



# SEVENOAKS DISTRICT COUNCIL WASTE SURVEY 2024

Prepared by Lake Market Research  
for Sevenoaks District Council

February 2025



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Sevenoaks District Council commissioned Lake Market Research to explore opinions on how the Council collects rubbish and recycling and how it can best deliver the service to meet new regulations at the best value for residents.

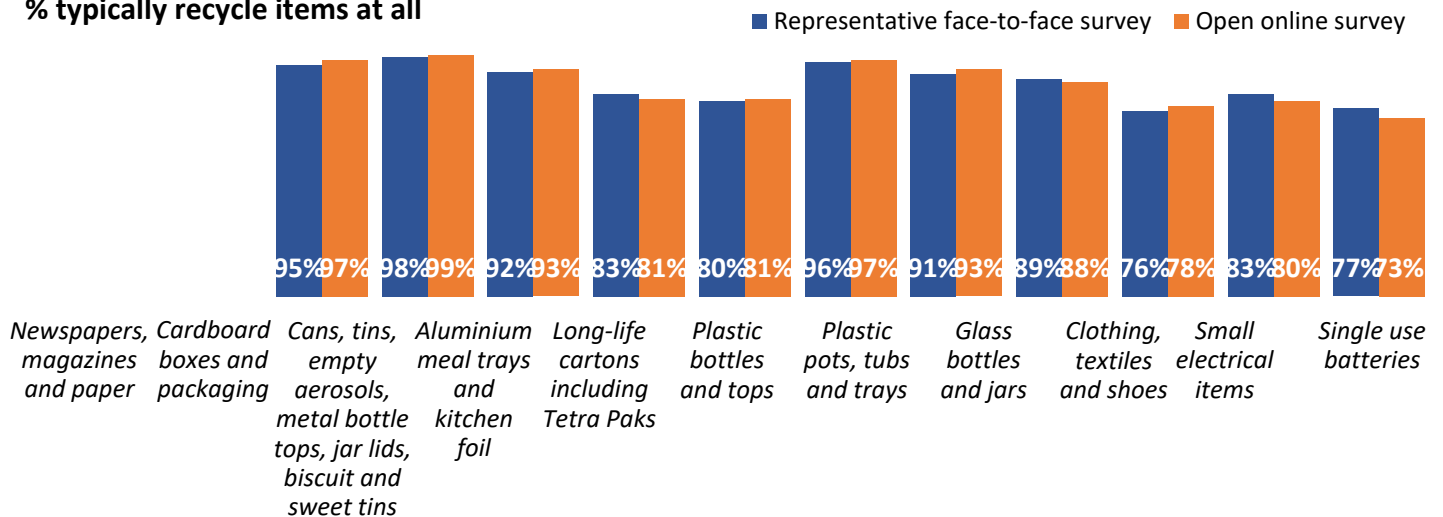
Between 2<sup>nd</sup> January and 5<sup>th</sup> February 2025, a face-to-face survey was undertaken with a representative sample of residents (gender, age & working status). Between 7<sup>th</sup> December 2024 and 3<sup>rd</sup> February 2025, a parallel open online survey was also available for any resident to take part.

## EXECUTIVE SUMMARY

### RECYCLING BEHAVIOURS

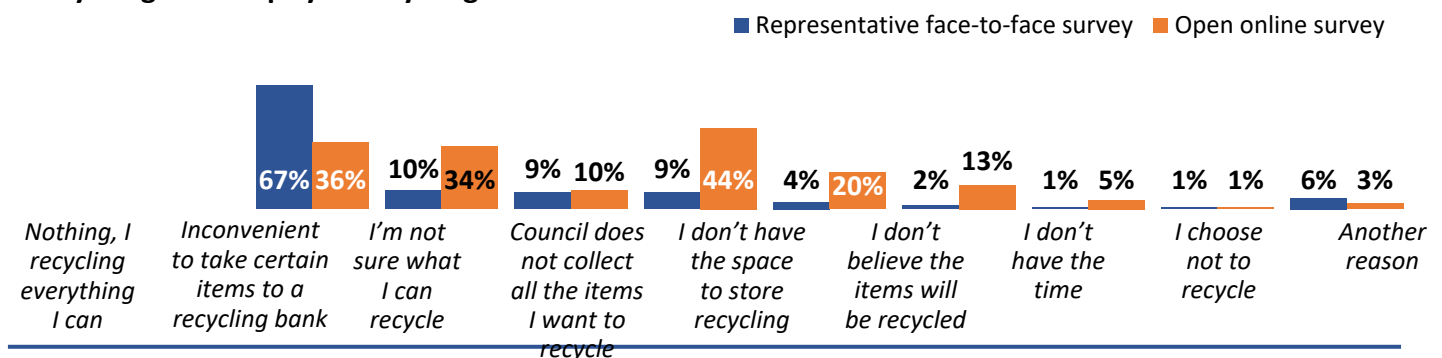
Over 90% of residents who took part in either the representative face-to-face survey and open survey claim they typically recycle newspapers, magazines and paper, cardboard boxes and packaging, cans, tins, empty aerosols, metal bottle tops, jar lids, biscuit, sweet tins and plastics. Claimed recycling rates are between 80% and 90% for aluminium meal trays and kitchen foil, long-life cartons, and between 70% and 79% for glass bottles and jars and single use batteries.

#### % typically recycle items at all



All residents taking part were asked whether anything stops them recycling more or all of their waste. Just over two thirds of residents taking part in the representative face-to-face survey claim nothing stops them (67%). Small proportions from the representative face-to-face survey claim it is inconvenient to take certain items to a recycling bank (10%), the Council does not collect all the items they want to recycle (9%) and they do not have the space to store recycling (4%). These barriers are cited by a higher proportion of residents taking part in the open survey at 34%, 44% and 20% respectively.

#### % anything that stops you recycling more or all waste

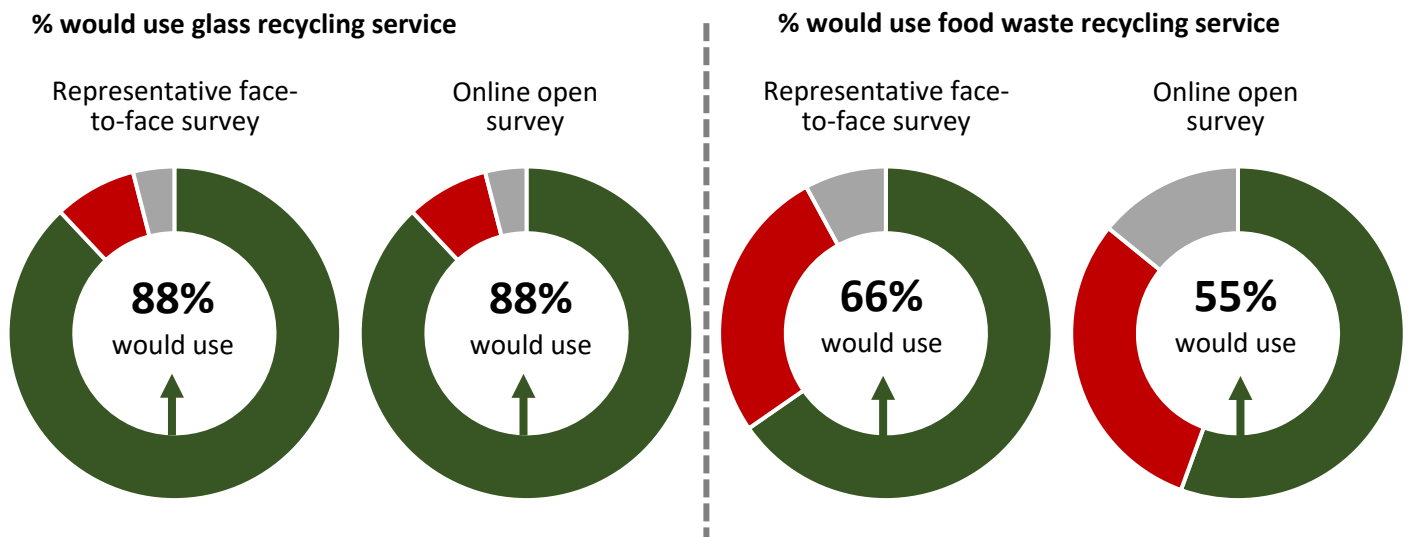


## KERBSIDE RECYCLING SERVICES PROPOSALS

All residents who indicated they put their general waste (black sacks) out by the kerbside for collection were asked to indicate whether they would use:

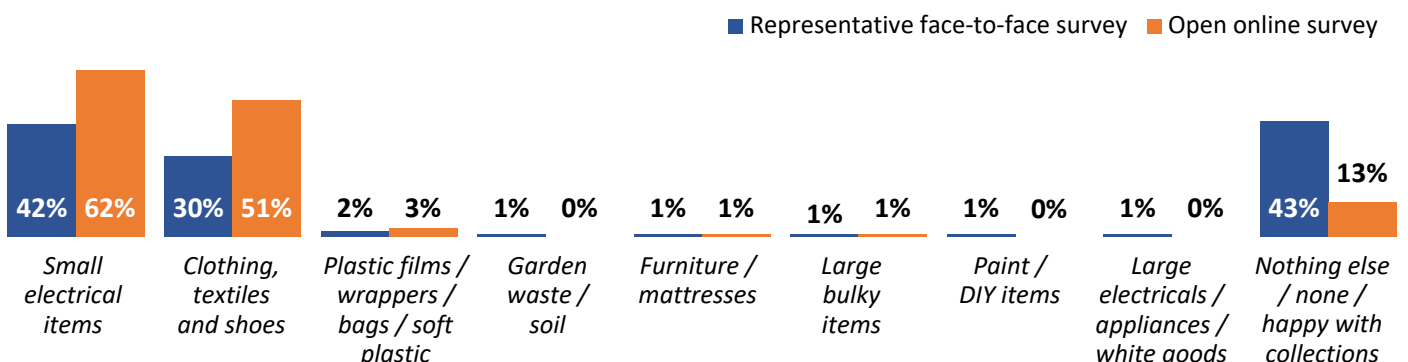
- A glass collection service (whereby glass would be collected every other week and there would be no additional charge for the service).
- A food waste collection service (whereby food waste would be collected every week and there would be no additional charge for this service. A small kitchen caddy would be provided, with a separate caddy to place your food waste out for collection).

The vast majority of residents who receive a kerbside collection claim they would use the glass recycling service (88% yes across both the representative face-to-face and open survey). Use is comparably lower in the context of a food waste recycling service – 67% of those taking part in representative face-to-face survey claim they would use it and 55% of those taking part in the open survey claim they would use it.



All residents who receive a kerbside collection were asked if there were any other materials they would like the Council's recycling service to collect from their homes. The most common materials residents would like collecting across both surveys are small electrical items (42% / 62% respectively) and clothing, textiles and shoes (30% / 51% respectively).

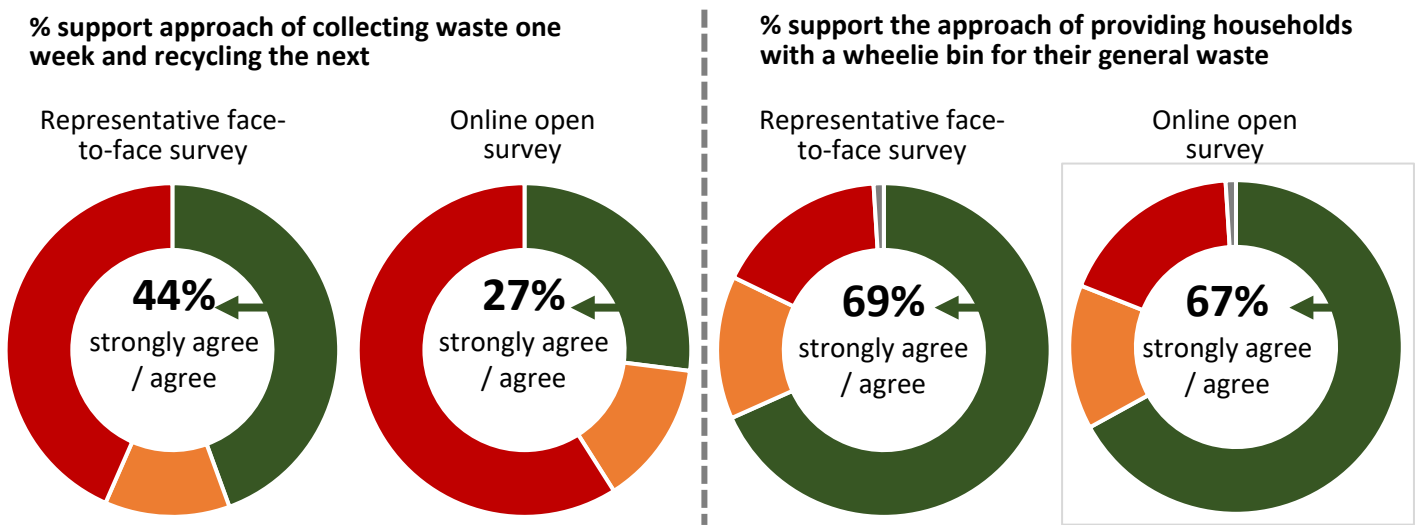
### % other materials you would like the Council's recycling service to collect from home



All residents who indicated they put their general waste (black sacks) out by the kerbside for collection were also asked to indicate whether they would support:

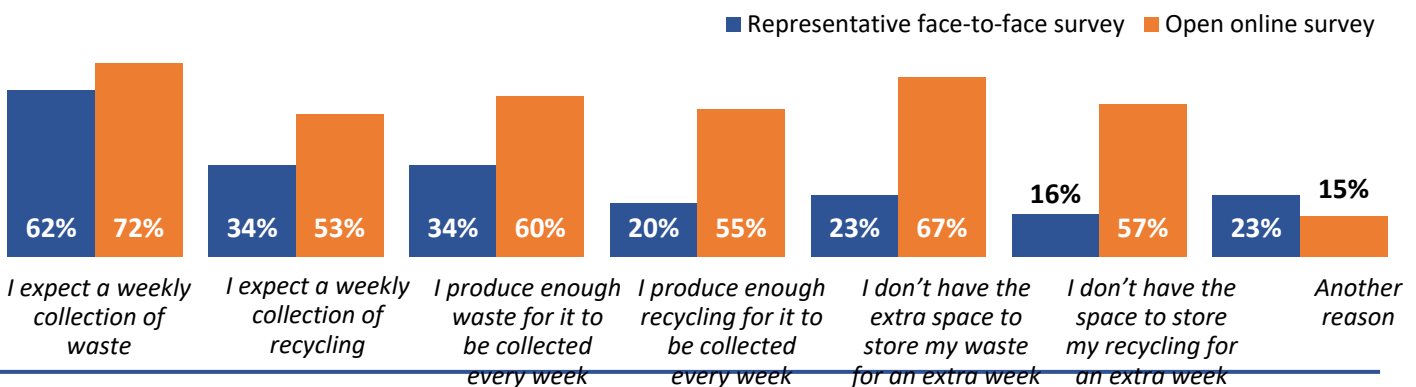
- the approach of collecting waste one week and recycling the next
- the approach of providing households with a wheelie bin for their general waste

Under half (44%) of residents who receive a kerbside collection and took part in the representative face-to-face survey agree with the approach of collecting waste one week and recycling the next; agreement is comparably lower amongst residents who receive a kerbside collection and took part in the open survey (27%). Around two thirds agree with the approach of providing households with a wheelie bin for their general waste (69% of those taking part in the representative face-to-face survey and 67% of those taking part in the open survey).



All residents who receive a kerbside collection and disagreed with the approach of collecting waste one week and recycling the next were asked to indicate their reasons for disagreeing. The most common reason across both surveys is an expectation of a weekly collection of waste (62% of those taking part in the representative face-to-face survey and 72% of those taking part in the open survey). In the representative face-to-face survey, an expectation of a weekly collection of recycling and residents producing enough waste for it to be collected every week ranks second and third. In the open survey, residents not having the extra space to store waste for an extra week and producing enough waste for it to be collected every week ranks second and third.

**% reasons for disagreeing with collecting waste one week & recycling the next**



# COMMUNAL RECYCLING SERVICES PROPOSALS

All residents who indicated they put their general waste in communal waste bins close to their home were asked to indicate whether they agree:

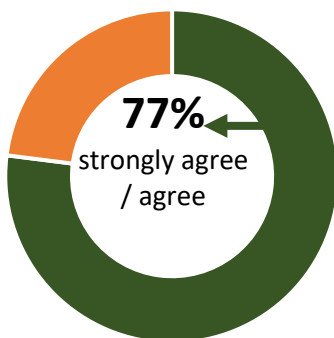
- the Council should provide an additional communal bin to recycle glass bottles and jars
- the Council should provide an additional communal bin to collect food waste
- the Council should provide additional communal bins to recycle other items such as clothes, textiles and small electrical items at the home

Please note that the base size for the representative face-to-face survey is very low (n=13) and statistics from this survey should therefore be treated with caution and for transparency only.

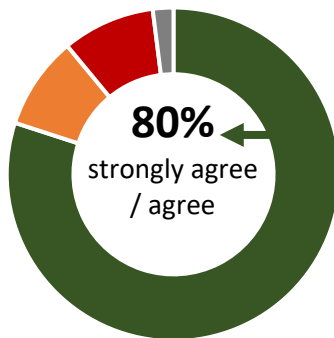
The majority of residents who put their waste in communal bins and took part in the open survey agree the Council should provide an additional communal bin to recycle glass bottles and jars (80%). Consistent with trends observed for amongst kerbside collection residents, agreement proportions are lower in the context of the Council providing additional resources for collecting food waste (58%) and for recycling other items such as clothes, textiles and small electrical items (55%).

