

# **SPECIFICATION:**

## **MARKET RESEARCH SERVICES TO MEASURE RESIDENT PERCEPTIONS OF ENVIRONMENTAL SERVICES**

# Contents

1. Introduction and background	2
2. Refreshing the data	8
3. Scope	8
4. Methodology	9
5. Findings report	9
6. Survey questions	10
7. Project timeline	21
8. Evaluation of Proposals	22
9. Budget	23
10. Method Statement questions	23
11. Pricing schedule	24

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## 1. Introduction and background

Social research has played an important role in the business of the South London Waste Partnership (SLWP) for more than a decade. The SLWP has commissioned independent resident surveys on a tri-annual basis since 2010. The findings from these surveys have enabled the Partnership to adopt an evidence-based approach to both its communications activities and wider decision-making and policy setting.

In **2010**, the SLWP commissioned Ipsos MORI to conduct its first resident survey to support the development of its first Joint Waste Strategy.

### **The 2010 resident survey revealed that:**

1. Knowledge of the Partnership was very low  
**BUT...**
2. A large majority of residents wanted to know more about the activities, aims and objectives of the Partnership.
3. On the whole, residents were making efforts to produce less waste and recycle more  
**BUT...**
4. There was widespread cynicism that not everything they sorted out was actually recycled.

5. Residents were aware of the environmental drivers for diverting waste away from landfill, but not the financial ones

**BUT...**

6. When the financial drivers were explained, residents were very receptive to these and quickly perceived them to be equally important as the environmental drivers.

7. There was widespread knowledge that landfill is 'bad'

**BUT...**

8. Some confusion about what landfill actually is and very little awareness of the alternatives to landfill for non-recyclable waste.

9. When the alternatives to landfill were explained, residents were receptive to them; energy recovery and local heat and power production were benefits that they were quick to understand

**BUT...**

10. This was tempered by inevitable 'NIMBYism'

Ipsos MORI was commissioned to conduct a follow-up survey on behalf of the Partnership in **2013**. This survey contained a core set of questions repeated from 2010, allowing direct comparisons to be made, but also incorporated new elements to reflect areas of interest in 2013, particularly concerning Energy Recovery Facilities (see section 6 for details).

**The 2013 resident survey revealed that:**

- Local residents remained concerned about the environment, but these concerns were competing for attention against more immediate issues like the economy, health and crime
- The 'recycling for the environment' message was getting through (58% - up seven percentage points in two years)
- The 'landfill is expensive' message was also starting to get through (8% - up from 4% in 2010)
- People said they were making more of an effort to reduce and recycle their waste. The majority (65%) said they recycled as much as they could - up seven percentage points in two years
- The majority (68%) felt well informed by their local council on what can and cannot be recycled
- Local people were increasingly dissatisfied with landfill as a means of disposing of waste – 95% said it's important we send less waste there
- There was still some uncertainty around alternatives to landfill, but recovering energy from waste was regarded as a sensible option to explore by 66%

The **2016 survey** was conducted by BMG Research. Again it replicated many of the questions asked three years previously, whilst also covering some new ground (see section 6 for details).

## **The 2016 resident survey revealed that:**

### ***Residents believe they are recycling more; it is environmental concerns (rather than financial ones) that are motivating them to do so***

- The proportion of residents who believe they recycle more than they did a year ago (31%) exceeds the proportion who feel they recycle less (6%).
- Almost all residents (94%) now say that they make use of their council's recycling collection service - up from 78% in 2012.
- Environmental issues remain the clear driver for recycling behaviour, with 60% of residents stating that this is their main motivation.

### ***The power of social norms is leading to an ever-increasing mismatch between reported recycling behaviours and actual recycling tonnages***

- Residents have high aspirations for recycling in the area and a distorted view of current recycling rates. People believe the current recycling rate in the SLWP area to be 50% (it is actually 40%). They believe the boroughs should be aiming for a recycling rate of 78% in the next five years, but that a rate of 68% is 'achievable'.
- The reported increase in recycling behaviour does not play out in the actual tonnage figures: the recycling rate across the SLWP region has in fact decreased by 1% over the last three years (reflecting a national trend for stagnating or declining recycling rates).

### ***There is recycling apathy amongst 'Millennials'***

- Recycling behaviours are less well entrenched amongst younger residents (16-34 year olds).
- 16-34 years olds are significantly less likely to state that they recycle as much as they can (54%) than other age groups.
- 16-34 year olds are significantly more likely than any other age groups to identify a 'lack of time' as being a barrier to recycling more.

### ***Trust is improving***

- Only 19% of local people now have serious concerns that their council does not recycle everything it could, compared to 27% in 2012 and 31% in 2010.

