

Islington Council's Household Reuse and Recycling Centre **Customer Survey 2009**

August 2009





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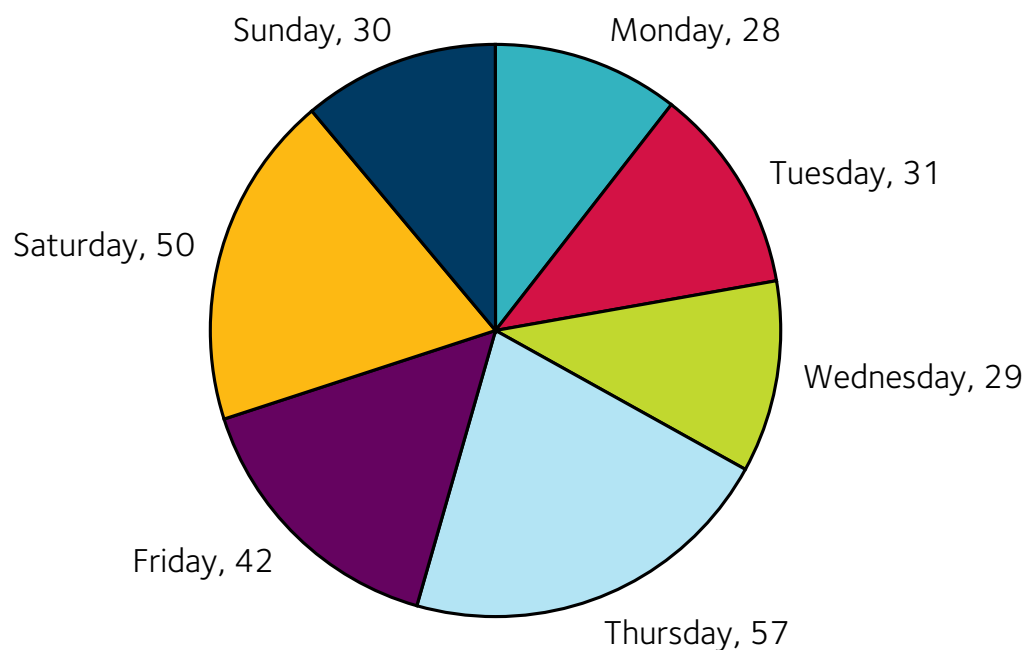
Introduction

The Household Reuse and Recycling Centre opened at the Hornsey Street waste transfer station in 2004. Customer surveys have been carried out in 2005, 2006, 2007 (published in 2008) and 2009. This report provides the results of the 2009 survey with some comparisons to the 2007 survey.

The results are very positive, with 97% of respondents rating the site excellent or good.

For more information on what you can reuse or recycle at the Household Reuse and Recycling Centre, and to see last year's customer survey results, please go to www.islington.gov.uk/recycling or call Contact Islington on **020 7527 2000**.

Survey Day



“ 97% of respondents rated the site excellent or good. ”

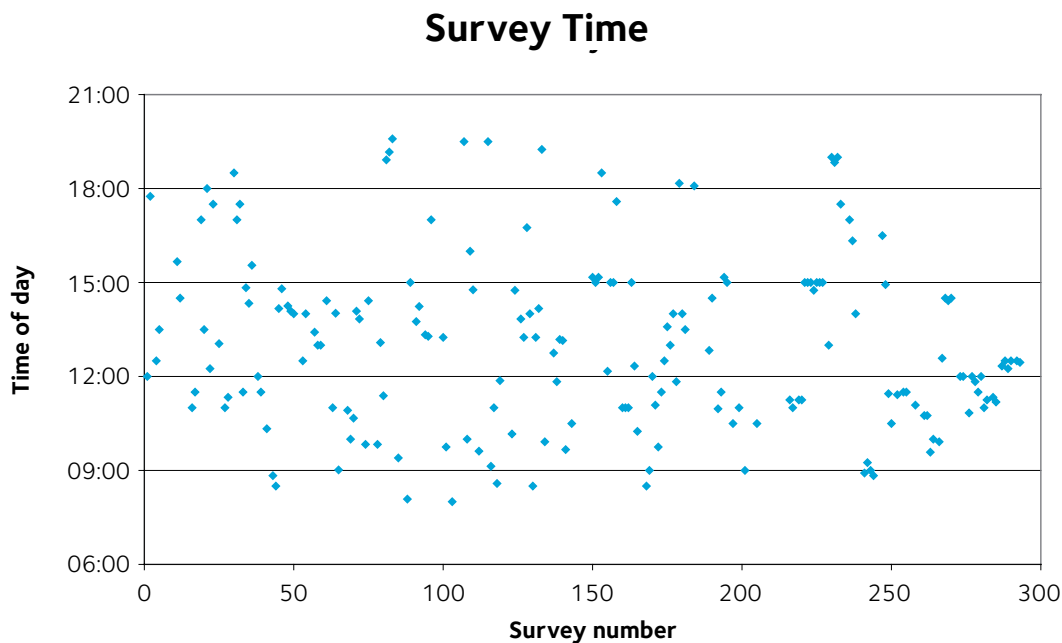
Methodology

295 surveys were completed between Monday 23rd February 2009 and Sunday 8th March 2009.

