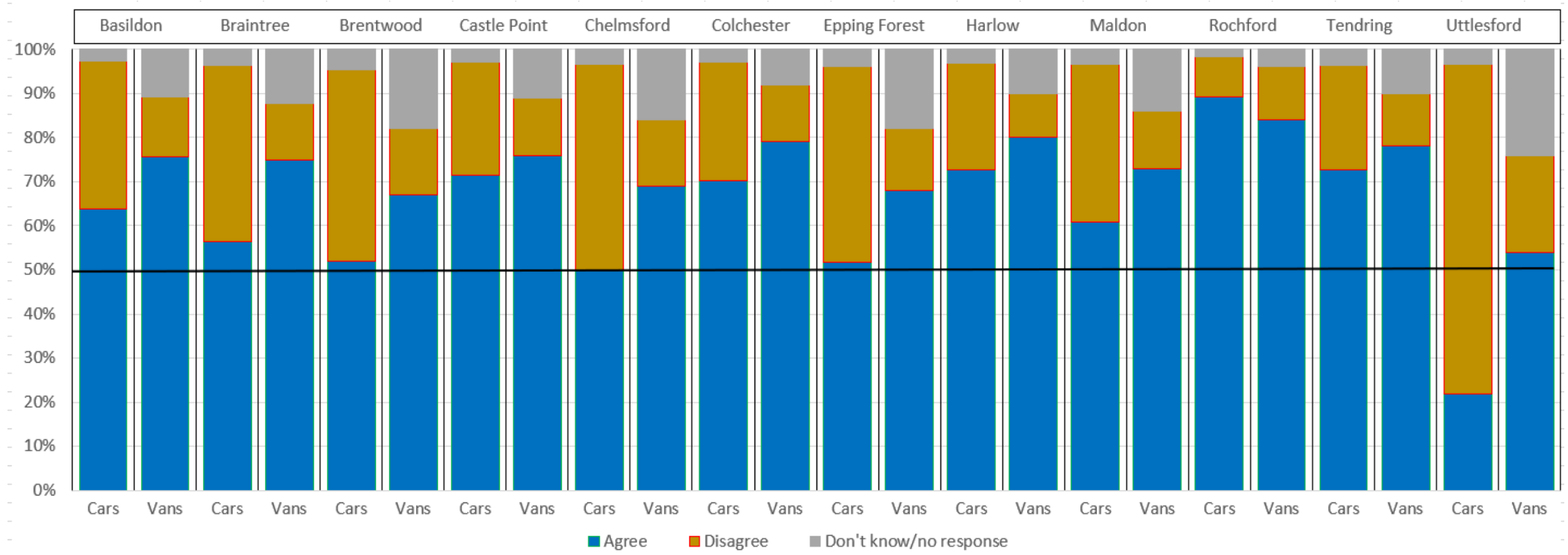
39% disagree



72% agree

14% disagree

Consultation response by location



Consultation Insight



Users of 17 of the 21 recycling centres have indicated more than 50% agreement with retaining a booking process for cars

Users of all recycling centres indicated strong agreement with retaining a booking process for vans

Frequent users favour retention of a car booking process more than those who visit less than every six months

Users of the booking system indicate a higher level of agreement to retain a booking process than those who choose not to make a booking

Net agreement with the car booking process proposal increases with age

Blue Badge holders have indicated a higher level of agreement with proposal to retain a booking process than other respondent groups

Sample of consultation comments

Might discourage recycling

Congestion has reduced and staff are more available to help and advise

A universal booking process is unnecessary

The process at the site could be improved

System is easy to use, easier experience and less time at the centre

Encourages fly tipping near sites

Over 22,000 free text comments have been received – full independent analysis taking place

Pilot Evaluation

Fly-tipping

“the illegal deposit of waste onto land that does not have a licence to accept it”

Fly-tipping is on the rise nationally. The reasons for this are complex and varied. There is no single driver for all fly-tipping incidents, it is often a combination of factors combined with personal values.