### ***Strengthening support for finding new ways of tackling waste***

- Almost all residents (94%) across the Partnership region continue to believe it is important that we send less waste to landfill. This is a view that has attracted widespread support over the last six years (2010 = 94% / 2012 = 95% / 2016 = 94%). There is evidence to suggest that views have strengthened slightly, with 81% of people saying they feel this is 'very' important in 2016 compared to 76% in 2012.
- There is also strong support for energy from waste technologies, with seven in ten residents (73%) now agreeing that Energy Recovery Facilities (ERFs) are a good way of disposing of non-recyclable waste (up from 64% in 2012) and a further 75% agreeing that ERFs are a better way of disposing of waste than landfill (up from 70% in 2012).
- What's particularly interesting is that there is no significant difference in residents' views on ERF technologies across the Partnership region - i.e. those that live in the

locality of the Beddington ERF construction site are just as likely to support ERF technology as those that live in Kingston, for example.

- When asked what the benefits of ERFs are, it is interesting that sustainable energy production is seen as more important than landfill avoidance per se.
- Only 17% of residents say they know either 'a great deal' or a fair amount' about ERFs (although this has risen from 12% since 2012). So the efforts of the SLWP and Viridor to educate local people about ERF technologies may be working, but it is slow progress.

#### ***Growing awareness of the Beddington ERF, but still work to do***

- Unsurprisingly awareness of the Beddington ERF amongst residents across the four boroughs has increased, from 23% (in 2012) to 30% in 2016.
- Awareness in Sutton specifically stands at 50%. But surprisingly awareness amongst people who live in the six Wards surrounding the Beddington ERF site is much lower, at 31%.

#### ***Recycling and energy recovery can live happily side by side in South London***

- 68% of residents say that the Beddington ERF will make no difference to their recycling behaviours, and that they will continue to make just as much effort as they do today once the ERF becomes operational in 2018.
- A further 22% say they will recycle more once the Beddington ERF becomes operational.

#### ***Satisfaction with Recycling Centres is high***

- 87% of Household Reuse and Recycling Centre (HRRC) users are satisfied with the overall service provided, whilst dissatisfaction is low at just 6%.

#### ***Residents feel less informed than they used to***

- There has been a significant decrease in the proportion of residents stating that their local council keeps them 'very' or 'fairly well' informed about what can and cannot be recycled (56% in 2016 compared to 68% in 2012). The only exception to this is residents in Kingston, where informed levels have remained constant.
- Equally there has been an increase in the proportion of people saying they need to know more about what can and can't be recycled (an increase of 11% since 2012 in the proportion of people who strongly agree with this).

#### ***Awareness of SLWP increasing but remains low***

- Awareness of the SLWP has doubled since 2012, from 12% to 23%. But that still means that three quarters of local people have not heard of the SLWP.

The most recent survey was carried out in **2019** by DJS Research. It revealed that:

#### ***Residents are recycling more but struggling to waste less.***

- Waste minimisation is at the top of the waste hierarchy for good reason - not producing waste in the first place is clearly the most effective and most carbon-beneficial way of tackling the waste challenge.

- Residents are aware of the importance of producing less waste, but are struggling to achieve it.
- 30% say they feel they produce less waste than they did a year ago. However, the majority (52%) say they produce 'about the same amount' and 17% say they produce more. Overall that's a positive balance of 13% - good but certainly room for improvement.

***Recycling behaviours are becoming more established - younger residents could still do more and there is latent potential to increase food waste recycling.***

- 3 in 4 residents now say they recycle as much as they can even if it requires additional effort (a 17 percentage point increase since 2010).
- 16-34 year-olds remain the age group least likely to make the effort to recycle (61% cf. 80%+ for all other age groups). 16-34 year-olds cite 'a lack of time' as the key reason for not recycling as much as they could. This recycling apathy amongst younger residents remains concerning, but there is hope: the 61% who now say they make the effort to recycle is a significant increase on the 54% of 16-34 year-olds who said they do so in 2016.
- Food waste is the waste stream where residents are most likely to not be willing to make the additional effort to recycle (based on tonnage data and feedback from door knocking surveys conducted on behalf of SLWP by Jump throughout 2019).

***There is a thirst for more recycling information***

- As residents make more effort to recycle, their desire for information about what can and can't be recycled is also growing.
- 33% 'strongly agree' that they need more information on what can and can't be recycled, compared to 27% in 2016 and just 16% in 2013.
- Cuts to communication budgets have had an impact on how well informed residents feel about recycling services: 52% of residents feel their council keeps them 'very well / well informed' on what can and cannot be recycled - down from 56% in 2016 and 68% in 2013.
- However, there are reasons to be encouraged: there has been a significant increase in Sutton for informed levels from 48% in 2016 to 56% in 2019. This may well be the impact of enhanced communication with residents as a result of the new Environmental Services contract with Veolia, which includes provision for communications and engagement.
- It is anticipated that the other three boroughs, who have joined the Environmental Services contract more recently than Sutton, will see similar increases in the years to come.

