

Litter Free Dorset Business Survey Analysis

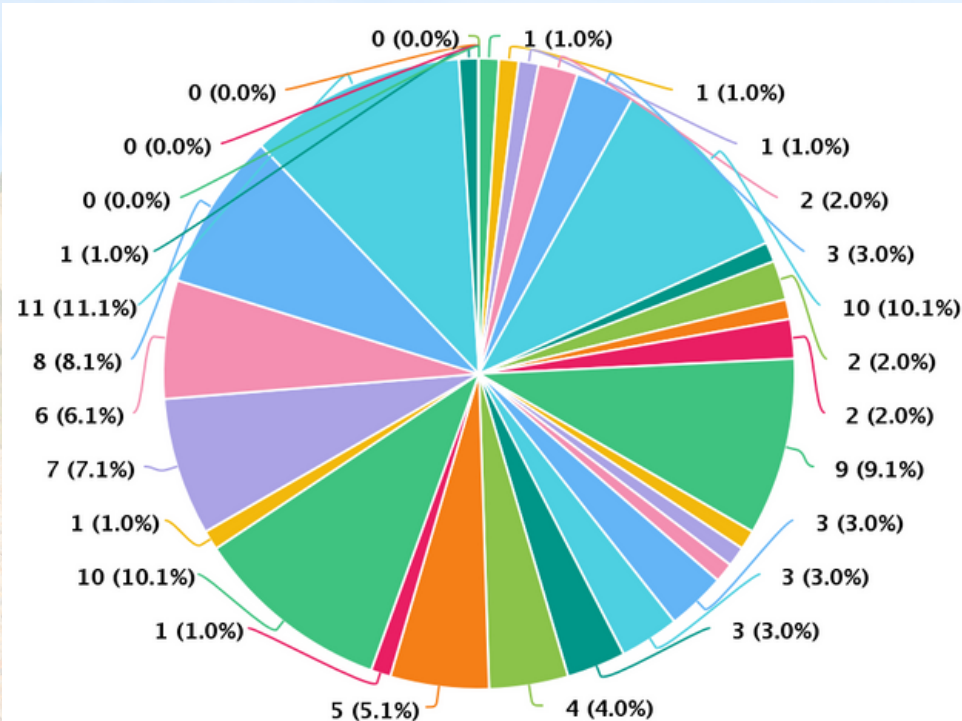
**THE BIG
BUSINESS
SURVEY**

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www.litterfreedorset.co.uk



Locations



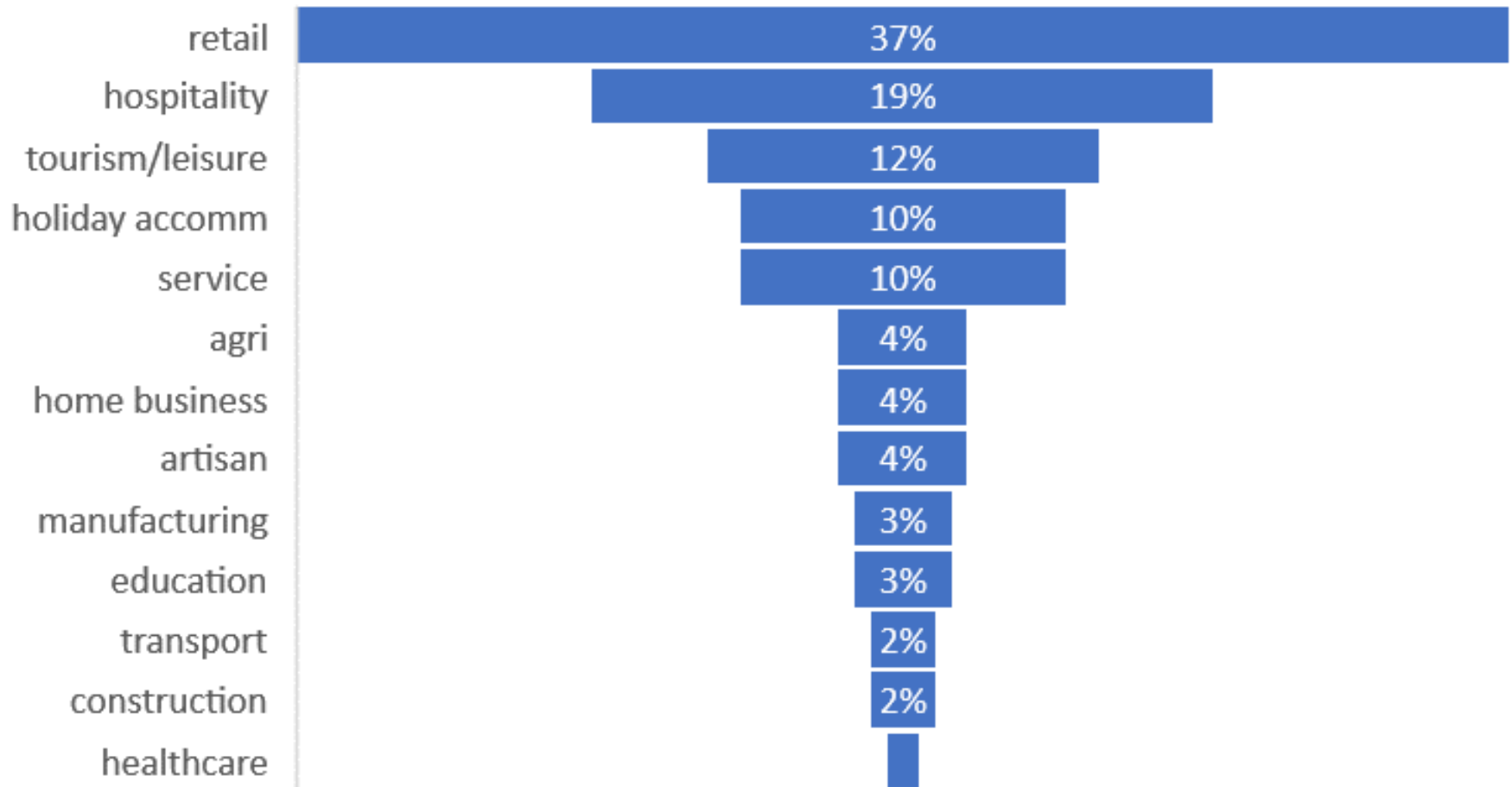
Question options (Click items to hide)

West Moors Verwood Stratton Stalbridge Shipton Gorge Seatown
 Puddletown Pimperne Osmington Okeford Fitzpaine More on Cerne Abbas
 Milton Abbas Milborne St Andrew Martinstown Marnhull Maiden Newton
 Highcliffe Frome Vauchurch Frampton Ferndown Corscombe Colehill
 Christchurch Chideock Charmouth Charminster Cattistock
 Burton Bradstock Bothenhampton Bere Regis Other (please specify)
 Wimborne Weymouth & Portland West Bay Wareham Symondsburry
 Swanage Sturminster Sherborne Shaftesbury Poundbury Poole
 Lyme Regis Lychett Matravers Gillingham Eype Dorchester
 Corfe Castle Child Okeford Chickerell Buckland Newton Bridport
 Bournemouth Blandford Forum Beaminster Allington Abbotsbury

99 respondents in total

- By far the best engagement came from businesses in towns we had visited in person
- Conversations with business owners – whether on social media or in person – made a big difference
- Businesses often don't have the time or resources to invest into issues like this – so we need to go to them
- 23% of respondents identified as 'seasonal'