Customers were approached by centre staff and asked if they would complete a customer survey. All surveys were completed unsupervised and confidentially by customers. Customers were able to return the surveys to sealed container or send them to a freepost address detailed at the bottom of the questionnaire.

For comparison purposes, the questionnaire had the same format as previous years.

The chart below shows the spread of days and times when the survey was completed.



“295 surveys were completed.”



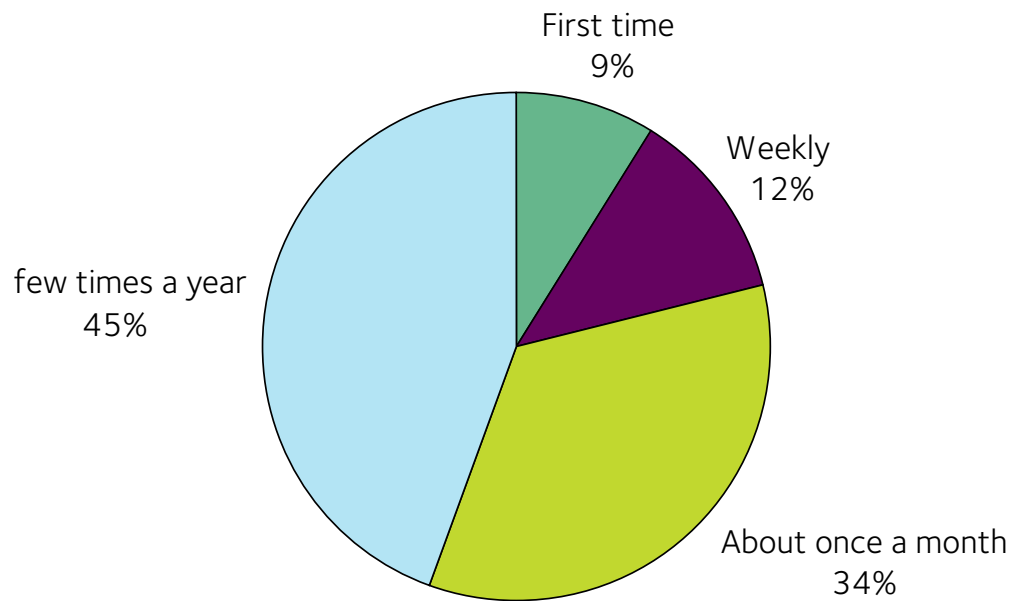


How often do you visit the centre?



Results

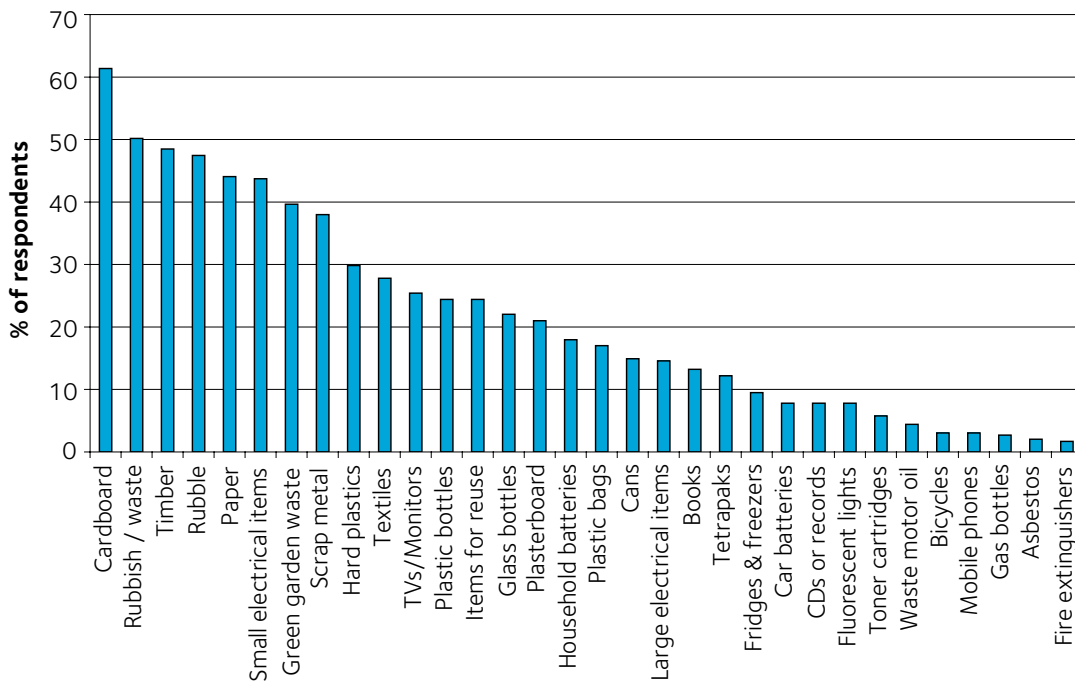
How often do you visit the centre?



