

Appendix C



Cambridge City Litter Strategy Consultation Public Survey Report

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INTRODUCTION

Cambridge City Council is developing a Litter Strategy and Action Plan which will be informed by the staff and public consultation that ran from March to August 2021.

The consultation used a mixed methodology to engage with stakeholders including:

- A workshop with staff and contractors to understand operational needs and issues and develop options for future delivery.
- **A city-wide survey to understand behaviours and opinions, and test options.**
- A stakeholder focus group using the survey to generate interest and identify participants.

Survey questions were informed and developed using information generated from project team discussions, the staff and contractor workshop, research, and feedback from a number of local authorities that have developed their own litter strategy. Draft questions were then tested on the following audiences:

- Community and Voluntary Sector representative.
- Minority Ethnic representative.
- Lay person.
- Waste Management/Street Cleansing Senior Manager (London).
- Falkirk Waste Management Officer (recently conducted their own litter survey).
- Huntingdonshire Litter Officer.

A Communication Plan was developed to promote the consultation and publicise the survey to ensure full saturation across the City. The survey ran for six weeks from 1st July to 15th August, with a £100 voucher offered to all residents who completed the survey, as an incentive.

This report provides a summary of the findings from the survey responses, with suggested actions to take forward. A Supplementary Document provides the full detail for survey responses.

SURVEY FINDINGS

In order to analyse the data, responses were categorised using the first three characters of each participants' postcode – CB1 (140 responses), CB2 (45 responses), CB3 (17 responses), CB4 (134 responses), CB5 (48 responses). In addition 70 responses did not identify a postcode and have been categorised as 'unknown'. Alongside these categories the data has been analysed in total and categorised as 'overall' (454 responses).

Maps identifying geographical location of respondents (postcode catchment area outlines in red)

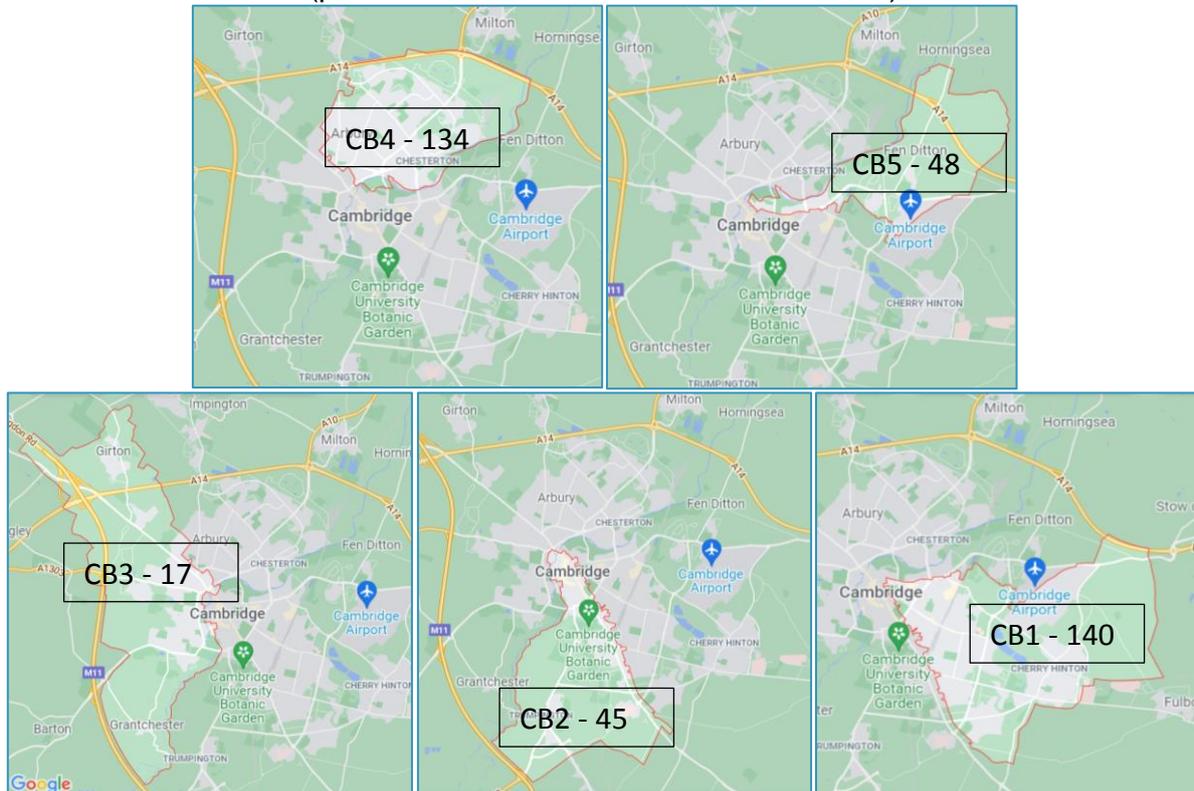
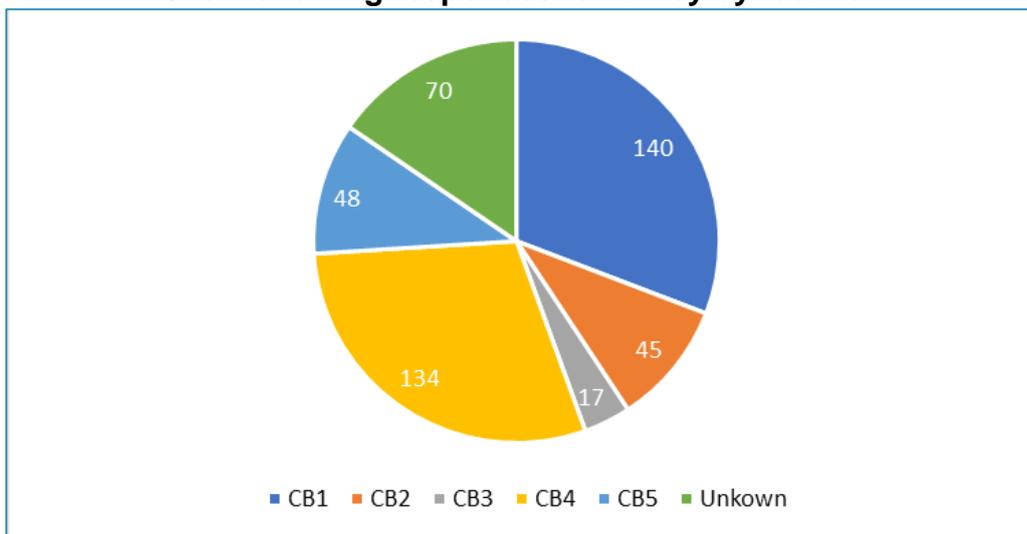


