



From mountain to sea

The Waste Strategy 2019-2023 Consultation Results – Trade Customers

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1. Executive summary

A consultation was undertaken in September 2018 on a draft Waste Strategy 2019-2023 for Aberdeenshire. An opportunity to provide comments on the proposals were offered to residents, trade waste customers, Council's internal services and neighbouring local authorities.

Trade customers were notified by email of the consultation starting.

Overall 2,520 consultation responses were received. 87 of the consultation responses received were from trade customers and all of them were submitted online, with some additional comments received by email.

A set of 'Do you agree..?' questions were used to keep the consultation as objective as possible and to be able to determine how much support or opposition there was for the various proposals. Where respondents selected either the 'Disagree' or 'Strongly disagree' option for any of the questions, they were then asked to explain why they disagreed and were able to explain their views in full.

The main findings from trade customer responses were:

- For all the consultation questions, most trade respondents agreed with the proposals.
- **Strategy objectives:** 77% of respondents agreed with the seven strategy objectives proposed (5% disagreed and 18% neither agreed or disagreed). Those who disagreed raised concerns about proposals being overly complex for the public to follow and that waste reduction should be the main objective.
- **Waste prevention:** 75% of respondents agreed that promotion of waste prevention and efficient use of resources will help change behaviours and encourage trade waste customers to treat materials as a resource (14% disagreed and 11% neither agreed nor disagreed). Those who disagreed thought that some people simply will not change, felt they already recycle everything they can or thought more should be done to minimise waste and tackle packaging.
- **Information on recycling:** 95% of respondents agreed that it is important that trade waste customers fully understand what can be recycled if we are to maximise the quality and value of recyclable waste collected (1% disagreed and 4% neither agreed or disagreed).
- **Collecting paper & card separately:** 71% of respondents agreed that collecting paper & card separately on the kerbside will help to maximise the quality and value of recyclable waste collected (12% disagreed and 17% neither agreed nor disagreed). Those who disagreed emphasised the need for recycling to be easy, were concerned about litter, preferred the current service or thought the Council should segregate paper & card.
- **Kerbside collection options:** 56% of respondents thought that the changes proposed to kerbside collections would have a positive, little or no impact on their business. Some respondents said they needed their bins emptied weekly, whilst others had concerns about their costs increasing due to additional bins, or highlighted that they would need more space for storing bins or larger bins.
- **Energy from waste:** 88% of respondents agreed with the proposals to, as the last resort, recover energy from waste that can't be prevented, reused or recycled (5% disagreed and

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7% neither agreed nor disagreed). Those who disagreed said the focus should be on waste minimisation and recycling more, or were concerned about health impacts.

- **Targets and indicators:** 63% of respondents agreed that the targets and indicators set out in the waste strategy are appropriate for measuring progress towards achieving the strategy objectives (4% disagreed and 33% neither agreed nor disagreed). Those who disagreed thought more focus should be on waste minimisation and tackling packaging waste, or considered the targets too challenging.

2. Introduction

A consultation was undertaken in September 2018 on a draft Waste Strategy 2019-2023 for Aberdeenshire. An opportunity to provide comments on the proposals were offered to residents, trade waste customers, Council's internal services and neighbouring local authorities.

The consultation was advertised through local media, social media, posters at libraries, Council service points and recycling centres, and the Council's website. In addition, direct contact via email was made with trade waste customers, neighbouring local authorities and community councils.

Trade customers were notified by email of the consultation starting. Around 3,500 emails were sent out using the email addresses that had been provided by customers. Several hundreds of non-delivery notices were received, indicating that the email addresses on file were incorrect or no longer valid.

Consultation documentation (consultation document, Plain English Summary and Frequently Asked Questions) was made available on the Council's website and an online survey was used to collate responses to consultation questions. Paper copies were also made available through libraries, Council's service points and recycling centres.

3. Responses received

Overall 2,520 consultation responses were received. 87 of the consultation responses received were from trade customers and all of them were submitted online, with some additional comments received by email.

4. Structure of consultation

A set of 'Do you agree..?' questions were used to keep the consultation as objective as possible and to be able to determine how much support or opposition there was for the various proposals. Any free text answers are to some extent subject to interpretation by the consultation analysts, however objective they try to be.

Where respondents selected either the 'Disagree' or 'Strongly disagree' option for any of the questions, they were then asked to explain why they disagreed and were able to explain their views in full.