Comment

The results show almost the same frequency of visits as in 2007. However, in 2007 12.43% of customers had visited the site for the first time, compared to 9% in 2009. This perhaps shows that people are becoming more familiar with the site and making repeat visits to the site.

What have you brought to the centre?



Comment

Cardboard, household waste and paper remain popular items that residents bring to the centre.

In 2007, respondents reported that they would like to bring plastic bags to the centre. This service was introduced in February 2009 and the survey results show that 17% of respondents brought plastic bags to the centre.

There has been a small reduction in the percentage of residents bringing items for reuse to the centre. In 2008, a reuse bulky waste service was introduced which may have led to a reduction in residents bringing items to the site, favouring a doorstep collection. It is also possible that people are less willing to replace reusable items at present.

A higher percentage of residents disposed of garden waste and rubble compared to last year's survey. This may reflect the fact that the survey was carried out in March this year as opposed to December in 2007.



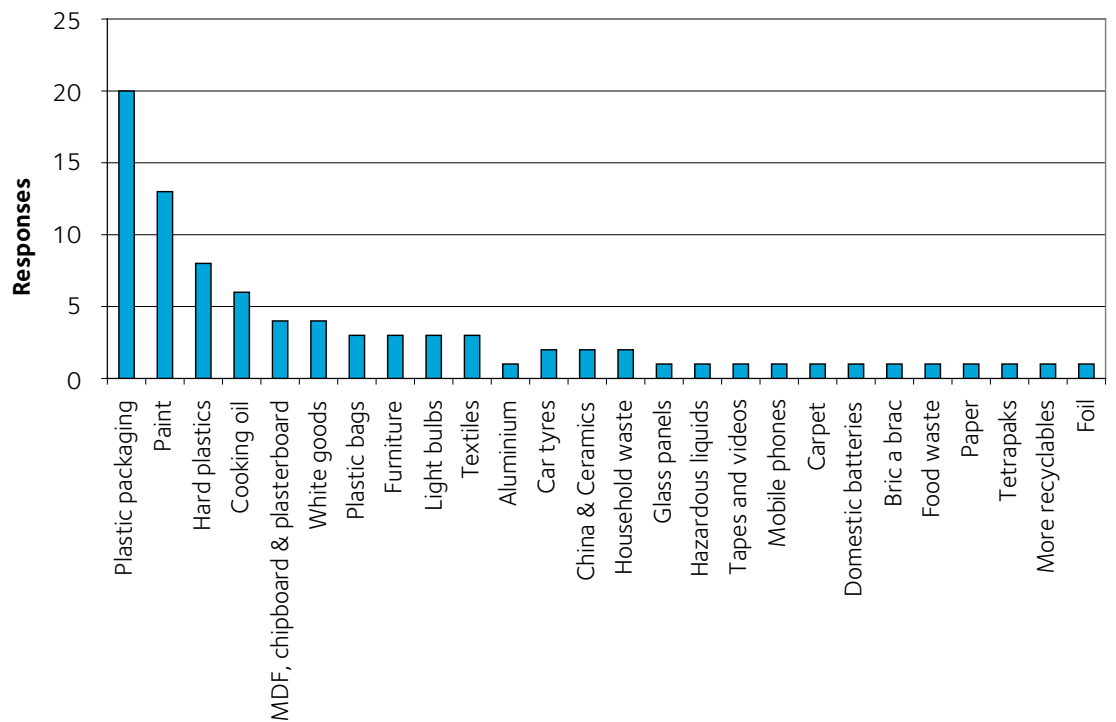
What have you brought to the centre?



What other materials would you like to recycle at the centre?



What other materials would you like to recycle at the centre?