## % agree Council should provide an additional communal bin to recycle glass bottles and jars

\* Representative face-to-face survey

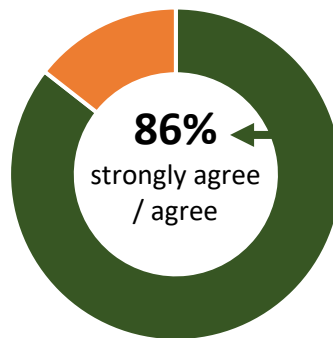


Online open survey

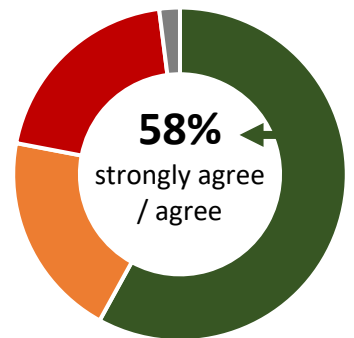


## % agree Council should provide an additional communal bin to collect food waste

\* Representative face-to-face survey

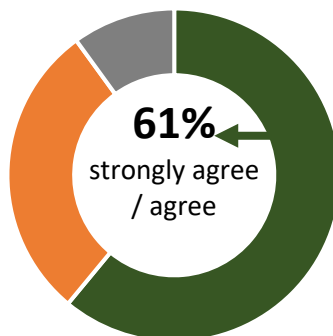


Online open survey

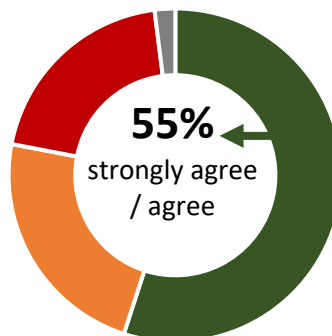


## % agree Council should provide an additional communal bins to recycle other items such as clothes, textiles and small electrical items

\* Representative face-to-face survey



Online open survey



\* Please note the base size for the representative face-to-face survey is very low (n=13)

# RESEARCH CONTEXT

## BACKGROUND

Sevenoaks District Council is putting in place a new Waste & Recycling Strategy, which has four clear and important objectives:

- Minimise the environmental impact of the waste & recycling service
- Increase the quality and quantity of recycling
- Reduce levels of overall household waste
- Comply with all laws and regulations

To meet objectives and the new rules and targets set out by Government, Sevenoaks District Council maintain that collection services will need to change. Before any changes take place, the Council commissioned research to hear the views and priorities of local residents to inform decisions on the following:

- Encourage residents to Reduce, Reuse or Recycle their waste
- How best to introduce new glass recycling and food waste collections at the kerbside
- What containers are provided to residents to put out their waste
- Whether, over time, the Council should collect more recycling from your home, such as small household electrical goods and textiles

## METHODOLOGY

Two research strands were commissioned to gather feedback from local residents. A representative face-to-face survey was commissioned to ensure feedback was collected from a demographically representative sample of residents across the Sevenoaks District. An open online survey was also commissioned to ensure that any resident that wanted to take part and provide views had the opportunity to do so:

1. A representative face-to-face survey conducted by Lake Market Research, a local research agency
  - 427 residents interviewed face-to-face at residents' homes between 2<sup>nd</sup> January and 5<sup>th</sup> February 2025.
  - Residents randomly sampled and invited to take part in survey.
  - Interviewing took place across all wards of Sevenoaks.
  - Targets were set by age, gender and working status in line with Census population statistics to ensure a representative sample of residents took part.
  - All interviewing took place via a pre-scripted questionnaire administered by handheld tablet.
2. An open online survey promoted by Sevenoaks District Council
  - 3,853 residents took part in a parallel open online survey between 7<sup>th</sup> December 2024 and 3<sup>rd</sup> February 2025.
  - Lake Market Research set up and hosted the online survey (with identical questions to the representative face-to-face survey).
  - Sevenoaks District Council advertised the survey on its website homepage, via social media, the local press and In Shape magazine and invited any residents to take part.

## ANALYSIS AND REPORTING

- The findings from each survey have been reported separately in the main body of the report. The Executive Summary compares headline figures from both surveys.
- All survey results are presented as percentages. Each chart title details the number of valid responses received to each question. In some instances, questions are routed based on responses to earlier questions so the base size for each question will vary.
- The questionnaire contained a mix of single and multiple-choice questioning. Where percentages for single choice questions do not sum to 100%, this is the result of computer rounding for each response code as percentages are displayed as whole numbers. The report notes where residents were given the option of providing more than one answer.
- Demographic weighting has been applied to the online survey dataset to match Census 2021 population statistics in terms of age, gender and working status.
- It should be remembered that a sample, and not the entire population of the geographic area, has taken part in each survey. As a result, all findings are subject to sampling tolerances, which means not all differences are statistically significant. In our analysis we have checked for statistical significance in the percentages for all questions between all demographic and geographic subgroups of residents. Any demographic differences have been analysed using z-tests to check for statistical significance by comparing percentages and also considering the base sizes for each subgroup. Statistical significance means that a result is unlikely due to chance (i.e. it is a real difference in the population) and that if you were to replicate the study, you would be 95% certain the same results would be achieved again. Where there are significant differences in response between subgroups, the report includes commentary to this effect. Statistical significance has been conducted at 95% confidence levels.

## RESPONSE PROFILE

	<u>Representative face-to-face survey</u>	<u>Open online survey</u>	<u>District Profile</u>
<b>GENDER</b>			
Male	48%	44%	48%
Female	51%	49%	52%
Prefer not to say	n/a	8%	n/a
<b>AGE</b>			
18-34	21%	19%	21%
35-54	34%	33%	34%
55-64	17%	17%	17%
65-74	14%	14%	14%
75 & over	13%	12%	13%
Prefer not to say	1%	6%	n/a



	<u>Representative face-to-face survey</u>	<u>Open online survey</u>	<u>District Profile</u>
<b>WORKING STATUS</b>			
Employee full time / part time / self employed	56%	53%	57%
On a government supported training scheme	0%	0%	0%
Full-time education at school, college or university	3%	0.4%	5%
Unemployed (available for work / not registered / seeking work)	1%	1%	2%
Permanently sick / disabled	2%	3%	3%
Wholly retired from work	30%	28%	25%
Looking after the home	7%	5%	5%
Doing something else	0%	1%	2%
Prefer not to say	2%	8%	n/a
<b>DISABILITY</b>			
Yes	10%	13%	15%
No	86%	77%	85%
Prefer not to say	4%	9%	n/a
<b>ETHNICITY</b>			
White	94%	87%	92%
Ethnic minority groups	5%	3%	8%
Prefer not to say	1%	10%	n/a
<b>HOUSEHOLD SIZE</b>			
1	19%	14%	27%
2	35%	41%	34%
3	17%	19%	17%
4	21%	19%	16%
5	5%	5%	5%
6 or more	3%	2%	2%

	<u>Representative face-to-face survey</u>	<u>Open online survey</u>	<u>District Profile</u>
<b>WARD</b>			
Ash and New Ash Green	5%	4%	5%
Brasted, Chevening and Sundridge	5%	5%	5%
Cowden and Hever	1%	1%	2%
Crockenhill and Well Hill	3%	2%	2%
Dunton Green and Riverhead	3%	6%	5%
Edenbridge North and East	5%	5%	5%
Edenbridge South and West	5%	3%	4%
Eynsford	3%	2%	25
Farningham, Horton, Kirby and South Darenth	6%	4%	4%
Fawkham and West Kingsdown	6%	5%	5%
Halstead, Knockholt and Badgers Mount	3%	4%	3%
Harley and Hodsoll Street	6%	5%	5%
Hextable	3%	4%	3%
Kemsing	4%	6%	4%
Leigh and Chiddingstone Causeway	2%	1%	2%
Otford and Shoreham	3%	5%	4%
Penshurst, Fordcombe and Chiddingstone	3%	1%	2%
Seal and Weald	3%	3%	3%
Sevenoaks Eastern	3%	4%	3%
Sevenoaks Kippington	3%	4%	4%
Sevenoaks Northern	3%	4%	4%
Sevenoaks Town and St John's	6%	6%	6%
Swanley Christchurch and Swanley Village	6%	5%	5%
Swanley St Mary's	3%	3%	4%
Swanley White Oak	6%	4%	6%
Westerham and Crockham Hill	3%	3%	4%

## FINDINGS – REPRESENTATIVE FACE-TO-FACE SURVEY

This section of the report presents findings from the representative face-to-face survey conducted by Lake Market Research, whereby residents were approached at random to complete the survey via face-to-face door knocking.

### NUMBER OF GENERAL WASTE SACKS FILLED PER WEEK

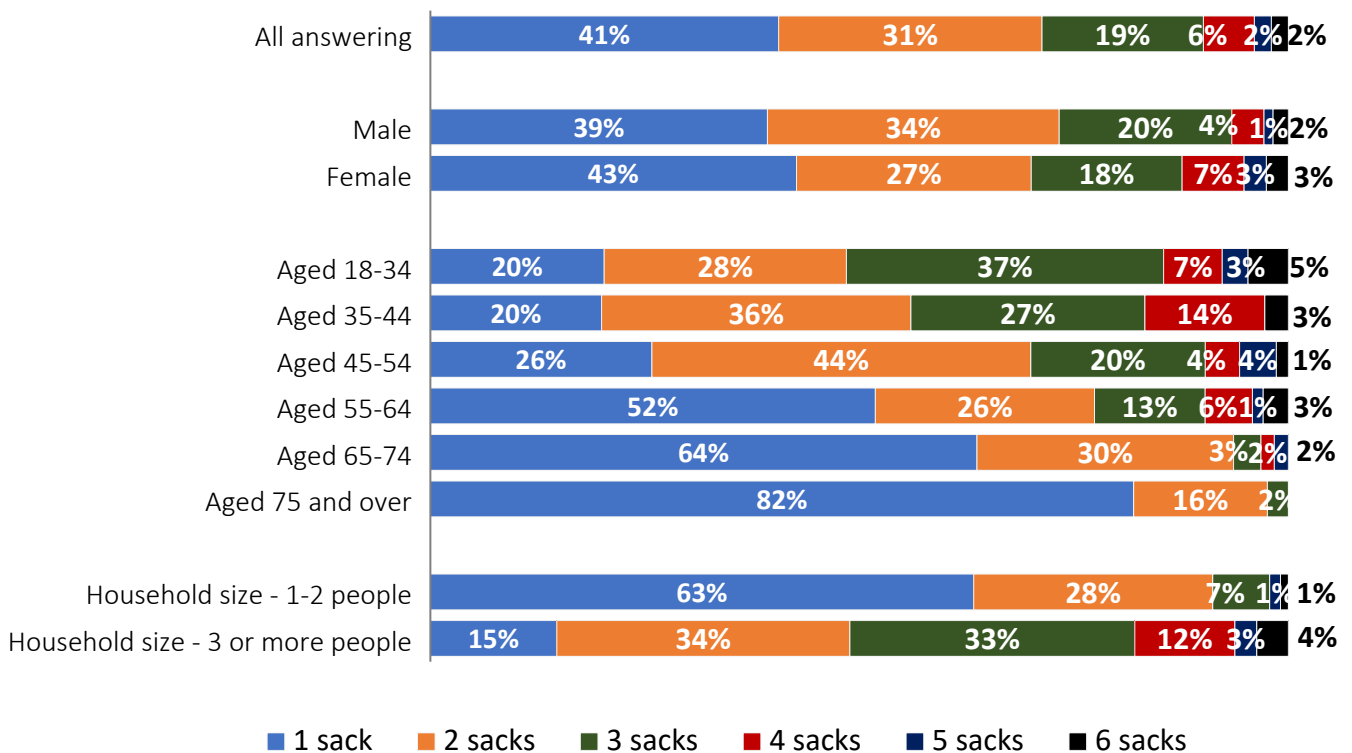
Just under three quarters (72%) claim to fill 1-2 sacks of general waste sacks per week; 19% claim to fill three sacks and 10% claim to fill four or more per week.

The majority of residents aged 18-34, 35-44 and 45-54 claim to fill at least two general waste sacks per week (80%, 80% and 74% respectively). Fewer residents aged 55-64, 65-74 and 75 and over claim to fill at least two general waste sacks per week (48%, 36% and 18% respectively).

63% of residents who live in a household of 1-2 people claim to fill one sack per week and 85% of residents who live in a household of 3 or more people claim to fill at least two sacks per week.

#### **How many general waste (black) sacks do you fill in a typical week?**

Base: all answering (427), single response question



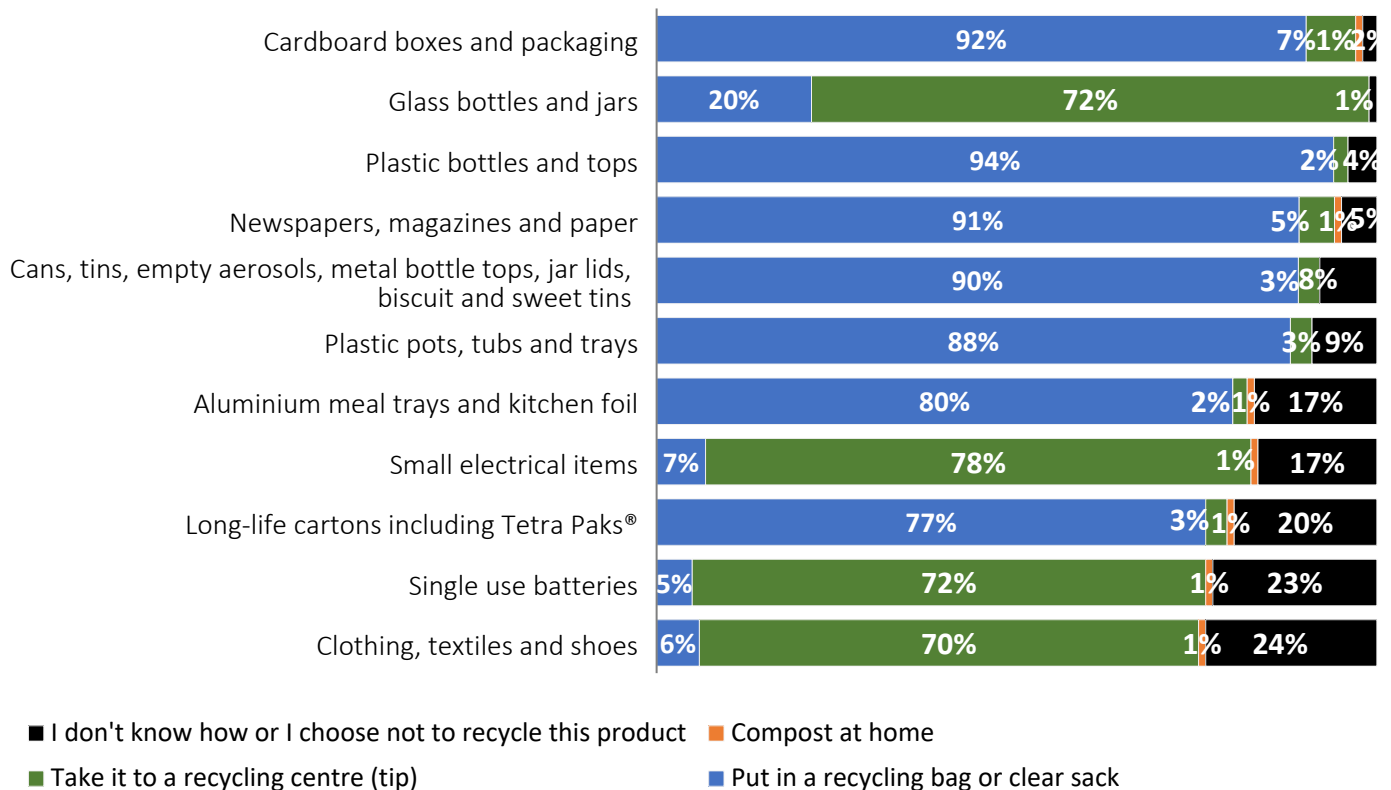
## MEANS OF RECYCLING ITEMS

The majority of residents claim to recycle the prompted items via a recycling bag or clear sack. In the context of glass bottles and jars, small electrical items, single use batteries and clothing, textiles and shoes, the majority take them to recycling centres.



Of the items prompted, around a fifth of resident claim they do not know how or choose not to recycle aluminium meal trays and kitchen foil, small electrical items, long-life cartons including Tetra Paks®, single use batteries and clothing, textiles and shoes.


### **Please tell us how you typically recycle each of the following items, if at all?**

Base: all answering (427), single response question per item



There are significant differences in means of recycling items by demographic subgroups as follows:

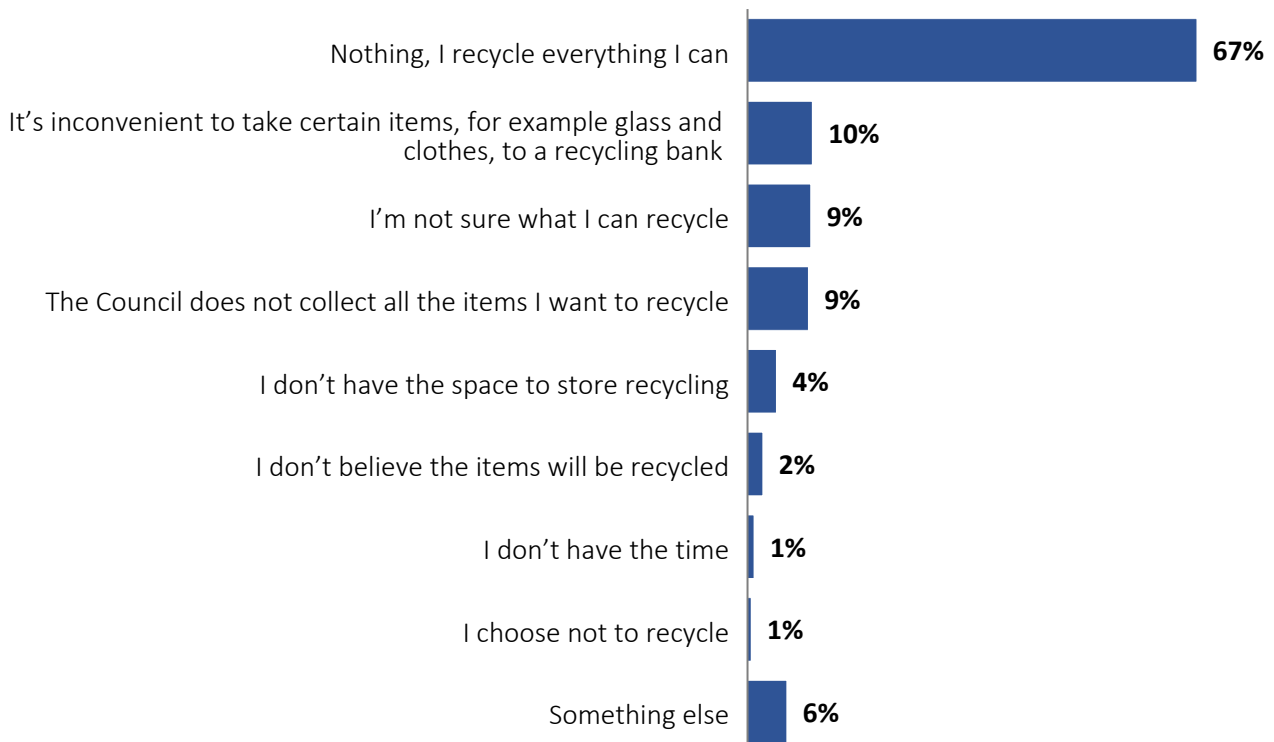
 <b>Gender</b>	A higher proportion of female residents take single use batteries to a recycling centre (76%) compared to male residents (67%).
 <b>Age</b>	A higher proportion of residents aged 18-34 indicated they do not know how or they choose not to recycle glass bottles and jars (20%), plastic bottles and tops (11%), cans, tins, empty aerosols, metal bottle tops, jar lids, biscuit and sweet tins (14%), plastic pots, tubs and trays (17%), aluminium meal trays and kitchen foil (33%), long-life cartons including Tetra Paks® (28%), small electrical items (25%) and single use batteries (34%).

