

# Your borough **YOUR FUTURE SURVEY**

The climate is changing and so is Dudley!

A chance for you to say what kind of borough you would like to live in.



**Dudley**  
Metropolitan Borough Council



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# Your Borough, Your Future

A chance for you to say what kind of borough you would like to live in.

Dudley Council is committed to environmental action and working with residents, businesses and organisations across the borough to improve the environment we live in. We have declared a climate emergency and pledged to achieve net zero carbon by 2050. The climate is changing, and your council is changing too.

We are seeking **your opinions** firstly on what you think we as a council should be doing and what you as an individual would consider doing to prepare for the challenges of today and tomorrow.

Given the economic situation not just in Dudley Borough but across the world, we are also looking for ideas and priorities of where the council can make savings on environmental services and offer new services or opportunities to help our residents and businesses.

Thank you for your assistance. Your views are important to us.

## Your role

Q1 In what capacity are you responding to this survey? Please tick all that apply.

- Resident of Dudley Borough
- Visitor to Dudley Borough
- I represent/own a local business
- I represent a voluntary and community sector (VCS) organisation or social enterprise
- Council employee
- Councillor

Other (please specify):

Q2 If you are a resident of Dudley Borough, please tell us the type of property you live in.

- Bedsit or part of a shared house (House of Multiple Occupation) with shared bins
- Flat with shared bins
- Terraced house with no off-street storage for bins
- Terraced house with off-street storage for bins
- Semi-detached house
- Detached house

Q3 If you said that you represent an organisation, business or community group, please provide your details

Name

Organisation

Organisation Postcode

Email address:

Q4 Is this the official response of your organisation

- Yes
- No

## Net Zero / Climate Change

### What Dudley Council is doing

There are opportunities to reduce carbon emissions and help improve our local environment through the different services that Dudley Council provides. We are looking at new ways of doing things, such as exploring the use of alternative fuels for our council vehicles, improving recycling services, reducing waste that goes to the incinerator, the management of our green public spaces, reviewing our council buildings to ensure they work as efficiently as possible.

Q5 To what extent would you support the following council initiatives to reduce carbon emissions or improve air quality:

	A great deal	To some extent	Not very much	Not at all	Don't know
Use low emission or electric bin lorries to improve local air quality	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planning and promoting cycle lanes and pedestrian access	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Improving public transport e.g. more bus routes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Campaigns to help educate and provide examples of ways to help improve our environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recycle more (and create less rubbish) by improving recycling services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dedicate resources to tackle littering and fly tipping in the borough e.g. more litter bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use council buildings for renewable energy generation (e.g. install solar panels)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Work with partners to facilitate professional home insulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage wildlife in parks and green spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q6 Any other ideas or comments

### What you can do

We know that small simple changes from individual households can have a positive impact on the environment, helping create a better future for our families, friends and future generations.

Q7 How willing would you be to do (or continue to do) the following?

	A great deal	To some extent	Not very much	Not at all	Don't know
Shop for products that are better for the environment (less packaging)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Choose public transport / cycle / walk where possible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home improvements or behaviours to save energy e.g. install insulation, smart meter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch to clean energy e.g. solar energy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Save water, e.g. shorter showers, collect rain water for garden use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create wildlife friendly gardens/spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home compost / grow your own vegetables and fruit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer to help Dudley Borough greener (e.g. litter picking, composting advice, teach repair skills)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 Other (specify below)

Q9 Overall, how prepared are you to make lifestyle changes to help Dudley Borough become 'greener'?

- A great deal
- To some extent
- Not very much
- Not at all
- Don't know

### Cost of living

With the cost of living on the rise, Dudley Council is looking to continue to provide good services whilst minimising costs and improving the environment.

Q10 If the council provided any of the following, would you be interested in participating?

	Interested	Not interested	Don't know / no view
The provision of low-cost materials to the public from our environmental services, e.g. compost, logs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Opportunities to reuse items collected through our bulky waste service and Household Waste and Recycling Centre (e.g. furniture, bicycles)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Continued provision of discounted home composting bins for food and garden waste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q11 Any other ideas or comments (specify below)

### What you can do

There are also many ways that you could save money that have the added benefit of helping to reduce waste and support our environment by preserving natural resources.

Q12 Would you be willing to consider (or continue to do) any of the following?

	Yes	Yes, but would need more info.	No	Don't know
Try different methods of reducing food waste (meal planning, storing food, using leftovers)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn new skills so that furniture can be reused (repair and upcycling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn new skills so that clothing can be mended (repair and upcycling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn new skills so that electrical items can be mended (repair and upcycling)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consider alternatives to buying new	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community swap events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a shop that sells or rents second hand goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use an online platform to buy second hand goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visit a charity shop or car boot sale	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 Any other ideas or comments (specify below)

### Waste & Recycling

Evidence shows that the highest recycling rates and reductions in carbon (climate change) emissions can be best achieved by adding more recycling services which may include weekly food waste collections. Making recycling easier encourages greater separation of materials for recycling. This means there is less rubbish left over to be thrown away in your black bin. The council is exploring options around reducing waste and carbon emissions, improving recycling and saving money and we seek your views.

#### What Dudley Council is doing

Q14 Do you support the council reviewing changes to the waste and recycling services to increase recycling, make savings and reduce carbon (climate change) impacts?

- Agree
- Neither agree or disagree
- Disagree
- Don't know

Q15 Other Comments?

### What you can do

To make savings and reduce carbon (climate change) impacts, the council is looking to both increase and make recycling more efficient, and reduce the amount of black bin rubbish, as this goes to the incinerator / landfill.

Q16 If the council provided you with larger bins for more materials to recycle (e.g. plastic film and wrapping), would you recycle more and put less rubbish in your black bin?

- Yes

- Yes, with some reservations
- No
- Don't know

Q17 Other comments?

## Recycling

Recycling in Dudley Borough is currently collected in three different containers (a blue bag, a green bag and a box). One option that Dudley Council is considering is replacing these containers with two wheeled bins.

Q18 Would you prefer wheeled bins for your recycling rather than a box/bag system?

- Yes, I would prefer wheeled bins
- No, I prefer the current bag/box system
- Don't know

Q19 Other comments

## Food waste

Nearly a third of the rubbish in Dudley Borough is food waste. If collected separately, food waste can be digested in a process called anaerobic digestion which can be used to generate energy and is a good method of helping to reduce the climate change impacts of waste.

Separate collections of food waste would mean that all households would be given a kitchen caddy (small container) for collecting food waste within the house, and a small outdoor bin for emptying the food waste into, which can be placed out for weekly collection. You will be able to use this service for all food waste, including both raw and cooked food.

Q20 How willing would you be to participate in a weekly food waste collection?

- A great deal
- To some extent
- Not very much
- Not at all
- Don't know

## Making sure everyone is included – waste and recycling services

We want to understand whether the waste and recycling services we provide, or the proposed ideas, may present barriers for some people.

Q21 Do you have (or anticipate having) any difficulties with using our waste and recycling services? This might be for any reason such as (but not limited to) age, disability, isolation, ethnicity or language etc. Please select one option.

- Yes
- No
- Don't know

Q22 Please provide further details

## About You

We would be grateful if you would answer the following questions. You are under no obligation to provide the information requested, but it would help us greatly if you did.

Q23 What was your age on your last birthday?

- 16 - 17
- 18 - 24
- 25 - 29
- 30 - 39
- 40 - 49
- 50 - 59
- 60 - 67
- 68 and over
- Prefer not to disclose

Q24 What is your full postcode? This will allow us to see areas where people are responding from, but will not identify your house.

Q25 Please select your ethnicity from the following

- African
- Any other Asian Background
- Any other Black, African or Caribbean background
- Any other ethnic group
- Any other Mixed or multiple ethnic background
- Any other White Background
- Arab
- Bangladeshi
- Caribbean
- Chinese
- Indian
- Irish
- Pakistani
- White gypsy or Irish traveller
- White and Asian
- White and black african
- White and black caribbean
- White - English/Welsh/Scottish/ N Ireland
- Prefer not to disclose
- Other

Q26 What is your personal preference about how the council should keep you informed about, and involved in, forthcoming changes to services? Please tick all that are applicable.

- Council websites
- Council app / text alerts
- Social media (e.g. Twitter, Facebook)
- Email newsletter
- Print newsletter
- Council newsletters / magazines
- Bin hangers / stickers
- Email collections calendar
- Engaging with specific community groups
- Through specific events (e.g. roadshows)

Q27 Other (please specify)

Q28 If you are completing this survey on behalf of your local primary school, to have the chance to win a free hot composter, please write the school's name in this box:

## **Alternative formats and languages**

Alternative formats and languages are also available upon request. Please contact Dudley Council Plus on 0300 555 2345 if you require an audio, large-print or easy read version of the survey.

## **Got a question? Get in touch**

Dudley Council Plus makes it easy for you to contact and do business with the council.

Address: Dudley Metropolitan Borough Council, Council House, Priory Road, Dudley, DY1 1HF.

Telephone: 0300 555 2345

Dudley Council Plus is open Monday to Friday, 8:30am to 5:00pm.



# Your Borough, Your Future

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Dudley Council is committed to environmental action and working with residents, businesses and organisations across the borough to improve the environment we live in. We have declared a climate emergency and pledged to achieve net zero carbon by 2050. The climate is changing, and your council is changing too.

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Given the economic situation not just in Dudley Borough but across the world, we are also looking for ideas and priorities of where the council can make savings on environmental services and offer new services or opportunities to help our residents and businesses.

Thank you for your assistance. Your views are important to us.

## Your role

Q1 In what capacity are you responding to this survey? Please tick all that apply.

- 2988 (94.7%) Resident of Dudley Borough
- 49 (1.6%) Visitor to Dudley Borough
- 43 (1.4%) I represent/own a local business
- 36 (1.1%) I represent a voluntary and community sector (VCS) organisation or social enterprise
- 254 (8.1%) Council employee
- 16 (0.5%) Councillor
- Other (please specify): 25 (100.0%)

Q2 If you are a resident of Dudley Borough, please tell us the type of property you live in.

- 9 (0.3%) Bedsit or part of a shared house (House of Multiple Occupation) with shared bins
- 134 (4.5%) Flat with shared bins
- 82 (2.7%) Terraced house with no off-street storage for bins
- 340 (11.3%) Terraced house with off-street storage for bins
- 1370 (45.5%) Semi-detached house
- 1081 (35.9%) Detached house

Q3 If you said that you represent an organisation, business or community group, please provide your details

- Name 110 (100.0%)

Organisation	92 (100.0%)
Organisation Postcode	86 (100.0%)
Email address:	82 (100.0%)

Q4 Is this the official response of your organisation

93 (17.4%) Yes

442 (82.6%) No

## Net Zero / Climate Change

### What Dudley Council is doing

There are opportunities to reduce carbon emissions and help improve our local environment through the different services that Dudley Council provides. We are looking at new ways of doing things, such as exploring the use of alternative fuels for our council vehicles, improving recycling services, reducing waste that goes to the incinerator, the management of our green public spaces, reviewing our council buildings to ensure they work as efficiently as possible.

Q5 To what extent would you support the following council initiatives to reduce carbon emissions or improve air quality:

	A great deal	To some extent	Not very much	Not at all	Don't know
Use low emission or electric bin lorries to improve local air quality	2061 (66.5%)	726 (23.4%)	169 (5.5%)	94 (3.0%)	48 (1.5%)
Planning and promoting cycle lanes and pedestrian access	1260 (41.1%)	964 (31.5%)	507 (16.5%)	305 (10.0%)	28 (0.9%)
Improving public transport e.g. more bus routes	1568 (50.9%)	967 (31.4%)	401 (13.0%)	106 (3.4%)	37 (1.2%)
Campaigns to help educate and provide examples of ways to help improve our environment	1544 (50.4%)	1025 (33.4%)	325 (10.6%)	142 (4.6%)	29 (0.9%)
Recycle more (and create less rubbish) by improving recycling services	2501 (80.7%)	472 (15.2%)	89 (2.9%)	30 (1.0%)	8 (0.3%)
Dedicate resources to tackle littering and fly tipping in the borough e.g. more litter bins	2332 (75.4%)	617 (19.9%)	95 (3.1%)	31 (1.0%)	18 (0.6%)
Use council buildings for renewable energy generation (e.g. install solar panels)	2002 (65.3%)	749 (24.4%)	205 (6.7%)	74 (2.4%)	38 (1.2%)
Work with partners to facilitate professional home insulation	1813 (59.1%)	885 (28.9%)	239 (7.8%)	78 (2.5%)	51 (1.7%)
Encourage wildlife in parks and green spaces	2355 (76.2%)	557 (18.0%)	121 (3.9%)	38 (1.2%)	19 (0.6%)

Q6 Any other ideas or comments  
978 (100.0%)

### What you can do

We know that small simple changes from individual households can have a positive impact on the environment, helping create a better future for our families, friends and future generations.