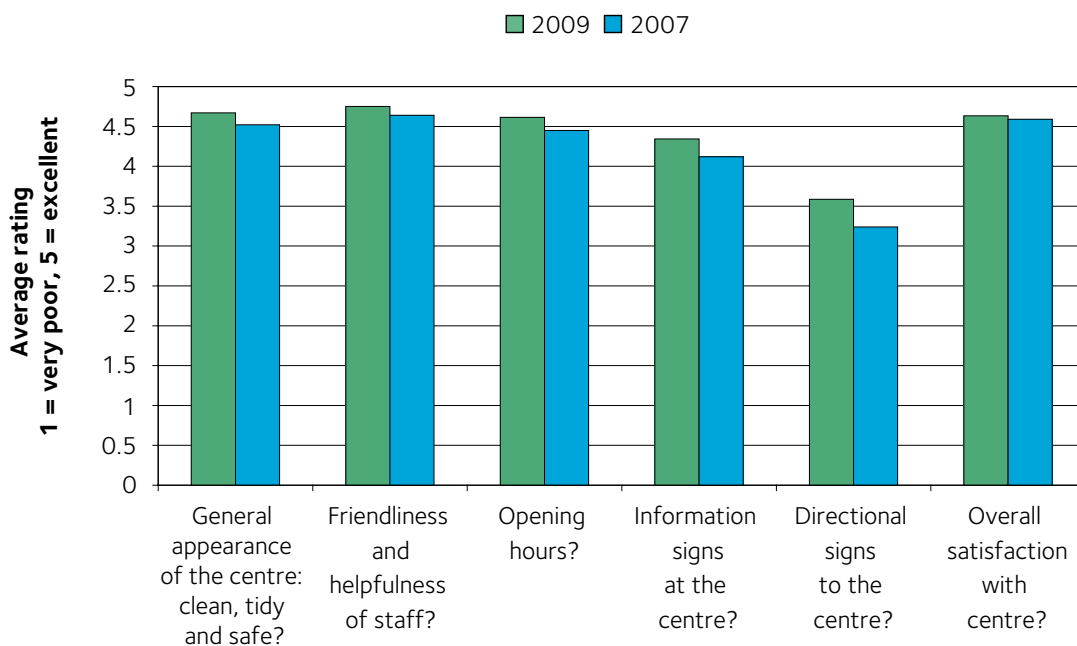


Comment

24% of respondents named items which can already be recycled or reused at the centre. This is a reduction from 30% in 2007. Although signage has improved since the 2007 survey, this result does show that signage could be further improved to assist customers and increase recycling rates on site.

The materials that respondents would like to recycle are very similar to the 2007 survey, the most popular items being plastics, paint and cooking oil.

Customer Satisfaction: Please give a rating between 1 and 5 on the following:



The chart provides a comparison between 2009 and 2007.

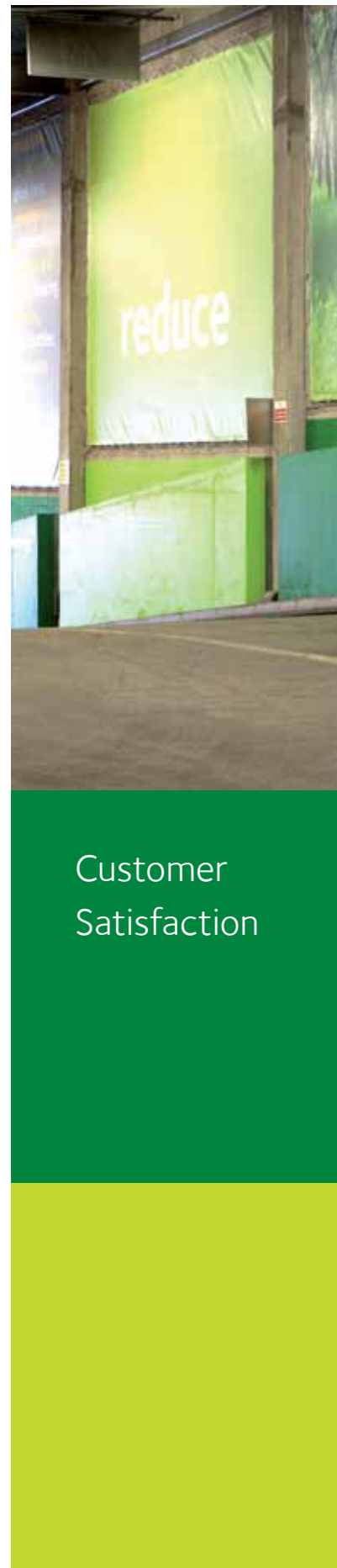
Comment

Overall, there has been a 1% improvement in overall satisfaction with the centre. Additionally, there has been an improvement in scoring of each question.

The highest scoring element is the friendliness and helpfulness of staff, the average score for this element was 4.75 out of 5.

The lowest scoring element continues to be the directional signs to the centre, although this score did improve compared to the 2007 result.

97% of respondents said that their overall satisfaction with the site was either good or excellent.



