

SANDBACH CLEAN TEAM QUESTIONNAIRE RESULTS

February 2009

- Sandbach Clean Team had 123 members at the time of the questionnaire.
- There were 50 respondents to the questionnaire (3 of which replied that they no longer pick litter).
- This gives a response rate of 40.65%! Any commercial organisation would be absolutely delighted with this return as a response rate of 5% to 10% is seen a very good.

Summary of Key Findings

- The highest number of areas and routes picked by one member is 4.
- 80.8% of the membership is over 51 years of age.
- 4 hours 44 minutes is the average time each member litter picks per month.
- The monetary value of our litter picking is approximately **£55,000 per annum** (at £8 per hour and assuming all members are active litter pickers)
- One member picks litter for an amazing **30 hours per month!**
- 69.7% of the people who attend the monthly litter picks would like to go for refreshments afterwards.
- Word of mouth is the best way of getting new members.
- 76% of the members are very satisfied with the Clean Team litter picking equipment.
- 44.68% (21 people) have confirmed that they will attend the 2009 AGM.
- Most people who visit the website do so for dates of forthcoming events.
- 3 members would like to become further involved in the Clean Team. 1 member would like to become more involved in the future when they have more time.
- 59.7% of the members have adopted their own route or area to litter pick.
- 11.5% just do the monthly pick.
- 23% pick an area or route at random or just identify a littered route and area and do that.
- 42.85% of the respondents attend the monthly pick as and when they can.
- 51.06% of members have visited the website.

Age Range of the Membership

Overview of the age of the membership (of responses to survey):

- Members' ages range from 7 to 80 years old, however, there are no members between the ages of 11 to 30.
- 80.8% of the membership is over 51 years of age.
- 46.8% of the membership is 61 to 70 years old.

Recruitment of Members

People became aware of the Clean Team by (of 50 respondents):

- Existing member 50%
- Newspaper article 24%
- Other: started the Team/visits to organisations 10%
- Brereton Community Interest Group 6%
- Sandbach Today 6%
- Poster 4%

Clean Team Equipment

Members' satisfaction with, and assessment of, the equipment provided (of 50 respondents):

- Very satisfied 76%
- Some what satisfied 24%

Additional pieces of equipment required or comments made:

- 7 members suggested some form of **bag truck on wheels** because the bin bags got to heavy to carry.

COMMENT: I think that due to the age of some members this is a very valid point. Research could be done to see what is available. I have seen garden rubbish trucks at Bridgemere Garden Centre (outside Nantwich) which carry a large refuse bag. They cost approximately £25 and it may be possible to adapt them if no company specifically makes one for rubbish.

- 3 members suggested **gardening/smaller gloves** rather than the rubber ones provided.

COMMENT: This was a request from female members, however, my hands have had a reaction to the rubber so perhaps we could research alternative types of gloves (I know Dick has a twenty five year supply of the rubbers gloves left!).

- 3 members suggested a **brush and pan**.

- 3 members suggested **smaller refuge bags** due to the weight of the full size ones when full.

- 1 member suggested **longer pickers** to get into hedgerows.

COMMENT: Already provided. Perhaps we need to inform the membership that they can obtain them on a temporary basis.

- 1 member suggested a **container for glass and sharps** (needles).

- 1 member suggested the word "**volunteer**" on the hi-visibility jackets.

COMMENT: Already provided. Perhaps we need to inform the membership that they can exchange their hi-visibility vest for one with "volunteer" on the back.

Type of Picking Undertaken

Frequency of picking (of 52 respondents – some respondents ticked more than one):

- No longer go litter picking 5.8%
- Just do the monthly pick 11.5%
- Have adopted a particular route or area 59.7%
- Choose route or area at random or just identify a littered area or route 23%

The Monetary Value of the Clean Team's Litter Picking

Total hours picked per month by 42 respondents = 199 hours (11,940 minutes).

199 hours (11,940 minutes) divided by 42 = 4 hours 44 minutes (284 minutes) per member per month.

120 members multiplied by 4 hours 44 minutes (284 minutes) = 568 hours (34,080 minutes) per month.

568 hours multiplied by £8 = £4,544 per month.

£4,544 multiplied by 12 months = **£54,528 per year.**

NOTE: This assumes all members are active litter pickers.

Monthly Litter Picks

Attendance at the picks (of 42 respondents):

- Every one 21.42%
- Every other one 2.4%
- I don't attend 28.57%
- As and when I can 42.85%
- Other 4.76%

Membership who would or wouldn't like to go for refreshments (of 33 respondents who attend the picks):

- Would like to go for refreshments 69.7%
- Wouldn't like to go for refreshments 30.3%

Where to go for refreshments (of 24 respondents):

- Pub 54%
- Any suitable accommodation 25%
- Church hall/village hall/etc. 17%
- Restaurant 4%

Comments made by members on how to improve the monthly picks:

- Can we recycle the collected waste?
- More publicity is required.
- Plan and allocate routes and areas to be picked to prevent people repeatedly covering the same ones throughout the pick.
- Can Sunday picks be done as well or instead?

- Alternate the Saturday pick with a week day.
- Target "grot spots" rather than just the town centre.

Comments made regarding non-attendance at the monthly picks:

- No transport to get there (1 respondent)
COMMENT: Perhaps we could offer to take people and advertise this service when the "reminder" e-mail is sent out?
- Health reasons (1 respondent)
- Picks their own area instead (1 respondent)
- Other commitments (5 respondents)
- No refreshments afterwards (1 respondent)

Annual General Meeting 2008

Attendance at the last AGM (of 39 respondents);

- Attended 33.4%
- Didn't attend 66.6%

Annual General Meeting 2009

Members attending this year's AGM (of 47 respondents):

- Won't be attending 25.54%(12 respondents)
- Will be attending 44.68%(21 respondents)
- Don't know 29.78%(14 respondents)

Where members would like the AGM to be held:

- Any suitable accommodation 18 respondents
- Church hall, village hall etc. 10 respondents
- Pub 5 respondents

Interested in (some respondents ticked more than one):

- Coffee, tea and biscuits 20 respondents
- Buffet 11 respondents
- Bring partners 7 respondents
- Guest speaker 9 respondents
- Local dignitary, Quiz night, Race night, Dinner dance, disco etc 4 respondents

Prepared to pay:

- £0 8 respondents
- £5 or less 13 respondents
- £5 to £15 9 respondents

Sandbach Clean Team Website

Number of respondents who have visited the website (of 47 respondents):

- Visited: 51.06%
- Not visited: 48.94%

People became aware of the website by:

- An existing member 13 respondents
- The questionnaire itself 8 respondents
- Searching the internet 4 respondents
- Newspaper 1 respondent
- Link from another website 1 respondent
- Designed the website 1 respondent
- Newsletter 1 respondent
- Clean Team literature 1 respondent

Number of times members visited the website:

- Never 15 respondents
- Once a week 2 respondents
- Once a month 5 respondents
- As and when 12 respondents
- Every 3 months 1 respondent

The reasons members visited the website:

- Need dates / information 14 respondents
- Curiosity 4 respondents
- To get a fuller picture 1 respondent
- To up date it 1 respondent

The following things could be done to improve the website:

- Useful contacts page
- Links to other litter picking websites / official websites
- Make it more colourful / attractive
- Inform members of what routes have been picked
- Chat room so members can arrange to go picking together etc.

A number of Members expressed a wish to become further Involved in the Clean Team

Mark Cook

Sandbach Clean Team Committee Member

March 2009