



# Fly-tipping survey

## Full results summary

**southampton**  
**dataobservatory**



Data, Intelligence & Insight Team, *January 2023*

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## Introduction & methodology





This survey was carried out to gauge public understanding of the issue of fly-tipping in Southampton, so as to inform a baseline for the **Fly-tipping Action Plan 2022 – 2027**.

This was an online survey distributed to **Southampton City Council's People's Panel** of between 4,000 and 5,000 potential respondents (approx.).

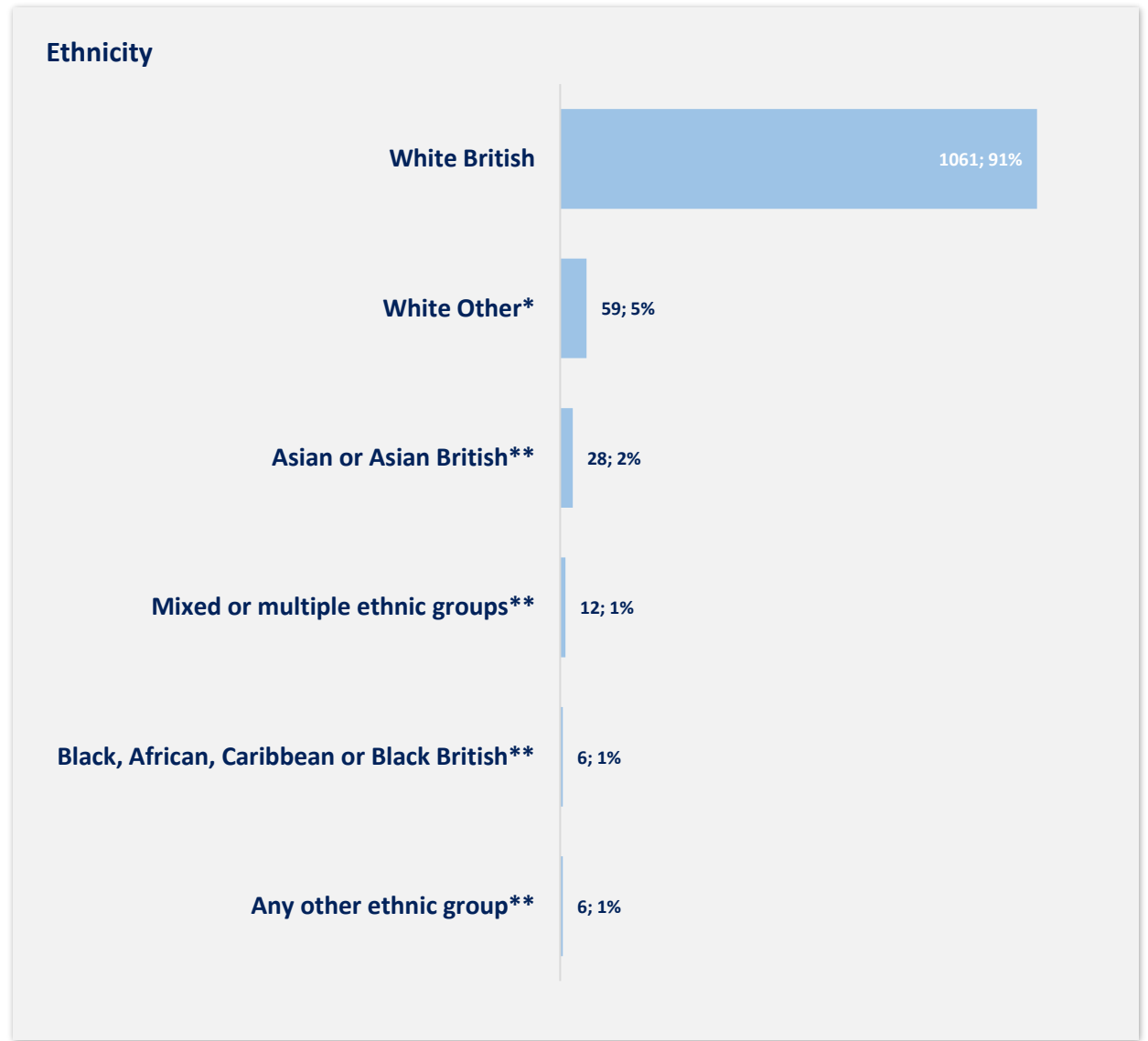
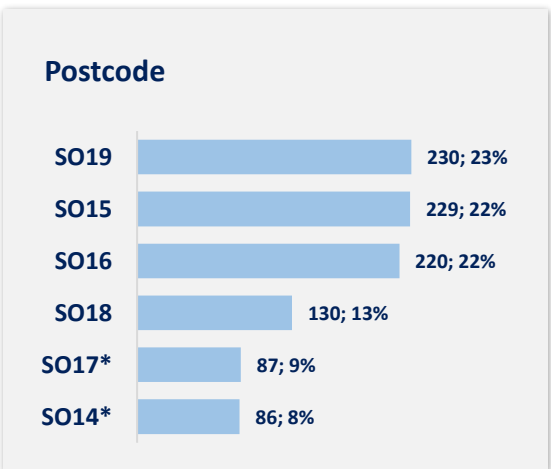
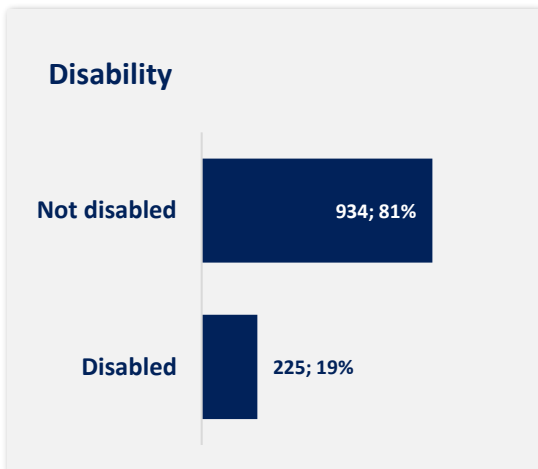
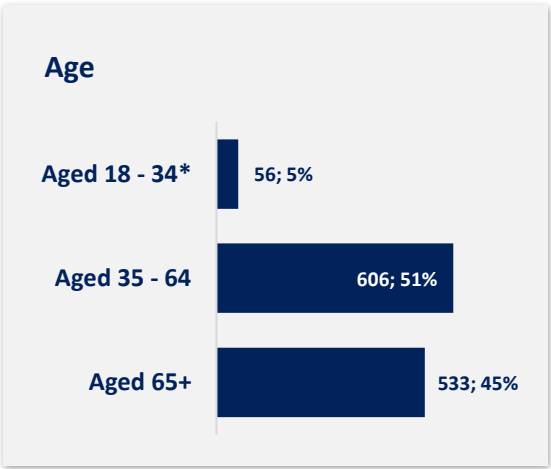
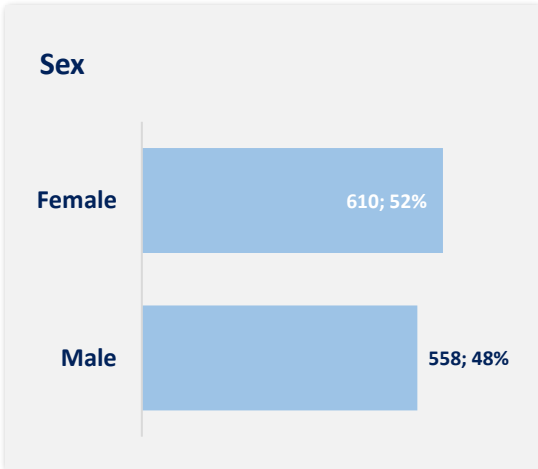
The survey was live from **Tuesday 13 December** until **Thursday 22 December 2022**, and received a total of **1,239** individual responses.





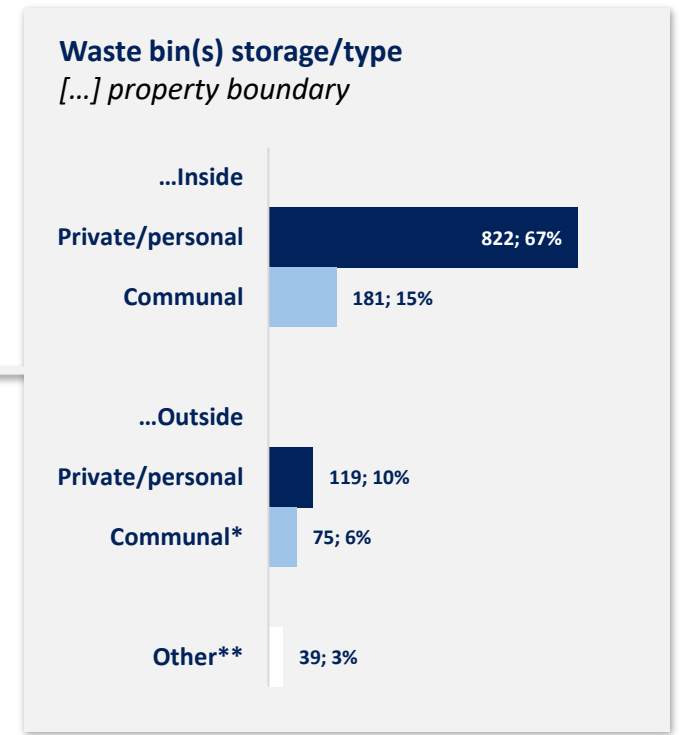
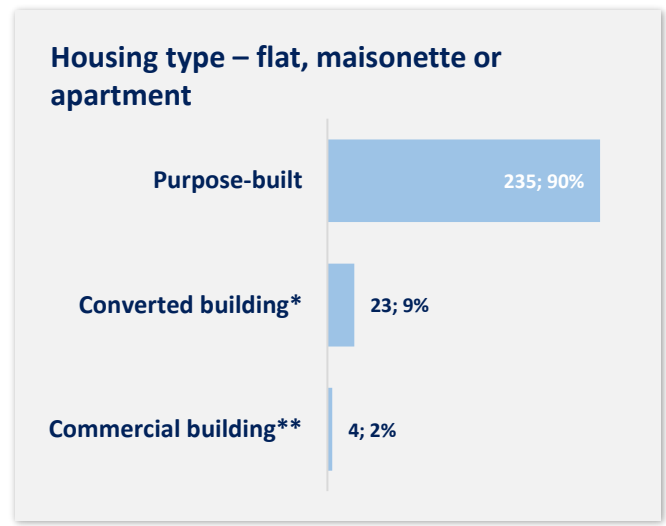
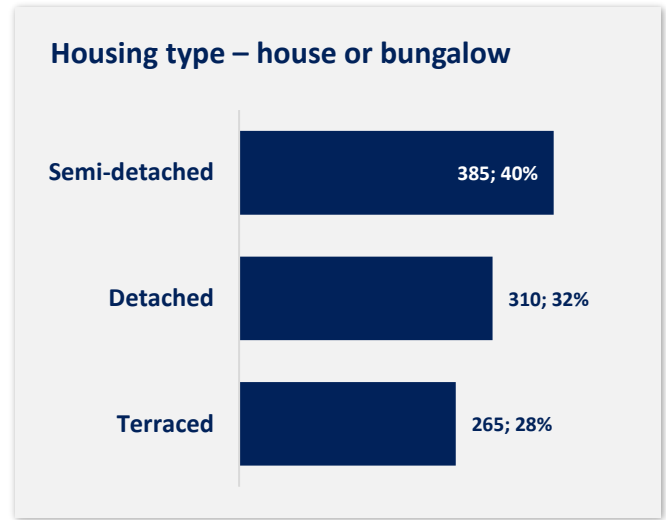
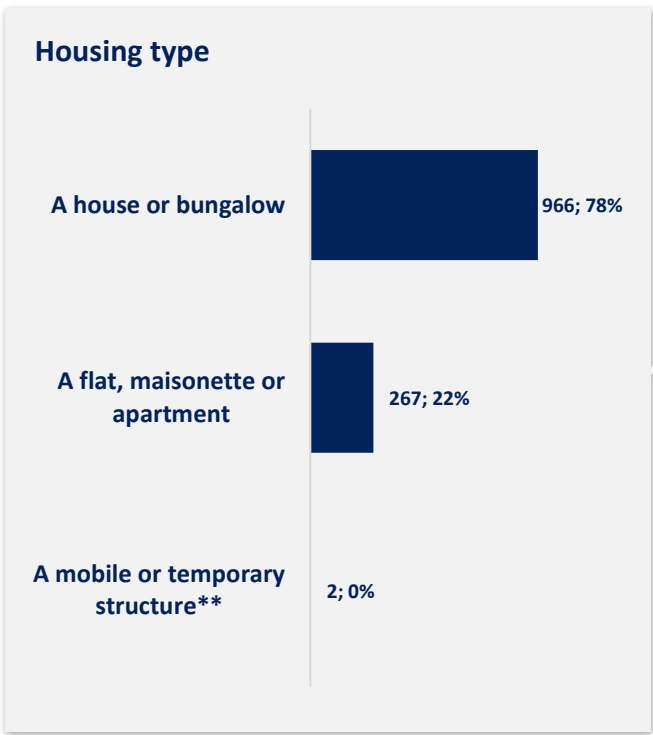
Total responses **1,239**

Graphs on this page are labelled as count; %.





Graphs on this page are labelled as Count; %.





## Responses & analysis

### Summary of key findings





- Responses show that respondents can **clearly identify fly-tipping in more obvious cases**, however there is clearly a widespread perception that an overflowing general waste bin, with additional waste bags alongside, does not constitute fly-tipping
- To dispose of large items, almost **one-third** (31%) of respondents said that they **would pay to use the Bulky Waste Collection Service**, with 23% saying that they would sell or donate a large item, and 21% that said they'd take it to their local HWRC
- Almost half (47%) of respondents said that they would keep additional general waste bin bags back until the next bin collection, with one-third (33%) saying that they would take any extra waste to the HWRC
- **13%** of respondents (165 people) said that they would **leave additional general waste bags next to their main bin** – this would count as fly-tipping – with **105** of these respondents saying that they **expected the Council to pick these up** as part of a standard general waste collection
- **Two-thirds** of respondents said that they were **aware of the requirement to check for waste collection licenses**, with just under one-third (29%) saying that they were not aware of this
- A **majority** of respondents were at least **aware of all the waste collection services highlighted** in the survey

**2/3**  
know to  
**check for  
waste collection  
licenses**







- **Almost half** (49%) of respondents said that they **had not witnessed any cases of fly-tipping in the past 12 months**, with almost **one-third** (32%) saying that they **witnessed fly-tipping but did not report it** – 18% of respondents confirmed that they *did* report fly-tipping
- Of the 619 (51%) respondents that confirmed that they had witnessed fly-tipping, 64% said that they did not report it, compared to 36% that said that they did
- **43%** of those that said they **witnessed but did not report fly-tipping** said that they did not do so **because they were unsure how to** – further, 24% said that it happens too often to report, and 16% said that reporting it makes no difference
- **46%** of respondents that said **they reported a case of fly-tipping** in the past 12 months said that Southampton City Council's **fly-tipping reporting system was very easy to use**, with 70% responding total *easy* sentiment





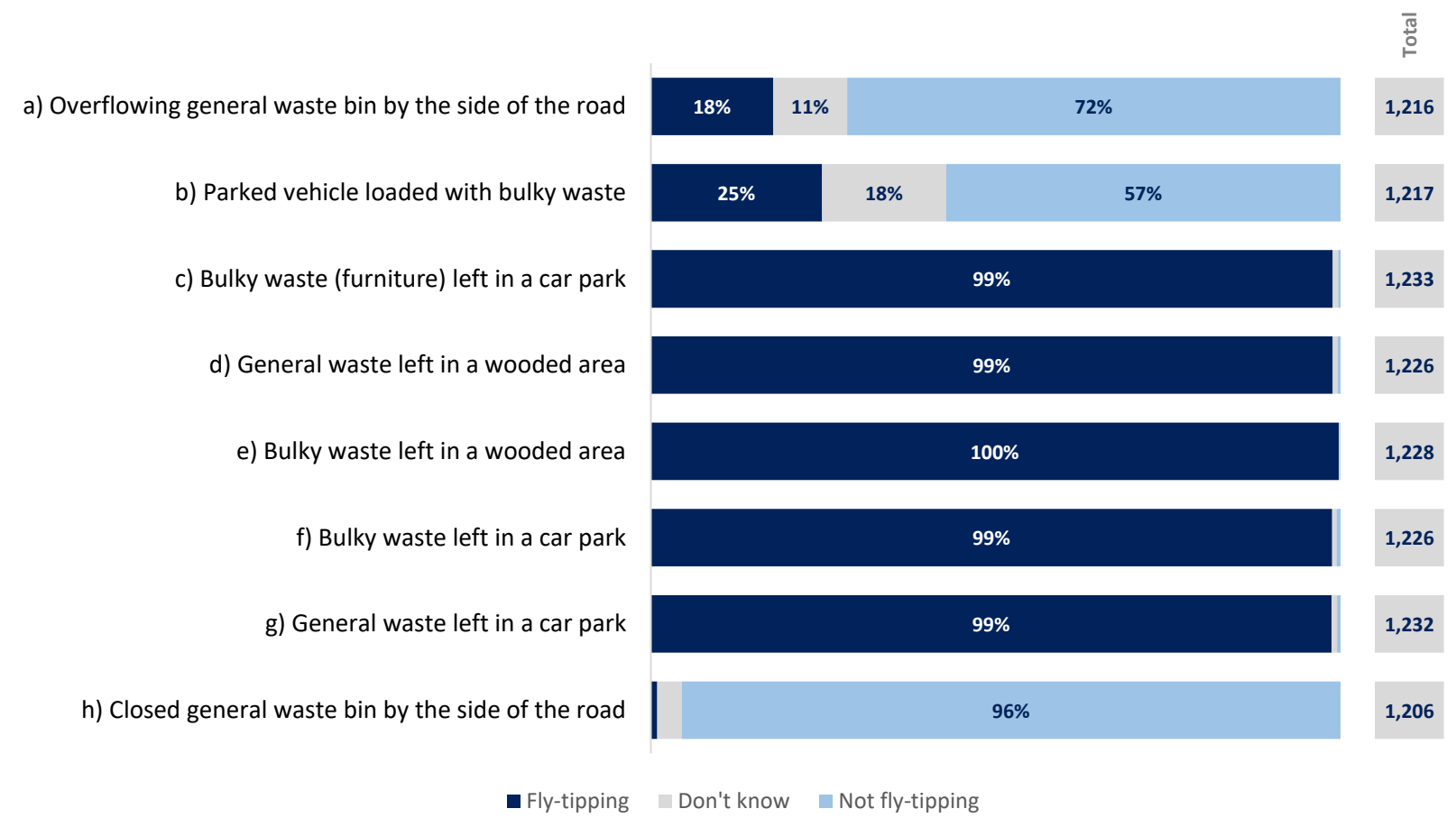
## Responses & analysis

### Identifying fly-tipping





# Question 1 Summary | Looking at the images below, which do you think are examples of fly-tipping?



## Key findings

- Questions 1c through 1h all received more than 96% for a single response
- 1c through 1g were correctly identified by respondents as showing cases of fly-tipping, with 1h also correctly identified as not showing fly-tipping
- Responses to this question show that respondents can clearly identify fly-tipping in more obvious cases, however there is clearly a widespread perception that an overflowing general waste bin, with additional waste bags alongside, does not constitute fly-tipping
- Responses also indicate there may be some confusion as to what is or isn't fly-tipping when a vehicle is involved

