

# Kent County Council Waste Management

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## HOUSEHOLD WASTE RECYCLING CENTRES

### PUBLIC CONSULTATION REPORT

April 2012

To be published online at:

[www.kent.gov.uk/hwrcconsultation](http://www.kent.gov.uk/hwrcconsultation)

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## EXECUTIVE SUMMARY

### **Public Consultation:**

A ten week public consultation on proposed changes to the Household Waste Recycling Centre service in Kent was run from 1<sup>st</sup> December 2011 to 9<sup>th</sup> February 2012.

A full Equalities Impact Assessment (EIA) was conducted prior to the development and delivery of the public consultation and reviewed once the consultation had been completed.

The EIA shaped the engagement and participation mechanisms, identifying protected characteristics which had the potential to be negatively or positively impacted by the proposed policies, as well as ensuring that particular attention was paid to engagement with minority groups in Kent.

The consultation consisted of a questionnaire, available in both electronic and paper formats. Kent residents were invited to respond to the consultation using various communication methods, developed following Mosaic analysis, to ensure a broad range of target audiences were engaged with in a proportionate manner.

The communication methods used included:

- Direct Mail
- Press advertisements
- Gateways
- Libraries
- KCC website
- Engagement at HWRCs
- Posters in sports clubs/ societies
- KCC community engagement officers
- Key stakeholders
- Member briefing

Information was also sent to over 150 equalities groups across the county to inform them of the consultation and for wider circulation to members of their groups / communities.

A total of 3,499 consultation responses were received, consisting of:

- 1,400 customer paper questionnaire responses;
- 2,056 customer online responses; and

- 43 stakeholder responses - received from district councils, parish councils, waste management contractors and other agencies.

Table 1 on the following page provides a summary of all responses received, aligned to each of the questions related to proposed operational and infrastructure changes asked within the consultation.

**Decision:**

Following the public consultation, recommendations were presented to Cabinet on 19<sup>th</sup> March 2012 for consideration which took into account the feedback obtained from the public consultation and the full EIA. You can view the [Cabinet paper](#).

Cabinet endorsed all recommendations and delegated the final decision to the Cabinet Member for Environment, Highways and Waste.

A petition was received in respect of the proposal to close the Richborough HWRC. This was debated at the meeting of the County Council on Thursday 29<sup>th</sup> March 2012.

The Cabinet Member made his decision on 3<sup>rd</sup> April 2012 and a full copy of this can be found on our [website](#).

Operational policy changes at HWRCs will be implemented during the summer of 2012, with extensive engagement to inform and support customers.

Table 1: Summary of all public consultation responses received

CONSULTATION QUESTION	OVERARCHING CUSTOMER RESPONSE	OVERARCHING STAKEHOLDER RESPONSE
<b>PROPOSED OPERATIONAL POLICY CHANGES</b>		
<p><b>Q7.</b> Do you consider that items such as tyres, asbestos and gas bottles, which are mainly commercial waste, should be excluded from Household Waste Recycling Centres, provided other disposal routes are available?</p>	<ul style="list-style-type: none"> <li>60% of respondents agreed that items such as tyres, asbestos and gas bottles, which are mainly commercial waste, should be excluded from HWRCs.</li> <li>32% responded 'no'.</li> </ul> <p>Comments included:</p> <ul style="list-style-type: none"> <li>Potential flytipping of materials</li> <li>A perception that these materials are generated by householders and they have a need for HWRCs to accept them</li> <li>Customers want a 1-stop shop for all materials and convenience of service</li> <li>Lack of information about alternative disposal points</li> <li>Risk of hazardous waste being disposed of inappropriately</li> <li>Increased cost to councils for removal of flytipping</li> </ul>	<ul style="list-style-type: none"> <li>1 tyre / bottle per visit for free</li> <li>Charge for these materials if it means the facilities are HWRCs can remain</li> <li>Increase in flytipping would result</li> <li>Where would householders take these items? Alternative disposal points need to be well promoted</li> <li>Section 51 EPA – legal duty to accept materials for disposal</li> <li>Financial impact upon householder for cost of disposal</li> <li>Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>It is reasonable to expect these items to come from the householder</li> <li>Policy is not in line with Vision for Kent or Kent Environment Strategy</li> <li>Policy ignores inherent value in waste that could be gained by charging for trade waste disposal</li> <li>Hazardous nature of materials – environmental risks and costs associated with fly tipping materials</li> <li>Impact assessment required</li> <li>Gas cylinders are likely to be empty upon disposal</li> <li>Gas bottles can be taken back and exchanged, therefore, no need to accept them</li> </ul>
<p><b>Q8.</b> Would you support the exclusion of trade waste e.g. by ceasing to open the height barrier and excluding trade vehicles, which the Household Waste Recycling Centres have no duty to accept and costs the Council money?</p>	<ul style="list-style-type: none"> <li>67% of respondents would support the exclusion of trade waste e.g. by ceasing to open the height barrier and excluding trade vehicles. 25% of respondents would not.</li> </ul> <p>Risks identified included:</p> <ul style="list-style-type: none"> <li>Potentially increased flytipping</li> <li>What about householders who hire vans to transport household waste or who only have use of a van?</li> <li>Instead, allow HWRCs to accept all waste from anyone - to save cost of flytipping removal and gain income from materials</li> <li>Council should encourage all waste to be disposed / recycled responsibly</li> <li>Implement charging scheme for traders at HWRCs instead?</li> </ul>	<ul style="list-style-type: none"> <li>Prevent legitimate customers from entering the HWRCs e.g. van hire by householders</li> <li>Do not support determining legitimate disposal by vehicle type preferred by residents</li> <li>Clear and accessible communication will be needed to residents</li> <li>Should explore potential for income from trade waste</li> <li>Increase in fly tipping and cost to district councils</li> <li>Open height barrier at weekend only</li> <li>High level of 4x4 vehicles in Sevenoaks area – will not be able to access site</li> <li>1 district and 3 parish councils support proposal</li> <li>Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>Support the policy if this limits waste from non-domestic sources</li> <li>Restricts ability of residents to move large waste items around for disposal easily</li> <li>Policy does not support recycling behaviours</li> <li>The type of vehicle should be irrelevant, access should be determined by source of waste</li> <li>Suggest access for single axle domestic trailers</li> <li>Domestic vehicles should be permitted</li> </ul>
<p><b>Q9.</b> Would you support the exclusion of construction waste, which the Household Waste Recycling Centres have no duty to accept and costs the Council money?</p>	<ul style="list-style-type: none"> <li>65% of respondents would support the exclusion of construction waste at HWRCs.</li> <li>26% of respondents would not.</li> </ul> <p>Comments included:</p> <ul style="list-style-type: none"> <li>Potential increase in flytipping</li> <li>Concern over penalising the DIYer, should be a provision to dispose of</li> <li>Charge for ALL construction waste regardless of its source?</li> <li>Lack of information about alternative disposal points</li> </ul>	<ul style="list-style-type: none"> <li>Confusion over what is meant by 'construction waste' – municipal or commercial?</li> <li>Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>Restriction on quantity will increase journeys made by householders – increase carbon emissions</li> <li>Policy is not in line with Vision for Kent or Kent Environment Strategy</li> <li>The quantity limit is too low</li> <li>Loss of valuable commodity</li> <li>Need for robust enforcement strategy and costly to enforce at HWRCs</li> </ul>
<p><b>Q10.</b> Do you believe that councils should increase income by maximising the diversion of household waste for recycling?</p>	<ul style="list-style-type: none"> <li>90% of respondents believe that councils should increase income by maximising the diversion of household waste for recycling.</li> </ul>	
<p><b>Q11.</b> Do you believe it is reasonable for householders who do not live in Kent, and therefore do not contribute to the funding of sites, to be excluded from using Kent's Household Waste Recycling Centres?</p>	<ul style="list-style-type: none"> <li>59% of respondents believe it is reasonable for householders who do not live in Kent to be excluded from using Kent's Household Waste Recycling Centres.</li> <li>34% of respondents do not believe it would be reasonable.</li> </ul> <p>Comments included:</p> <ul style="list-style-type: none"> <li>Risks were identified including:</li> <li>Reciprocal arrangement with neighbouring councils is required; balance across border; petty proposal</li> <li>Increase in flytipping</li> <li>Convenience to use nearest HWRC regardless of borders</li> <li>Environmental impact from increased distance to sites</li> <li>Should be encouraging recycling not deterring</li> <li>Boundaries shouldn't matter to customer services</li> </ul>	<ul style="list-style-type: none"> <li>This is as long as it is short</li> <li>Does this include the relationship with Medway</li> <li>Negative impact on residents purse – funding of longer journeys</li> <li>Does not encourage recycling</li> <li>Duty to co-operate with neighbouring councils</li> <li>Difficult to police the policy</li> <li>Costly to introduce the policy</li> <li>Greater carbon impact from increased journey times</li> </ul>
<p><b>Q12.</b> Do you use Household Waste Recycling Centres in other areas?</p>	<ul style="list-style-type: none"> <li>8% of respondents use HWRCs in other areas.</li> <li>Of those that do use HWRCs in other areas, 57% use Medway sites.</li> </ul>	

CONSULTATION QUESTION	OVERARCHING CUSTOMER RESPONSE	OVERARCHING STAKEHOLDER RESPONSE
<b>PROPOSED INFRASTRUCTURE CHANGES</b>		
<p><b>Q13.</b> Thinking of the Council's aim to continuously improve sites, do you believe that the Household Waste Recycling Centres are generally fit for purpose?</p>	<ul style="list-style-type: none"> <li>90% of respondents believe that the HWRCs are generally fit for purpose.</li> </ul> <p>Key criticisms of the centres included:</p> <ul style="list-style-type: none"> <li>HWRC too small and poorly designed</li> <li>Negative experience of queues to access HWRC and congestion</li> <li>Need to increase material streams</li> <li>Site staff - unhelpful and too many</li> </ul>	
<p><b>Q14.</b> To help shape the future network of Household Waste Recycling Centres, please tell us which of the following are the three most important to you.</p>	<ul style="list-style-type: none"> <li>Most respondents identified the range of materials accepted on site as one of the most important factors of HWRCs.</li> <li>Short journey times, short queues at the site, helpfulness of site staff and ease of access around the site as important.</li> <li>Many respondents specified a desire for a reuse facility on site and longer opening hours.</li> </ul>	
<p><b>Q15.</b> Would you support an overall reduction in one or two sites across Kent, provided the service continued to be operated to a good standard across the remainder of Household Waste Recycling Centres?</p>	<ul style="list-style-type: none"> <li>30% of respondents would support an overall reduction in one or two sites across Kent, provided the service continued to be operated to a good standard across the remainder of HWRCs.</li> <li>55% of respondents would not support an overall reduction.</li> </ul> <p>Comments included:</p> <ul style="list-style-type: none"> <li>Increase in flytipping</li> <li>Convenience to use nearest HWRC regardless of borders</li> <li>Increased travel time / cost.</li> <li>Environmental impact from increased distance to sites</li> <li>Should be encouraging recycling not deterring</li> <li>Boundaries shouldn't matter to customer services</li> </ul>	<ul style="list-style-type: none"> <li>Ensure sufficient capacity at sites – footfall and tonnages</li> <li>Reducing number of HWRCs is not conducive to reducing waste to landfill</li> <li>A 20 minute drive time guideline is supported</li> </ul>
<p><b>Q16.</b> Taking into account proposals to improve the facility at Ashford, do you believe it is reasonable to close the out of date and expensive to operate site at Hawkinge, provided services exist within a 20 minute drive time of your home?</p>	<ul style="list-style-type: none"> <li>36% of all respondents believed it is reasonable to close the site at Hawkinge.</li> <li>46% of respondents answered they 'did not know' – after excluding these responses, 67% of the remaining respondents believed it is reasonable to close the site at Hawkinge.</li> <li>Further analysis reveals that of those respondents that use Hawkinge HWRC, 92% believe it should not be closed.</li> </ul> <p>The main reasons that people answered 'no' to closing Hawkinge HWRC are:</p> <ul style="list-style-type: none"> <li>Journey times will be increased</li> <li>Hawkinge should be improved/ updated</li> <li>Increase in flytipping</li> <li>Increase in fuel cost to residents and pollution from increased journeys</li> <li>Hawkinge is a growing town/ area and needs it's own HWRC</li> <li>Some respondents state that the question is loaded and misleading</li> <li>Some state that Ashford HWRC is more than 20 minutes away/ too far to travel to</li> </ul>	<ul style="list-style-type: none"> <li>Shepway DC support – provided no additional cost is incurred by the district, but does ask KCC to seriously consider</li> <li>Closure not supported by local parish and town councils</li> <li>Increase in travel time and associated journey cost and emissions; risk of flytipping</li> <li>Support reduced number of materials accepted to reduce operating costs</li> <li>Misleading question and unsubstantiated statement – “out of data and expensive to operate”</li> <li>Ambiguous question – transfer station or HWRC for closure?</li> <li>Concerns about impact on Whitfield and Folkestone HWRCs</li> </ul>
<p><b>Q17.</b> Taking into account that there is a facility at Deal and at Margate, do you believe it is reasonable to close the out of date and expensive to operate site at Richborough, provided services exist within a 20 minute drive time of your home?</p>	<ul style="list-style-type: none"> <li>41% of all respondents believed it is reasonable to close the site at Richborough.</li> <li>42% of respondents answered they 'did not know' – after excluding these responses, 72% of the remaining respondents believed it is reasonable to close the site at Richborough.</li> <li>Further analysis reveals that of those respondents that use Richborough HWRC, 80% believe it should not be closed.</li> </ul> <p>The main reasons that people answered 'no' to closing Richborough HWRC are:</p> <ul style="list-style-type: none"> <li>Journey times will be increased – 20 minutes is too far</li> <li>The road infrastructure does not make the alternative HWRCs easily accessible</li> <li>Increase in flytipping</li> <li>The HWRC is always busy and shouldn't be closed</li> <li>A few respondents commented that Richborough HWRC should stay because the Thanet Waste is being expanded.</li> </ul>	<ul style="list-style-type: none"> <li>Additional journey time for residents to alternative HWRCs</li> <li>Adverse traffic impacts on local road network around Deal and Whitfield – review and advantage taken of Section 106 Town and Country Planning Act 1990 for highway improvements</li> <li>Several responses do not support the closure</li> <li>Deal Transport and Flood Alleviation Study – infrastructure assessment</li> <li>Margate HWRC necessitates a longer walk with heavy items</li> <li>Please consider older people who would have further to drive</li> <li>Increase in flytipping</li> <li>How is the site out of data?</li> <li>Location provides a service to southern half of the Thanet district</li> </ul>
<p><b>Q18.</b> The Household Waste Recycling Centres at Dartford Heath and Swanley currently operate at full capacity with no scope for expansion. Do you agree they should be replaced with modern facilities?</p>	<ul style="list-style-type: none"> <li>50% of respondents believe that the Household Waste Recycling Centres at Dartford Heath and Swanley should be replaced with modern facilities.</li> <li>Further analysis reveals that of those respondents that use Dartford Heath and Swanley HWRC, 47% believe they should be replaced with modern facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Dartford Borough Council supported this proposal.</li> </ul>

CONSULTATION QUESTION	OVERARCHING CUSTOMER RESPONSE	OVERARCHING STAKEHOLDER RESPONSE
	<p>The main reasons that people answered 'no' to replacing Dartford Heath and Swanley with more modern facilities are:</p> <ul style="list-style-type: none"> <li>• Respondents believe that the sites are fine as they are</li> <li>• Respondents are concerned that updating them would mean moving them to one site rather than two separate sites</li> <li>• Some respondents feel that there is not enough information provided to make judgement e.g. what is meant by 'modern facilities?'</li> <li>• Dartford Borough Council supported this proposal.</li> </ul>	
<p><b>Q19.</b> Do you agree that the Household Waste Recycling Centre at Church Marshes, Sittingbourne, is inadequate and should be replaced with a new facility at a more accessible location, to provide a more efficient service to Swale residents?</p>	<ul style="list-style-type: none"> <li>• 24% of respondents believe that the HWRC at Church Marshes should be replaced with a new facility in a more accessible location.</li> <li>• Further analysis reveals that of those respondents that use Church Marshes HWRC, just 40% believe it should be replaced with a new facility.</li> </ul> <p>Comments included:</p> <ul style="list-style-type: none"> <li>• Respondents are happy with Church Marshes as it is</li> <li>• Many respondents are concerned that this will result in the closure of Sheerness/ Faversham HWRC</li> <li>• Some respondents feel there is not enough information provided on where the new site would be</li> </ul>	<ul style="list-style-type: none"> <li>• Maidstone BC support relocation of HWRC and Transfer station to reduce congestion and access are improved</li> <li>• May deter flytipping</li> <li>• Would reduce vehicle emissions</li> <li>• Care to identify location which doesn't impact environmentally sensitive land</li> </ul>
<p><b>Q20.</b> Do you support the provision of an additional Household Waste Recycling Centre in the Tonbridge and Malling area, which is currently not covered by the existing network?</p>	<ul style="list-style-type: none"> <li>• 52% of respondents support the provision of an additional HWRC in the Tonbridge and Malling area.</li> </ul>	<ul style="list-style-type: none"> <li>• Widespread from organisations for a HWRC in the area</li> <li>• Improving access to existing sites should be considered before building new HWRCs</li> <li>• Recognised over-crowding at some existing sites e.g. Tovil</li> <li>• High level of illegal waste sites in mid Kent</li> <li>• EA support for HWRC development in Staplehurst / Headcorn area</li> <li>• "Additional sites should be considered on journey time and not differentiated by district boundaries"</li> <li>• "It is no coincidence that the mid Kent area, where there is no HWRC, has the highest number of illegal waste sites"</li> </ul>
<p><b>Q21.</b> Do you support the upgrading of the existing Household Waste Recycling Centre at Ashford, which forms part of the proposal for a new waste transfer station (which bulks household waste for haulage to reprocessors)?</p>	<ul style="list-style-type: none"> <li>• 50% of respondents would support an upgrading of the existing HWRC at Ashford.</li> <li>• Further analysis reveals that of those respondents that use Ashford HWRC, 88% support the upgrading of the site.</li> </ul>	<ul style="list-style-type: none"> <li>• Stakeholders demonstrated support for upgrading of HWRC and provision of new transfer station</li> </ul>
<p><b>Q22.</b> If you do not use a Kent Household Waste Recycling Centre, are there any improvements that would encourage you to?</p>	<p>The main suggested improvements include:</p> <ul style="list-style-type: none"> <li>• Many want on-site shops to buy things that are still in good condition</li> <li>• Many want to be able to recycle more things ESPECIALLY PLASTICS</li> <li>• A facility closer to home/ more sites</li> <li>• Allow over height vehicles</li> <li>• More helpful staff</li> <li>• More help with carrying heavy items</li> <li>• Better/ more parking on site</li> <li>• Mobile collections from home for elderly and people without a car</li> <li>• Increase the opening hours</li> <li>• Improve the ease of access</li> <li>• No steps</li> </ul> <p>Many commented that there wasn't the opportunity in the questionnaire to suggest improvements for those that already use the HWRCs</p>	

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## **1. INTRODUCTION: DECISION MAKING PROCESS**

An Informal Members Group was established in April 2011 with the purpose of undertaking a review of Household Waste Recycling Centre (HWRC) provision in Kent to identify the right level of HWRC service for Kent residents at the right cost.