Q7 How willing would you be to do (or continue to do) the following?

	A great deal	To some extent	Not very much	Not at all	Don't know
Shop for products that are better for the environment (less packaging)	1946 (62.6%)	1019 (32.8%)	92 (3.0%)	47 (1.5%)	7 (0.2%)
Choose public transport / cycle / walk where possible	1193 (38.6%)	1228 (39.7%)	445 (14.4%)	214 (6.9%)	13 (0.4%)
Home improvements or behaviours to save energy e.g. install insulation, smart meter	1807 (58.7%)	995 (32.3%)	170 (5.5%)	87 (2.8%)	21 (0.7%)
Switch to clean energy e.g. solar energy	1439 (46.9%)	1053 (34.3%)	372 (12.1%)	159 (5.2%)	48 (1.6%)
Save water, e.g. shorter showers, collect rain water for garden use	1923 (62.1%)	929 (30.0%)	157 (5.1%)	80 (2.6%)	10 (0.3%)
Create wildlife friendly gardens/spaces	1950 (63.2%)	824 (26.7%)	234 (7.6%)	57 (1.8%)	19 (0.6%)
Home compost / grow your own vegetables and fruit	1451 (47.3%)	871 (28.4%)	501 (16.3%)	221 (7.2%)	24 (0.8%)
Volunteer to help Dudley Borough greener (e.g. litter picking, composting advice, teach repair skills)	632 (20.8%)	999 (32.9%)	787 (25.9%)	483 (15.9%)	140 (4.6%)

Q8 Other (specify below)

442 (100.0%)

Q9 Overall, how prepared are you to make lifestyle changes to help Dudley Borough become 'greener'?

- 1241 (39.9%) A great deal
- 1675 (53.8%) To some extent
- 136 (4.4%) Not very much
- 47 (1.5%) Not at all
- 15 (0.5%) Don't know

## Cost of living

With the cost of living on the rise, Dudley Council is looking to continue to provide good services whilst minimising costs and improving the environment.

Q10 If the council provided any of the following, would you be interested in participating?

	Interested	Not interested	Don't know / no view
The provision of low-cost materials to the public from our environmental services, e.g. compost, logs	1797 (59.0%)	756 (24.8%)	491 (16.1%)
Opportunities to reuse items collected through our bulky waste service and Household Waste and Recycling Centre (e.g. furniture, bicycles)	1684 (55.2%)	869 (28.5%)	500 (16.4%)
Continued provision of discounted home composting bins for food and garden waste	2124 (69.7%)	594 (19.5%)	330 (10.8%)

Q11 Any other ideas or comments (specify below)

373 (100.0%)

## What you can do

There are also many ways that you could save money that have the added benefit of helping to reduce waste and support our environment by preserving natural resources.

Q12 Would you be willing to consider (or continue to do) any of the following?

	Yes	Yes, but would need more info.	No	Don't know
Try different methods of reducing food waste (meal planning, storing food, using leftovers)	2115 (68.4%)	636 (20.6%)	258 (8.3%)	81 (2.6%)
Learn new skills so that furniture can be reused (repair and upcycling)	1173 (38.3%)	922 (30.1%)	811 (26.5%)	155 (5.1%)
Learn new skills so that clothing can be mended (repair and upcycling)	1200 (39.2%)	780 (25.5%)	924 (30.2%)	156 (5.1%)

Learn new skills so that electrical items can be mended (repair and upcycling)	1131 (37.0%)	1008 (32.9%)	780 (25.5%)	141 (4.6%)
Consider alternatives to buying new	1728 (56.5%)	838 (27.4%)	377 (12.3%)	117 (3.8%)
Community swap events	1249 (41.2%)	866 (28.6%)	695 (22.9%)	222 (7.3%)
Use a shop that sells or rents second hand goods	1564 (51.2%)	748 (24.5%)	586 (19.2%)	159 (5.2%)
Use an online platform to buy second hand goods	1639 (53.6%)	662 (21.6%)	613 (20.0%)	144 (4.7%)
Visit a charity shop or car boot sale	2093 (68.1%)	458 (14.9%)	394 (12.8%)	127 (4.1%)

Q13 Any other ideas or comments (specify below)

356 (100.0%)

## Waste & Recycling

Evidence shows that the highest recycling rates and reductions in carbon (climate change) emissions can be best achieved by adding more recycling services which may include weekly food waste collections. Making recycling easier encourages greater separation of materials for recycling. This means there is less rubbish left over to be thrown away in your black bin. The council is exploring options around reducing waste and carbon emissions, improving recycling and saving money and we seek your views.

### What Dudley Council is doing

Q14 Do you support the council reviewing changes to the waste and recycling services to increase recycling, make savings and reduce carbon (climate change) impacts?

2617 (84.3%) Agree

327 (10.5%) Neither agree or disagree

89 (2.9%) Disagree

73 (2.4%) Don't know

Q15 Other Comments?

577 (100.0%)

### What you can do

To make savings and reduce carbon (climate change) impacts, the council is looking to both increase and make recycling more efficient, and reduce the amount of black bin rubbish, as this goes to the incinerator / landfill.

Q16 If the council provided you with larger bins for more materials to recycle (e.g. plastic film and wrapping), would you recycle more and put less rubbish in your black bin?

2283 (73.7%) Yes

513 (16.6%) Yes, with some reservations

224 (7.2%) No

79 (2.5%) Don't know

Q17 Other comments?

640 (100.0%)

## Recycling

Recycling in Dudley Borough is currently collected in three different containers (a blue bag, a green bag and a box). One option that Dudley Council is considering is replacing these containers with two wheeled bins.

Q18 Would you prefer wheeled bins for your recycling rather than a box/bag system?

1860 (59.9%) Yes, I would prefer wheeled bins

917 (29.5%) No, I prefer the current bag/box system

328 (10.6%) Don't know

Q19 Other comments

796 (100.0%)

## Food waste

Nearly a third of the rubbish in Dudley Borough is food waste. If collected separately, food waste can be digested in a process called anaerobic digestion which can be used to generate energy and is a good method of helping to reduce the climate change impacts of waste.

Separate collections of food waste would mean that all households would be given a kitchen caddy (small container) for collecting food waste within the house, and a small outdoor bin for emptying the food waste into, which can be placed out for weekly collection. You will be able to use this service for all food waste, including both raw and cooked food.

Q20 How willing would you be to participate in a weekly food waste collection?

- 1423 (45.7%) A great deal
- 774 (24.8%) To some extent
- 388 (12.5%) Not very much
- 463 (14.9%) Not at all
- 67 (2.2%) Don't know

## Making sure everyone is included – waste and recycling services

We want to understand whether the waste and recycling services we provide, or the proposed ideas, may present barriers for some people.

Q21 Do you have (or anticipate having) any difficulties with using our waste and recycling services? This might be for any reason such as (but not limited to) age, disability, isolation, ethnicity or language etc. Please select one option.

- 432 (13.9%) Yes
- 2476 (79.9%) No
- 192 (6.2%) Don't know

Q22 Please provide further details

490 (100.0%)

## About You

We would be grateful if you would answer the following questions. You are under no obligation to provide the information requested, but it would help us greatly if you did.

Q23 What was your age on your last birthday?

- 16 (0.5%) 16 - 17
- 40 (1.3%) 18 - 24
- 71 (2.3%) 25 - 29
- 319 (10.2%) 30 - 39
- 431 (13.8%) 40 - 49
- 689 (22.1%) 50 - 59
- 662 (21.2%) 60 - 67
- 839 (26.9%) 68 and over
- 52 (1.7%) Prefer not to disclose

Q24 What is your full postcode? This will allow us to see areas where people are responding from, but will not identify your house.

2965 (100.0%)

Q25 Please select your ethnicity from the following

8 (0.3%) African

4 (0.1%) Any other Asian Background

13 (0.4%) Any other Black, African or Caribbean background

8 (0.3%) Any other ethnic group

3 (0.1%) Any other Mixed or multiple ethnic background

58 (1.9%) Any other White Background

0 (0.0%) Arab

2 (0.1%) Bangladeshi

6 (0.2%) Caribbean

4 (0.1%) Chinese

32 (1.0%) Indian

18 (0.6%) Irish

18 (0.6%) Pakistani

2 (0.1%) White gypsy or Irish traveller

7 (0.2%) White and Asian

1 (0.0%) White and black african

15 (0.5%) White and black caribbean

2728 (88.0%) White - English/Welsh/Scottish/ N Ireland

149 (4.8%) Prefer not to disclose

23 (0.7%) Other

Q26 What is your personal preference about how the council should keep you informed about, and involved in, forthcoming changes to services? Please tick all that are applicable.

1681 (54.9%) Council websites

737 (24.1%) Council app / text alerts

814 (26.6%) Social media (e.g. Twitter, Facebook)

2099 (68.6%) Email newsletter

569 (18.6%) Print newsletter

683 (22.3%) Council newsletters / magazines

414 (13.5%) Bin hangers / stickers

1163 (38.0%) Email collections calendar

218 (7.1%) Engaging with specific community groups

186 (6.1%) Through specific events (e.g. roadshows)

Q27 Other (please specify)

99 (100.0%)



Q28 If you are completing this survey on behalf of your local primary school, to have the chance to win a free hot composter, please write the school's name in this box:

166 (100.0%)



**Dudley Metropolitan Borough Council**  
Consultation Summary

30 November 2022

**Acknowledgements:**

*Frith Resource Management would like to thank the essential contributions from Dudley Metropolitan Borough Council throughout this project.*

**Disclaimer:**

*Frith Resource Management Ltd (FRM) is an independent waste and resource management consultancy providing advice in accordance with the project brief. FRM has taken all reasonable care and diligence in the preparation of this report to ensure that all facts and analysis presented are as accurate as possible within the scope of the project. However, no guarantee is provided in respect of the information presented, and FRM is not responsible for decisions or actions taken on the basis of the content of this report.*



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## 1 Introduction

This report presents the results of the ‘Your Borough, Your Future’ public consultation, undertaken by Dudley Metropolitan Borough Council (DMBC or the council). The consultation ran for a 5-week period between 18 October – 18 November 2022 and sought to understand residents’ views on what the council can do and what individuals would be willing to do, to address the challenges of climate change.

The report is structured as follows:

Section 2 - Method	Explains the approach to the consultation program, development of the survey and the promotional activities undertaken
Section 3 - Results	Provides the findings from the survey, both tick box and open comments. These are presented in the question order within the main categories of the survey. An overview of the respondent’s profile is also provided.
Section 4 - Conclusions	Summarises the key findings and the overarching themes from the consultation.

## 2 Method

### 2.1 Overview

To obtain feedback on what the council and individuals are willing to do to address the challenge of climate change, DMBC conducted the ‘Your Borough, Your Future’ public consultation program and questionnaire survey. The consultation program had the following objectives:

- a. To gain residents’ and stakeholders’ opinions on what they think the council should be doing and what individuals (respondents) would consider doing to prepare for the challenges of today and tomorrow.
- b. To gather ideas and priorities of where the council can make savings on environmental services and offer new services or opportunities to help our residents and businesses.

In addition, the consultation looked to gather opinion on potential amendments to the waste collection approach for residents, due to the need for change to meet forthcoming legislation requirements.

Stakeholder mapping was undertaken by the council and an awareness programme of events was launched with the aim of ensuring the survey had a wide reach and engaged relevant stakeholders. These events ran during the 5-week consultation period (18 October – 18 November 2022).

## 2.2 ‘Your Borough, Your Future’ survey

The consultation program focussed on capturing views and opinions of residents through a questionnaire survey. The ‘Your Borough, Your Future’ survey was developed by DMBC and Frith Resource Management (FRM). Dudley Council employees were briefed on the survey and the Council’s Employee Engagement Group undertook a pilot test of the draft survey on 14 October 2022. The survey document was revised to reflect the feedback from the pilot test.

The final survey comprised of 28 questions, consisting of both closed (tick box) and open comment (free text) questions. In addition to questions on about your role and demographics, the survey was divided into three main sections: Net Zero / Climate Change, Cost of Living and Waste & Recycling (Recycling, Food Waste).

This was predominantly an online survey available on DMBC’s ‘Get Involved’ page, although paper copies, in alternative formats (including easy read and large print) of the survey were shared. A copy of the survey is provided in Appendix A.