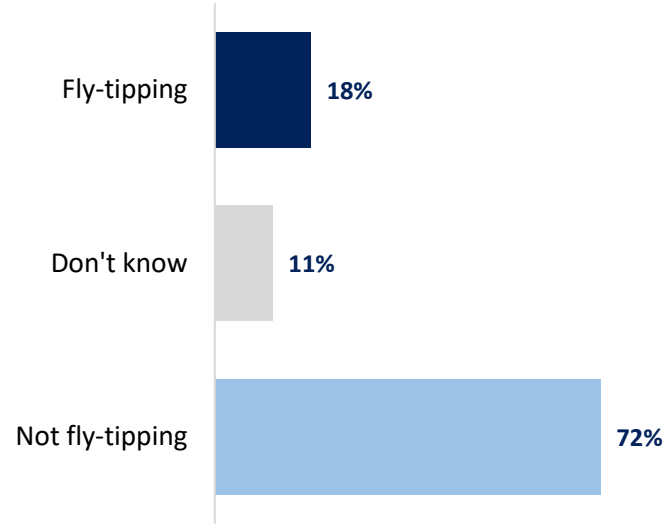




# Question 1a | Looking at the images below, which do you think are examples of fly-tipping?



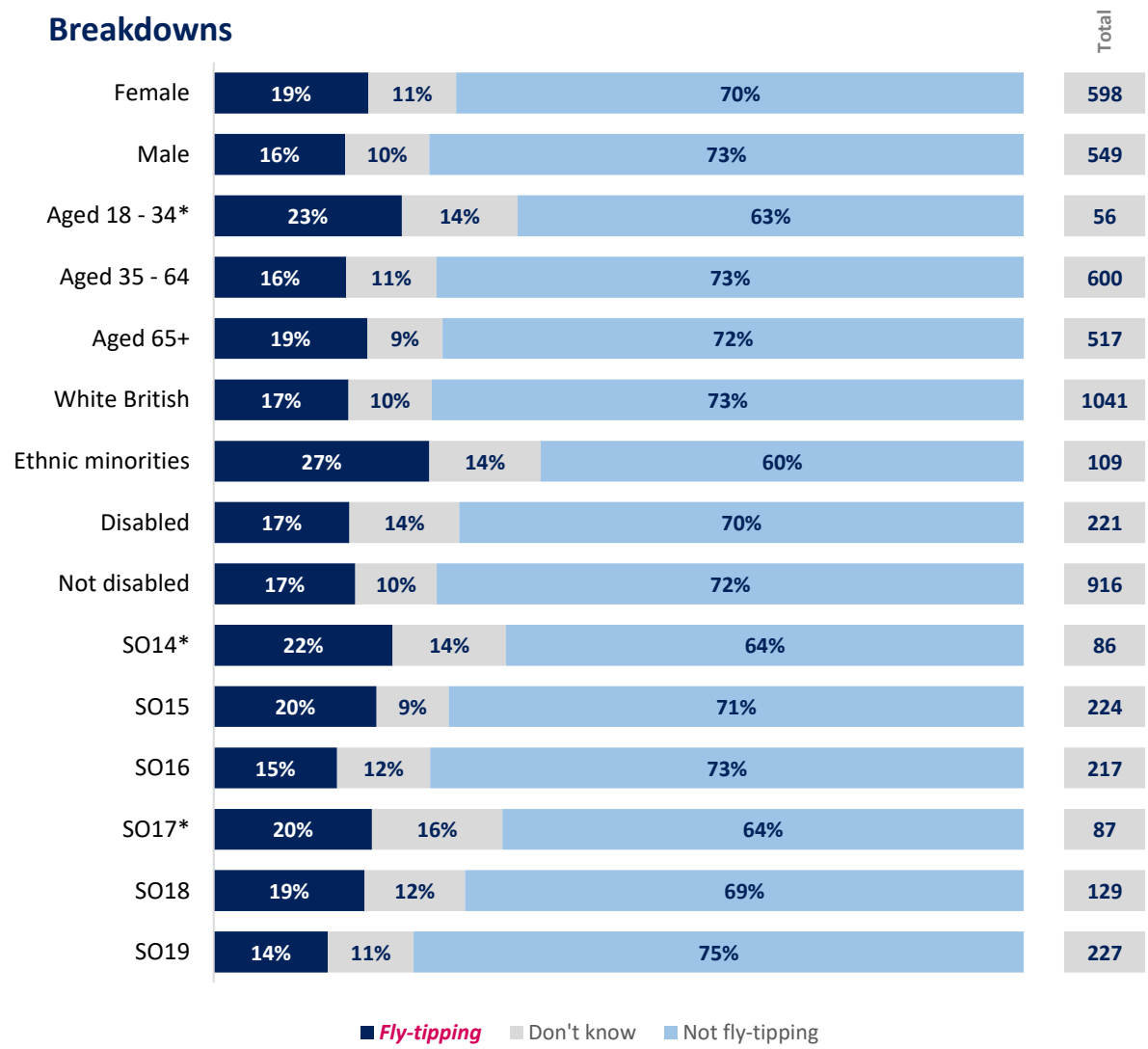
Total responses **1,216**



## Key findings

- A minority (18%) correctly identified the image as showing a case of fly-tipping, with 72% incorrectly saying that it does not
- The image shows fly-tipping as the waste is not securely stored in the general waste bin
- Responses are similar across all breakdowns, with only minor variation between breakdowns with fewer than 100 respondents

## Breakdowns

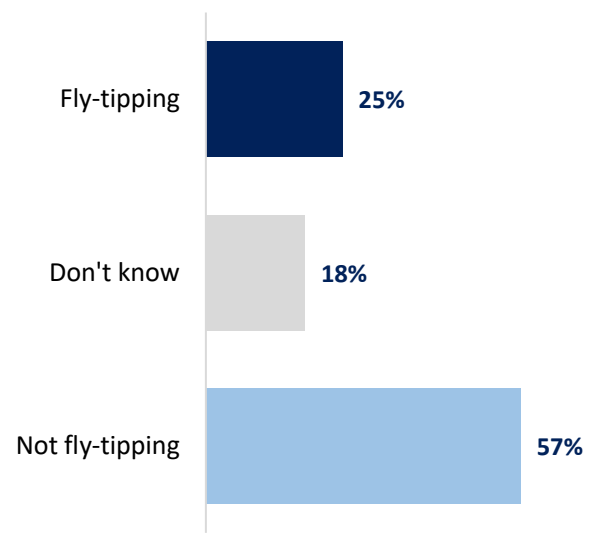




# Question 1b | Looking at the images below, which do you think are examples of fly-tipping?



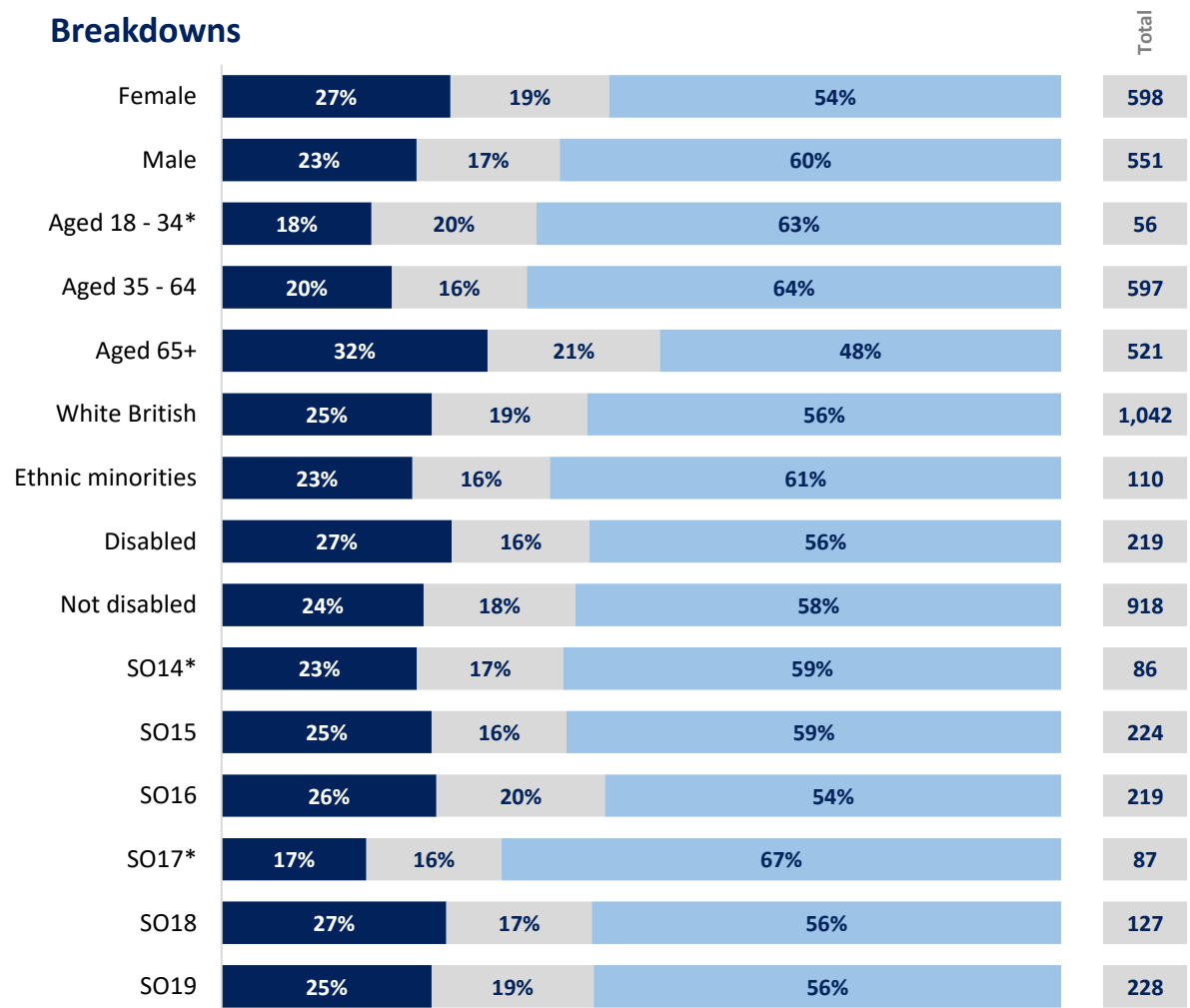
Total responses **1,217**



### Key findings

- A majority (57%) said that this image does *not* show a case of fly-tipping, with 25% saying that it does
- It is not clear if this image does or does not show a case of fly-tipping - this image was included in the survey for comparative purposes
- Respondents aged 65 or above said that this image showed a case of fly-tipping to a greater extent than other breakdowns – 32% compared to 25% of total respondents

### Breakdowns



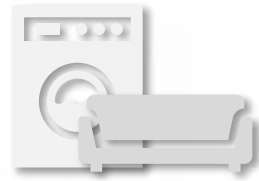
Legend: Fly-tipping (dark blue), Don't know (grey), Not fly-tipping (light blue)





## Responses & analysis

### Disposing of large items

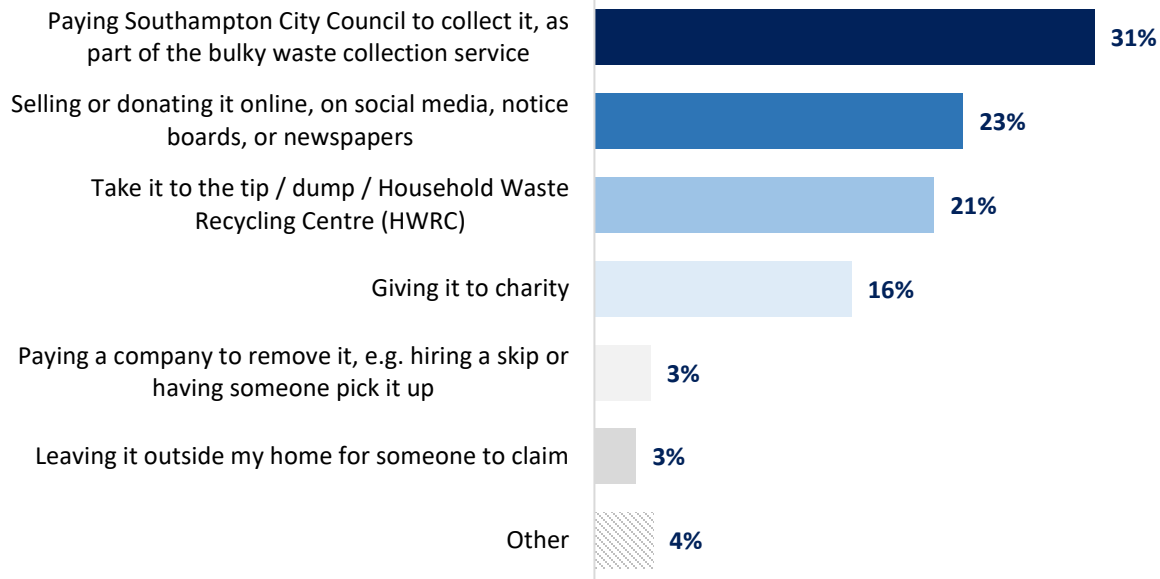




## Question 2 | If you had a large item such as a fridge you no longer wanted, what would be the first way you would consider disposing of the item?



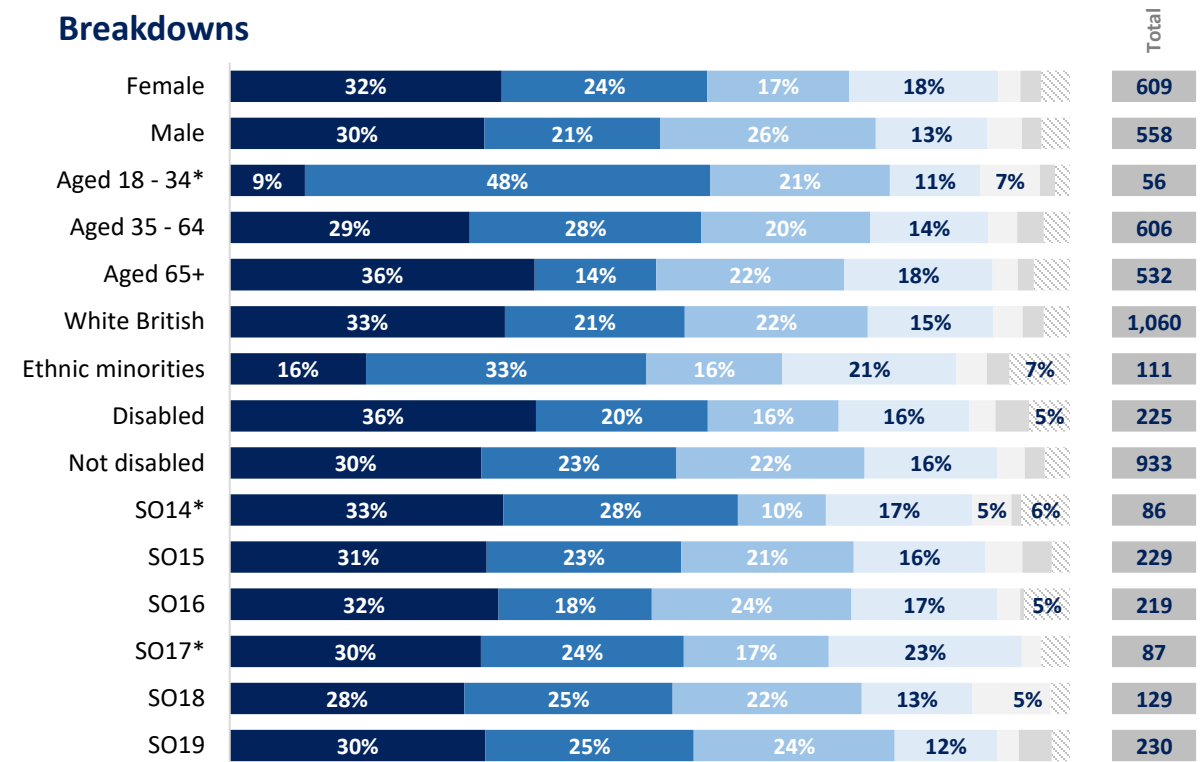
Total responses **1,237**



### Key findings

- Near one-third (31%) of respondents said that they would pay to use the Bulky Waste Collection Service, with 23% saying that they would sell or donate the large item, and 21% that said they'd take it to their local HWRC
- Respondents aged 65 or older and respondents with a disability said that they'd pay to use the Bulky Waste Collection Service to the greatest extent at 36% each
- 33% of respondents of an ethnic minority background said that they'd consider donating or selling the large item

### Breakdowns



- Paying Southampton City Council to collect it, as part of the bulky waste collection service
- Selling or donating it online, on social media, notice boards, or newspapers
- Take it to the tip / dump / Household Waste Recycling Centre (HWRC)
- Giving it to charity
- Paying a company to remove it, e.g. hiring a skip or having someone pick it up
- Leaving it outside my home for someone to claim
- Other