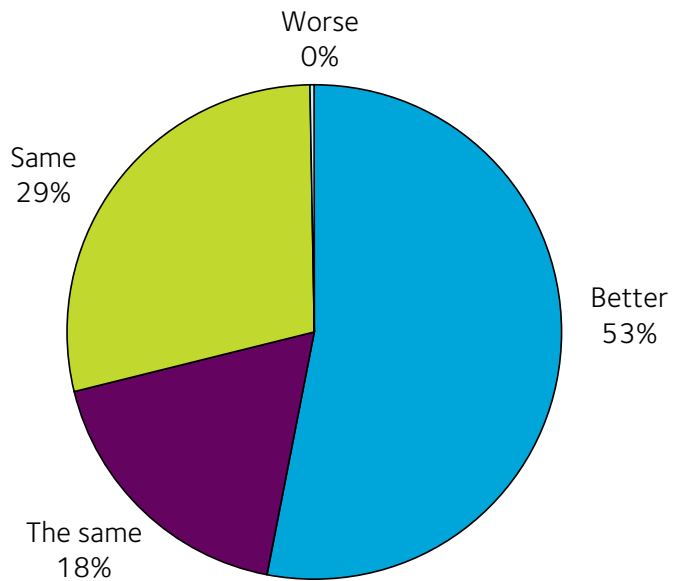
Customer Satisfaction



Do you think the site has got better or worse over the past year?



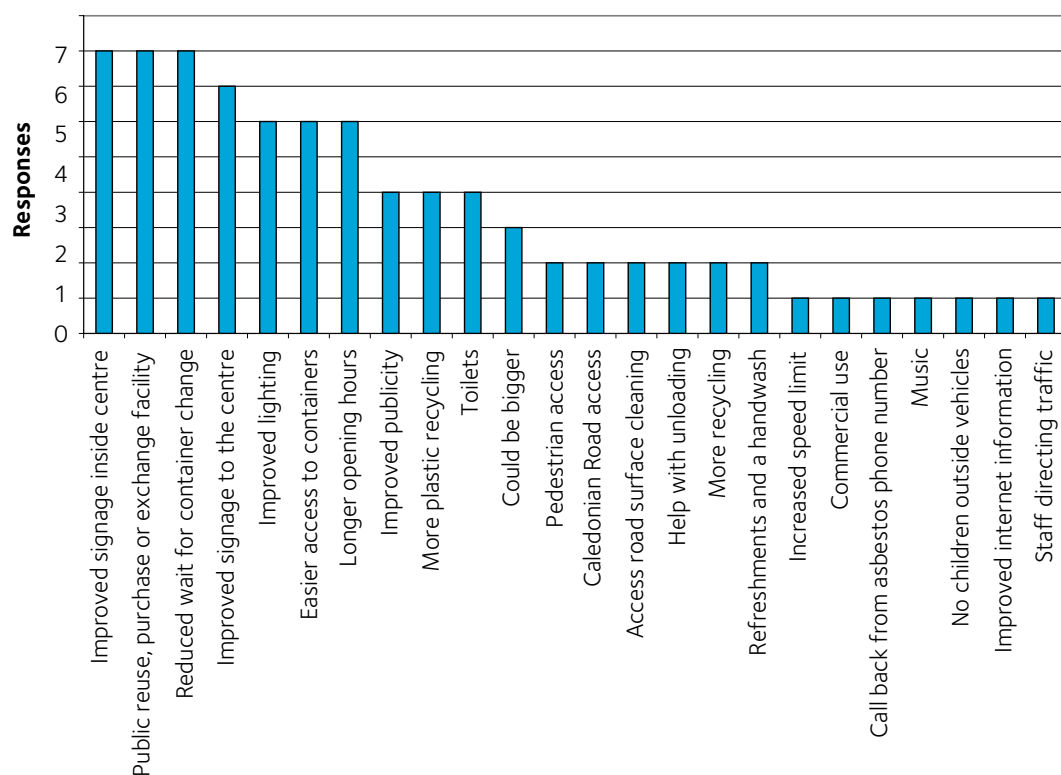
Do you think the site has got better or worse over the past year?



Comment

Only one respondent (0.34%) reported the site as being worse compared to last year. The results are almost identical to last year, aside from a higher percentage rating the site as the same as the previous year (29% compared to 25.61%).

What improvements do you think could be made to the centre?



Comment

The most common responses concern signage, both at the centre and signage to the centre, although this was suggested by only 2.9% of respondents.

Additionally, a reuse centre to purchase or take items from was suggested. At present, we are unable to allow this due to duty of care regulations and health and safety regulations, as well as the need to account for weights of materials leaving the centre for reporting purposes. The site has a reuse area where materials can be deposited for collection by a registered charity, Restore.