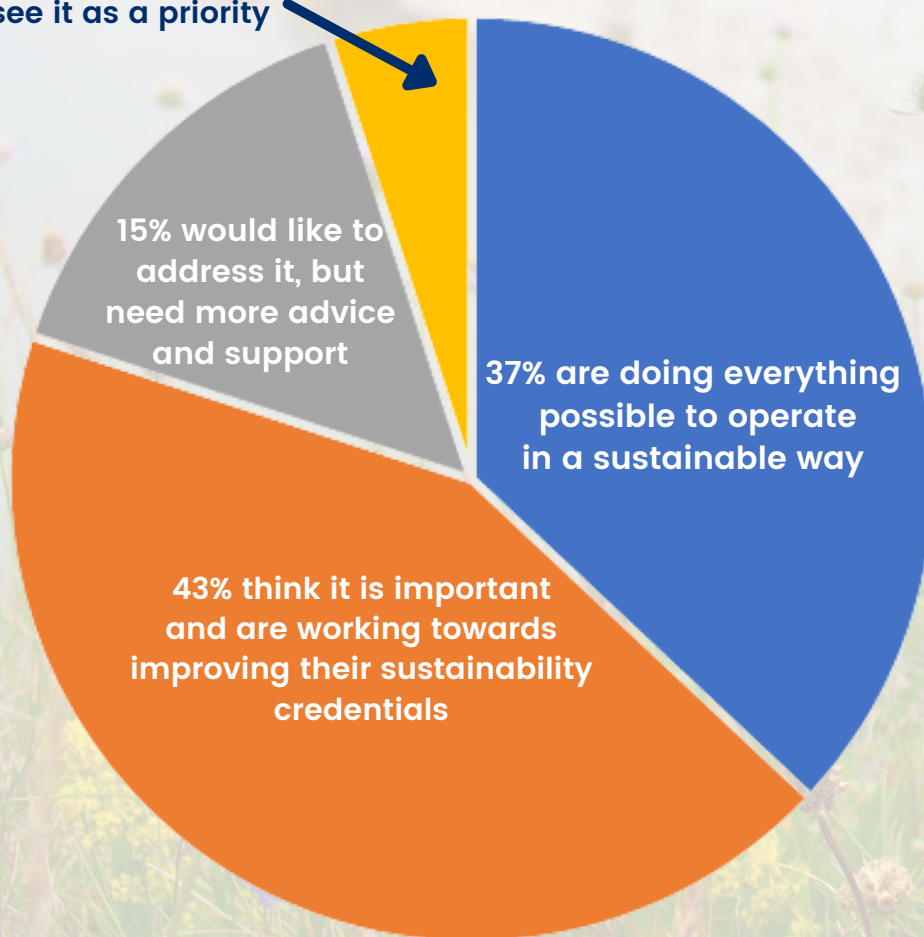
Industries



99 respondents in total

How important is environmental impact and sustainability in your business?

5% do not currently see it as a priority



- More advice and support to help businesses to operate more sustainably
- Communicate why it is vital for businesses to reduce their impact on the environment is needed
- Explain how businesses contribute to the wider context of Dorset and the Climate Emergency agenda
- Celebrate those who are already doing it or doing all they can - make them 'ambassadors' for Dorset business

Does your business have a mission statement and does it include a commitment to the environment?

- A mission statement
 - Provides an ideal vision for the future
 - Encourages employees to think about how their actions will impact future business success
 - Fosters a positive company ethos
 - Shows customers that you take your environmental responsibilities seriously
- 57% of respondents don't currently have a mission statement
- 42 businesses would be interested in creating one that includes a commitment to the environment, or adding a commitment to their existing statement.
- Some businesses will need support with this

- Communicate to businesses the ways in which a mission statement can support their environmental aims
- Provide support to help businesses write an effective MS and how to include a commitment to the environment
- Potential webinar topic

Takeaway Packaging

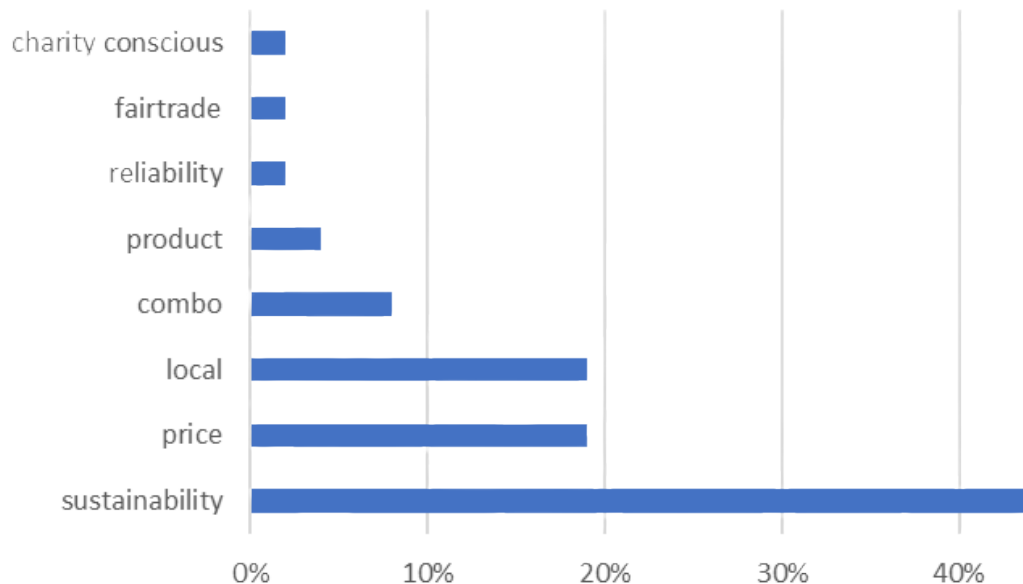
48% of respondents use it in their business