Chart showing responses to survey by location



DEMOGRAPHICS

The majority of respondents were residents, with some areas having responses from students, businesses, and 'other'. The 'unknown' category had the widest variation due to the lack of data from 57% of responses to this question.

Table showing classification of respondent by postcode category and overall

	CB1	CB2	CB3	CB4	CB5	Unknown	Overall
Resident	99%	89%	82%	99%	100%	40%	88%
Student	1%	0%	6%	0%	0%	1%	1%
Tourist / Visitor	0%	2%	0%	0%	0%	1%	0%
Business	0%	2%	12%	0%	0%	0%	1%
Other	1%	7%	0%	1%	0%	0%	1%
No response	0%	0%	0%	0%	0%	57%	9%

Responses were received from all **age ranges** with most responses received from 31-64 age range, then 65 and over age range. Residents with a **disability** ranged from 6% to 13 %, with CB3 and CB5 recording the highest levels – 13%.

LITTER

When asked about **levels of concern about litter in the City** the majority response was 'very concerned' ranging between 60% for the unknown category to 76% in CB2, and 67% overall. The remainder were a little concerned ranging from 24% in CB2 to 36% in the unknown category, and 31% overall.

When respondents were asked about litter issues for specific areas, the majority of respondents felt that litter was 'an issue' rather than 'a serious issue' with some pockets where the majority felt it was 'a serious issue' – CB5 (local area), CB1/CB4/CB5 (parks and open spaces).