Respondents requested reduced waiting times while full containers are being changed. The site temporarily closes for health and safety reasons when containers are being changed. Following the feedback from the survey, we will monitor traffic flow through the site and assess whether there are periods which are less disruptive for container change.



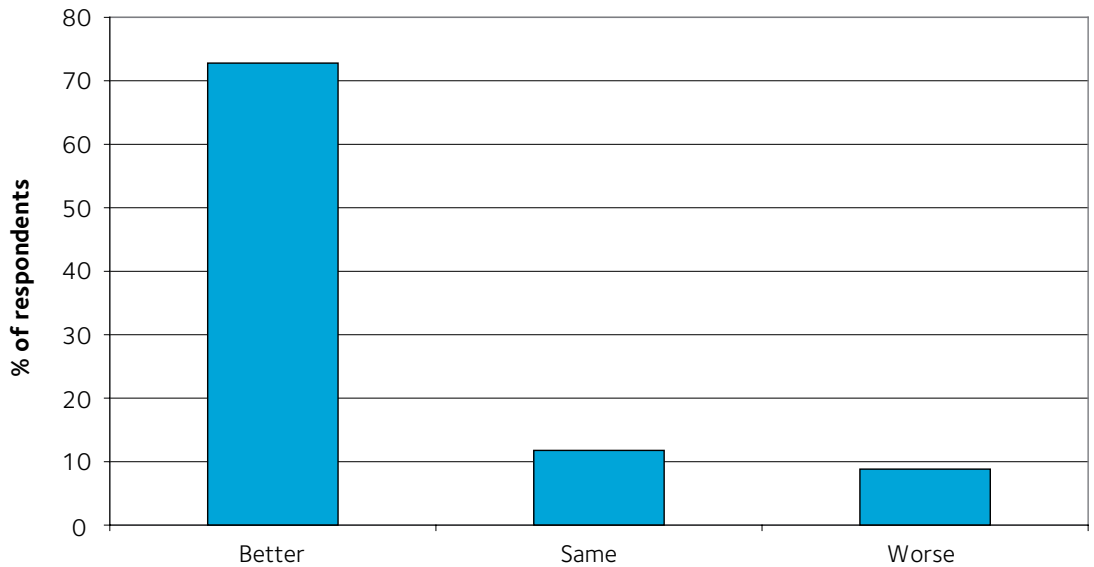
What improvements do you think could be made to the centre?



Have you used any other reuse and recycling centres?

Have you used any other reuse and recycling centres?

Of those who have used another site, is Islington's better or worse?



46% of respondents had used another facility. The chart is based upon these responses.

Comment

8.82% (12 respondents) of respondents reported another HRRC that they had visited being better than the Islington facility (see table below).

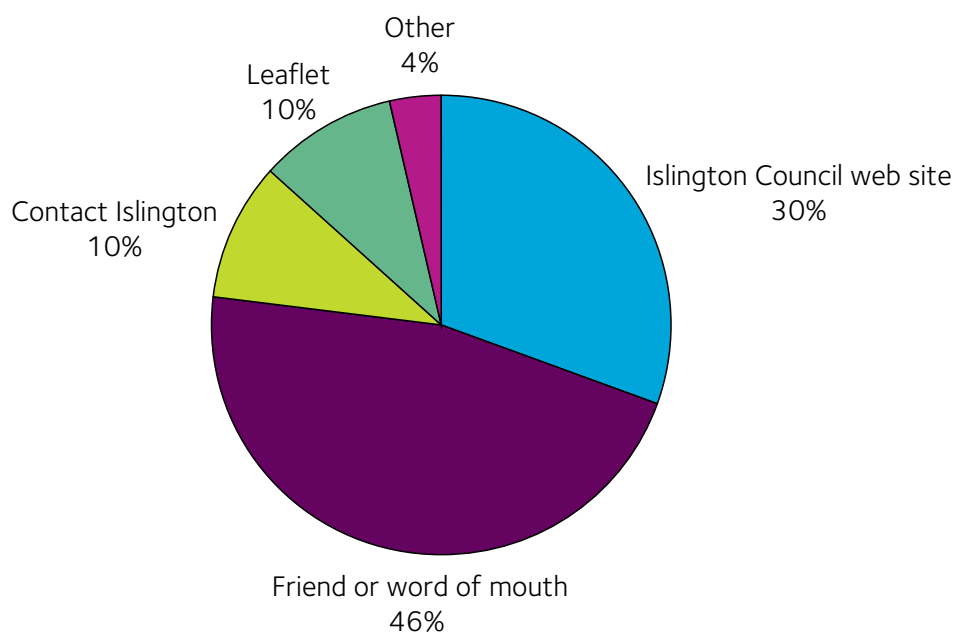
No.	Site name	Reason
1	Wells	Bigger
2	Barnet, Ealing and Southwold	Better lighting
3	Camden	Can take away garden waste
4	Christchurch, Dorset	More Room
5	Wandsworth	No reason given
6	Winchester	Reuse shop
7	Camden	Outside and nicer experience
8	Camden	Reuse shop
9	Camden	Provide more information
10	Camden	Larger
11	Brent	No reason given
12	Daventry	Reuse shop

The reasons listed mirror responses elsewhere in the survey. Residents have requested further recycling information both on site and on the council website. We will look for ways to improve site signage and improve information on the council website.