	<p>A higher proportion of residents aged 55-64, 65-74 and 75 and over take glass bottles and jars to a recycling centre at 83%, 83% and 84% respectively. Comparatively, a higher proportion of residents aged 18-34 and 35-44 put glass bottles and jars in a recycling bag or clear sack (31% and 29% respectively).</p>
 <p><b>Household size</b></p>	<p>A higher proportion of residents who live in a household of 1-2 people put aluminium meal trays and kitchen foil in a recycling bag or clear sack (84%) compared to residents who live in a household of 3 or more people (74%).</p> <p>A higher proportion of residents who live in a household of 3 or more people indicated they do not know how or they choose not to recycle glass bottles and jars (14%), long-life cartons including Tetra Paks® (25%), aluminium meal trays and kitchen foil (24%) and single use batteries (31%).</p>



## BARRIERS TO RECYCLING PERSONAL WASTE

Just over two thirds claim that nothing stops them recycling more or all of their waste (67%). Small proportions claim it is inconvenient to take certain items to a recycling bank (10%), the Council does not collect all the items they want to recycle (9%) and they do not have the space to store recycling (4%).

***Is there anything that stops you from recycling more or all of your waste? Base: all answering (427), multiple response question***



There are significant differences in perceived barriers by demographic subgroups as follows:

 <p><b>Age</b></p>	<p>A higher proportion of residents aged 55-64, 65-74 and 75 and over claim nothing stops them, they recycle everything they can (79%, 72% and 86% respectively) compared to residents aged 18-34, 35-44 and 45-54 (51%, 58% and 64% respectively).</p> <p>A higher proportion of residents aged 18-34 claim not being sure what to recycle (21%) and it's inconvenient to take certain items to a recycling bank (19%) as barriers.</p>
 <p><b>Household size</b></p>	<p>A higher proportion of residents who live in a household of 1-2 people claim nothing stops them, they recycle everything they can (73%) compared to residents who live in a household of 3 or more people (61%).</p> <p>A higher proportion of residents who live in a household of 3 or more people claim not being sure what to recycle (13%) and not having the space to store recycling (7%) as barriers.</p>

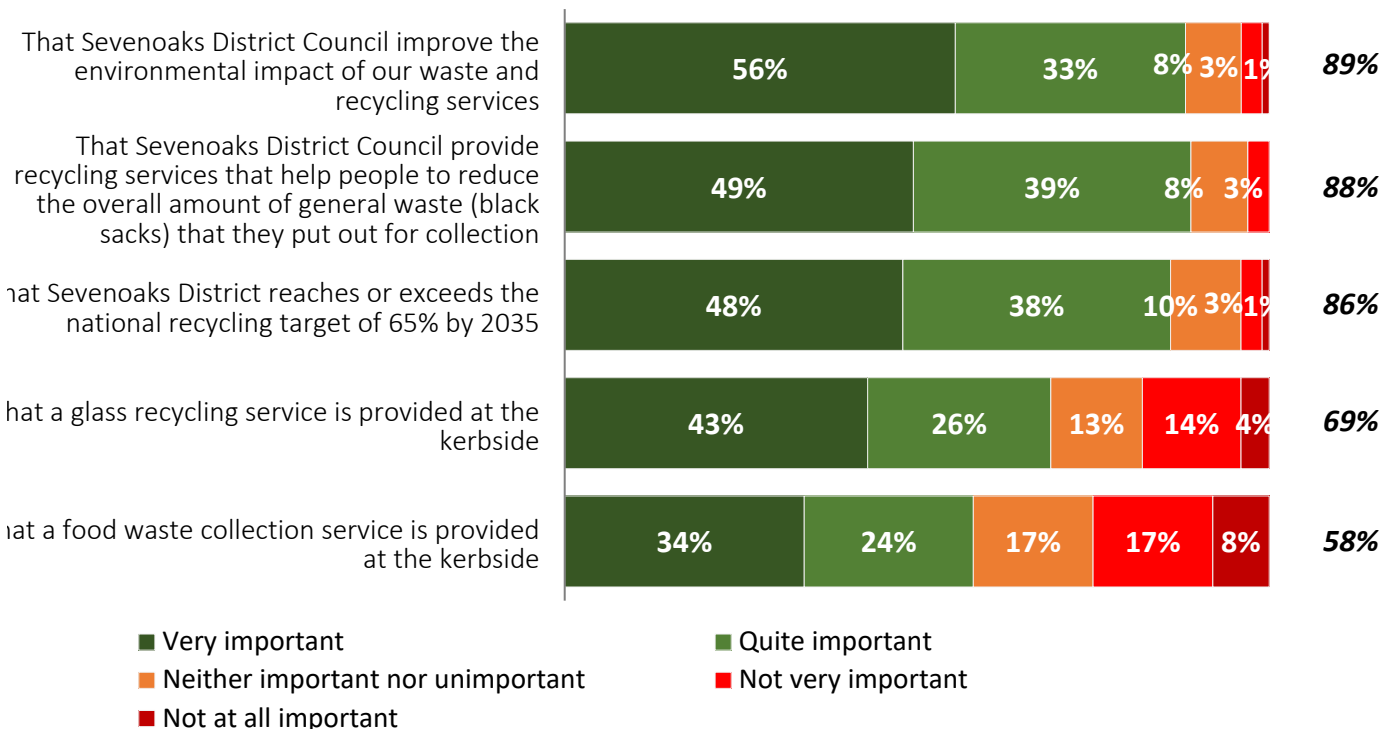
### IMPORTANCE OF SEVENOAKS DISTRICT COUNCIL AIMS AND PROPOSALS

The vast majority consider it important the Council improve the environmental impact of its waste and recycling services (89%), provide recycling services that help people to reduce the overall amount of general waste they put out for collection (88%) and the District reaches or exceeds the national recycling target of 65% by 2035 (86%). Just over two thirds consider it important a glass recycling service is provided at the kerbside (69%) and 58% a food waste collection service is provided at the kerbside.



#### Please tell us how important each of the following is to you...?

Base: all answering (427), single response question per statement

**Total very / quite important**



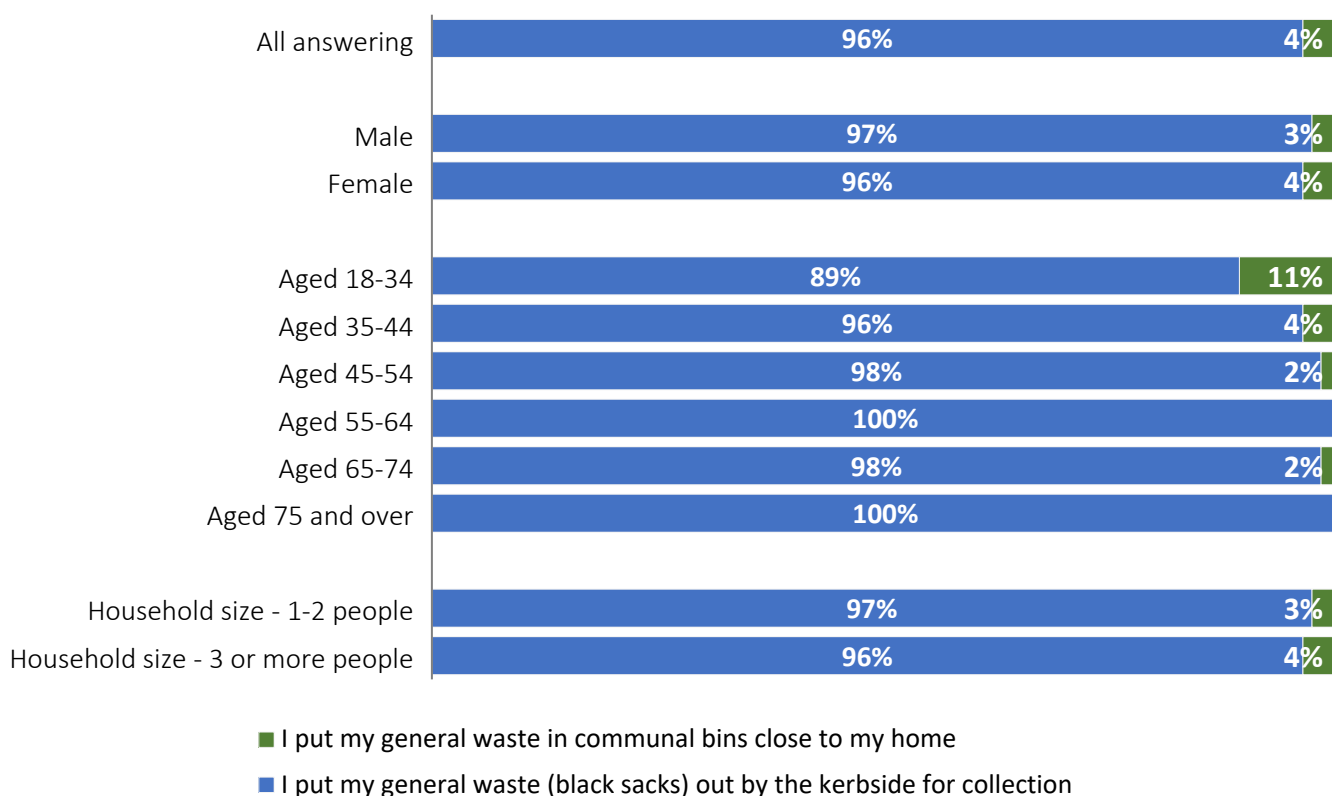
There are significant differences in the proportion rating the statements as very / quite important by demographic subgroups as follows:

	<b>Gender</b>	<p>A higher proportion of female residents indicated it is very / quite important that the Sevenoaks District reaches or exceeds the national recycling target of 65% by 2025 (90%) compared to male residents (83%).</p>
	<b>Age</b>	<p>A lower proportion of residents aged 18-34 indicated it is very / quite important that Sevenoaks District Council improve the environmental impact of its waste and recycling services (81%) and that the Sevenoaks District reaches or exceeds the national recycling target of 65% by 2035 (78%).</p> <p>Perceived importance of a glass recycling service being provided at the kerbside is highest amongst residents aged 35-44 (81%) and lowest amongst residents aged 65-74 (55%) and 75 &amp; over (61%).</p>

### PROPORTION WHO RECEIVE KERBSIDE COLLECTION AND COMMUNAL WASTE COLLECTION

As expected, the vast majority put their general waste out for collection by the kerbside (96%). Proportions are broadly consistent by demographic subgroup, but a comparatively higher proportion of residents aged 18-34 use communal waste bins close to their home (11%).

**Do you put your general waste (black sacks) out for collection by the kerbside or do you use communal waste bins close to your home?** Base: all answering (427), single response question per item



## KERBSIDE COLLECTION OF GLASS BOTTLES AND JARS

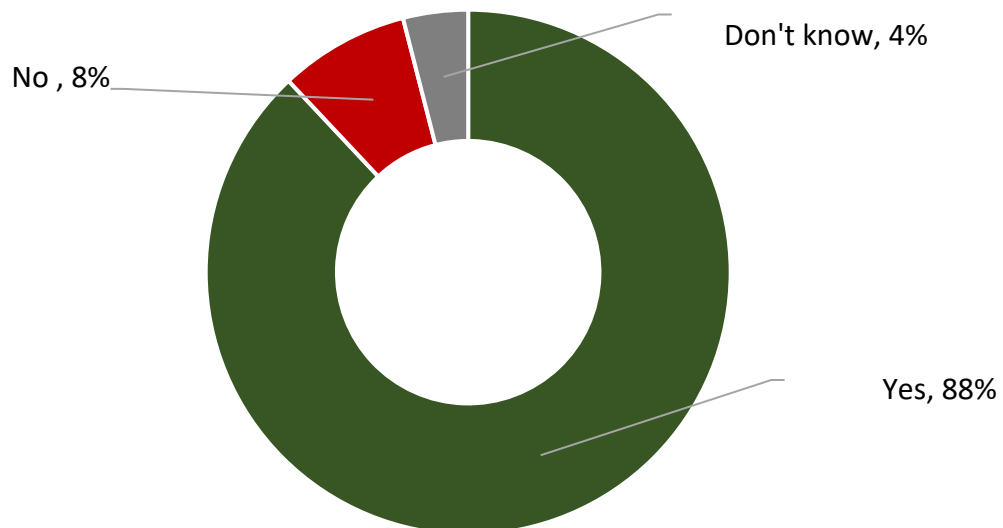
Residents who put their general waste (black sacks) out by the kerbside for collection were asked a series of questions about potential changes to home recycling services; glass bottles and jars collections, food waste collections, alternate weekly collections of waste and recycling and provision of a wheelie bin.

The vast majority indicated they would use a glass recycling service as described in the questionnaire put to them (88%). 8% indicated they would not use such a service and 4% were unsure.

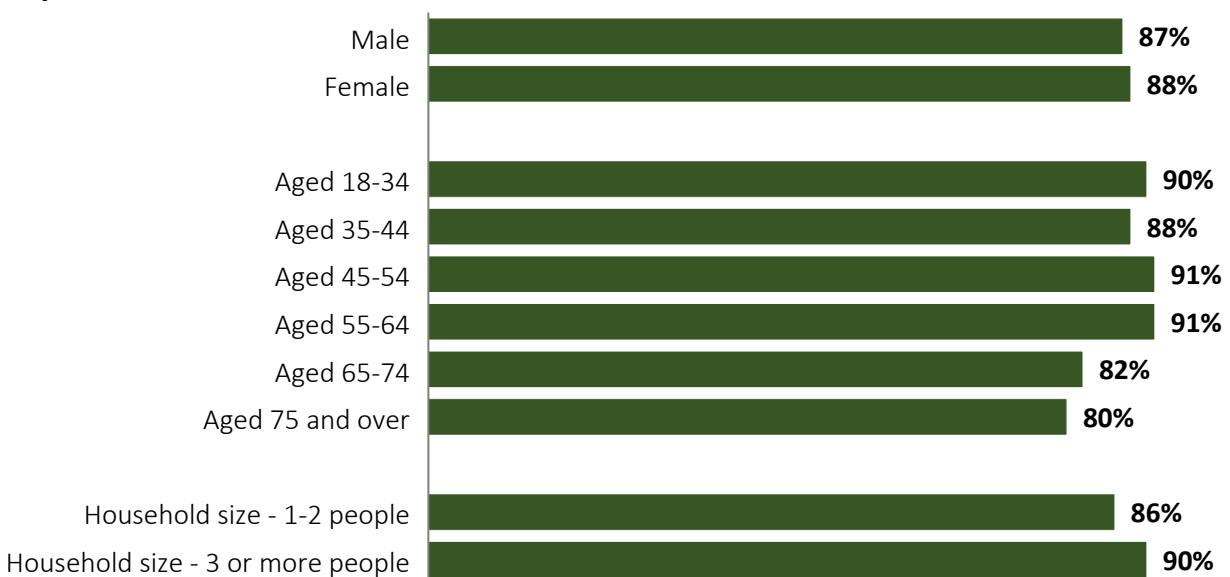
Whilst the majority of all demographic subgroups indicated they will use a glass recycling service, the proportion agreeing is higher amongst residents aged 18-34, 35-44, 45-54 and 55-64 at 90%, 88%, 91% and 91%. Agreement is comparably lower amongst residents aged 65-74 and 75 and over at 82% and 80%.

***By 31 March 2026, we are proposing to collect glass bottles and jars from the kerbside outside your home. Glass would be collected every other week and there would be no additional charge for this service. Would you use this glass recycling service?***

*Base: all answering (414), single response question*



**% yes**





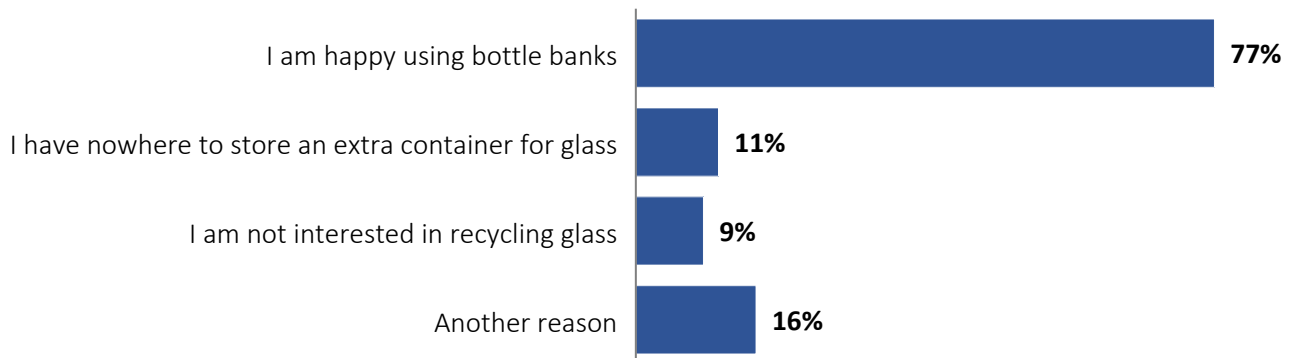
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## REASONS FOR NOT USING GLASS COLLECTION SERVICE

Residents who indicated they would not use a separate glass collection or are unsure whether they would use it were asked to describe their reasons.

Over three quarters indicated they are happy using bottle banks (77%). Broadly equal proportions indicated they have nowhere to store another container (11%) and they are not interested in recycling glass (9%).