5. Results

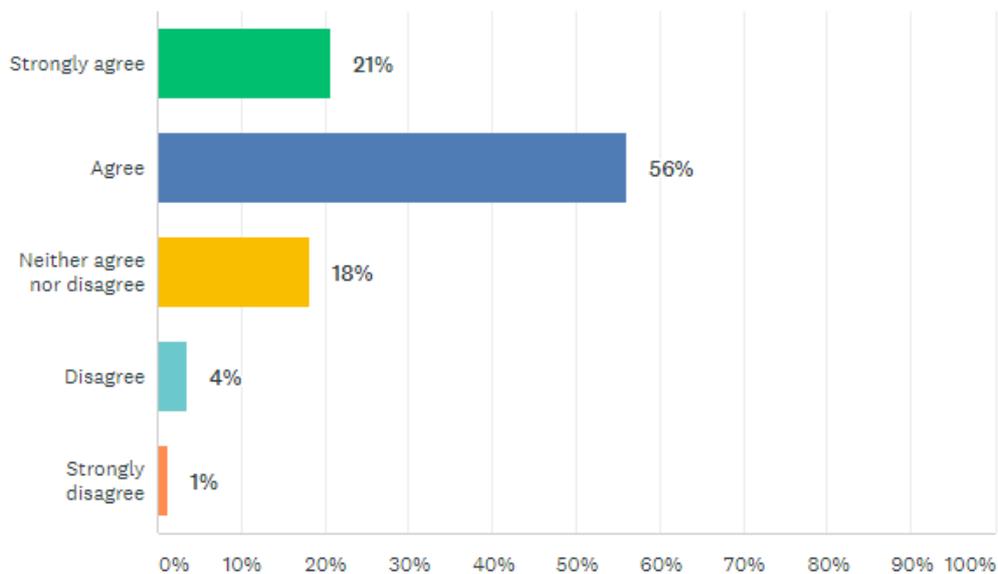
The percentages shown in some of the graphs below may not add up to 100% due to rounding.



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Question 2. Do you agree that the seven objectives of the waste strategy are appropriate to ensure that Aberdeenshire reaps the environmental, community and financial benefits from the waste it produces?

The question was answered by 82 of the total 87 consultation respondents.



ANSWER CHOICES	RESPONSES
Strongly agree	21% (17)
Agree	56% (46)
Neither agree nor disagree	18% (15)
Disagree	4% (3)
Strongly disagree	1% (1)
TOTAL	82

Out of the 4 respondents who either disagreed or strongly disagreed, three provided an explanation:

Our Cardboard Bin is full in 2 weeks

9/3/2018 6:51 PM

[View respondent's answers](#) [Add tags](#)

i do not think you are being realistic; as far as i can gather the public do not want an overly complicated system of recycling and refuse collection and they certainly don't want to take their refuse anywhere or have excess refuse that cannot be put into bins

9/3/2018 11:59 AM

[View respondent's answers](#) [Add tags](#)

Reducing waste should be no.1 objective and this is not included

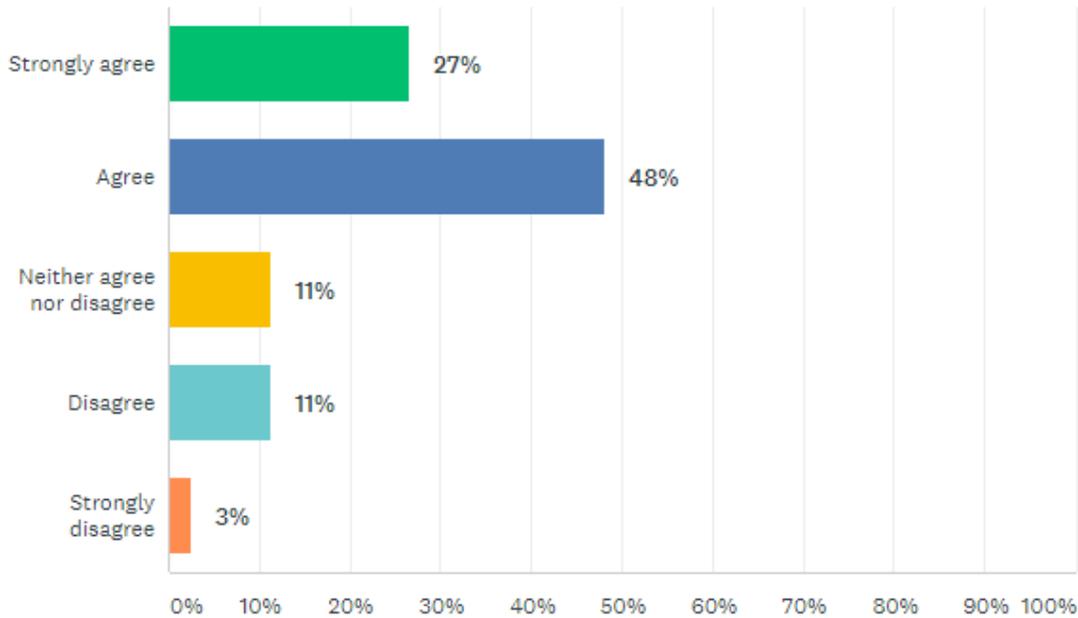
9/3/2018 11:06 AM

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Question 3. Do you agree that promotion of waste prevention and efficient use of resources will help change behaviours and encourage trade waste customer to treat materials as a resource?

The question was answered by 79 of the total 87 consultation respondents.