Since the survey took place, the lighting has been upgraded and will be monitored on a quarterly basis.

Residents can now purchase recycled compost made from food and garden waste collected in Islington and neighbouring boroughs at the centre.

How did you find out about this site?



Comment

The results show that the majority of respondents found out about the site through word of mouth. This was reflected in the results of the survey last year.

There has been a noticeable increase in the number of respondents who have found out about the site via the council website. Additionally, there have been comments regarding providing further recycling information about recycling rates and destinations of materials on the council website. This shows potential for further use of the website to provide residents with clear and informative information regarding the site.

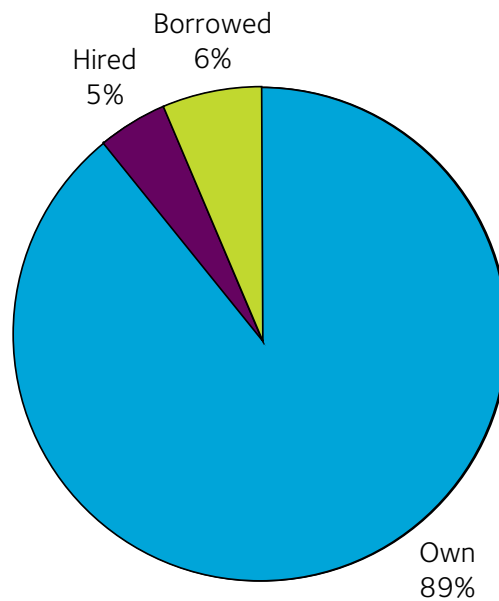
How did you
find out about
this site?

Around a third of
could have been e
Make sure you bu



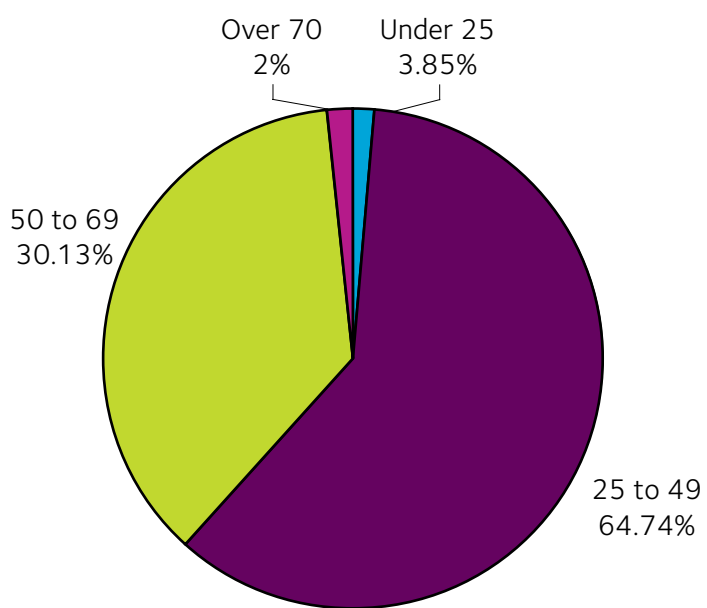
Whose vehicle
did you use
today?

Whose vehicle did you use today?



These results are similar to previous years. It should be noted that pedestrians and cyclists may access the HRRC facilities by dropping material off at the Cottage Road entrance.

How old are you?



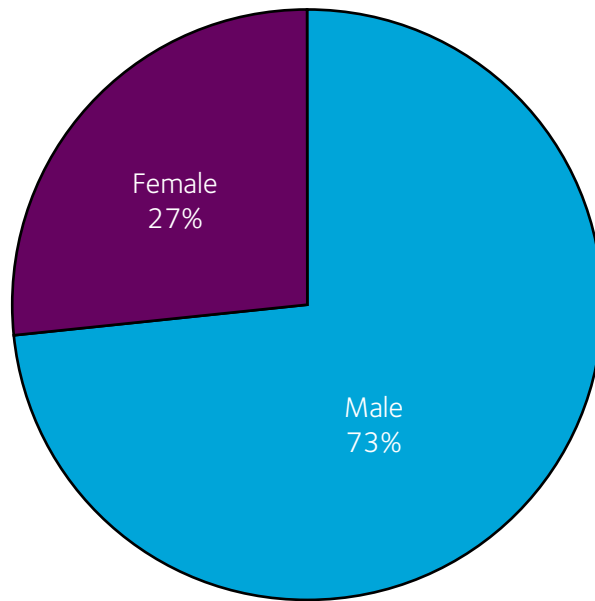
How old are you?