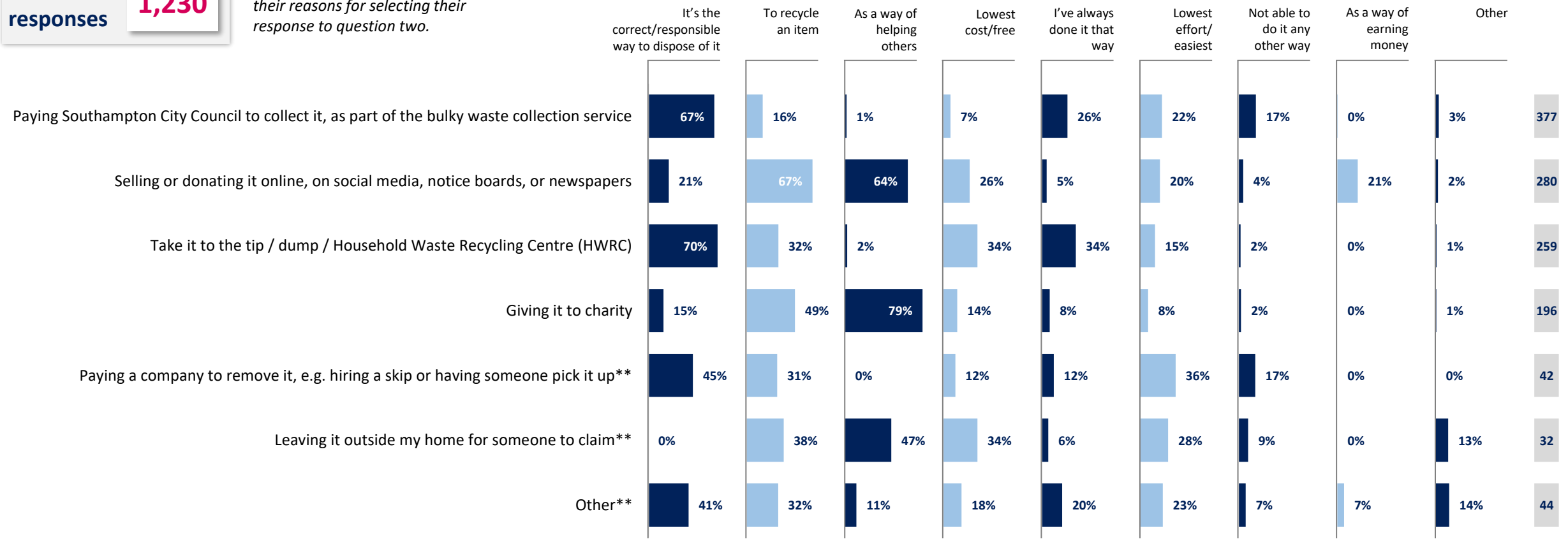


# Question 3 | For what reason(s) would you choose [...] as a way to dispose of a large item? *multiple choice*



**Total responses**  
**1,230**

*^Respondents were asked to give their reasons for selecting their response to question two.*



## Key findings

- Between 67% and 70% of those that said either the Bulky Waste Collection Service or the HWRC for question two said that they did so because it was the correct or responsible way to get rid of a large item



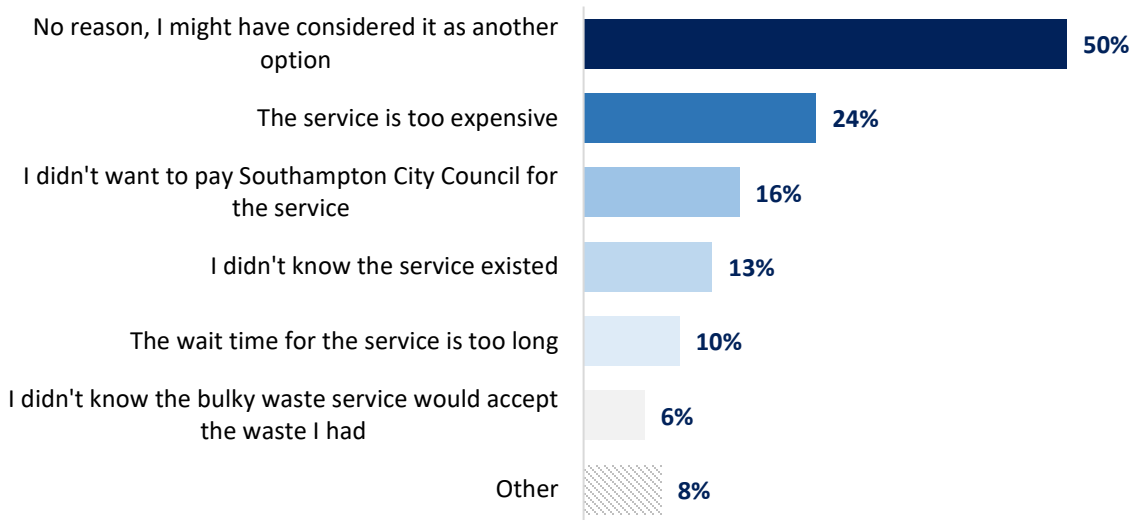


# Question 4 | Are there any reasons why you wouldn't pay Southampton City Council to pick it up, as part of the bulky waste collection service?^ *multiple choice*



**Total responses** **850**

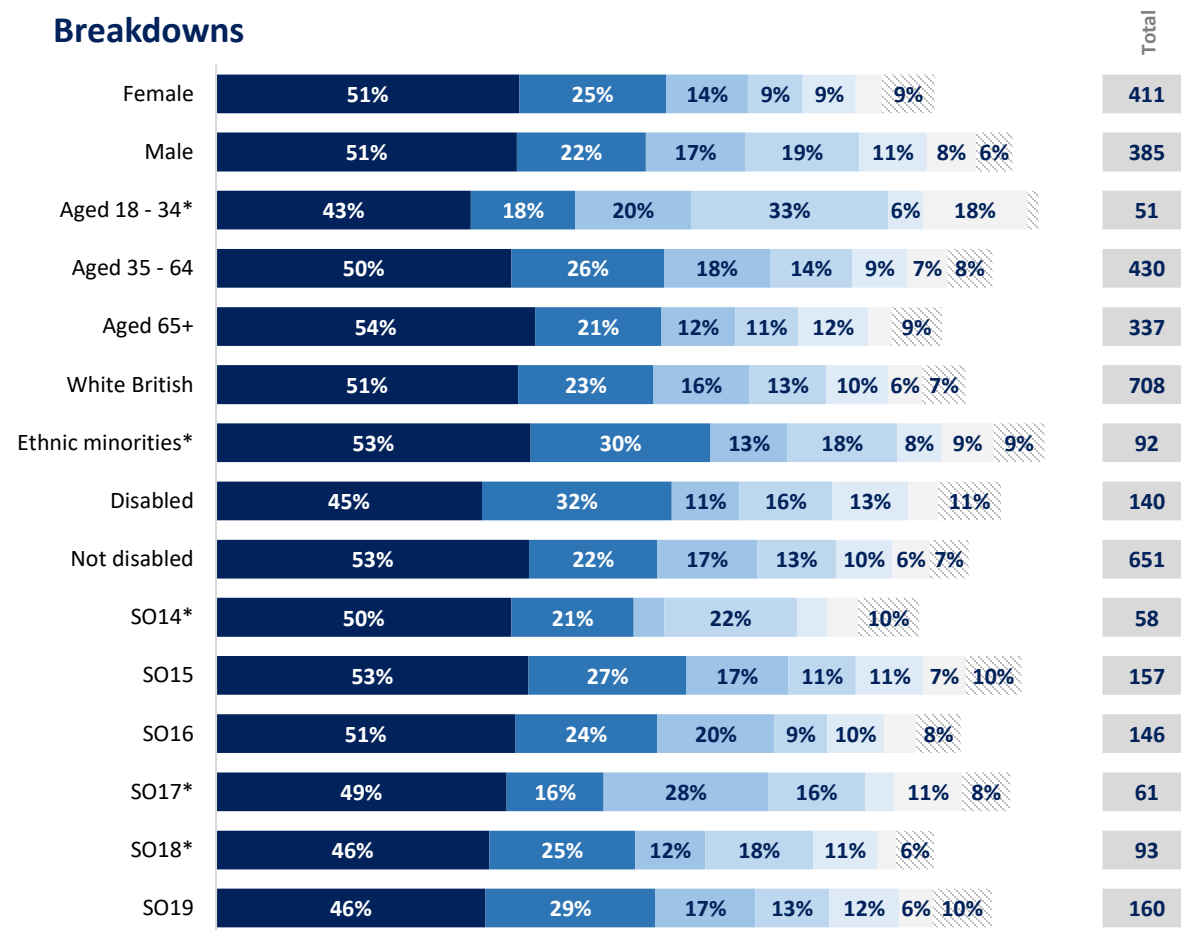
*^Routed to those that did not select the Bulky Waste Collection Service as an option for question three.*



## Key findings

- Half (50%) of respondents to this question said that there was no particular reason behind their not selecting the Bulky Waste Collection Service in response to question three
- Of the remaining options, 24% of respondents said that the Bulky Waste Collection Service was too expensive
- Breakdowns were broadly similar to overall responses across demographics, with only minor variation between breakdowns of 100 respondents or fewer

## Breakdowns



■ No reason, I might have considered it as another option
 ■ The service is too expensive
 ■ I didn't want to pay Southampton City Council for the service
 ■ I didn't know the service existed
 ■ The wait time for the service is too long
 ■ I didn't know the bulky waste service would accept the waste I had
 ■ Other



*\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.*

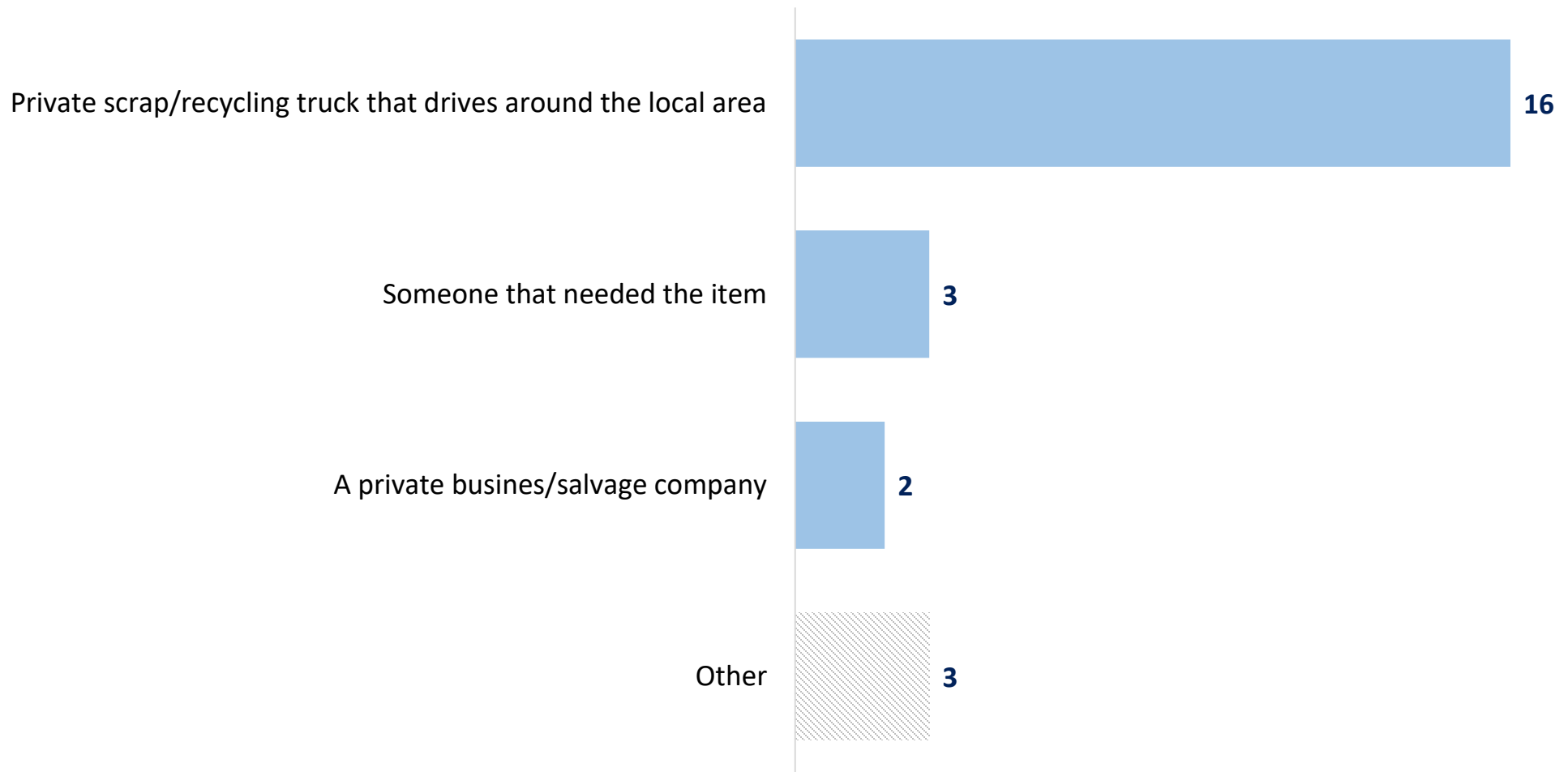


# Question 5 | Who are you hoping would pick up the large / bulky item?<sup>^</sup> *free-text question*



Total responses **25\*\***

*^Routed to those that selected 'leaving outside my home for someone to claim' as a response to question two.*





## Responses & analysis

### Disposing of general waste

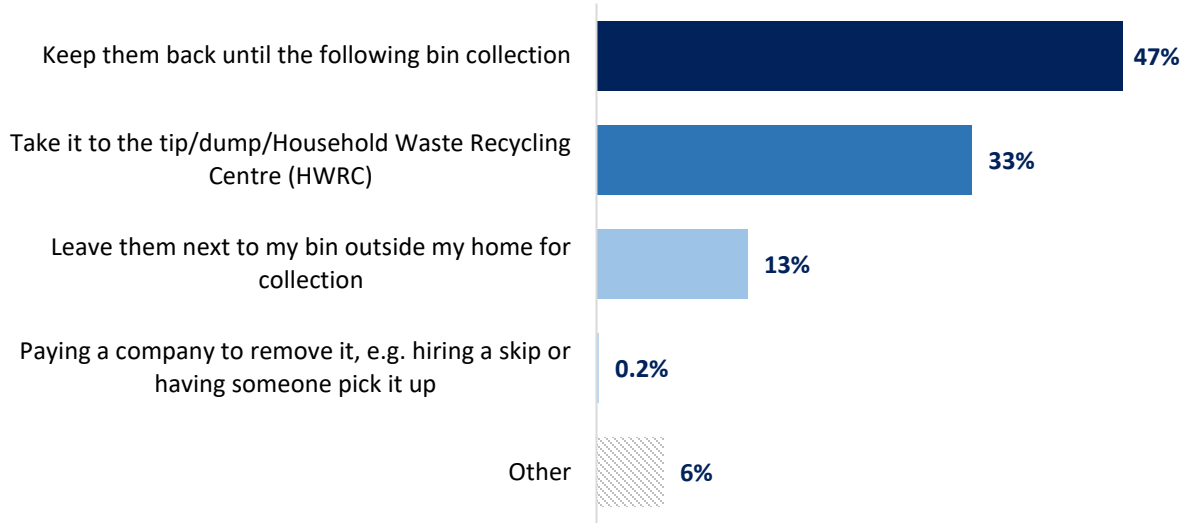




# Question 6 | If you had full general waste bin bags that did not fit in your main general waste bin, what would be the first way you would consider disposing of them?



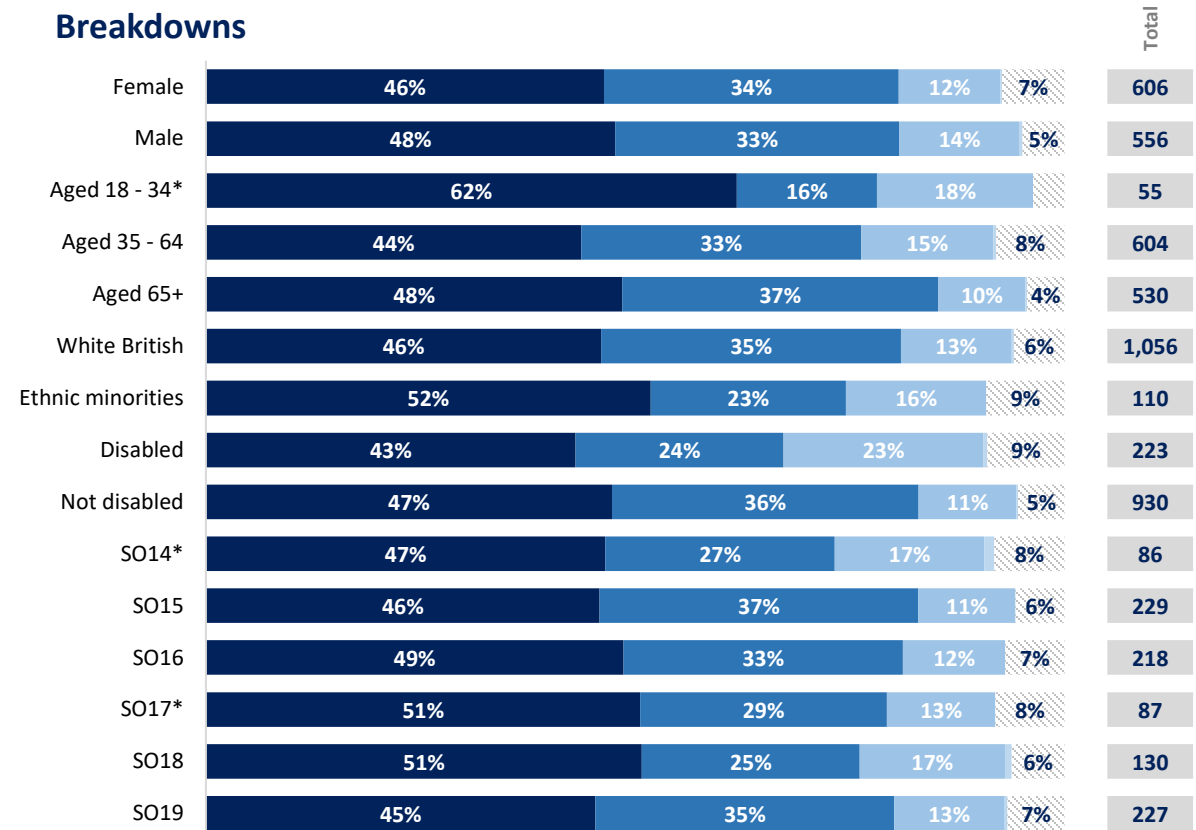
Total responses **1,232**



## Key findings

- Almost half (47%) of respondents said that they would keep additional general waste bin bags back until the next bin collection, with one-third (33%) saying that they would take any extra waste to the HWRC
- 13% said that they would leave additional general waste bags next to their main bin – this would count as fly-tipping
- Breakdowns are broadly similar across demographics with 100 or more respondents: the range between breakdowns between the highest and lowest number of responses for a given response is between 4% and 14%

## Breakdowns



- Keep them back until the following bin collection
- Take it to the tip/dump/Household Waste Recycling Centre (HWRC)
- Leave them next to my bin outside my home for collection
- Paying a company to remove it, e.g. hiring a skip or having someone pick it up
- Other

\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.