Table showing levels of issue with litter for local areas, parks and open spaces, and City Centre, by postcode category and overall

	Local Area	Parks and Open Spaces	City Centre
CB1	An issue (55%)	An issue (47%) A serious issue (45%)	An issue (54%)
CB2	An issue (58%)	An issue (58%)	An issue (51%)
CB3	An issue (59%)	An issue (65%)	An issue (65%)
CB4	An issue (56%)	A serious issue (51%) An issue (43%)	An issue (57%)
CB5	A serious issue (54%)	An issue (50%) A serious issue (46%)	An issue (60%)
Unknown	An issue (57%)	An issue (49%)	An issue (56%)
Overall	An issue (54%)	An issue (48%) A serious issue (45%)	An issue (56%)

For City Centre 26% of respondents overall felt that litter was not an issue. This was higher in CB2 respondents, with 40% reporting that litter was not an issue in the City Centre. In local areas on average 11% thought that litter was not an issue, and in parks and open spaces this dropped to 3% overall.

Tables showing % response where litter is not an issue

	Local Area	Parks and Open Spaces	City Centre
CB1	11%	2%	23%
CB2	13%	2%	40%
CB3	12%	6%	24%
CB4	13%	4%	25%
CB5	6%	2%	23%
Unknown	13%	4%	29%
Overall	11%	3%	26%

When asked about **types of litter** all types of litter were reported, with COVID-19 face masks and general litter being the most reported items across all areas, along with drinks cans and bottles in parks and open spaces. The least reported litter type in local areas and parks and open spaces was chewing gum, with fly tipping then dog mess being the least reported item in the City Centre.

Table showing % of litter reported by type, with most reported items in bold

	Local	Parks/Open Spaces	City Centre
Chewing Gum	17%	18%	43%
Cigarette Butts	50%	49%	52%
COVID-19 Facemasks	78%	72%	62%
Takeaway Trays/Cutlery	55%	66%	54%
General Litter	76%	83%	63%
Dog Mess	45%	46%	11%
Fly Tipping	47%	25%	6%
Pizza Boxes	35%	45%	30%
Drink Cans	69%	78%	52%
Drink Bottles	66%	77%	51%

When asked about **disposing of litter and the types of bins** used there was a wide range of responses (see table on page 9).

- Chewing gum and cigarette butts were disposed of in litter bins in greater numbers than recycling bins, with 25% (chewing gum) and 13% (cigarette butts) reporting that they take this litter home.
- Cigarette butts were disposed of in low levels for any bin (ranging from 1%-9%), with low levels reporting taking this litter home.
- Fast food trays/cutlery were disposed of in more equal numbers across litter and recycling bins (20-27%), with 35% taking this litter home.
- Drinks cans and bottles were disposed of in recycling bins in much greater numbers than in litter bins, with over 40% taking this litter home.
- Dog mess was disposed of in litter bins in greater numbers than recycling bins, with parks and open spaces litter bins being used the most. 16% reported to taking this litter home.
- Pizza boxes were disposed of in parks and open space recycling bins at greater levels than any other bins (26%).
- The majority of newspapers (40%) were taken home, with higher levels disposed of in recycling bins than litter bins.

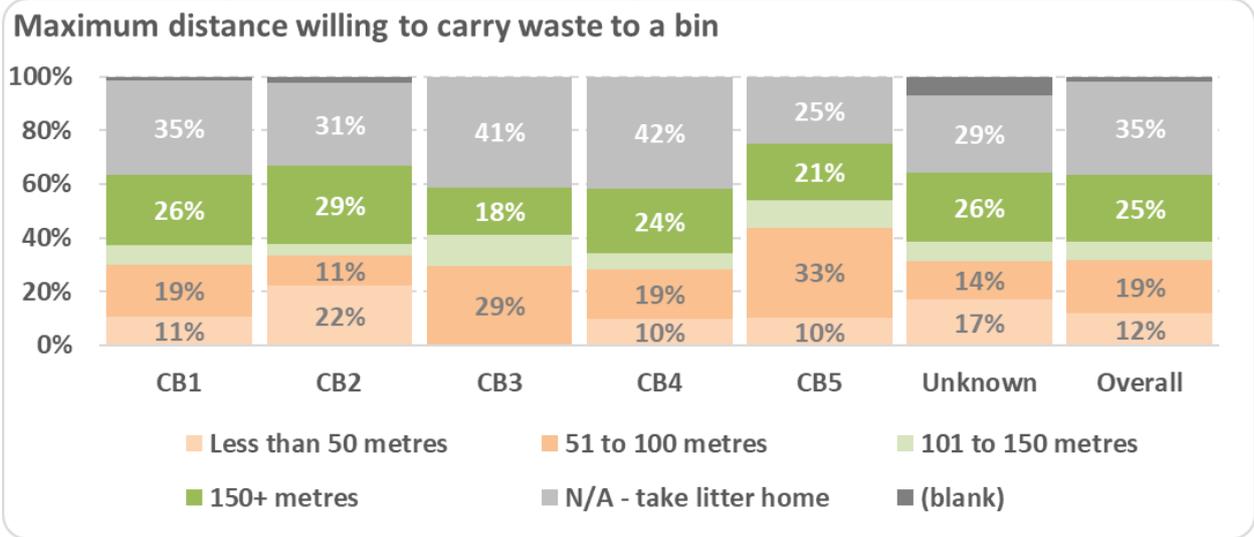
Table showing types of bins used to dispose of litter, by location.