***Individuals are concerned their recycling efforts are just a drop in the ocean***

- Residents are recycling more because they 'know it's the right thing to do'. But they are becoming increasingly concerned that their efforts are just a drop in the ocean and can't make a tangible difference.
- The proportion of residents who 'strongly agree' that their efforts to recycle make a difference has fallen in recent years, from 43% in 2013, to 42% in 2016 and 38% in 2019.
- This downward trend must be halted if commitment and enthusiasm to recycle is to be maintained.

### ***Improving satisfaction with waste collection and street cleaning services***

- The new harmonised recycling and waste collection service rolled out across the four SLWP boroughs in recent years has resulted in a very significant rise in recycling rates.
- However there has also been a reduction in resident satisfaction with the collection and street cleaning services - this is not uncommon following service changes on this scale.
- It is important that satisfaction with the services improves, whilst sustaining the recycling performance.
- Net satisfaction with the recycling and waste collection service across the SLWP stands at 64% - satisfaction rates correlate with the scale and recency of changes to the service (with satisfaction lowest in Merton and highest in Kingston).
- Net satisfaction with street cleanliness across the SLWP region stands at 54% (residential roads) and 46% (town centres).

### ***Trust in local councils is high***

- A real success story for the Partnership in recent years: In 2010, 31% of residents had 'serious concerns' that their council does not recycle everything it could - a view that is periodically reinforced by news reports of recycling being sent overseas and disposed of irresponsibly by rogue operators.
- Trust has been improving in recent years in the SLWP region. By 2013 just 27% had 'serious concerns', and this fell further to 19% in 2016 and 15% in 2019.
- It is important that these high levels of trust are maintained if we are to convince residents to make the effort to recycle as much of their household waste as possible.

### ***Awareness of Beddington ERF remains low.***

- Awareness of the Beddington Energy Recovery Facility (ERF) remains relatively low across the SLWP region at 32% (although significantly higher in Sutton - 51%).
- It is important that residents across the SLWP region understand what happens to waste they do not sort for recycling - why it is so much better than landfill, but why it is better still to recycle more and waste less.
- Support amongst residents for finding an alternative to landfill for non-recyclable waste is now very well established - 88% say it's 'very important'. But residents are less sure when it comes to the alternatives available.
- When prompted, 66% of residents agree that energy recovery facilities are a good way to dispose of our non-recyclable waste. But only 13% say they know 'a great deal' or 'a fair amount' about ERFs and the role they play. The SLWP has a duty to ensure that awareness and knowledge of what happens to non-recyclable waste increases in the coming years.
- Aside from sending less waste to landfill, the biggest benefit of ERFs is seen as being an alternative source of energy.

### ***Increasing concern about pollution.***

- When talking about ERFs generally, residents say that emissions / pollution is the biggest area of concern (41% of respondents mentioning it - up from 35% in 2016).
- It is important that local residents are reassured that the Beddington ERF treats waste in a safe and environmentally-sustainable way.

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## 2. Refreshing the data

The SLWP places great value on these findings, and they have played a significant role in shaping the communications and engagement work of both the Partnership and our commercial partners.

It is now almost three years since the last SLWP-commissioned resident survey. A great deal has happened in that time; both at a regional/national level. The SLWP recognises the value of this intelligence and the need to update the findings to ensure it remains relevant and reliable. We are also keen to explore some new topics of interest such as:

- Covid-19 and how this has changed householder waste and recycling habits
- Levels of carbon literacy amongst local residents and awareness of the initiatives the councils are working on to reduce the carbon impact of their environmental services
- Opinion of online booking systems that have been introduced at three of the six local tip sites within the SLWP region.

That is why the SLWP is now looking to commission a specialist social research company to conduct a 2022 resident survey.

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## 3. Scope

The SLWP is responsible for managing contracts in the following key areas:

- **‘Phase A’** – Provision of landfill and recycling capacity
- **‘Phase B’** – Provision of waste treatment services (contract awarded to Viridor in 2012 - the vast majority of residual household waste is treated at the Beddington Energy Recovery Facility, built and operated by Viridor.
- **‘Phase C’** – Environmental Services contract including a harmonised waste collection service across the four boroughs, as well as street cleaning (all four boroughs) and parks maintenance (Sutton and Merton only)
- **Phase D** - Food and green waste receipt, bulk, haulage and treatment services
- **Household Reuse and recycling Centre (HRRC) Services** - the operation of our 6 HRRC centres
- Other smaller contracts including the recycling of Mechanical Street Cleansing recycling

For further information visit [www.slwp.org.uk](http://www.slwp.org.uk)



The 2010, 2013, and 2016 surveys focussed their attention on Phase A and Phase B activities. Attitudes and opinions of services falling under Phase C were measured for the first time in the 2019 survey (see Section 6 for details).