***Which of the following best describes why you would not use the glass collection service from your home? Base: all answering (36), multiple response question***



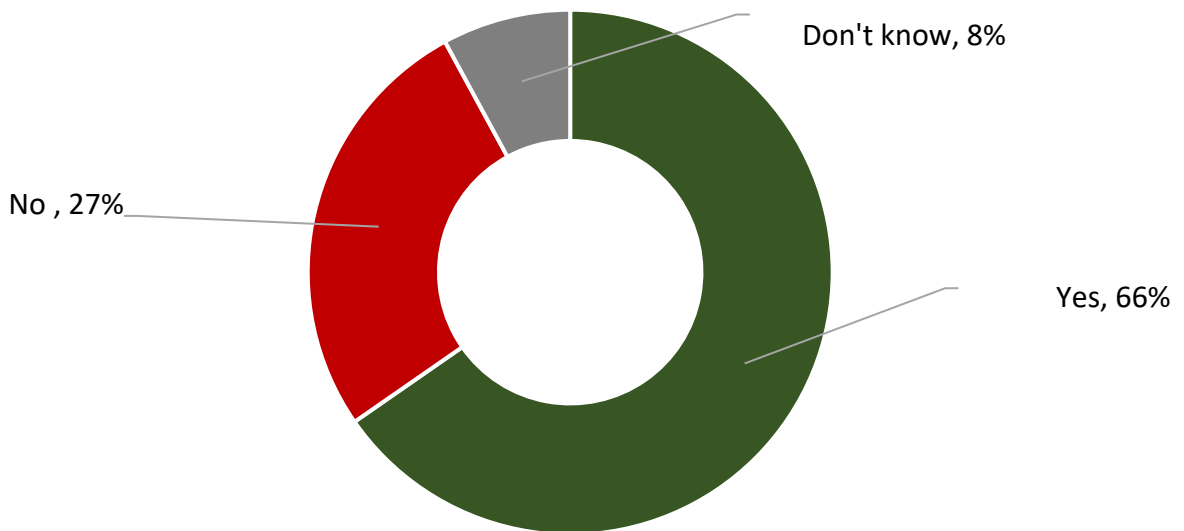
## KERBSIDE COLLECTION OF FOOD WASTE

Two thirds indicated they would use a food waste recycling service as described in the questionnaire put to them (66%). 27% indicated they would not use such a service and 8% were unsure.

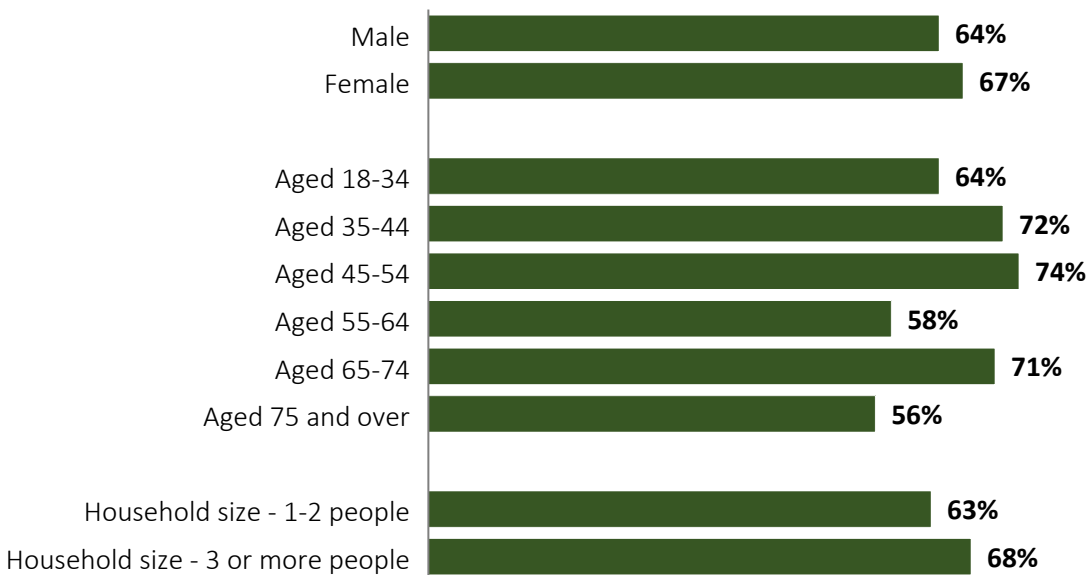
The proportion agreeing is higher amongst residents aged 35-44, 45-54 and 65-74 at 72%, 74% and 71%. Agreement is comparably lower amongst residents aged 18-34, 55-64 and 75 and over at 64%, 58% and 56%.

***By 31 March 2026, we are proposing to introduce separate food waste collections from the kerbside outside your home. Food waste would be collected every week and there would be no additional charge for this service. All food waste collected would be composted, reducing carbon emissions and helping the environment. A small kitchen caddy would be provided, with a separate caddy to place your food waste out for collection. Would you use this food waste recycling service?***

*Base: all answering (414), single response question*



**% yes**



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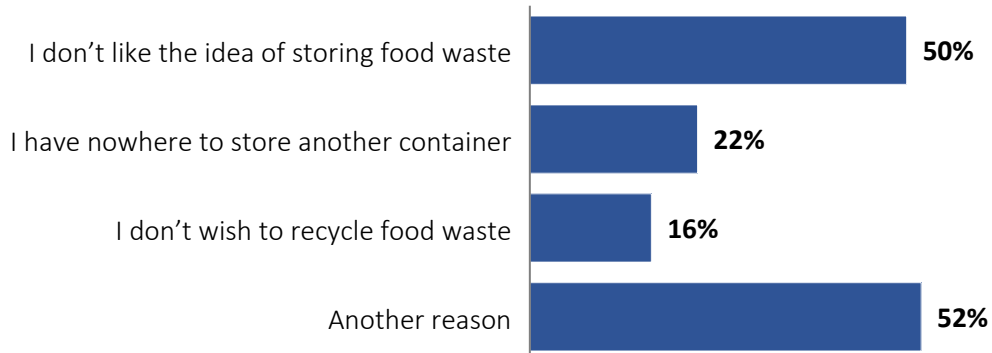
## REASONS FOR NOT USING SEPARATE FOOD WASTE COLLECTION

Residents who indicated they would not use a separate food waste collection or are unsure whether they would use it were asked to describe their reasons.

Half indicated they do not like the idea of storing food waste (50%) and just over a fifth indicated they have nowhere to store another container (22%). 16% claim they don't wish to recycle food waste.

***Which of the following best describes why you would not use the separate food waste collection?***

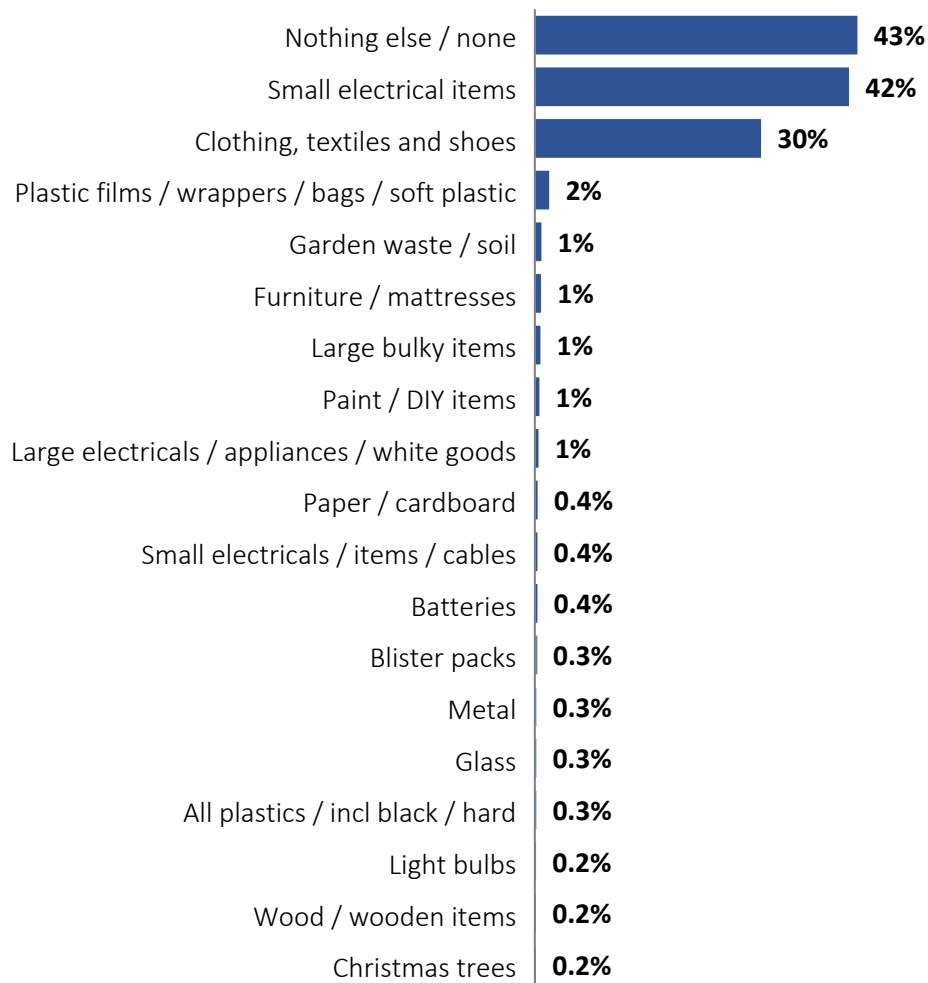
*Base: all answering (112), multiple response question*



## ANY OTHER MATERIALS RESIDENTS WOULD LIKE TO THE COUNCIL'S RECYCLING SERVICE TO COLLECT FROM HOME

Just over four in ten indicated there isn't anything else they would like the Council's recycling service to collect from their home (43%). The most popular materials residents would like to see collected are small electrical items (42%) and clothing, textiles and shoes (30%).

***Are there any other materials that you would like the Council's recycling service to collect from your home? Base: all answering (414), multiple response question***



There is one significant difference in the other materials requested by gender as follows:

	<b>Gender</b>	<p>A comparatively higher proportion of female residents indicated they would like the Council's recycling service to collect clothing, textiles and shoes (36%) compared to male residents (24%).</p>
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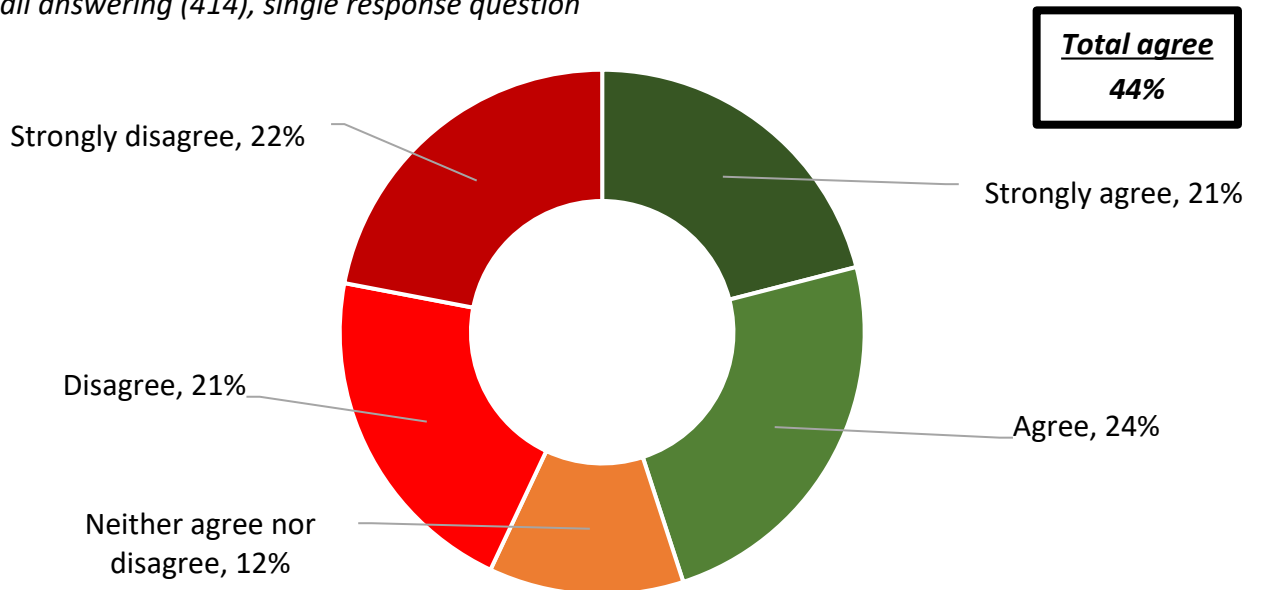
## ALTERNATE WEEKLY COLLECTION OF WASTE AND RECYCLING

Agreement with the approach of collecting waste one week and recycling the next is mixed; 44% agree, 12% neither agree nor disagree and 43% disagree.

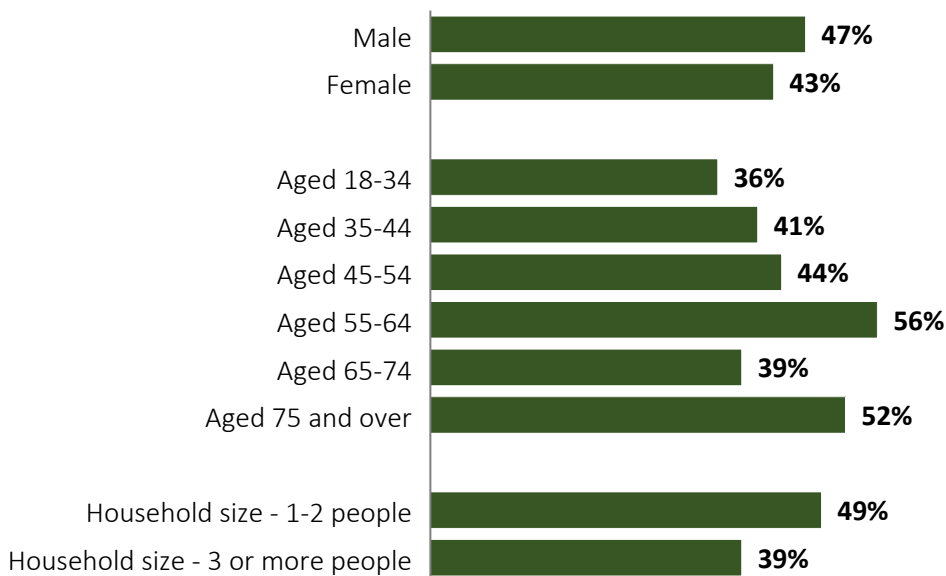
Agreement is broadly consistent across male and female residents. Agreement is highest amongst residents aged 55-64 and aged 75 and over (56%, 52%) and lowest amongst residents aged 18-34, aged 35-44 and aged 65-74 (36%, 41%, 39%). Agreement is higher amongst residents who live in households of 1-2 people (49%) compared to residents who live in households of 3 or more people.

### ***To what extent do you support the approach of collecting waste one week and recycling the next?***

*Base: all answering (414), single response question*



### ***% strongly agree / agree***



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## REASONS FOR DISAGREEING WITH THE OPTION OF COLLECTING WASTE ONE WEEK AND RECYCLING THE NEXT

All residents who disagreed with the approach of collecting waste one week and recycling the next were asked to indicate their reasons for disagreeing. The most common reason is an expectation of a weekly collection of waste (62%). An expectation of a weekly collection of recycling (34%) and residents producing enough waste for it to be collected every week (34%) ranks joint second.

***Which of the following describes why you disagree with the option of collecting waste one week and recycling the next? Base: all answering (176), multiple response question***

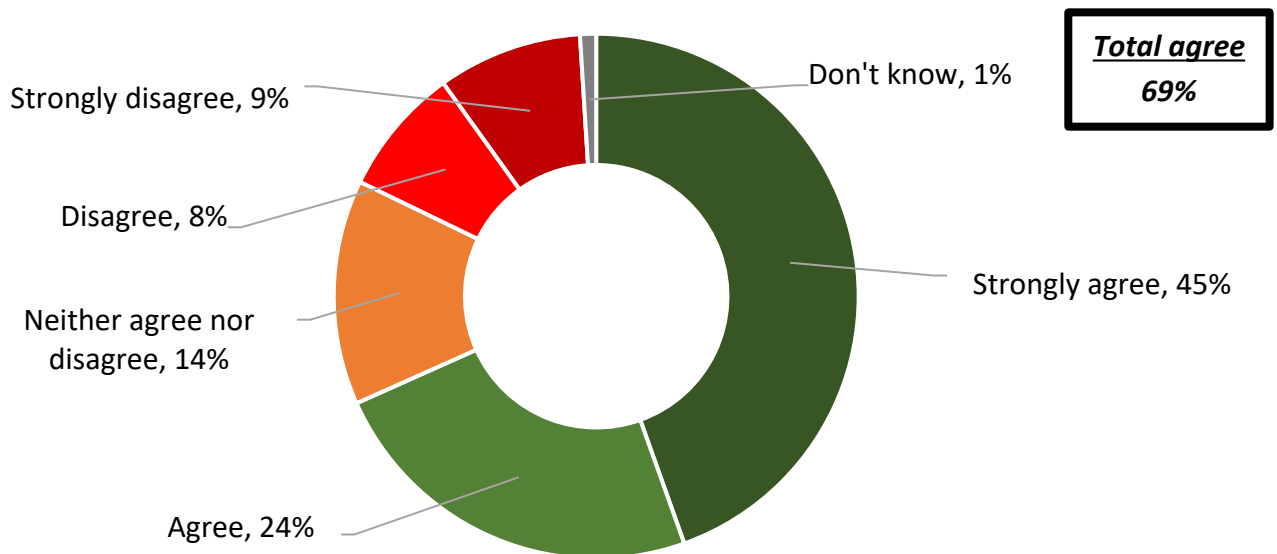


## PROVIDING HOUSEHOLDS WITH A WHEELIE BIN FOR GENERAL WASTE

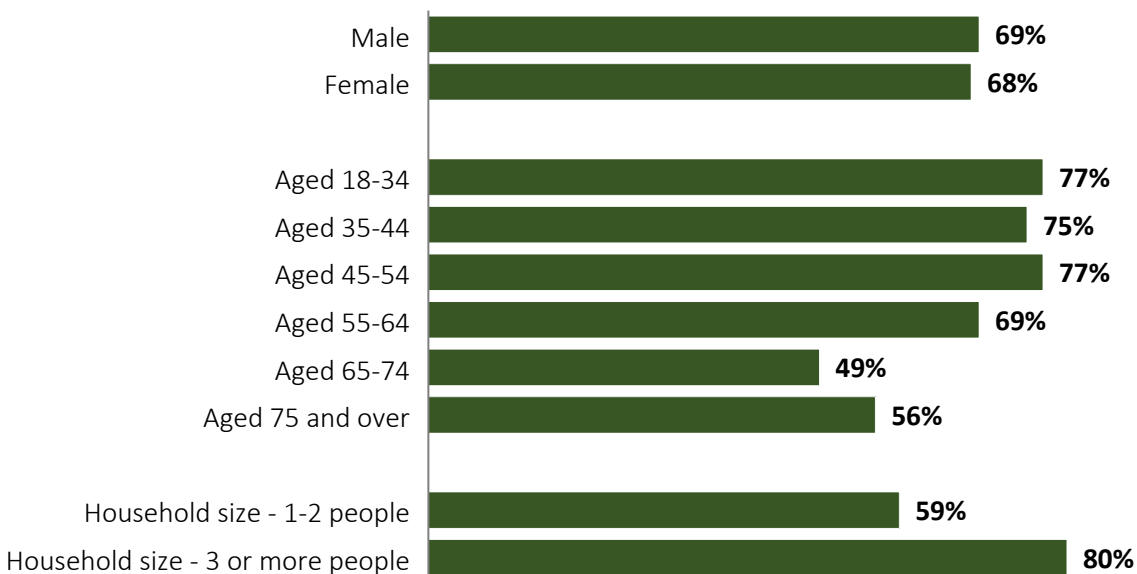
Just over two thirds agree with the approach of providing households with a wheelie bin for their general waste (69%), 14% neither agree nor disagree and 17% disagree.