- 68% use compostable / biodegradable / recyclable / reusable takeaway packaging, e.g.
 - compostable cups, trays, boxes, tubs, sauce pots e.g. bagasse
 - kraft paper bags, packing tape, tissue paper
 - cardboard boxes
 - reused boxes/egg boxes
 - paper bags & carriers
 - wooden stirrers
 - paper stawers
 - bio-plastics
 - compostable greaseproof paper
 - clear PLA drinks cups
 - bags for life
- 6% use single-use takeaway packaging
- 26% use a combination
- wide range of cost per item, e.g. 2p for paper labels, 20p for coffee cup & lid, 25p for food boxes, 50p or £1 for bags for life

- Businesses are willing to invest in more sustainable types of packaging, even if they cost more
- There is lots of confusion around what to do for the best, particularly with compostable/biodegradable packaging that can't be composted in Dorset
- Clarification is needed about what the most sustainable options are, and how they are disposed of in Dorset

What is most important to you when selecting suppliers?

61% of respondents said that they research suppliers' sustainability credentials before selecting a new supplier



- 22% of respondents think manufacturers and suppliers should be doing more to lessen the environmental impact of the products they sell
- Businesses value sustainability when selecting suppliers
- Small businesses don't feel they have the clout to pressure suppliers to change
- Potential to form 'buying groups' with more power to pressure suppliers to improve packaging
- Budget product lines often have much lower sustainability credentials – but many customers don't want to pay the extra cost of better alternatives

Do customers dispose of litter responsibly?

Most commonly
littered items outside
your business...

coffee cups

tissues

facemasks

food wrappers

cans

dog poo bags

cigarette butts

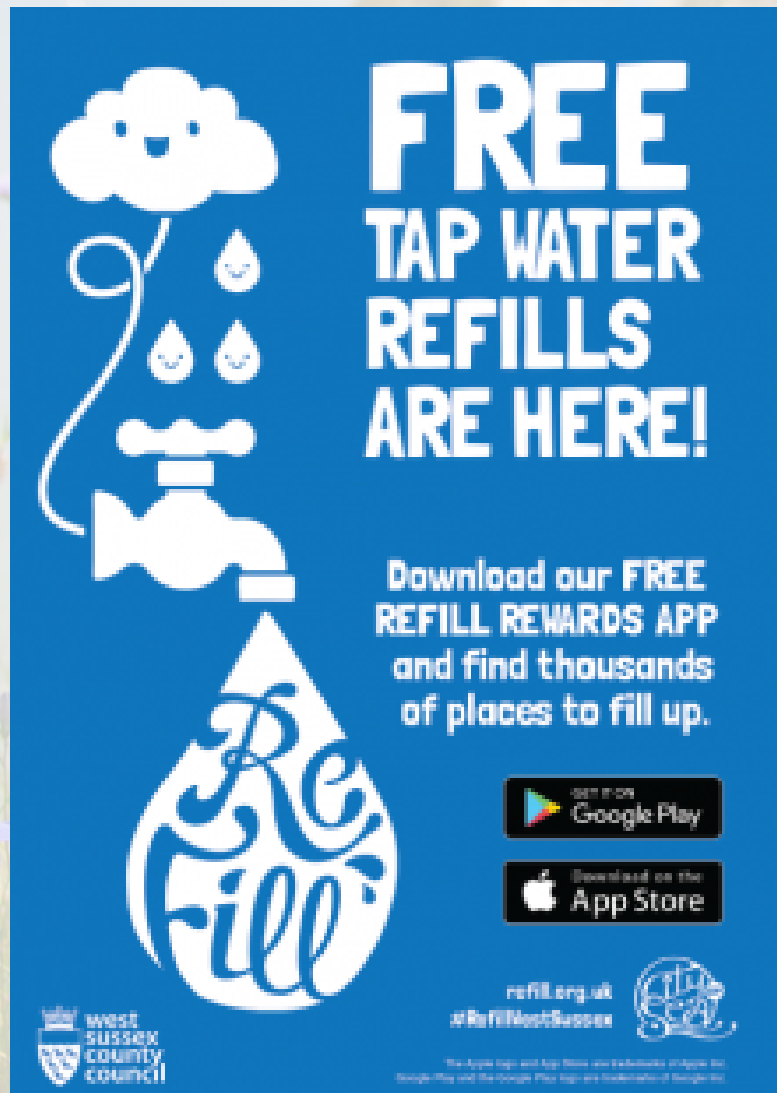
bottles

reciepts

crisp packets

- 39% of respondents said their customers often don't dispose of litter responsibly
- Potential for generic litter messaging around town centre 'hotspots'
- Only 18% of respondents are displaying anti-littering messaging
- Improve bin signage or 'closest bin this way...'