## 2.3 Consultation events and activities

A range of events and activities, including roadshows, community forums and visits to community groups, leisure centres, and schools were organised and held by the council during the 5-week consultation period. These were designed to promote awareness and encourage completion of the survey. A QR code was developed, enabling direct access to the survey, which was made readily available at these events. There was also online promotion in the form of social media and bulletins.

### 2.3.1 Roadshows

The council organised ten roadshows, mainly in parks, covering the seven principal areas of the borough between 24 – 28 October 2022. Two locations were visited a day with one event each morning and afternoon as summarised in Table 1.

*Table 1: Summary of Roadshows held by DMBC to promote (‘Your Borough, Your Future’ survey, 24-28 October 2022)*

Borough	Location	Date
<b>Brierley Hill</b>	The Dell	Monday 24 October (AM) Friday 28 October (AM) (second visit on request of ward member)
<b>Coseley</b>	Silver Jubilee Park	Monday 24 October (PM)
<b>Dudley</b>	Green Park	Tuesday 25 October (PM)
	Netherton Park	Thursday 27 October (AM)
<b>Sedgley</b>	ASDA	Tuesday 25 October (AM)
<b>Halesowen</b>	Huntingtree Park	Wednesday 26 October (AM)
<b>Quarry Bank</b>	Stevens Park	Thursday 27 October (PM)
<b>Wollescote</b>		Friday 28 October (AM)
<b>Wordsley</b>	King George V Park	Wednesday 26 October (PM)



### 2.3.2 Schools / leisure centres / community groups and forums

Visits to schools, leisure centres and community groups / forums were organised and undertaken in the following week, 1 – 4 November 2022, as summarised in Table 2.

The school visits were designed to both raise awareness of climate change and recycling with children and to create a pathway to parents and carers to make them aware of the survey. During these visits, engagement sessions were held, and two quizzes on these topics were available for students to complete (see Appendix B).

Invitations were also sent to the following schools for visits, but for various reason the schools were not able to participate.

- Christ Church, Coseley
- St Mary's, Kingswinford
- Glynne Primary
- Brierly Hill Primary
- Greenfield Primary

On 20 October 2022, a student from Christ Church Primary School and Mick Poultney, a member of the public, filmed a climate change video. The video was posted online on the council website to help promote the consultation and was also posted and shared across multiple social media channels.

The aim of the visits to community groups and leisure centres, summarised in Table 2, was similar to the roadshows; to promote and encourage participation in the 'Your Borough, Your Future' survey.

*Table 2: Summary of School, community group and leisure centre visits by DMBC to promote 'Your Borough, Your Future' survey (1 – 4 November 2022)*

Borough	Location	Date
<b>Dudley</b>	Sledmere Primary School, Dudley	Tuesday 1 November
<b>Dudley</b>	Butterfield Court TRA meeting	
<b>Stourbridge</b>	Crystal Leisure Centre	Wednesday 2 November
<b>Wall Heath</b>	Church of Ascension Primary School, Wall Heath	Thursday 3 November
<b>Halesowen</b>	Caslon Primary School	
<b>Dudley</b>	Duncan Edward Leisure Centre	
<b>Halesowen</b>	Halesowen Leisure Centre	Friday 4 November

The following promotional activities were also undertaken:

- Asset rotation of the survey was made across digital screens in 42 GP surgeries across the Borough (24 October 2022)
- Libraries were briefed to support and promote the survey (31 October 2022)

- West Midlands Police, Fire and Ambulance assisted distributing Partnership communications (10 November 2022).

In addition, five community forums were visited on 31 October and 2, 3, and 7 November (two separate meetings on 7 November), with meetings held each evening from 6.30 to 7pm. These were also designed to promote and encourage participation. The 5 community forums were held in each of the five parts of the borough (Dudley, Dudley North, Brierley Hill, Halesowen, Stourbridge).

### 2.3.3 Town centres / shopping centres

Promotion of the survey continued with visits to the main town centres and Merry Hill Shopping Centre 7 – 11 November 2022, as summarised in Table 3. All events were held between 10am and 3pm, except for Halesowen, Lower Somer Square & Cornbow Shopping Centre, which was held between 9am and 5pm.

*Table 3: Town Centre and shopping centre visits to promote 'Your Borough, Your Future' survey (7 – 11 November 2022)*

Location	Date
Dudley Market Place & Churchill Precinct	Monday 7 November 2022
Brierley Hill Asda Car Park & Indoor Market & Moor Centre	Tuesday 8 November 2022
Stourbridge Crown Square & Ryemarket	Wednesday 9 November 2022
Halesowen, Lower Somer Square & Cornbow Shopping Centre	Thursday 10 November 2022
Merry Hill (internal & external by M&S/Argos)	Friday 11 November 2022

### 2.3.4 Online promotion

The survey was also promoted through various online methods, including social media platforms, such as Facebook, Instagram and Twitter, emails and e-bulletins. The council's social media activity to publicise the survey, as well as its achievements, are summarised in Table 4.

A message was also sent to all 'Friends of ...' groups around the borough, on 31 October 2022, asking them distribute the survey on their social media.

During the final week of the consultation period, an e-bulletin was sent to approximately 50,000 people on the HRWC (Household Recycling and Waste Centre) booking system. This mailing was subject to legal and GDPR checks, but is estimated it generated in the region of 1,000 responses. A copy of the e-bulletin is presented in Appendix C.

Table 4: Social media coverage and achievements for publicising the 'Your Borough, Your Future' survey

Publicity Action	Action	Number	Recorded achievements
Emails	Emails sent to residents	12,000	
Texts	Texts to residents	14,000	
Social Media	Facebook posts and stories	40	6,006 clicks
	Instagram posts and stories	34	1,743 engagements
	Tweets	19	77,440 reach
E-Bulletins	External bulletins	20	98,827 <i>(total opens of external e-bulletins that featured the survey, not unique)</i>
			83,146 <i>(total open rates of targeted e-bulletins, not unique)</i>
	External bulletin to HWRC (tip) subscribers	50,000	
	Internal bulletins	6	
Press	Press releases (via use of corporate channels only)	4	
	Press Ad	1	One-off press ad in the Chronicles

## 2.4 Survey Analysis

The completed questionnaires were then all electronically processed by DMBC and provided to FRM for analysis. The qualitative open comment responses have been analysed by FRM and individually coded using bespoke categories developed for this project. These categories were developed to capture common messages and themes arising from the open comment responses.

## 3 Results

### 3.1 Introduction

The results of the 'Your Borough, Your Future' survey (the survey) is provided in this section of the report together with an overview of responses. A total of 3,195 responses were received to the survey during the 5-week consultation period, which included 226 hard copy paper versions which were digitised for analysis. The results include both closed (tick box) questions and open comments, where applicable, and are presented in the order in which they appear in the survey.

- Net Zero / Climate Change
  - What Dudley Council is doing
  - What you can do
- Cost of living
  - What Dudley Council is doing
  - What you can do
- Waste & Recycling
  - What Dudley Council is doing
  - What you can do
- Recycling
- Food waste
- Making sure everyone is included – waste and recycling services

'Don't know' responses have been excluded from the data when presenting the results, unless considered significant. Within some questions, respondents were able to select all answers that applied, therefore results may not always total 100%.

## 3.2 Overview of responses

### 3.2.1 Response rate

The distribution of the 3,195 responses received during this period is shown in Figure 1.

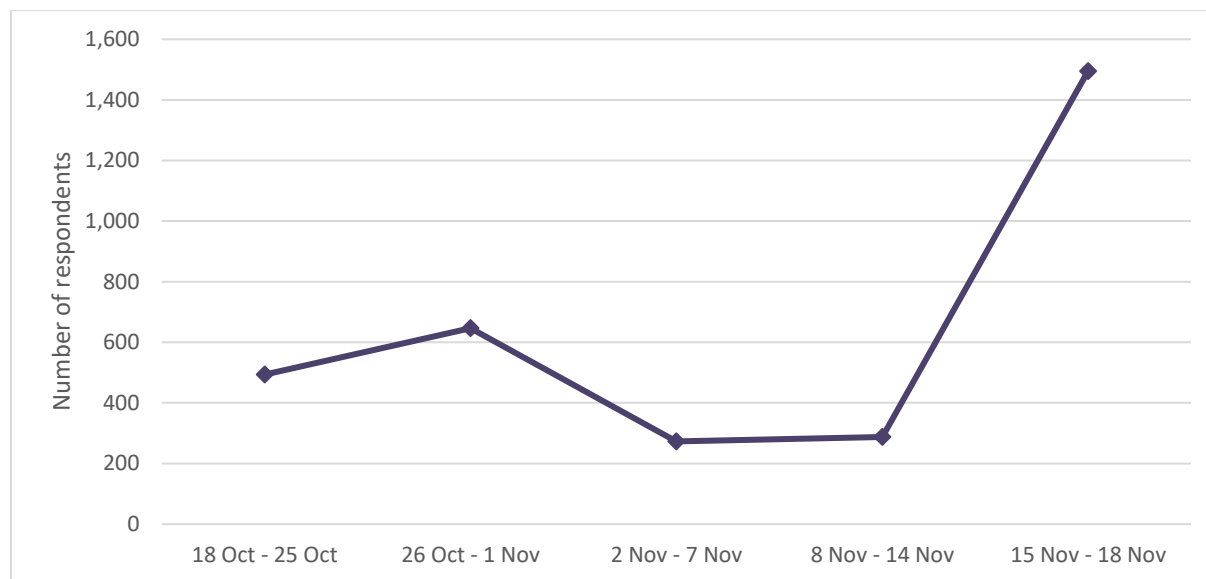


Figure 1: 'Your Borough, Your Future' survey response rate (18 October – 18 November 2022, 3,195 responses)

As shown above, two peaks in response rate were evident during the consultation period. The first notable increase in responses was between 26 October – 1 November and may be attributed to a number of roadshows which were carried out by DMBC in all seven areas of the borough from 24 October (see **Error! Reference source not found.**). The more substantial peak in responses came towards the end of the survey between 15 – 18 November. It is likely that this increase was as a result of an e-bulletin, which was distributed to 50,000 subscribers to the Household Waste Recycling Centre (HWRC) on 18 November and potentially also influenced by an increased interest as the deadline approached.

### 3.2.2 Respondents' profile

The majority (95%) of respondents were residents of Dudley Borough, 8% were council employees and 2% were visitors to the area<sup>1</sup>. 1% owned / represented a local business and a further 1% represented a voluntary and community sector (VCS) organisation or social enterprise.

Figure 2 below shows the distribution of respondents across relevant age groups<sup>2</sup>, in comparison with 2021 census data. The age group which had the highest proportion of respondents were those aged 68 or over (27%); however according to census data they only represent 17% of Dudley's population,

<sup>1</sup> Respondents were able to select all that apply; therefore, results do not add to 100%.

<sup>2</sup> Respondents who chose not to disclose their age have been excluded from this analysis.

meaning it is likely that this group were overrepresented within the survey. Other age groups which were overrepresented include those aged 50-59 (22%) and 60-67 (22%). The 16-17, 18-24 and 25-29 age groups only represented 4% of respondents combined, despite consisting of 15% of the population, suggesting that these age groups were underrepresented<sup>3</sup>. The results are generally representative for those aged 30-39 and 40-49, with survey response rates and census data being relatively similar.

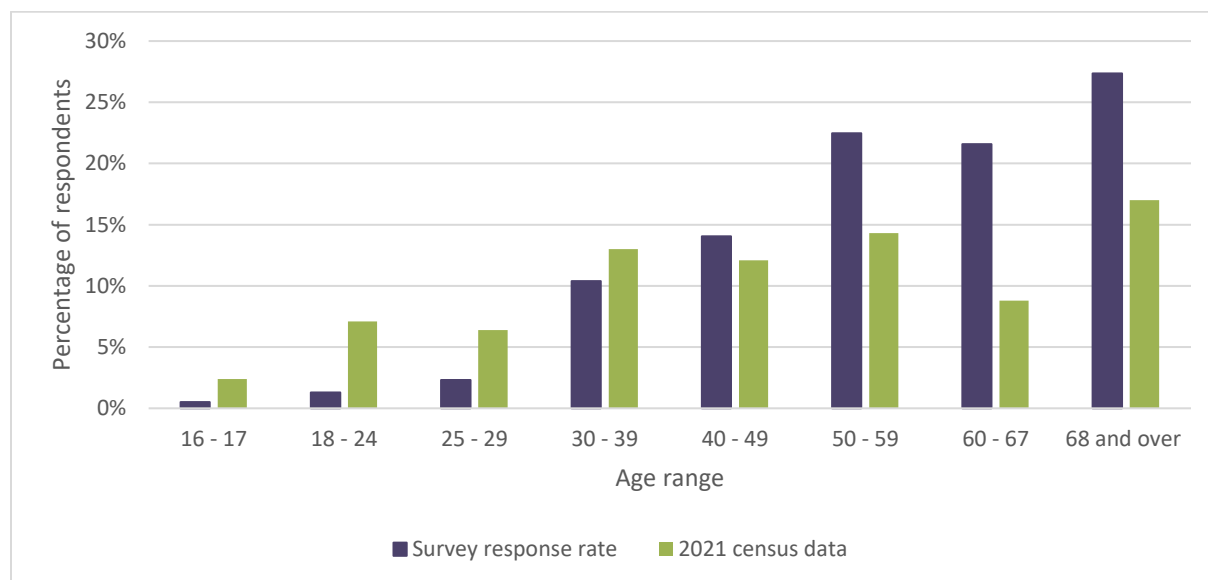


Figure 2: Response rate – comparison of respondents by age range and 2021 census data ('Your Borough, Your Future', Oct – Nov 2022)

### 3.3 Net Zero / Climate Change

#### 3.3.1 What Dudley Council is doing

##### **Q5. To what extent would you support (the following) council initiatives to reduce carbon emissions or improve air quality?**

The survey (Q5) sought views on supporting several council initiatives to reduce carbon emissions or improve air quality. The responses to Q5 are shown in Figure 3.