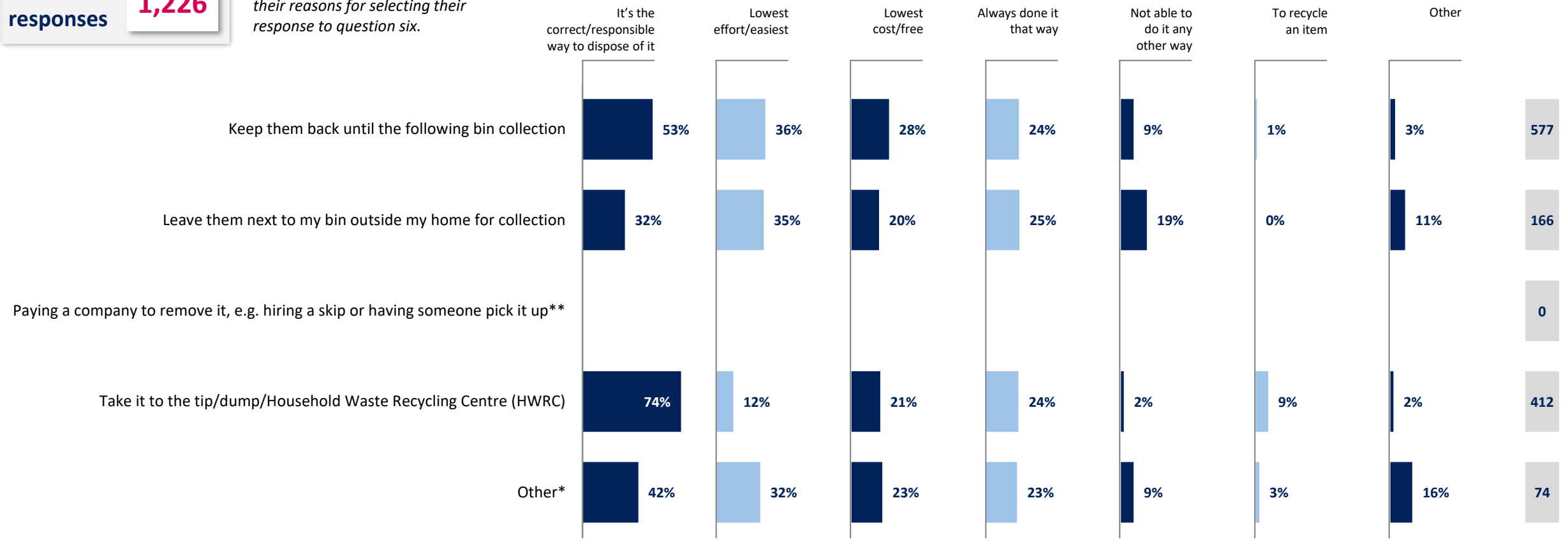


# Question 7 | For what reason(s) would you choose [...] as a way to dispose of additional general waste bin bags? *multiple choice*



**Total responses**  
**1,226**

*^Respondents were asked to give their reasons for selecting their response to question six.*



## Key findings

- Between 53% and 74% of those that selected either keeping additional waste back or taking it to the HWRC as a response to question six said that they did so because it was the correct or responsible action – 36% of the former also said that they chose this option because it was the lowest effort
- Of those that said they would leave additional waste next to their bin for collection, 35% said that did so because this was the easiest option, with 25% saying that they have always disposed of their additional waste this way

■ Total



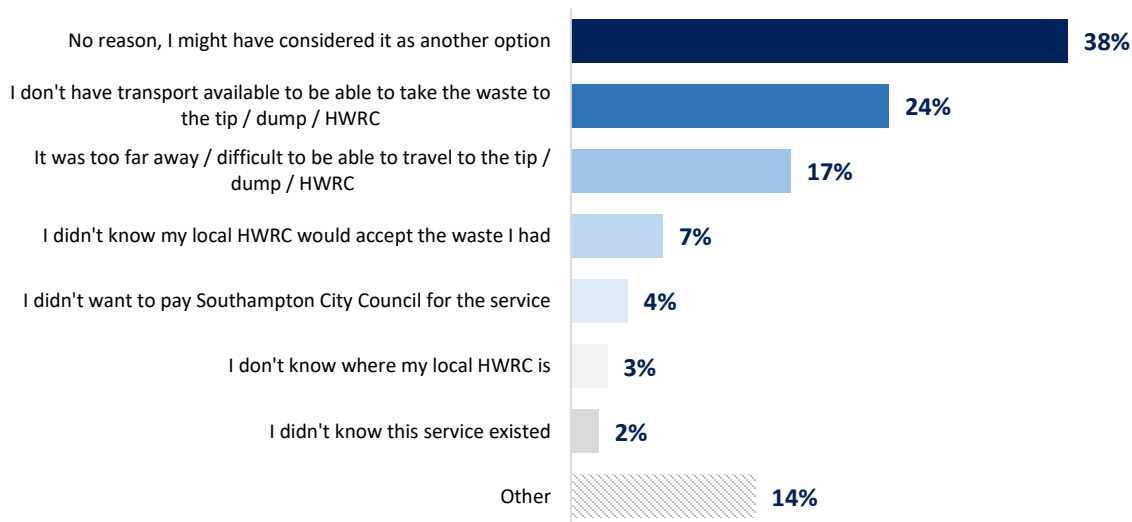


# Question 8 | Are there any reasons why you wouldn't take them to the tip / dump / local Household Waste Recycling Centre (HWRC)?<sup>^</sup> *multiple choice*



Total responses **888**

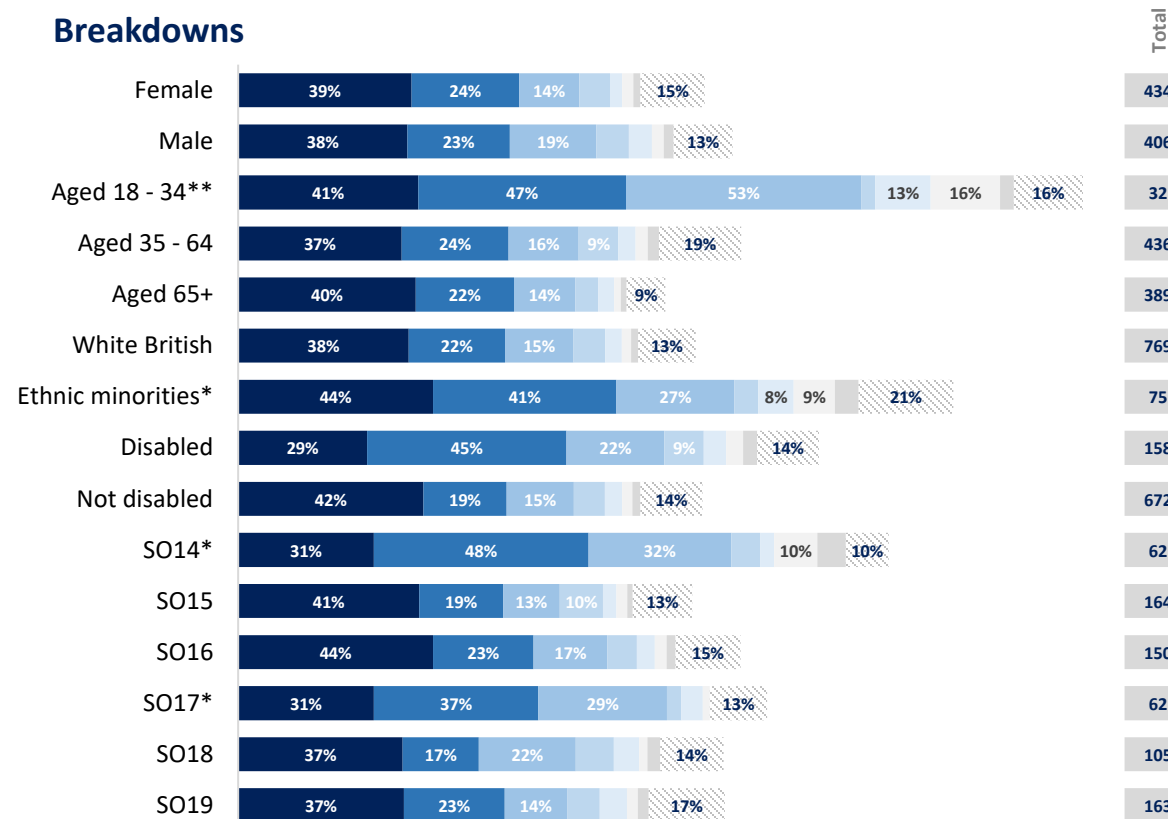
<sup>^</sup>Routed to those that did not select the HWRC as an option for question six.



## Key findings

- 38% said that there was no particular reason behind their not selecting the HWRC in response to question six
- 24% said that they did not choose the HWRC in response to question six due to transport-related issues, and 17% said that the HWRC was too far away and/or difficult to get to
- 14% of respondents selected 'Other' – free-text comment themes include not having enough additional waste to warrant a trip to the HWRC; the HWRC not having pedestrian or disabled access; not having a car, and; the trip by car not being environmentally friendly

## Breakdowns



- No reason, I might have considered it as another option
- I don't have transport available to be able to take the waste to the tip / dump / HWRC
- It was too far away / difficult to be able to travel to the tip / dump / HWRC
- I didn't know my local HWRC would accept the waste I had
- I didn't want to pay Southampton City Council for the service
- I don't know where my local HWRC is
- I didn't know this service existed
- Other

\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.

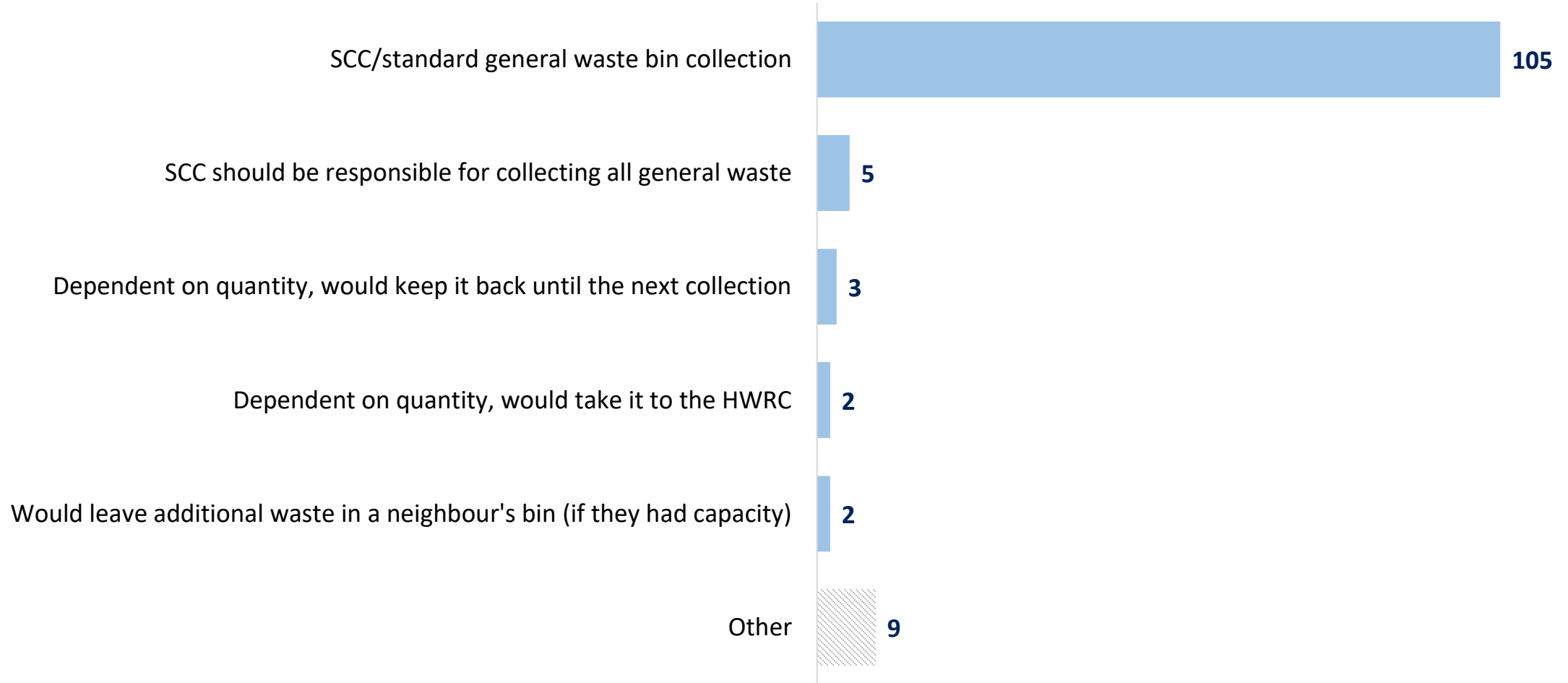


# Question 9 | Who are you hoping would pick up the extra general waste bin bags?^ *free-text question*



Total responses **110**

*^Routed to those that selected 'leave them next to my bin outside my home for collection' as a response to question six.*





## Responses & analysis

### Waste collection licensing



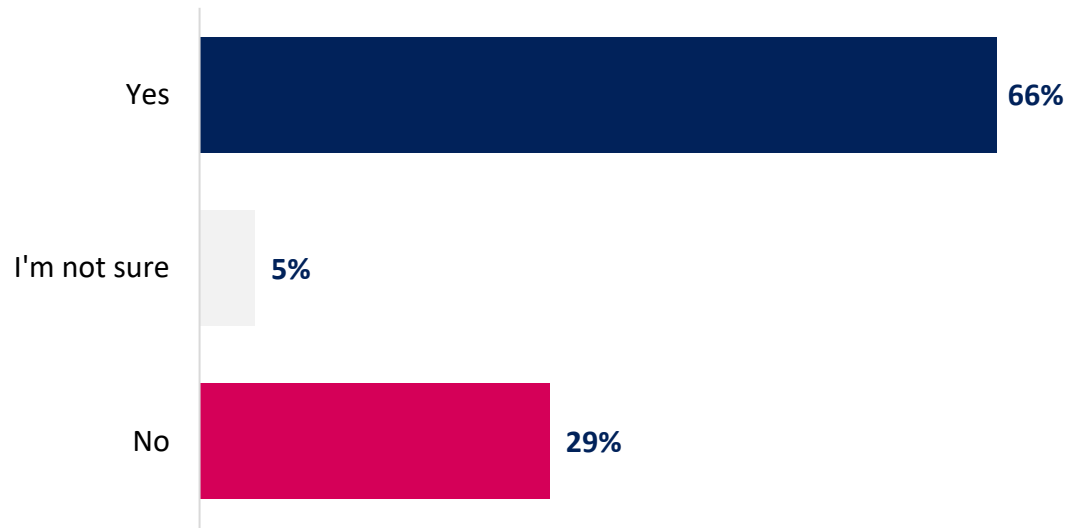




# Question 10 | Were you aware of this requirement to check that waste collection services are properly licensed?



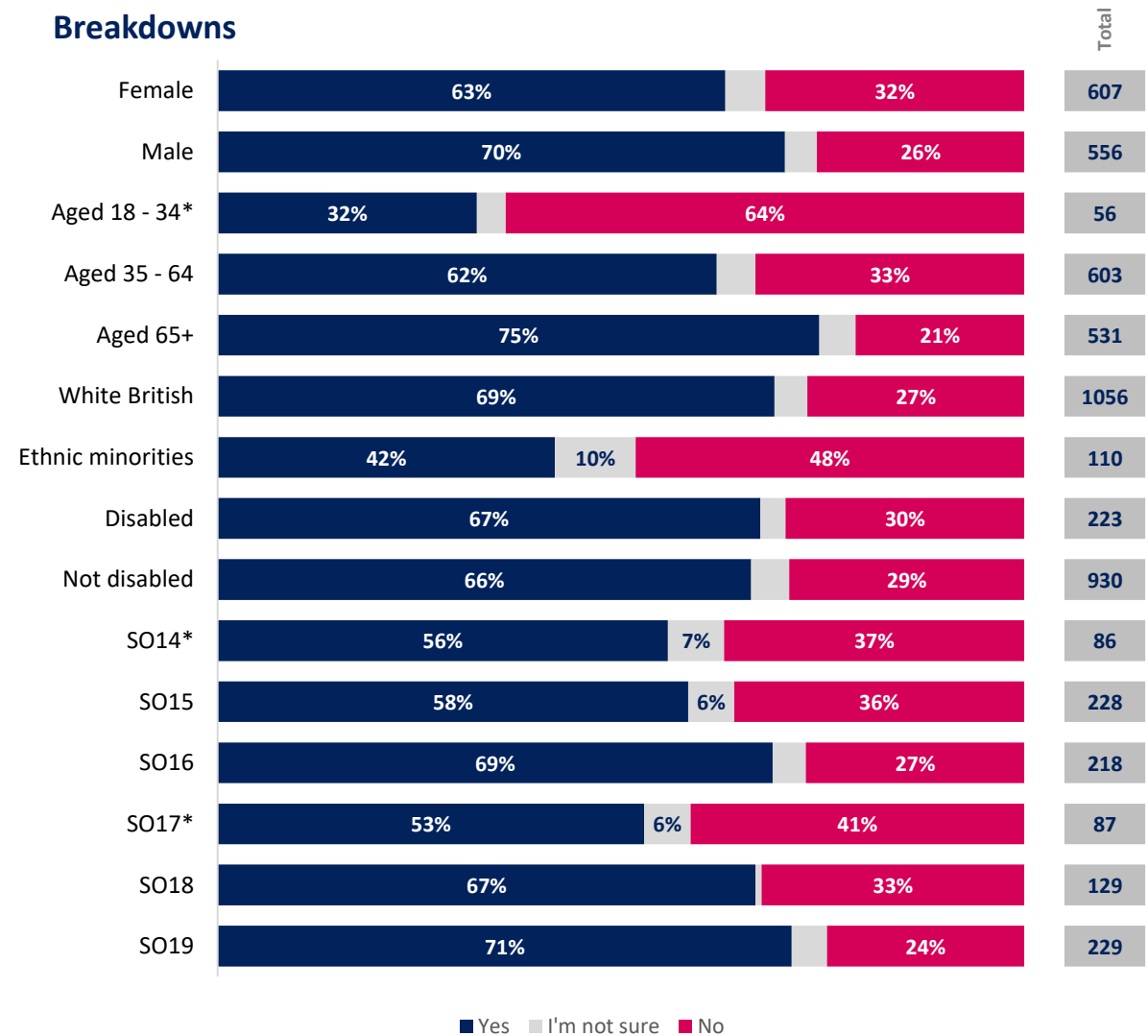
Total responses **1,233**



## Key findings

- Two-thirds of respondents said that they were aware of the requirement to check for waste collection licenses, with just under one-third (29%) saying that they were not aware of this
- A majority in all breakdowns said that they were aware of this requirement, apart from those in ethnic minority groups, where 42% were aware, and 48% were unaware
- Though both breakdowns responded majority aware, respondents in SO19 responded *aware* to a greater extent than those in SO15 by 13% points, 71% to 58%, with those in SO15 likewise responding *not aware* (36%) to a greater extent than those in SO19 (24%)