Terms of reference for the Informal Members Group (IMG) were agreed by the Policy Overview and Scrutiny Committee (POSC) for Environment, Highways and Waste at its meeting on 8<sup>th</sup> April 2011.

The IMG met 3 times, plus a tour on 27 July of some of the Household Waste Recycling Centres. In particular, the tour took account of the extent of perceived trade waste entering Household Waste Recycling Centres and the existing network infrastructure.

The review produced a report outlining the issues and giving a series of recommendations on how the HWRC service could change to deliver the optimum service for the customer and financially. The report from the IMG was considered by the POSC for Environment, Highways and Waste on 27<sup>th</sup> September 2011 prior to the proposed policies being presented to the Cabinet Member for Environment Highways and Waste. An Equality Impact Assessment was conducted to accompany the proposals.

These proposals were subject to a ten week public consultation from 1<sup>st</sup> December 2011 to 9<sup>th</sup> February 2012. The responses were reviewed to inform a further Equality Impact Assessment.

This report presents the responses received to the public consultation and was presented to Cabinet by Bryan Sweetland, Cabinet Member for Environment Highways and Waste, on 19<sup>th</sup> March 2012. This report also outlines the ultimate decision made by the Cabinet Member.

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## **2. BACKGROUND**

### **2.1 CURRENT SERVICE PROVISION**

Kent County Council is the statutory Waste Disposal Authority (WDA) for the county. There has been a duty on the WDA to provide Household Waste Recycling Centres (HWRCs) originally going back as far as the Civic Amenity Act 1967. The duty is now embodied within section 51 of the Environmental Protection Act 1990. In summary, the act states that HWRCs must be provided free of charge and open over part of a weekend. The Act also includes a power to charge for waste other than household waste at Household Waste Recycling Centres.

As a result of this duty and associated powers, the household waste network has evolved over many years to its current level of network infrastructure provision, operating policy, and management arrangements.

There are currently 19 HWRCs provided across Kent, largely located close to each significant urban area in Kent. In most cases there is one HWRC per district area, some districts (Sevenoaks, Canterbury, Thanet, and Dover) have two, and in two cases (Swale and Shepway) each have three HWRCs. Tonbridge & Malling BC has no HWRC within its administrative area, but as a significant number of TMBC residents use Medway sites, KCC makes a financial contribution to Medway Council to compensate them for this cross-border activity.

Of these 19 HWRCs, 6 are co-located with waste transfer stations provided by KCC. The function of the transfer stations is to bulk up household waste collected by the waste collection authorities. Only the waste transfer stations have weighbridges and accept trade waste based on charges by tonnage.

The sites' management is out-sourced and managed under contract by external contractors, with the exception of Church Marshes at Sittingbourne and New Romney which are both managed by Kent Commercial Services, part of Kent County Council.

## 2.2 CURRENT OPERATING POLICY

KCC last reviewed its operating policy in January 2009 and the key points of the policy are:

- Providing a height barrier of 2m to prevent access by large vehicles;
- Prohibiting the practice of “walking-in” waste from over-height vehicles parked outside;
- Opening the height barrier for householders only with large vehicles on Wednesdays and Saturdays only at selected larger sites;
- Limiting the size of trailers; and
- Continuing to provide a permit scheme for Kent residents at the Dartford Heath site.

## 2.3 CURRENT OPERATING COSTS

The net cost associated with the operation of the HWRC service is made up of four basic elements:

- i) The cost of operating and maintaining the sites, together with the costs of transporting the various separated materials for disposal or processing elsewhere (the current HWRC “contract costs”);
- ii) The cost of processing of the recyclables or compostable materials received at the sites;
- iii) The cost of disposing of the residual waste unable to be recycled received at the sites;

*Offset in part by:*

- iv) The income received from the sale of those recyclable materials with a positive value.

Even where a recyclable material has no positive value, nowadays it generally costs less to recycle (or compost) than sending it for disposal. Increasing recycling reduces the overall cost of the HWRC service.

In some cases certain defined materials or items must be kept separate for recycling or specialist disposal, because environmental regulations do not permit them to be sent to landfill or incineration e.g. Waste Electrical Items (WEEE), waste oil, plasterboard, tyres, gas bottles. Some of these materials are collected from the sites free of charge by third party contractors - others attract haulage and processing costs.

Currently 26% of all household waste arisings in Kent is received and handled through the HWRC network. The other 74% is largely collected from the kerbside by the 12 district

councils as the waste collection authorities with the remainder collected through recycling bring banks. The County Council has a duty to meet the cost of disposing of this district council collected waste. Further details are provided in table 2 below.

Table 2: 2010/11 waste arisings

<b>KCC's waste arisings</b>	<b>% of waste stream managed</b>	<b>2010/11 arisings (tonnes)</b>
HWRC Managed Waste	26.3%	193,687
Waste Collection Authorities Kerbside Collections	69.8%	513,470
Bring Site	3.2%	23,553
3rd Party Recycling Collections	0.7%	5,252
<b>Total arisings</b>		<b>735,962</b>

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### 3. CONSULTATION PROCESS

The policies proposed in the consultation had the potential to affect every household in Kent. It was therefore important to devise engagement mechanisms to provide the opportunity for participation equally across Kent communities, being mindful of communication preferences and accessibility of information.

The consultation consisted of a [questionnaire](#), available in both electronic and paper formats. Kent residents were made aware of the consultation and invited to respond using various communication methods to ensure a broad range of target audiences were engaged with in a proportionate manner.

The [Equality Impact Assessment](#) shaped the engagement and participation mechanisms, identifying protected characteristics which had the potential to be negatively impacted by the proposed policies, as well as ensuring that particular attention was paid to engagement with minority groups in Kent.

#### 3.1 MOSAIC ANALYSIS

Mosaic, a customer segmentation tool, was used to understand the best way to engage with the residents in Kent. Within Kent, a bespoke Mosaic segmentation has been created using county specific data, whereby every postcode and household in Kent is classified as belonging to one of 69 types and 15 groups. These groups identify clusters of individuals and

households that are as similar as possible to each other, and as different as possible to any other group. Mosaic was used in this instance to understand communication preferences to ensure that residents in Kent were informed about the consultation in a way that they are more likely to be receptive to.

In preparation for the consultation, a sample of postcodes for HWRC users were collated and profiled, to understand the make-up of the current customer base and their communication preferences. The profile of HWRC users was compared with the Mosaic profile of the Kent population as a whole, in order to understand those people more or less likely to use an HWRC user. This supported the development of targeted communication across all Mosaic groups to ensure a representative sample of Kent residents were engaged with.

The following communication approaches were developed and delivered based on Mosaic Analysis:

### **3.1.1. Direct Mail**

Mosaic was used to identify those residents in Kent more likely to be receptive to direct mail as a communication method. In order to determine the content of the direct mail, likely use of the Internet was also established (i.e. promoting a website would be inappropriate if Internet use was low).

As a result, a paper copy of the consultation questionnaire was sent to a random sample of residents belonging to Mosaic groups which were likely to be responsive to direct mail but less likely to have access to the internet. Residents were informed on the covering letter that their address had been selected at random and asked them to encourage others to respond also.

A second direct mail which took the form of a postcard with key points about the consultation and how to participate was sent to a sample of Kent households which were likely to be receptive to direct mail, but also likely to have access to the internet. The postcard signposted residents to the online consultation questionnaire whilst also giving them the option to request a paper copy (or alternative formats) if they preferred.

In light of the questionnaire proposing the closure of Hawkinge and Richborough HWRCs, the direct mail was up-weighted in the areas near these two sites.

### **3.1.2. Sports clubs/ societies**

Mosaic variables were used to understand which sports/ activities specific groups are likely to be interested in. As a result, posters were sent to sports clubs/ societies in Kent in specific areas based on the characteristics of the population in that area. For example, posters were sent to bowls clubs and golf clubs in area in Kent where there is known to be an older population and posters were sent to gyms where the communities are more likely to undertake this kind of activity.

## **3.2 OTHER COMMUNICATION APPROACHES**

### **3.2.1. KCC website**

A dedicated web page ([www.kent.gov.uk/hwrccconsultation](http://www.kent.gov.uk/hwrccconsultation)) was created on the KCC website to provide consultation information and access to the online questionnaire. An email address was also created specifically for any email correspondence ([hwrccconsultation@kent.gov.uk](mailto:hwrccconsultation@kent.gov.uk)) during the consultation period.

### **3.2.2. Gateways**

Each of the 9 Kent Gateways were provided with a supply of postcards, posters and paper copies of the consultation questionnaire, in order to give Kent residents another route with which to obtain a questionnaire should they be Gateway users. Gateways with 'information screens' carried information about the consultation.

### **3.2.3. Libraries**

A poster advertising the consultation along with a number of postcards and paper copies of the questionnaire were provided to each of the 99 KCC Libraries and 11 KCC Mobile Libraries.

### **3.2.4. Engagement at HWRCs**

Whilst it remained important to ensure that those residents that do not currently use the HWRCs are made aware of the consultation, providing information at the sites themselves direct to service users was very important. A sign advertising the consultation was installed at each of the 19 HWRCs on the 1<sup>st</sup> or 2<sup>nd</sup> of December 2011 and displayed for the full 10 weeks.

Furthermore, between 1<sup>st</sup> December and 4<sup>th</sup> December 2011, KCC Waste Management officers successfully handed 5,500 postcards to HWRC customers promoting the consultation across all 19 HWRCs. These were handed out during the weekdays and weekend to ensure that different audiences were engaged with and at the earliest opportunity within the consultation period.

### **3.2.5. Press advertisements**

Mosaic was able to provide an indication of which areas in Kent would be receptive to press advertisements as a communication method. However, it was felt that it would be more reasonable to run county-wide advertising to achieve the greatest reach, equality of access and achieve greatest value for money. In the week commencing 28<sup>th</sup> November 2011, a press advertisement was placed in all Kent Messenger paid for titles in Kent, as well as Thanet Extra, Sittingbourne Extra and Messenger Extras (formerly Gravesend, Dartford & Swanley Extra) which are free titles (as no dominant paid for title exists in these areas). A press advertisement was also placed in the Tunbridge Wells Courier and Tonbridge Courier.

### **3.2.6. KCC community engagement officers**

All 12 KCC Community Engagement Officers were provided with information prior the launch of the consultation to provide them with information should any members of their communities raise the subject at meetings or make an enquiry.

### **3.2.7. Key stakeholders**

As well as communicating with individual residents of Kent, key stakeholders were also engaged with to encourage them to contribute to the consultation process. The following stakeholders were engaged with:

- All Kent parish and town councils were sent a paper copy of the questionnaire for the 1<sup>st</sup> December 2011 and were asked to make their residents aware of the consultation. Feedback was encouraged as individuals or as a combined response of the whole parish. Included within this was the Kent Association of Local Councils.
- Waste Managers from all 12 Kent district councils and Medway Council were provided with a paper and electronic copy of the questionnaire and encouraged to respond to proposals via email.
- The Environment Agency was provided with a paper copy of the questionnaire and encouraged to respond to proposals via email.
- A paper copy of the questionnaire was also sent to KCC waste contractors.
- Kent Fire and Rescue Service were also approached.

### **3.2.8. Member briefing**

A Member briefing was held on 1<sup>st</sup> November 2011 at which Cabinet Member for Environment Highways and Waste Bryan Sweetland introduced the proposed policies and facilitated a discussion. A total of 22 Members attended this with a further 24 sending their apologies. This included Members from the Conservative, Liberal Democrats and Independent parties with a good geographical spread covering all 12 district council areas. In addition, a briefing document was provided to all KCC Members from Bryan Sweetland on the 30<sup>th</sup> November 2011.

## **3.3 EQUALITY CONSIDERATIONS**

### **3.3.1 Equality groups**

Kent County Council is committed to ensuring that current and potential service users will not be discriminated against on the grounds of their social circumstances or background, such as gender, race, colour, ethnic origin, religion or belief, disability, gender identity, sexual orientation or age. As a result, a letter and / or e-mail was sent to over 150 equalities groups across the county to inform them of the consultation and to ask them to circulate the information to members of their groups / communities. These groups were informed that responses were welcome from individuals or as a group/ organisation. The following groups were contacted:

- Age groups, including all age forums in Kent
- BME groups
- Disability groups
- Gender groups
- Refugee groups
- Religion groups
- Sexuality groups.

Furthermore, consultation questionnaires were provided to influential members of the Gypsy and Irish Traveller communities to disseminate amongst their communities as it was felt that these had not been represented elsewhere.

### 3.3.2 Alternative formats

Prior to the launch of the consultation, the consultation questionnaire was produced in alternative formats:

- Easy Read;
- Large Print;
- Audio format; and
- Braille.

Alternative language formats would have been accommodated if required, however, no requests were received.

### 3.4. SCALE OF CONSULTATION ENGAGEMENT

Table 3 below identifies the distribution of each of the communication methods along with an estimate of the potential reach achieved. The 'reach' provides an indicative – rather than exact - figure of the number of households in Kent directly communicated with. For example, the newspaper titles alone which included the press advertisement could be read by approximately 34% of households in Kent.

COMMUNICATION METHOD	REACH
<b>Measurable reach figures</b>	
Direct mail – paper questionnaire	2,848 households <i>This includes an up-weighting in Richborough and Hawkinge</i>
Direct mail - postcards	8,153 households <i>This includes an up-weighting in Richborough and Hawkinge</i>
Postcards – handed out at HWRCs	5,500 unique visitors which is equal to approximately 8% of all weekly users
Press ads	Readership – 493,375 people which equates to approximately 205,500 households
<b>Un-measurable reach figures</b>	
Gateway – screens, postcards and paper copies	Available in all 9 Kent Gateways
Libraries – posters and postcards	Available in all 99 KCC Libraries and 11 mobile libraries
Sports clubs/ societies - poster	Sent to 123 selected sports clubs
Community centres - poster	Sent to 7 community centres in the Sandwich, Ramsgate and Folkestone areas <i>These were included to make the consultation more accessible to residents living near Richborough and Hawkinge</i>
Diversity groups – letter and/	Sent to 12 Older People's Forum chairs

or email	Sent to 164 other diversity groups Email sent to the 4 KCC staff groups
Community Engagement Officers - email	Email sent to the 12 KCC Community Engagement Officers
<b>Stakeholders</b>	
Parish and Town Councils – letter and paper copy	Sent to all 305 town and parish councils
District Council Waste Managers – letter and paper copy	Sent to 12 Kent district/ borough councils and Medway Council
Environment Agency – letter and paper copy	Sent to the Area Manager for Kent & East Sussex
KCC HWRC contractors – letter and paper copy	Sent to all 5 HWRC contractors
Kent Fire and Rescue Service	Kent Fire and Rescue Service were approached

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## 4. EQUALITIES IMPACT ASSESSMENT

KCC is committed to providing the best level of HWRC service to all its customers. To ensure this happens we need to take robust and relevant assessment of the likely impact of our work on the diverse communities and individuals who live in Kent. The Equality Impact Assessment (EIA), aside from being a legal duty for public bodies to complete, also provides a process to help us to understand how the proposed HWRC policies and service changes may affect Kent residents from all communities. The EIA will help to ensure that KCC is providing an inclusive HWRC service.

An EIA was completed prior to commencing the consultation, which shaped the engagement and participation mechanisms, to provide the opportunity for participation equally across Kent communities and being mindful of communication preferences and accessibility of information.

The EIA was reviewed after the consultation to enable KCC to respond to any new issues that arose during the consultation and to ensure no groups were disadvantaged.

Table 4 (page 19) is an action plan in response to impacts identified for the protected characteristics (e.g. age, disability) which is to be implemented in response to policy changes.

You can view the [full EIA](#).

Table 4: EIA Action plan

Protected Characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale / Cost implications
AGE	Change in operational HWRC policies following a Cabinet decision.	<p>Communicate the outcome of the review and public consultation to older residents.</p> <p>Develop and deliver an implementation plan for introduction of new operational policies, which provides for engagement with older customers.</p>	<p>Outcome of HWRC Review made available to older people.</p> <p>Implementation prepared and budget secured.</p>	Head of Waste Management	April / May 2012
	Possible increase in journey distance and time for some residents who have been using Hawkinge <sup>1</sup> and Richborough HWRCs to date.	<p>Provide comprehensive, targeted and timely communication to older people to support awareness of alternative HWRCs available to them in their locality.</p> <p>Ensure information about all council waste services is accessible to older people to provide them with choice for their waste disposal needs.</p>	<p>Older people receptive to communications delivered.</p> <p>Older residents able to dispose of their waste appropriately.</p> <p>Older people aware of alternative HWRCs and able to locate them easily.</p>		From June 2012
	Decrease in journey time for residents in Tonbridge and Malling and north Maidstone areas with additional HWRC provided.	<p>Advertising of new HWRC during build phase to inform potential service users of new facility.</p> <p>Promotion of the opening of the new HWRC to older people within the 'catchment' area.</p>	Older people aware of new HWRC, the nature of the service and the location.		Subject to capital programme
	Ensure older people are communicated with appropriately to meet their needs and ensure messages are conveyed appropriately.	Ensure preferred communication channels are utilised to communicate with these target audiences, drawing on Mosaic information and local data.	Communication of key information is received by older people with ease.		To support all delivery. In accordance to the capital programme and existing site improvement plans.