All suggested initiatives were well received, with at least 74% of respondents stating they were supportive 'to some extent' or 'a great deal' in all of them. The initiative which had the most support was recycling more by improving recycling services, where over four-fifths of respondents (81%) expressed the highest level of interest. This was closely followed by encouraging wildlife in parks and green spaces (77%), dedicating resources to tackle littering and fly tipping in the borough (76%) and using low emission or electric bin lorries to improve local air quality (68%). Planning and promoting cycle lanes and pedestrian access had the least interest, with over a quarter (27%) stating they were 'not very

<sup>3</sup> It should be noted that Dudley MBC did engage with schools directly as part of this consultation to try and achieve positive engagement from younger members of society (see section 2.3.2).

much’ or ‘not at all’ supportive. Despite this, over two fifths (42%) were supportive to a ‘great deal’ and a further 32% were supportive ‘to some extent’.

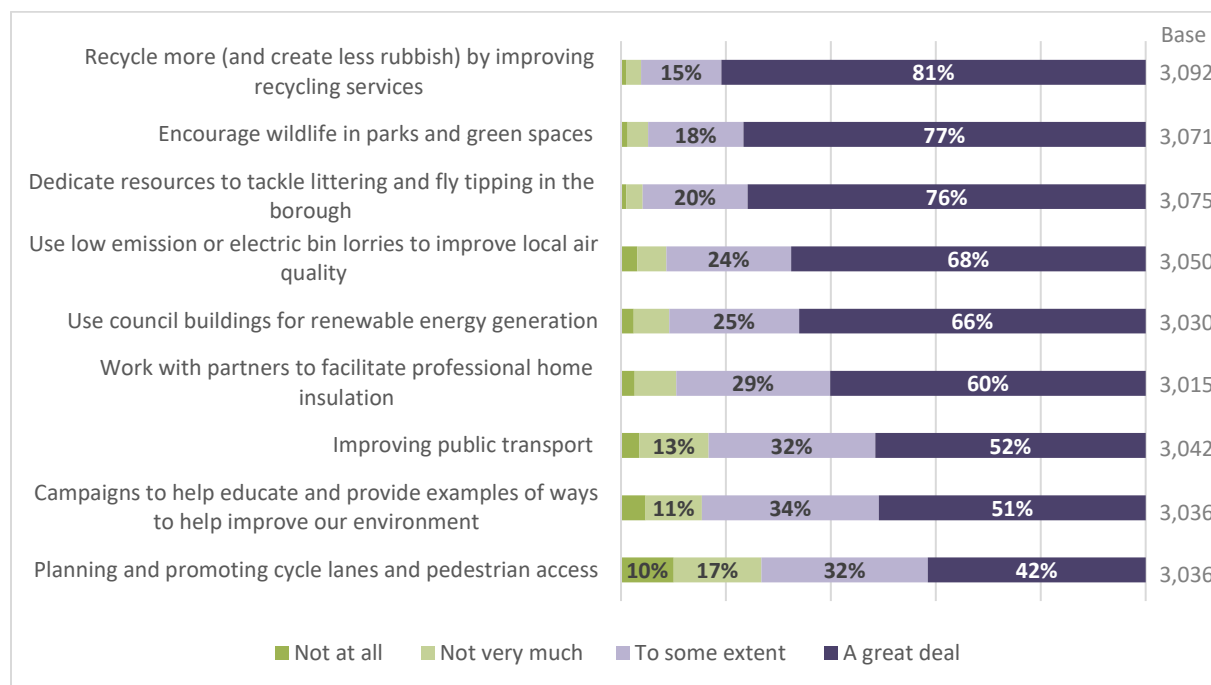


Figure 3: Net Zero / Climate Change – respondents’ level of support for different council initiatives to help the environment (‘Your Borough, Your Future’, Oct – Nov 2022, Q5)

**Q6. To what extent would you support (the following) council initiatives to reduce carbon emissions or improve air quality? [Other comments]**

With 978 respondents leaving an idea or comment for this question, a wide range of initiatives were suggested. None of the topics had particular prominence, however the most frequently cited include behaviour change (13%), environmental measures (12%) and low carbon buildings and housing (11%). A summary of the key topics are below in Table 5.

Table 5: Net Zero / Climate Change – summary of comments regarding other council initiatives to help the environment (‘Your Borough, Your Future’, Oct – Nov 2022, Q6, 978 responses)

Topic	%*	Summary of comments
Behaviour change	13%	<ul style="list-style-type: none"> <li>Introduce enforcements for those who don’t recycle / litter / fly tip</li> <li>Provide more education for residents</li> <li>Provision for more working from home</li> <li>Encourage meat free / plant-based diets</li> </ul>
Environmental measures	12%	<ul style="list-style-type: none"> <li>Protect and enhance wildlife, e.g. reduce use of chemical weedkiller, less mowing</li> <li>More tree planting</li> </ul>

Topic	%*	Summary of comments
		<ul style="list-style-type: none"> <li>Promote more public green spaces</li> </ul>
Low carbon buildings and housing	11%	<ul style="list-style-type: none"> <li>Financial support and advice for residents to retrofit their homes (10%, 95 responses)</li> <li>Reduce lighting in council buildings</li> <li>Reduce the hours of operation for street lighting</li> <li>Use roof space for renewables, e.g. solar panels</li> </ul>
Road transport	10%	<ul style="list-style-type: none"> <li>Reduce traffic emissions, e.g. through limiting roadworks</li> <li>Discourage the use of cars through pedestrian only town centres and higher car parking charges</li> </ul>
Public transport	9%	<ul style="list-style-type: none"> <li>Improved frequency and reliability</li> <li>Ensure it is affordable</li> <li>Use of alternative fuels for public transport</li> </ul>
Improve recycling	9%	<ul style="list-style-type: none"> <li>Collect more materials at the kerbside, including soft plastics and cartons</li> <li>More recycling capacity (larger containers or more frequent collections)</li> <li>Ensure recycling is easy</li> <li>Clear information about what can be recycled</li> <li>Information about what happens to recycling</li> </ul>
New developments	8%	<ul style="list-style-type: none"> <li>Don't allow new developments to take place on green land</li> <li>Ensure better planning for new developments, e.g. with solar panels installed, ensure good access to existing infrastructure</li> <li>Regeneration of old buildings</li> </ul>
Active transport	7%	<ul style="list-style-type: none"> <li>Encourage more residents to uptake active transport, e.g. walking and cycling</li> <li>Improve cycling infrastructure through safe cycle lanes and cycle parking</li> </ul>
Alternative fuels	7%	<ul style="list-style-type: none"> <li>Provision of more electric vehicle charging infrastructure</li> <li>Alternative fuels for all council vehicles, not just refuse vehicles</li> </ul>
HWRCs	7%	<ul style="list-style-type: none"> <li>Availability of more HWRCs (particularly in the north of the borough)</li> <li>Suggestions to remove the booking system</li> <li>Increase opening hours</li> </ul>
Tackle litter	7%	<ul style="list-style-type: none"> <li>Increase the number of public waste and recycling bins</li> <li>Litter left on streets after collection</li> </ul>
Container preferences	6%	<ul style="list-style-type: none"> <li>Preference for wheeled bins to collect dry recycling</li> </ul>
Cost	6%	<ul style="list-style-type: none"> <li>Concern around cost, e.g. for purchasing electric vehicles and retrofitting homes</li> <li>Support for a free bulky waste collection</li> </ul>
* Note: Topics do not add to 100% as respondents commented on various aspects		

### 3.3.2 What you can do

#### **Q7. How willing would you be to do (or continue to do) the following? [individual household changes]**

Respondents were also asked (Q7) how willing they would be to participate in several initiatives which can have a positive impact on the environment. The results for this question are shown in Figure 4 below.



Initiatives where respondents showed the highest level of willingness (almost two thirds of respondents) included the creation of wildlife friendly gardens / spaces (64%), shopping for products that are better for the environment (63%) and saving water (62%). In contrast to this, respondents were less interested in volunteering to help Dudley Borough become greener, with just under one half (44%) of individuals stating that they were ‘not very much’ or ‘not at all’ willing to participate. However, 22% were interested ‘a great deal’ in volunteering to make Dudley Borough become greener and a further 34% were interested ‘to some extent’.

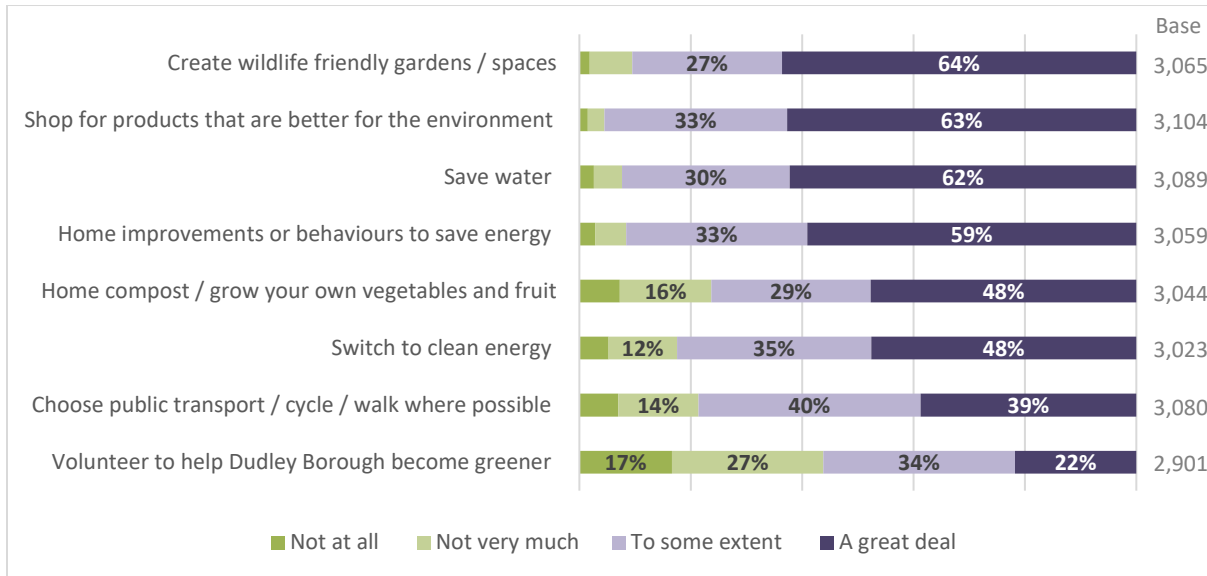


Figure 4: Net Zero / Climate Change – respondents’ level of willingness to participate in different initiatives for individuals to help the environment (‘Your Borough, Your Future’, Oct – Nov 2022, Q7)

**Q8. How willing would you be to do (or continue to do) the following? [individual household changes – other comments]**

Of the 442 individuals who left a response, over one quarter of them (27%) stated that personal restrictions (including cost, age and disability) prevent them from making more lifestyle changes to help the environment. As shown in Table 6, none of the other topics were raised as frequently.