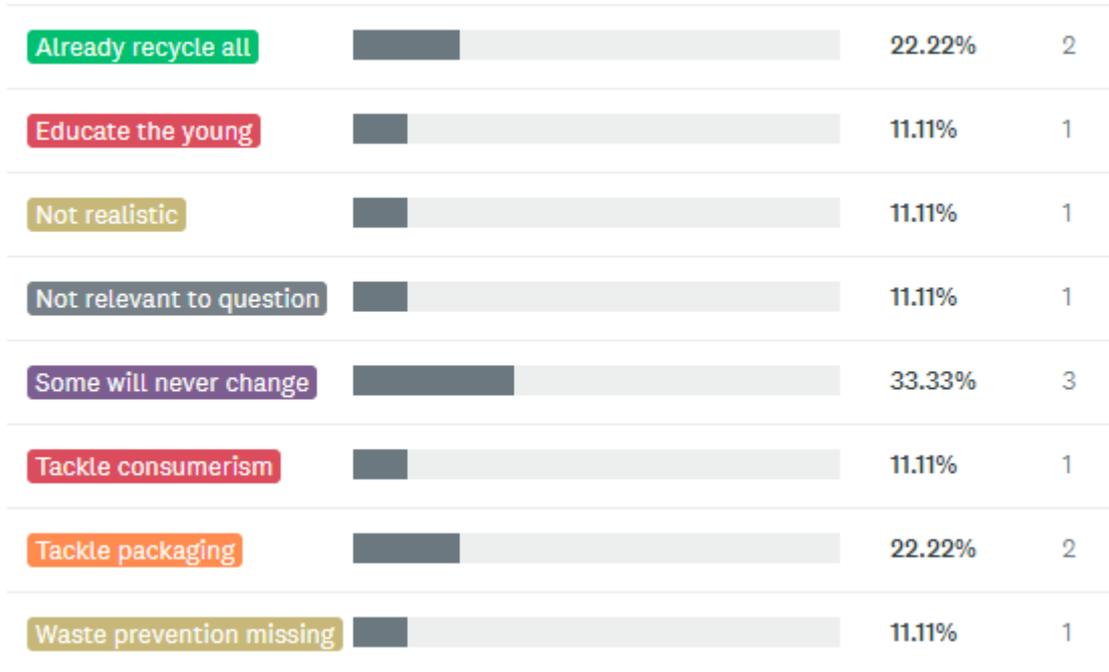


ANSWER CHOICES	RESPONSES	
Strongly agree	27%	21
Agree	48%	38
Neither agree nor disagree	11%	9
Disagree	11%	9
Strongly disagree	3%	2
TOTAL		79

Out of the 11 respondents who either disagreed or strongly disagreed, nine provided an explanation, as summarised below:

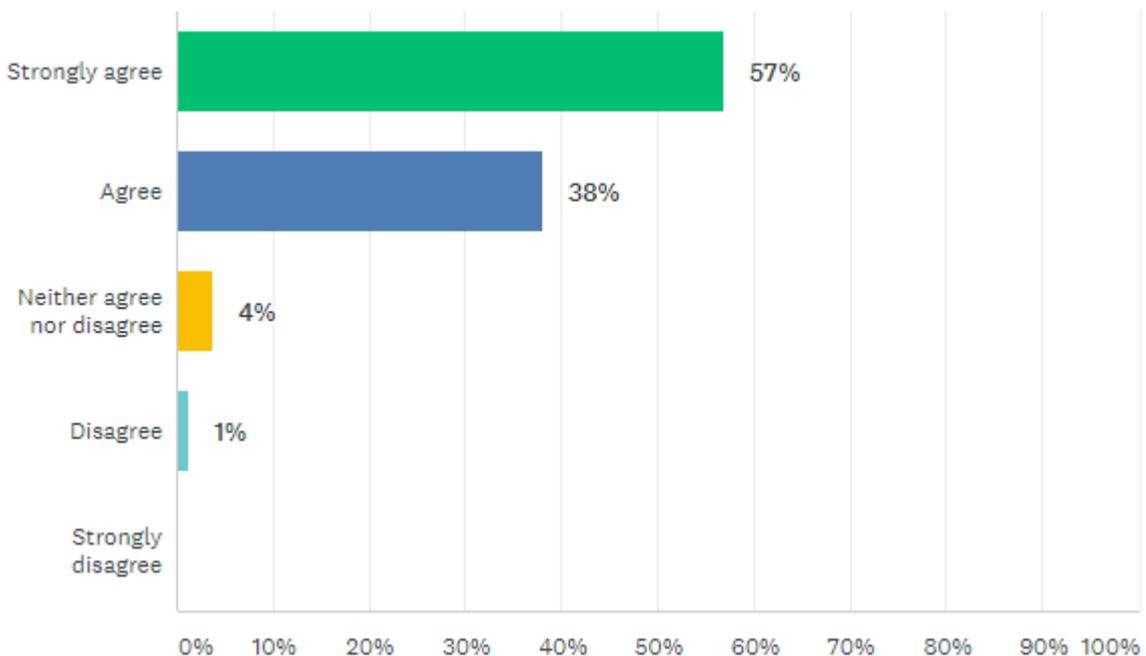


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Question 4. Do you agree that it is important that trade waste customers fully understand what can be recycled if we are to maximise the quality and value of recyclable waste?