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## 4. Methodology

It is important that the SLWP is able to make reliable comparisons between the findings of any survey conducted in 2022 with those obtained from the 2010, 2013, 2016 and 2019 surveys. Therefore, similar methodology must be employed:

- A computer-assisted telephone survey of at least 1,000 residents, equally split between the four London boroughs of Croydon, Kingston, Merton and Sutton
  - A maximum standard error of +/- 3% at the 95% level of confidence
  - Respondents as representative as practically possible of the four boroughs in terms of property type, Ward, age, gender and working status
  - Data weighted by property type, Ward gender, age and working status to reflect the actual make-up of the different boroughs
  - Booster surveys (as many as the budget allows - but with a maximum standard error of no more than +/-5%) conducted amongst residents who live in the vicinity of the Beddington Energy Recovery Facility (ERF). Many of the survey questions relate to the Beddington ERF; we would like to see the extent to which the views of people who live close to the facility differ from those who live further afield. For the purposes of this study, we would consider residents who live in the following six Wards to live 'in the vicinity' of the ERF:
    - Beddington North Ward (Sutton)
    - Wandle Valley Ward (Sutton)
    - Broad Green Ward (Croydon)
    - West Thornton Ward (Croydon)
    - Cricket Green Ward (Merton)
    - Pollards Hill Ward (Merton)
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## 5. Findings report

The SLWP will require an Executive Summary and a detailed Report outlining the findings from the survey. The Report will use graphs and charts to aid understanding. The Report will include a commentary on the findings of the survey, highlighting significant trends or differences from the 2010, 2013, 2016 and 2019 surveys (as well as significant differences in the attitudes and opinions of people living in the vicinity of the Beddington ERF).

The raw data will also be provided to the SLWP in tabulated form.

## 6. Survey questions

The following table details the questions that were asked in 2010, 2013, 2016 and 2019 along with those that the SLWP would like to ask in 2022. The SLWP would be keen to work with the successful bidder to review and amend these questions where appropriate, being mindful that the core ‘tracker questions’ enable useful comparisons and trends to be identified over a prolonged period of time.

	Question included in 2010 survey	Question included in 2013 survey	Question included in 2016 survey	Question included in 2019 survey	Question to be included in 2022 survey
Thinking about the following services, how important do you consider each to be locally? <ul style="list-style-type: none"> <li>• Decent, affordable housing</li> <li>• Public transport</li> <li>• Waste management</li> <li>• Health services</li> <li>• Education services</li> <li>• Social services</li> <li>• Improving roads and pavements</li> <li>• Crime and safety</li> </ul>	✓	✓	✓	✓	
How much, if anything, do you feel you know about climate change? <ul style="list-style-type: none"> <li>• A great deal</li> <li>• A fair amount</li> <li>• Not very much</li> <li>• Nothing at all</li> <li>• Don't know</li> </ul>	✓	✓			
And how much, if anything, do you feel you know about the term “carbon footprint”? <ul style="list-style-type: none"> <li>• A great deal</li> <li>• A fair amount</li> <li>• Not very much</li> <li>• Nothing at all</li> <li>• Don't know</li> </ul>	✓	✓			
How concerned, if at all, are you about climate change? <ul style="list-style-type: none"> <li>• Very concerned</li> <li>• Fairly concerned</li> <li>• Not very concerned</li> <li>• Not at all concerned</li> <li>• Don't know</li> </ul>	✓	✓			

<p>Which of the following statements best describes your attitude to recycling?</p> <ul style="list-style-type: none"> <li>• Recycle as much as you can, even if it required additional effort</li> <li>• Recycle when it is made easy to do so, and only requires a little additional effort</li> <li>• Only recycle if it does not require any additional effort</li> <li>• Do not recycle</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	✓
<p>Which of the following methods do you currently use to recycle your household waste?</p> <ul style="list-style-type: none"> <li>• Door-to-door collection service</li> <li>• Giving materials to a local charity shop, or a community group</li> <li>• Household re-use and recycling centre (more commonly referred to as the dump, or the tip)</li> <li>• Local recycling banks</li> <li>• Composting in the garden</li> <li>• Freecycle website</li> <li>• Pass items on to friends and family</li> <li>• Collecting rainwater/re-use bath water</li> <li>• Re-use as much as possible</li> <li>• Separate them / put in specific bins</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	
<p>How much do you feel you know about where your recycling is taken and what it's turned into?</p> <ul style="list-style-type: none"> <li>• A lot</li> <li>• A reasonable amount</li> <li>• A little</li> <li>• Very little</li> <li>• Don't know</li> </ul>					✓
<p>Would you like to know more about where your recycling is taken and what it's turned into?</p> <p>Yes No Don't know</p>					✓