	On Street		In Parks/Open Spaces		
	Litter Bins	Recycling Bins	Litter Bins	Recycling Bins	Take litter home
Chewing Gum	22%	6%	12%	5%	25%
Cigarette Butts	9%	1%	5%	1%	13%
Fast food trays/cutlery	27%	23%	20%	20%	35%
Drink Cans	15%	41%	13%	33%	42%
Drink Bottles	14%	40%	13%	30%	47%
Dog Mess	16%	2%	20%	4%	16%
Pizza Boxes	11%	7%	8%	26%	4%
Newspapers	4%	15%	3%	10%	40%

When asked about **distance willing to carry waste to a bin** there was a very mixed response, with the highest response rate stating that they were prepared to take their litter home (29%-42%).

Less than 50% of respondents knew they could put **dog waste and litter into the same bin**, with the exception of CB5 where 60% of respondents knew they could put both in the same bin.

Graph showing maximum distance willing to travel to dispose of waste in a bin

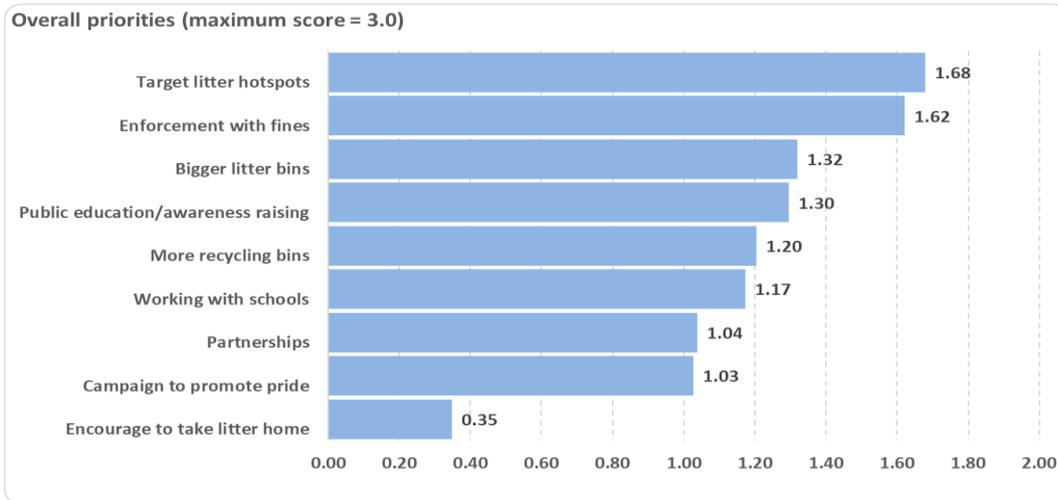


Responding to Litter

When asked about **actions to take against those who litter**, all actions were popular, with *community litter pick as an alternative to a fine* being the top option (93%), then *fixed penalty* (90%), *verbal warning/education* (86%), *court fine up to £2,500* (71%). *Taking no action* was not popular, only generating a 1% response.

