



**NORTH  
YORKSHIRE  
COUNCIL**



# **Let's Talk Rubbish Thirsk & Malton AC feedback session**

## **9 October 2024**

# Let's Talk- campaign background

- Let's Talk North Yorkshire is our **biggest ever countywide conversation**
- It started back in September 2022 before vesting day with a programme of ongoing citizen engagement and consultation
- We are committed to listening to and engaging with our residents to hear their views on key strategic decisions and empowering them to have a say
- Surveys are hosted on Commonplace, a safe and easy-to-use online tool used by over 250 organisations including neighbouring councils
- **Paper surveys** and other accessible formats are available in **libraries, main offices and leisure centres**, at **events** and **on request**.



# Let's Talk- campaign background

From Sept 2022 to now, we have asked residents for their views on wide range of topics, including:

- Their local area
- Devolution for York and North Yorkshire
- The council plan and budget for 2023 to 2024
- Our climate change strategy
- Their experiences of transport in North Yorkshire
- The council plan and budget for 2024 to 2025
- Their experiences of accessing healthy food and food waste

Over 32,000 surveys have been completed so far.

Reports on the above consultation and engagement conversations can be found at [www.northyorks.gov.uk/letstalkny](http://www.northyorks.gov.uk/letstalkny)



# Let's Talk- campaign background

- Let's Talk North Yorkshire has helped us to **reach into groups and communities** that we don't usually hear from, giving us a broader understanding of how residents feel about their local areas and their future priorities
- While we are the **largest council by geography** in England, we aspire to build 'local' into how services are designed and delivered
- The information provided via our Let's Talk engagement programme will be used to **inform** the council's **decisions, policies** and **services** moving forward.

# Let's Talk Rubbish – The Proposal

## The 'Selby model'

Two wheelie bins. One for glass, cans and plastic, and one for paper and card, with alternate fortnightly collections

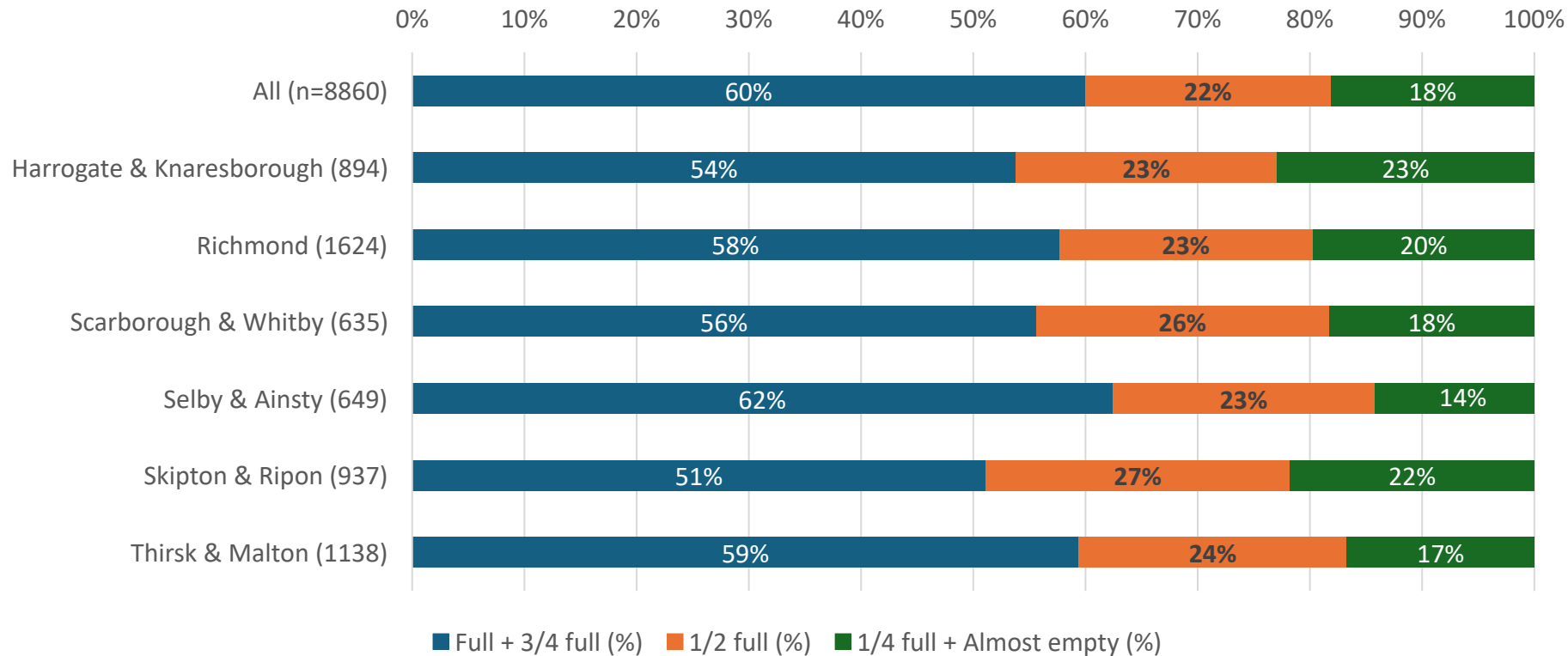


# Key findings – Let's Talk Rubbish

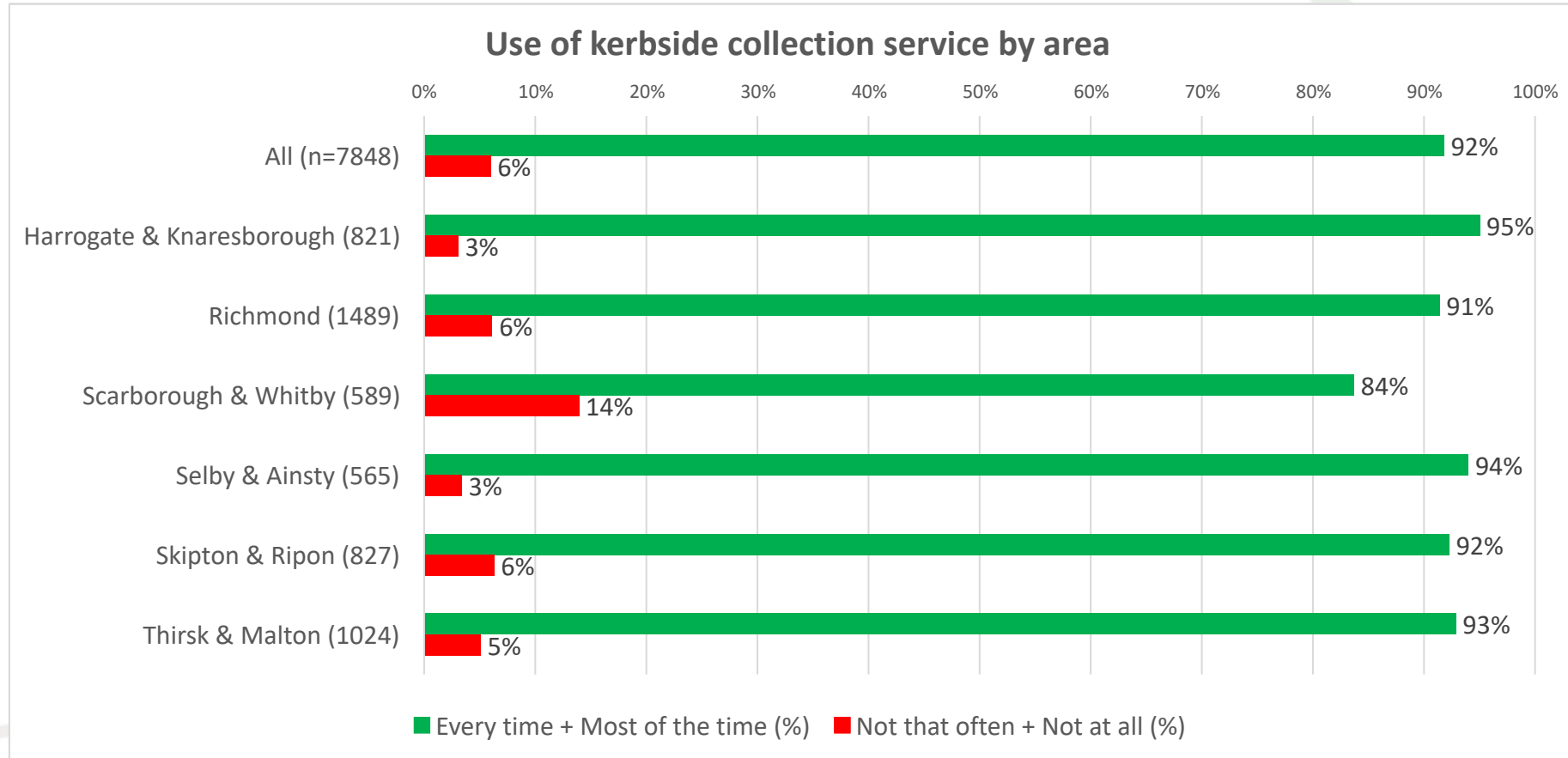
- Strong support overall for a move to a wheeled bin collection instead of boxes / bags
- Strong support from residents in the Selby locality where the proposal is already in place
- Concerns centre around the practicality of additional bins, the frequency of collection and the potential for confusion amongst residents.