Thinking about the waste your household produces (including recyclable and non-recyclable waste), do you think you produce more, less or about the same amount as you did last year? <ul style="list-style-type: none"> <li>• More</li> <li>• About the same</li> <li>• Less</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	✓
And of that household waste, would you say you recycle more of it, less of it, or about the same amount of it as you did last year? <ul style="list-style-type: none"> <li>• More</li> <li>• About the same</li> <li>• Less</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	✓
<i>For those that said their household produces 'More' waste than the same time last year, ask:</i> To what extent do you agree or disagree with the following statement: <ul style="list-style-type: none"> <li>• The Covid-19 pandemic resulted in me and those in my household spending more time at home and contributed to the production of more household waste.</li> </ul>					✓
What would you say were your reasons or motivations for recycling your household waste? (Unprompted)	✓	✓	✓	✓	✓
And what, if anything, prevents you from recycling more of the waste produced in your household? (Unprompted)	✓	✓	✓	✓	✓
To what extent do you agree or disagree with the following statements: <ul style="list-style-type: none"> <li>• I feel my own recycling efforts make a difference</li> <li>• I need to know more about the benefits of recycling and waste minimisation</li> <li>• I don't believe the council actually does recycle all the items collected for recycling</li> <li>• I need more information on what can and can't be recycled</li> </ul>	✓	✓	✓	✓	✓
What percentage of household waste do you think is currently recycled in your borough? <i>If unsure probe to the nearest 10%</i>			✓	✓	✓

What percentage of household waste do you think your borough should be aiming to recycle in the next five years? <i>If unsure probe to the nearest 10%</i>			✓	✓	✓
What percentage of household waste being recycled do you think is actually achievable in your borough in the next five years? <i>If unsure probe to the nearest 10%</i>			✓	✓	
<p>If we are to recycle as much as we possibly can, lots of people and organisations need to play their part. Below is a list of people and organisations. I would like you to tell me how much you trust each of these to play their part in ensuring we recycle as much as we can (on a scale of 1 to 5, where 1 is do not trust at all and 5 is I trust very much):</p> <ul style="list-style-type: none"> <li>• Other individuals like you</li> <li>• Your local council</li> <li>• The South London Waste Partnership</li> <li>• National Government</li> <li>• Private waste management companies who collect and treat or dispose of waste on behalf of local councils</li> <li>• Local Businesses/Shops</li> </ul>			✓	✓	✓
<p>How well informed do you think your local council keeps you about what you can and cannot recycle?</p> <ul style="list-style-type: none"> <li>• Keeps me very well informed</li> <li>• Keeps me well informed</li> <li>• Gives me only a limited amount of information</li> <li>• Doesn't tell me much at all</li> <li>• Don't know</li> </ul>		✓	✓	✓	✓
<p>Have you heard anything recently about local rubbish and recycling issues?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Don't know</li> </ul>		✓			
<p><i>Of those who said 'yes'</i> Where and how did you most recently hear about local rubbish and recycling issues? (Unprompted)</p>		✓			
<p><i>Of those who said 'yes'</i> What did you most recently hear about? (Unprompted)</p>		✓			

<p>From the following, which methods would you prefer the South London Waste Partnership and your local council to use to provide you with information and advise on recycling and waste management?</p> <ul style="list-style-type: none"> <li>• Council social media channels (Twitter, Facebook etc.)</li> <li>• Face-to-face engagement (events, roadshows etc.)</li> <li>• Local newspapers</li> <li>• Local news websites</li> <li>• Council websites</li> <li>• South London Waste Partnership website</li> <li>• Leaflets and information through the door</li> <li>• Blogs</li> <li>• Local radio stations</li> <li>• Television</li> <li>• Local libraries</li> <li>• Other (please state)</li> <li>• None of the above</li> </ul>			✓	✓	
<p>When it comes to waste and recycling, what would you like to know more about? (Unprompted)</p>		✓	✓	✓	✓
<p>How much, if anything, do you feel you know about the terms 'carbon neutral' and 'net carbon zero'?</p> <ul style="list-style-type: none"> <li>• A great deal</li> <li>• A fair amount</li> <li>• Not very much</li> <li>• Nothing at all</li> <li>• Don't know</li> </ul>					✓
<p>Are you aware of anything your local council is doing to reduce the carbon impact of recycling and waste collection and treatment?</p> <ul style="list-style-type: none"> <li>• Yes (if 'yes, ask for the responder to give an example)</li> <li>• No</li> <li>• Don't know</li> </ul>					✓
<p>If your council could do one thing to increase the amount you personally recycle what would it be? (Unprompted)</p>		✓			