The question was answered by 79 of the total 87 consultation respondents.





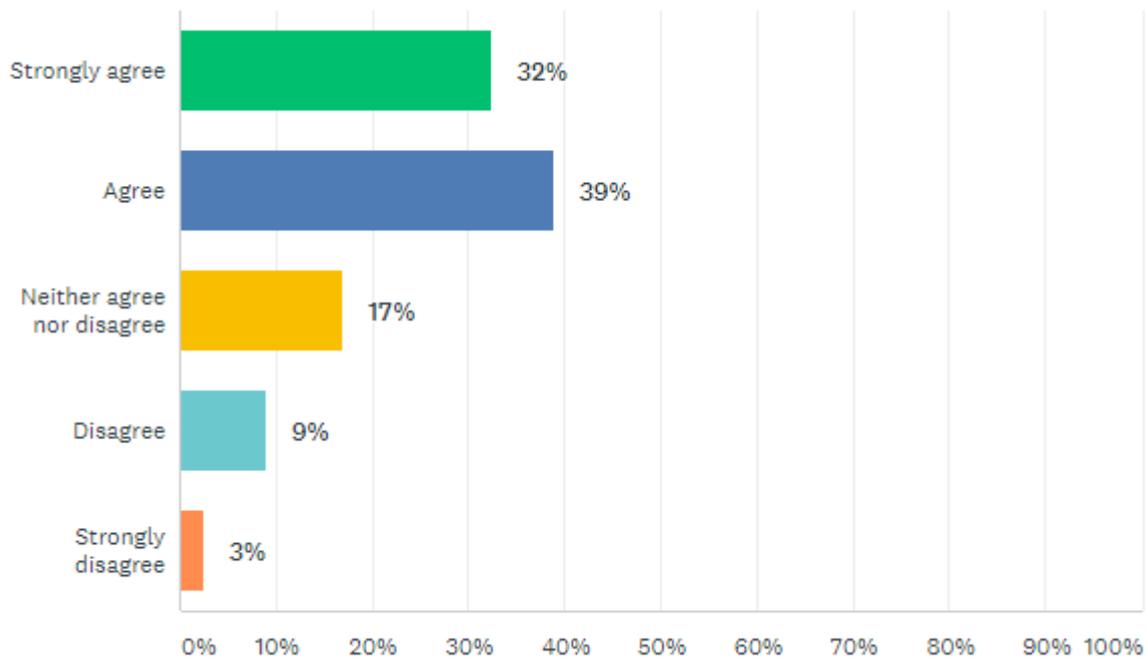
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ANSWER CHOICES	RESPONSES
Strongly agree	57% 45
Agree	38% 30
Neither agree nor disagree	4% 3
Disagree	1% 1
Strongly disagree	0% 0
TOTAL	79

The one person who disagreed did not provide an explanation.

Question 5. Do you agree that collecting paper & card separately on the kerbside will help to maximise the quality and value of recyclable waste?

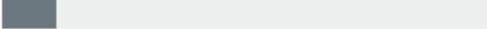
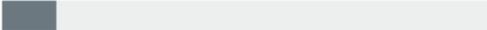
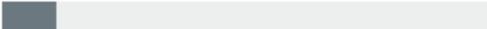
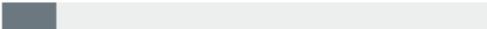
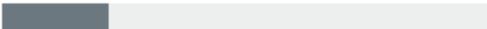
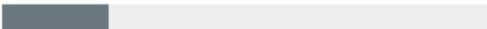
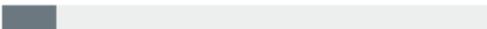
The question was answered by 77 of the total 87 consultation respondents.



ANSWER CHOICES	RESPONSES
Strongly agree	32% 25
Agree	39% 30
Neither agree nor disagree	17% 13
Disagree	9% 7
Strongly disagree	3% 2
TOTAL	77

Out of the 9 respondents who either disagreed or strongly disagreed, all provided an explanation, as summarised below:

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City facility to be used		11.11%	1
Concerns about litter		11.11%	1
Council to separate		11.11%	1
Include cardboard		11.11%	1
Needs to be easy		22.22%	2
Other		22.22%	2
Prefers current system		11.11%	1

Question 6. The changes in kerbside service to households would have an impact on trade customers as follows: Trade customers would be provided with a separate recycling bin for paper & card. In major towns (Peterhead, Fraserburgh, Inverurie, Westhill, Stonehaven, Ellon, Portlethen, Banchory, Turriff, Huntly, Banff and Macduff) non-recyclable waste would be collected weekly, paper & card fortnightly and metals, cartons and plastic bottles, pots, tubs & trays fortnightly. Outwith the major towns the trade waste service would mirror the household kerbside service, whichever option was chosen. What impact would the above changes have on your business?