<sup>1</sup> Remains within 20 minute drive time, equitable for residents elsewhere in east Kent.

Protected Characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale / Cost implications
<b>DISABILITY</b>	Change in operational HWRC policies following a Cabinet decision.	<p>Communicate the outcome of the review and public consultation to organisations representing disability.</p> <p>Develop and deliver an implementation plan for introduction of new operational policies, which provides for engagement with customers who have disabilities.</p>	<p>Outcome of HWRC Review made available to residents with disabilities through representative organisations / groups in Kent.</p> <p>Implementation prepared and budget secured.</p>	Head of Waste Management	April / May 2012
	Cabinet approval for HWRC network infrastructure development and improvements will enable accessibility to be enhanced.	<p>Ensure accessibility for customers with disabilities is fully considered at design stage for new HWRCs and for site improvements at existing HWRCs.</p> <p>Engage with disability groups within Kent to help inform new site design or improvements.</p> <p>Communicate site improvements / design to communities representing disability.</p>	Improved accessibility for customers with disabilities.	Head of Waste Management	To support all delivery. In accordance to the capital programme and existing site improvement plans.
	Accessibility to site for customers with over-height adapted vehicles.	Develop procedure to ensure customers with over-height adapted vehicles are able to access HWRCs at their convenience and for KCC to communicate this appropriately to relevant customers.	Equitable access for customers with disability vehicles requiring entry to HWRCs.		Procedures developed April 2012 Customer engagement from May 2012
	Possible increase in journey distance and time to HWRCs, for some residents who have been using Hawkinge and Richborough HWRCs to date.	<p>Provide comprehensive, targeted and timely communication to disability groups / organisations in Kent Or individuals upon request), to support awareness of alternative HWRCs available in the locality.</p> <p>Distribute information about all council waste services to disability groups / organisations in Kent, so that people have choices as to how to dispose of their household waste.</p>	<p>Residents with disabilities able to dispose of their waste appropriately.</p> <p>Residents with disabilities aware of alternative HWRCs and able to locate them easily.</p>		From June 2012

Protected Characteristic	Issues identified	Action to be taken	Expected outcomes	Owner	Timescale / Cost implications
<b>RACE</b>	Change in operational HWRC policies following a Cabinet decision.	<p>Ensure that the outcome of the HWRC Review and public consultation is made available in alternative languages and appropriate formats for ethnically diverse residents of Kent.</p> <p>Develop and deliver an implementation plan for introduction of new operational policies which provides for engagement with ethnically diverse customers.</p>	<p>Outcome of HWRC Review made available to organisations / groups representing ethnic groups in Kent.</p> <p>Implementation prepared and budget secured.</p>	Head of Waste Management	April / May 2012
<b>PREGNANCY AND MATERNITY</b>	Change in operational HWRC policies following a Cabinet decision.	<p>Communicate the outcome of the review and public consultation.</p> <p>Develop and deliver an implementation plan for introduction of new operational policies – with regard to this protected characteristic HWRC site staff will continue to provide pregnant women with assistance for carrying and lifting waste materials, and ensuring children remain in vehicles for safety. Ensure that this is communicated sensitively in customer information.</p>	<p>Outcome of HWRC Review made available.</p> <p>Implementation prepared and budget secured.</p>	Head of Waste Management	April / May 2012
	Possible increase in journey distance and time for some residents who have been using Hawkinge and Richborough HWRCs to date.	<p>Provide timely communication to support awareness of alternative HWRCs available in the locality.</p> <p>Ensure information about all council waste services is accessible to residents to provide them with choice for their waste disposal needs.</p>	<p>Pregnant women and / or those with young children are able to dispose of their waste appropriately.</p> <p>Parents aware of alternative HWRCs and able to locate them easily.</p>		From June 2012

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## 5. RESPONDENT PROFILE AND ACTIVITY

### 5.1 NUMBER OF RESPONSES RECEIVED

**Total responses received: 3,499**

- **Customer responses:** 3,456 consisting of:
  - 1,400 paper responses; and
  - 2,056 online responses.
- **Stakeholder responses:** 43 stakeholder responses were received from district councils, parish councils, waste management contractors and other agencies.

Of these responses, 2 respondents requested large print versions of the consultation questionnaire. 4 responses, one of which being Easy Read, were received over the telephone and entered directly online by KCC officers.

As an example comparator, a recent Minerals & Waste consultation for the 'Core Strategy and Minerals and Waste options' received around 3,500 responses, some which were from the same individuals. A subsequent 'supplementary options' consultation received 362 responses from 213 individuals.

### 5.2 RESPONSE RATE AND METHOD

Table 5 below details the responses received via the various methods of response submission, with response rates where calculation has been possible.

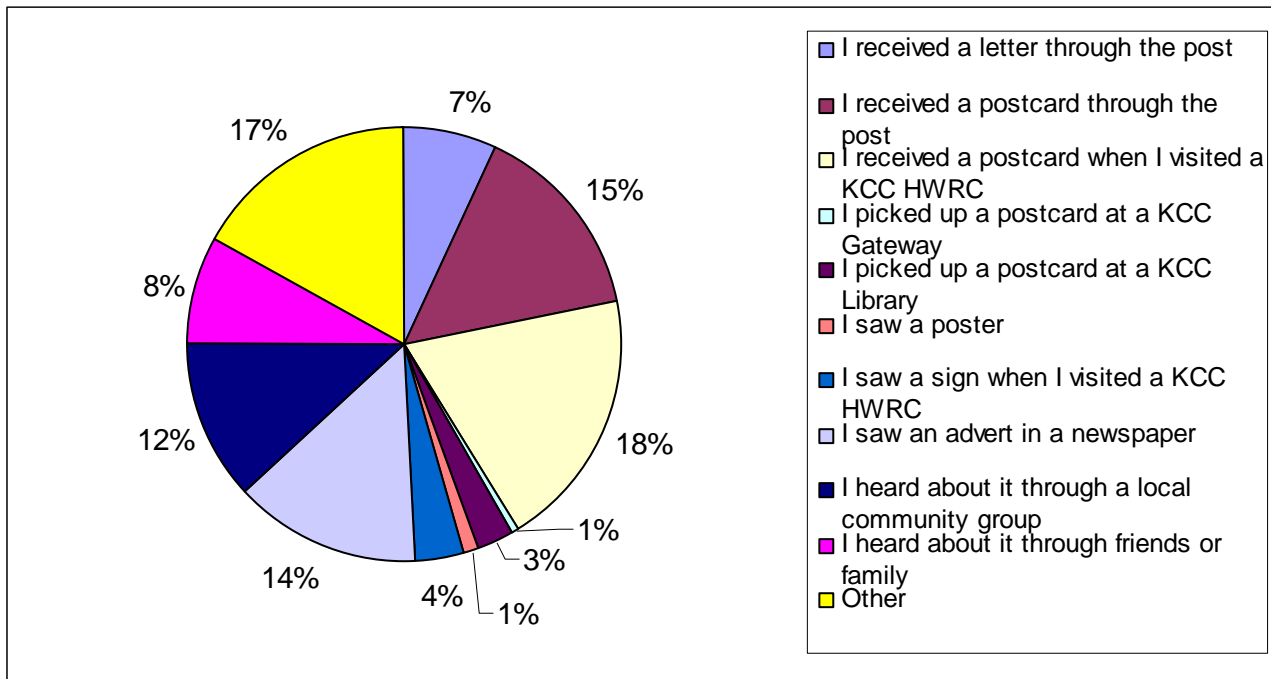
Response submission method	Number of responses received	Response rate
Total completed paper questionnaires received	1,400	45%
Total online questionnaires submitted	2,056	N/A
District Council responses received	8/13	62%
Town/ Parish Councils responses received	28/305	9%
Environment Agency response received	1/1	100%
HWRC Contractor responses received	2/5	40%

Table 6: Responses received according to submission method

The high response rate of 45% for the paper questionnaire is attributable to the targeted direct mail using Mosaic data. All online respondents were additionally asked 'how did you hear about the public consultation'? Graph 1 below presents the responses to this question. Please

note, respondents were able to choose more than one communication method, therefore the percentage has been calculated from all answers rather than the number of respondents.

Graph 1: How those respondents who completed the questionnaire online heard about the consultation.



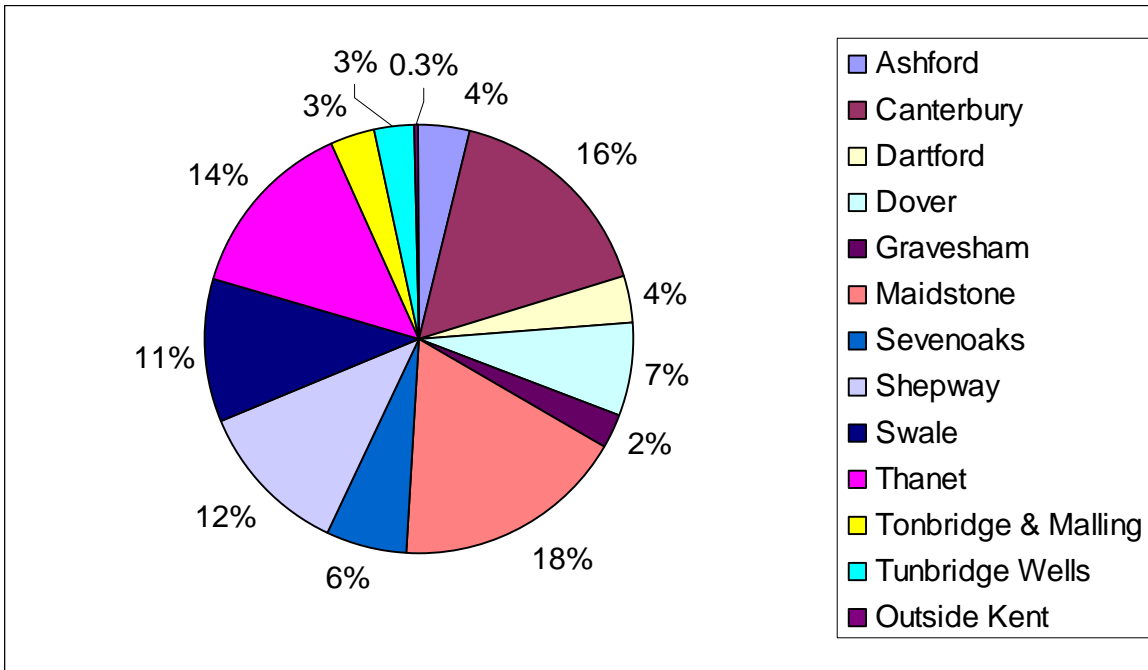
17% of respondents commented that they had heard about the consultation through 'other' means. These 'other' responses can be found in table 7 below.

	Number of respondents		Number of respondents
Parish Council	74	I am a councillor	5
Website (unspecified)	55	Told about whilst visiting HWRC	4
Email	43	Email through work	4
KCC Website	39	Community Warden	3
Local council website	15	Radio	3
Watch (eWatch + Neighbourhood Watch)	11	News	3
Local newsletter/online publication	8	Knet	1
BBC Website	7	Petition in shop	1
Email through work at LA	7	In response to my letter	1
Facebook	6	Ceefax	1
Email from Staff group	5	Can't remember	1
Twitter	5	Letter from work	1

Table 7: 'Other' response composition

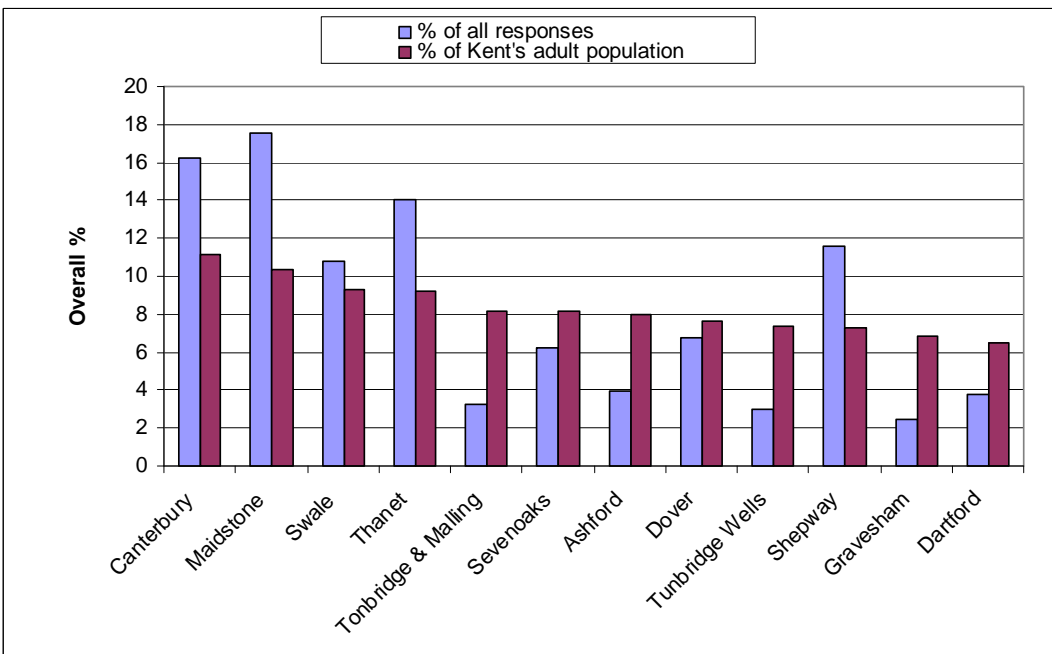
### 5.3 CUSTOMER RESPONSE PROFILE

Out of the total number of 98% provided their post code. Graphs 2 and 3 below represent the distribution of the recognisable post codes provided by 3,253 customer respondents (94%).



Graph 2: Geographical distribution of customer respondents, grouped by Kent district

Please note that out of the 3,390 postcodes provided, 137 were unrecognisable on the software used for this analysis. This distribution has been influenced by the diversity of communications distributed throughout Kent e.g. up weighted communications for the Hawkinge and Richborough areas



Graph 3: Geographical distribution of customer responses - % of responses against % of Kent's adult population.

## 5.4 STAKEHOLDER RESPONSE PROFILE

A total of 43 responses were received from stakeholders including district and parish councils, waste management contractors and other agencies.

Table 6: Stakeholder respondents and date response received

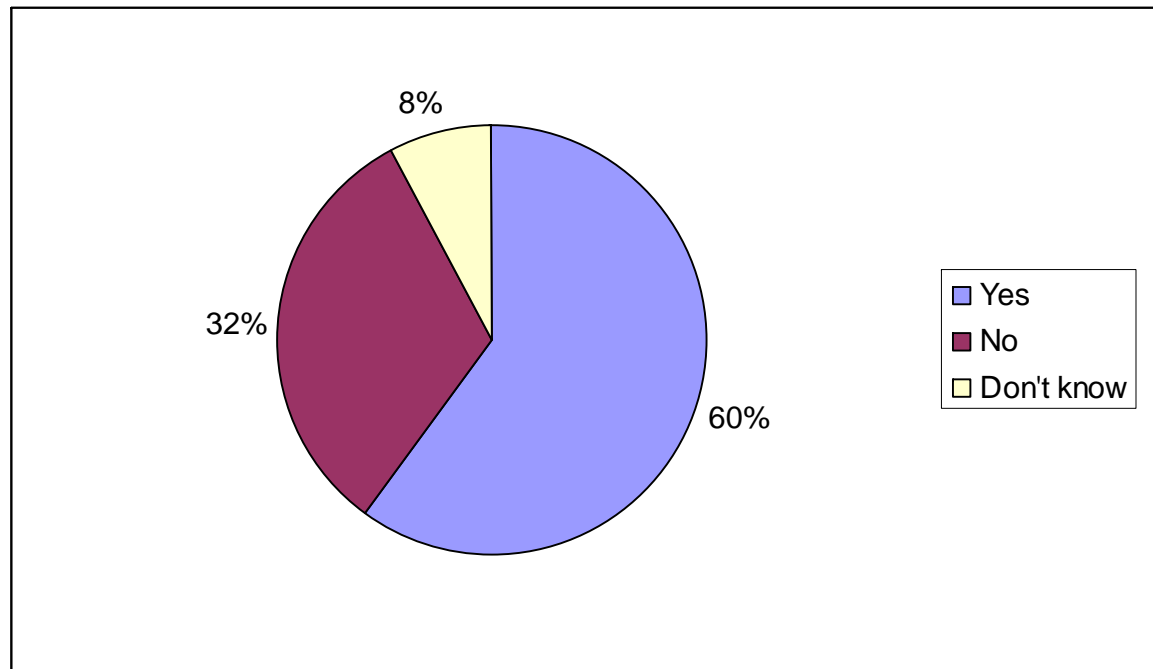
Respondent type	Respondent	
<b>Parish council (28 responses)</b>	Lydd Town Council	Brasted PC
	Challock PC	Doddington PC
	Preston & Elmstone Village Society	The Ramsgate Society
	Shoreham PC	Boxley PC
	Walmer PC	Hothfield PC
	Faversham Town Council	Preston PC
	Sevenoaks Districts Seniors Action Forum	West Malling PC
	Swanley Town Council	Stanford PC
	Bilsington Parish Council	Swingfield Minnis Parish Council
	Kemsing PC	Lynsted and Kingsdown PC
	Bredhurst Parish Council	Sundridge With Ide Hill PC
	Hawkinge TC	Sevenoaks TC
	The Kent Association of Local Councils (KALC)	Cliffsend PC
	Southfleet Parish Council	Vigo Parish Council
<b>District Council (8 responses)</b>	Canterbury CC	Thanet DC
	Maidstone BC	Gravesham BC
	Tonbridge and Malling BC	Dover DC
	Dartford BC	Shepway DC
<b>Other agencies (4 responses)</b>	Kent Fire and Rescue Service	West Kent YMCA
	Environment Agency	CPRE Kent
<b>WM contractor (3 responses)</b>	Roud Recycling	Sita
	WRG	

It should be noted that in addition to the engagement materials disseminated a Kent County Council Waste Manager, presented at a public meeting chaired by Hawkinge Town Council on 10<sup>th</sup> January 2012 in order to engage further with those concerned parties.