National research and interviews with fly-tippers, have provided some insight into motivations, attitudes and behaviours



Convenience and Risk: it is easier and more convenient to fly-tip, whilst the risk of getting caught is low



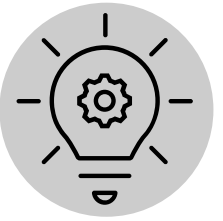
Impact: Services exist to clear fly-tips quickly leading to a perception that the impact is low and therefore this behaviour does no real harm



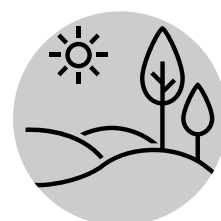
Waste Infrastructure: lower bin capacity, poor accessibility, or complex services can encourage habitual fly-tipping



Cost: seeking to reduce cost, or charges for use of bulky waste services may drive fly-tipping behaviours or use of illicit waste services



Awareness: lack of understanding about what constitutes fly-tipping. Certain behaviours, waste types, amounts are often viewed as ‘acceptable fly-tipping’

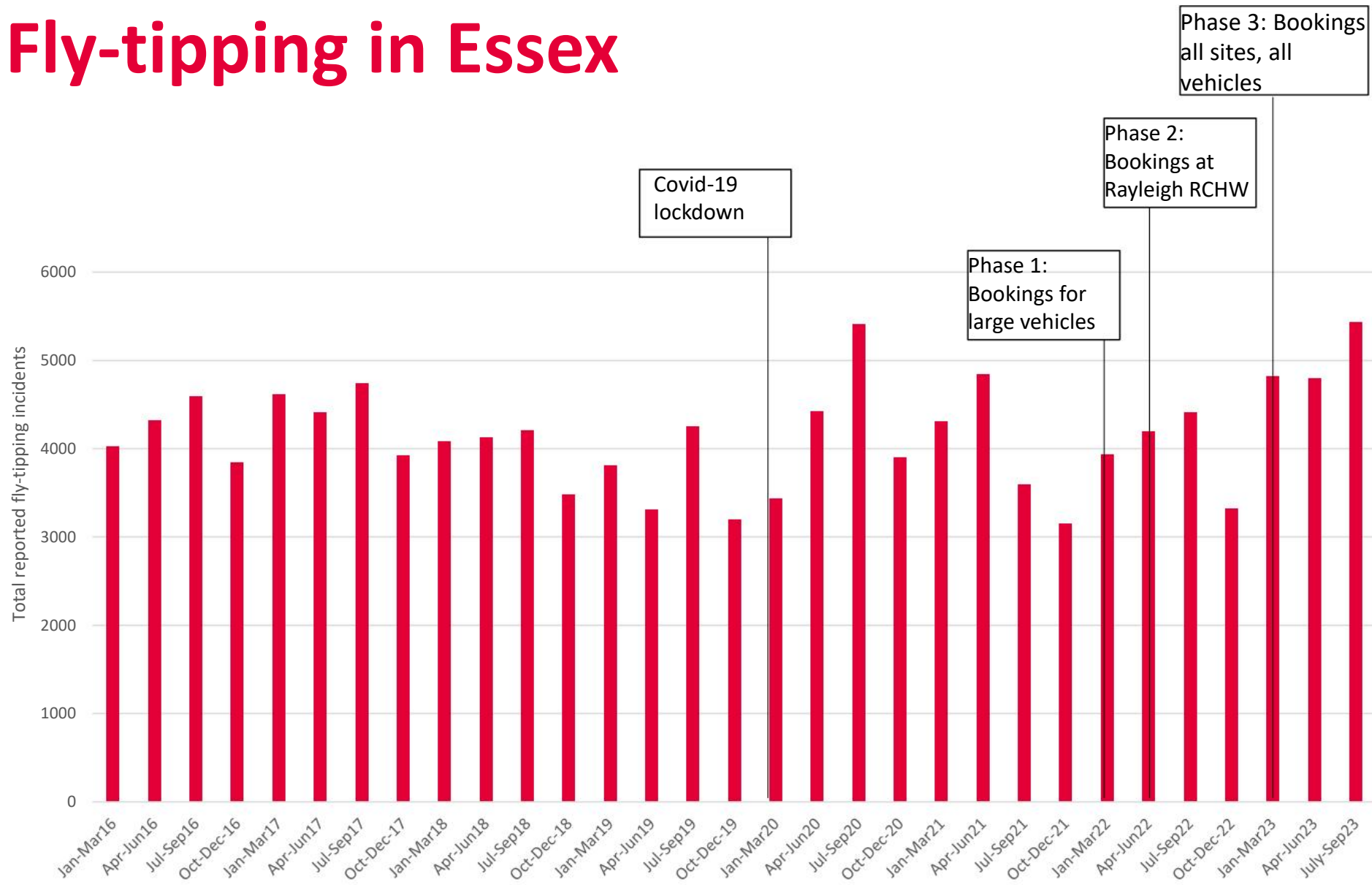


Environmental Quality: low quality environment may encourage less personal responsibility for waste

Types of fly tipping



Fly-tipping in Essex



Reported fly tipping incidents fluctuate over time and are influenced by a range of factors including economic conditions, local services, enforcement practices.

- Perceived increase in fly tipping is noted as a concern in consultation comments
- We are not able to draw direct links between a booking process and the level of fly tipping because:
 - Patterns are not consistent across the county
 - Fly tipping was increasing prior to the rollout of the booking process
 - There has been a sharp increase over the last quarter, 3-6 months after the booking pilot was expanded

Recycling centre changes and fly-tipping

Fly tipping is a criminal activity – does a booking process justify fly-tipping?

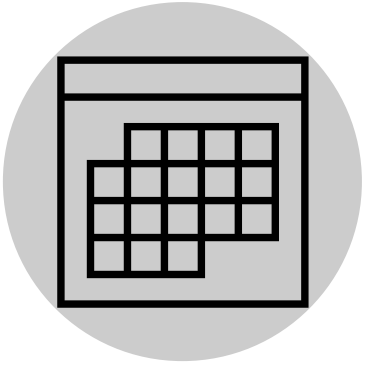
Fly-tipping Reasons	Response
Process to access the service is too complex	<ul style="list-style-type: none">• Resident feedback on the recycling centre booking process indicate it is easy to use• During the pilot, users without a booking have not been refused access, and have been provided with support and advice so they can book