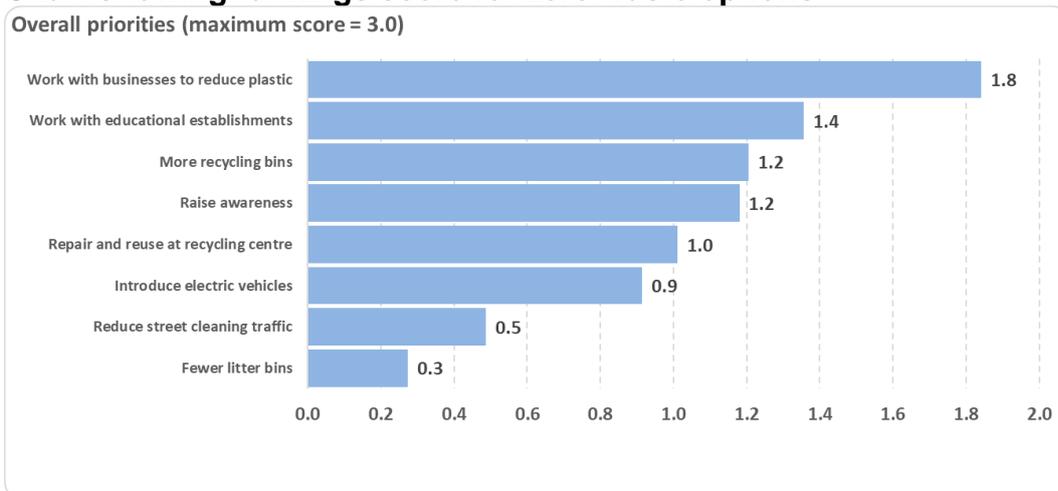
When looking at **options for Reducing Litter** the top three choices were *targetting litter hotspots* (1.68 out of 3.00), *enforcement with fines* (1.62 out of 3.00), and *bigger litter bins* (1.32 out of 3.00). *Encouraging people to take their litter home* was ranked lowest (0.35 out of 3.00).

Chart showing ranking scores for reducing litter options



Ranking options for **working towards Zero Waste** identified *working with businesses to reduce plastic* (1.8 out of 3.0), *working with education establishments* (1.4 out of 3.0), *more recycling bins* (1.2 out of 3.0), and *raise awareness* (1.2 out of 3.0) as the top options. And *fewer litter bins* (0.3 out of 3.0) as the least popular.

Chart showing rankings score for zero waste options



STREET CLEANSING

When asked how often **streets were swept and cleaned of litter**, the majority of respondents did not know the detail but responded on whether they needed more attention or not. The data for the question **'is this enough'** also generally reflected these responses.

Table showing responses by category on the need for more street cleansing

	Don't know – needs more	Don't know – doesn't need more
CB1	55%	37%
CB2	49%	49%
CB3	18%	65%
CB4	37%	47%
CB5	58%	31%
Unknown	21%	26%
Overall	43%	40%

When asked to **rate Street Cleansing Service performance** (see table on page 12), the responses for Excellent, Very Good and Good were combined and added to the number of OK responses to give a total figure for each area.

- Local Shopping Area – CB3 scored highest (82%) and CB4 lowest (63%).
- City Centre – CB3 and CB5 scored highest (83%) and CB4 lowest (71%).
- Parks and Open Spaces – CB1 scored highest (73%) and CB4 and CB5 lowest (64%).
- Residential Areas/Streets – CB3 scored highest (76%) and CB2 lowest (64%).
- Near Schools – CB2 scored highest (67%) and CB3 lowest (59%), and on average, areas near schools were reported to be of a lower standard than other locations.

[continued on next page]

Table showing Street Cleansing Service performance rating (%) by postcode category and location

		Local Shopping Area	City Centre	Parks and Open Spaces	Residential Areas/Streets	Near Schools
CB1	Good/Very Good/Excellent	30	41	38	26	20
	OK	44	35	35	42	44

	Total	74	76	73	68	64
CB2	Good/Very Good/Excellent	47	42	44	35	31
	OK	33	31	24	29	36
	Total	80	73	68	64	67
CB3	Good/Very Good/Excellent	53	42	36	41	35
	OK	29	41	35	35	24
	Total	82	83	71	76	59
CB4	Good/Very Good/Excellent	27	34	33	32	24
	OK	36	37	31	38	39
	Total	63	71	64	70	63
CB5	Good/Very Good/Excellent	38	50	29	35	31
	OK	46	33	35	31	35
	Total	84	83	64	66	66

Respondents were given free text capacity when responding to the question ‘**what could we do better**’. There were 230 responses to this question which were sorted into a number of categories summarised below, with the full text contained in the Supplementary Document.