Agreement is broadly consistent across male and female residents. Agreement is highest amongst residents aged 18-34, 35-44 and 45-54 (77%, 75%, 77%) and lowest amongst residents aged 65-74 and 75 and over (49%, 56%). Agreement is higher amongst residents who live in households of 3 or more people (80%) compared to residents who live in households of 1-2 people (59%).

**To what extent do you support the approach of providing households with a wheelie bin for their general waste?** Base: all answering (414), single response question



### % strongly agree / agree

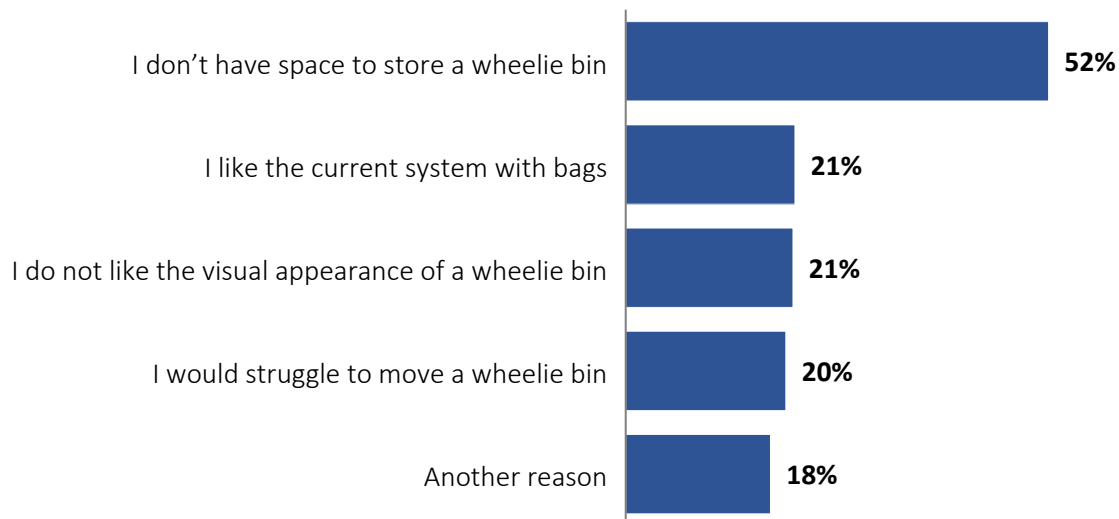


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## REASONS FOR DISAGREEING WITH THE OPTION OF PROVIDING HOUSEHOLDS WITH A WHEELIE BIN FOR GENERAL WASTE

All residents who disagreed with the approach of providing households with a wheelie bin for general waste were asked to indicate their reasons for disagreeing. The most common reason is not having the space to store a wheelie bin (52%). Around a fifth indicated they like the current system with bags (21%), they don't like the visual appearance of a wheelie bin (21%) and they would struggle to move a wheelie bin (20%).

***Which of the following describes why you disagree with the option of providing households with a wheelie bin for their general waste? Base: all answering (74), multiple response question***



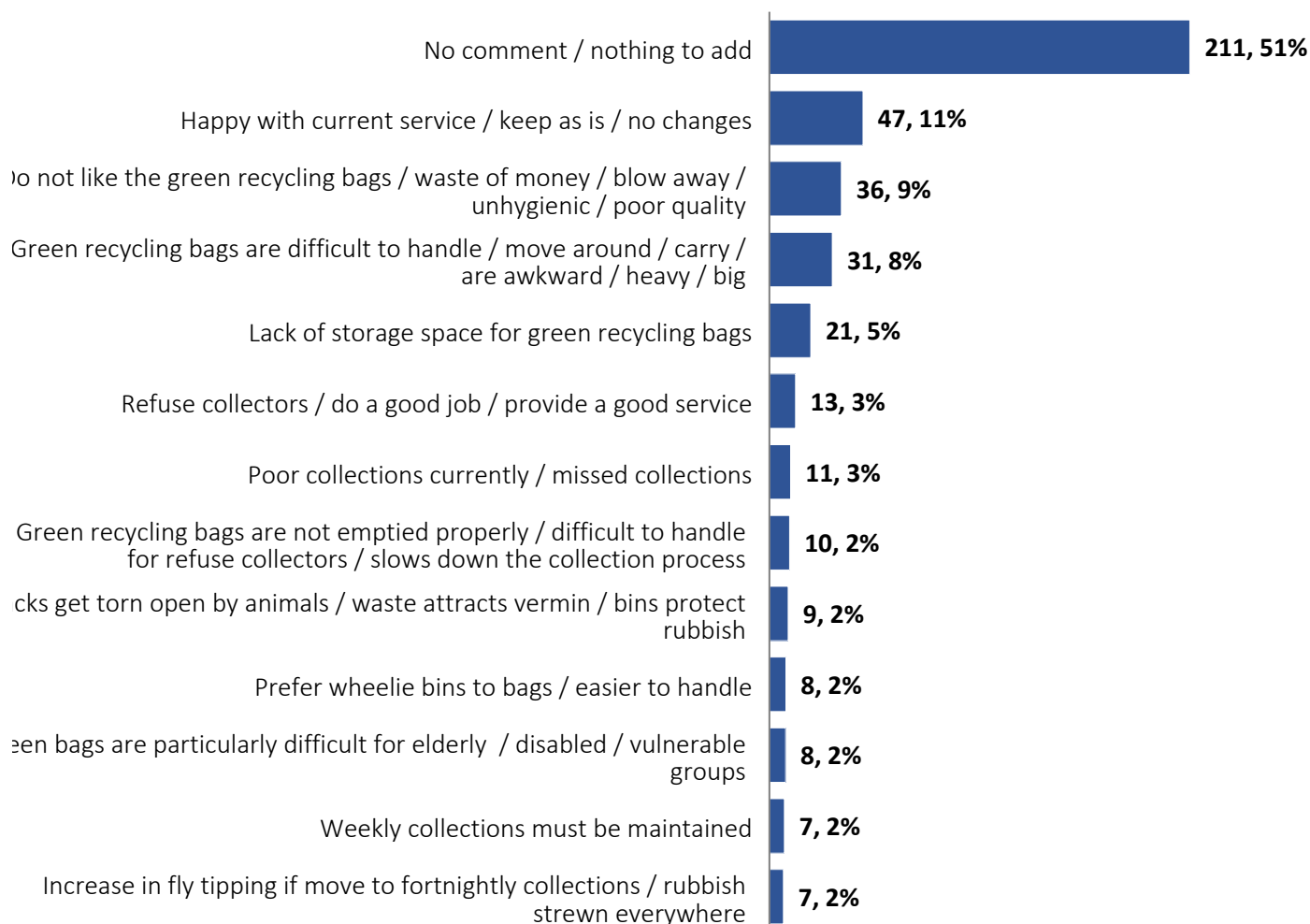


## ANY OTHER COMMENTS ABOUT WASTE COLLECTION SERVICES

At the end of the survey, residents were asked whether they had any other comments about the Council's waste collection services. Just over half (51%) indicated they didn't have any other comments or anything to add. An additional 11% indicated they are happy with the current service / no changes needed to made.

Small proportions commented they do not like the green recycling bags / they blow away / are poor quality (9%) and the green recycling bags are difficult to handle / move around / awkward (8%).

***Do you have any other comments about our waste collection services? Base: all answering (414), open text question coded into themes, chart below shows number of comments and percentages***



## FINDINGS – ONLINE OPEN SURVEY

This section of the report presents findings from the parallel online open survey promoted by Sevenoaks District Council. The survey was any resident to take part.

### NUMBER OF GENERAL WASTE SACKS FILLED PER WEEK

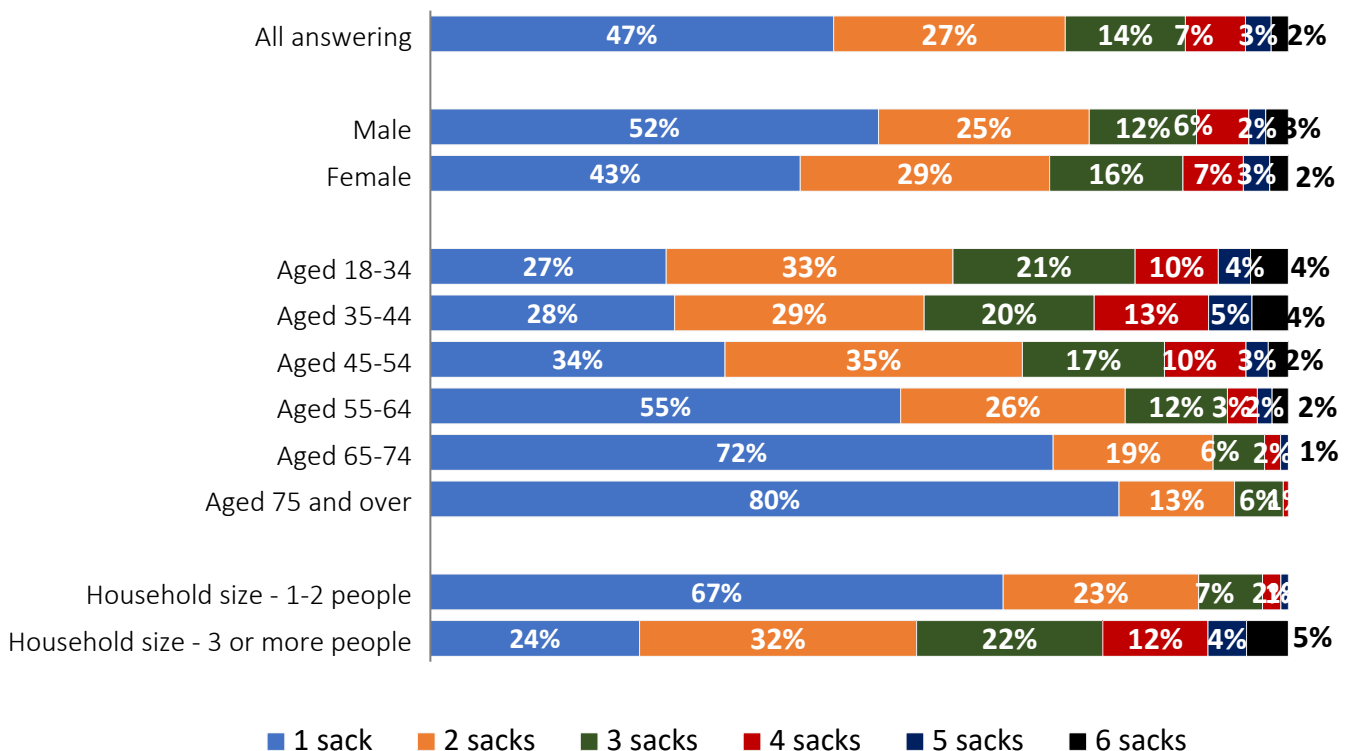
Broadly consistent with the representative face-to-face survey conducted, just under three quarters (74%) claim to fill 1-2 sacks of general waste sacks per week; 14% claim to fill three sacks and 12% claim to fill four or more per week.

The majority of residents aged 18-34, 35-44 and 45-54 claim to fill at least two general waste sacks per week (73%, 72% and 66% respectively). Fewer residents aged 55-64, 65-74 and 75 and over claim to fill at least two general waste sacks per week (45%, 28% and 20% respectively).

33% of residents who live in a household of 1-2 people claim to fill one sack per week and 76% of residents who live in a household of 3 or more people claim to fill at least two sacks per week.

#### **How many general waste (black) sacks do you fill in a typical week?**

Base: all answering (3,853), single response question



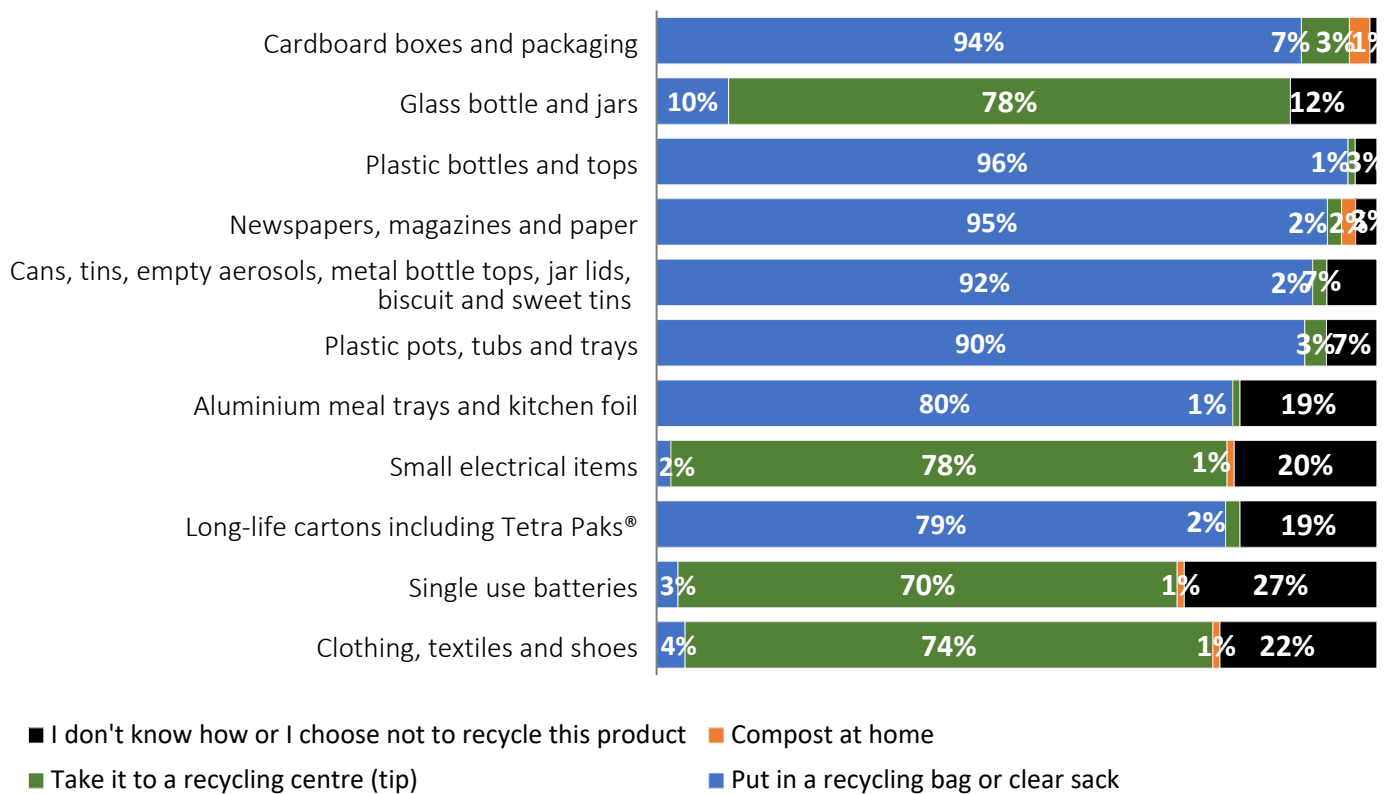
## MEANS OF RECYCLING ITEMS

Consistent with the representative face-to-face survey, the majority of residents claim to recycle the prompted items via a recycling bag or clear sack. Also consistent in the context of glass bottles and jars, small electrical items, single use batteries and clothing, textiles and shoes, the majority take them to recycling centres.

Of the items prompted, around a fifth of resident claim they do not know how or choose not to recycle aluminium meal trays and kitchen foil, small electrical items, long-life cartons including Tetra Paks®, single use batteries and clothing, textiles and shoes.

**Please tell us how you typically recycle each of the following items, if at all?**

Base: all answering (3,853), single response question per item



There are significant differences in means of recycling items by demographic subgroups as follows:

	<b>Gender</b>	A higher proportion of female residents indicated they don't know how or choose not to recycle aluminium meal trays and foil (22%) and long-life cartons including Tetra Paks® (21%).
	<b>Age</b>	A higher proportion of residents aged 18-34 and 35-44 indicated they don't know how to or choose not to recycle glass bottles and jars (17%, 17%), aluminium meal trays and kitchen foil (33%, 23%), small electrical items (32%, 23%), long-life cartons including Tetra Paks® (26%, 22%), single use batteries (44%, 34%) and clothing, textiles and shoes (28%, 28%).