*Table 6: Net Zero / Climate Change – summary of comments regarding other initiatives for individuals to help the environment ('Your Borough, Your Future', Oct – Nov 2022, Q8, 442 responses)*

Topic	%*	Summary of comments
Personal restrictions	27%	<ul style="list-style-type: none"> <li>Concern with cost (15%, 65 responses)</li> <li>Restricted by age / disability / lack of mobility</li> <li>Lack of time to get involved</li> <li>No transport</li> </ul>
Behaviour change	15%	<ul style="list-style-type: none"> <li>Provide more education for all residents</li> <li>Introduce enforcements for those who don't recycle / litter / fly tip</li> <li>Introduce rewards for those taking part in net zero lifestyle changes</li> <li>Encourage a reduction in consumption</li> </ul>
Community initiatives	14%	<ul style="list-style-type: none"> <li>Interest in volunteering, particularly litter picking</li> <li>Suggestions for more community gardens</li> </ul>
Already take part	14%	<ul style="list-style-type: none"> <li>Already engage with the suggested list of initiatives</li> </ul>
Low carbon buildings	10%	<ul style="list-style-type: none"> <li>Support for retrofitting homes, but financial support and advice from the council is needed</li> <li>Don't allow new developments to take place on green land</li> </ul>
Public transport	7%	<ul style="list-style-type: none"> <li>Improved frequency and reliability</li> <li>Ensure it is affordable</li> <li>Accessibility for disabled residents</li> </ul>
* Note: Topics do not add to 100% as respondents commented on various aspects		

**Q9. Overall, how prepared are you to make lifestyle changes to help Dudley Borough become 'greener'?**

Following on from this, Q9 asked respondents to state their level of preparedness in helping to make Dudley Borough 'greener', the results are shown in Figure 5. This received a very positive response, with over half (54%) of respondents being prepared 'to some extent' and an additional 40% stating they were prepared 'a great deal' to make lifestyle changes to make Dudley Borough become greener.

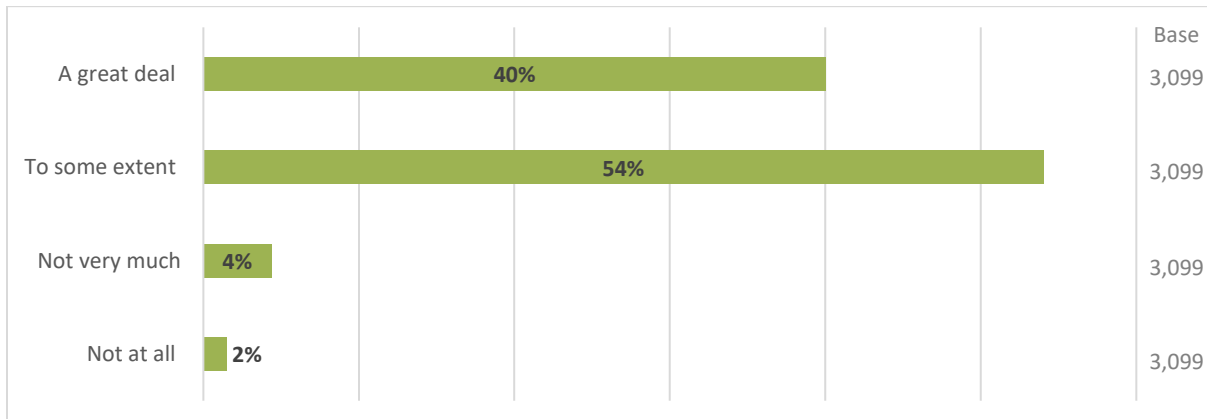


Figure 5: Net Zero / Climate Change – respondents’ level of preparedness to help make Dudley Borough become ‘greener’ (‘Your Borough, Your Future’, Oct – Nov 2022, Q9)

### 3.4 Cost of living

#### 3.4.1 What Dudley Council is doing

**Q10. If the council provided any of the following, would you be interested in participating? [cost of living initiatives]**

In light of the cost-of-living crisis, the survey (Q10) asked if respondents would be interested in the council offering a number of cost saving initiatives. The results are shown in Figure 6 below.

Most respondents stated that they would be interested in all three of the suggested measures. The most popular was the continued provision of discounted home composting bins for food and garden waste, where over three quarters (78%) of respondents expressed their interest.

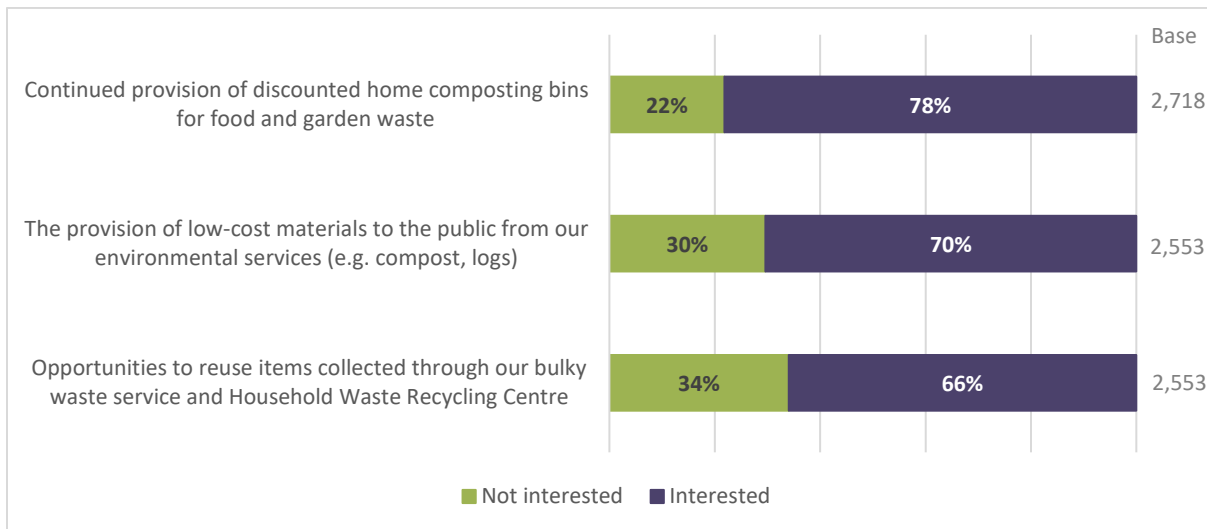


Figure 6: Cost of living – respondents’ level of interest in different council initiatives to provide goods and services whilst minimising costs and improving the environment (‘Your Borough, Your Future’ Oct – Nov 2022, Q10)



**Q11. If the council provided any of the following, would you be interested in participating? [cost of living initiatives – other comments]**

There were 373 ideas and comments on cost-of-living initiatives. These were widely spread, with no issues showing prominence in opinions, as presented in Table 7 below.

*Table 7: Cost of living – summary of comments regarding council initiatives to provide goods and services whilst minimising costs and improving the environment ('Your Borough, Your Future', Oct – Nov 2022, Q11, 373 responses)*

Topic	%*	Summary of comments
Waste	15%	<ul style="list-style-type: none"> <li>• Bulky waste collections (reuse, recycle) and clothing collections and distribution</li> <li>• Recycle more (tetrapark, WEEE, soft plastics)</li> <li>• Discounts to households that do recycle, monitor those that do not recycle</li> <li>• Transparency on recycling</li> <li>• Less frequent / fortnightly rounds</li> <li>• Visual impact of bins</li> <li>• Biodegradable bin bags, timely provision of bags</li> </ul>
Food waste	15%	<ul style="list-style-type: none"> <li>• Food waste collection with promotion</li> <li>• Encourage supermarkets to donate food, more food banks, community fridges</li> <li>• Better use of food / discourage food waste</li> </ul>
Compost	12%	<ul style="list-style-type: none"> <li>• Already home compost</li> <li>• Free / discounted compost bins</li> <li>• Compost delivery on collection rounds</li> <li>• Community compost bins</li> <li>• Compost concerns</li> </ul>
Information sharing and purchasing	11%	<ul style="list-style-type: none"> <li>• Community shops, charity shops, repair cafes, loan, shops, farm shops, eco hubs</li> <li>• Encourage second-hand purchasing</li> <li>• Accessible training schemes, re-use repair workshops</li> <li>• Upcycling and recycling advice</li> <li>• Website for council collected items (sell / re-use)</li> <li>• Educate children on minimising costs and improving environment initiatives</li> <li>• Improved publicity</li> </ul>
Council	8%	<ul style="list-style-type: none"> <li>• Council lead required versus not a council issue</li> <li>• Concern for pollution created by initiatives (do not promote log burning)</li> <li>• Close some council buildings, encourage working from home</li> </ul>
HWRC	7%	<ul style="list-style-type: none"> <li>• Increase number</li> <li>• Improve facilities</li> <li>• Better advertise services at HWRCs</li> <li>• Recycle centre &amp; work with organisations to donate items</li> </ul>
Garden	7%	<ul style="list-style-type: none"> <li>• Garden waste collections (free, extended to all year, paid extra bin)</li> <li>• Wood from felled trees</li> <li>• Free water butts</li> </ul>
Energy	6%	<ul style="list-style-type: none"> <li>• Insulation schemes / advice</li> <li>• Solar schemes (on council homes)</li> <li>• Turn-off streetlights in the early hours</li> <li>• Discounted / efficient heating systems</li> </ul>

Topic	%*	Summary of comments
Local Community	3%	<ul style="list-style-type: none"> <li>Community gardens, allotments</li> <li>More tree planting</li> <li>Clean up</li> </ul>
Help initiatives	2%	<ul style="list-style-type: none"> <li>Free school meals, fruit and vegetables</li> <li>Warm hubs</li> <li>Provide volunteer opportunities and early access to jobs</li> </ul>
Active transport	2%	<ul style="list-style-type: none"> <li>Reward schemes for using public transport</li> <li>Encourage use of public transport and cycling</li> </ul>

\* Note: Topics do not add to 100% as respondents commented on various aspects

### 3.4.2 What you can do

#### **Q12. Would you be willing to consider (or continue to do) any of the following? [cost of living initiatives]**

The survey (Q12) also asked respondents if they would be willing to consider taking part in a number of potential cost saving measures, which could have the added benefit of reducing waste and supporting the natural environment. Figure 7 below presents the results to this question.

Those with the highest levels of willingness included visiting a charity shop or car boot sale (71%), trying different methods of reducing food waste (70%) and considering alternatives to buying new (59%). The initiatives where about one third of residents were interested, but required more information, included: community swap events (31%); learning of new skills so that electrical items can be mended (35%), and; learn new skills so that furniture can be reused (32%).



Figure 7: Cost of living – respondents’ level of interest in different initiatives for individuals to support the environment while saving money (‘Your Borough, Your Future’, Oct – Nov 2022, Q12)

**Q13. Would you be willing to consider (or continue to do) any of the following? [cost of living initiatives – other comments]**

There were 356 ideas and comments on cost-of-living initiatives that people would be willing to consider. As summarised in Table 8 below, over a third of respondents (38%) already undertake these initiatives. A fifth of respondents (22%) use or were keen to have ways to improve purchasing and donating to improve the environment and 16% would like advice on initiatives. The remaining responses were widely spread across reducing food waste, encouraging behaviour change, considering barriers, local community initiatives and HWRCs.

*Table 8: Cost of living – summary of comments regarding other initiatives for individuals to support the environment while saving money (Q13, 356 responses)*

Topic	%*	Summary of comments
Already do	38%	<ul style="list-style-type: none"> <li>• Already do these initiatives</li> </ul>
Purchase / donate	22%	<ul style="list-style-type: none"> <li>• Loan, tool repair library</li> <li>• Second hand shops, charity shops, nearly new sales, pre-loved sales, swap shops</li> <li>• Electrics and furniture (need to ensure safety checks)</li> <li>• Promote events, e.g. car boot sales, second hand sales</li> <li>• Promote on-line sharing apps, freecycle</li> <li>• shops to sell up-cycled items, more re-fill shops</li> <li>• Donation of unused council items to homeless</li> </ul>
Advice and Information sharing	16%	<ul style="list-style-type: none"> <li>• Teaching new skills (adult education, volunteers, repair, reuse, upcycling, sewing classes, cooking)</li> <li>• Advice how to upcycle, buying second hand</li> <li>• Advice on donating to reach others in need, lists of where to take unwanted items</li> <li>• Upcycling, repair shop for electric items (with safety checks)</li> <li>• Educate young, utilise older generations experience</li> <li>• Council videos, advice on available platforms, newsletter</li> <li>• Central information hub, inform residents of events</li> </ul>
Food	8%	<ul style="list-style-type: none"> <li>• Reduce food waste, meal plan (6%, 22 responses)</li> <li>• Food banks</li> <li>• Reduce packaging on food</li> </ul>
Barriers	6%	<ul style="list-style-type: none"> <li>• Too old, mobility, costs, no time, not interested</li> </ul>
Behaviour change	6%	<ul style="list-style-type: none"> <li>• Educate to be less materialistic, learn from elders</li> <li>• Educate in schools on these types of initiatives</li> <li>• Mainstream activities</li> <li>• Ensure use of non-digital literature for promotion</li> </ul>
Local Community	3%	<ul style="list-style-type: none"> <li>• Community swap event / app / local hub</li> <li>• Localised groups (rather than central)</li> <li>• Community garden</li> </ul>
HWRC	3%	<ul style="list-style-type: none"> <li>• Remove charges</li> <li>• Shop at centre, for people in need, dry and covered (similar to Cannock)</li> <li>• Bulky waste collection</li> </ul>

*\* Note: Topics do not add to 100% as respondents commented on various aspects*

### 3.5 Waste & Recycling

#### 3.5.1 What Dudley Council is doing

**Q14. Do you support the council reviewing changes to the waste and recycling services to increase recycling, make savings and reduce carbon (climate change) impacts?**

Following evidence that increasing recycling services can help achieve higher recycling rates and reduce carbon emissions, the survey (Q14) sought views on residents’ support for the council reviewing changes to the waste and recycling services. The results are shown in Figure 8 below.