## 6 OPERATIONAL POLICY CHANGES: CONSULTATION RESPONSES

Please note: Customer responses (3456) have been used for the following analysis, with the stakeholder responses being identified separately and qualitatively. The responses to each question are considered one at a time. Not every question had to be answered by respondents and as a result the number of responses will not add up to 3,456 each time.

**6.3 Do you consider that items such as tyres, asbestos and gas bottles, which are mainly commercial waste, should be excluded from Household Waste Recycling Centres, provided other disposal routes are available? (Question 7)**



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>1 tyre / bottle per visit for free</li> <li>Charge for these materials if it means the facilities are HWRCs can remain</li> <li>Increase in flytipping would result</li> <li>Where would householders take these items? Alternative disposal points would need to be well promoted</li> <li>Section 51 EPA – legal duty to accept materials for disposal</li> <li>Financial impact upon householder for cost of disposal</li> <li>Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>It is reasonable to expect these items to come from the householder</li> <li>Policy is not in line with Vision for Kent or Kent Environment Strategy</li> <li>Policy ignores the inherent value in waste that could be gained by introducing charges for trade waste disposal</li> <li>Hazardous nature of materials – environmental risks and costs associated with fly tipping materials</li> <li>Impact assessment required</li> <li>Gas cylinders are likely to be empty upon disposal – low risk of explosion</li> <li>Gas bottles can be taken back and exchanged, therefore, no need to accept them</li> </ul>
Notable sound bites
<ul style="list-style-type: none"> <li>“Failure to accept or provide alternative means of disposal risks increased flytipping and costs to Waste Collection Authorities”</li> <li>“Any savings made would be offset by the increased cost of clearing up the materials when fly tipped – false economy”</li> <li>“Would be a retrograde step”</li> <li>“Believe this to pose a larger negative impact on householders than businesses”</li> </ul>

**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Materials will be flytipped	377	169	546	1
Believe these materials are generated by householders and they have a need for HWRCs to accept them	278	81	359	2
Customers want a 1-stop shop for all materials and convenience of service	106	32	138	3
Lack of information about alternative disposal points	87	36	123	4
Increased cost to councils for removal of flytipping	35	8	43	5
Risk of hazardous waste being disposed of inappropriately	24	19	43	5
Allow HWRCs to accept all waste from anyone	2	1	3	
Provide alternative sites for disposal	3	0	3	
These materials increase tonnages and income for KCC	2	0	2	
Traders should be excluded from HWRCs	7	4	11	
Support ban of tyres but not asbestos or gas cylinders	7	1	8	
Charge householders for these items or limit quantity	12	4	16	
Charge traders, KCC gain income	13	4	17	
Policy risks contamination of other waste streams e.g. residual	9	5	14	
Exclude tyres and asbestos	4	3	7	
Support exclusion of tyres and gas bottles	5	0	5	
Object to any charges introduced or having to pay for a collection service	18	11	29	
KCC should be encouraging people to recycle and make it easy	16	6	22	
Policies are too restrictive and inconvenient	2	0	2	
Penalises the DIYer, home mechanic and associated costs to householders	20	3	23	
No alternative options defined by KCC	4	2	6	
Comments relating to SMEs wishing to use HWRCs	0	5	5	
<b>TOTAL</b>	<b>1031</b>	<b>394</b>	<b>1425</b>	

**Notable customer sound bites:**

“There are times when householders won’t dispose of these items at their convenience and to take them to a recycling site should be encouraged, as it reduces flytipping and prevents unregulated / unlicensed ‘man in truck’ outfits from profiteering.”

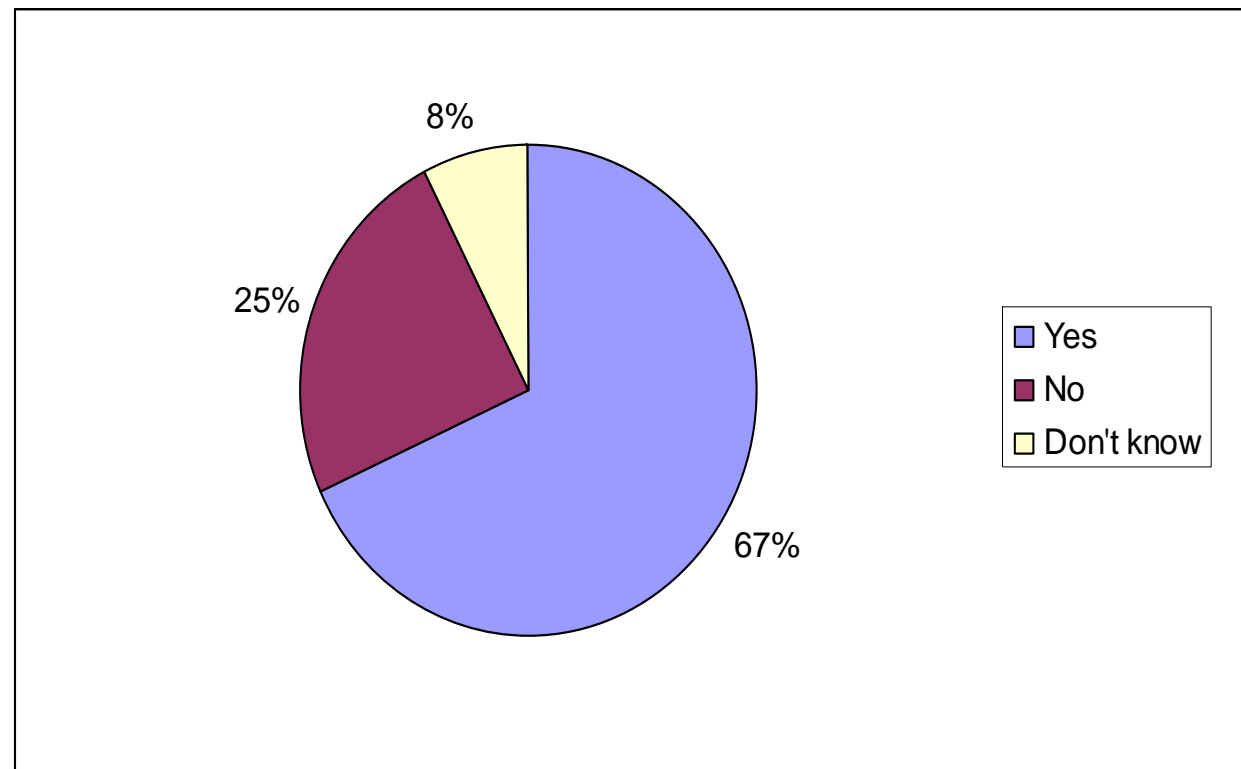
“I pay rates to dump as I please.”

“I am mindful of the fact that this costs the council, and me as a council tax payer, money but on balance I am prepared to bear the cost.”

**Overarching summary:**

- 60% of respondents agreed that items such as tyres, asbestos and gas bottles, which are mainly commercial waste, should be excluded from HWRCs, with 32% responding ‘no’.
- Risks identified included:
  - Potential flytipping of materials
  - A perception that these materials are generated by householders and they have a need for HWRCs to accept them
  - Customers want a 1-stop shop for all materials and convenience of service
  - Lack of information about alternative disposal points
  - Risk of hazardous waste being disposed of inappropriately
  - Increased cost to councils for removal of flytipping

**6.4 Would you support the exclusion of trade waste e.g. by ceasing to open the height barrier and excluding trade vehicles, which the Household Waste Recycling Centres have no duty to accept and costs the Council money? (Question 8)**



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>Prevent legitimate customers from entering the HWRCs e.g. van hire by householders</li> <li>Do not support determining legitimate disposal by vehicle type preferred by residents</li> <li>Clear and accessible communication will be needed to residents</li> <li>Should explore potential for income from trade waste</li> <li>Increase in fly tipping and cost to district councils</li> <li>Open height barrier at weekend only</li> <li>High level of 4x4 vehicles in Sevenoaks area – will not be able to access site</li> <li>1 district and 3 parish councils support proposal</li> <li>Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>Support the policy if this limits waste from non-domestic sources</li> <li>Restricts ability of residents to move large waste items around for disposal easily</li> <li>Policy does not support recycling behaviours</li> <li>The type of vehicle should be irrelevant, access should be determined by source of waste</li> <li>Suggest access for single axle domestic trailers</li> <li>Domestic vehicles should be permitted</li> </ul>
Notable sound bites
<p>“No convinced that ceasing to open the height barrier will prevent trade waste, but may prevent some legitimate residents from using the site”.</p> <p>“Diverting trade / commercial waste away from HWRCs could be turning away potential revenue”</p> <p>“Domestic users should not be caught in a restriction intended to prevent commercial abuse”</p> <p>“The vehicle type is irrelevant they type of waste should be the deciding factor”</p>

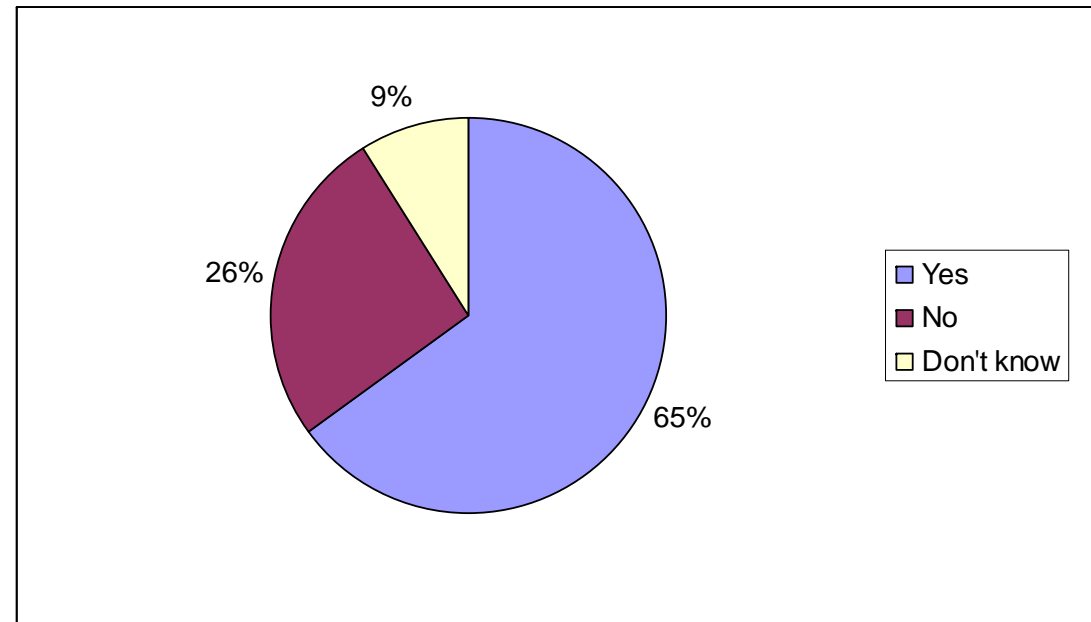
**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Increase in flytipping	287	39	326	1
Implement charging scheme for traders at HWRCs	96	27	123	2
What about householders who hire vans to transport household waste or who only have use of a van	86	36	122	3
Allow HWRCs to accept all waste from anyone - to save cost of flytipping removal and gain income from materials	70	25	95	4
Council should encourage all waste to be disposed / recycled responsibly	38	13	51	5
Concern that trade and household waste cannot be distinguished easily	4	1	5	
The questions are biased	3	0	3	
Accept trade waste at selected sites or selected times	9	1	10	
Better site management to monitor type of waste entering HWRCs	27	6	33	
Concern about increased travel time for traders to dispose of waste	8	2	10	
Lack of information about alternative disposal points	13	17	30	
Policy does not support SMEs in Kent economically	26	9	35	
Comments indicate a misunderstanding of waste law / admission of trade disposal at HWRCs	15	18	33	
This policy discriminates against me - age / people carrier vehicles for large families	3	2	5	
<b>TOTAL</b>	<b>685</b>	<b>196</b>	<b>881</b>	

**Overarching summary:**

- 67% of respondents would support the exclusion of trade waste e.g. by ceasing to open the height barrier and excluding trade vehicles. 25% of respondents would not.
- Risks identified included:
  - Potentially increased flytipping
  - What about householders who hire vans to transport household waste or who only have use of a van?
  - Instead, allow HWRCs to accept all waste from anyone - to save cost of flytipping removal and gain income from materials
  - Council should encourage all waste to be disposed / recycled responsibly
  - Implement charging scheme for traders at HWRCs instead?

**6.5 Would you support the exclusion of construction waste, which the Household Waste Recycling Centres have no duty to accept and costs the Council money? (Question 9)**



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>• Confusion over what is meant by 'construction waste' – municipal or commercial?</li> <li>• Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse</li> <li>• Restriction on quantity will increase number of journeys made by householders – increase in carbon emissions</li> <li>• Policy is not in line with Vision for Kent or Kent Environment Strategy</li> <li>• The quantity limit is too low</li> <li>• Loss of valuable commodity</li> <li>• Need for robust enforcement strategy and costly to enforce at HWRCs</li> <li>• Request from district council for fly tipping funding</li> </ul>
Notable sound bites
<p>“Limiting quantity will increase the number of trips by the user to dispose of the same amount of waste”</p> <p>“Believe to be a too great a step between the very small quantity of rubble that could be disposed of in 2 sacks and the very large capacity obtained by the hiring of a skip”</p>

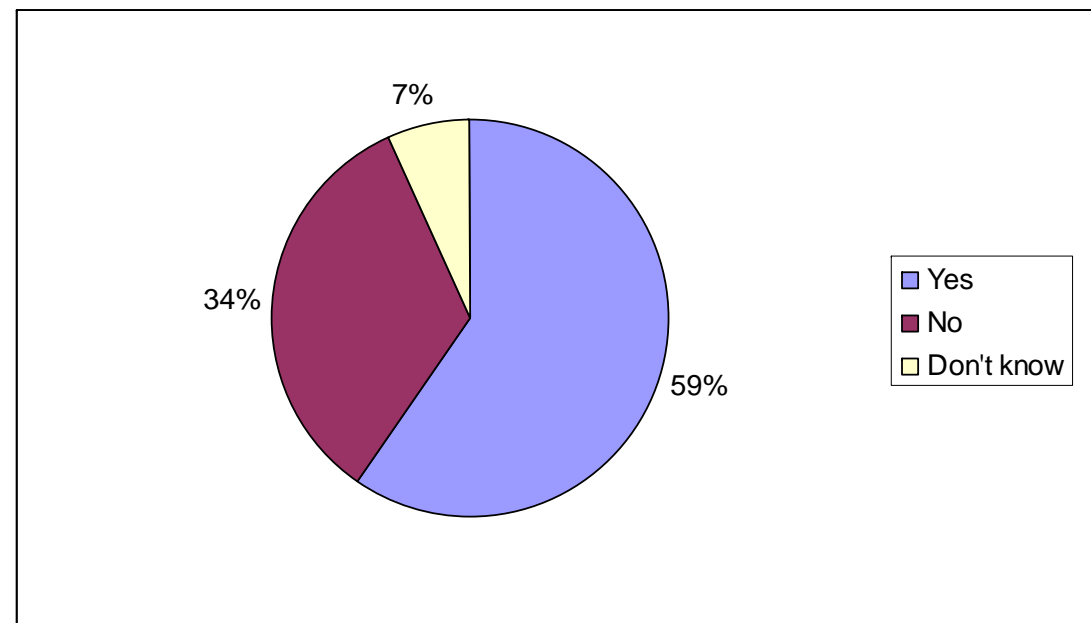
**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Increase in flytipping	267	115	382	1
Penalises the DIYer, should be a provision to dispose of	180	60	240	2
Charge for ALL construction waste regardless of its source	66	18	84	3
Lack of information about alternative disposal points	50	18	68	4
Confusion as to the definition of the term 'construction waste' within this question	28	9	37	
Policy risks contamination of other waste streams e.g. residual	4	1	5	
Recycling should be encouraged and made easy	18	2	20	
Support a limit on quantity not total exclusion	19	5	24	
Would support if alternative disposal points were accessible	14	3	17	
Only commercial construction waste should be excluded	37	7	44	
Hazardous nature of material, needs managing properly	9	1	10	
SMEs should be allowed to use HWRCs	25	0	25	
Comments indicate a misunderstanding of waste law / admission of trade disposal at HWRCs	8	4	12	
Increased carbon emissions if householders are required to make multiple journeys	3	1	4	
Charge for ALL construction waste regardless of its source	14	1	15	
Create a separate 'time' for traders to use sites	3	0	3	
These are valuable materials which generate an income	40	5	45	
<b>TOTAL</b>	<b>785</b>	<b>250</b>	<b>1035</b>	

**Overarching summary:**

- 65% of respondents would support the exclusion of construction waste at HWRCs. 26% would not.
- Risks were identified including:
  - Potential increase in flytipping
  - Concern over penalising the DIYer, should be a provision to dispose of
  - Charge for ALL construction waste regardless of its source?
  - Lack of information about alternative disposal points

**6.6 Do you believe it is reasonable for householders who do not live in Kent, and therefore do not contribute to the funding of sites, to be excluded from using Kent's Household Waste Recycling Centres? (Question 11)**