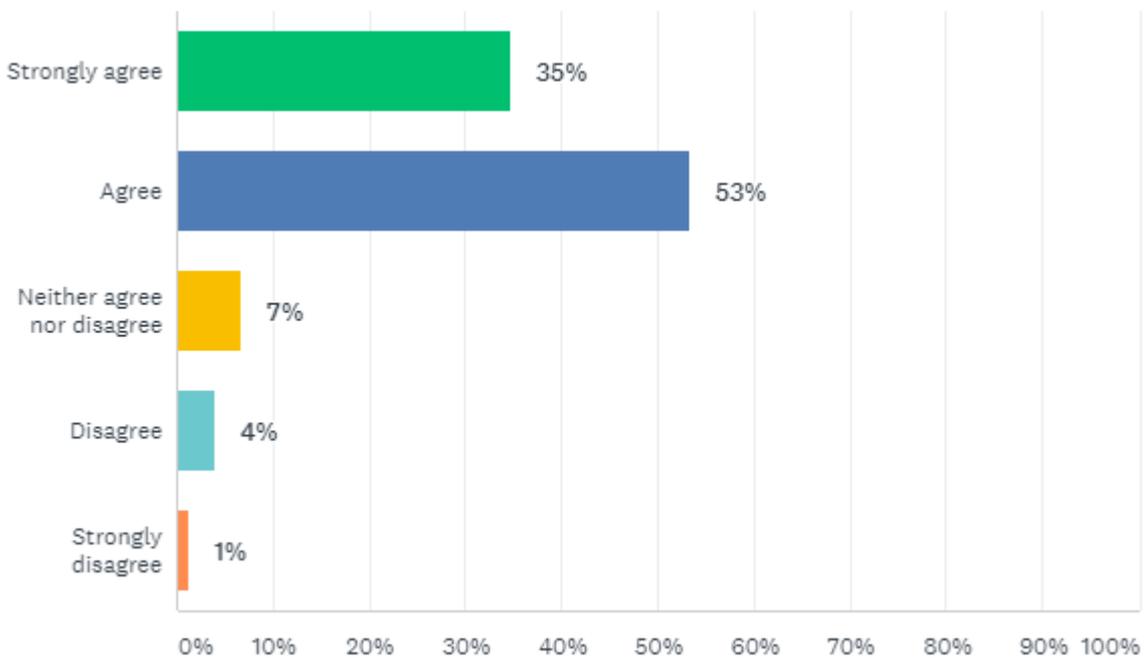
The question was answered by 63 of the total 87 consultation respondents. The most common answers were:

- Positive, little or no impact – 56% (35 respondents)
- Need bins emptied weekly – 10% (6 respondents)
- Concerns about increased costs – 10% (6 respondents)
- Extra storage space required – 8% (5 respondents)
- Would require larger bins – 6% (4 respondents)
- 3 weeks would be too long – 5% (3 respondents)
- Further education required – 5% (3 respondents)
- Would increase recycling – 5% (3 respondents)

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Question 7. Unfortunately, in the medium term at least, there will continue to be some waste that cannot be prevented, reused or recycled. However, that does not mean it is without value and extracting energy from this waste is one way to recover that value. Do you agree with the proposals to, as the last resort, recover energy from waste that can't be prevented, reused or recycled?

The question was answered by 75 of the total 87 consultation respondents.



ANSWER CHOICES	RESPONSES
Strongly agree	35% 26
Agree	53% 40
Neither agree nor disagree	7% 5
Disagree	4% 3
Strongly disagree	1% 1
TOTAL	75

Out of the 9 respondents who either disagreed or strongly disagreed, three provided an explanation, as shown below:



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There is always new technology developing to increase the ability to recycle waste.

9/13/2018 8:34 AM

[View respondent's answers](#)

[Add tags](#) ▼

In principle I agree with burning the waste but I do not agree with burning this in Aberdeen next to a residential area.

9/7/2018 8:19 PM

[View respondent's answers](#)

[Add tags](#) ▼

health concerns over incineration as a method to dispose of plastic waste especially. Would rather see reduction in use of these materials and the council actively promoting alternatives