## Breakdowns



■ Yes ■ I'm not sure ■ No



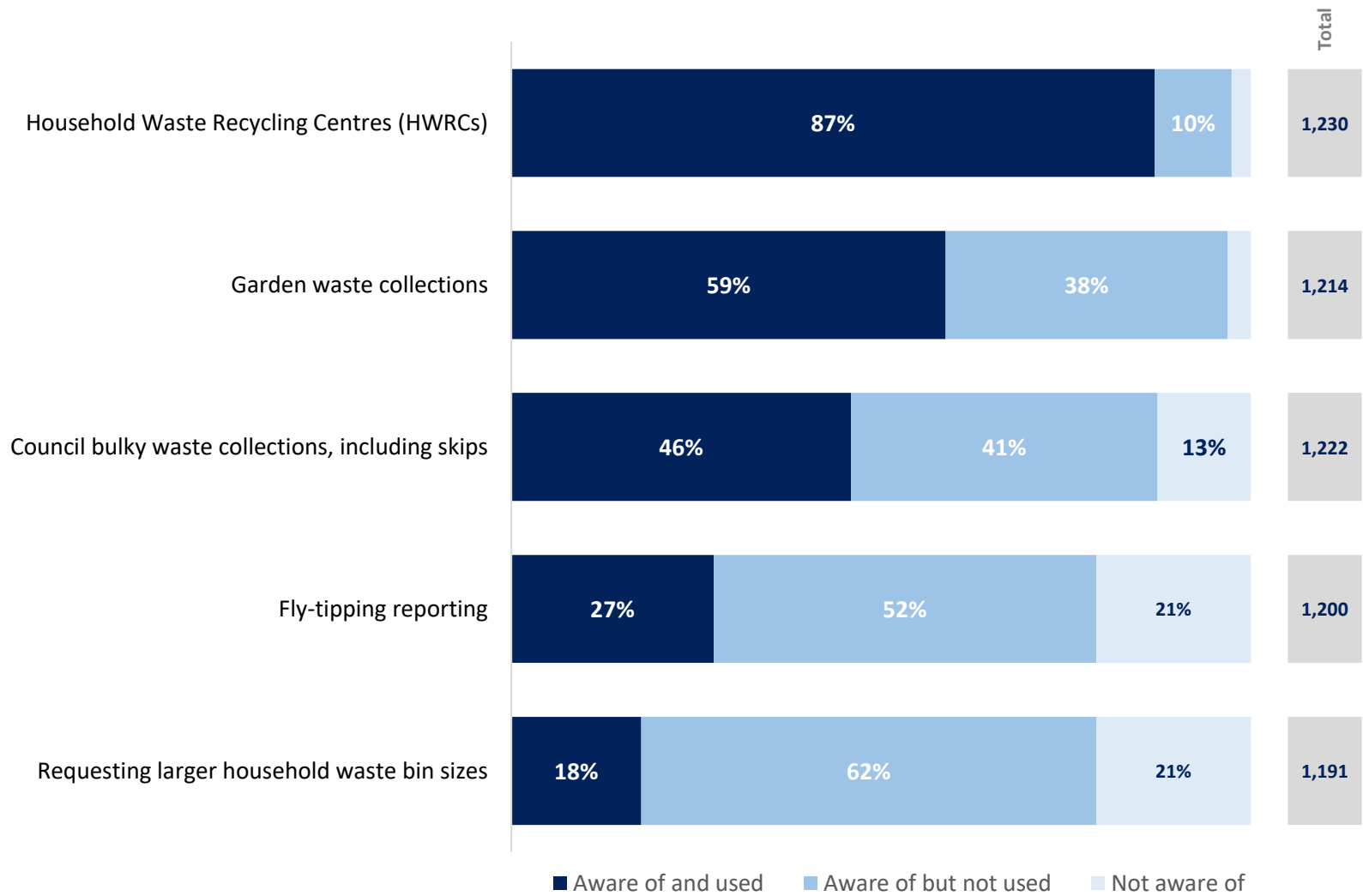
## Responses & analysis

### Waste collection services





# Question 11 Summary | Which of the following council waste collection services are you aware of and / or have used in the past?



### Key findings

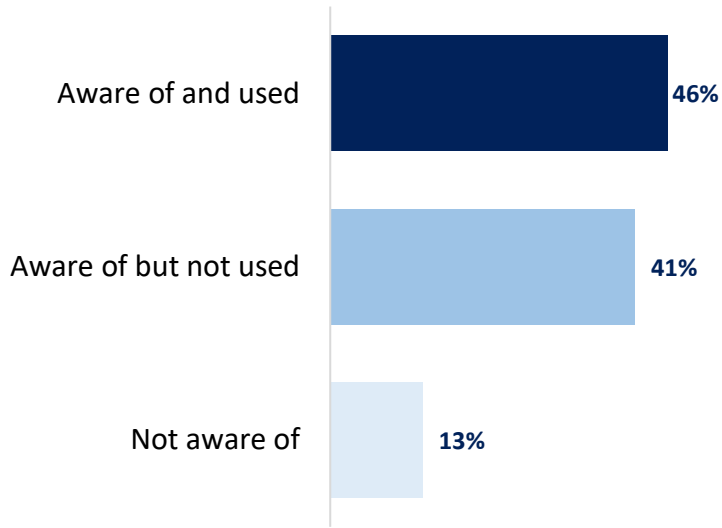
- A majority of respondents were at least *aware* of all the services highlighted, between 79% and 97%
- Of each service, fly-tipping reporting had the lowest overall *aware* at 79% (see questions 13 – 17)



# Question 11a | Which of the following council waste collection services are you aware of and / or have used in the past? *Council bulky waste collections, including skips*



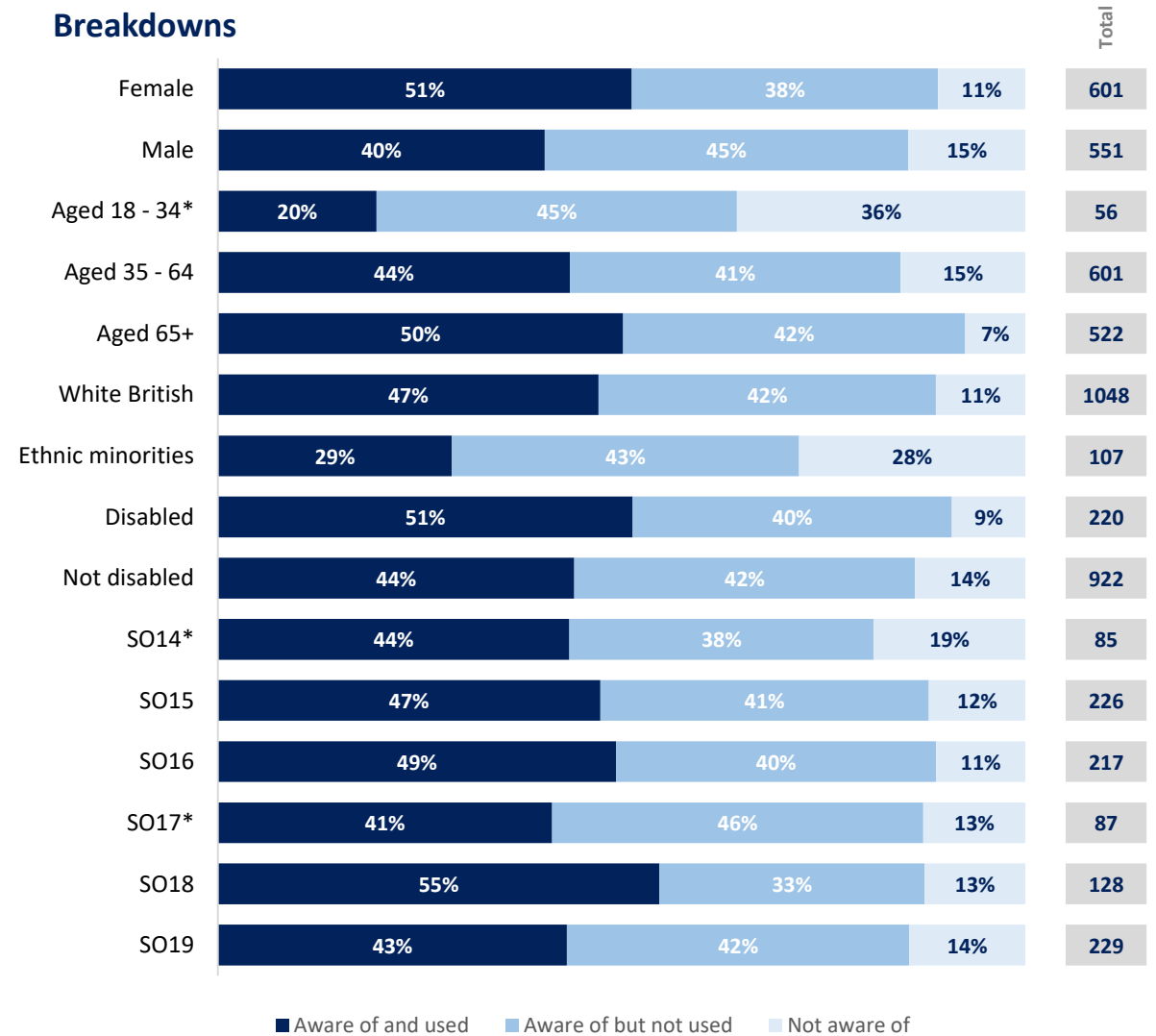
Total responses **1,232**



## Key findings

- A majority (87%) were aware of the Bulky Waste Collection Service, with 46% saying that they had used it – this includes a majority of women, those aged 65 or older, the disabled, and residents of SO18 (between 50% and 55% *aware of and used*)
- 13% of respondents said that they were not aware of this service
- Use of the service increases with age – 20% of those aged between 18 and 34 said that they used the service, up to 50% of those aged 65 or older
- Of breakdowns with over 100 respondents, those belonging to an ethnic minority said that they were not aware of this service to the greatest extent (28%)

## Breakdowns



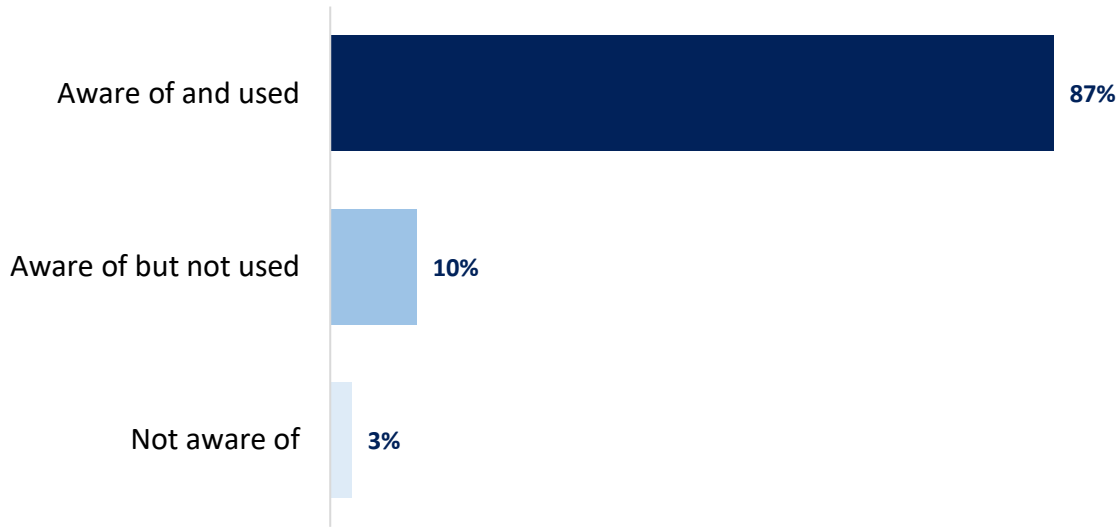
\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.



# Question 11b | Which of the following council waste collection services are you aware of and / or have used in the past? Household Waste Recycling Centres (HWRCs)



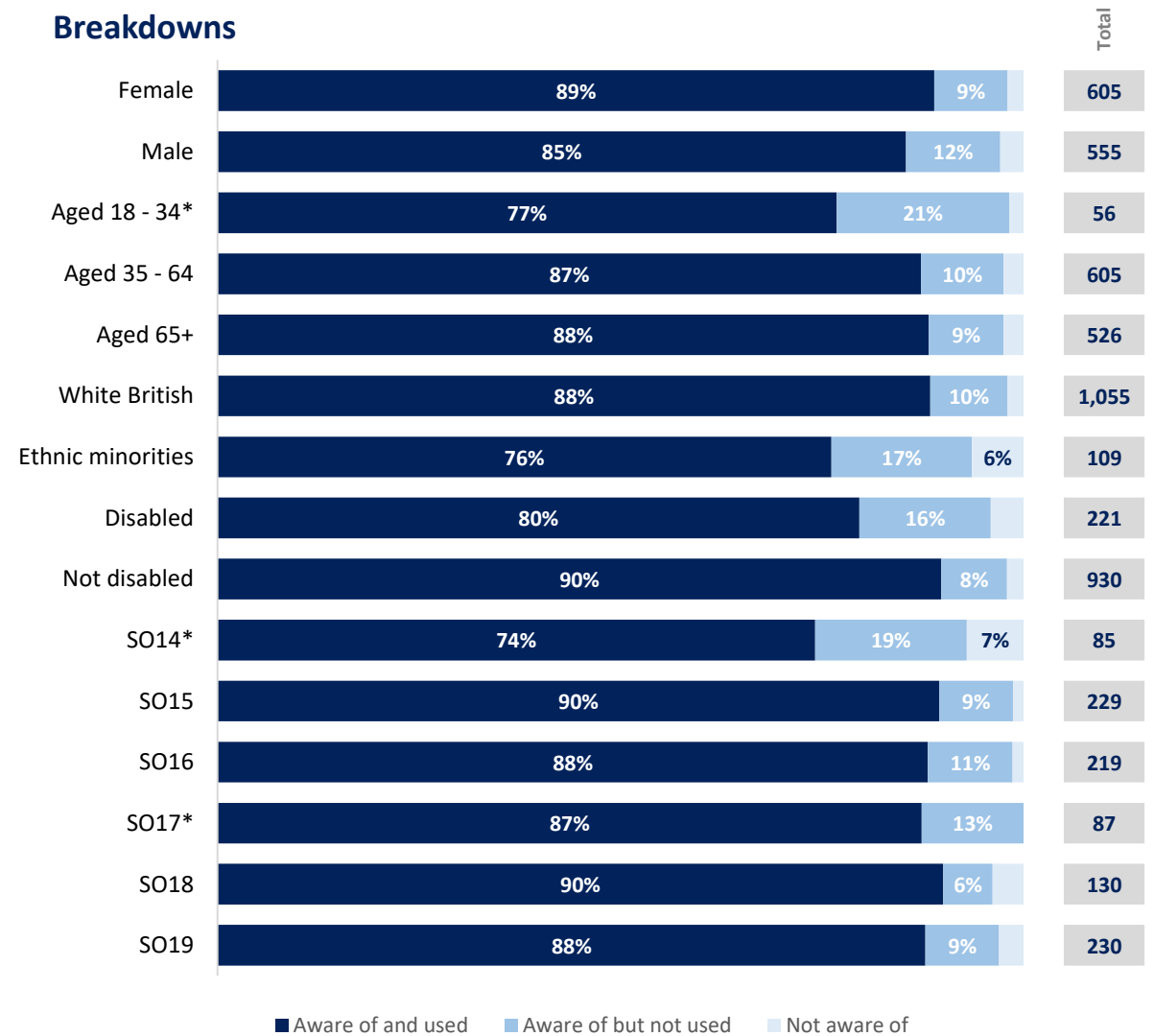
Total responses **1,230**



## Key findings

- A majority (87%) of respondents said that they were aware of *and used* HWRCs, with 10% saying that they were aware of them but did not use them
- All breakdowns responded *aware of an used* between 74% and 90%

## Breakdowns



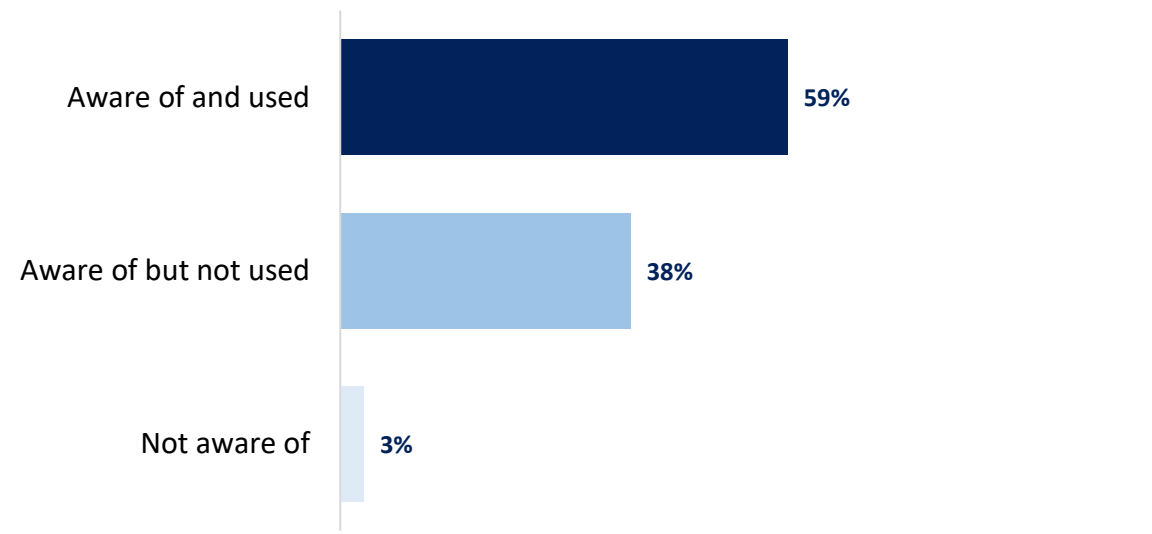
\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.