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>This is as long as it is short</li> <li>Does this include the relationship with Medway</li> <li>Negative impact on residents purse – funding of longer journeys</li> <li>Does not encourage recycling</li> <li>Duty to co-operate with neighbouring councils</li> <li>Difficult to police the policy</li> <li>Costly to introduce the policy</li> <li>Greater carbon impact from increased journey times</li> </ul>
Notable sound bites
<p>“Residents will wish to use their nearest facilities whether across the county border or not”.</p> <p>“Common sense says use the nearest facility”</p>

**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Reciprocal arrangement with neighbouring councils is required; balance across border; petty proposal	188	99	287	1
Risk of increased flytipping from restrictions	175	49	224	2
Convenience to use nearest HWRC regardless of borders	139	73	212	3
Environmental impact from increased distance to sites	125	16	141	4
Should be encouraging recycling not deterring	102	29	131	5
Boundaries shouldn't matter to customer services	113	15	128	6
Support proposal to ban cross border users	40	12	52	
Question is loaded	2	0	2	
Additional tonnages will yield additional income for KCC	86	28	114	
Costly to administer and police permit scheme; cost outweighs savings	93	42	135	
Cross border users put pressure on Kent services	3	0	3	
<b>TOTAL</b>	<b>1066</b>	<b>363</b>	<b>1429</b>	

**Notable customer sound bites:**

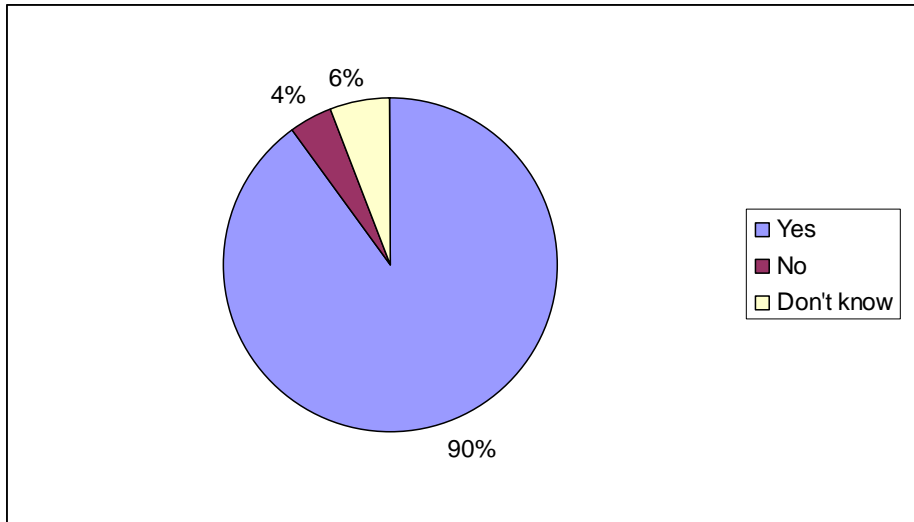
“In the larger picture we are all UK residents and we all pay national and local taxes, therefore it is from on ‘public purse’. We need to work together for things to work smoother.”

“The borders between counties are national for tax purposes. Do you propose border guards?”

**Overarching summary:**

- 59% of respondents believe it is reasonable for householders who do not live in Kent to be excluded from using Kent's HWRCs. 34% of respondents do not believe it would be reasonable.
- Risks were identified including:
  - Reciprocal arrangement with neighbouring councils is required; balance across border; petty proposal
  - Increase in flytipping
  - Convenience to use nearest HWRC regardless of borders
  - Environmental impact from increased distance to sites
  - Should be encouraging recycling not deterring
  - Boundaries shouldn't matter to customer services

**6.7 Do you believe that councils should increase income by maximising the diversion of household waste for recycling? (Question 10)**

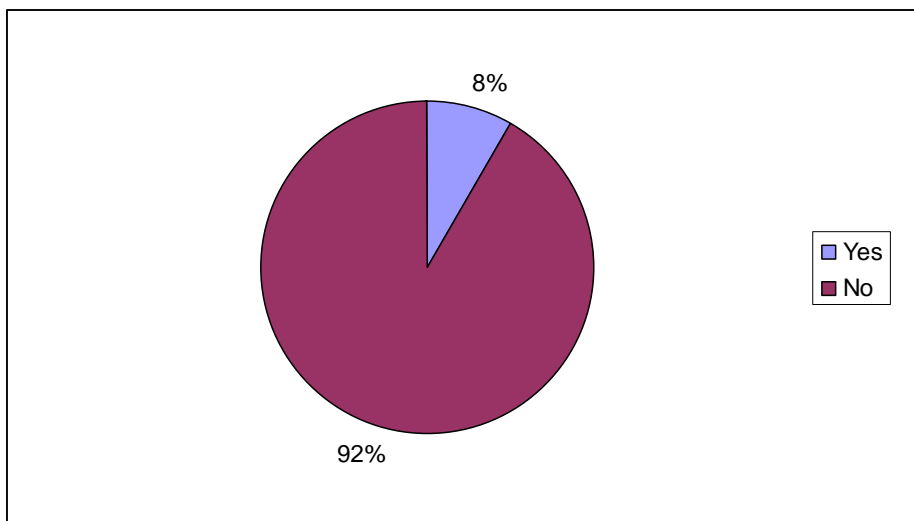


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**• Overarching summary:**

- 90% of respondents believe that councils should increase income by maximising the diversion of household waste for recycling.

**6.8 Do you use Household Waste Recycling Centres in other areas? (Question 12)**



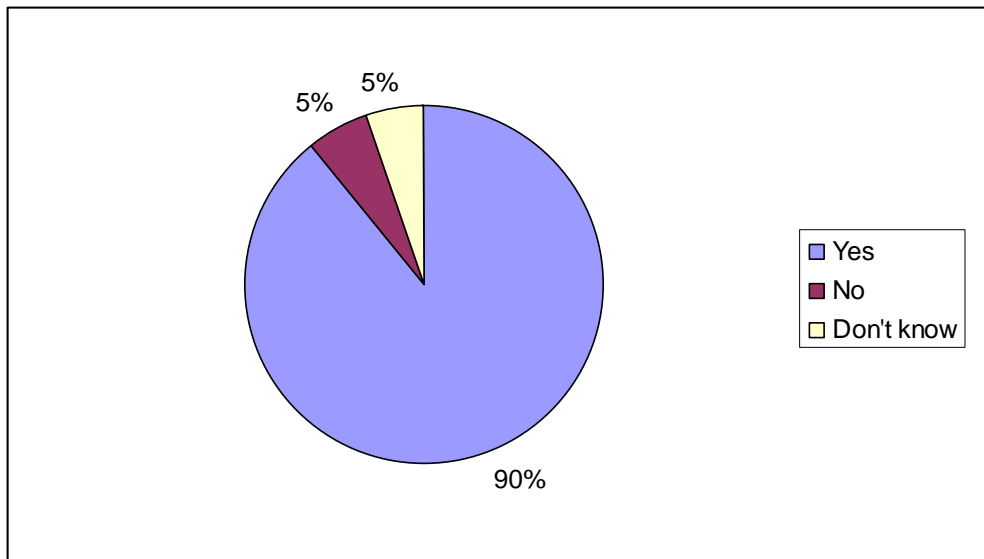
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**• Overarching summary:**

- 8% of respondents use HWRCs in other areas.
- Of those that do use HWRCs in other areas, 57% use Medway sites.

## 7 INFRASTRUCTURE INVESTMENT: CONSULTATION RESPONSES

### 7.3 Thinking of the Council's aim to continuously improve sites, do you believe that the Household Waste Recycling Centres are generally fit for purpose? (Question 13)



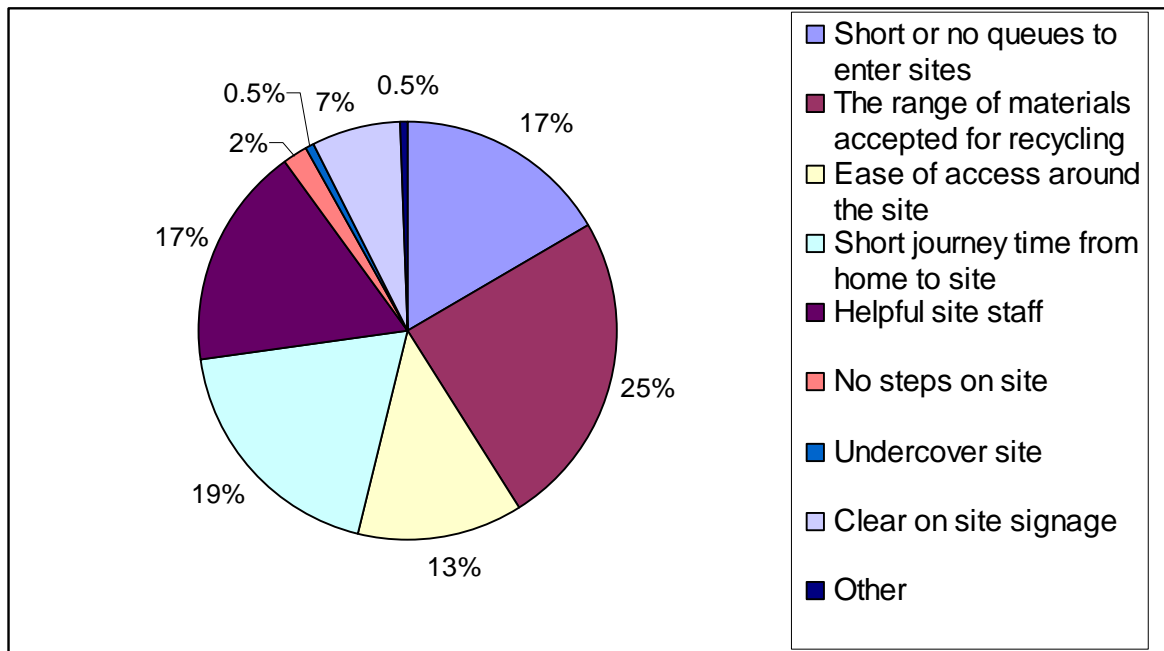
#### • Customer response summary:

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
HWRC too small and poorly designed	56	24	80	1
Negative experience of queues to access HWRC and congestion	34	8	42	2
Need to increase material streams	23	8	31	3
Site staff - unhelpful and too many	17	5	22	4
Re-use / shop facility on sites wanted	14	2	16	
Opening hours - increase	10	1	11	
Greater extraction of recyclate from residual stream	11	2	13	
Accessibility of containers and manual handling difficulties	8	3	11	
Pedestrian issues on site	7	1	8	
Lack of access for over height vehicles	8	0	8	
Site signage improvements needed	4	0	4	
Journey time from home too great	4	0	4	
<b>TOTAL</b>	<b>173</b>	<b>45</b>	<b>219</b>	

#### • Overarching summary:

- 90% of respondents believe that the HWRCs are generally fit for purpose.
- Key criticisms of the centres included:
  - HWRC too small and poorly designed
  - Negative experience of queues to access HWRC and congestion
  - Need to increase material streams
  - Site staff - unhelpful and too many

**7.4 To help shape the future network of Household Waste Recycling Centres, please tell us which of the following are the three most important to you. (Question 14)**



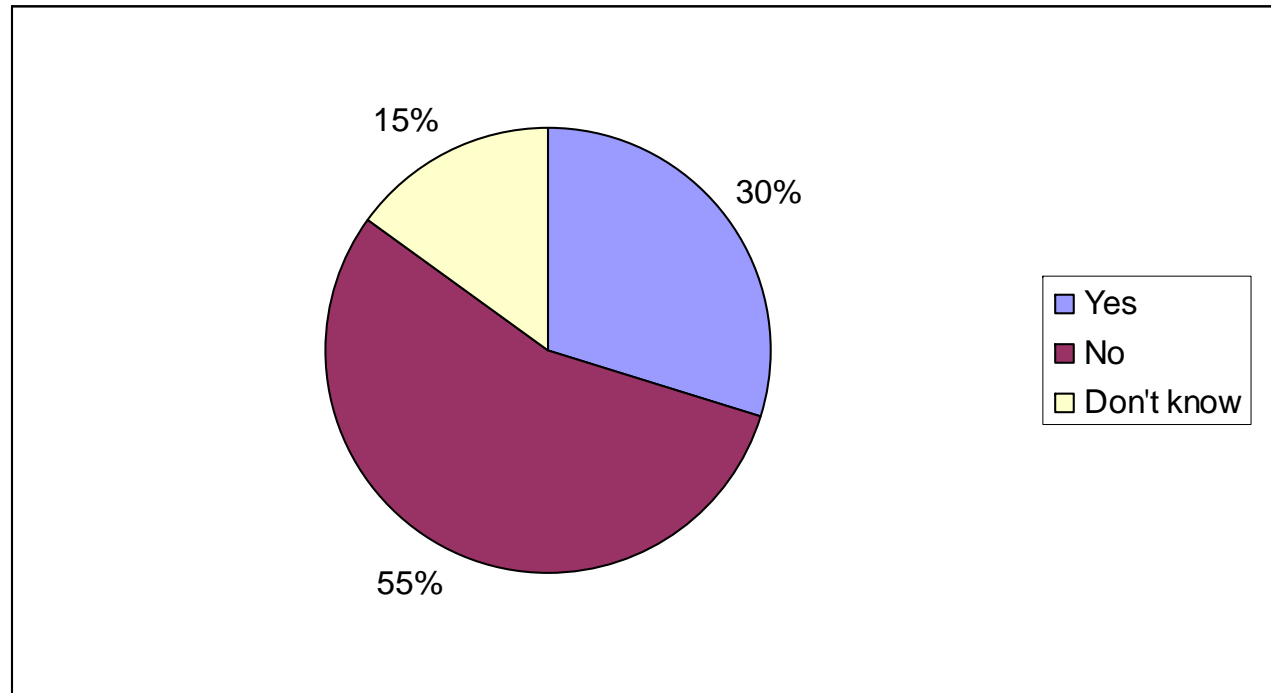
**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Improve safety - ease of exit, site design, larger signage	1	7	8	1
Re-use / shop facility on sites wanted	5	2	7	2
Longer opening hours	4	2	6	3
Allow access to people on foot	3	2	5	
Increase materials accepted - plastics	3	1	4	
More publicity about HWRCs	1	0	1	
Better customer care from site staff	1	0	1	
Staff that are able to make a decision without hiding behind health and safety	1	0	1	
Clean and clear sites and entry roads	2	0	2	
<b>TOTAL</b>	<b>21</b>	<b>14</b>	<b>35</b>	

**Overarching summary:**

- Most respondents identified the range of materials accepted on site as one of the most important factors of HWRCs.
- Short journey times, short queues at the site, helpfulness of site staff and ease of access around the site as important.
- Many respondents specified a desire for a reuse facility on site and longer opening hours.

**7.5 Would you support an overall reduction in one or two sites across Kent, provided the service continued to be operated to a good standard across the remainder of Household Waste Recycling Centres? (Question 15)**



**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Increased fly tipping	405	160	565	1
Increased travel time / cost / inconvenience	330	212	542	1
Number of sites needs to be increased, not reduced	198	67	265	2
Less sites will lead to less recycling	155	20	175	
Negative environmental effect	114	20	134	
Increased queues, traffic and pressure at other sites	103	28	131	
Need to improve services to make money / improve income generation	29	10	39	
Not enough info provided to be able to comment	22	5	27	
Reduction in employment	4	2	6	
<b>TOTAL NUMBER OF COMMENTS</b>	<b>1,338</b>	<b>519</b>	<b>1,857</b>	

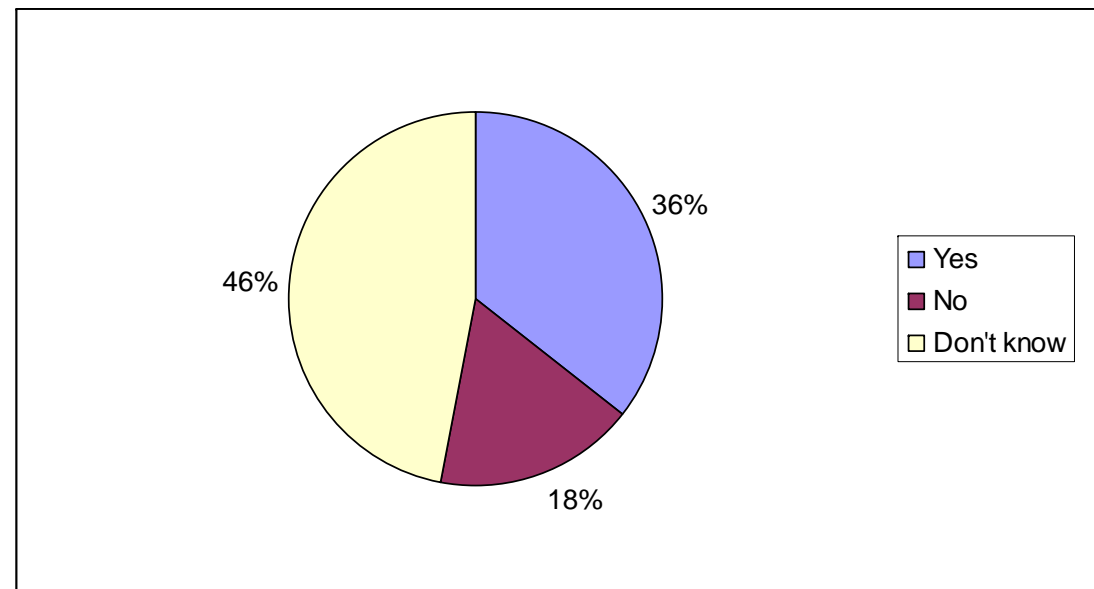
**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>Ensure sufficient capacity at sites – footfall and tonnages</li> <li>Reducing number of HWRCs is not conducive to reducing waste to landfill</li> <li>A 20 minute drive time guideline is supported</li> </ul>
Notable sound bites
“Sites should be local to populations and within a 20 minute drive time”