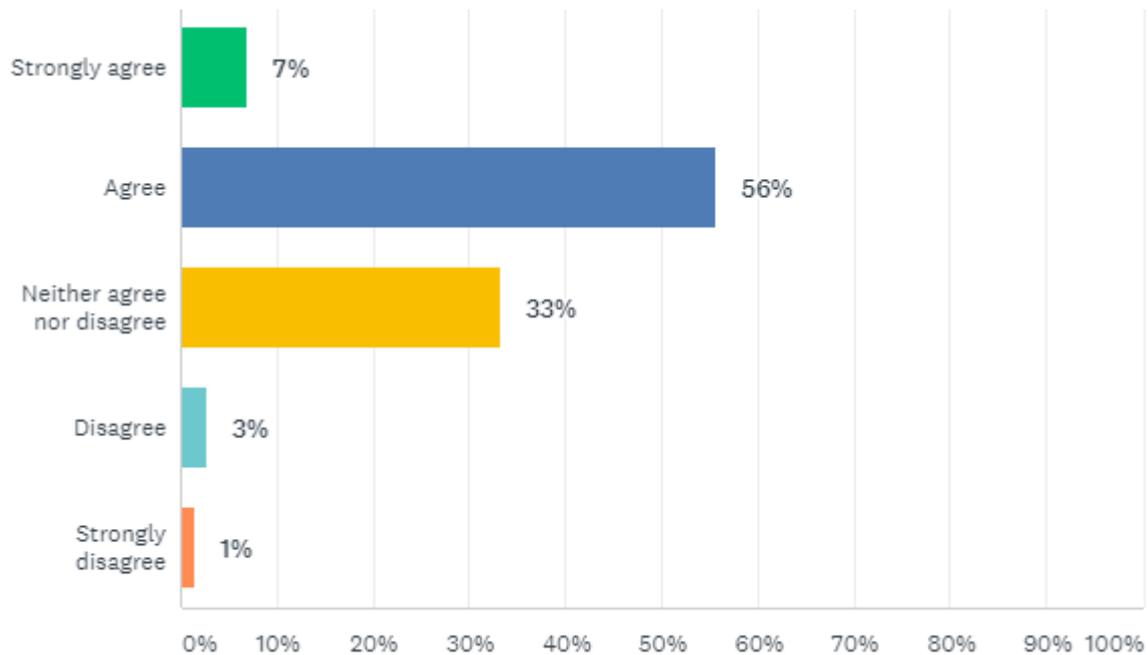
9/3/2018 11:14 AM

[View respondent's answers](#)

[Add tags](#) ▼

Question 8. Do you agree that the targets and indicators set out in the waste strategy are appropriate for measuring progress towards achieving the strategy objectives?

The question was answered by 72 of the total 87 consultation respondents.



ANSWER CHOICES	RESPONSES
Strongly agree	7% 5
Agree	56% 40
Neither agree nor disagree	33% 24
Disagree	3% 2
Strongly disagree	1% 1
TOTAL	72



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Out of the three respondents who either disagreed or strongly disagreed, all provided an explanation, as shown below:

The focus needs to be at source not at the end of the chain, waste is the result of packaging from goods etc and poor mindset, I do not feel this targets the wider problem.

9/4/2018 2:46 PM

[View respondent's answers](#)

[Add tags](#) ▼

because there is no understanding of the waste in my industry

9/3/2018 9:06 PM

[View respondent's answers](#)

[Add tags](#) ▼

This is a huge target to reach in the time frame. It can only be done given adequate means to allow house holds/traders to segregate waste/recyclables. This would mean putting appropriate containers in place. I cannot see the council taking on board what the the trade requirements are.