# Residual Waste / Rubbish Collection

How full is your rubbish bin on a normal collection day?  
Results by area

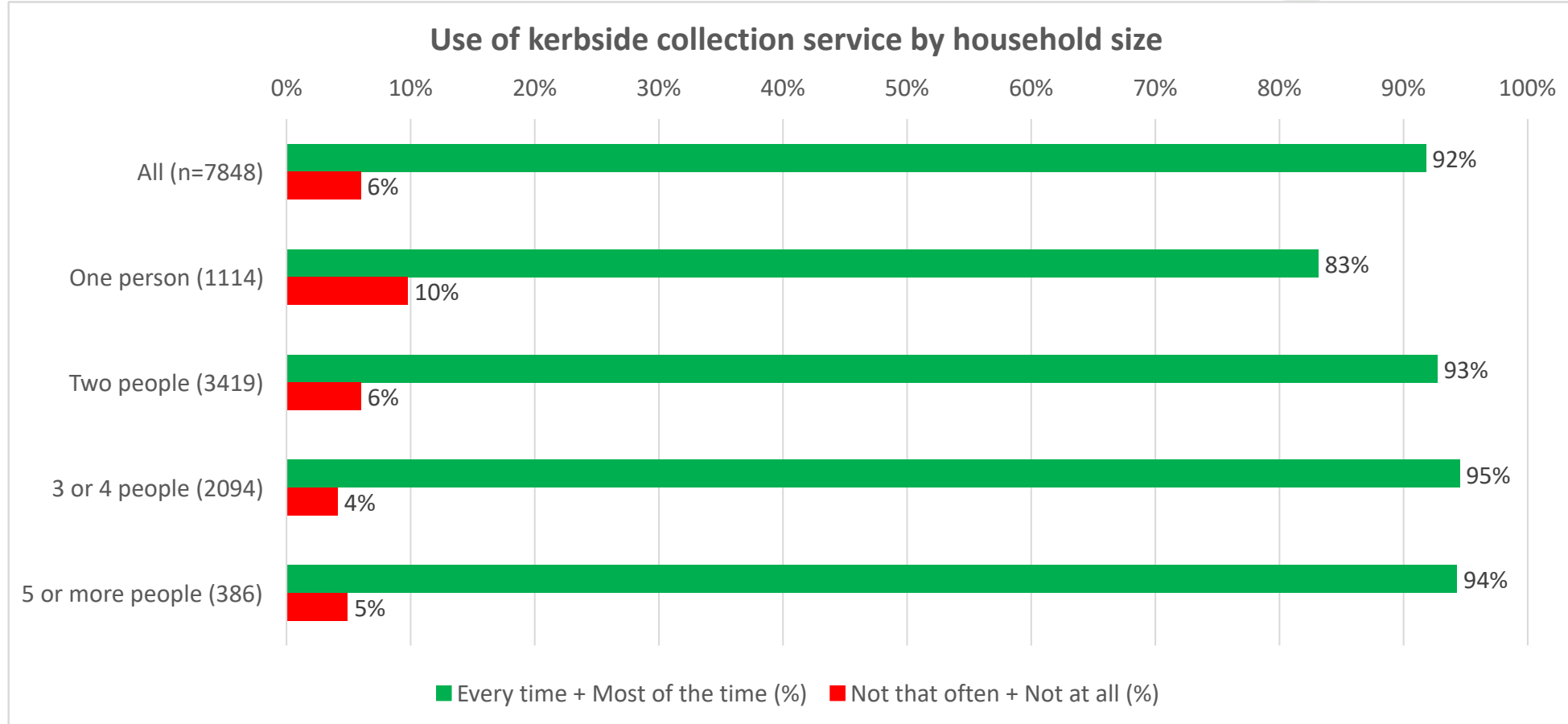