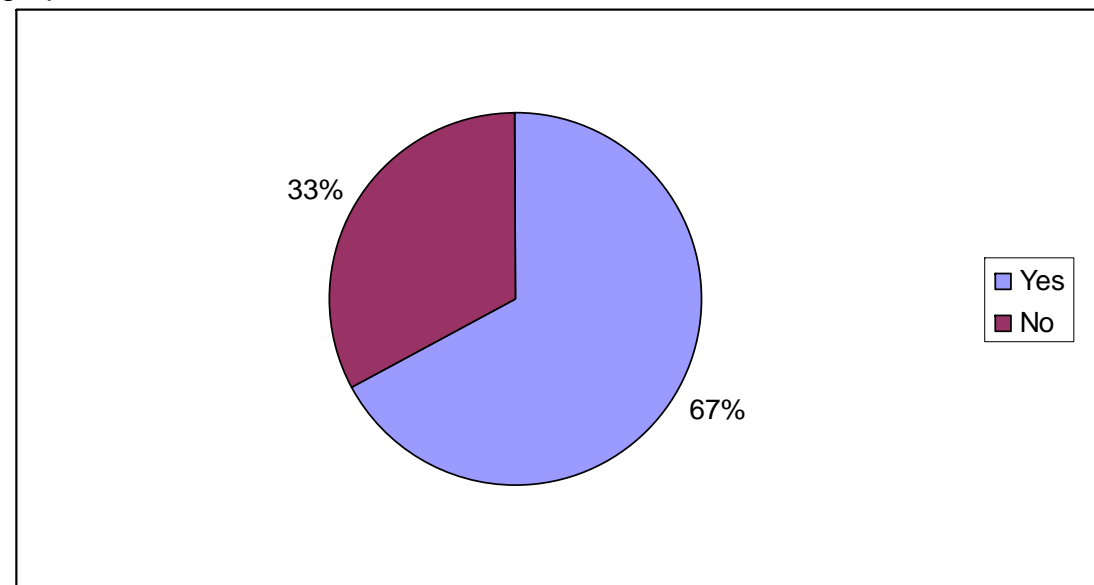
**Overarching summary:**

- 30% of respondents would support an overall reduction in one or two sites across Kent, provided the service continued to be operated to a good standard across the remainder of HWRCs.
- 55% of respondents would not support an overall reduction.
- Risks were identified including:
  - Increase in flytipping
  - Convenience to use nearest HWRC regardless of borders
  - Increased travel time / cost.
  - Environmental impact from increased distance to sites
  - Should be encouraging recycling not deterring
  - Boundaries shouldn't matter to customer services

**7.6 Taking into account proposals to improve the facility at Ashford, do you believe it is reasonable to close the out of date and expensive to operate site at Hawkinge, provided services exist within a 20 minute drive time of your home? (Question 16)**



The graph below excludes those that answered 'don't know'



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>• Shepway DC support – provided no additional cost is incurred by the district, but does ask KCC to seriously consider</li> <li>• Closure not supported by local parish and town councils</li> <li>• Increase in travel time and associated journey cost and emissions; risk of flytipping</li> <li>• Support reduced number of materials accepted to reduce operating costs</li> <li>• Misleading question and unsubstantiated statement – “out of data and expensive to operate”</li> <li>• Ambiguous question – transfer station or HWRC for closure?</li> <li>• Concerns about impact on Whitfield and Folkestone HWRCs</li> </ul>

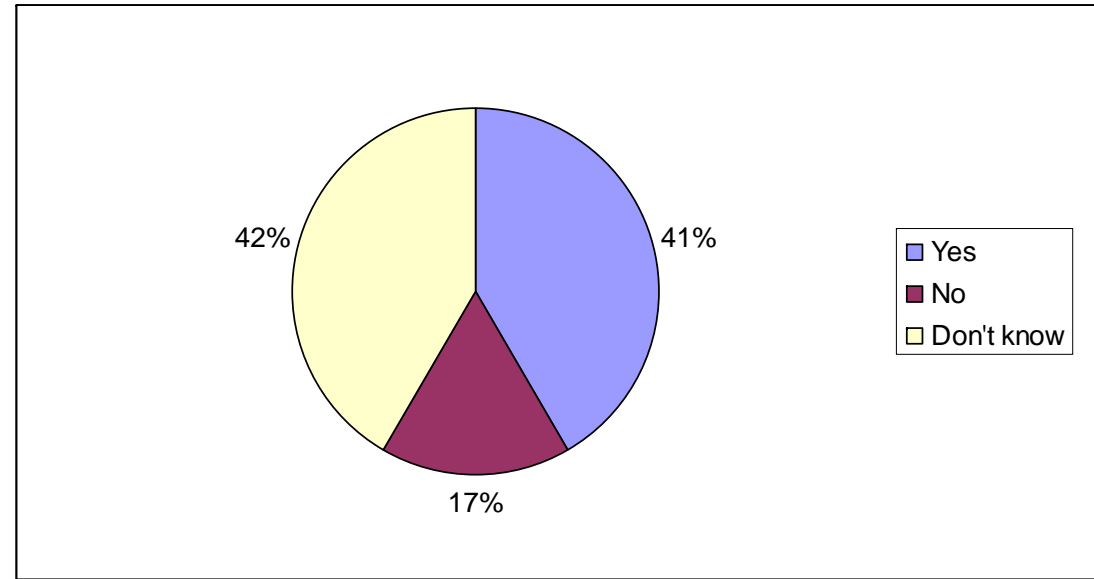
**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Other HWRCs are too far to travel	69	27	96	1
Improve Hawkinge HWRC	25	7	32	2
Increase flytipping	24	8	32	2
Increase in fuel cost to residents and pollution from increased journeys	19	9	28	4
Closure would increase costs to councils e.g removal of flytipping; further to haul waste	3	0	3	
Should expand number of HWRCs not reduce them	7	3	10	
The questions are biased and leading	4	2	6	
The HWRC is a service to the community and is convenient	8	8	16	
Need the HWRC as alternate weekly collections are not sufficient	0	0	0	
Adverse effect on recycling	5	5	10	
Increased congestion at alternative HWRCs	12	7	19	
There will be a local increase in housing development - the HWRC is needed	9	8	17	
Find ways to reduce the operating costs of the HWRC to allow it to remain open	2	3	5	
Why is the Hawkinge site so expensive to operate	0	0	0	
<b>TOTAL</b>	<b>187</b>	<b>87</b>	<b>274</b>	

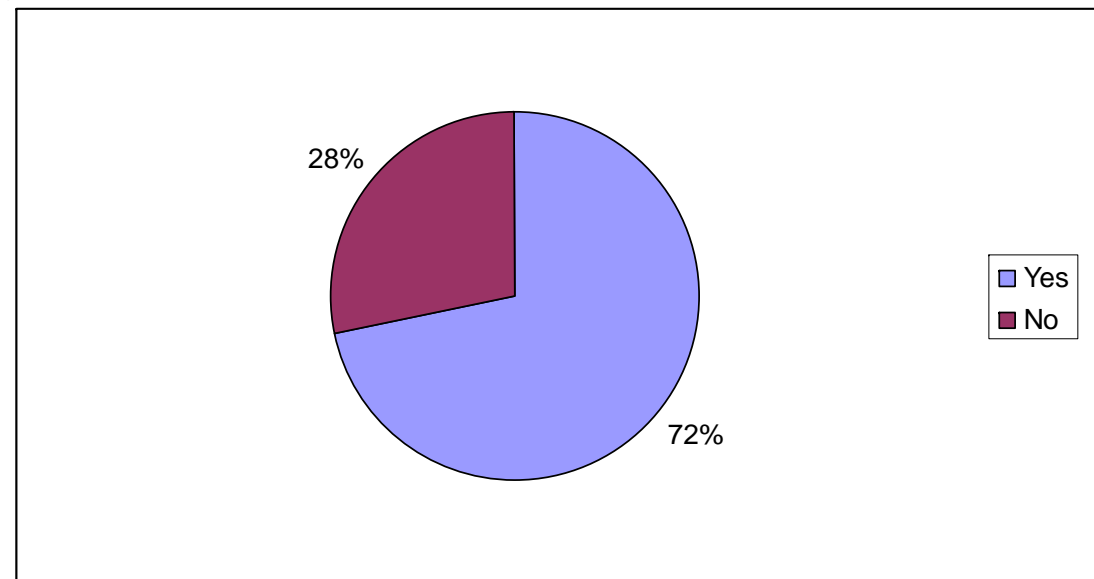
**Overarching summary:**

- 36% of all respondents believed it is reasonable to close the site at Hawkinge.
- 46% of respondents answered they 'did not know' – after excluding these responses, 67% of the remaining respondents believed it is reasonable to close the site at Hawkinge.
- Further analysis reveals that of those respondents that use Hawkinge HWRC, 92% believe it should not be closed.
- The main reasons that people answered 'no' to closing Hawkinge HWRC are:
  - Journey times will be increased
  - Hawkinge should be improved/ updated
  - Increase in flytipping
  - Increase in fuel cost to residents and pollution from increased journeys
  - Hawkinge is a growing town/ area and needs it's own HWRC
  - Some respondents state that the question is loaded and misleading
  - Some state that Ashford HWRC is more than 20 minutes away/ too far to travel to

**7.7 Taking into account that there is a facility at Deal and at Margate, do you believe it is reasonable to close the out of date and expensive to operate site at Richborough, provided services exist within a 20 minute drive time of your home? (Question 17)**



The graph below excludes those that answered 'don't know'



**Stakeholder response summary:**

Key comments
<ul style="list-style-type: none"> <li>• Additional journey time for residents to alternative HWRCs</li> <li>• Adverse traffic impacts on local road network around Deal and Whitfield – review and advantage taken of Section 106 Town and Country Planning Act 1990 for highway improvements</li> <li>• Several responses do not support the closure</li> <li>• Deal Transport and Flood Alleviation Study – infrastructure assessment</li> <li>• Margate HWRC necessitates a longer walk with heavy items</li> <li>• Please consider older people who would have further to drive</li> <li>• Increase in flytipping</li> <li>• How is the site out of data?</li> <li>• Location provides a service to southern half of the Thanet district</li> </ul>
Notable sound bite
<p>“If it is an expensive site, why not replace with a more modern facility to reduce costs”</p>

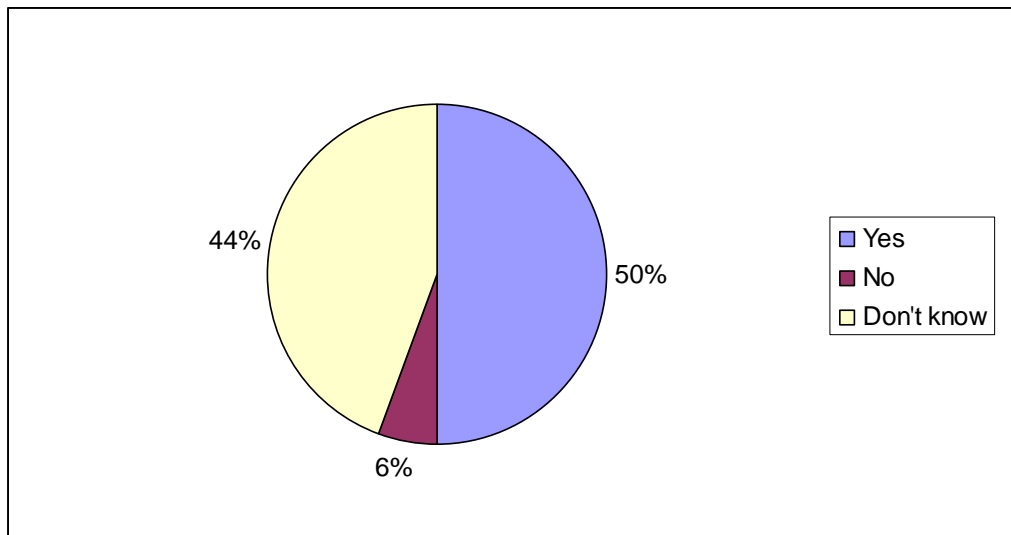
**Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Other HWRCs are too far to travel	32	37	69	1
The road infrastructure does not make the alternative HWRCs easily accessible	34	20	54	2
The HWRC is always busy and shouldn't be closed	17	14	31	3
Increase flytipping	12	14	26	4
Closure would increase costs to councils e.g. removal of flytipping; further to haul waste	3	3	6	
Improve Richborough HWRC	9	1	10	
Should expand number of HWRCs not reduce them	2	4	6	
The questions are biased and leading	1	1	2	
The HWRC is a service to the community and is convenient	4	13	17	
Adverse effect on recycling	9	5	14	
Increase in fuel cost to residents and pollution from increased journeys	13	7	20	
There will be a local increase in housing development - the HWRC is needed	3	1	4	
Find ways to reduce the operating costs of the HWRC to allow it to remain open	5	0	5	
Why is the Richborough site so expensive to operate	6	2	8	
<b>TOTAL</b>	<b>150</b>	<b>122</b>	<b>272</b>	

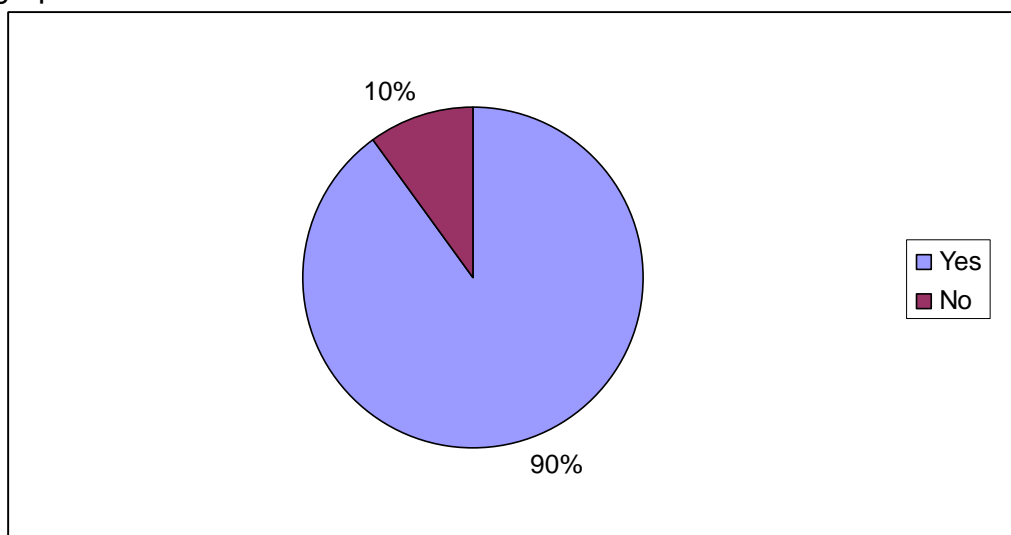
**Overarching summary:**

- 41% of all respondents believed it is reasonable to close the site at Richborough.
- 42% of respondents answered they 'did not know' – after excluding these responses, 72% of the remaining respondents believed it is reasonable to close the site at Richborough.
- Further analysis reveals that of those respondents that use Richborough HWRC, 80% believe it should not be closed.
- The main reasons that people answered 'no' to closing Richborough HWRC are:
  - Journey times will be increased – 20 minutes is too far
  - The road infrastructure does not make the alternative HWRCs easily accessible
  - Increase in flytipping
  - The HWRC is always busy and shouldn't be closed
- A few respondents commented that Richborough HWRC should stay because the Thanet Waste is being expanded.

**7.8 The Household Waste Recycling Centres at Dartford Heath and Swanley currently operate at full capacity with no scope for expansion. Do you agree they should be replaced with modern facilities? (Question 18)**



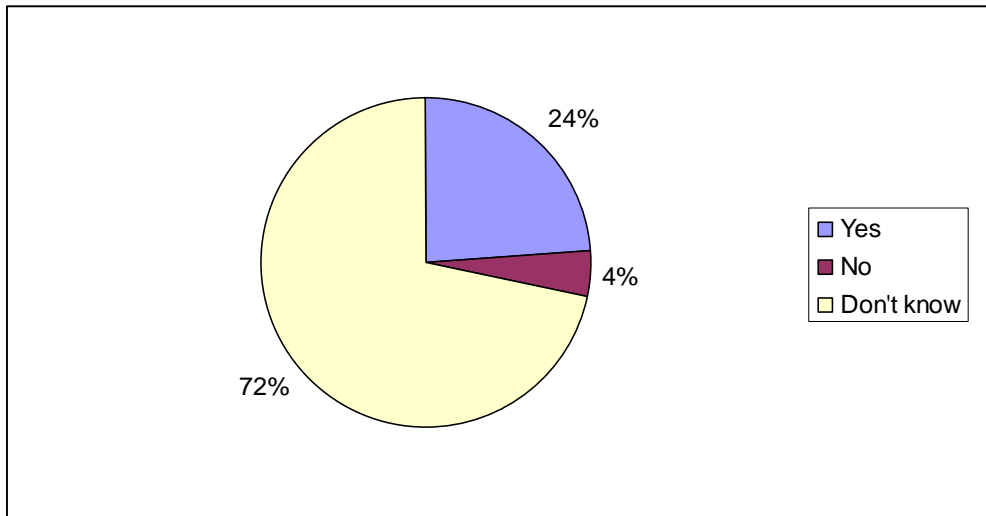
The graph below excludes those that answered 'don't know'



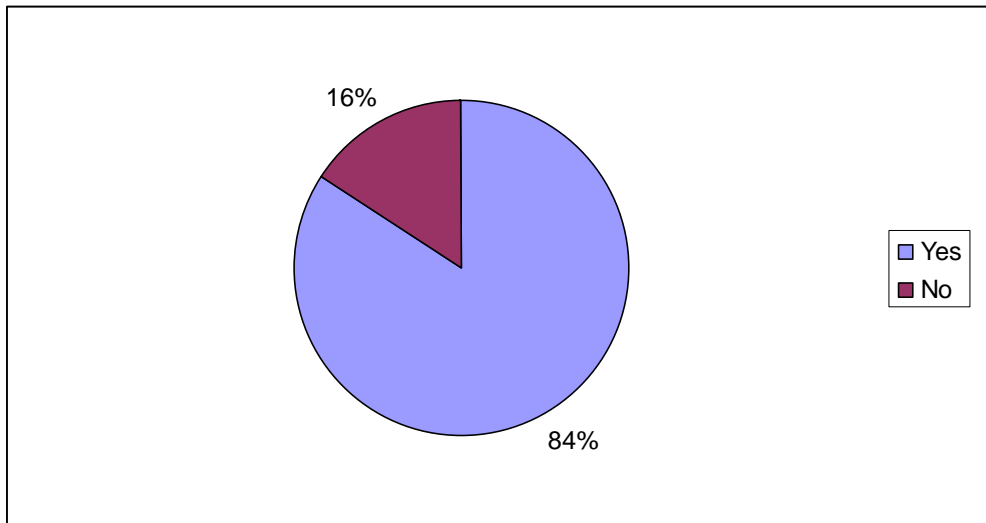
**• Overarching summary:**

- 50% of respondents believe that the Household Waste Recycling Centres at Dartford Heath and Swanley should be replaced with modern facilities.
- Further analysis reveals that of those respondents that use Dartford Heath and Swanley HWRC, 47% believe they should be replaced with modern facilities.
- The main reasons that people answered 'no' to replacing Dartford Heath and Swanley with more modern facilities are:
  - Respondents believe that the sites are fine as they are
  - Respondents are concerned that updating them would mean moving them to one site rather than two separate sites
  - Some respondents feel that there is not enough information provided to make judgement e.g. what is meant by 'modern facilities?'
- Dartford Borough Council supported this proposal.