Are you signed up to the Refill App?



A promotional graphic for the Refill App. It features a blue background with white icons of a cloud, water droplets, and a water tap. The text 'FREE TAP WATER REFILLS ARE HERE!' is prominently displayed. Below this, it says 'Download our FREE REFILL REWARDS APP and find thousands of places to fill up.' There are logos for Google Play and the App Store, and a large 'ReFill' logo at the bottom. The West Sussex County Council logo is in the bottom left corner.

FREE TAP WATER REFILLS ARE HERE!

Download our **FREE REFILL REWARDS APP** and find thousands of places to fill up.

Get it on Google Play

Download on the App Store

ReFill

west sussex county council

refill.org.uk
@RefillWestSussex

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- 1% of businesses are signed up to Refill
- Potential to make 'Refill' towns across Dorset – get at least 75% of businesses to sign up
- Promote the high street water fountains e.g. in Dorchester
- "Visiting Dorchester? BYO bottle!"



Are there any barriers to your business being more sustainable?

- 46% said that suppliers create too much waste
- 30% identified a lack of information about suppliers' sustainability credentials
- 41% said that the environmentally friendly choices are too expensive
- 37% are unsure about what to do with certain waste items

- Better understanding needed about what waste options are available
- Need pressure on suppliers to be more transparent about packaging
- Potential for group buying to make the sustainable options more affordable for small businesses

**LITTER
FREE
DORSET**

LAND, COAST & SEA

Respondents identified further barriers to reducing their environmental impact...

- Biodegradable/compostable packaging won't degrade in landfill – need industrial composting
- Conflicting info about different compostable/degradable/bio options – need a standard
- More support for small businesses – need assurance that extra cost of environmental choices is worth it, not ending up in landfill
- Covid created more single-use demand, need to roll this back – more public awareness
- No facility for recycling polystyrene sent by suppliers
- No facility for composting compostable packaging
- Having to import food to meet UK demand out of season
- Local waste services struggle to access some areas – customer has to use a distant private company
- Lack of infrastructure for electric cars

**71% of respondents
would like to know
more about how
they can reduce the
impact their business
has on the
environment**

Do you use Council waste services
or a private waste contractor?

**59% use Council
waste services**

- 63% are satisfied or very satisfied with their waste services
- 37% are dissatisfied or very dissatisfied
- Of the 59 respondents who use Council waste services, 37 are satisfied or very satisfied with their waste services

Viridor

Suez

Local skips

Veolia

Bottleman

Hurn Recycling

Sita

Biffa

Karbie

WCA

Dolphin Centre

How could your waste collection provider improve their services?

- Providing a wider range of recycling/waste options is what businesses want most
- Price was third down the list of what businesses want from their waste collections
- Reliability and range of services is more important to them than the cost
- Opportunity to engage more businesses by offering wider range of services, and shouting about what is already on offer by Council waste services



Which specific items do businesses want collections of?