# Recycling Participation

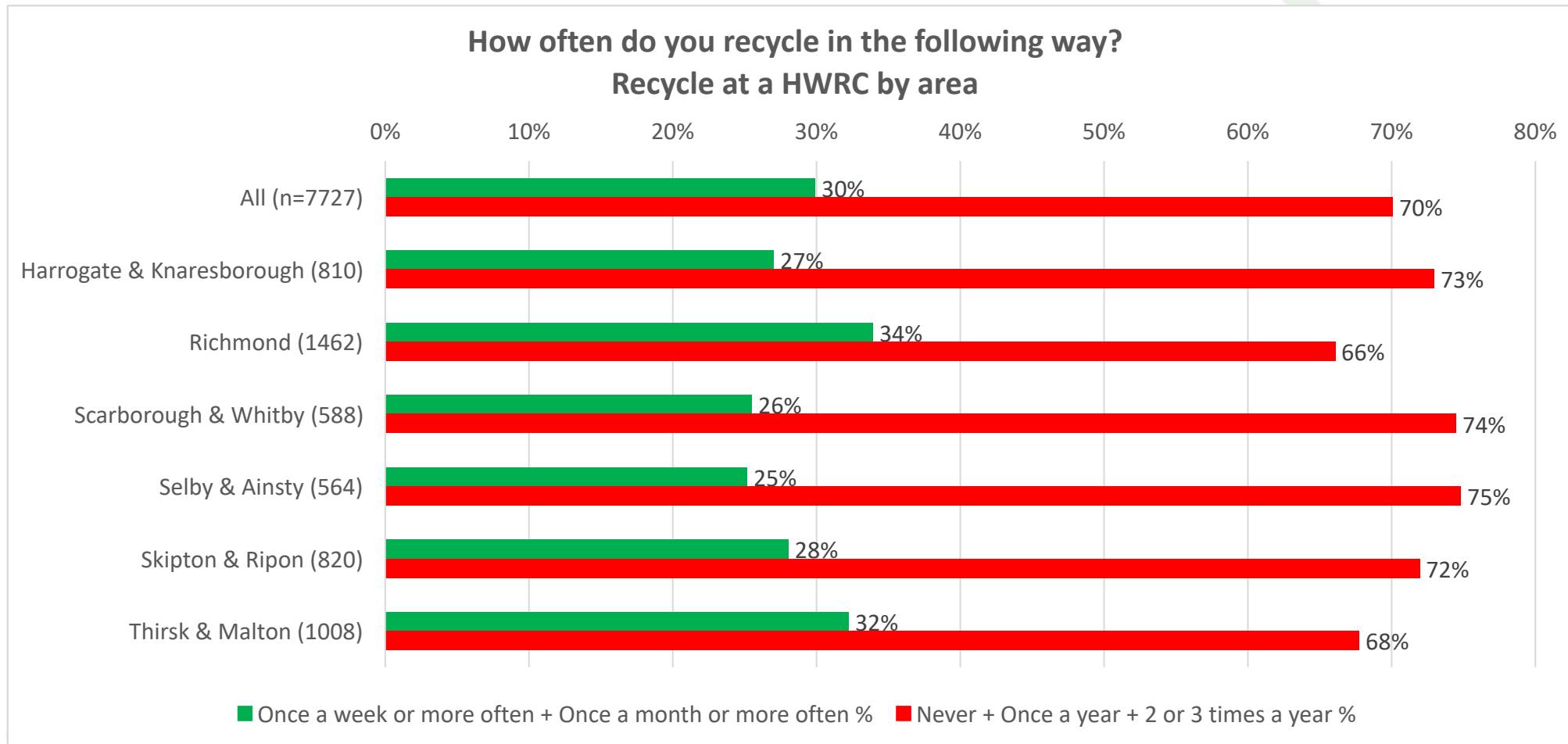




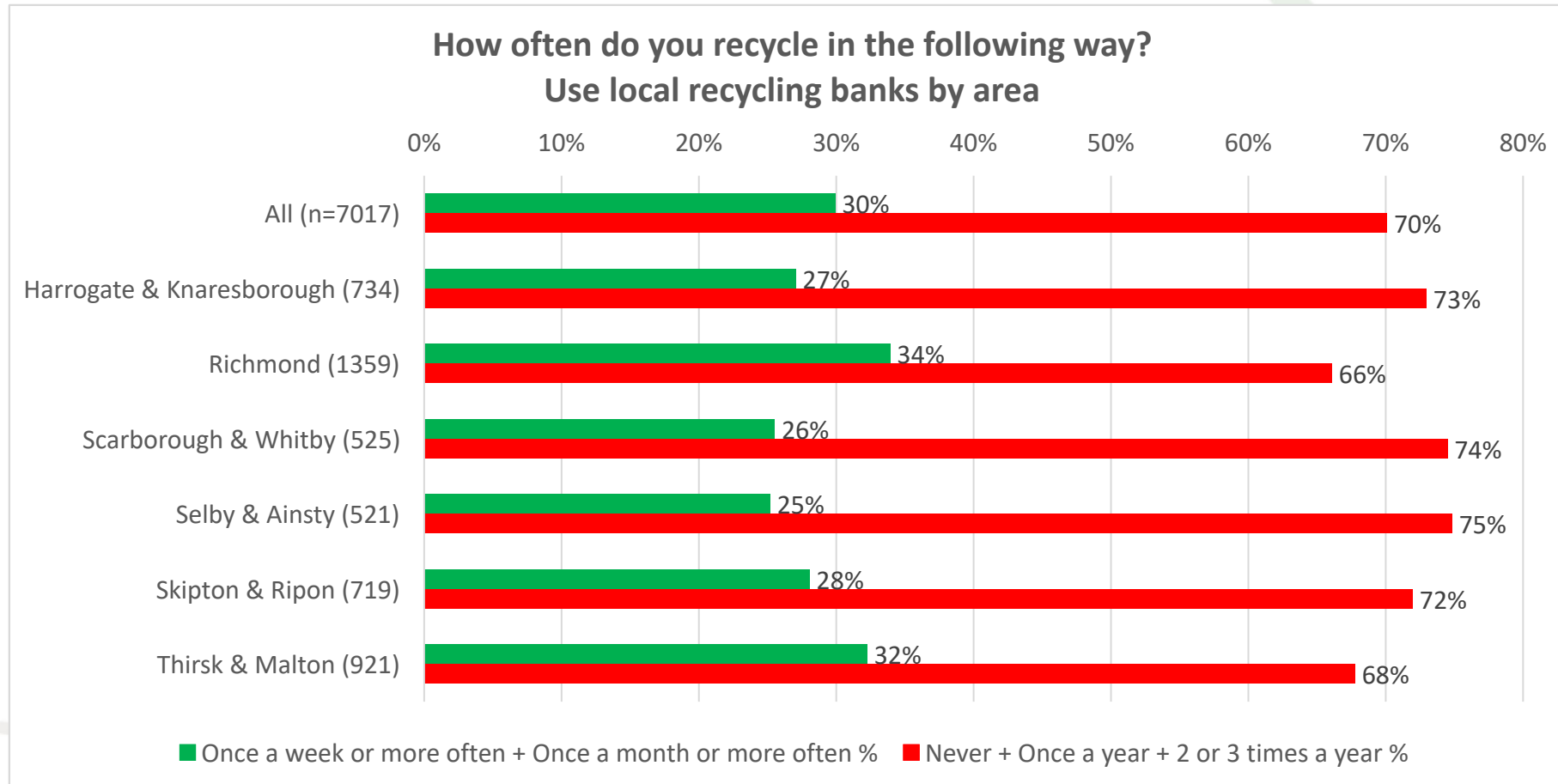
# Recycling Participation – Household Size