**7.9 Do you agree that the Household Waste Recycling Centre at Church Marshes, Sittingbourne, is inadequate and should be replaced with a new facility at a more accessible location, to provide a more efficient service to Swale residents? (Question 19)**



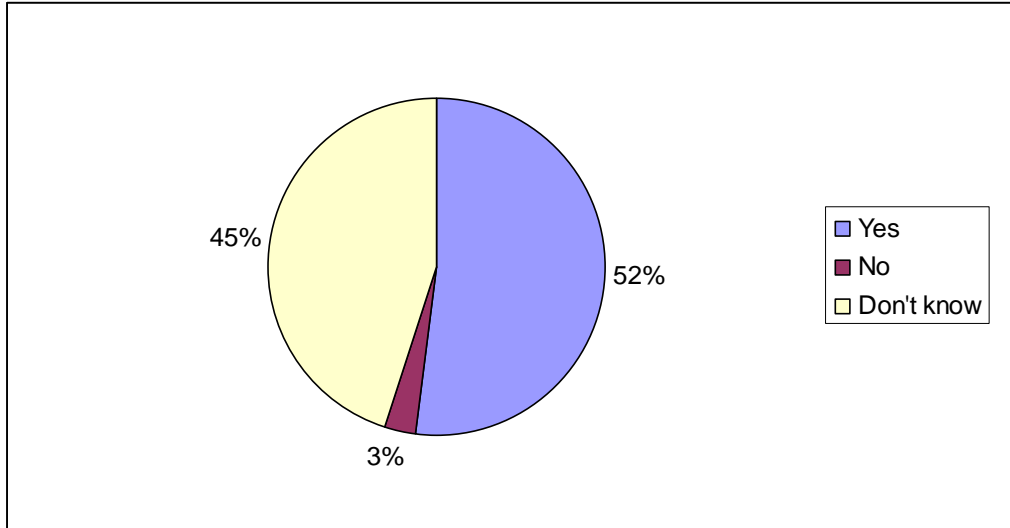
The graph below excludes those that answered 'don't know'



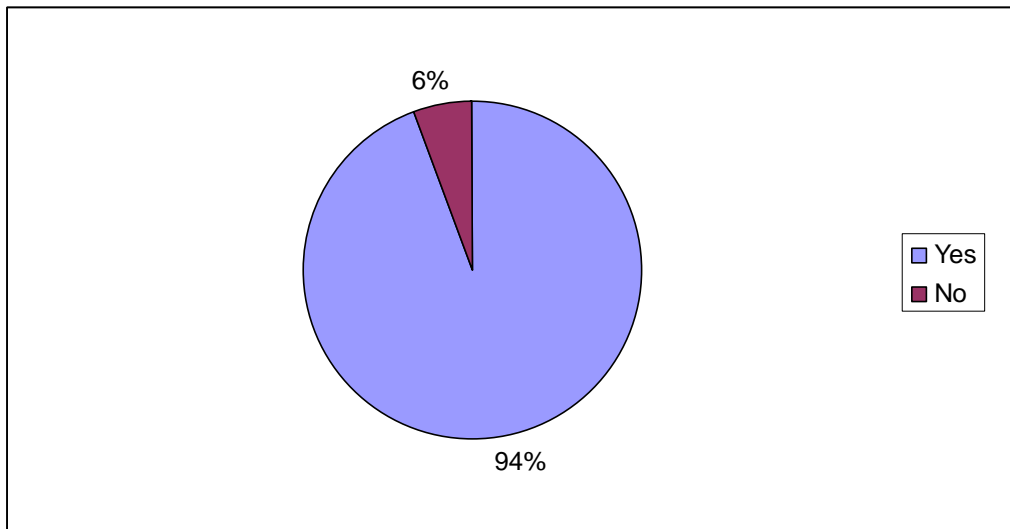
**• Overarching summary:**

- 24% of respondents believe that the HWRC at Church Marshes should be replaced with a new facility in a more accessible location.
- Further analysis reveals that of those respondents that use Church Marshes HWRC, just 40% believe it should be replaced with a new facility.
- The main reasons that people answered 'no' to replacing Church Marshes with a new facility in a more accessible location are:
  - Respondents are happy with Church Marshes as it is
  - Many respondents are concerned that this will result in the closure of Sheerness/ Faversham HWRC
  - Some respondents feel there is not enough information provided on where the new site would be
- Stakeholder comments included:
  - Maidstone BC support relocation of HWRC and Transfer station to reduce congestion and access are improved
  - May deter flytipping
  - Would reduce vehicle emissions
  - Care to identify location which doesn't impact environmentally sensitive land

**7.10 Do you support the provision of an additional Household Waste Recycling Centre in the Tonbridge and Malling area, which is currently not covered by the existing network? (Question 20)**



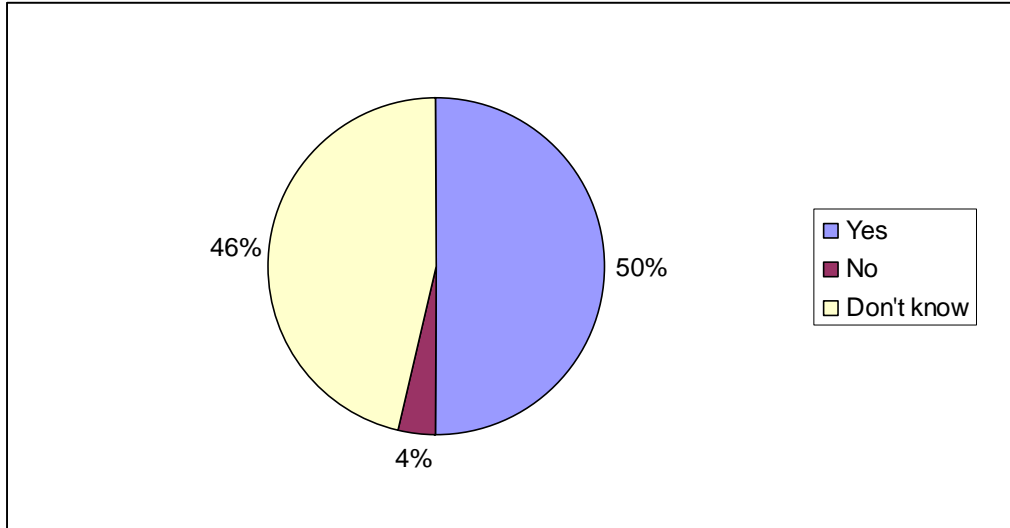
The graph below excludes those that answered 'don't know'



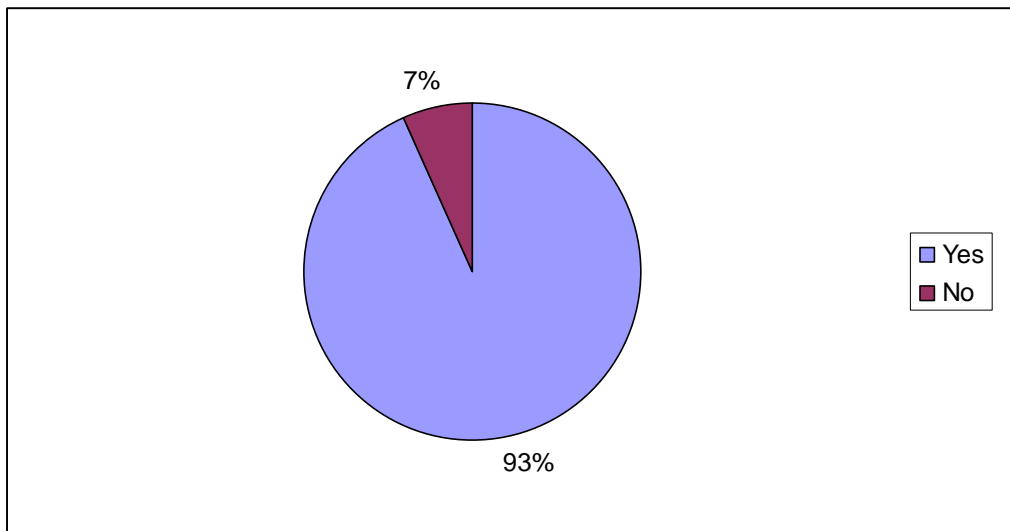
**• Overarching summary:**

- 52% of respondents support the provision of an additional HWRC in the Tonbridge and Malling area.
- Stakeholder comments include:
  - Widespread from organisations for a HWRC in the area
  - Improving access to existing sites should be considered before building new HWRCs
  - Recognised over-crowding at some existing sites e.g. Tovil
  - High level of illegal waste sites in mid Kent
  - EA support for HWRC development in Staplehurst / Headcorn area
  - “Additional sites should be considered on journey time and not differentiated by district boundaries”
  - “It is no coincidence that the mid Kent area, where there is no HWRC, has the highest number of illegal waste sites”

**7.11 Do you support the upgrading of the existing Household Waste Recycling Centre at Ashford, which forms part of the proposal for a new waste transfer station (which bulks household waste for haulage to reprocessors)? (Question 21)**



The graph below excludes those that answered 'don't know'

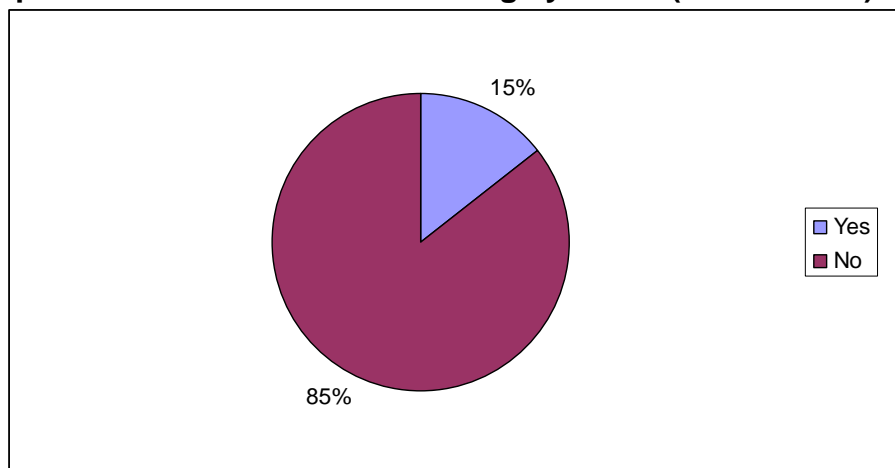


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**• Overarching summary:**

- 50% of respondents would support an upgrading of the existing HWRC at Ashford.
- Further analysis reveals that of those respondents that use Ashford HWRC, 88% support the upgrading of the site.
- Stakeholders demonstrated support for upgrading of HWRC and provision of new transfer station.

**7.12 If you do not use a Kent Household Waste Recycling Centre, are there any improvements that would encourage you to? (Question 22)**



It is important to be aware that although this question is directed at people who currently don't use the HWRCs, a number of people who answered this question ARE current HWRC users.

• **Customer response summary:**

Theme of comments	Number of online comments	Number of paper comments	Total number of comments	Most popular comments - ranked
Local facilities - want a site on my doorstep	37	19	56	1
Extend range of materials accepted	21	19	40	2
Improve site accessibility and safety e.g. no steps, low access to containers	15	11	26	3
Consistency of service provided at HWRCs	5	3	8	4
Shorter queues	3	3	6	
Extended opening hours	7	2	9	
Allow over height domestic vehicles	6	1	7	
Wish to purchase recycled products e.g. compost	9	1	10	
Access for pedestrians	4	7	11	
More helpful site staff	5	2	7	
Improved signage	3	1	4	
Greater access to HWRC information prior to visit	2	2	4	
Reassure me that the materials are recycled	2	2	4	
<b>TOTAL</b>				

• **Overarching summary:**

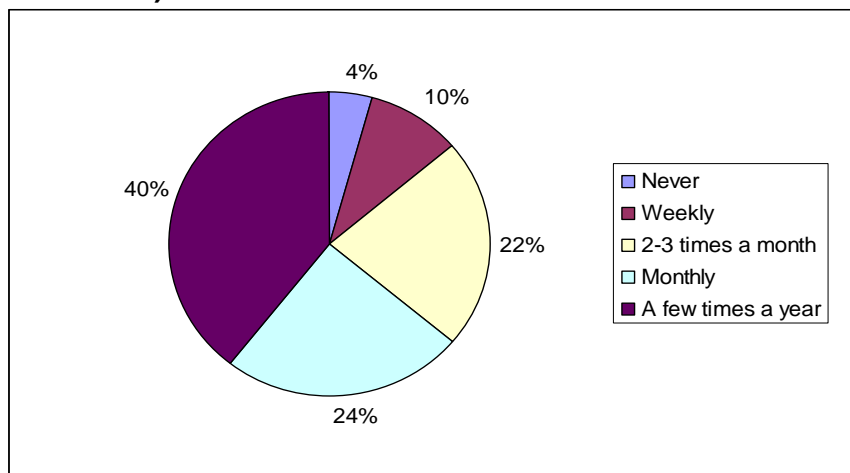
- The main suggested improvements include:
  - Many want on-site shops to buy things that are still in good condition
  - Many want to be able to recycle more things especially plastics
  - A facility closer to home/ more sites
  - Allow over height vehicles
  - More helpful staff
  - More help with carrying heavy items
  - Better/ more parking on site
  - Mobile collections from home for elderly and people without a car
  - Increase the opening hours
  - Improve the ease of access
  - No steps
- Many commented that there wasn't the opportunity in the questionnaire to suggest improvements for those that already use the HWRCs.

## 7.13 Other miscellaneous notable comments

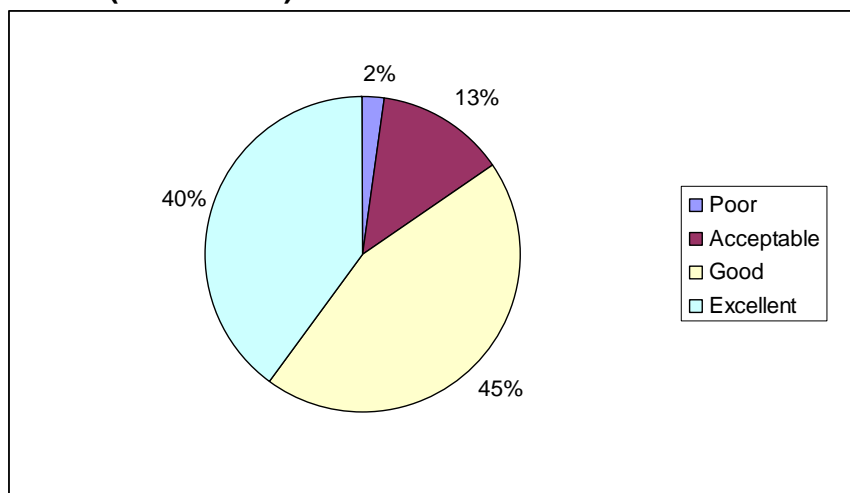
Stakeholder key comments	Customer key comments
<ul style="list-style-type: none"> <li>• Do not support the reduction and accessibility of the service as a way of preventing trade waste.</li> <li>• Increased cost to districts for removal of fly tipped waste or materials presented kerbside for collection, therefore, no overall saving to public purse.</li> <li>• Questions are somewhat misleading e.g. sites are out of data and expensive to run</li> <li>• Gaining income from trade waste disposal will be more economically effective than attempting to cut costs from excluding non-householder waste”</li> <li>• Lack of understanding by businesses as to how to legally dispose of waste should be tackled before making further attempts to ban them from HWRCs.</li> <li>• Measures need to be put into place to monitor levels of fly tipping if policies are implemented.</li> <li>• Proposals should be deferred until presented to Locality Boards.</li> <li>• KCC should undertake further consultation on each local site and provide further detailed analysis.</li> <li>• Short / no queues are important to people.</li> <li>• Limitations on waste are too severe.</li> </ul>	<ul style="list-style-type: none"> <li>• The sites were built when they accepted just one product: waste. To be fit for purpose for the 21st century means having the space and infrastructure to separate items so that materials can be re-used or recycled. That means the Council has to have a programme of modernisation. It also means that residents shouldn't have a 'postcode lottery' on what is available to them in their local areas. The site at Pepperhill should be the goal for all residents to have access to, not just a few.</li> <li>• If the height barrier were not opened for them you are excluding the very people that pay taxes towards this service.</li> <li>• Normal householders who cannot afford to pay for the council collection often ask for friends or family with large vehicles to take large items to the tip for them. This would discriminate against people on low income or the elderly.</li> <li>• Because I need to dispose of waste for my business.</li> <li>• Because experience shows that if you restrict either collection/recycling or civic amenity sites you get fly tipping which costs considerably more to clean up. This is a short term saving leading to long term increased expenditure</li> </ul>
Stakeholder sound bites	Customer sound bites
<p>“Should be emphasising opportunities to recycle not reducing them”</p> <p>“The Council should aim to increase income by maximising diversion of all waste”</p> <p>“If profit is available from waste then it should be the business of KCC to chase it, even if trade waste is available to turn into profit”</p>	<p>“The money spent on developing the new site is offset by the cost saving associated with reduced fly tipping.”</p>