1. Observations on current service – see Supplementary Document.
2. Bins – a variety of responses were received on frequency of emptying, specific areas, sizes, numbers, and types of bins – see Supplementary Document.
3. Requests for more of – staff, routes, collections, budgets – see Supplementary Document.
4. Education and Enforcement:
 - Establish which schools are high litter risk/hotspots and target those.
 - Use TV and campaigns to educate on bin use and encourage people to use the bins provided or take their litter home.
 - Use add Campaigns for dog mess and litter - ugly, disgusting, dangerous – why do you leave it? You pick it up.
 - Fines can generate an income for the council to use. Fine offenders amounts sufficient to pay for the removal of litter divided by the probability of them being caught.
 - Enforcement of local businesses to maintain the area around their properties to keep clean. Fine large takeaway companies and use money to clear the litter.
 - Something needs to be done about litter being thrown from cars roadside enforcement with on the fines, cameras, notices.
 - Signs to say you will be fined, use a penalty system, and publicise this to act as a deterrent along with on the spot fines.
 - Have undercover officers watching for litter offenders and issue on the spot fines.
5. Volunteering and Wardens:

- Encourage volunteers to litter pick in their residential areas - offer incentives; more community litter picks and not just at weekends, involving schools.
 - Green space litter wardens/marshals in parks and hotspots spots to enforce law on littering through fines, deal with antisocial behaviour and encourage people to take litter home. Have more input and patrolling at busier (seasonal) times, plus out of hours (e.g. summer evenings).
6. Suggestions on areas of improvement – see below.

Responses to ‘Areas for Improvement’

- Aggressive clean-ups after known ‘problem’ periods; experiment with ways to target hot spots.
- Put pressure on local retailers to use fewer plastic containers; work with local fast food outlets to ensure patrons dispose of litter appropriately; identify hotspots for the dumping of take-away litter and work with vendors to reduce littering and clean regularly.
- Have a street cleaning service with a barrow and broom as in London; have flexible mobile litter picking rather than fixed days.
- Have more specialist collection points for electrical waste, clothes, etc. within walking distance of every house rather than requiring people to drive to Milton; make an area for people to put larger waste like furniture fridges, sofas, etc. who cannot drive to the recycling centres; restore the recycling centres that have been closed; Community Days for large items and local skips.
- Provide a facility whereby plastic bottles could be collected for money – to charity? Incentivise the public to do it themselves, or actually enforce the rules if they don’t.
- Make it easier to report fly tipping, and educate people on the use of the Clear Waste app.

HOTSPOTS

When asked about Hot Spots in Local Areas and the City Centre, a large number of streets and locations were identified as single entry responses. The sites where multiple responses were recorded have been listed below with the Supplementary Document containing the detail for all responses. Jesus Green received the highest number of recorded responses in total.

City Centre: Market Area/Market Square – 56 responses; Jesus Green – 51 responses; Parkers Piece – 27 responses.

CB1: Cherry Hinton area – 23 responses; Coldhams Lane and Common – 8 responses.

CB2: There were no sites that ranked highly as hotspots; however, the following were identified in more than one response – Hill Road, High Street, Red Cross Lane, Addenbrookes Road, Trumpington Road, Clay Farm.

CB3: There were no sites that ranked highly as hotspots; however, the following were identified in more than one response – Grantchester Meadows, Lamma Land, Girton Road and Recreation Ground.

CB4: Jesus Green/Midsummer Common – 51 responses; Chesterton Street (shops and recreation ground) – 22 responses.

CB5: Newmarket Road/Barnwell Road/Wadloes (McDonalds and shops) – 26 responses; Fen Ditton, Ditton Fields, Ditton Lane, Ditton Meadows, Ditton Walk – 10 responses.

RAISING AND RESPONDING TO ISSUES

Less than 40% of respondents were aware that litter and street cleansing issues can be raised using an online form (37% overall response rate).

When asked about using the online form, over 50% responded positively overall to their experience, with a rating as satisfied or very satisfied.

Table showing % responding as satisfied or very satisfied with the online form

	CB1	CB2	CB3*	CB4	CB5	Unknown	Overall
Ease of finding online form	59%	60%	-	41%	50%	50%	51%
Ease of use of online form	75%	60%	-	50%	46%	63%	57%
Amount of information required for online form	70%	60%	-	33%	64%	78%	57%
Relevance of questions for online form	73%	60%	-	50%	57%	63%	61%

**Only 2 responses were received from the CB3 area which did not allow for this category to be included in calculations. First response answered dissatisfied to the first question and neither satisfied or dissatisfied to the rest. The second response answered very dissatisfied to all questions.*

Respondents were asked to provide **suggestions for improving** the way issues are reported, using free text in the survey. There were 50 responses which included comments about response times and using the current form as well as suggestions for improvement. The full text is included in the Supplementary Document with **suggestions for improvement** detailed below.