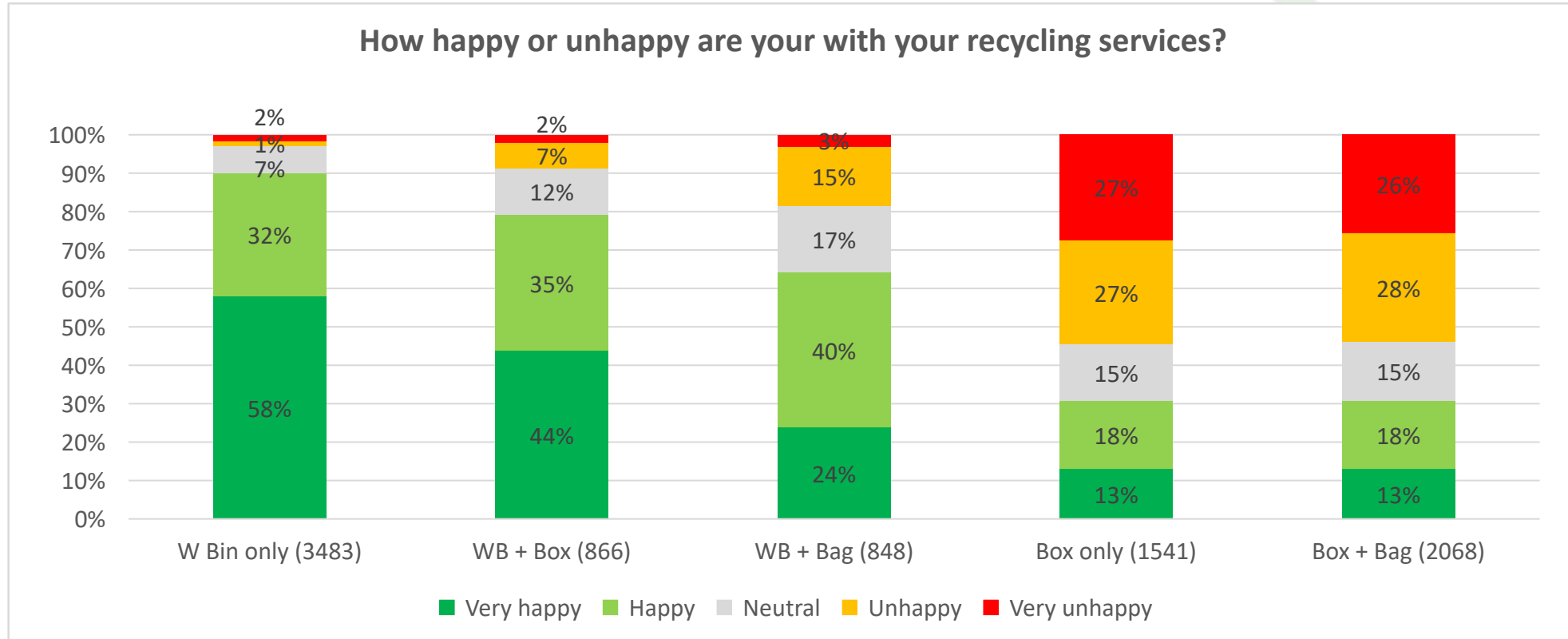
# Household Waste Recycling Centres



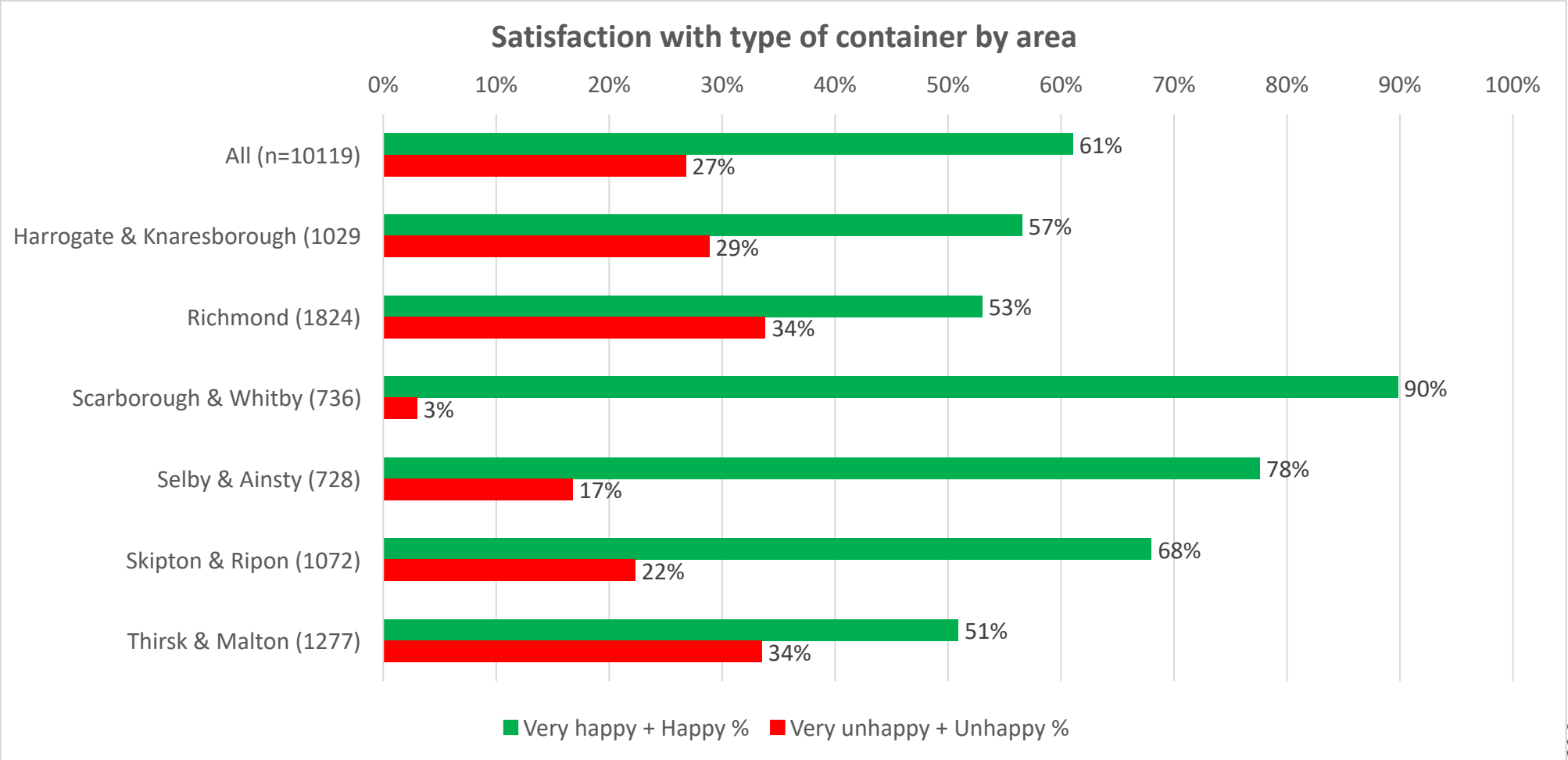
# Local Recycling Banks



# Satisfaction by Container Type

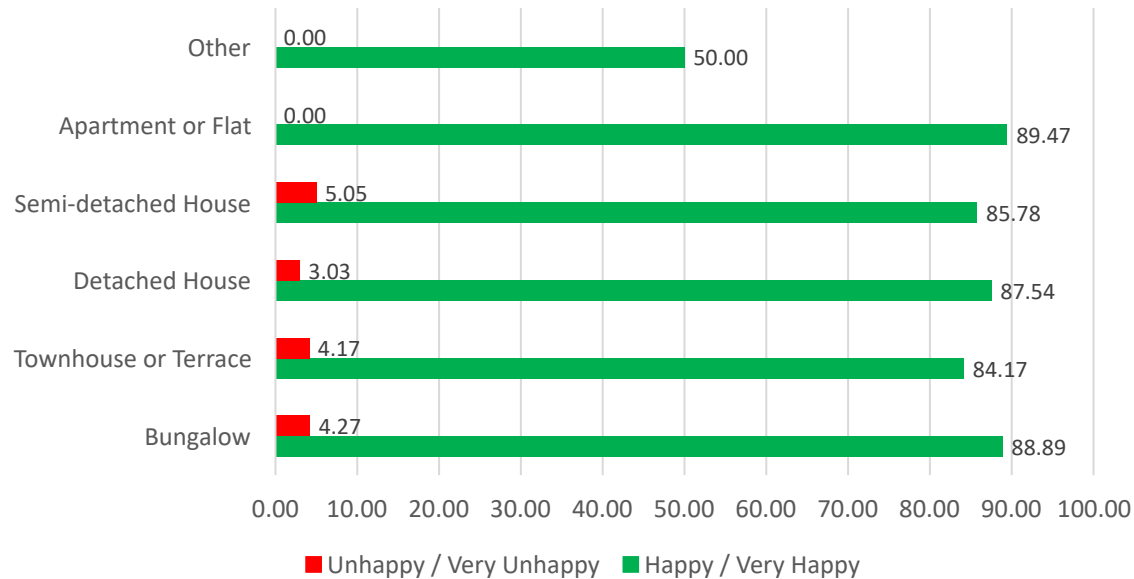