## 8 CONSULTATION RESPONSES: CURRENT SERVICE PROVISION

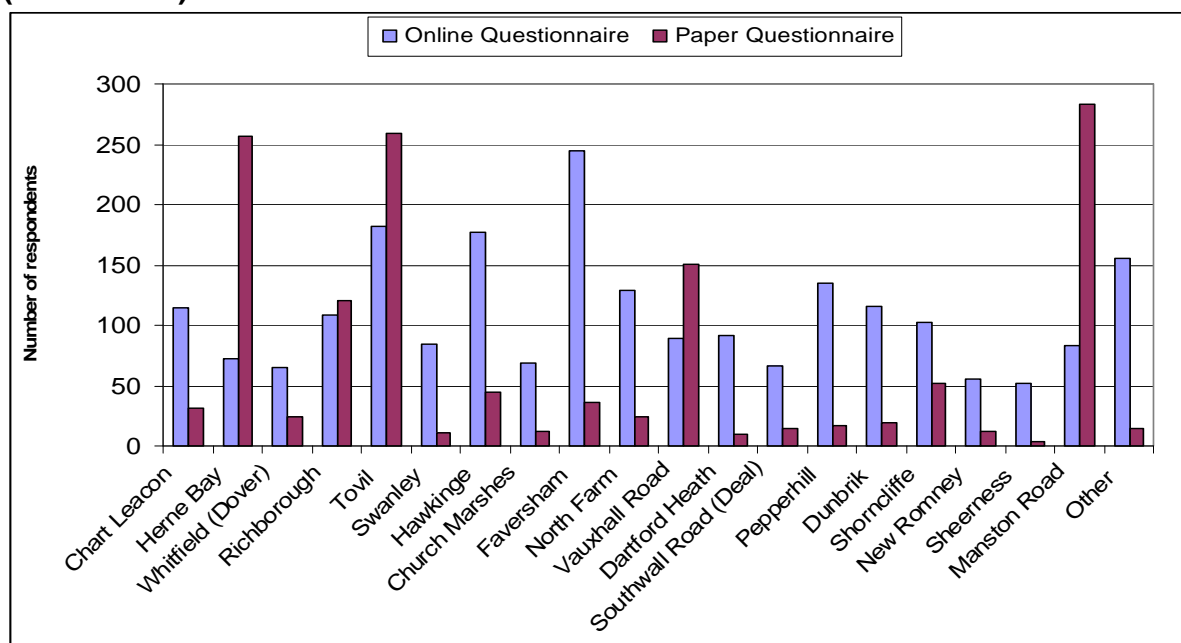
### 8.3 How often do you visit a Kent County Council Household Waste Recycling Centre? (Question 1)



### 8.4 How do you rate the current service provided at your local Household Waste Recycling Centre? (Question 2)

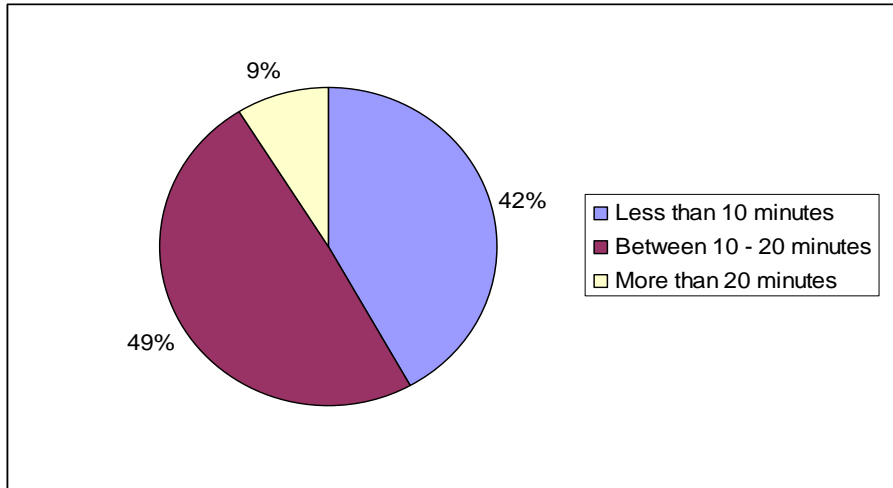


### 8.5 Which Household Waste Recycling Centre(s) do you use most often? (Question 3)

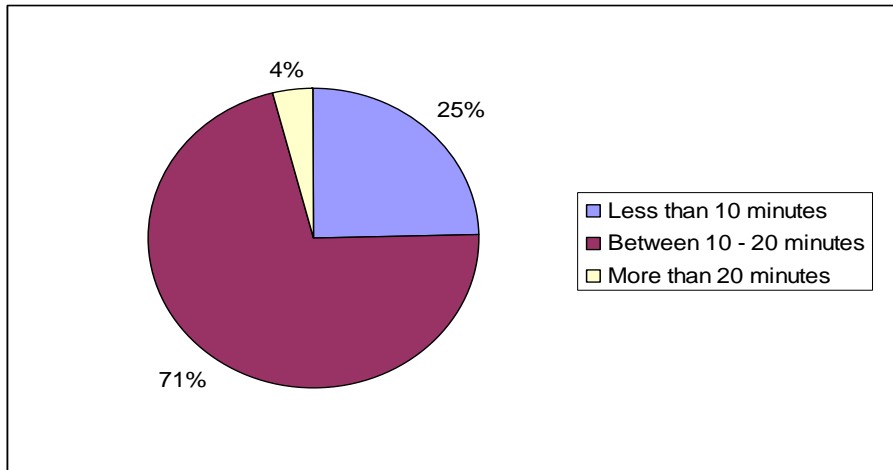


\* Please note: these numbers will be influenced by communications that have occurred in different areas of Kent

**8.6 How long does it take to get to your nearest Household Waste Recycling Centre from your home? (Question 4)**

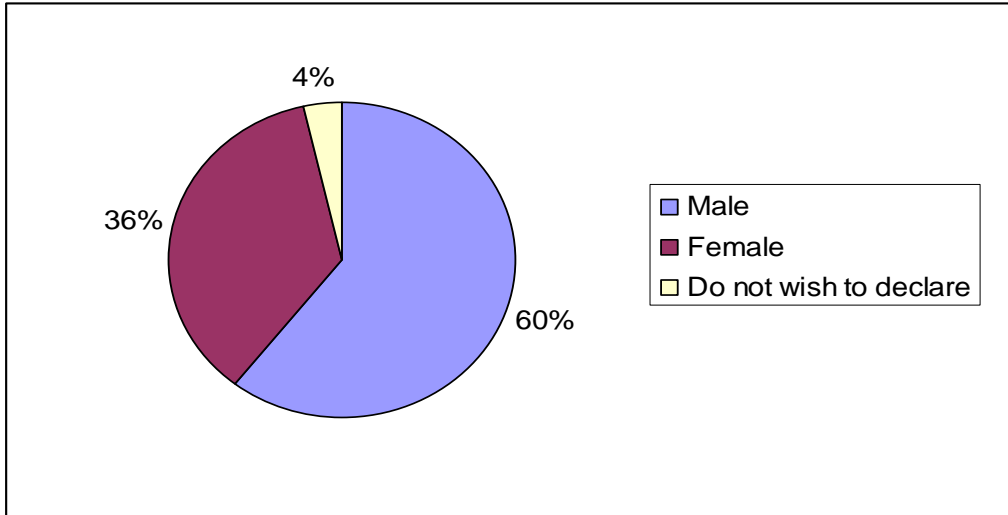


**8.7 What do you think is a reasonable drive time to a Household Waste Recycling Centre? (Question 5)**

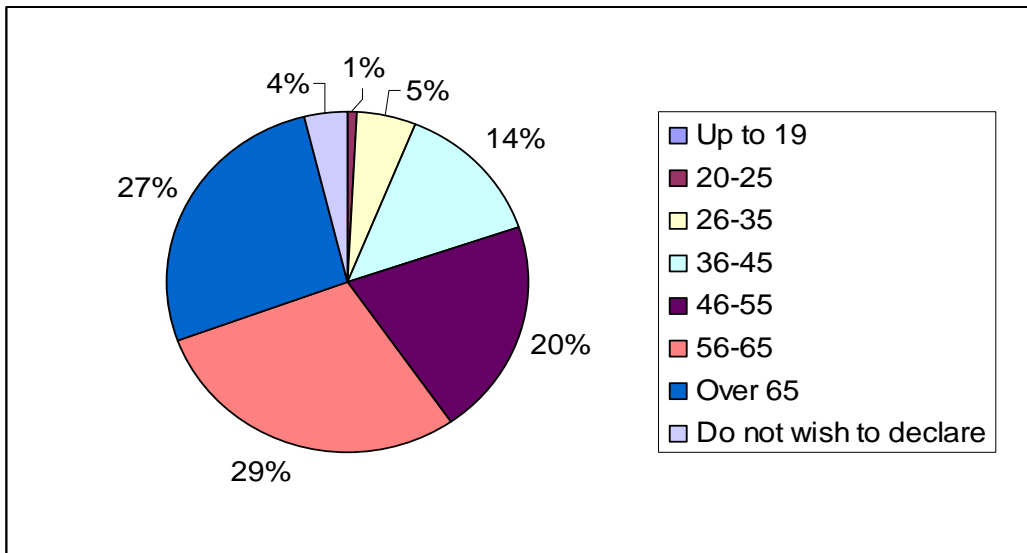


## 9 CONSULTATION RESPONSES: "ABOUT YOU"

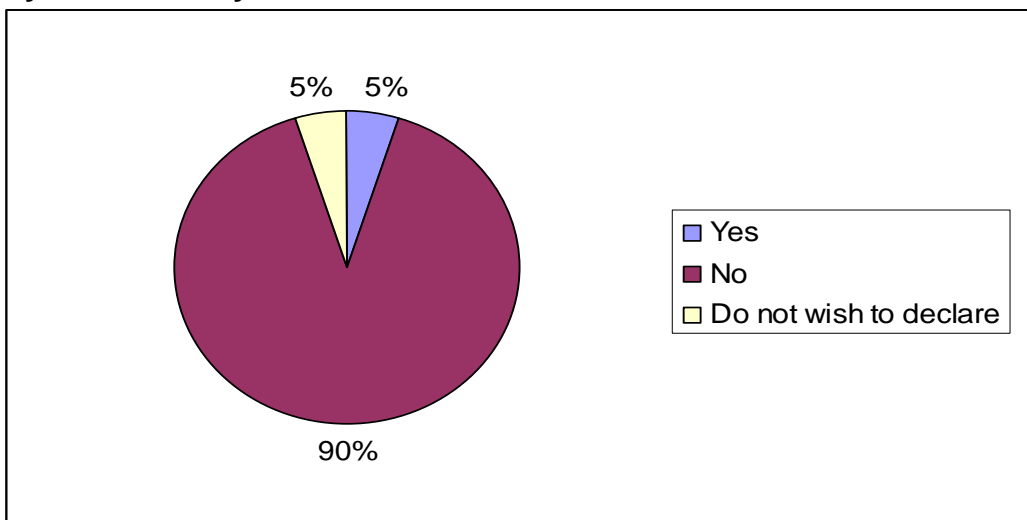
### 9.3 Gender



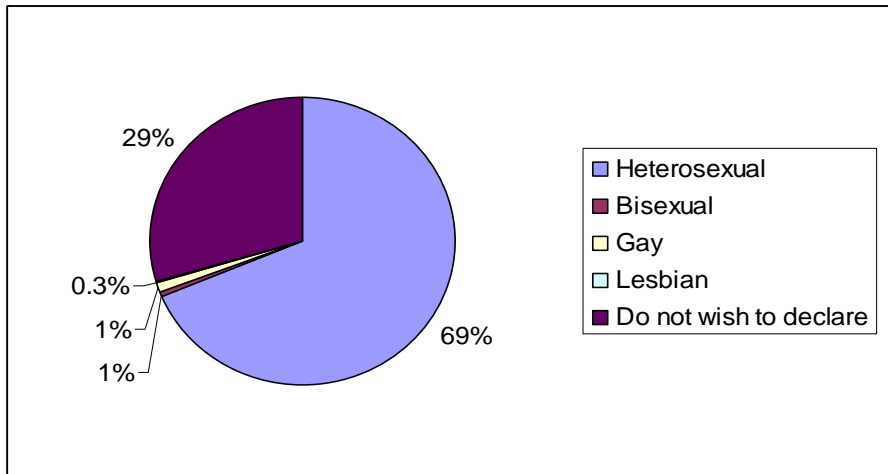
### 9.4 Age range



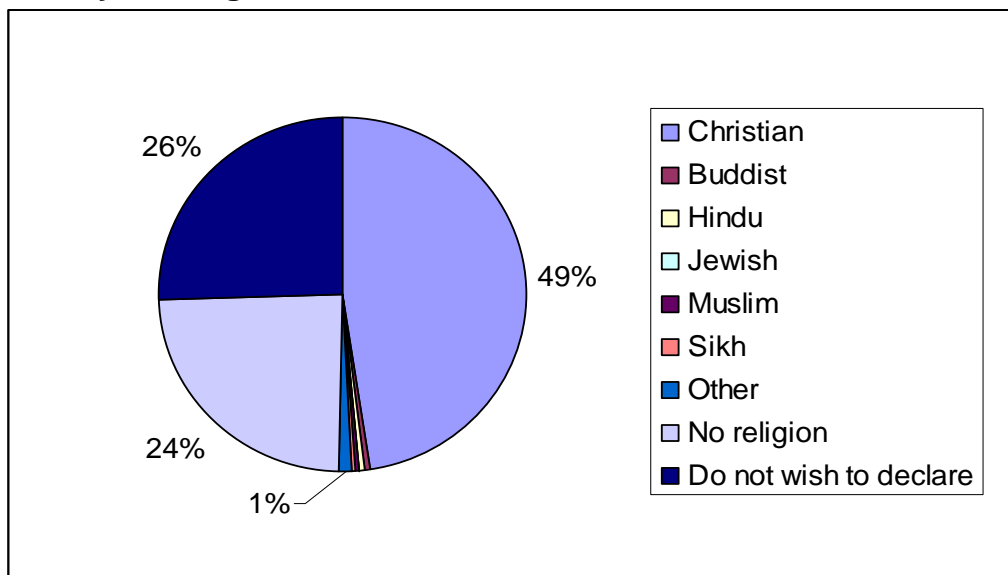
### 9.5 Do you consider yourself to be disabled?



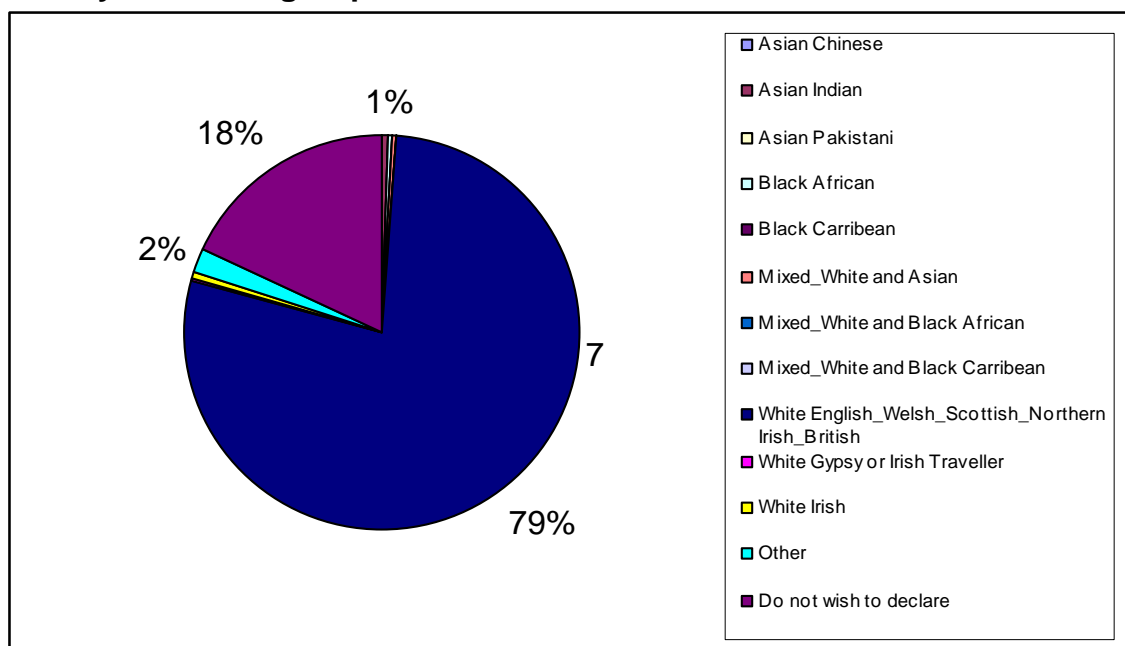
### 9.6 What is your sexual orientation?



### 9.7 What is your religion / beliefs?



### 9.8 What is your ethnic group?



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## 10 POST CONSULTATION

Recommendations were presented to Cabinet on 19<sup>th</sup> March 2012 for consideration which took into account the feedback obtained from the public consultation and the full EIA. You can view the [Cabinet paper](#).

Cabinet endorsed all recommendations and delegated the final decision to the Cabinet Member for Environment, Highways and Waste.

A petition was received in respect of the proposal to close the Richborough HWRC. This was debated at the meeting of the County Council on Thursday 29<sup>th</sup> March 2012.

The Cabinet Member made his decision on 3<sup>rd</sup> April 2012 and a full copy of this can be found on our [website](#).

Operational policy changes at HWRCs will be implemented during the summer of 2012, with extensive customer engagement to inform and support customers.