The vast majority (86%) of respondents agreed with the council undertaking this review, while only 3% disagreed. Approximately one tenth (11%) of respondents had a neutral stance and neither agreed nor disagreed.

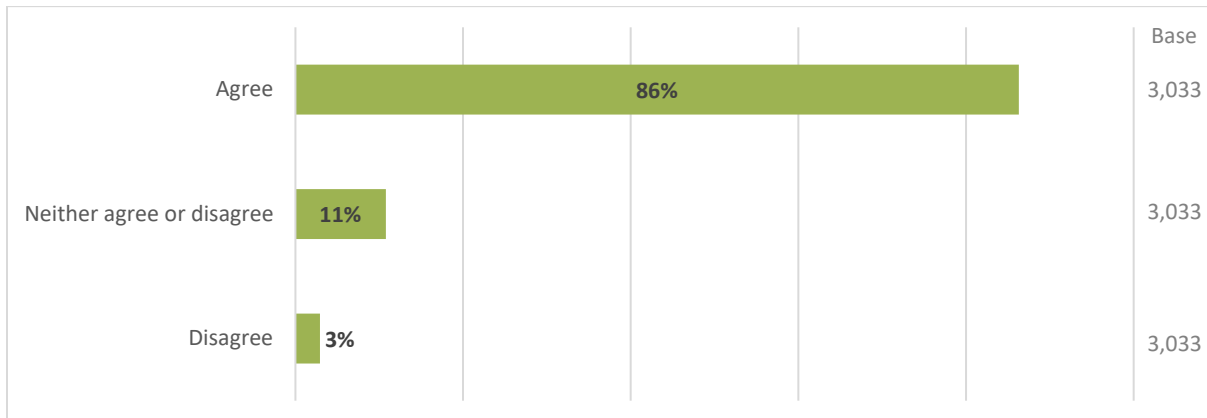


Figure 8: Waste & Recycling – respondents’ level of agreement for the council reviewing changes to the waste and recycling services (‘Your Borough, Your Future’, Oct – Nov 2022, Q14)

**Q15. Do you support the council reviewing changes to the waste and recycling services to increase recycling, make savings and reduce carbon (climate change) impacts? [other comments]**



Table 9 shows the ideas and comments raised by 577 respondents on the council reviewing the waste and recycling services. Over one quarter (26%) of respondents suggested that recycling could be improved, particularly through collecting more materials at the kerbside. A further 14% of comments referenced concerns with the review, which included fear that costs would rise and that it would lead to a decreased service. Respondents also stated that they required more information as to what the review entailed, before giving their support.

Table 9: Waste & Recycling – summary of comments regarding the council reviewing changes to the waste and recycling services ('Your Borough, Your Future', Oct – Nov 2022, Q15, 577 responses)

Topic	%*	Summary of comments
Improve recycling	26%	<ul style="list-style-type: none"> <li>Collect more materials at the kerbside, including soft plastics and cartons (13%, 74 responses)</li> <li>Ensure recycling is easy</li> <li>More recycling capacity (larger containers or more frequent collections)</li> <li>Information about what happens to recycling</li> <li>Clear information about what can be recycled</li> </ul>
Concerns	14%	<ul style="list-style-type: none"> <li>Concern that costs may rise as a result, e.g. through higher council tax</li> <li>More information about what is being reviewed</li> <li>Concern that a review will lead to a decrease in service</li> </ul>
Containers	12%	<ul style="list-style-type: none"> <li>Preference for wheeled bins to collect dry recycling</li> <li>Don't want more containers due to a lack of storage</li> </ul>
HWRCs	8%	<ul style="list-style-type: none"> <li>Availability of more HWRCs (particularly in the north of the borough)</li> <li>Suggestions to remove the booking system</li> <li>Increase opening hours</li> </ul>
Behaviour change	8%	<ul style="list-style-type: none"> <li>Provide more education for all residents</li> <li>Encourage a reduction in consumption</li> <li>Introduce enforcements for those who don't recycle / litter / fly tip</li> </ul>
Collection frequency	6%	<ul style="list-style-type: none"> <li>Reduce residual collections from weekly to fortnightly</li> <li>Increase dry recycling collections from fortnightly to weekly</li> </ul>
Food waste (unsupportive)	6%	<ul style="list-style-type: none"> <li>Produce limited food waste, so not required</li> <li>Compost food waste instead</li> <li>Concerns with pests / hygiene</li> </ul>
Food waste (supportive)	5%	<ul style="list-style-type: none"> <li>Would reduce the quantity of waste in residual bins</li> </ul>
Litter and fly tipping	5%	<ul style="list-style-type: none"> <li>Concern that fly tipping would increase as a result of the review</li> <li>Litter left on streets after collection</li> <li>Increase the number of public waste and recycling bins</li> </ul>

\* Note: Topics do not add to 100% as respondents commented on various aspects

### 3.5.2 What you can do

#### **Q16. If the council provided you with larger bins for more materials to recycle (e.g. plastic film and wrapping), would you recycle more and put less rubbish in your black bin?**

To make savings and reduce carbon impacts, respondents were asked if they would recycle more and put less rubbish in their black bin, should the council provide them with larger bins to recycle more materials. The results of Q16 are shown in Figure 9.

Over three quarters (79%) of respondents stated that they would recycle more and put less rubbish in their black bin and a further 18% said that they would, although they had some reservations. 3% responded by saying that they would not recycle more.

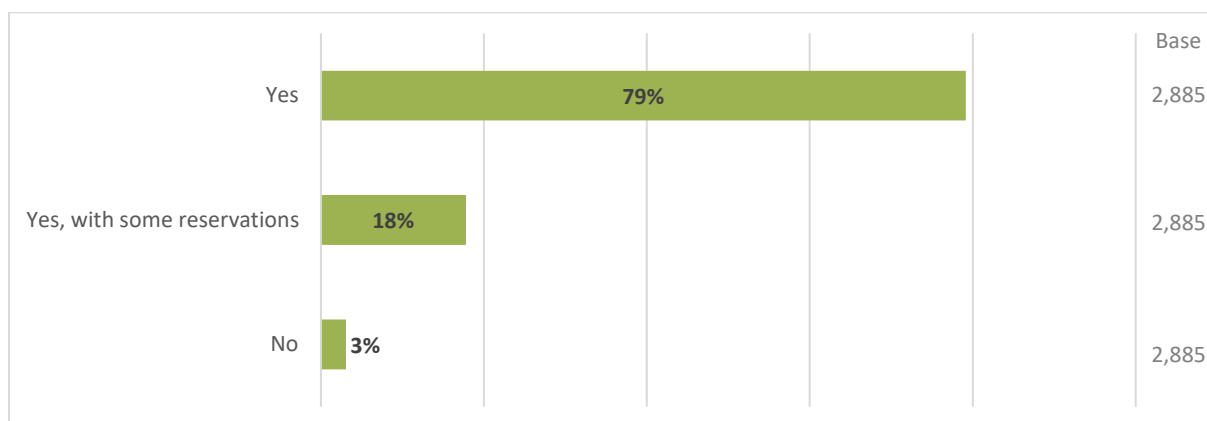


Figure 9: Waste & Recycling – respondents’ views on recycling more and putting less rubbish in the black bin, if larger bins to recycle more materials were provided (‘Your Borough, Your Future’, Oct – Nov 2022, Q16)

**Q17. If the council provided you with larger bins for more materials to recycle (e.g. plastic film and wrapping), would you recycle more and put less rubbish in your black bin? [other comments]**

As shown in Table 10 below, one of the most frequently cited topics was containers, which represented 30% of comments. Many of these comments referred to concerns around the storage of more / larger bins, as well as no requirement for a larger bin. However, a number of respondents did state their preference for one wheeled bin for recycling, rather than the current bag / box system. The second most popular topic was recycling (29%), and particularly how this can be improved. Suggestions included the collection of more materials at the kerbside, more recycling capacity and clearer information about what can be recycled.

Table 10: Waste & Recycling – summary of comments regarding recycling more and putting less rubbish in the black bin, if larger bins to recycle more materials were provided (‘Your Borough, Your Future’, Oct – Nov 2022, Q17, 640 responses)

Topic	%*	Summary of comments
Containers	30%	<ul style="list-style-type: none"> <li>Concern around the storage of containers (14%, 92 responses)</li> <li>Preference for one bin rather than the bag / box system</li> <li>No requirement for a larger bin</li> <li>Concern that too many bins will clutter the pavements</li> <li>More information is needed regarding the size of the proposed bins</li> </ul>
Improve recycling	29%	<ul style="list-style-type: none"> <li>Collect more materials at the kerbside, including soft plastics and cartons (14%, 91 responses)</li> <li>More recycling capacity (larger containers or more frequent collections)</li> <li>Clear information about what can be recycled</li> <li>Information about what happens to recycling</li> <li>Ensure recycling is easy</li> </ul>
Residual waste	8%	<ul style="list-style-type: none"> <li>Some residents have small amounts of residual waste anyway</li> <li>Suggestions to reduce residual waste capacity</li> </ul>
Already recycle as	8%	<ul style="list-style-type: none"> <li>Use of drop off points for certain materials which aren’t collected at the kerbside e.g. soft plastic recycling at supermarkets</li> </ul>

Topic	%*	Summary of comments
much as possible		
Current service	5%	<ul style="list-style-type: none"> <li>• Current service is sufficient</li> <li>• No need for additional dry recycling capacity</li> </ul>
Producer responsibility	4%	<ul style="list-style-type: none"> <li>• Businesses need to reduce the amount of single use plastic and non-recyclable packaging used within products</li> </ul>
* Note: Topics do not add to 100% as respondents commented on various aspects		

### 3.6 Recycling

#### **Q18. Would you prefer wheeled bins for your recycling rather than a box/bag system?**

The survey (Q18) also sought views on container preferences for dry recycling, with the council considering the replacement of the current system (two bags and a box) with two wheeled bins. The views of respondents are shown in Figure 10.

The majority (60%) expressed a preference for the use of wheeled bins, while almost 30% stated that they preferred the current bag/box system. Approximately one tenth (10.5%) said that they didn't know.

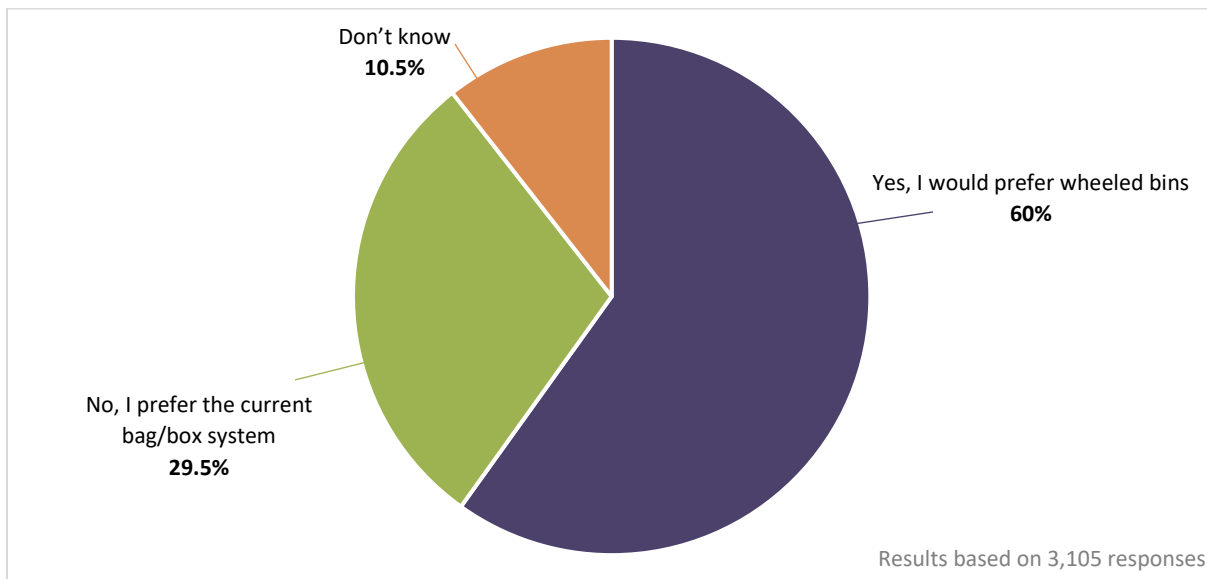


Figure 10: Recycling – respondent preferences for wheeled bins or a box/bag system ('Your Borough, Your Future', Oct – Nov 2022, Q18)

**Q19. Would you prefer wheeled bins for your recycling rather than a box/bag system? [other comments]**

As shown in Table 11, the comments primarily focused on three issues. Space for the storage of wheeled bins was raised by 38%, although bins were seen as easier and preferable by 18% of respondents and 13% were concerned that the bags are not fit for purpose, due to blowing in the wind and littering their contents. Other comments were fairly evenly distributed across the topic areas shown.