# Question 11c | Which of the following council waste collection services are you aware of and / or have used in the past? *Garden waste collections*



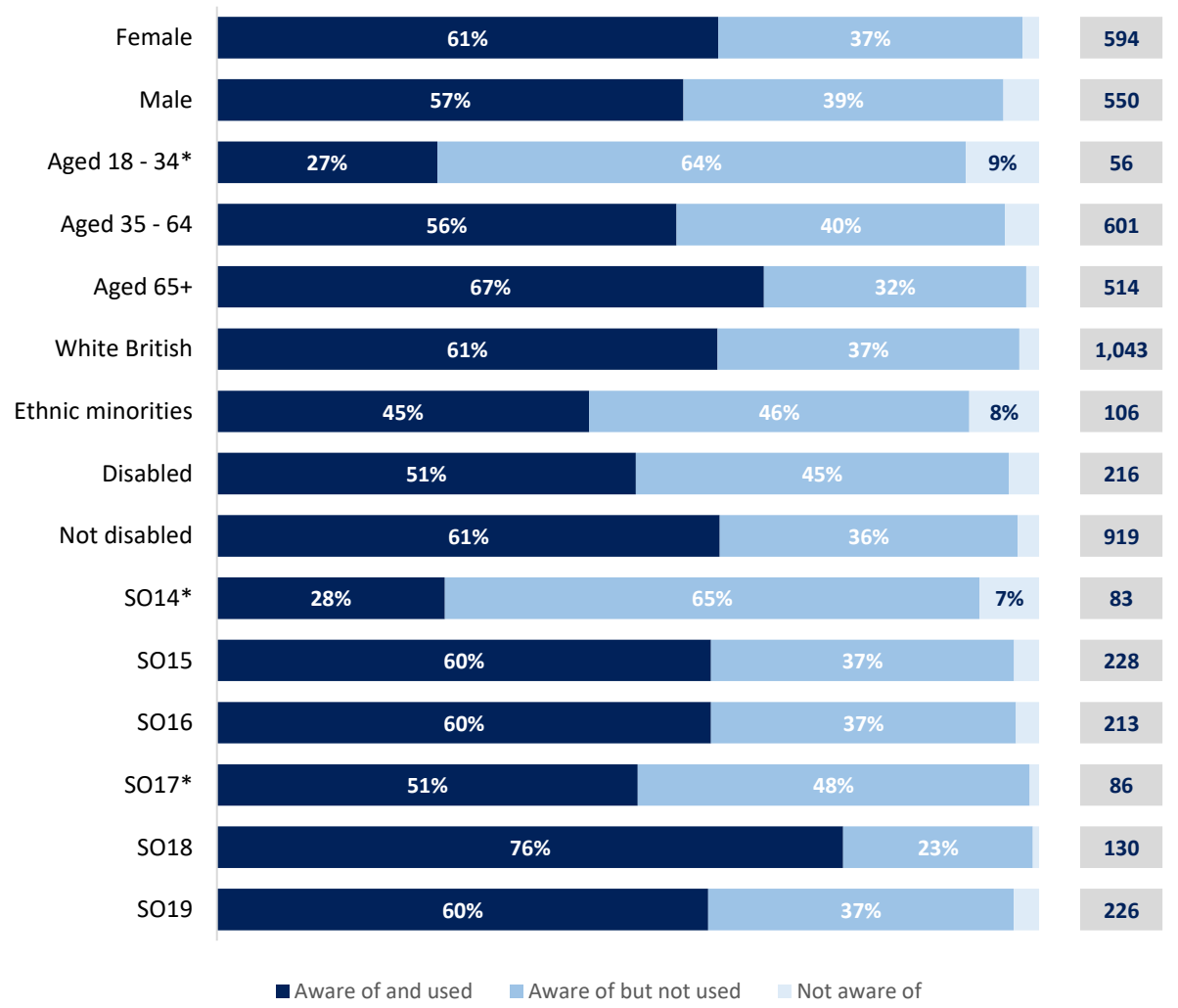
Total responses **1,214**



### Key findings

- A majority (59%) of respondents said that they were aware of and used the garden waste subscription service, with 38% saying that they were aware of the service but did not use it
- Responses can vary between breakdowns, however this is likely due to whether the household has access to a garden, e.g. use of the service is lowest in the city centre postcode SO14

### Breakdowns

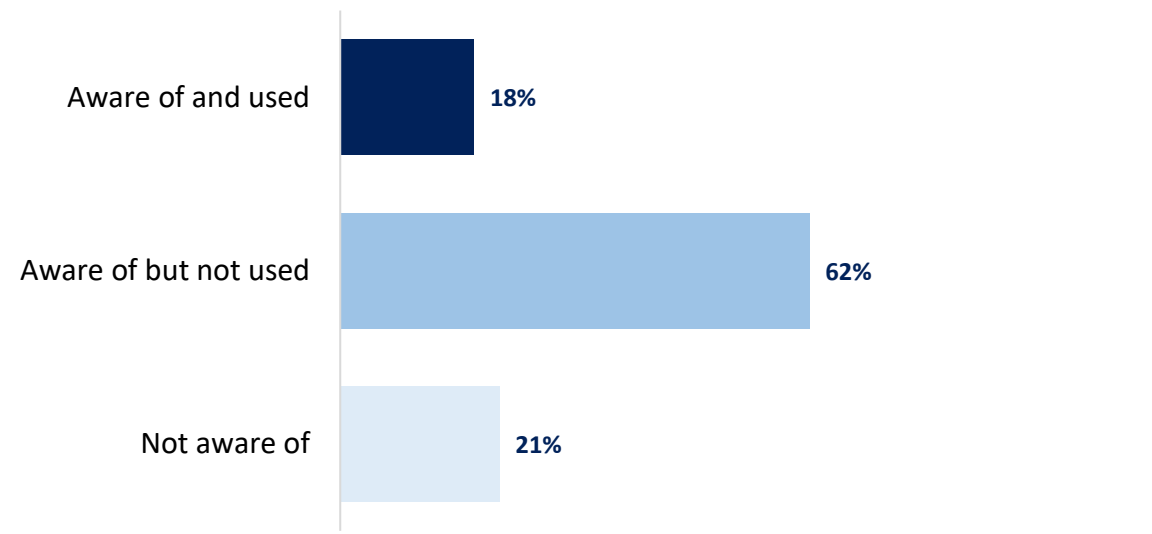




# Question 11d | Which of the following council waste collection services are you aware of and / or have used in the past? *Requesting larger household waste bin sizes*



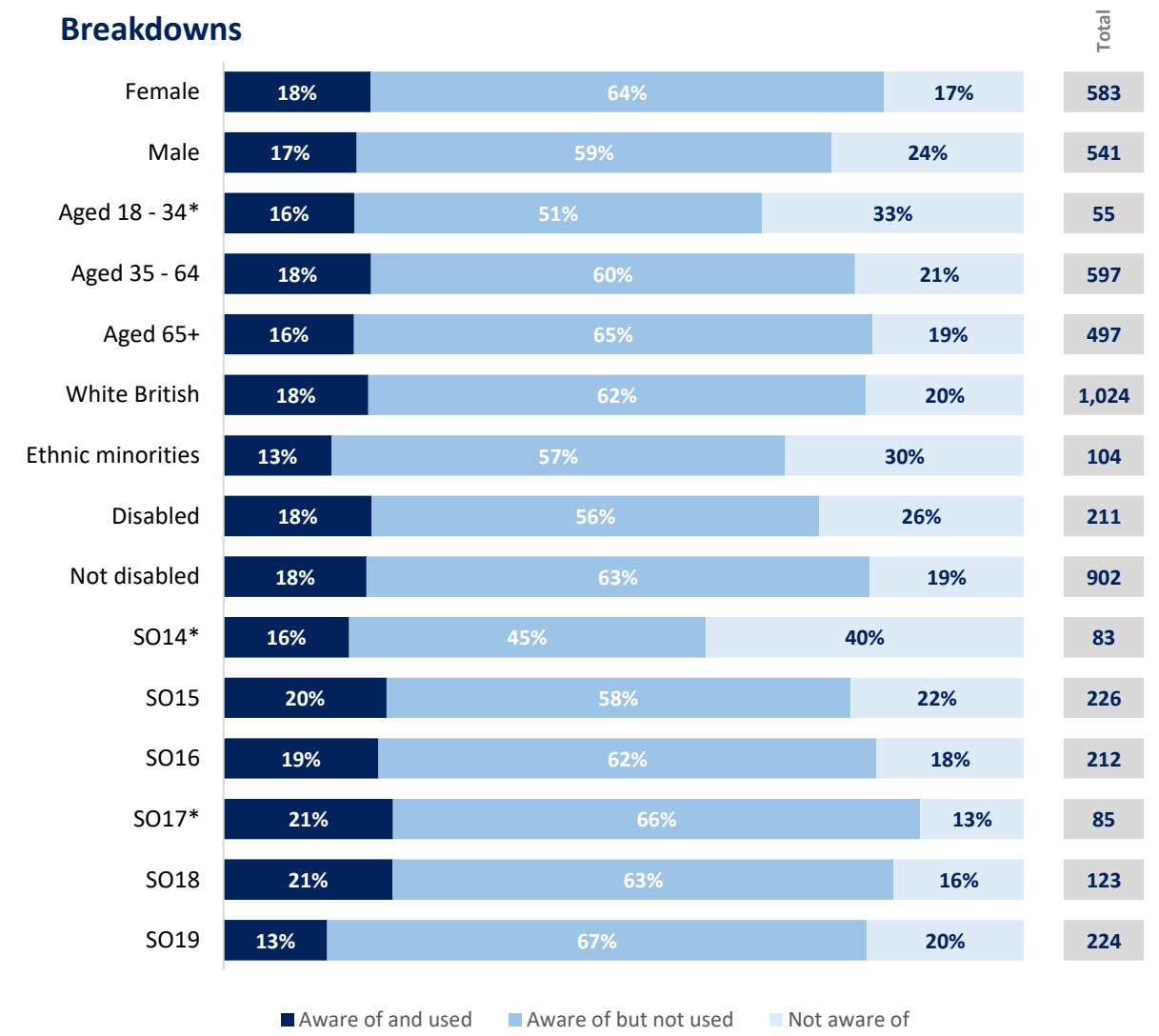
Total responses **1,191**



### Key findings

- A majority (62%) said that they were aware of but did not use the ability to request larger household waste bins – additionally, more respondents said that they were not aware of this service (21%) than said they used it (18%)
- Breakdowns have similar responses to the question overall, apart from the three categories with fewer than 100 responses (those aged between 18 and 34, residents of SO14 and residents of SO17)

### Breakdowns

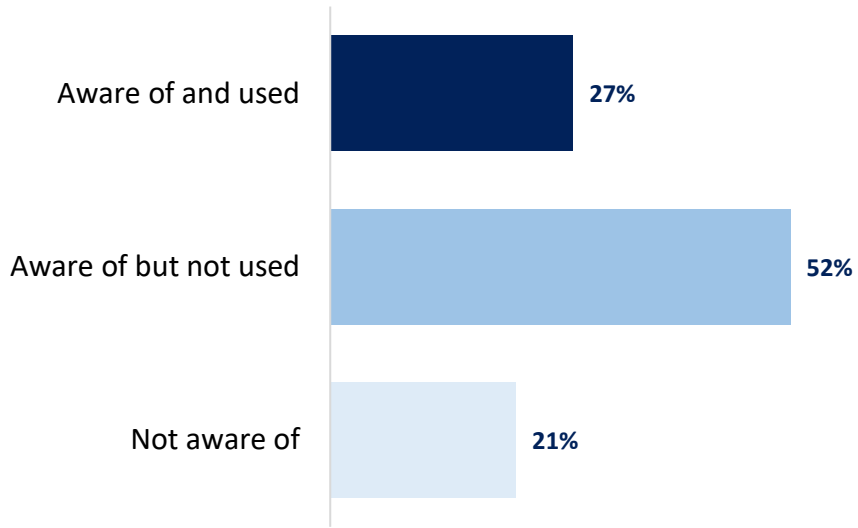




# Question 11e | Which of the following council waste collection services are you aware of and / or have used in the past? *Fly-tipping reporting*



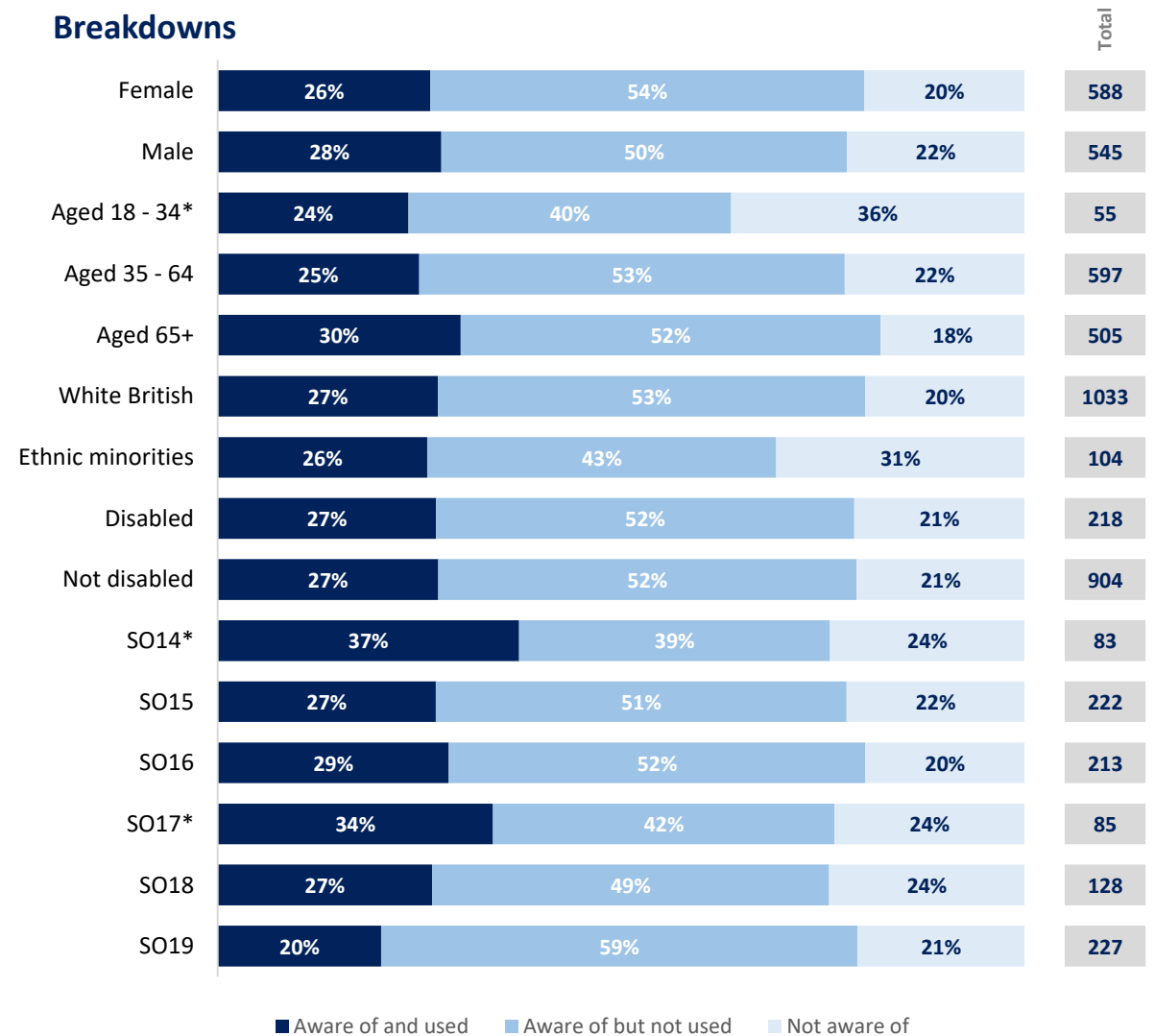
Total responses **1,200**



## Key findings

- A majority (52%) of respondents said that they were aware of but did not use the fly-tipping reporting service, with 27% saying that they used it and 21% saying that they were not aware of it
- Those aged 65 or older confirmed that they used this service to the greatest extent (of breakdowns with more than 100 respondents) at 30% - similarly, residents of SO19 said that they were aware of but did not use the service to the greatest extent at 59%
- Ethnic minorities responded *not aware* to the greatest extent (of breakdowns with 100 respondents or more) at 31%

## Breakdowns



\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.