<p>How often, if at all, do you make use of your local tip?</p> <ul style="list-style-type: none"> <li>• At least once a week</li> <li>• At least once a fortnight</li> <li>• At least once a month</li> <li>• Once every three months</li> <li>• Once or twice a year</li> <li>• Less often</li> <li>• Never use tip</li> <li>• Don't know</li> </ul>		✓	✓	✓	✓
<p><i>Those who use their local tip</i></p> <p>Taking all things into account, how satisfied are you with the overall service provided by your local tip</p> <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Fairly satisfied</li> <li>• Neither satisfied nor dissatisfied</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> <li>• Don't know</li> </ul>		✓	✓	✓	✓
<p><i>Those who use their tip at least twice per year</i></p> <p>Thinking about the last few years, has the service at your local tip got better or worse</p> <ul style="list-style-type: none"> <li>• Much better</li> <li>• Slightly better</li> <li>• Stayed the same</li> <li>• Slightly worse</li> <li>• Much worse</li> <li>• Don't know</li> </ul>		✓	✓	✓	✓
<p>Which tip do you usually use:</p> <ul style="list-style-type: none"> <li>• Factory Lane (Croydon)</li> <li>• Purley Oaks (Croydon)</li> <li>• Fishers Farm (Croydon)</li> <li>• Kimpton Park Way (Sutton)</li> <li>• Villiers Road (Kingston)</li> <li>• Garth Road (Merton)</li> </ul>					✓
<p><i>For those that answered 'Kimpton Park Way', 'Villiers Road' or 'Garth Road' to the previous question, ask:</i></p> <p>An online booking system for visits to your local tip has been in operation since 2020.</p> <p>How easy or difficult do you find it to book a slot to visit your local tip?</p> <ul style="list-style-type: none"> <li>• Very easy</li> <li>• Fairly easy</li> <li>• Neither easy nor difficult</li> <li>• Fairly difficult</li> <li>• Very difficult</li> <li>• Don't know</li> </ul>					✓  ✓

<p>How satisfied are you with the availability of slots to visit your local tip?</p> <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Fairly satisfied</li> <li>• Neither satisfied nor dissatisfied</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> <li>• Don't know</li> </ul> <p>Overall, would you say the introduction of the online booking system has been:</p> <ul style="list-style-type: none"> <li>• Positive</li> <li>• Negative</li> <li>• Neutral</li> <li>• Don't know</li> </ul>					✓
<p><i>For those that answered 'Kimpton Park Way' or 'Villiers Road', ask:</i></p> <p>Has the introduction of a fair use policy for this site (which restricts the number of visits that can be made each year) had a negative impact on you?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Don't know</li> </ul>					✓
<p>Before today, had you heard of the South London Waste Partnership, or not?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	✓
<p><i>(those who answered 'yes' to previous question)</i></p> <p>How much, if anything, would you say you know about the South London Waste Partnership?</p> <ul style="list-style-type: none"> <li>• A great deal</li> <li>• A fair amount</li> <li>• Not very much at all</li> <li>• Nothing at all</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	✓
<p><i>(those who answered 'yes' to previous question)</i></p> <p>What do you think the South London Waste Partnership is responsible for? (Unprompted)</p>	✓	✓	✓	✓	✓
<p>Have you heard of the Joint Municipal Waste Management Strategy between the four boroughs?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Don't know</li> </ul>	✓				



One key aim of the South London Waste Partnership is to stop waste from being sent to landfill. What do you understand by the term “landfill” (Unprompted)	✓				
How important, if at all, do you think it is to send less of our waste to landfill? <ul style="list-style-type: none"> <li>• Very important</li> <li>• Fairly important</li> <li>• Not very important</li> <li>• Not at all important</li> <li>• Don't know</li> </ul>	✓	✓	✓	✓	
<i>All those that think it is 'important'</i> Why do you say that it is important to send less of our waste to landfill (Unprompted)	✓	✓	✓	✓	
<i>All those that do not think it is 'important'</i> Why do you say it is not important to send less of our waste to landfill? (Unprompted)	✓	✓	✓	✓	
In your opinion, what is the best way to reduce the amount of waste sent to landfill? (Unprompted)	✓				
Once we have reduced, reused and recycled as much as we can, it is inevitable that some waste will be left over. What do you think should be done with this non-recyclable waste? (Unprompted)	✓	✓	✓	✓	✓
<i>All who said “send to landfill”</i> Why do you say that? (Unprompted)	✓				
<i>All who said “burn / incinerate / treat to recover energy”</i> Why do you say that? (Unprompted)	✓				
How much do you know about Energy Recovery Facilities (or ‘Energy from Waste Facilities’) where residual waste is burnt at high temperatures to create electricity?		✓	✓	✓	✓
Have you heard that an Energy Recovery Facility has been proposed for Beddington to dispose of waste instead of sending it to landfill <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>		✓			