*Table 11: Recycling – summary of comments regarding preferences for wheeled bins or a box/bag system ('Your Borough, Your Future', Oct – Nov 2022, Q19, 796 responses)*

Topic	% <sup>1</sup>	Summary of comments
Storage	40%	<ul style="list-style-type: none"> <li>• Insufficient space for storage of additional wheelie bins</li> <li>• Obstruction and nuisance caused on pavements to pedestrians</li> <li>• Visual concerns to gardens, streets, and footpaths</li> </ul>
Wheelie Bins (positive)	20%	<ul style="list-style-type: none"> <li>• Easiest and preferable (18%, 140 responses)</li> <li>• Smaller bins for small households</li> <li>• Limit to one bin</li> <li>• Option for more bins</li> </ul>
Bag/box system	20%	<ul style="list-style-type: none"> <li>• Windblow of bags, distribution of contents (13%, 101 responses)</li> <li>• Poor quality bags</li> <li>• Ease of storage (compared to bins)</li> <li>• Blue and green bags contents are mixed at collection (why?)</li> </ul>
Wheelie bins (negative)	11%	<ul style="list-style-type: none"> <li>• Concern about cost and environmental impact of changing current system (4%, 29 responses)</li> <li>• Concern about numbers/size of bins</li> <li>• Need for bin men to replace bins into people's gardens (not left on pavement)</li> <li>• Concern about moving wheelie bins (age, mobility)</li> </ul>
Recycling	9%	<ul style="list-style-type: none"> <li>• Adopt system that maximises recycling opportunities (5%, 38 responses)</li> <li>• Increase recycling items (e.g. tetrapak)</li> <li>• Increase facilities (pop-up centres, communal recycling centres e.g. at libraries)</li> </ul>
Education	7%	<ul style="list-style-type: none"> <li>• Require more information on proposals (5%, 40 responses)</li> <li>• What happens to rubbish and recycling</li> <li>• How to separate recycling</li> <li>• Community encouragement (together with council)</li> </ul>
No change or preference	6%	<ul style="list-style-type: none"> <li>• Satisfied with current system (3%, 23 responses)</li> <li>• Offer both systems</li> </ul>

### 3.7 Food waste

**Q20. How willing would you be to participate in a weekly food waste collection?**

Individuals were also asked (Q20) how willing they would be to participate in a weekly food waste collection, the results are presented in Figure 11 below.

Just under one half (47%) stated that they would be willing to participate ‘a great deal’, while one quarter (25%) said that they would be willing ‘to some extent’. A combined 28% said they would be ‘not very’ or ‘not at all’ willing to participate in a weekly food waste collection.

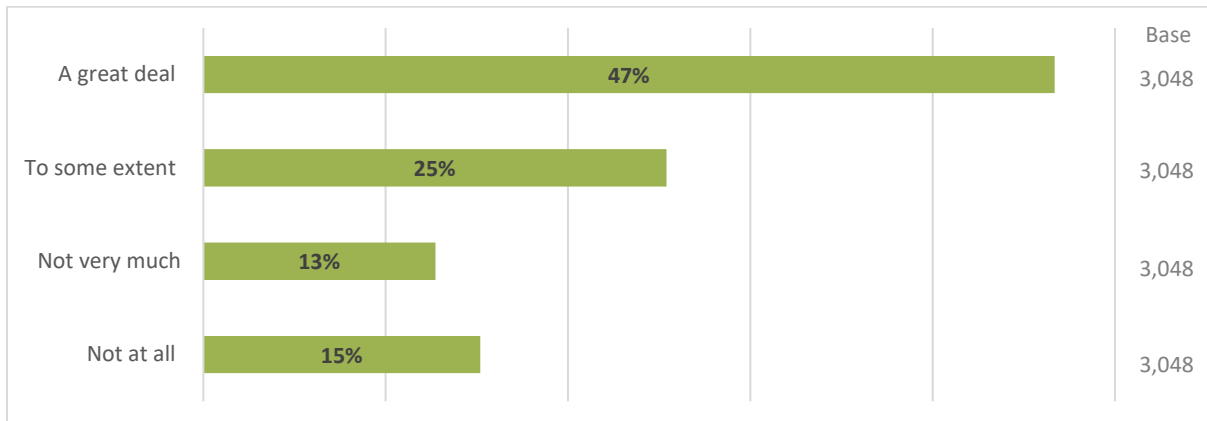


Figure 11: Food waste – respondents’ level of willingness to participate in a weekly food waste collection (‘Your Borough, Your Future’, Oct – Nov 2022, Q20)

### 3.8 Making sure everyone is included – waste and recycling services

**Q21. Do you have (or anticipate having) any difficulties with using our waste and recycling services? This might be for any reason such as (but not limited to) age, disability, isolation, ethnicity or language etc.**

To ensure that DMBC understand any barriers that residents face when using the waste and recycling services, the survey (Q21) asked respondents if they have (or anticipate having) any difficulties with the services provided. The views of respondents are shown in Figure 12.

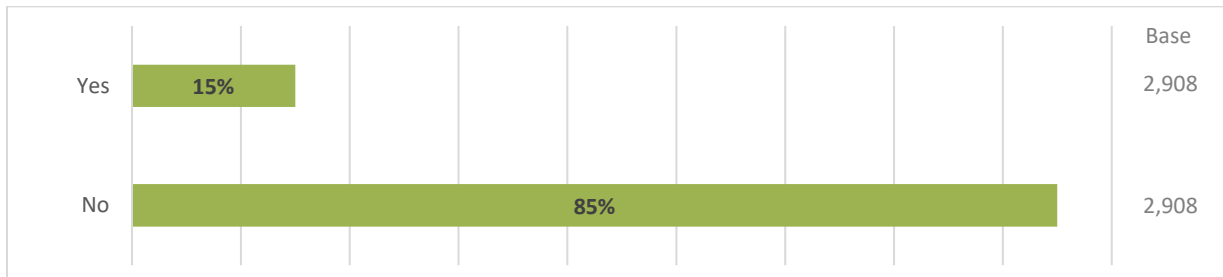


Figure 12: Making sure everyone is included – respondents’ views on whether they face barriers when using the waste and recycling services (‘Your Borough, Your Future’, Oct – Nov 2022, Q21)

15% of respondents stated that they have or anticipate having difficulties using the waste and recycling services, while the majority (85%) said that they did not.

**Q22. Do you have (or anticipate having) any difficulties with using our waste and recycling services? This might be for any reason such as (but not limited to) age, disability, isolation, ethnicity or language etc. [other comments]**

As shown by the results presented in Table 12, the main concern of almost half of the respondents (44%) was difficulties due to age, disabilities, mobility, health and not driving. Assisted collections, where provided, were considered important to continue, and with any amendment to the system - reassurance of this continuity would be welcomed. Other topic areas were fairly evenly spread with barriers envisaged with HWRCs (needing improving in terms of accessibility), food waste (pests, smells and requiring more information), storage space for bins and the weight hindering individuals moving wheelie bins.

*Table 12: Making sure everyone is included – summary of comments regarding respondents’ views on whether they face barriers when using the waste and recycling services (‘Your Borough, Your Future’, Oct – Nov 2022, Q22, 490 responses)*

Topic	%*	Summary of comments
Difficulties	44%	<ul style="list-style-type: none"> <li>• Age (19%, 92 responses)</li> <li>• Disability, mobility, health (18%, 89 responses)</li> <li>• Assisted collection (continue, required)</li> <li>• Location (high rise flats, sheltered housing)</li> <li>• Do not drive, access to transport</li> <li>• Bags and boxes difficult</li> </ul>
HWRCs	15%	<ul style="list-style-type: none"> <li>• Do not drive, access to transport, lack of HWRCs (12%, 60 responses)</li> <li>• Improve access, drop kerbs, lower rails, provide assistance</li> <li>• Remove booking restrictions</li> <li>• Regular pop-up facilities</li> </ul>
Food waste	11%	<ul style="list-style-type: none"> <li>• Food waste collection not required (no food waste)</li> <li>• Smells, pests</li> <li>• Practicalities: council to supply bags? Weekly?</li> </ul>
Space	10%	<ul style="list-style-type: none"> <li>• Inside and outside space</li> </ul>
Bins	8%	<ul style="list-style-type: none"> <li>• Difficult to move bins</li> <li>• Wheeled box trolley system preferable</li> </ul>
Education	4%	<ul style="list-style-type: none"> <li>• Understanding requirements</li> <li>• Avoid digital discrimination (non-on-line correspondence)</li> </ul>

*\* Note: Topics do not add to 100% as respondents commented on various aspects*

## 4 Summary and Conclusion

### 4.1 Summary

The overall themes that have evolved for each of the questions within the three areas of the survey (net zero / climate change, cost of living and waste & recycling) have been extracted and are presented below. These results therefore combine the main findings from the tick box and open comment responses. Please note, these are not presented in preferential order.

#### 4.1.1 Net Zero / Climate Change

Residents expressed interest in the council undertaking a wide range of net zero / climate change initiatives, with the majority of residents being supportive of all the suggested methods (Q5 – at least 74% interested ‘to some extent’ or ‘a great deal’). There were 978 ideas and comments about additional initiatives which the council could undertake (Q6).

Respondents were also willing to make individual changes in order to make a difference, with more than half of individuals expressing interest in all suggested initiatives (Q7 – at least 56% interested ‘to some extent’ or ‘a great deal’). 442 additional ideas and comments were received, in which a range of other suggestions were given (Q8).

The key themes for Net Zero / Climate Change are shown below in Table 13.

*Table 13: Net Zero / Climate Change – overall themes and key issues / findings arising from tick box and open comment responses (‘Your Borough, Your Future’, Oct – Nov 2022, Q5 – Q8)*

Overall net zero themes	Key issues and findings
Behaviour change and education	<ul style="list-style-type: none"> <li>• Shop for products that are better for the environment</li> <li>• Education for all residents and children</li> <li>• Introduce enforcements for those who litter / fly tip / don’t recycle</li> </ul>
Environmental measures	<ul style="list-style-type: none"> <li>• Encourage and create wildlife friendly parks / gardens / spaces</li> <li>• Protect wildlife through reducing use of chemical weedkiller and mowing less often</li> <li>• Promote more public green spaces and increase tree planting</li> </ul>
Low carbon buildings and housing	<ul style="list-style-type: none"> <li>• Use council buildings for renewable energy generation</li> <li>• Provide financial support and advice for residents to retrofit their homes</li> <li>• Don’t allow new developments to take place on green land</li> </ul>
Improve recycling services	<ul style="list-style-type: none"> <li>• Recycle more by improving recycling services</li> <li>• Collect more materials at the kerbside, including soft plastics and cartons</li> <li>• More recycling capacity (larger containers or more frequent collections)</li> </ul>
<i>Results based on tick box and open comment responses from questions 5 – 8.</i>	



#### 4.1.2 Cost of living

Respondents stated that they would be interested in the council offering various cost-saving initiatives such as discounted compost, logs, compost bins (Q10 – at least 66% stated they were ‘interested’). There were c.375 ideas and comments relating to these initiatives (Q11).

There was a similarly positive response with almost 74% of residents being willing to consider the suggested activities (with more information) that could save money, reduce waste and support the environment (Q12 – combination of those responding ‘yes’ or ‘yes, but would need more info’). Again, over 350 comments and ideas were shared (Q13).

Table 14 presents a summary of the themes that emerged. It is worth noting that with the exception of 38% of the respondents who indicated that they already participated in the stated cost saving initiatives, the comments were widespread and no one theme was identified as being predominant.