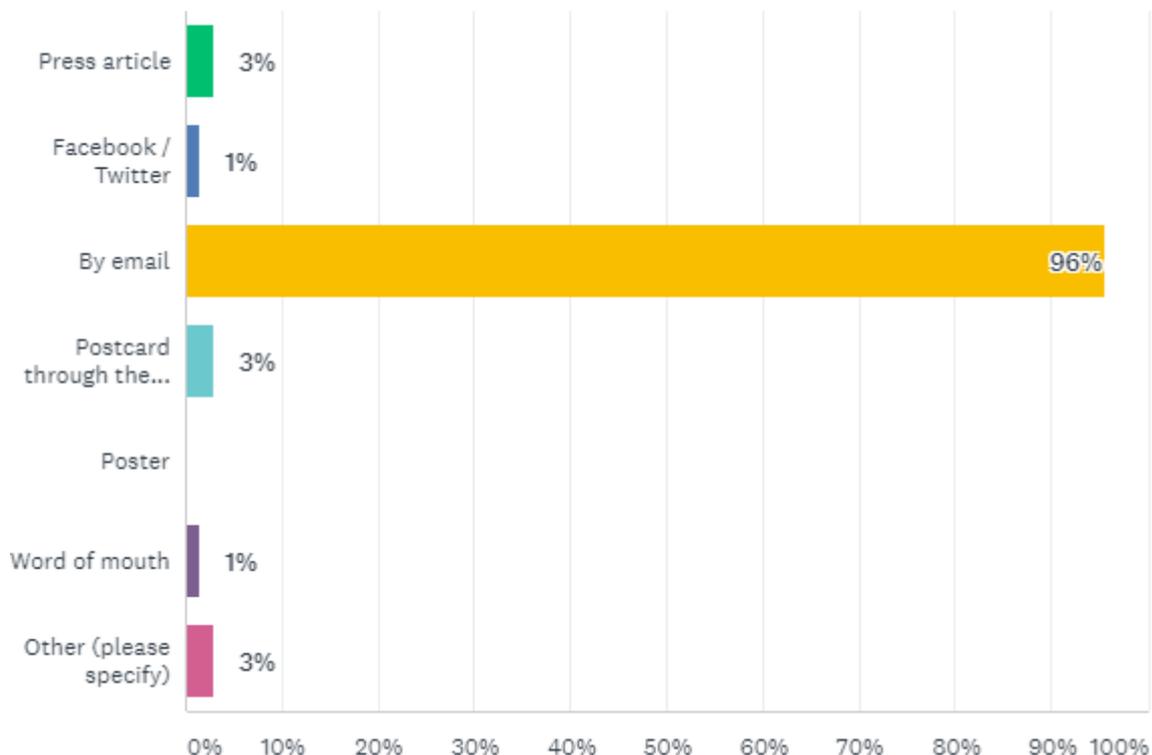
9/3/2018 9:50 AM

[View respondent's answers](#)

[Add tags](#) ▼

Question 9. How did you hear about this consultation? (select all that apply)

The question was answered by 69 of the total 87 consultation respondents.





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ANSWER CHOICES	RESPONSES
▼ Press article	3% 2
▼ Facebook / Twitter	1% 1
▼ By email	96% 66
▼ Postcard through the door	3% 2
▼ Poster	0% 0
▼ Word of mouth	1% 1
▼ Other (please specify) Responses	3% 2

RESPONSES (2) TEXT ANALYSIS TAGS (0)

Add tags ▼ Filter by tag ▼

Search responses

Showing 2 responses

Email from Head office
9/25/2018 1:27 PM [View respondent's answers](#) [Add tags ▼](#)

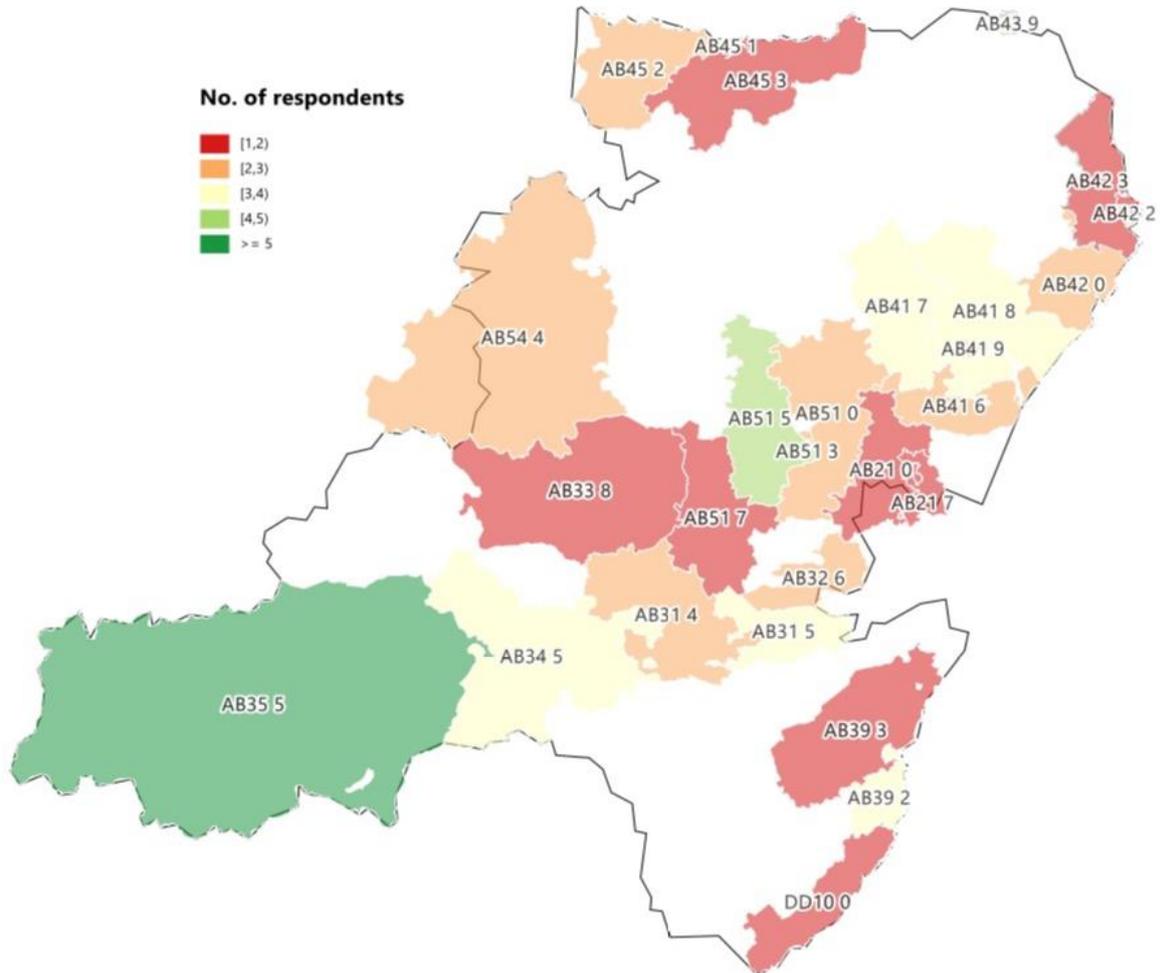
Council employee - Arcadia
9/4/2018 8:23 AM [View respondent's answers](#) [Add tags ▼](#)

Question 10. Please enter the first 5 digits of your postcode

The question was answered by 68 of the total 87 consultation respondents. 32 postcode sectors were recorded. Responses per postcode sector are shown in the graph below.