Suggestions for Improvement

- A number of responses stated that they could not find the form, were not aware of it, and so advertising more widely was needed.
- Make it streamlined, simpler – “take a photo, drop a pin on the map, use a couple drop down selections, and that's it – 20 seconds max”.
- The map for identifying problem areas, etc. should be updated more often to avoid dozens of overlying pin drops.
- A separate form or section should be provided for reporting drop off places for volunteer litter collections.
- A notification of expected clean up time, showing where the job is in a queue of cleaning jobs. This would be reassuring for issues of drug litter, or dangerous items like glass, etc.
- Additional comment boxes to allow comments for different topics.
- QR codes to scan where littering is common to report location, add an issue and include a photo of the issue.
- The "already reported incidents" should be upfront and made easier to see what's already been reported. Include a progress update for when the job is completed, and who to contact if not.
- Could Twitter also be used instead?
- Do you need equalities monitoring for litter?

When asked if respondents would like to be part of a **litter volunteer group**, a positive response was received ranging from 40% in CB2 to 48% in CB1. When

asked if they would like to set up a group CB3 had the highest number of positive responses at 24%. A number of existing groups were also identified, with the detail contained in the Supplementary Document.

Table showing numbers wanting to volunteer.

	CB1	CB2	CB3	CB4	CB5	Unknown	Overall
Part of a local litter volunteering group	48%	40%	41%	40%	44%	1%	38%
Like support to set up a local litter volunteering group	9%	13%	24%	14%	13%	7%	11%
Aware of existing groups	31%	22%	18%	22%	17%	9%	22%

DISCUSSION

Respondents appear to be very concerned about litter in the City, however when asked about it as an issue in specific areas – local, parks and open spaces, City Centre – more see it as ‘an issue’ rather than ‘a serious issue’. It is not clear why this changes, however combining numbers responding with ‘an issue’ and with ‘a serious issue’ results in a majority response and so the change could be due to the variation in terminology across questions.

In terms of specific areas, litter was regarded as more of ‘a serious issue’ in parks and open spaces. Residents of local area CB5 regarded litter as ‘a serious issue’ compared to other local areas where it was seen as ‘an issue’. The City Centre was seen as not having a litter issue at all by around 25% of respondents, and also scored positively for Street Cleansing Service performance. Near Schools were seen as areas where Street Cleansing Service performed less well, however still scored between 59% and 67% when rating performance.

In terms of types of litter, COVID-19 facemasks and general litter were the most reported, along with drinks cans and bottles in parks and open spaces which had the highest levels of general litter reported overall. City Centre areas had lower reported levels of each. When disposing of litter, the distance people would walk to a bin varied and ranged from less than 50 metres to over 150 metres with no clear precedent. Interestingly, around 35% of respondents stated that they would take their litter home and this was reflected in the responses to types of bins used for the disposal of litter.

When looking at the bins used for disposing of different types of litter, generally the correct bins were used except for takeaway trays/cutlery (and pizza boxes in parks and open spaces) which are put in recycling bins as much as they are put into litter bins. Low levels of cigarette butt disposal were reported across all bin types and locations, which could indicate that these are thrown on the ground rather than being disposed of in a bin.

To reduce litter, and work towards zero waste, tackling hotspots, working with businesses and schools were seen as top priorities along with enforcement, bigger litter bins and more recycling bins. Respondents felt that action rather than no action should be taken against offenders, with all options ranging from education and community service to court fines being popular.

When asked about street cleansing in their local areas, respondents weren’t sure on the days this was done, or the frequency. There was a mixed response as to whether this needed to be more frequent, with areas CB1, CB2 (split) and CB5 stating that it should be done more often and CB2 (split), CB3 and CB5 stating that this was not needed.

Only 37% of respondents were aware of the online form to report issues. For those who had used it over 50% gave a positive response on their experience. Additional free text provided detail on use and areas for improvement.