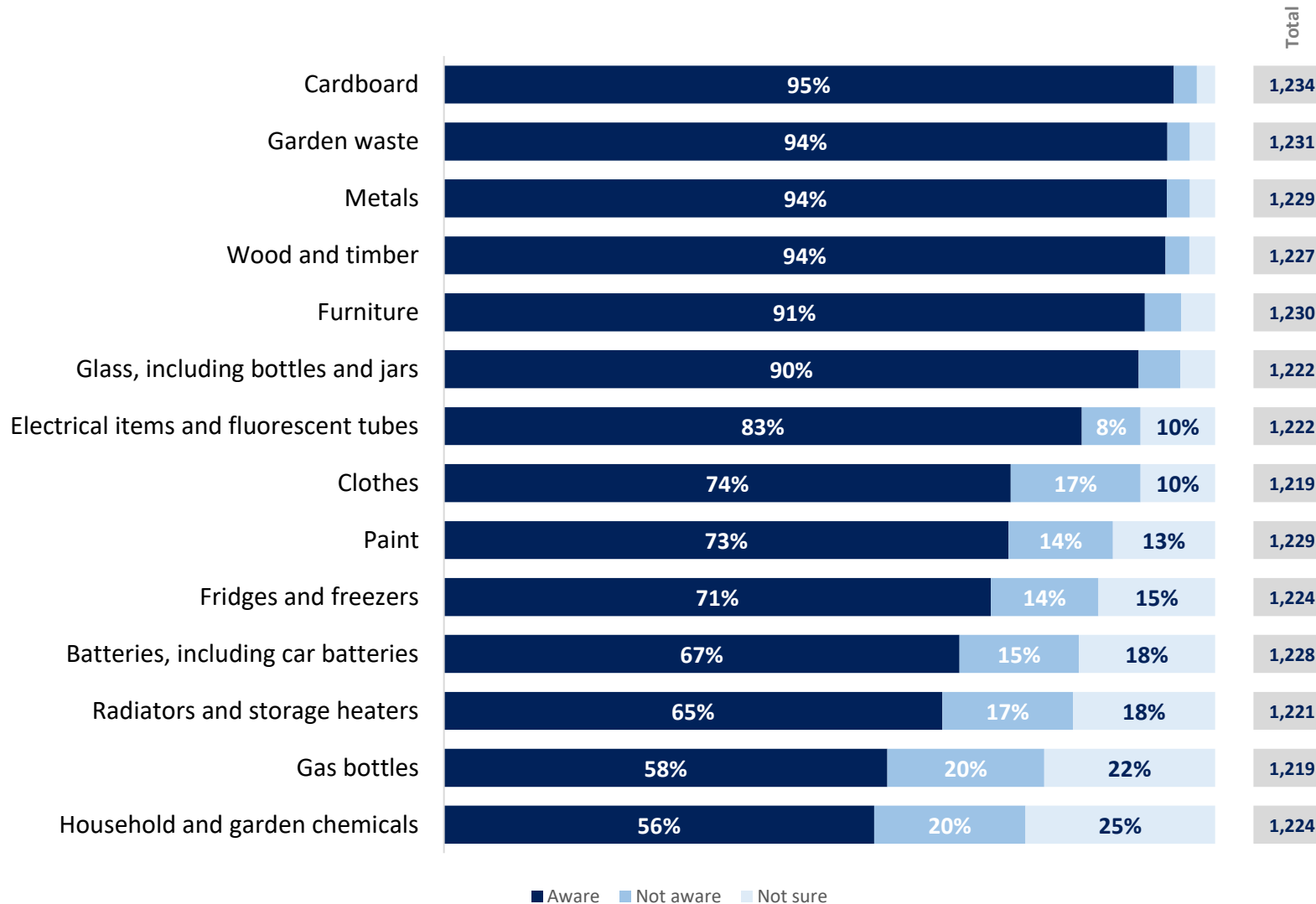
# Responses & analysis

## Using Household Waste Recycling Centres (HWRCs)





# Question 12 | Which of the following items were you aware could be disposed of at a tip / dump / Household Waste Recycling Centre (HWRC)?



## Key findings

- A majority of respondents to each question/item responded *aware* between 56% and 95%
- For all questions where total *aware* responses were lower than 80% (apart from 'paint'), *not sure* was the more popular response compared to *not aware*



## Responses & analysis

### Reporting fly-tipping

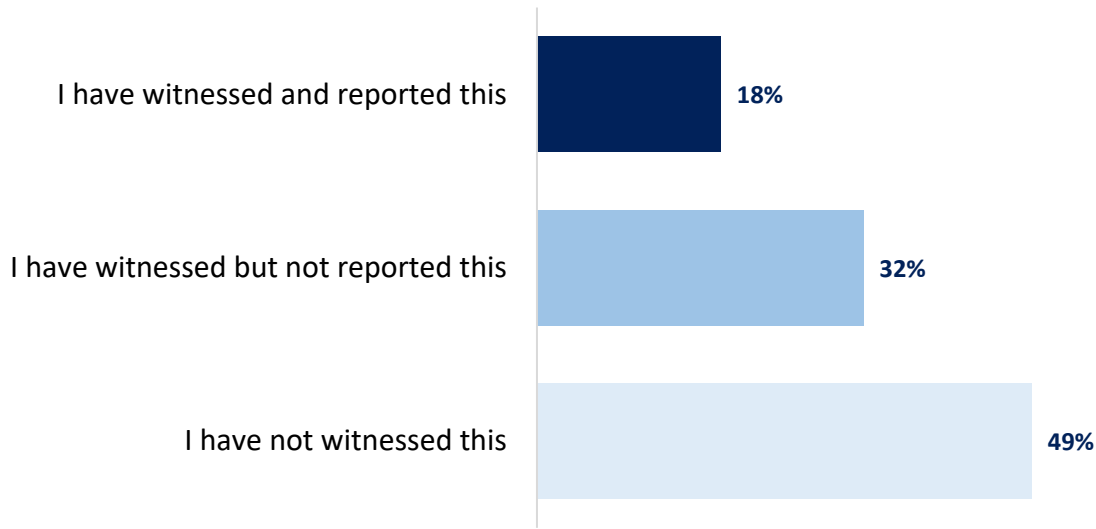




# Question 13 | Which of the following best describes your experiences of fly-tipping over the past 12 months?



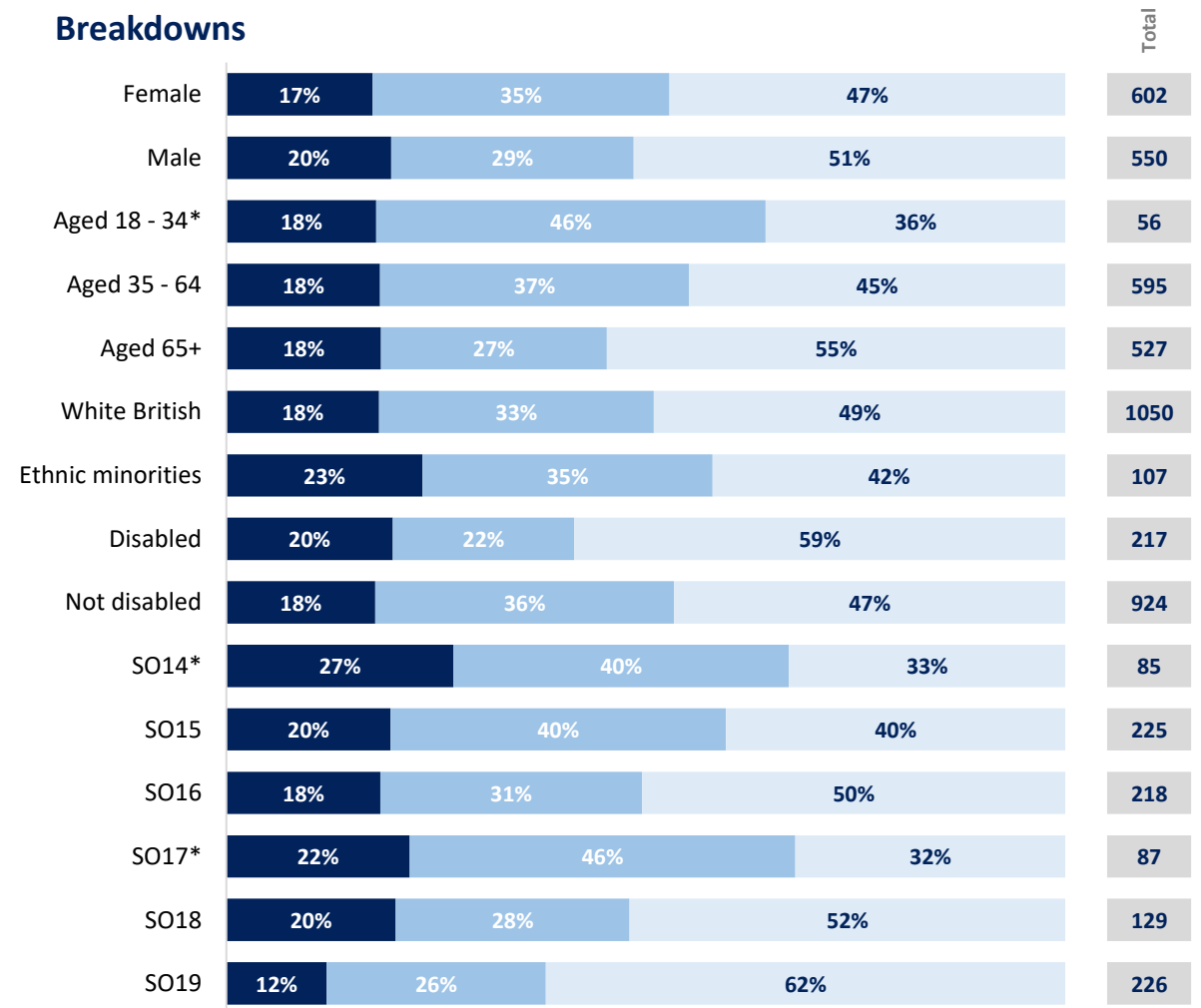
Total responses **1,219**



## Key findings

- Almost half (49%) of respondents said that they had not witnessed any cases of fly-tipping in the past 12 months, with almost one-third (32%) saying that they witnessed fly-tipping but did not report it – 18% of respondents confirmed that they *did* report fly-tipping
- Of the 619 (51%) respondents that confirmed that they had witnessed fly-tipping, 64% said that they did not report it, compared to 36% that said that they did

## Breakdowns



■ I have witnessed and reported this ■ I have witnessed but not reported this ■ I have not witnessed this

\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.



# Question 14 | If you witnessed but did not report cases of fly-tipping, could you tell us why?^ *multiple choice*



**Total responses** **395**

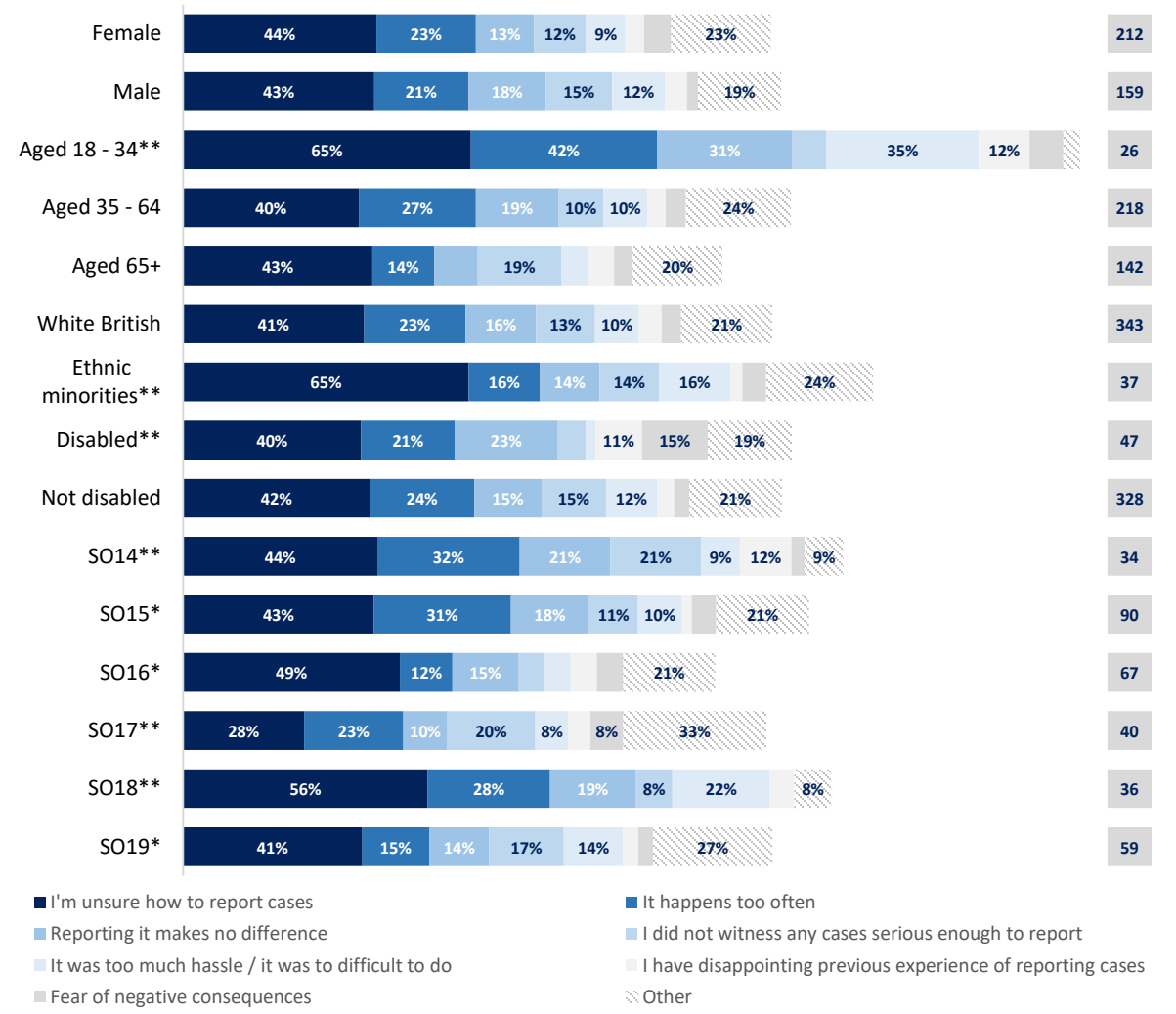
*^Routed to those that selected 'I witnessed but did not report this' as a response to question 13.*



## Key findings

- 43% of those that said they witnessed but did not report fly-tipping said that they did not do so because they were unsure how to – further, 24% said that it happens too often to report, and 16% said that reporting it makes no difference

## Breakdowns



■ I'm unsure how to report cases
 ■ It happens too often
 ■ Reporting it makes no difference
 ■ I did not witness any cases serious enough to report
 ■ It was too much hassle / it was too difficult to do
 ■ I have disappointing previous experience of reporting cases
 ■ Fear of negative consequences
 ■ Other



*\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.*



# Question 14 | If you witnessed but did not report cases of fly-tipping, could you tell us why? If 'Other', please specify<sup>^</sup> *free-text question*



**Total responses** **82\***

*^Routed to those that selected 'Other' as a response to question 14.*



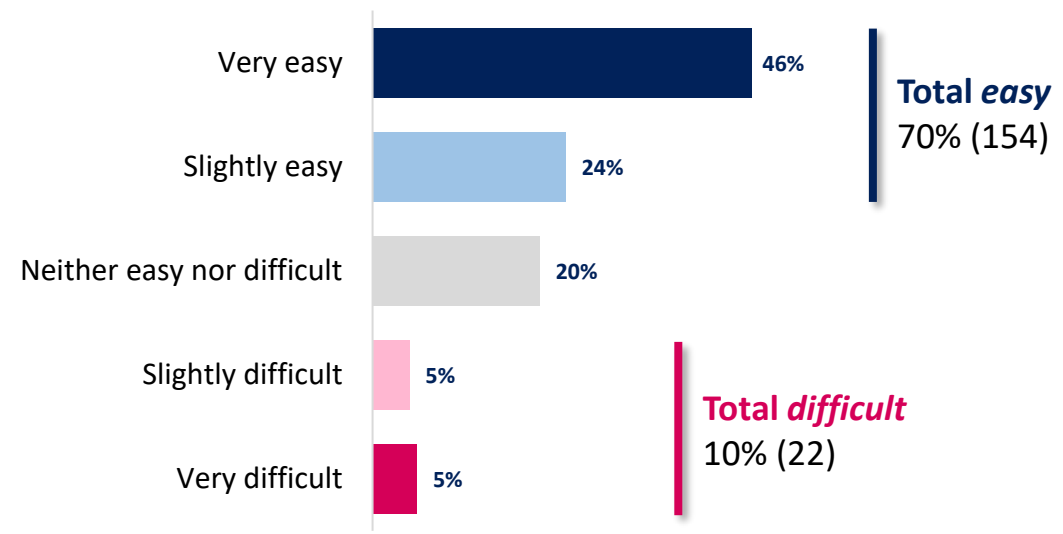


# Question 15 | How easy or difficult was Southampton City Council's fly-tipping reporting service to use?^



Total responses **221**

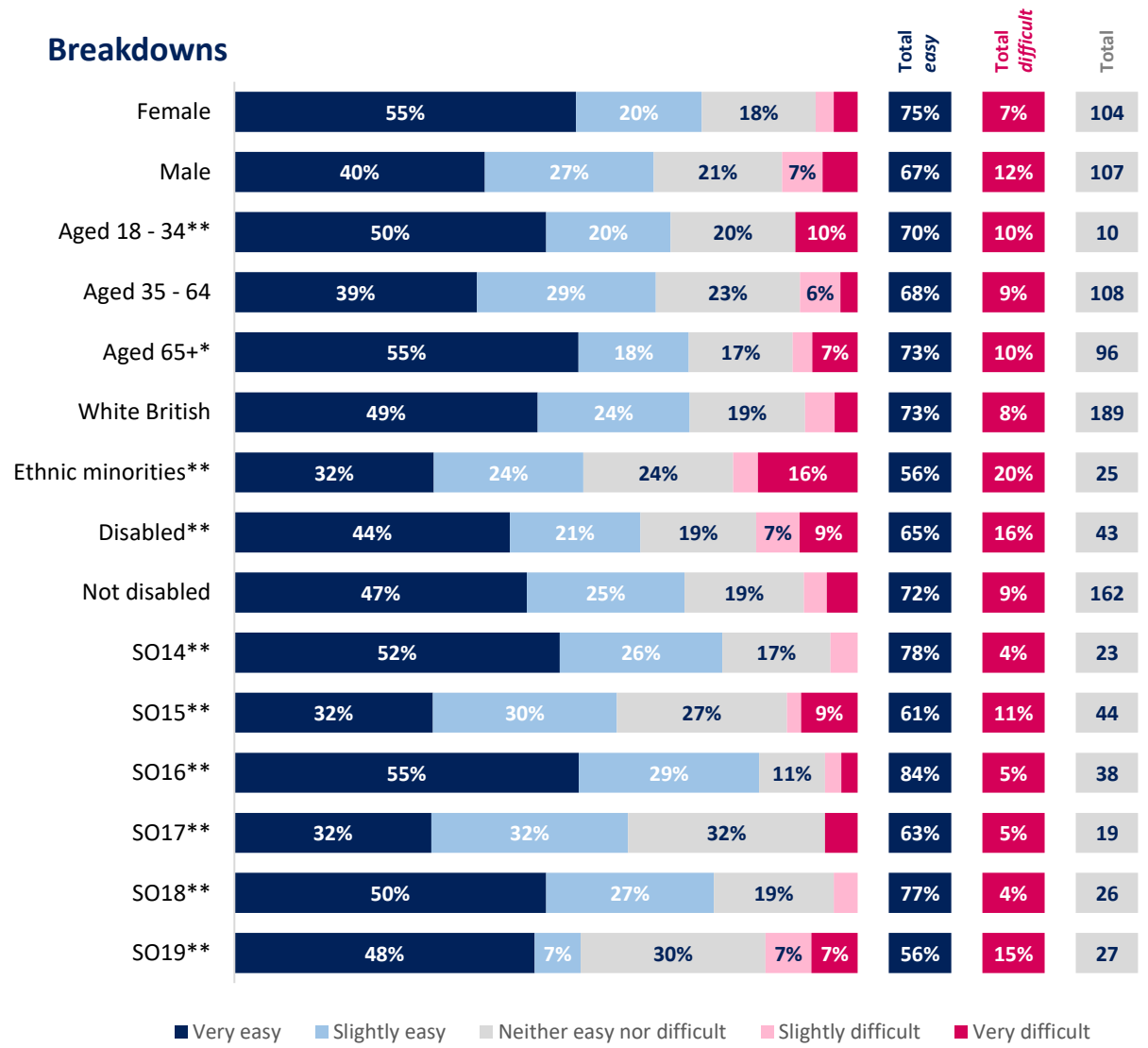
^Routed to those that selected 'I have witnessed and reported this' as a response to question 13.