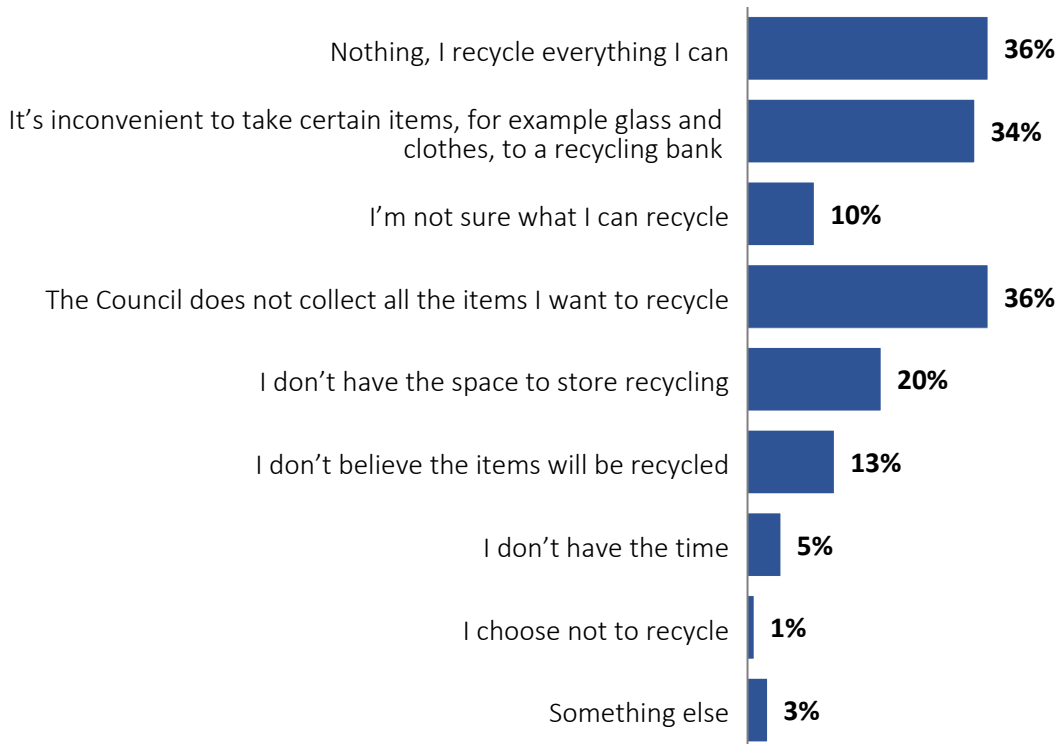
### Household size

A higher proportion of residents who live in a household of 3 or more people indicated they don't know how or choose not to recycle aluminium meal trays and foil (22%), long-life cartons including Tetra Paks® (21%) and single use batteries (31%).

## BARRIERS TO RECYCLING PERSONAL WASTE

Just over a third claim that nothing stops them recycling more or all of their waste (36%); lower than observed in the representative face-to-face survey. The main barriers claimed by residents are the Council not collecting all the items they want to recycle (36%), it being inconvenient to take certain items to a recycling bank (34%) and not having space to store recycling (20%).

**Is there anything that stops you from recycling more or all of your waste?** Base: all answering (3,853), multiple response question



There are significant differences in perceived barriers by demographic subgroups as follows:



### Gender


A higher proportion of male residents claim nothing stops them recycling (39%) compared to female residents (35%).

A higher proportion of female residents claim being inconvenient to take certain items to a recycling bank (36%) and not having the space to store recycling (22%) as barriers compared to male residents (32%, 17%).



### Age

A higher proportion of residents aged 18-34 and 35-44 claim the Council not collecting the items they want to recycle (52%, 53%), being inconvenient to

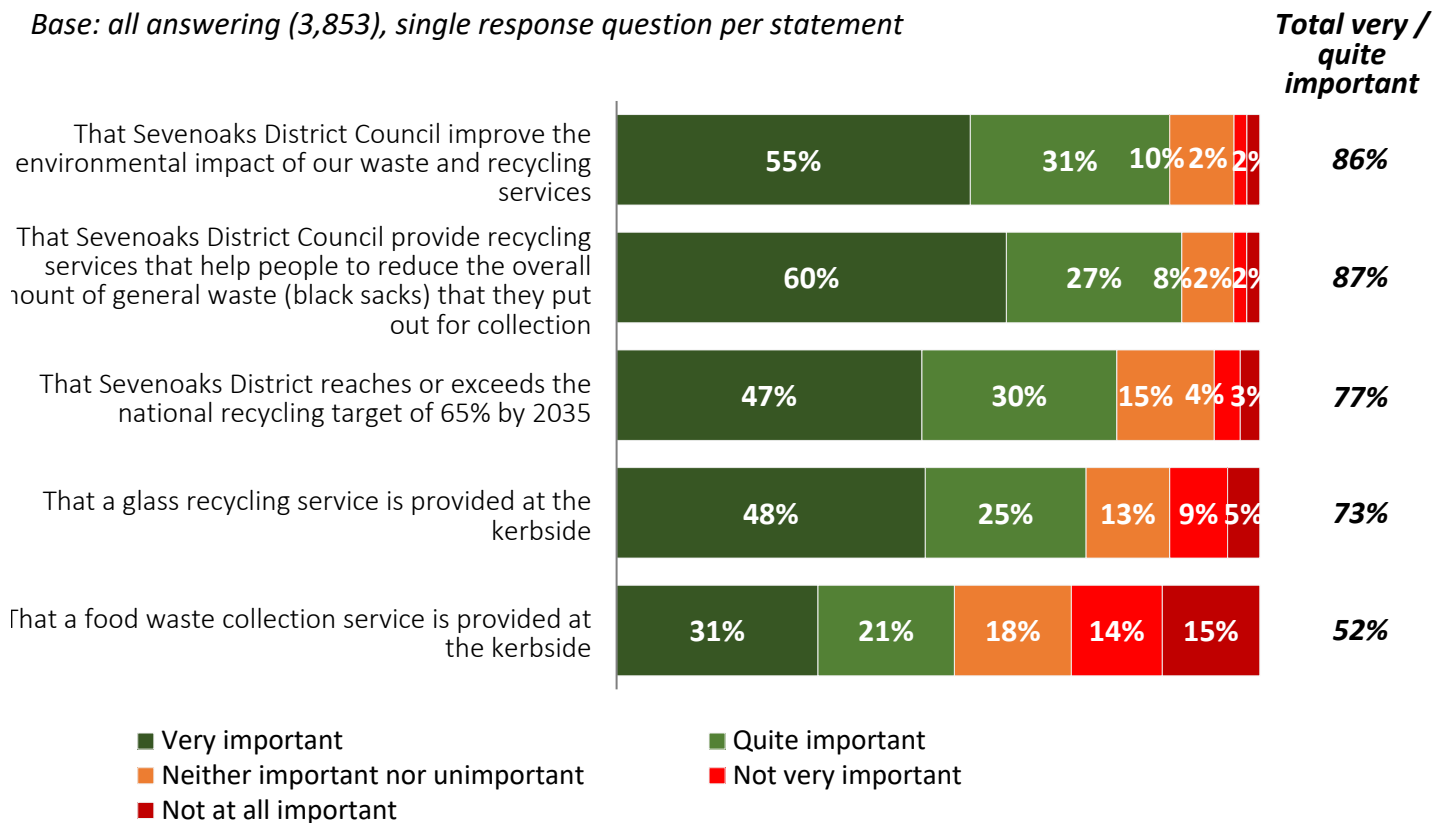
	<p>take certain items to a recycling bank (52%, 44%), not having the space to store recycling (32%, 26%) and not believing the items will be recycled (21%, 16%) as barriers.</p> <p>A higher proportion of residents aged 55-64, 65-74 and 75 and over claim nothing stops them from recycling (44%, 55%, 56%).</p>
 <p><b>Household size</b></p>	<p>A higher proportion of residents living in a household of 1-2 people claim nothing stops them recycling (43%) compared to residents living in a household with 3 or more people (29%).</p> <p>A higher proportion of residents living in a household of 3 or more people claim the Council does not collect all the items they want to recycle (48%), being inconvenient to take certain items to a recycling bank (38%) and not having the space to store recycling (15%).</p>

## IMPORTANCE OF SEVENOAKS DISTRICT COUNCIL'S AIMS AND PROPOSALS


Consistent with the representative face-to-face survey, the vast majority consider it important that the Council improve the environmental impact of their waste and recycling services (86%), the Council provide recycling services that help people to reduce the overall amount of general waste they put out for collection (87%) and the District reaches or exceeds the national recycling target of 65% by 2035 (77%). The importance of a glass collection service being provided at the kerbside is also high at 73%. Just over half consider it important a food waste collection service is provided at the kerbside (52%).

### Please tell us how important each of the following is to you...?

Base: all answering (3,853), single response question per statement



There are significant differences in the proportion rating the statements as very/quite important by demographic subgroups as follows:

 <p><b>Gender</b></p>	<p>A higher proportion of female residents indicated it is very / quite important that the Council improves the environmental impact of their waste and recycling services (90%), Sevenoaks District reaches or exceeds the national recycling target of 65% by 2025 (83%) and the Council provides recycling services that help people reduce the overall amount of general waste they put out for collection (92%) compared to male residents (84%, 74%, 85%).</p> <p>A higher proportion of female residents also indicated it is very / quite important that a glass collection service is provided at the kerbside (78%) and food waste collection service is provided at the kerbside (59%) compared to male residents (69%, 47%).</p>
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### Age

A higher proportion of residents aged 65-74 and 75 & over indicated it is very / quite important that the Council improves the environmental impact of their waste and recycling services (89%, 91%) and Sevenoaks District reaches or exceeds the national recycling target of 65% by 2025 (81%, 84%).

A higher proportion of residents aged 18-34 and 35-44 indicated it is very / quite important that a glass collection service is provided at the kerbside (82%, 83%) and a food waste collection service is provided at the kerbside (62%, 57%).



### Household Size

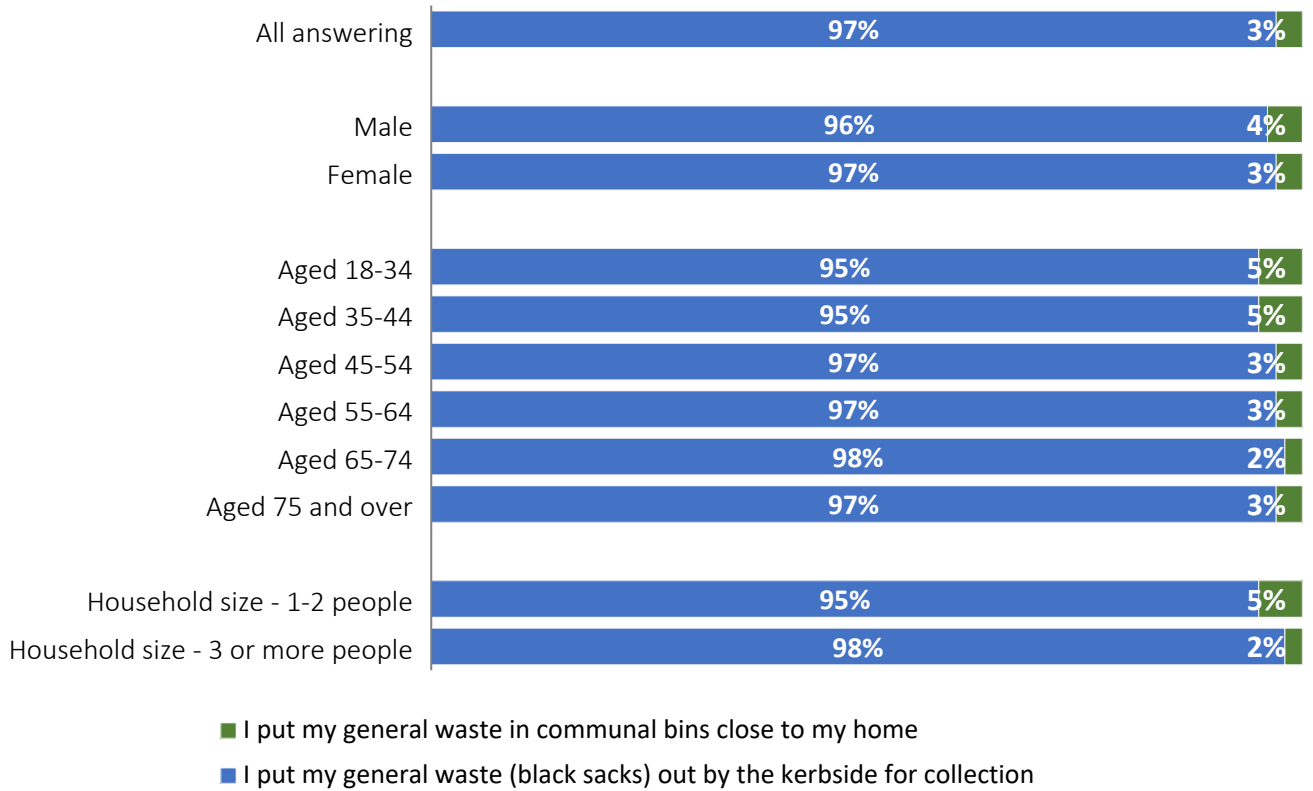
A higher proportion of residents living in households of 1-2 people indicated it is very / quite important that the Council improves the environmental impact of their waste and recycling services (88%) and Sevenoaks District reaches or exceeds the national recycling target of 65% by 2025 (80%) compared to residents living in households of 3 or more people (84%, 74%).

A higher proportion of residents living in households of 3 or more people indicated it is very / quite important that a glass recycling service is provided at the kerbside (76%) and a food waste collection at the kerbside (55%) compared to residents living in households of 3 or more people (70%, 50%).

## PROPORTION WHO RECEIVE KERBSIDE COLLECTION AND COMMUNAL WASTE COLLECTION

As expected, the vast majority put their general waste out for collection by the kerbside (97%). Proportions are broadly consistent by demographic subgroup.

***Do you put your general waste (black sacks) out for collection by the kerbside or do you use communal waste bins close to your home? Base: all answering (3,853), single response question per item***





## KERBSIDE COLLECTION OF GLASS BOTTLES AND JARS

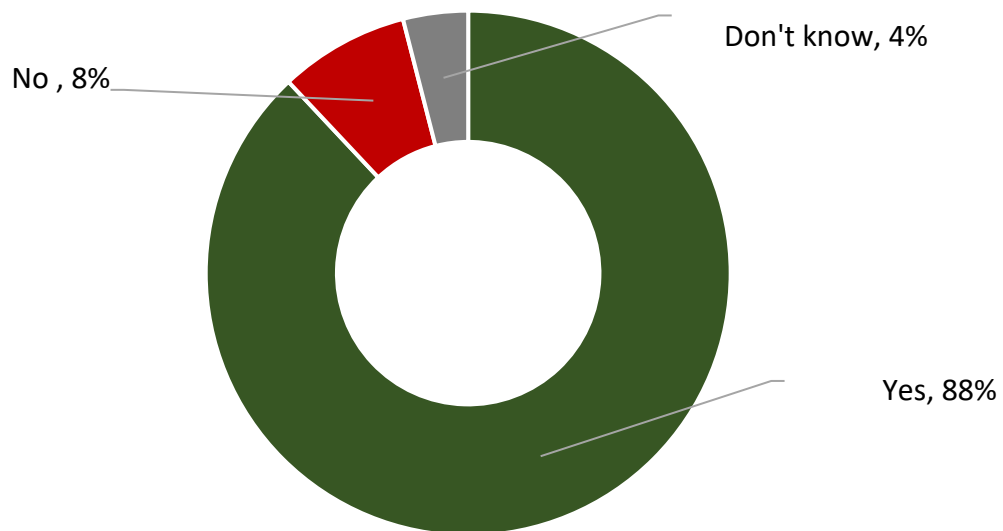
Residents who put their general waste (black sacks) out by the kerbside for collection were asked a series of questions about potential changes to home recycling services; glass bottles and jars collections, food waste collections, alternate weekly collections of waste and recycling and provision of a wheelie bin.

Consistent with the representative face-to-face survey conducted, the vast majority indicated they would use a glass recycling service as described in the questionnaire put to them (88%). 8% indicated they would not use such a service and 4% were unsure.

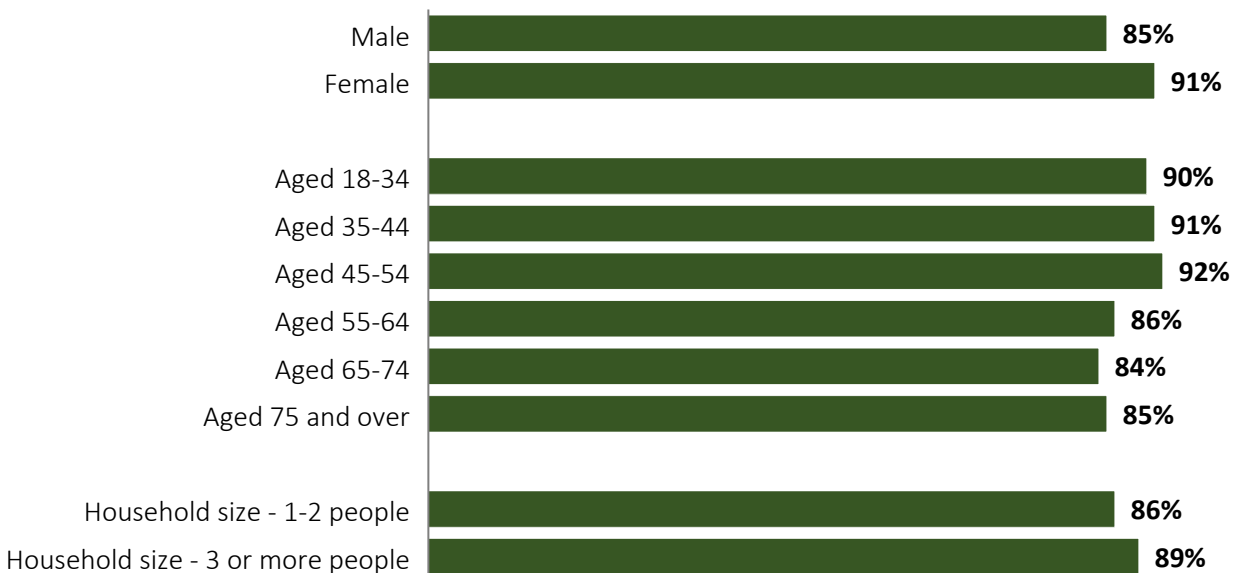
Whilst the majority of all demographic subgroups indicated they will use a glass recycling service, the proportion agreeing is higher amongst residents aged 18-34, 35-44 and 45-54 at 90%, 91% and 92% and 91%. Agreement is comparably lower amongst residents aged 55-64, 65-74 and 75 and over at 86%, 84% and 85%.

***By 31 March 2026, we are proposing to collect glass bottles and jars from the kerbside outside your home. Glass would be collected every other week and there would be no additional charge for this service. Would you use this glass recycling service?***

*Base: all answering (3,729), single response question*



**% yes**



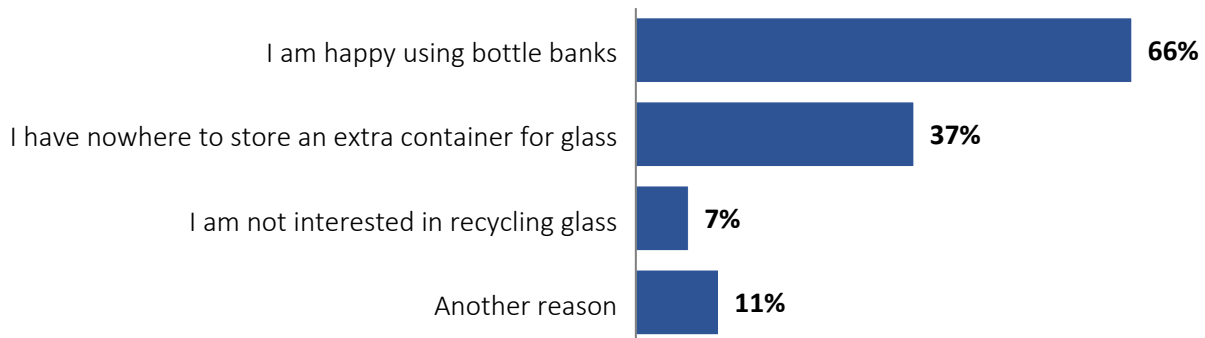
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## REASONS FOR NOT USING GLASS COLLECTION SERVICE

Residents who indicated they would not use a separate glass collection or are unsure whether they would use it were asked to describe their reasons.