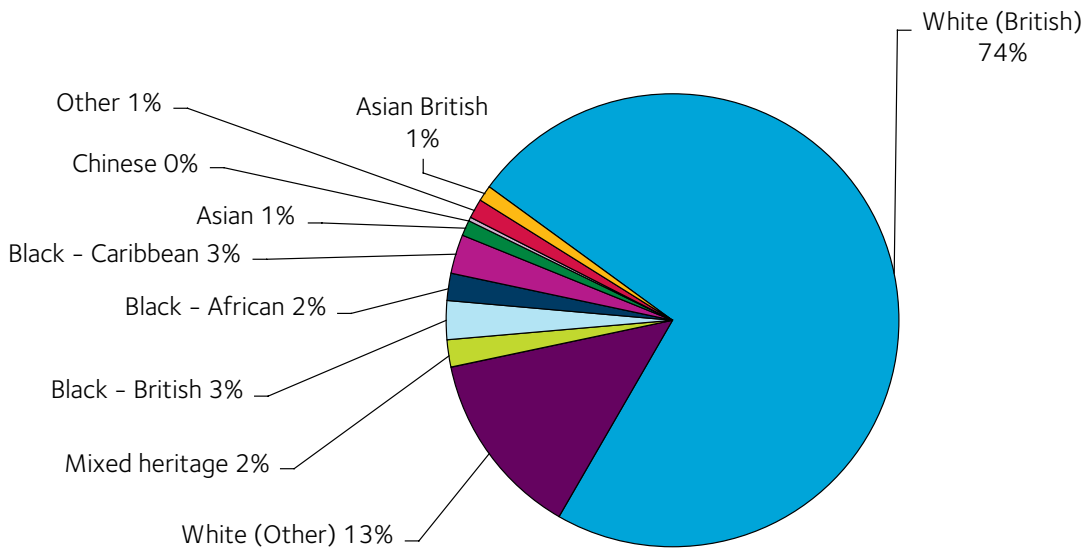


Are you male or female?

Are you male or female?



To which of these groups do you belong?



To which of these groups do you belong?



Conclusions and actions

The results of the 2009 Customer Survey have been extremely positive. Highlights have included the high overall satisfaction with the site and satisfaction with staff friendliness and helpfulness. However, the survey results have shown several areas where we can make positive improvements to site operations.

Paint and cooking oil were once again highlighted as materials that residents were keen to recycle. Islington Council has actively pursued options for providing these services and are unable to for health and safety and logistical reasons. We will try, however, to provide better information to our customers on ways in which these items can be conveniently disposed of.

Unfortunately, we had to withdraw the hard plastics recycling facility in February 2009 due to a temporary lack of reliable markets for this material. The results of the survey show that residents are keen to recycle more plastics and we will investigate reinstating this service when the markets improve.

Signage has been reflected as an area of improvement both on the site and directional signs to the site. Substantial investment has been made into new signage on site during 2008 and the results reflect this. We will continue to improve this and aim to provide residents with more information about recycling rates and recyclable materials. Directional signage was given the lowest score for customer satisfaction (average score of 3.59 out of 5). We will review the signage and try to improve signage at the access to the site and on Holloway Road, where possible.

Following comments regarding wait times while containers are changed, we will monitor traffic flow through the site and assess whether there are periods which are less disruptive for container change.

Results showed that residents were keen to reuse and recycle more. We will investigate further reuse initiatives such as charity bric-a-brac collections from site.

The website is increasingly the point of contact for residents; therefore we will review the site information and look to make improvements.

The proportion of respondents that are female and from ethnic backgrounds appears to be low. By comparing against the census profile, we will assess whether these sections of the population are under utilising the site and to see how we can improve this.







If you would like this document in large print or Braille, audiotape or in another language, please contact 020 7527 2000.

Bengali

যদি আপনি এই তথ্য গুলো আপনার নিজ ভাষায় পেতে চান, তাহলে দয়া করে 020 7527 2000 নম্বরে যোগাযোগ করুন।

Chinese (Traditional)

如果你想要這資料的中文本, 請致電 020 7527 2000 聯繫。

Somali

Haddii aad jeclaan lahayd macluumaadkan oo ku qoran luqadaada fadlan la xidhiidh 020 7527 2000

Turkish

Buradaki bilgilerin Türkçesini istiyorsanız, lütfen 020 7527 2000 numaraya telefon edin.

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