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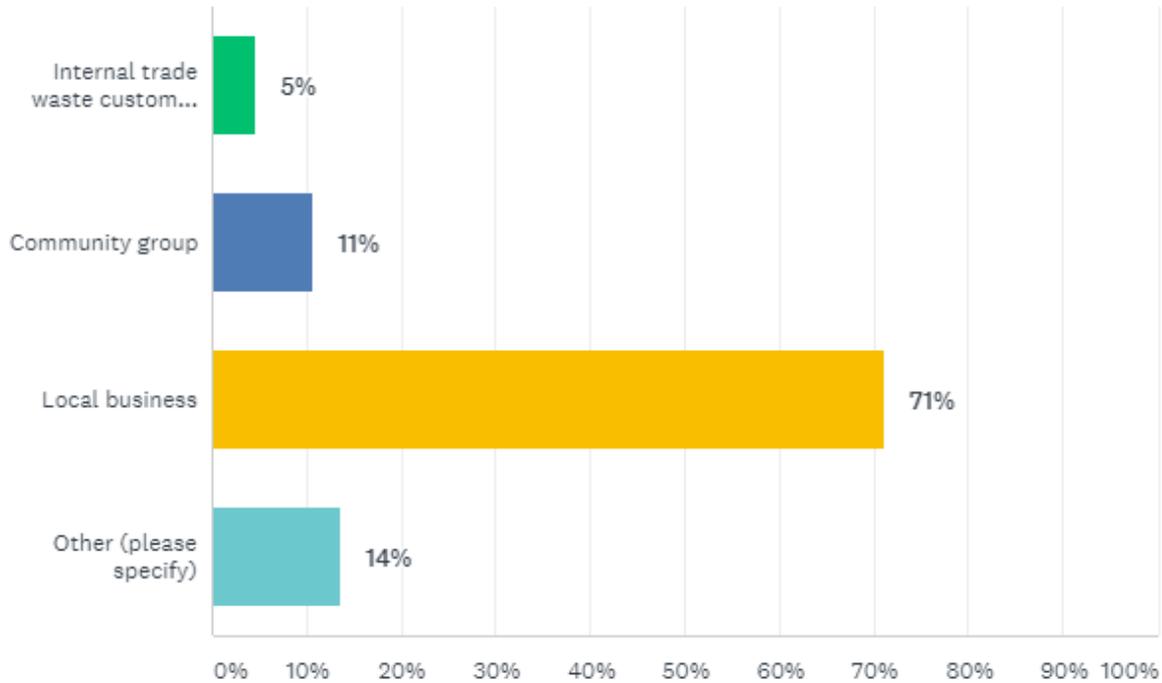


Question 11. I am a representative of a

The question was answered by 66 of the total 87 consultation respondents.



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ANSWER CHOICES	RESPONSES
Internal trade waste customer e.g. a school	5% 3
Community group	11% 7
Local business	71% 47
Other (please specify) Responses	14% 9

RESPONSES (9) TEXT ANALYSIS [TAGS \(5\)](#)

+ New Tag

Search responses

You've added 5 tags

Charity	<div style="width: 22.22%;"></div>	22.22%	2	View all Edit Delete
Church	<div style="width: 44.44%;"></div>	44.44%	4	View all Edit Delete
Government body	<div style="width: 11.11%;"></div>	11.11%	1	View all Edit Delete
Library	<div style="width: 11.11%;"></div>	11.11%	1	View all Edit Delete
Other	<div style="width: 11.11%;"></div>	11.11%	1	View all Edit Delete



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6. Additional comments

In addition to providing comments in the consultation responses, four comments were submitted by email, as summarised below:

- Issue with the link to documentation.
- Caravan Parks should be considered as a special case and a specific survey of those businesses should be undertaken. Caravan parks have waste and recycling collections weekly and struggle to get people to segregate their waste and recycling properly. No space is available for additional bins and less frequent collection would lead to vermin issues. The answer options in the consultation were not suitable and questions were biased.
- No space for comments in the consultation. Run holidays cottages and need consistency across the country to make recycling easier for visitors. Need an incentive for residents to recycle, for example a green card with a point given for every visit to a recycling centre with points used towards tree planting, environmental projects or recycled consumable items.
- No effect as 98% of our recyclable waste is paper.