# Satisfaction with Container Type

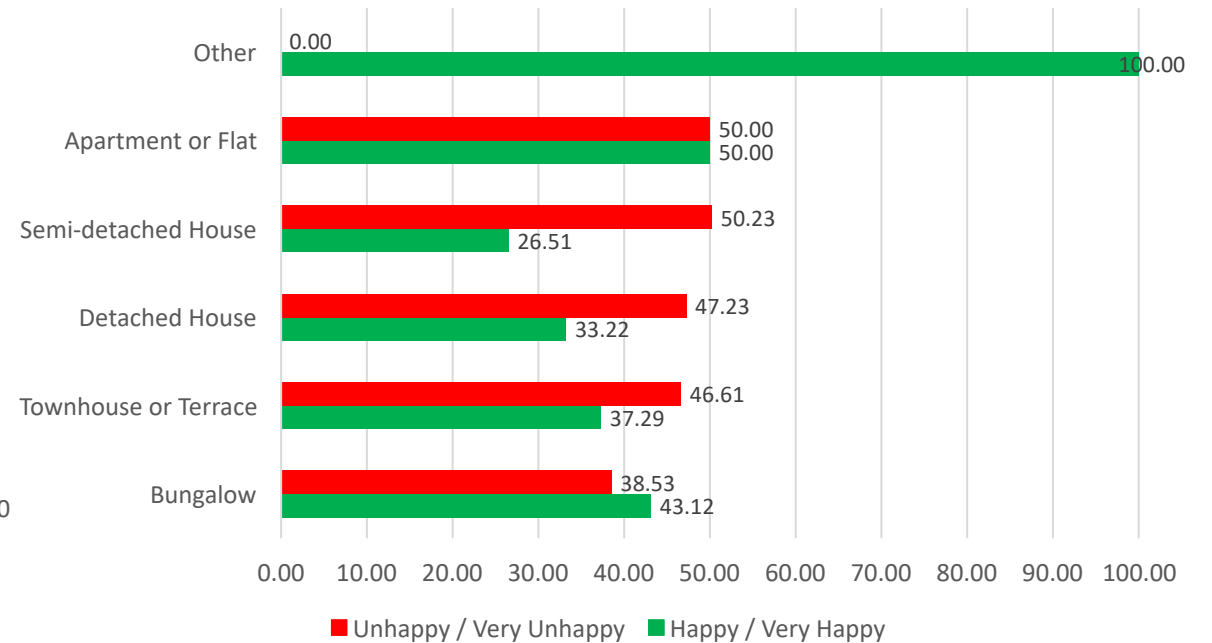


# Satisfaction with Container Type by Property Type

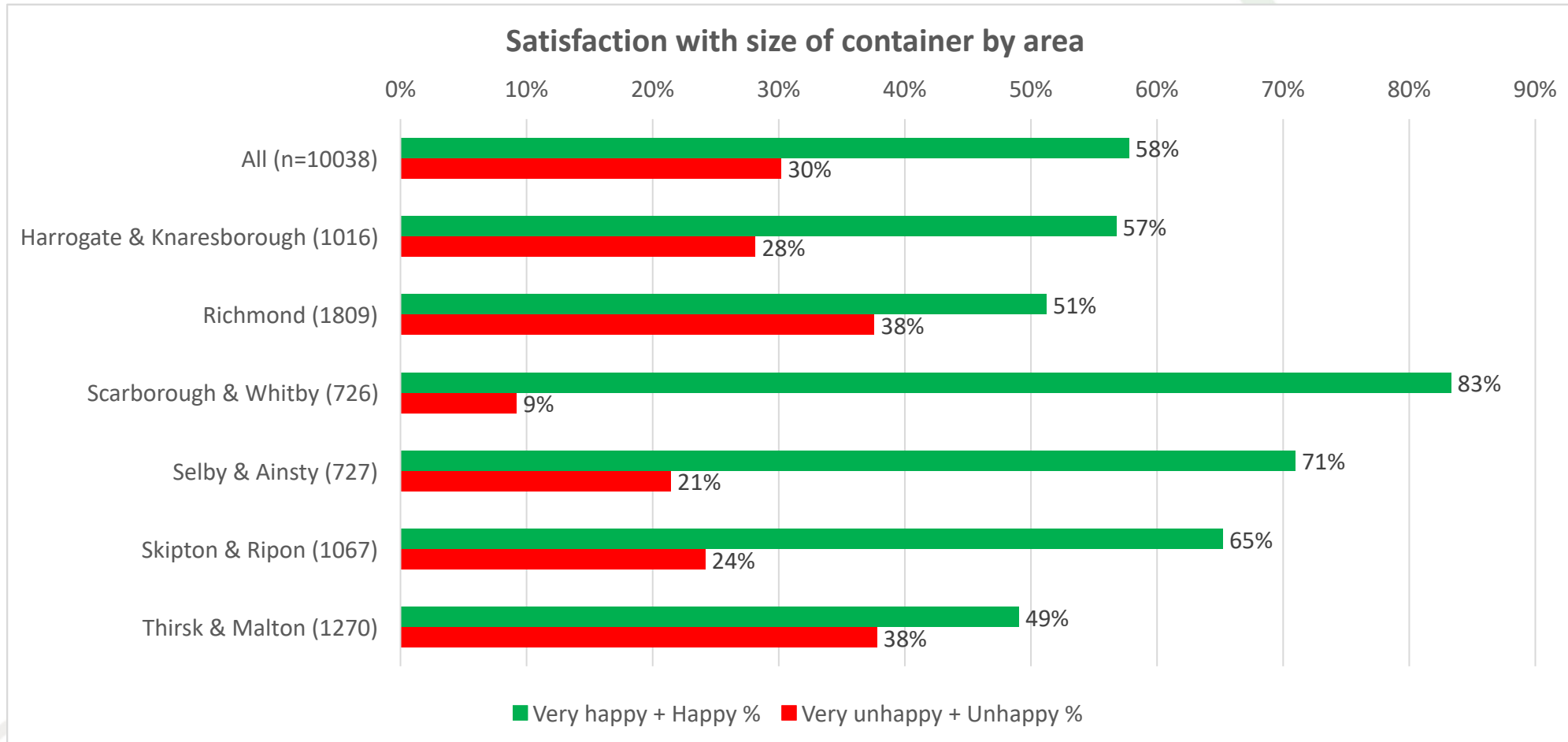
Satisfaction with container type by property type - Thirsk locality