Two thirds indicated they are happy using bottle banks (66%) and 37% indicated they have nowhere to store another container (37%). 7% indicated they are not interested in recycling glass.

**Which of the following best describes why you would not use the glass collection service from your home?** Base: all answering (280), multiple response question



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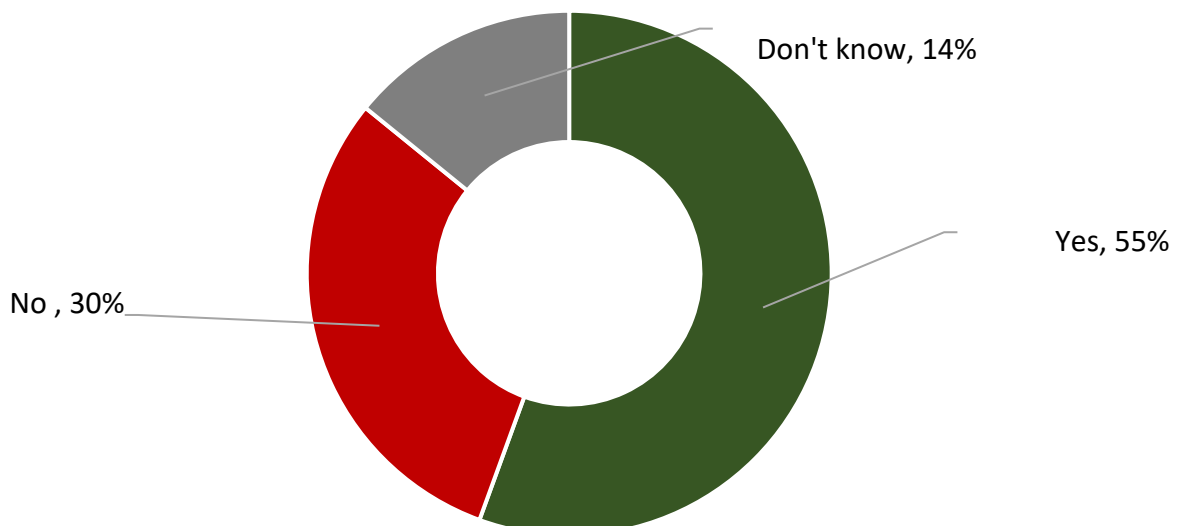
## KERBSIDE COLLECTION OF FOOD WASTE

Just over half indicated they would use a food waste recycling service as described in the questionnaire put to them (55%). 30% indicated they would not use such a service and 14% were unsure.

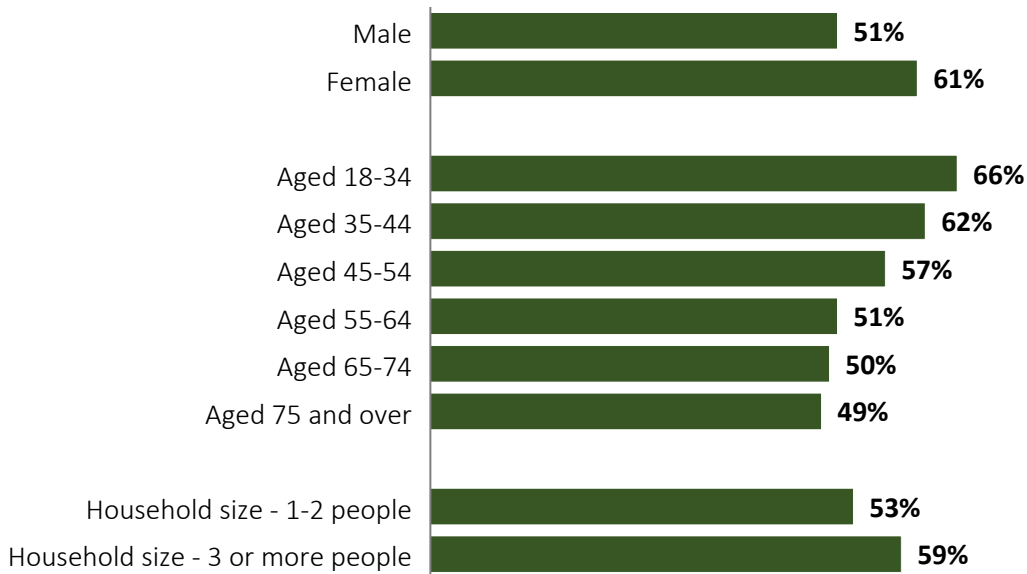
The proportion agreeing is higher amongst residents aged 18-34 and 35-44 at 66% and 62% and female residents at 61%. Agreement is comparably lower amongst residents aged 55-64, 65-74 and 75 and over at 51%, 50% and 49% and male residents at 51%.

**By 31 March 2026, we are proposing to introduce separate food waste collections from the kerbside outside your home. Food waste would be collected every week and there would be no additional charge for this service. All food waste collected would be composted, reducing carbon emissions and helping the environment. A small kitchen caddy would be provided, with a separate caddy to place your food waste out for collection. Would you use this food waste recycling service?**

Base: all answering (3,729), single response question



**% yes**



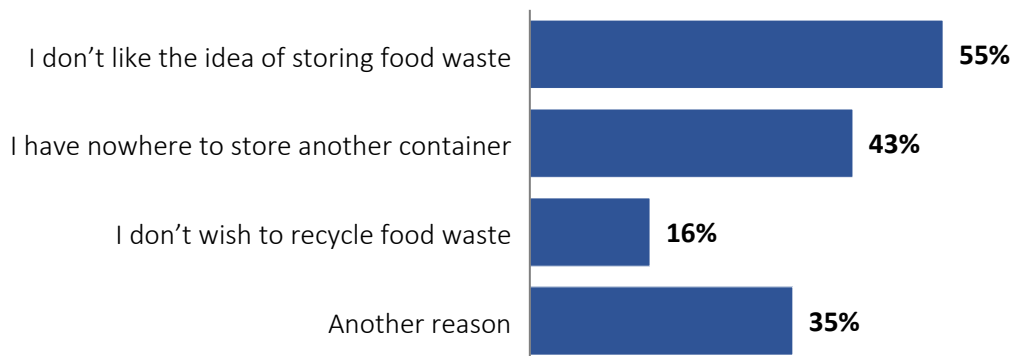
## REASONS FOR NOT USING SEPARATE FOOD WASTE COLLECTION

Residents who indicated they would not use a separate food waste collection or are unsure whether they would use it were asked to describe their reasons.


Broadly consistent with the representative face-to-face survey, just over half indicated they do not like the idea of storing food waste (55%). 43% indicated they have nowhere to store another container. 16% claim they don't wish to recycle food waste.

### ***Which of the following best describes why you would not use the separate food waste collection?***

*Base: all answering (1,104), multiple response question*



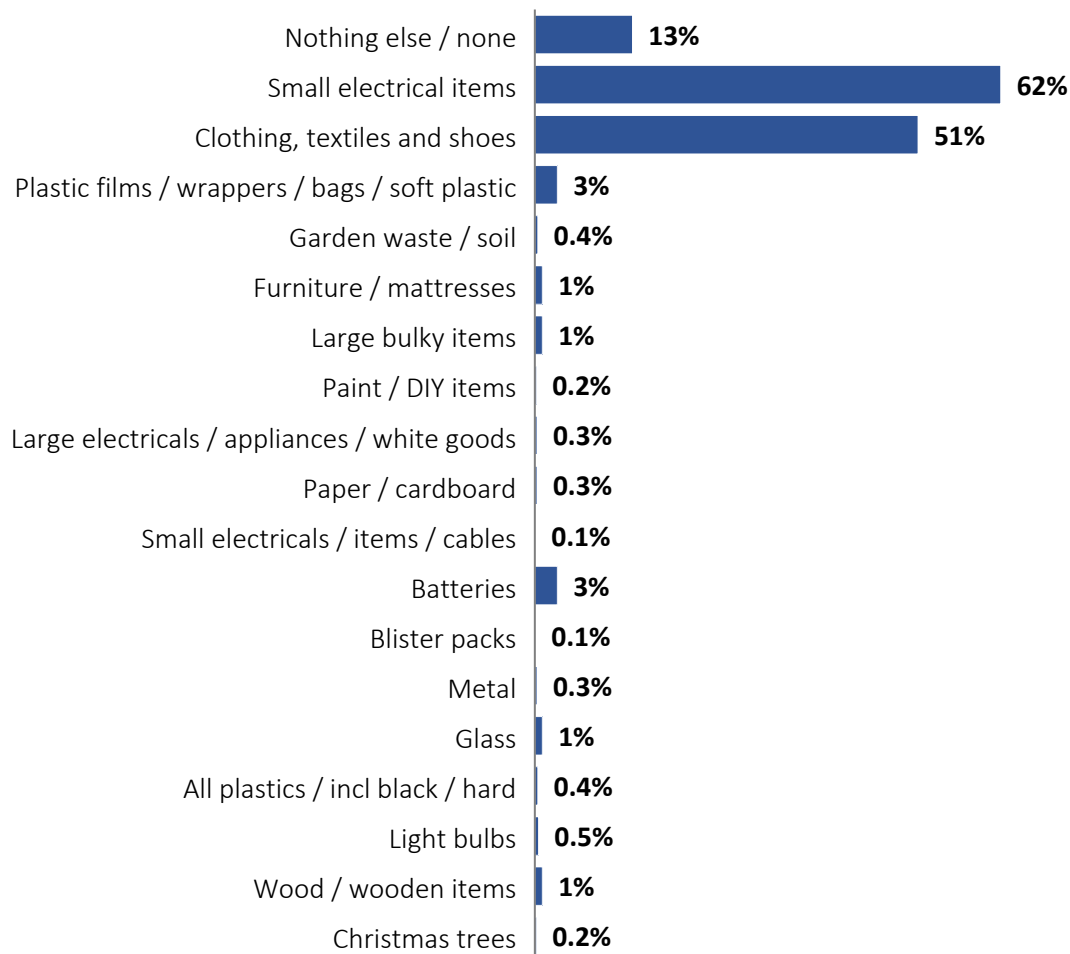
There are significant differences in the proportion rating the statements as very/quite important by age as follows:

 <b>Age</b>	A higher proportion of residents aged 18-34 claim they don't like the idea of storing food waste (71%). In addition, a higher proportion of residents aged 18-34 and 35-44 claim they have nowhere to store another container (62%, 55%).
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## ANY OTHER MATERIALS RESIDENTS WOULD LIKE TO THE COUNCIL’S RECYCLING SERVICE TO COLLECT FROM HOME

13% indicated there isn’t anything else they would like the Council’s recycling service to collect from their home; lower than the representative face-to-face survey conducted. However, the two most popular materials residents would like to see collected remain - small electrical items (62%) and clothing, textiles and shoes (51%).

**Are there any other materials that you would like the Council’s recycling service to collect from your home?** Base: all answering (3,729), multiple response question



There are significant differences in the other materials requested by demographic groups as follows:

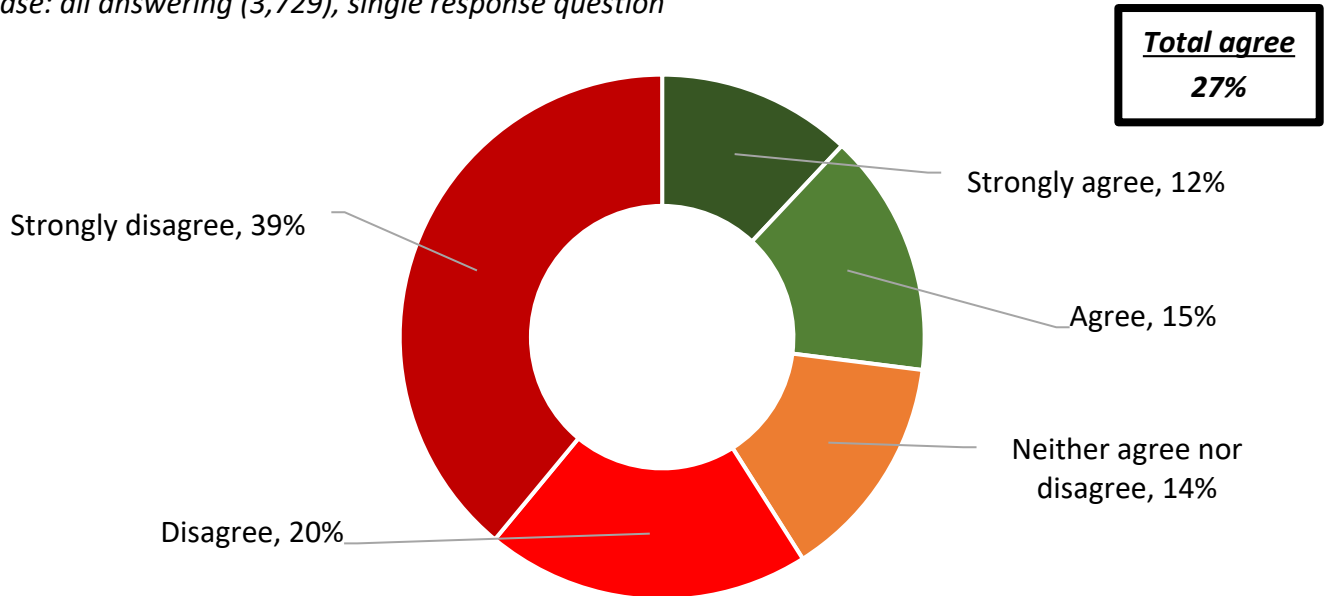
 <p><b>Gender</b></p>	<p>A higher proportion of female residents would like the Council’s recycling service to collect small electrical items (69%) compared to male residents (58%).</p>
 <p><b>Age</b></p>	<p>A higher proportion of residents aged 35-44 and 45-54 would like the Council’s recycling service to collect clothing, textiles and shoes (56%, 55%) from their home.</p> <p>A higher proportion of residents aged 65-74 and 75 and over would like the Council’s recycling service to collect small electrical items (70%, 72%).</p>

## ALTERNATE WEEKLY COLLECTION OF WASTE AND RECYCLING

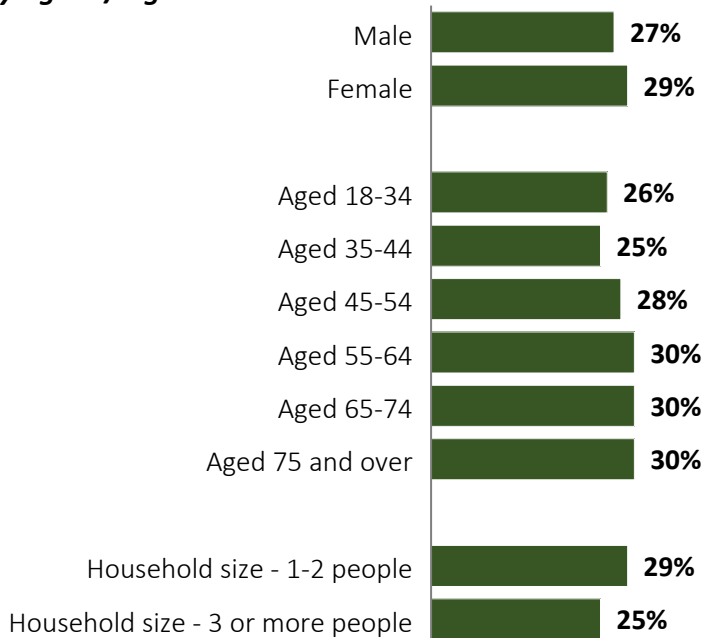
Agreement with the approach of collecting waste one week and recycling the next is mixed but with a smaller proportion agreeing compared to the representative face-to-face survey; 27% agree, 14% neither agree nor disagree and 59% disagree. Agreement is broadly consistent across demographic subgroups.

**To what extent do you support the approach of collecting waste one week and recycling the next?**

Base: all answering (3,729), single response question



### % strongly agree / agree






## REASONS FOR DISAGREEING WITH THE OPTION OF COLLECTING WASTE ONE WEEK AND RECYCLING THE NEXT

All residents who disagreed with the approach of collecting waste one week and recycling the next were asked to indicate their reasons for disagreeing. The most common reason is an expectation of a weekly collection of waste (72%). Not having the space to store waste for an extra week (67%) and residents producing enough waste for it to be collected every week (57%) ranks second and third. However, the proportion of residents selecting all of the prompted reasons is broadly consistent.