<p>Are you aware that an Energy Recovery Facility is being built in Beddington, Sutton, to dispose of household waste instead of sending it to landfill?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>			✓		
<p>Are you aware that an Energy Recovery Facility has been built in Beddington, Sutton, to dispose of household waste instead of sending it to landfill?</p> <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>				✓	✓
<p>To what extent do you agree with the following statements?</p> <ul style="list-style-type: none"> <li>• Taking all alternatives into account, Energy Recovery Facilities are a good way to dispose of our non-recyclable waste</li> <li>• Energy Recovery Facilities are a better way of disposing of waste than landfill</li> </ul>		✓	✓	✓	✓
<p><i>Those that think ERFs are a good way of disposing of waste</i> What do you think are the biggest benefits of Energy Recovery Facilities? (Unprompted)</p>		✓	✓	✓	✓
<p><i>Those that do not think ERFs are a good way of disposing of waste</i> What do you think are the biggest problems with Energy Recovery Facilities? (Unprompted)</p>		✓	✓	✓	✓
<p>Who do you think officially decides if an Energy Recovery Facility is safe? (Unprompted)</p>		✓	✓	✓	✓
<p>If an Energy Recovery Facility was built in Beddington would it affect what you recycle?</p> <ul style="list-style-type: none"> <li>• No – I would continue to recycle the same that I do now</li> <li>• Yes – I would recycle more than I do now</li> <li>• Yes – I would recycle less than I do now</li> <li>• I still wouldn't recycle</li> <li>• Don't know</li> </ul>		✓			

<p>The Beddington Energy Recovery Facility is due to become operational in 2018. Once waste is being sent to the Energy Recovery Facility instead of landfill, do you think it will affect what you recycle?</p> <ul style="list-style-type: none"> <li>• No – I would continue to recycle the same that I do now</li> <li>• Yes – I would recycle more than I do now</li> <li>• Yes – I would recycle less than I do now</li> <li>• I still wouldn't recycle</li> <li>• Don't know</li> </ul>			✓		
<p>What things, if any, do you think the South London Waste Partnership should think about when deciding how to dispose of waste? (Unprompted)</p>	✓				
<p>How informed, if at all, would you say you were about the following:</p> <ul style="list-style-type: none"> <li>• Municipal Waste Management Strategy for England</li> <li>• Strategy for London's Waste, set out by the Mayor of London</li> </ul>	✓				
<p>How important, if at all, do you think it is to have a strategy that is similar to others in London and nationally?</p> <ul style="list-style-type: none"> <li>• Very important</li> <li>• Fairly important</li> <li>• Not very important</li> <li>• Not at all important</li> <li>• Don't know</li> </ul>	✓				
<p>Which of the following statements comes closest to your own attitudes towards the South London Waste Partnership? I'm not interested in knowing what the Partnership is doing</p> <ul style="list-style-type: none"> <li>• I would like to know what the Partnership is doing, but I don't want to be involved beyond that</li> <li>• I would like to have more of a say in what the Partnership is doing</li> <li>• I would like to become actively involved in helping the Partnership in what it is doing</li> <li>• I am already involved in the activities of the Partnership</li> <li>• Don't know</li> </ul>	✓				
<p><i>All that wanted to kept informed</i> How would you like to kept up-to-date about the activities of the South London Waste Partnership?</p>	✓				

(Unprompted)					
<i>All that said 'newspapers'</i> And which newspapers would you most like information to be provided? (Unprompted)	✓				
Which of these best describes the type of property you live in: <ul style="list-style-type: none"> <li>• House</li> <li>• Converted flat</li> <li>• Purpose built flat</li> <li>• Flat above a shop</li> </ul>				✓	✓
Overall, how satisfied or dissatisfied are you with your recycling and waste collection service? <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Satisfied</li> <li>• Neither</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> </ul>				✓	✓
<i>Those that answers Fairly or Very dissatisfied</i> What problems have you experienced with the service? Unprompted				✓	✓
Do you subscribe to the Garden Waste Collection Service? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>				✓	✓
<i>All that said 'yes'</i> Overall, how satisfied or dissatisfied are you with your garden waste collection service? <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Satisfied</li> <li>• Neither</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> </ul>				✓	✓
<i>Those that answers Fairly or Very dissatisfied</i> What problems have you experienced with the service? Unprompted				✓	✓
Do you think you will renew your subscription next year? <ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>				✓	✓