## Key findings

- 46% of respondents that said they reported a case of fly-tipping in the past 12 months said that Southampton City Council's fly-tipping reporting system was *very easy* to use, with 70% responding *total easy* sentiment
- This includes a majority (55%) of female respondents and respondents aged 65 or older

## Breakdowns





# Question 16 | If you rated the Southampton City Council fly-tipping service as difficult to use, could you let us know your reasons? *free-text question*



Total responses **20\*\***

*^Routed to those that selected 'slightly difficult' or 'very difficult' as a response to question 15.*

It is difficult to find the service on the SCC website/difficulty using the SCC website

9

Policy of not actioning fly-tipping on private land

6

There was a delay in the SCC response

6

The phone was not answered/difficulties reporting by phone

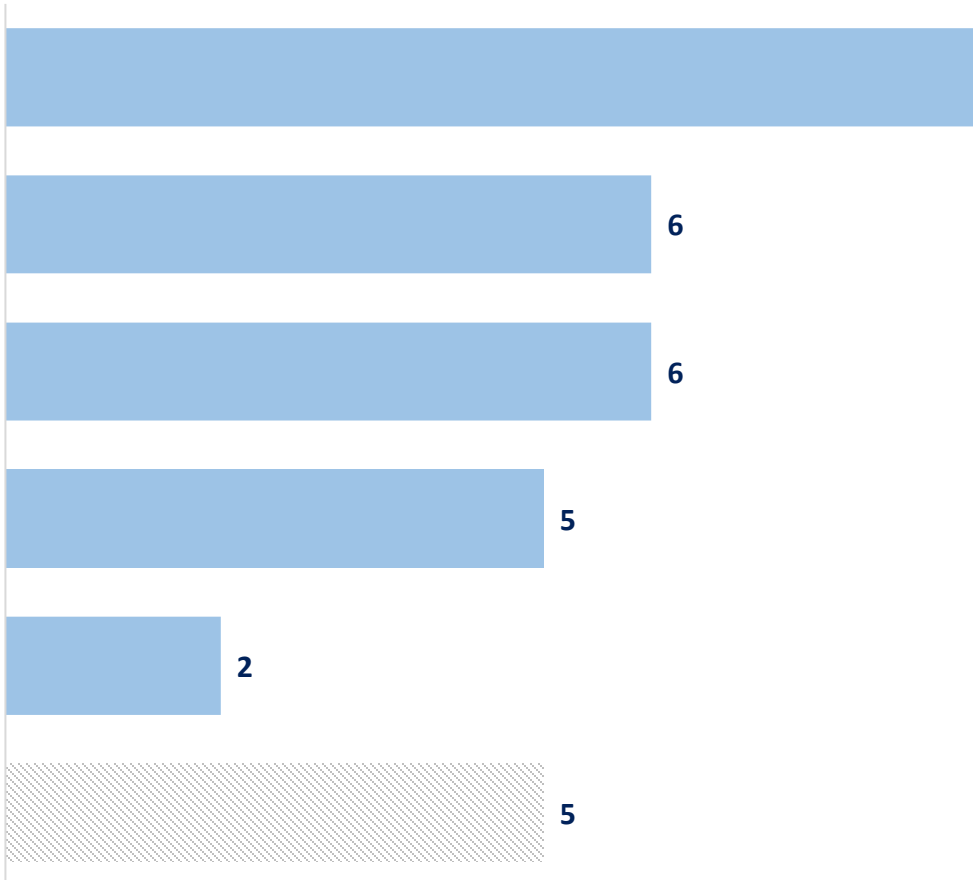
5

Easier to report via other means (e.g. an app)

2

Other

5







## Responses & analysis

### Bin collections

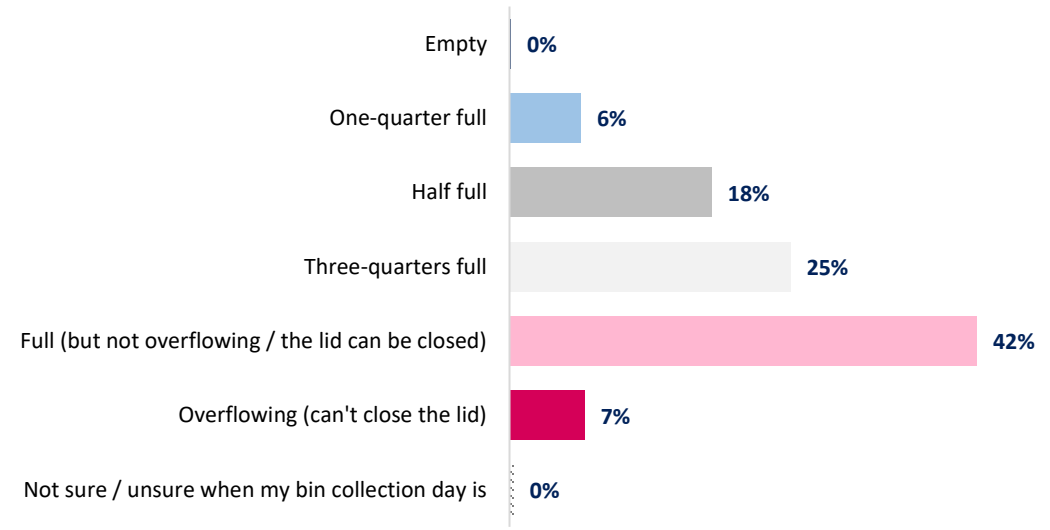




# Question 17 | On a typical collection day, how full is your general waste bin prior to collection?



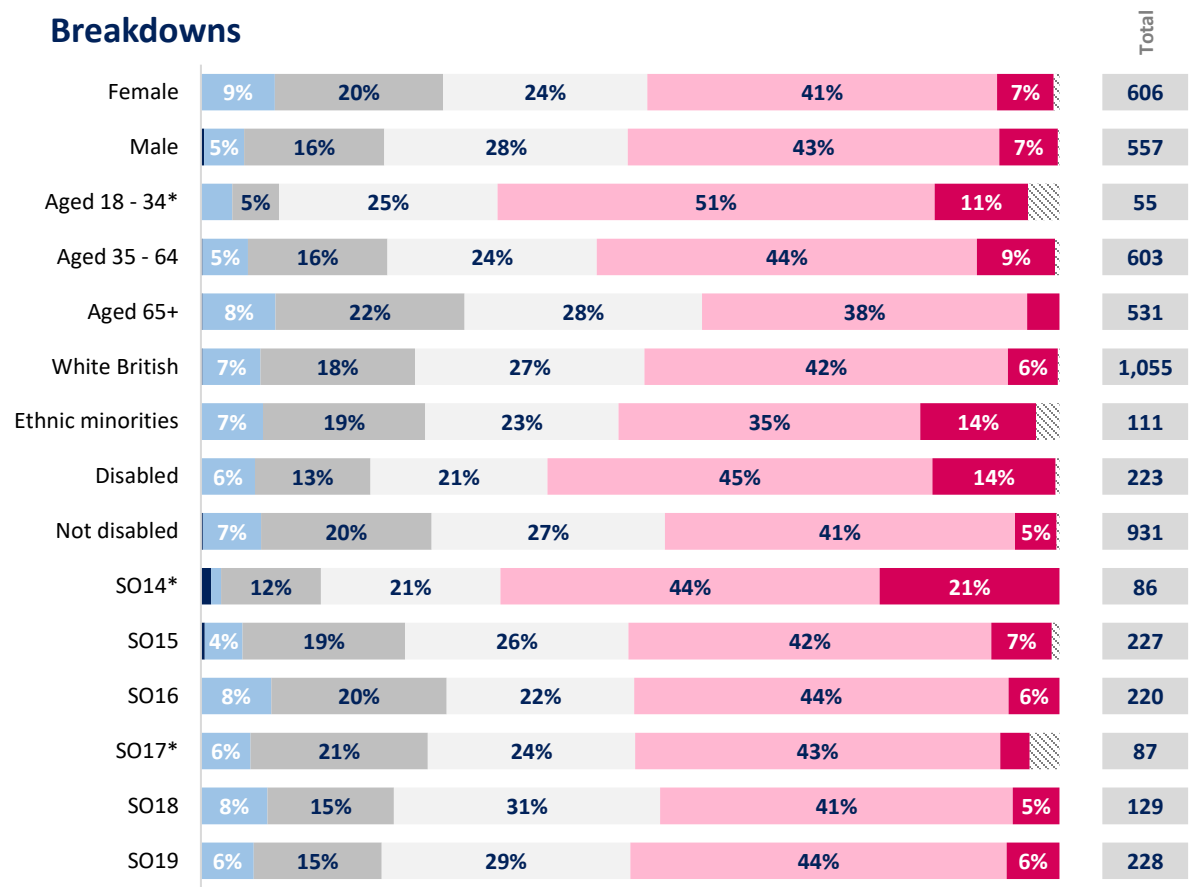
Total responses **1,233**



## Key findings

- 42% of respondents said that their general waste bin is usually full but is still able to be closed – 93% said that their general waste bin usually either full or less-than full, with 7% saying that their bin was full to the extent that it was overflowing
- Respondents aged 65 or older and respondents belonging to an ethnic minority responded *full but not overflowing* to the least extent at 38% and 35% respectively
- Of breakdowns with 100 respondents or more, ethnic minority and disabled respondents responded *overflowing* to the greatest extent at 14% each

## Breakdowns



■ Empty
 ■ One-quarter full
 ■ Half full
 ■ Three-quarters full
 ■ Full (but not overflowing / the lid can be closed)
 ■ Overflowing (can't close the lid)
 ■ Not sure / unsure when my bin collection day is



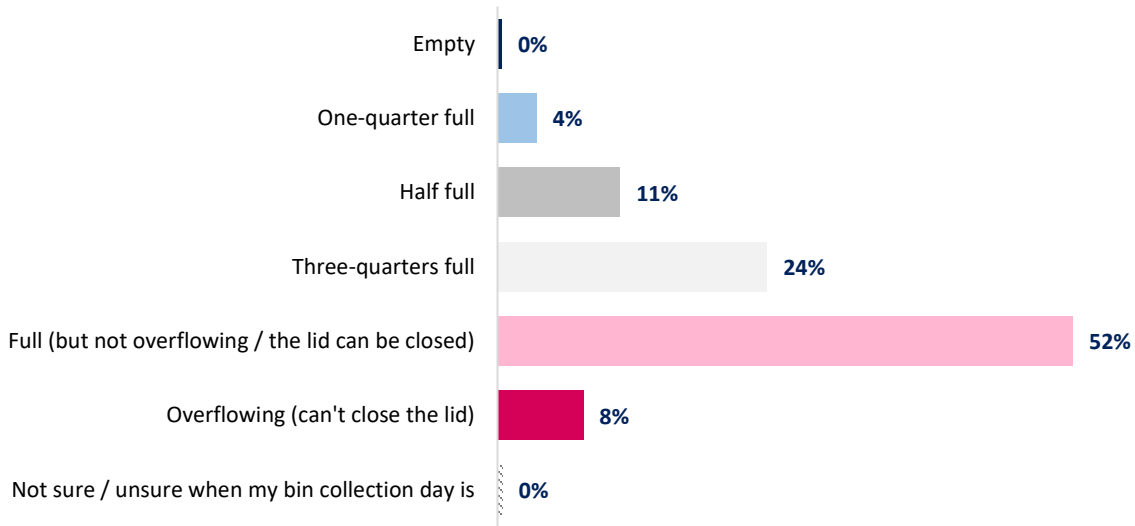
\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.



# Question 18 | On a typical collection day, how full is your recycling bin prior to collection?



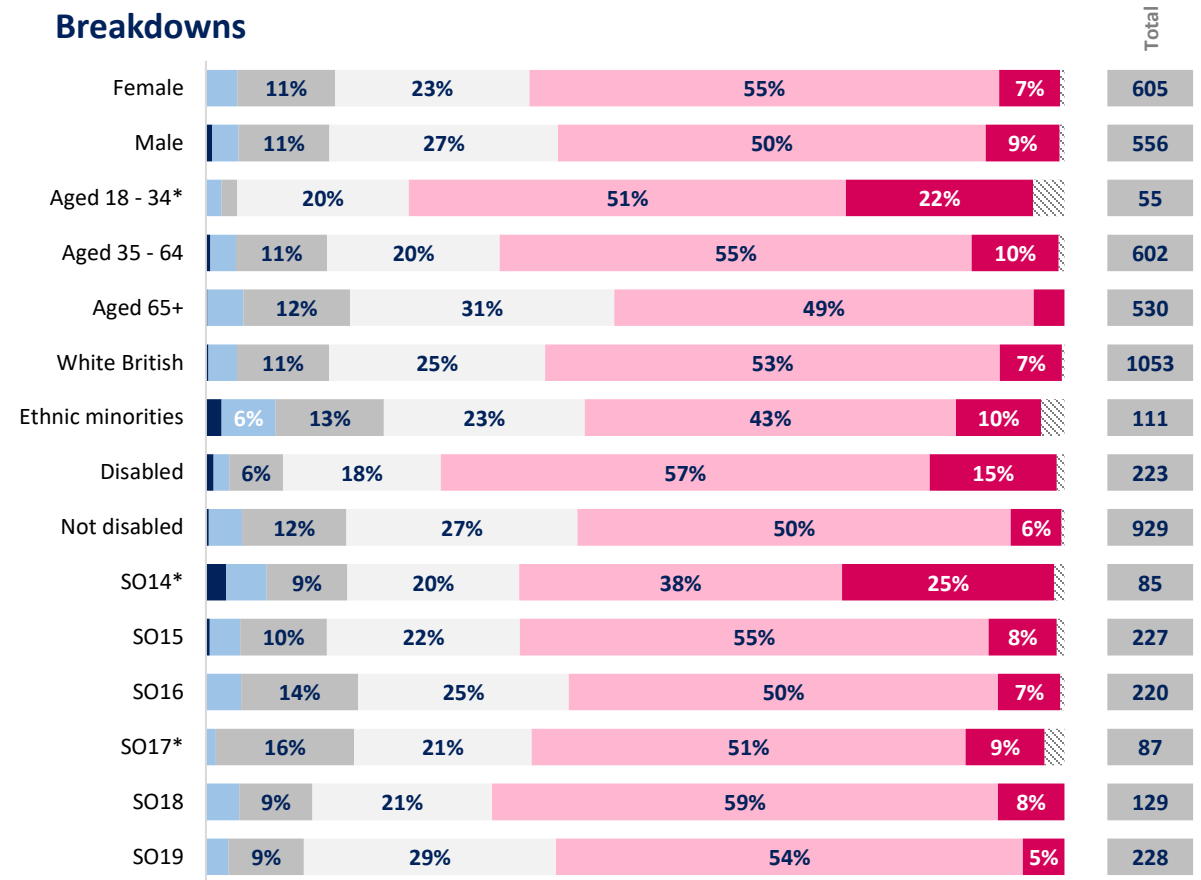
Total responses **1,231**



### Key findings

- A majority of respondents said that their recycling bin was full but not overflowing on a typical bin collection day (52%)
- Each breakdown also majority responded *full but not overflowing*, apart from those aged 65 or older, who responded *three-quarters full* to the greatest extent at 31%
- Respondents with a disability responded both *full but not overflowing* and *full and overflowing* to the greatest extent (of breakdowns with 100 respondents or more) at 57% and 15% respectively (72% *full total*)

### Breakdowns



Empty
  One-quarter full
  Half full
  Three-quarters full
  Full (but not overflowing / the lid can be closed)
  Overflowing (can't close the lid)
  Not sure / unsure when my bin collection day is

\*Fewer than 100 respondents. \*\*Fewer than 50 respondents.