**Which of the following describes why you disagree with the option of collecting waste one week and recycling the next?** Base: all answering (2,134), multiple response question



There are significant differences in the reasons given by demographic subgroups as follows:

 <p><b>Gender</b></p>	<p>A higher proportion of male residents indicated they expect a weekly collection of waste (75%) and a weekly collection of recycling (56%) compared to female residents (69%, 50%).</p> <p>A higher proportion of female residents claim they produce enough waste for it to be collected every week (63%) compared to male residents (57%).</p>
 <p><b>Age</b></p>	<p>The expectation of a weekly collection of waste exceeds two thirds across all age groups answering.</p> <p>A higher proportion of residents aged 18-34 and 35-44 claim they produce enough waste for it to be collected every week (69%, 75%), they produce enough recycling for it to be collected every week (62%, 68%), they don't have the space to store their waste for an extra week (80%, 73%) and they don't have the space to store their recycling for an extra week (72%, 63%).</p>
 <p><b>Household size</b></p>	<p>A higher proportion of residents living in a household of 1-2 people indicated they expect a weekly collection of waste (75%) compared to residents living in a household of 3 or more people (70%).</p>

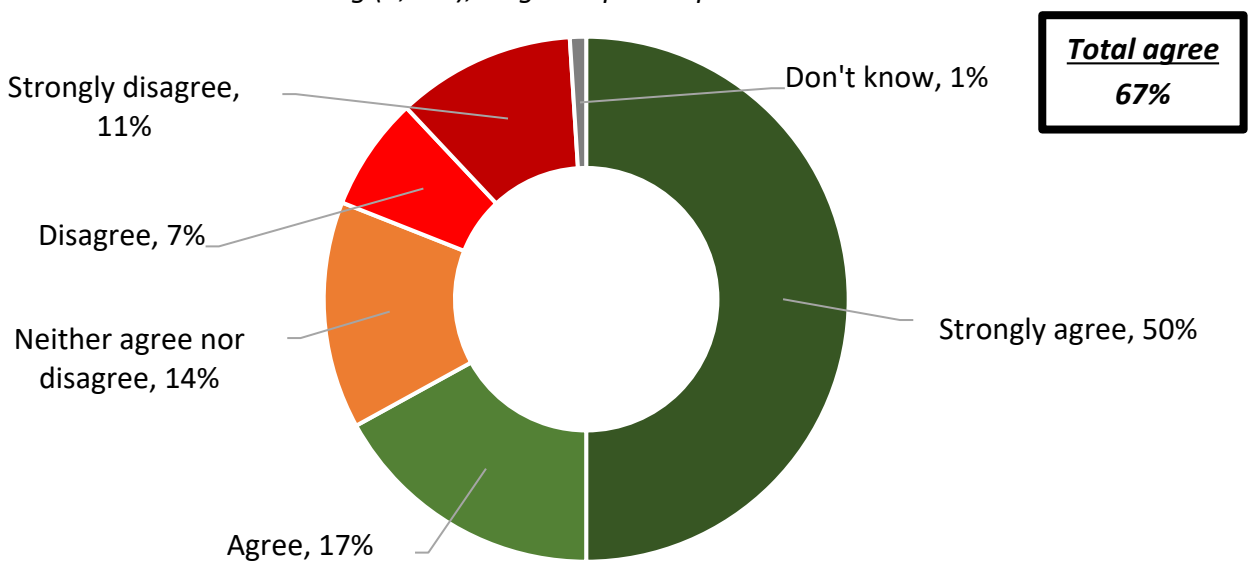
A higher proportion of residents living in a household of 3 or more people claim they produce enough waste for it to be collected every week (72%), they produce enough recycling for it to be collected every week (65%), they don't have the space to store their waste for an extra week (72%) and they don't have the space to store their recycling for an extra week (62%).

## PROVIDING HOUSEHOLDS WITH A WHEELIE BIN FOR GENERAL WASTE

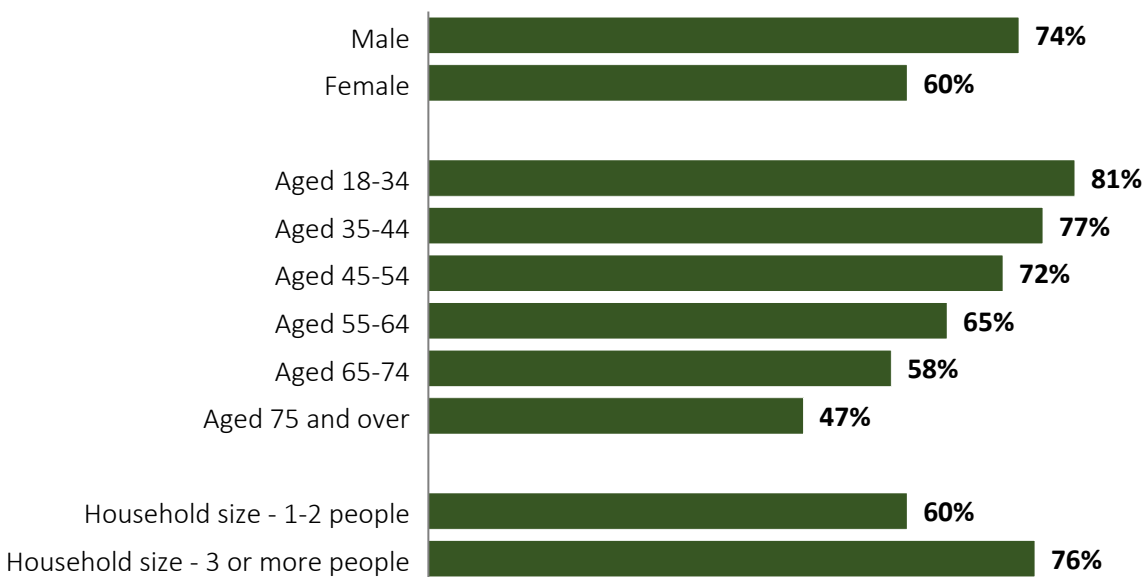
Consistent with the representative face-to-face survey, just over two thirds agree with the approach of providing households with a wheelie bin for their general waste (67%), 14% neither agree nor disagree and 18% disagree.

Agreement is higher amongst male residents (74%) compared to female residents (60%). Agreement reduces with age; agreement is highest amongst residents aged 18-34 and 35-44 (81%, 77%) and lowest amongst residents aged 65-74 and 75 and over (58%, 47%). Agreement is higher amongst residents who live in households of 3 or more people (76%) compared to residents who live in households of 1-2 people (60%).

**To what extent do you support the approach of providing households with a wheelie bin for their general waste?** Base: all answering (3,729), single response question



### % strongly agree / agree

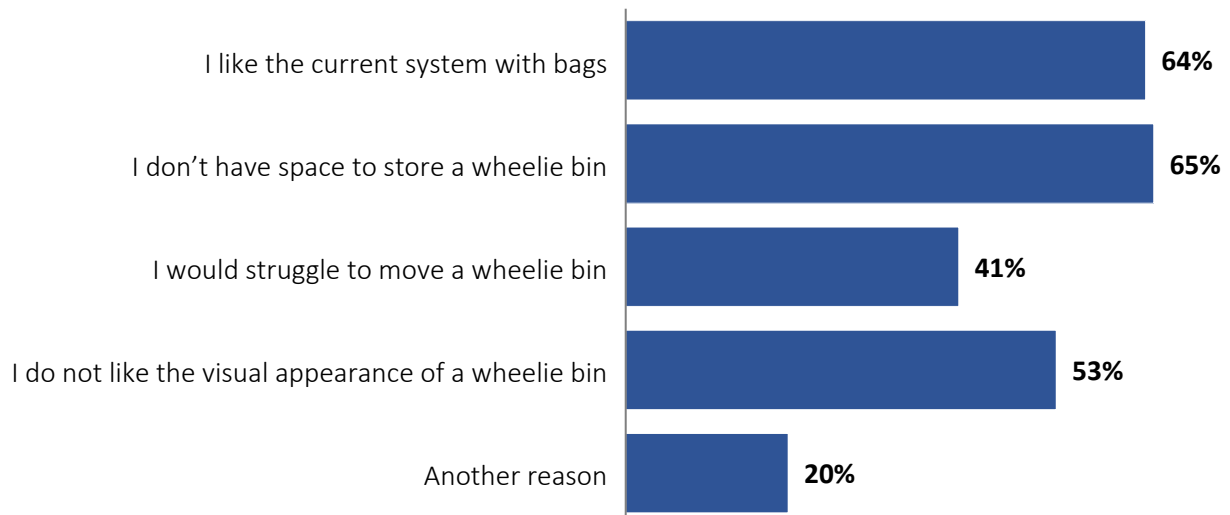







## REASONS FOR DISAGREEING WITH THE OPTION OF PROVIDING HOUSEHOLDS WITH A WHEELIE BIN FOR GENERAL WASTE

All residents who disagreed with the approach of providing households with a wheelie bin for general waste were asked to indicate their reasons for disagreeing. The most common reasons are not having the space to store a wheelie bin (65%) and not liking the visual appearance of a wheelie bin (53%). 41% indicated they would struggle to move a wheelie bin.

**Which of the following describes why you disagree with the option of providing households with a wheelie bin for their general waste? Base: all answering (682), multiple response question**



There are significant differences in the reasons given by demographic subgroups as follows:

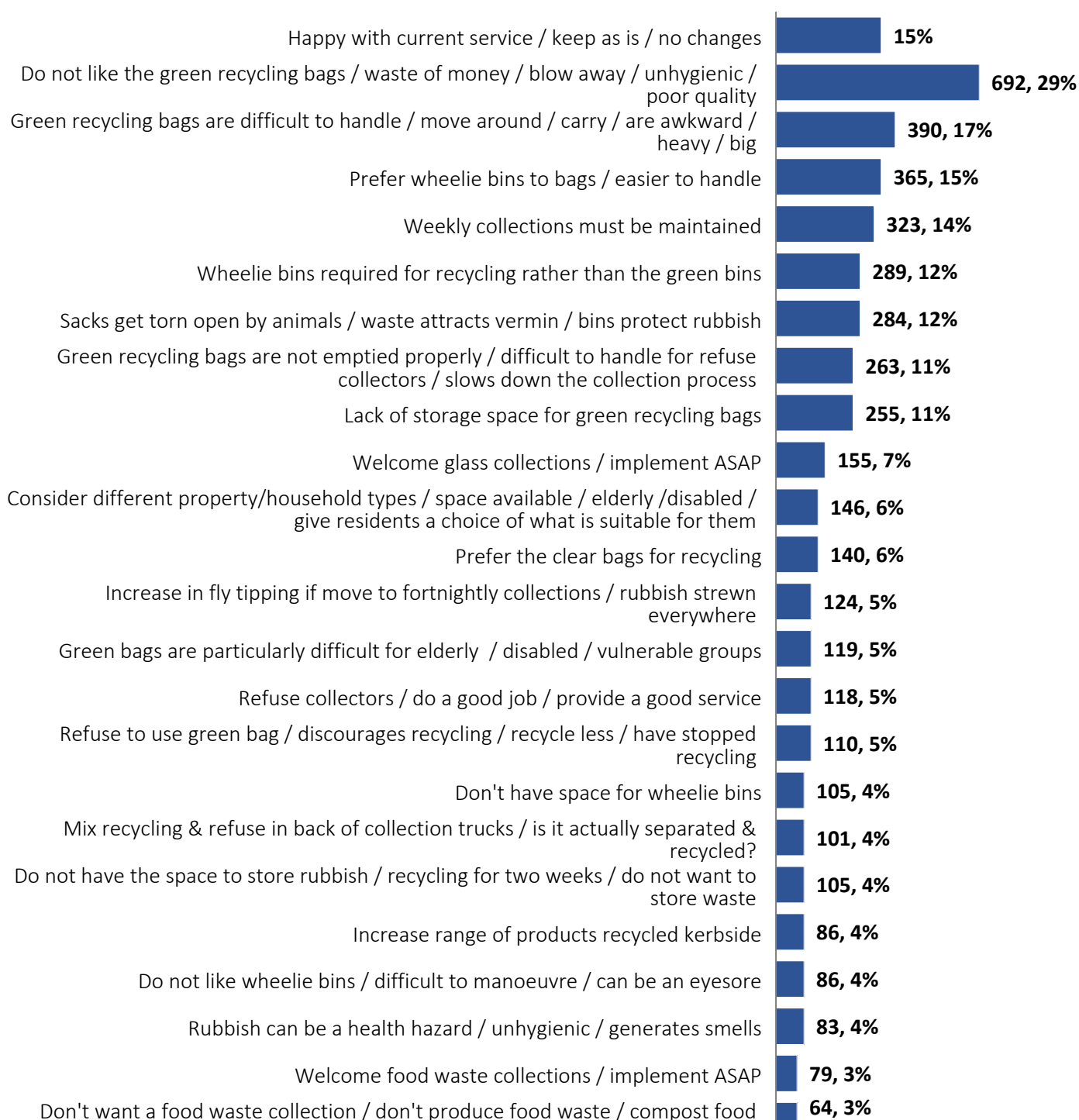
 <p><b>Gender</b></p>	<p>A higher proportion of male residents indicated they like the current system with bags (69%) compared to female residents (59%).</p> <p>A higher proportion of female residents claim they would struggle to move a wheelie bin (50%) compared to male residents (33%).</p>
 <p><b>Age</b></p>	<p>A higher proportion of residents aged 65-74 and 74 and over indicated they like the current system with bags (71%, 78%).</p> <p>A higher proportion of residents 75 and over indicated they would struggle to move a wheelie bin (55%).</p>
 <p><b>Household size</b></p>	<p>A higher proportion of residents living in a household of 1-2 people indicated they like the current system with bags (69%) compared to residents living in a household of 3 or more people (50%).</p>

## ANY OTHER COMMENTS ABOUT WASTE COLLECTION SERVICES

At the end of the survey, residents were asked whether they had any other comments about the Council's waste collection services. Only 4% indicated they didn't have any other comments or anything to add. 15% indicated they are happy with the current service / no changes needed to made.

The common comments are however consistent with the representative face-to-face survey conducted - 29% commented they do not like the green recycling bags / they blow away / are poor quality (692 comments) and 17% commented that the green recycling bags are difficult to handle / move around / awkward (390 comments).

***Do you have any other comments about our waste collection services? Base: all answering (2,380), open text question coded into themes, chart below shows number of comments and percentages***

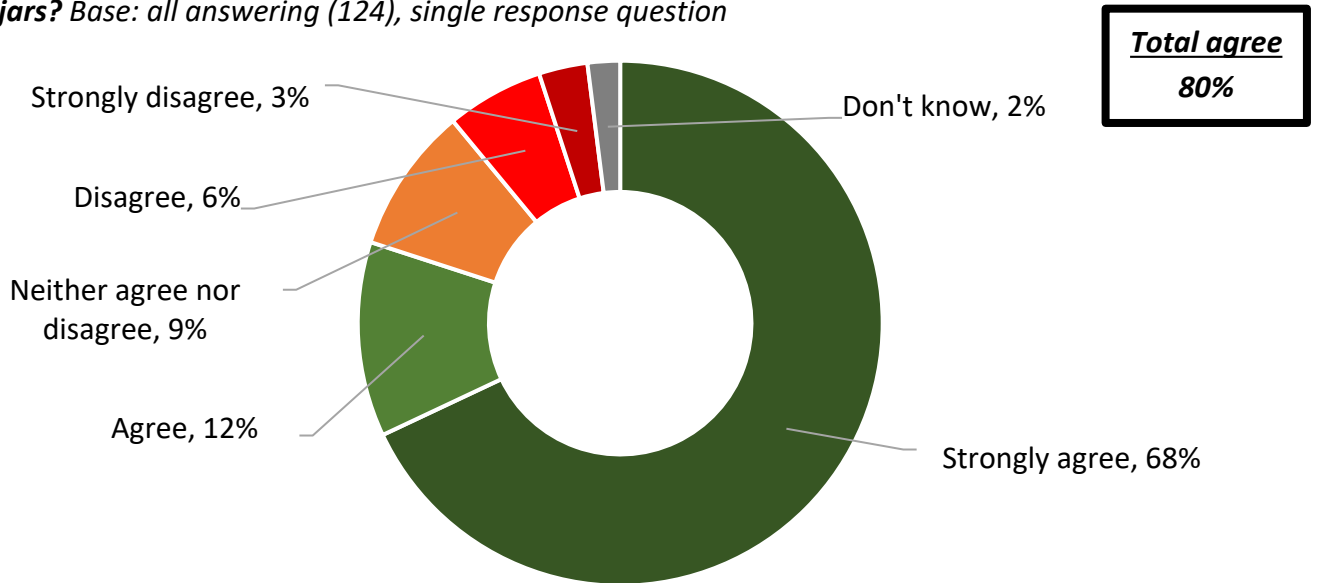


**COMMUNAL WASTE HOUSEHOLDS ONLY - PROVISION OF ADDITIONAL COMMUNAL BIN TO RECYCLE GLASS BOTTLES AND JARS**

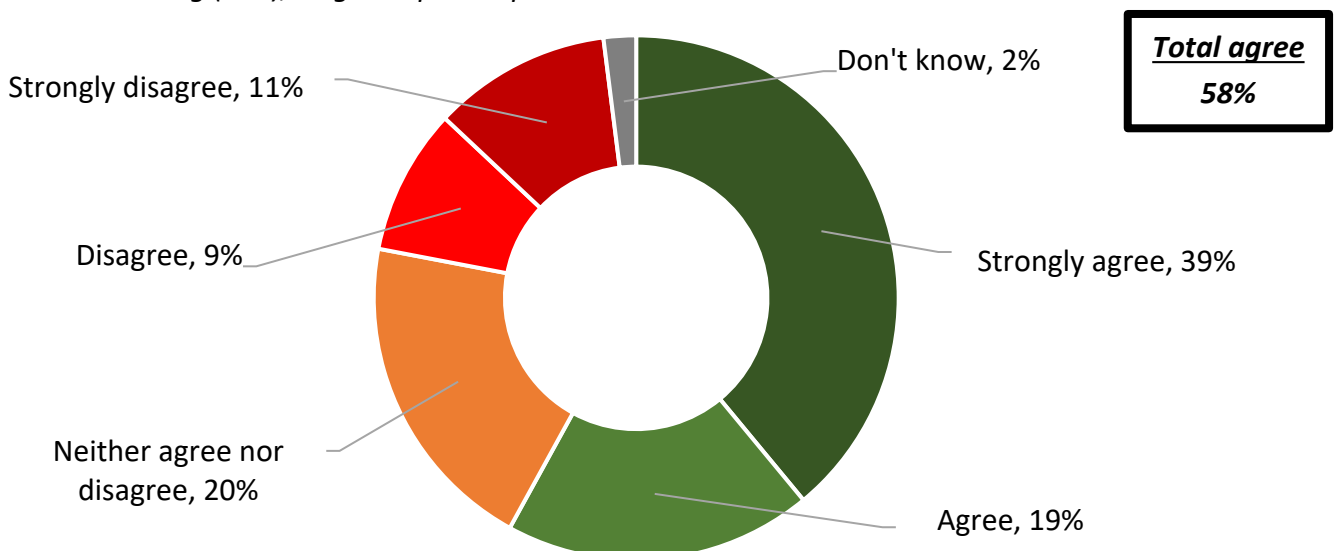
Residents who put my general waste in communal waste bins close to their homes were asked whether they agreed with the provision of additional communal bins to recycle glass bottles, collect food waste and recycle other items such as clothes, textiles and small electrical items.

The majority agree with the Council should provide an additional communal bin to recycle glass bottles (80%), 9% neither agree nor disagree and 9% disagree. Agreement the Council should provide an additional communal bin to collect food waste (58%) and other items such as clothes, textiles and small electrical items (55%) is comparably lower.

**To what extent do you agree we should provide an additional communal bin to recycle glass bottles and jars?** Base: all answering (124), single response question



**To what extent do you agree we should provide an additional communal bin collect food waste?** Base: all answering (124), single response question



**To what extent do you agree we should provide additional communal bins to recycle other items such as clothes, textiles and small electrical items at your home? Base: all answering (124), single response question**