coffee grounds

wet wipes

foil

soft plastics

tetrapack

coffee cups

crisp packets

polystyrene

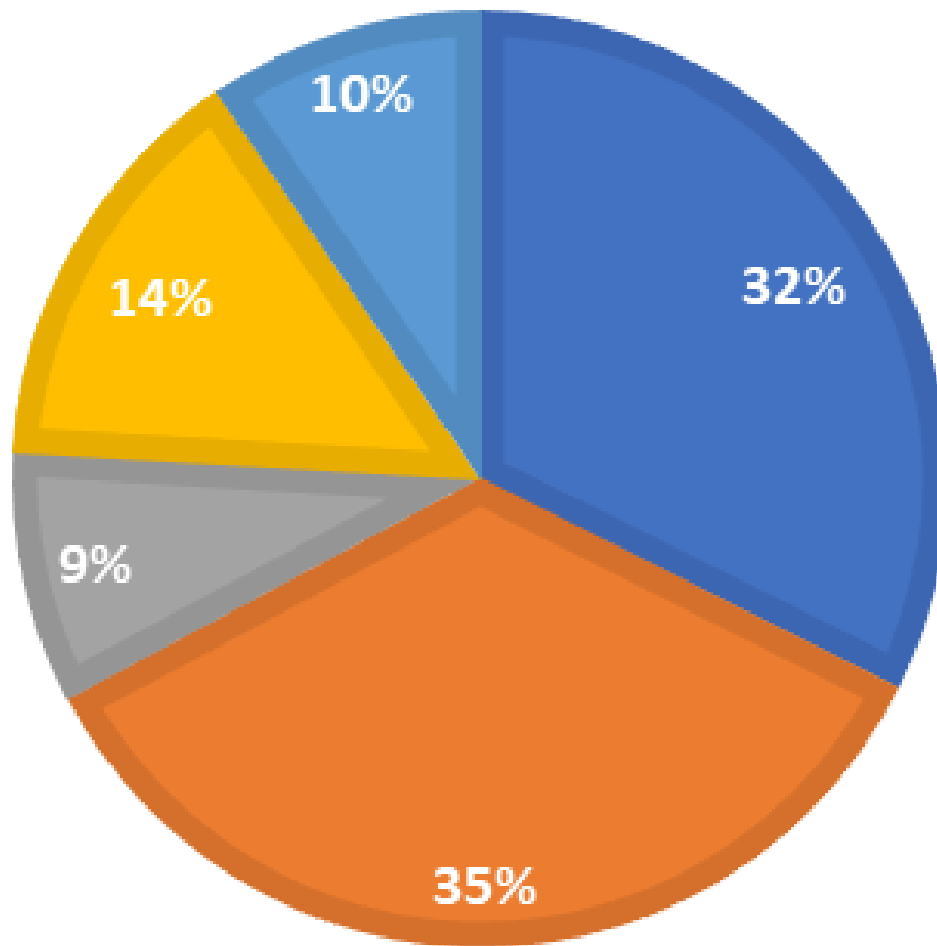
- Business want to responsibly dispose of as much of their waste as possible, in the most sustainable way
- Businesses don't always have the time or resources to utilise specific item recycling points
- Businesses want widespread recycling/reuse/disposal/composting of specific items such as Tetrapak, coffee cups, polystyrene offered with their waste collections

Respondents suggested further ways to improve waste collections...

- More enforcement on businesses who don't recycle or repeatedly contaminate recycling, or use general waste for everything
- introduce smaller collection vehicles that can access narrow lanes/long drives
- More transparency about where all different types of waste go so businesses can make informed choices, with associated data
- Better advice about how to improve their waste arrangements
- Encouragement for businesses to work together on waste/recycling
- Vermin-proof food bins
- More local recycling points
- Coordinated effort to provide larger waste containers to businesses together, reducing number of collections required
- More beachfront bins

Which types of waste collection do you currently have?

■ mixed recyc ■ gen waste ■ food waste ■ glass ■ other



Which type of waste does your business produce most of and how do you dispose of it?

- 74% produce mostly cardboard & paper, 95% separate and recycle it / 5% put in general waste
- 12% produce mostly plastic, 55% separate and recycle it / 45% put in general waste
- 6% produce mostly food, 4 of those put in general waste, 1 uses food bin, 1 uses own composting

- Cardboard and paper is most widely separated into recycling
- More businesses need to be pushed to separate and recycle plastics
- Potential for bin audits
- Better communication about which types of plastic can go into recycling bins
- Enforcement on businesses who don't recycle plastic that could be recycled

Which specific item waste/recycling facilities do you use, apart from your bin collections?

- Reworked
- Terracycle
- Plastic packaging and cardboard returned to supplier where possible
- FWAG (farming waste)
- Wimborne War on Waste
- Batteries
- Recycling scheme for crisp packets/milk bottle tops
- IT equipment sent to charity

- Look at potential to provide more widespread collection of these items with waste services
- More promotion of specific recycling/reuse services
- Encourage businesses to 'share' waste – need a platform for this
- Champion businesses who are using these services already

KEY MESSAGES

25% of respondents often exceed the capacity of their general waste and/or recycling bins

61% would like help to improve their waste capacity or frequency of collections

Only 12% of respondents currently collaborate with other businesses for waste/recycling services

54% would be open to collaborating with other businesses for their waste/recycling services