Satisfaction with container type by property type - Malton locality

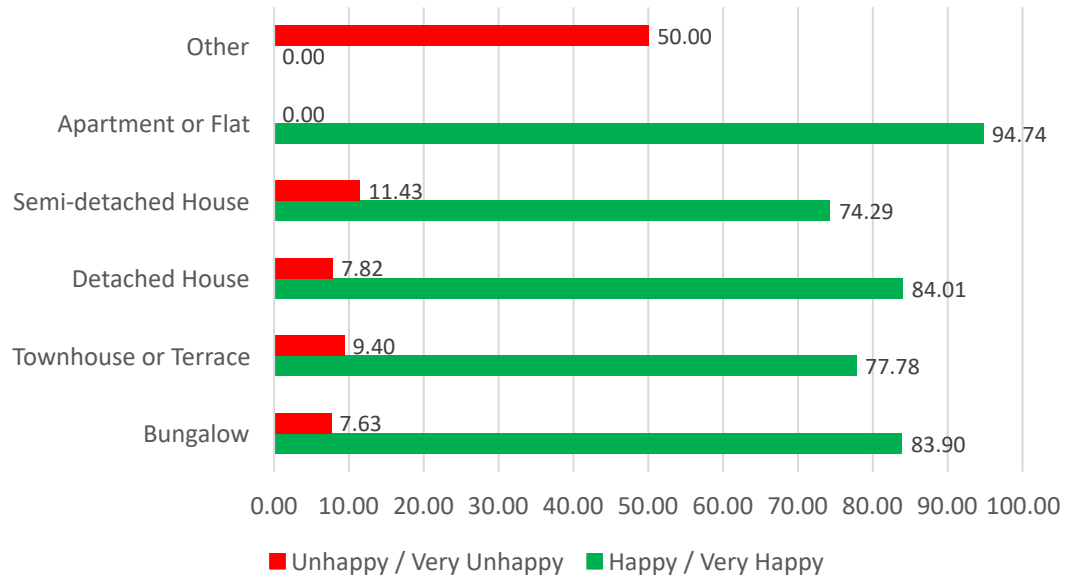


# Satisfaction with Size of Container

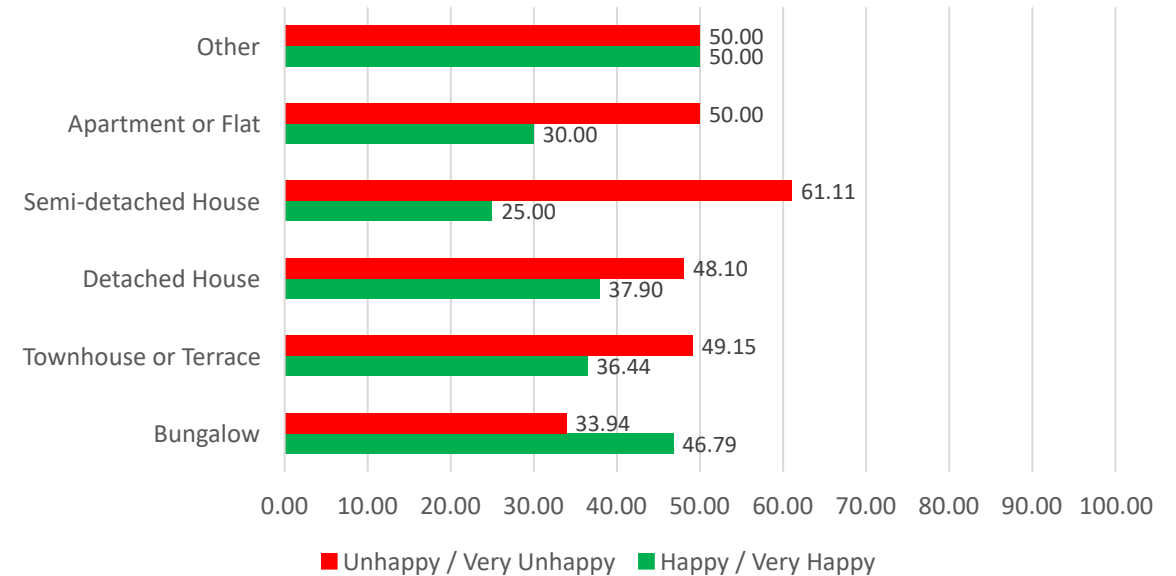


# Satisfaction with Size of Container by Property Type

## Satisfaction with container size by property type - Thirsk locality

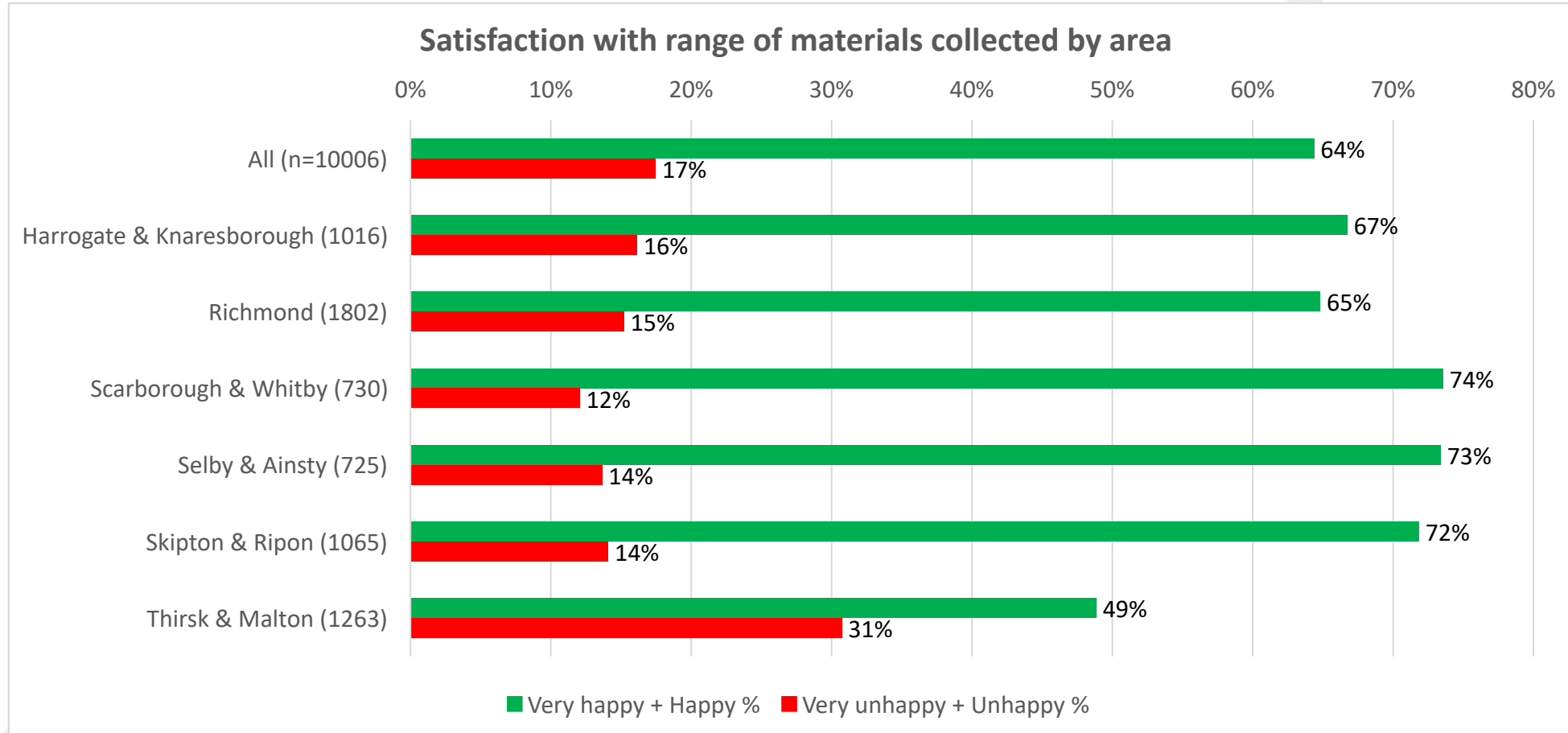


## Satisfaction with size of container by property type - Malton locality

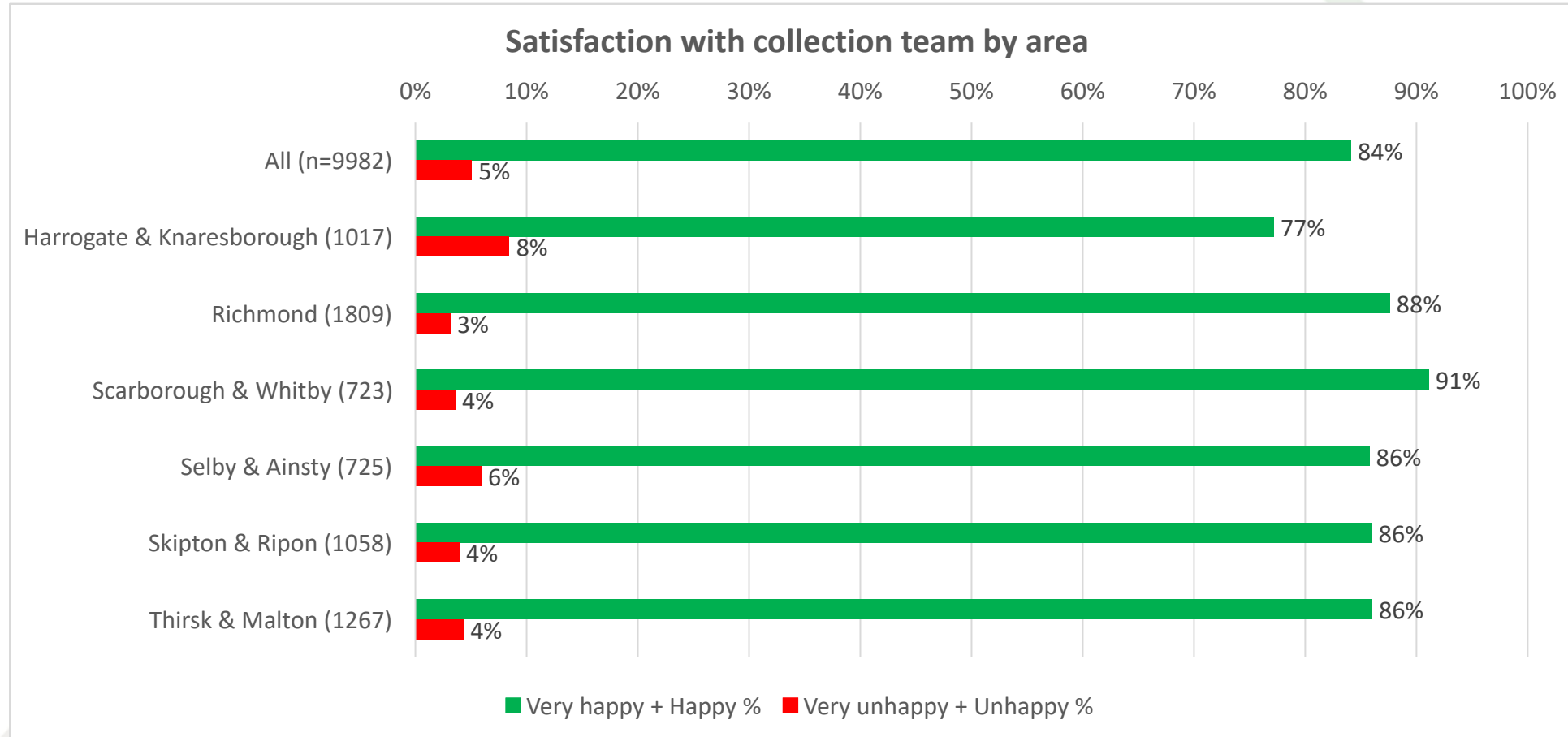




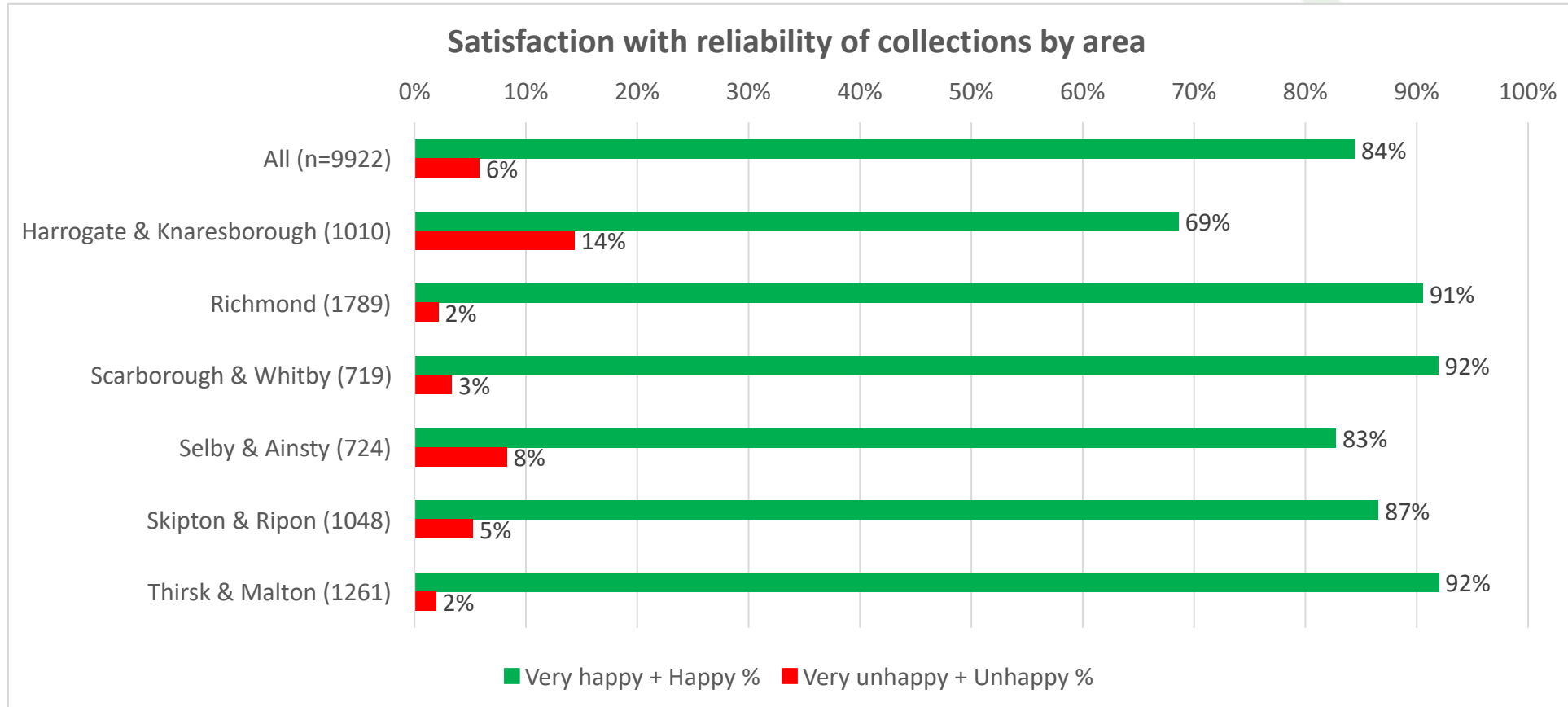
# Range of Materials



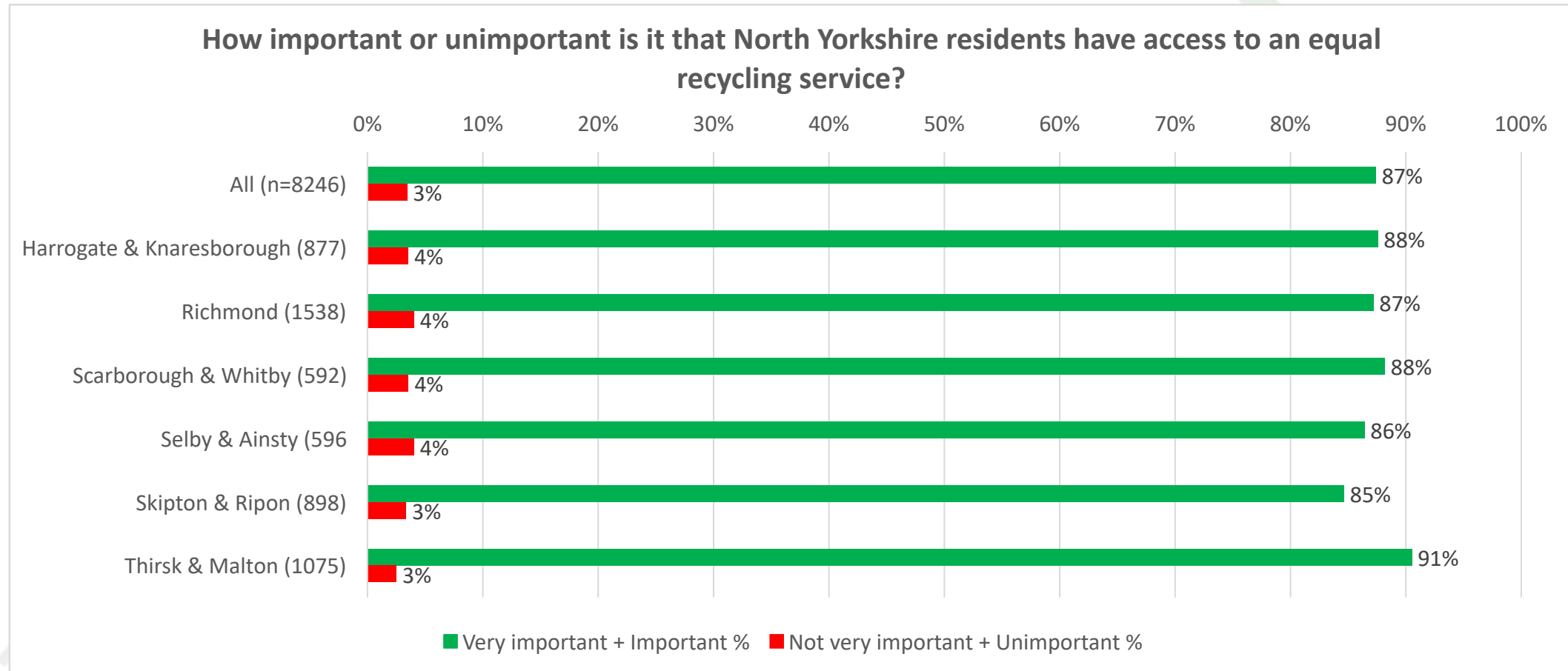
# Collection Teams



# Reliability of Collections



# Equal Access to Recycling Services



# How can we improve recycling services...

- Expand the range of materials collected (incl. more types of plastic)
- Increase capacity
- More frequent collections
- Better communication and education campaigns
- Reduce reliance on plastic bags
- Simplify collection systems
- Collect food waste

# What do you think of the proposal...

As part of the consultation, we asked people, “*What do you think about our idea to improve recycling services in North Yorkshire?*” The feedback provided a broad range of insights, which were categorised into positive, neutral, and negative sentiments based on the tone and content of the responses.

In total, **6,513 free text responses** were analysed, and the breakdown of the sentiments shown in the comments is as follows:

- **Positive sentiment:** 3,297 comments (51%)