Busy users cannot access the service at a convenient time because all the slots are booked	<ul style="list-style-type: none">• The booking process has not reduced capacity, around 50,000 booking slots are available per week• The pilot evaluation shows that there is bookable capacity available across available hours and locations• Operating locations and hours have not changed
The cost of disposing of waste is too high	<ul style="list-style-type: none">• Recycling centres provide a free of charge disposal point for household waste and a small amounts of DIY waste• The booking process has not changed any waste acceptance criteria
The booking system is inflexible and does not allow for spontaneity	<ul style="list-style-type: none">• The booking system allows for bookings to be made a little as 15 minutes before arrival• The pilot evaluation shows that there is bookable capacity available across locations and opening hours
Increased enforcement at recycling centres means traders/non-Essex residents have no other options	<ul style="list-style-type: none">• Recycling centres are licensed for household waste only• Trade waste should not be disposed of at the cost of the Essex Taxpayer• Advice and guidance is published for traders on appropriate disposal of trade waste• Reciprocal access arrangements with neighbouring Counties have been maintained

Changing patterns in waste



- Waste tonnage trends have been largely unaffected
- Recycling performance of the recycling centres has remained static at c.62% in recent years
- Overall waste disposed at kerbside has increased slightly, driven by an increase in garden waste
- Only 16% of council treated waste is taken to recycling centres
- User survey responses showed that 8 out of 10 people say the booking process hasn't changed how they dispose of waste
- Some residents told us they are reducing their waste, making fewer individual visits, donating to charity and using their kerbside collections more

Queueing, congestion and operational efficiency



Capacity available every week across the network

Booking process allows proactive planning for regular site servicing and seasonal surges