<p><i>Those that answered 'no</i></p> <p>Why would you not renew your subscription?</p> <ul style="list-style-type: none"> <li>• Too expensive</li> <li>• Unreliable collections</li> <li>• Moving away from the area</li> <li>• Don't produce enough garden waste</li> <li>• Other</li> </ul>				✓	✓
<p>How satisfied are you with the cleanliness of the residential streets in your local area?</p> <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Satisfied</li> <li>• Neither</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> </ul>				✓	✓
<p>How satisfied are you with the cleanliness of the streets in your local town centre?</p> <ul style="list-style-type: none"> <li>• Very satisfied</li> <li>• Satisfied</li> <li>• Neither</li> <li>• Fairly dissatisfied</li> <li>• Very dissatisfied</li> </ul>				✓	✓
<p>Thinking about the cleanliness of streets in your local area over the last two years, would you say they have:</p> <ul style="list-style-type: none"> <li>• Got better</li> <li>• Got worse</li> <li>• Stayed about the same</li> <li>• Don't know</li> </ul>				✓	✓
<p>Demographics</p> <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Employment status</li> <li>• Ethnicity</li> <li>• Children under 18 in household</li> <li>• Disability / illness</li> </ul>	✓	✓	✓		✓

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## 7. Project timeline

The SLWP requires topline findings from the survey by the end of July 2022 and the Findings Report in early August 2022. The timetable below sets out how we see that being achieved.

There would be some flexibility with these dates and a detailed project timeline would be agreed at project inception, **but it is important that any Bidders confirm that topline findings can be provided within nine weeks of the award of contract and produce a Findings Report within 11 weeks of award of contract.**

Milestone	Date
Specification document available to Bidders	16 May 2022
Deadline for clarifications	26 May 2022 (4pm)
Proposal return deadline	3 June 2022 (4pm)
Evaluation period and internal sign off	6-10 June 2022
Award of contract	13 June 2022
Mobilisation	13 June - 4 July 2022
Fieldwork	4 July - 12 August 2022
Top line findings	15 August 2022
Findings report	29 August 2022

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## 9. Budget

The SLWP has a maximum of £40,000 to spend on this project. This needs to cover all project management, survey development, sampling, fieldwork and reporting costs but can be exclusive of VAT.

We are aware that the length of the survey can have a significant impact on cost. When completing the Pricing Schedule, please make clear the assumptions you have made on survey length – i.e. how long have you allowed for each survey to take. Please also indicate the impact on cost for every minute added and every minute removed from the survey length.

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## 10. Method Statement questions

When submitting your proposals, please provide answers to the following questions, as well as any other information you feel is relevant. The answers you provide to these questions will make up 60% of your final tender score (the other 40% being based on price).

### **Method Statement 1 – weighting 20%**

Please provide details of the strategies and methodologies you would employ to ensure the data obtained from this work is robust, representative and reliable. Please state the degree of statistical reliability you would achieve for both the core sample and the booster sample.

### **Method Statement 2 - 18%**

Please provide details of how the findings will be reported back to the SLWP, providing examples of other similar work.

### **Method Statement 3 - 18%**

Please provide details of any recent, relevant experience working on similar projects. You can include case studies.

### **Method Statement 4 – weighting 10%**

Please provide details of the people who would directly work on this project, explaining the roles each would play, along with their relevant skills and experience. Please make it clear who would be the SLWP's key contact point.

### **Method statement 5 - 10%**

Please provide a summary timetable showing how you would manage the work in order to meet the SLWP's indicative timeline set out in section 7 above.

### **Method statement 6 - 5%**

Please describe the risks associated with a project like this and what your company would do (and why it is best placed) to mitigate those risks.

### **Method statement 7 - 5%**

Please describe how you would manage the personal data obtained through the delivery of this project. You must be able to confirm that all data will be stored and destroyed in accordance with The Data Protection Act 2018. Ideally, you will also be members of the Market Research Society Code of Conduct and store and process personal data accordingly. Please provide copies of any relevant Data Protection and/or Information Security policies held by your company.

### **Method statement 8 – 8%**

Please provide details of any additional products, services or insight your company can offer to this project that will add value over and above the requirements of this specification document.

**Method statement 9 - weighting 2%**

**Environmental impact** - Please provide details of any measures your company is taking to reduce your environmental impact; in particular any carbon reduction initiatives.

**Method statement 10 - weighting 2%**

**Health and Safety** - Please provide details of how you protect and enhance the health and safety of the people who will be working on this project. Please provide a signed and up to date Health & Safety Policy statement which demonstrates that all legal requirements are being met.

**Method statement 11 - weighting 2%**

**Equalities and Fairness** - Please provide details of how equalities and fairness is promoted amongst the people who work for your company. Please also provide details of how you will ensure disabled people are able to access and take part in the survey, if they are selected as part of the sample.

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## 11. Pricing schedule

Please complete the table below. The answers you provide will make up 40% of your final tender score (the other 60% being based on Quality).

Description	Price per unit / item / time period	Price (ex VAT)
Project management	Fixed price	
Survey development and sampling	Fixed price	
Fieldwork	Fixed price	
Production of an Executive Summary and Findings Report	Fixed price	
TOTAL PRICE:		