- **Neutral sentiment:** 1,142 comments (17%)
- **Negative sentiment:** 2,074 comments (32%)

# Sentiment Themes - Positive

- Support for modernisation – *‘a great step forward to make recycling easier and to reduce waste’*
- Improved Streetscene – *‘I fully support the idea. It will help cut down on litter and improve the recycling rate in our community’*
- Support for the wheeled bins – *‘I’ve been waiting for a wheelie bin for ages! The current boxes are useless in bad weather’*

# Sentiment Themes - Neutral

- Need for clear communication - *'it could work but only if it's done properly and people know what to expect'*
- Balanced perspectives – *'The change sounds good but I think people will need clear instructions to avoid confusion'*
- Managing change – *'It's a good idea in principle, but I hope they think through the logistics carefully'*

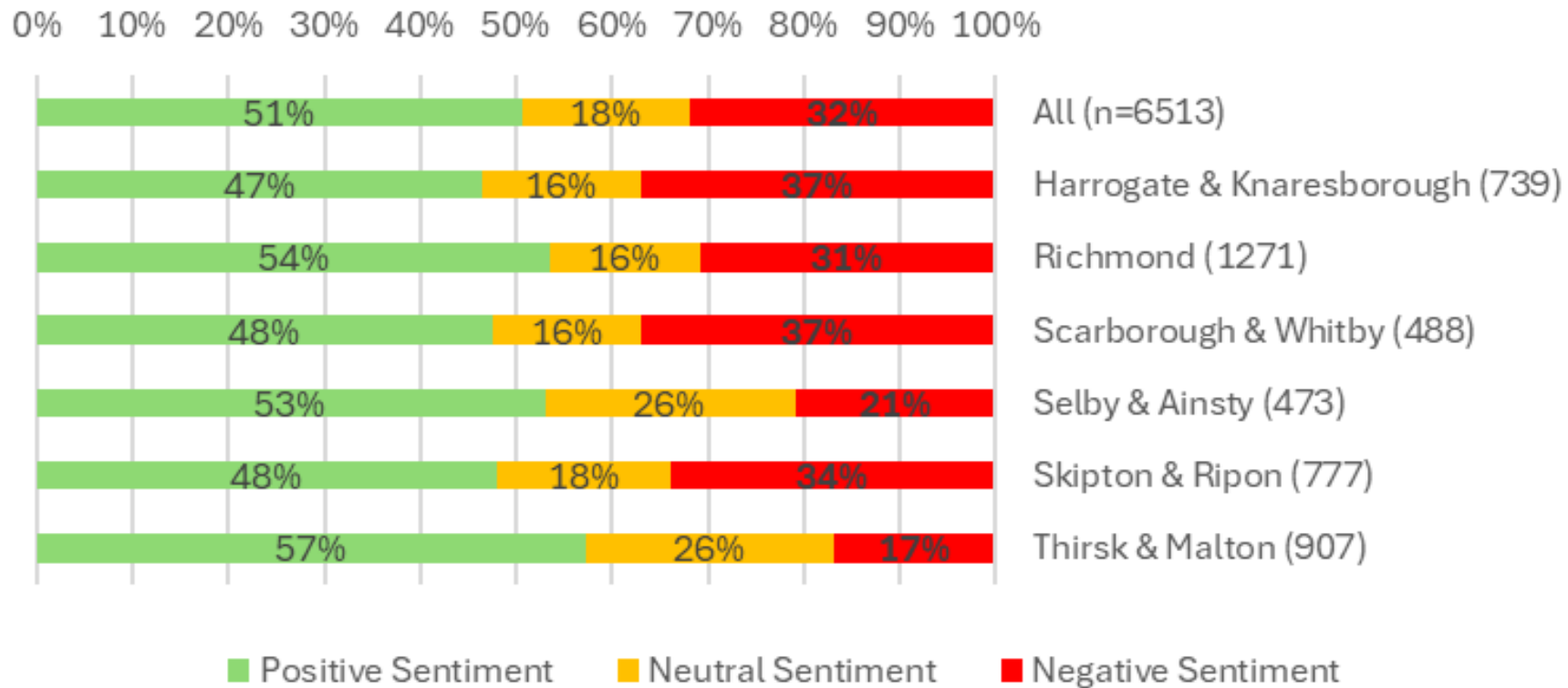


# Sentiment Themes - Negative

- Space constraints – *‘I don’t have enough room for another wheelie bin, and this will just complicate recycling further’*
- Increased complexity – *‘This is just going to confuse people, especially the elderly or those who struggle with current collection systems’*
- Managing change – *‘I’m worried that the changeover will cause chaos. We’ve had enough disruption lately’*

# What do you think of the proposal...

Comments on proposal to improve recycling services by sentiment and area