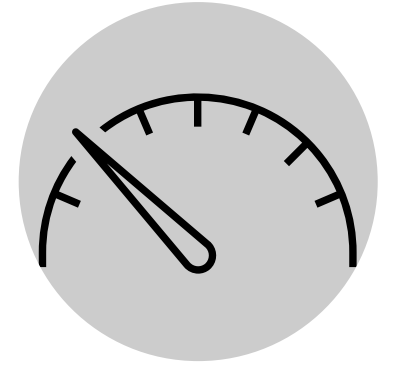
Booking system allows communications in the event of unplanned service disruption

Booking process has encouraged further engagement with wider recycling and waste communications



User feedback shows 93% of respondents are satisfied or better with ease of access, queueing and traffic control on-site

Site staff report few incidents of significant queueing since the introduction of the booking process



As queueing has reduced, this will have resulted in lower carbon emissions and air pollutants from idling vehicles

Customer satisfaction and accessibility



Blue Badge holders are exempt from booking

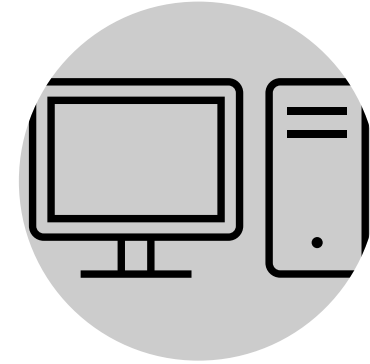
Pedestrians and cyclists are not required to book as they do not require parking space on-site

Users booking by telephone have responded to the consultation survey



Around 500 bookings per month are made by telephone via the Contact Centre, Mon-Fri 8:30am to 5pm

Consultation response suggests this service is primarily used by respondents aged 65+. The majority state they prefer to book by telephone



User feedback shows 91% of respondents were satisfied or better with the system and 90% of those who had used the cancellation feature were also satisfied or better

Next steps

Dec / Jan

Complete analysis and develop recommendations

January

High level summary of consultation response published on Citizen Space

February

Cabinet Decision supported with full consultation and evaluation reports

Discussion Points

1. Note the findings of the booking process pilot evaluation and emerging results of public consultation.
2. Support the cabinet member to develop recommendations for the future of the booking process

Appendix

Consultation approach

- 6-week consultation period
- Mixed media promotional campaign used to maximise consultation response and engagement
- The primary way to participate was an online survey, however easy read, paper and large print formats were provided, with telephone survey completion available
- Consultation documents hosted in libraries with online survey available on free-to-use, public access computers
- The survey asked respondents to indicate to what degree they agree or disagree with the proposals
- The survey included opportunities for respondents to provide comments to share their views
- Responses analysed by an independent organisation



Consultation Communications statistics

Over
18,000
consultation
responses

1.7m
impressions
on Meta
traffic ads

7.1m
impressions
on Google
ads

Email sent to
over
64,000
users

60,466
clicks on
Google ads

109,376
link clicks on
Meta traffic
ads

42
pieces of
media
coverage

533,000
potential
reach on
radio

43,831
engagements
on Meta ads

Over
100,000
organic social
media
impressions

2,934
organic social
media
engagements

3
media
releases
distributed

Engagement with key
audiences throughout
duration of consultation

Communications timeline

Launch (w/c 9 Oct):

- Banners and leaflets at Recycling Centres
- Promotional materials at all libraries
- Social media
- Google and Meta adverts
- Adverts on buses
- Media coverage
- Radio commercials
- Radio interview with BBC Essex



Pre-launch (w/c 2 Oct):

- All Member Briefing 3 Oct
- Comms toolkit to Essex Comms Group (ECG)
- Email and comms toolkit sent to Essex Association of Local Councils for parish and town councils, & Rural Communities
- Letter to Essex MPs
- Staff briefings

Throughout consultation:

- Press releases
- Articles in Your Essex, Love Essex and Essex Climate Action Commission newsletters
- GovNotify email to 64,000 recycling centre users
- Information on ECC website
- Internal communications

Consultation response by Recycling Centre used