*Table 14: Cost of living - overall themes and key issues / findings arising from the tick box and open comment responses ('Your Borough, Your Future', Oct - Nov 2022, Q10 – Q13)*

Overall cost of living themes	Key issues and findings
Waste & Recycling	<ul style="list-style-type: none"> <li>• Bulky waste collections (reuse, recycle) and clothing collections and distribution</li> <li>• Recycle more (cartons, WEEE, soft plastics), transparency, encouragement</li> <li>• Visual impact of bins</li> </ul>
Food Waste	<ul style="list-style-type: none"> <li>• Discourage waste, promote food waste collections and food banks</li> <li>• Reduce packaging</li> </ul>
Compost	<ul style="list-style-type: none"> <li>• Already do, free/discounted/community bins, concerns</li> </ul>
Information sharing	<ul style="list-style-type: none"> <li>• Loan libraries/repair cafes</li> <li>• Re-use/repair workshops, upcycling and recycling advice</li> <li>• Promote events and overline hubs</li> <li>• Teaching (new skills) and advice (upcycling, buying second hand, donating)</li> <li>• Educate children, improved publicity</li> <li>• Central information hub</li> </ul>
Behaviour change	<ul style="list-style-type: none"> <li>• Educate to be less materialistic and mainstream activities</li> <li>• Educate in schools</li> <li>• Use of non-digital literature for promotion</li> </ul>
Purchasing	<ul style="list-style-type: none"> <li>• Second hand shops, charity shops, nearly new sales, pre-loved sales, swap shops</li> </ul>
Council	<ul style="list-style-type: none"> <li>• Concern about pollution and cost of initiatives</li> <li>• Council input required versus not a council issue</li> </ul>
HWRC	<ul style="list-style-type: none"> <li>• Increase number and improve</li> <li>• Include recycle centre/shop and better advertise</li> </ul>
Garden	<ul style="list-style-type: none"> <li>• Free/discounted waste, free water butts</li> </ul>
<i>Results based on tick box and open comment responses from questions 10 – 13.</i>	

### 4.1.3 Waste & Recycling

Within this section, a number of tick box and open comment questions were presented to respondents. Some of the headline findings from tick box questions were that 97% of respondents would be willing to recycle more and put less rubbish in their black bin, if larger bins to recycle more materials were provided (Q16 – combination of those responding ‘yes’ and ‘yes, with some reservations’). In addition to this, 72% of respondents stated that they would be willing to participate in a weekly food waste collection ‘to some extent’ or ‘a great deal’ (Q20).

Results from all tick box questions, as well as their corresponding open comment responses, have been incorporated into the key themes shown below in Table 15.

*Table 15: Waste & Recycling - overall themes and key issues / findings arising from the tick box and open comment responses ('Your Borough, Your Future', Oct - Nov 2022, Q14 – Q22)*

Key theme	Comments
Improve recycling services	<ul style="list-style-type: none"> <li>Collect more materials at the kerbside (including soft plastics and cartons)</li> <li>Ensure recycling is easy and more recycling capacity</li> <li>Information about what can be recycled and what happens to recycling</li> </ul>
Food waste	<ul style="list-style-type: none"> <li>Food waste collection with promotion</li> <li>Better use of food / discourage food waste</li> <li>Alleviate concerns with food waste (not required, pests and hygiene)</li> </ul>
Containers and storage	<ul style="list-style-type: none"> <li>Concern around lack of storage for larger or additional containers</li> <li>Windblow of bags and distribution of contents</li> <li>Visual concerns and obstruction caused on pavements</li> </ul>
HWRCs	<ul style="list-style-type: none"> <li>More HWRCs (particularly in the north of the borough)</li> <li>Provide solutions for those who have no transport</li> <li>Remove booking system and increase opening hours</li> </ul>
Behaviour change and education	<ul style="list-style-type: none"> <li>Education for all residents and children</li> <li>Encourage a reduction in consumption</li> <li>Introduce enforcements for those who litter / fly tip / don't recycle</li> <li>More information on what is being reviewed</li> </ul>
<i>Results based on tick box and open comment responses from questions 14 – 22.</i>	

Residents are also aware of other types of waste and recycling services available elsewhere, which are often perceived to be preferable. Examples cited from other areas are summarised in Table 16.

*Table 16: Waste and recycling services from other areas which were cited within open comment responses ('Your Borough, Your Future', Oct - Nov 2022)*

Initiative	Location
Wheeled trolley for recycling boxes	Wales
Commingled recycling via a wheeled bin	Sandwell Birmingham
Food waste collections	Wales
Access to more HWRCs	Anchor Lane HWRC (Wolverhampton)
HWRC shop	Cannock

## 4.2 Conclusion

### 4.2.1 Objectives

The following conclusions draw on the findings of the survey and provide the council with a broad insight of resident's opinions. As referenced in Section 2.1, the 'Your Borough, Your Future' survey had the following objectives:

- a. To gain residents' and stakeholders' opinions on what they think the council should be doing and what individuals (respondents) would consider doing to prepare for the challenges of today and tomorrow.
- b. To gather ideas and priorities of where the council can make savings on environmental services and offer new services or opportunities to help our residents and businesses.

In reference to Objective A, respondents believed that to prepare for the challenges of today and tomorrow, the council should encourage wildlife, provide low-cost goods and services and promote low carbon buildings and housing. In terms of what individuals were willing to do, some were interested in changing aspects of their behaviour, taking part in environmental measures and getting involved with community initiatives / information sharing. Although, some residents stated that they couldn't get involved / do more due to personal barriers they faced (including age, disability, restricted mobility and a lack of transport).

For Objective B, the majority of residents were supportive of the council reviewing changes to the waste and recycling services in order to increase recycling, make savings and reduce carbon impacts (Q14 – 86% agreement). Individuals were interested in the council offering more opportunities for recycling, through collecting more materials at the kerbside and increasing access to HWRCs. Respondents also welcomed the idea of new services such as food waste collections (Q20 – 72% interested 'a great deal' or 'to some extent').

### 4.2.2 Overarching themes

During analysis of the responses of the responses to the 'Your Borough, Your Future' survey, three broad themes have been repeatedly cited by respondents across the three topic areas (Net Zero / Climate Change, Cost of Living, and Waste & Recycling). These are:

- *Improve recycling services*  
Residents are supportive of the review and are keen to have more opportunities to recycle more materials (particularly at the kerbside), to have improvements to the current system and for recycling to be kept simple. There is support for additional wheeled bins, although this is coupled with considerable concerns for space and storage, the visual impact of neighbourhoods and increased obstruction of pathways. The bags are liked for their ease of storage but have been cited by many as not being fit for purpose, due to their tendency to blow in the wind and not to securely contain their contents.
- *Behaviour change, information sharing and education*

Residents showed a keenness for education of both residents and children in net zero, cost of living and waste and recycling issues. Advice, workshops and events on initiatives to save money and help with the environment were welcomed, as well as encouraging a reduction in consumption. There was also acknowledgment that changes to behaviours were needed, education on being less materialistic and normalising this approach. Initiatives such as loan libraries, upcycling and recycling advice were popular. More information of what is being reviewed was requested.

- *HWRCs*

There were repetitive requests for more HWRCs (particularly in the north of the borough), improvements to access, booking systems and removal of costs. Solutions for residents without transport are also required and more frequent pop-up recycle centres were suggested.

# Your borough **YOUR FUTURE**

The climate is changing and so is Dudley!



## Climate change quiz

Protecting our environment is important. We need to understand climate change and take action to ensure that future children, animals and wildlife can continue to enjoy our planet. Take our climate change quiz now to test your knowledge!

### 1 What is the biggest threat to the world?

- a. Climate change
- b. Pollution
- c. Population growth
- d. Melting polar ice-caps

### 2 Is weather the same as climate?

- a. True
- b. False

### 3 What gases are known as greenhouse gases and affect climate change?

- a. Methane
- b. Carbon dioxide
- c. Oxygen
- d. Sulphur dioxide
- e. Oxygen

#### 4 What can you do to slow down climate change?

- a. Walk or ride a bike rather than travel by car
- b. Install solar panels
- c. Plant more resilient crops
- d. Burn more wood, coal or gas
- e. Recycle more materials
- f. Cut down more trees to build houses

#### 5 The greenhouse effect causes a...

- a. decrease in the surface temperature of the Earth
- b. increase in the surface temperature of the Earth

#### 6 The number of extreme weather events, such as floods, droughts, heatwaves, wild fires over recent decades has...

- a. increased
- b. decreased
- c. stayed the same

#### 7 The planet has become warmer but what is the desired limit to minimise climate change?

- a. 1.5 degrees Celsius
- b. 2.0 degrees Celsius
- c. 5 degrees Celsius

#### 8 The richest half of the world generate what percentage of the world's carbon emissions?

- a. 10%
- b. 25%
- c. 70%
- d. 90%

## 9 Which indicators of climate change would you expect in a “warming world”?

- a. Humidity
- c. Temperature over land rising
- d. Forest Fires
- e. Sea levels
- f. More wars
- g. Temperature over seas rising
- h. Extreme weather events

## 10 Which of the following contributes the most to climate change?

- a. Walking to school
- b. Driving to school
- c. Flying away to go on holiday
- d. Having the heating on all day





RECYCLE

## Which of these items can be recycled?

- |  |  |
|--|--|
| <input type="checkbox"/> Cardboard box               | <input type="checkbox"/> Scrap paper / envelopes   |
| <input type="checkbox"/> Black food tray             | <input type="checkbox"/> Plastic pots tubs & trays |
| <input type="checkbox"/> Drinks can                  | <input type="checkbox"/> Bricks                    |
| <input type="checkbox"/> Glass jar or bottle         | <input type="checkbox"/> Wood                      |
| <input type="checkbox"/> Aluminium tray with food on | <input type="checkbox"/> Clean food tins           |
| <input type="checkbox"/> Plastic takeaway containers | <input type="checkbox"/> Green waste               |
| <input type="checkbox"/> Plastic bags or film        | <input type="checkbox"/> Drinks cartons            |

GO GREEN



# Your borough **YOUR FUTURE**

The climate is changing and so is Dudley!



## Recycling Quiz

Protecting our environment is important. We need to recycle to ensure that future children, animals and wildlife can continue to enjoy our planet. Take our recycling quiz now to test your knowledge!

### 1 What is recycling?

- a. Burning household waste
- b. Burying household waste
- c. Reusing household waste
- d. Sending waste abroad

### 2 Guess how much waste one person can make in a day:

- a. 1kg (a bucket of sand)
- b. 2kg (2 buckets of sand)
- c. 3kg (3 buckets of sand)
- d. 4kg (4 buckets of sand)

### 3 How much waste can be recycled?

- a. 40%
- b. 50%
- c. 75%
- d. 90%

**4 Each year, how much food waste do you think is made in the UK?**

- a. 5 million tonnes
- b. 7.5 million tonnes
- c. 9.5 million tonnes
- d. 15 million tonnes

**5 What do you think recycling helps to protect?**

- a. The seas and rivers
- b. Birds and animals
- c. Forests
- d. Everything on the planet

**6 Guess which metals can be found in electronic waste, like when you throw away an XBOX or PlayStation:**

- a. Copper
- b. Gold
- c. Silver
- d. All of the above

**7 Which item do you think is the most commonly recycled in the world?**

- a. Cardboard box
- b. Plastic bottle
- c. Glass bottle
- d. Aluminium can

## 8 Guess how much plastic ends up in the sea each year:

- a. 8 tonnes
- b. 8 thousand tonnes
- c. 8 hundred thousand tonnes
- d. 8 million tonnes

## 9 How many times can you recycle a cardboard box?

- a. 2 times
- b. 5 times
- c. 7 times
- d. 10 times

## 10 How long does it take for a plastic bag to break down?

- a. 150 years
- b. 250 years
- c. 450 years
- d. 600 years





**RECYCLE**

## Which of these items can be recycled?

- |  |  |
|--|--|
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**GO GREEN**



Your borough  
**YOUR FUTURE**  
The climate is changing and so is Dudley!

## **We are working together to tackle climate change**

Recently, you have used our tips, waste and recycling services. As a result, we would like to know if you would be interested in participating in other activities that we are working on to do with recycling and the environment, such as our Climate Change Survey accessible at the link below:

[Complete the Your Borough, Your Future survey here](#)

We want to ensure the views of our residents are taken into account to inform and help shape our future plans.

We would love to continue sharing the latest updates about the environment, bins and recycling in Dudley, however, you need to subscribe to receive these messages at the bottom of this email.

If you do not want to receive emails from us, you can unsubscribe at the bottom of this email.

To view the Council's Privacy Notice, please visit [our website](#).

Thank you.