# Key Insights

Out of **907 responses**, sentiment in Thirsk and Malton was:

**Positive:** 57% (519 comments)

**Neutral:** 17% (153 comments)

**Negative:** 26% (235 comments)

Thirsk & Malton had the highest proportion of positive sentiment, with over half of responses supporting the proposal. Many were particularly enthusiastic about the introduction of wheelie bins, given that the current system uses small containers that are often unpopular.

## Key insights:

- **Strong support for wheelie bins:** People expressed high levels of support for replacing the existing containers with wheelie bins, seeing it as a practical improvement.
- **Concerns about implementation:** Some concerns were raised about the rollout process, including whether all households would be able to accommodate the new bins.

## Quotes:

*Positive: "I've been waiting for wheelie bins for ages! The current boxes are useless in bad weather."*

*Neutral: "The new bins sound good, but we need more information on how this will work for everyone."*

*Negative: "I'm not convinced everyone has room for a wheelie bin – this could be a problem for smaller homes."*

# Let's Talk Rubbish - next steps

- Sharing survey data with all area committees
- Once complete, a public report will be published on the NYC website
- Internal and public facing campaign about the engagement results
- Aiming to go live end before the end of 2024

## Service Harmonisation

- TEEEOOSC – 17 October
- Executive – 5 November
- Full Council – 13 November