There was a positive response in wanting to take part in litter volunteering groups with 38% response rate overall, along with 11% who would like to set up groups in

their local areas. This provides the Street and Open Spaces Team with great opportunity to develop the SOS litter picking offer across the City. A number of existing litter groups have also been identified in each postcode area which could be used to create a stakeholder directory, and also to identify areas where there is a deficit in volunteering provision.

ACTIONS TO TAKE FORWARD

Reflection and Review of Findings

The survey results have identified a number of areas for potential action for the Street Cleansing Service. This includes areas with lower scores for performance and where litter is seen as more of a serious issue, in particular for parks and open spaces. Respondents have also identified a long list of hotspots, with some areas in particular – Jesus Green for example – reported by many.

Discussions should take place between the Streets and Open Spaces Team (the Team) and Street Cleansing Contractor to review the findings of the survey and general public focus group and agree a set of actions to take forward. This could include:

- Review of long list of hotspots along with joint site inspection of areas where issues have been reported. This would support the development of a set of actions and objectives to take forward address issues raised.
- Establish a working group/project to address Jesus Green litter issues as a hotspot test site.
- Review of bin type and location to ensure that there is the 'right bin at the right location' across the City.

Raising Awareness

From the survey results it can be seen that, for a number of litter types, respondents are not clear on correct disposal methods. The Team should consider a rolling programme of publicity and campaigns, working with the Comms and Community Engagement Teams, to raise awareness of the correct methods for litter and waste disposal. These should include the following:

- As COVID-19 restrictions lift, the issue of facemasks as litter is likely to be reduced. However, a large number of the general public are still wearing them along workers in particular industries most notably the health and care sectors. Correct disposal of these items should be promoted using social media, newspaper articles and working with health and care partners to promote using their existing information channels.
- To increase the level of knowledge around being able to use litter bins for dog waste, signage should be considered on litter bins to inform that dog waste and general litter can be disposed of in those bins. This should be accompanied by a campaign aligned to a national campaign to provide greater impact – e.g. National Dog Week (September 19-25).
- To reduce the likelihood of contamination in street and park recycling bins, consideration should be given to signage at the point of disposal along with regular promotion (quarterly) on the correct ways to recycle and dispose of waste. Addressing the issue of contamination in recycling bins is the subject of much discussion and research nationally and internationally and the Team should consider a review of best practice and successful models that could be trialled and tested locally.

- Less than 40% of respondents were aware of the online form for reporting issues. This could be (re)launched through promotion on social media and in newspapers and newsletters, along with a tab on the front page of the Council's website to make the form more accessible. This could also be promoted using signage on the sides of street cleansing vehicles. It is important to note that online forms are not accessible to everyone for a number of reasons, and discussions should take place to provide an accessible alternative. User journey mapping should be considered, to review the process and include suggestions for improvement identified through this survey.
- Consider including messaging on bins including how to report overflowing bins using QR Codes, along with text messaging and/or automated phonelines if resources allow.
- An annual campaign should be introduced to raise awareness of litter issues which should be linked to The Great British Spring Clean national campaign.

Working with Businesses and Education Establishments

- As recommended following focus group discussions, business partners should be identified to discuss and test ways of working together to reduce litter and waste. This could be initiated through discussions with Chamber of Commerce and other business networks, to introduce the objectives and identify potential partners to take the work forward.
- Re-establish connections with schools and develop an education package that schools can use with pupils to raise awareness of and educate on the issues of litter. Work with schools to encourage them to take part in community clean up days.

Enforcement

- Establish a range of enforcement options to be included in the Strategy to include court fines, on the spot fines, verbal warnings, and communal litter picks.
- Research and review Litter Warden models with a view to developing options to take forward, including options to incorporate volunteer wardens. Link into existing enforcement structure and resource.

Community Pride and Social Responsibility

- Contact respondents who want to take part in or form a litter volunteering group to support and signpost them. Improve publicity and promotion of council litter picking volunteering opportunities – SOS Volunteers – with a view to introducing across the City. Work with community groups and CVS infrastructure organisations to promote this offer.
- Create a Litter Volunteer Group Stakeholder Directory and Network, contacting all existing groups that have been identified in this survey to understand how they work and where they work. This coordinated approach can complement the work of the Street Cleansing Service and provide a valuable 'on the ground' resource to raise awareness and take action locally.

NEXT STEPS

The findings of this survey, along with the report from the focus group are being used to prepare the Litter Strategy and Operation Plan which will be presented to Committee in late autumn for approval.

END

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