



## Middleport Matters Environmental Survey

The Eco Lifestyle Project aims to improve awareness of environmental matters and support people in reducing their environmental impact. To achieve this, we needed to know what people's current situation is and what support they might want or need. We created a short survey and invited people who visited the hub to complete it.

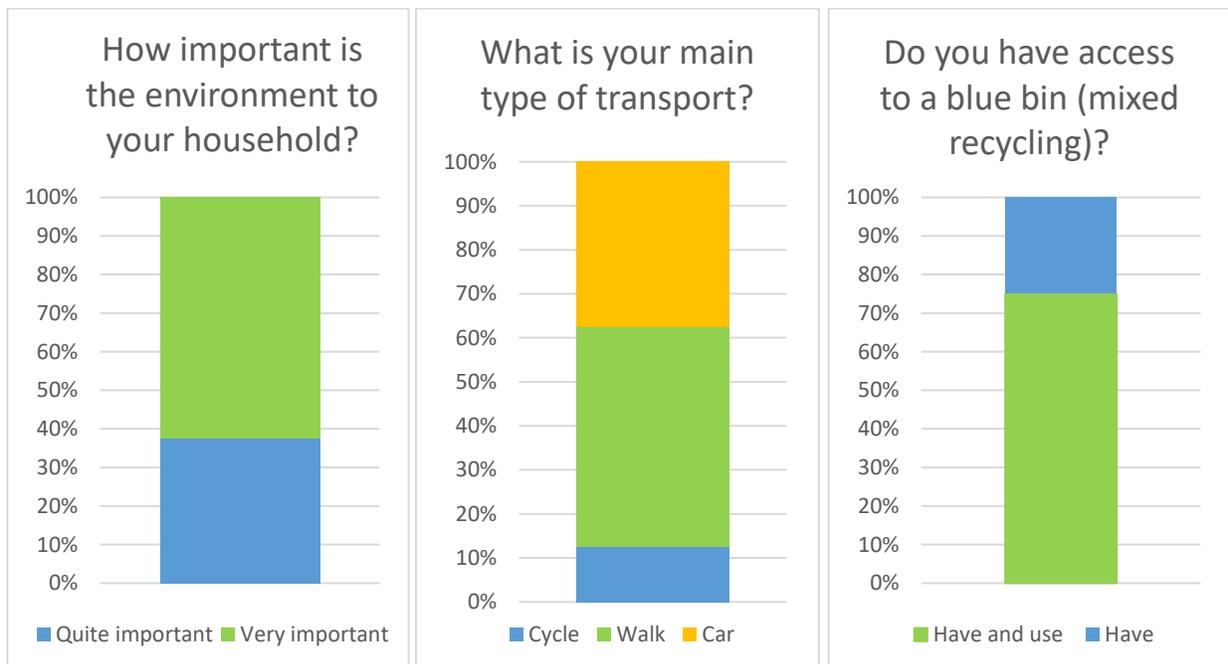
### The survey

The survey asked questions around type and size of homes and households, regular use of transport, food and lifestyle choices, and access to recycling facilities. It was intended to get a broad snapshot of what people are currently doing regarding their environmental impact and where they may need support to improve.

### Results: the good news

These highlights show what the people of Middleport are already doing that is good for the environment. They demonstrate the fact that people in the area care about the environment and want to protect it.

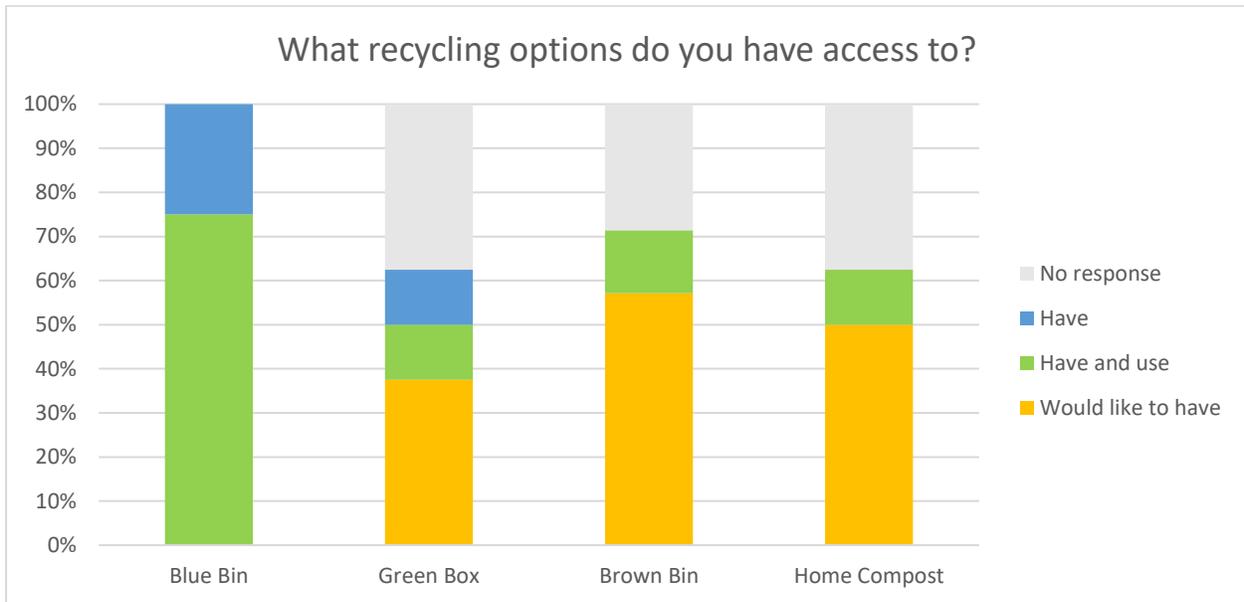
- Everyone who took the survey said the environment was either “quite important” or “very important” to their household.
- Over half said that walking or cycling was their main transport type.
- $\frac{3}{4}$  of people use their blue bin (mixed recycling).





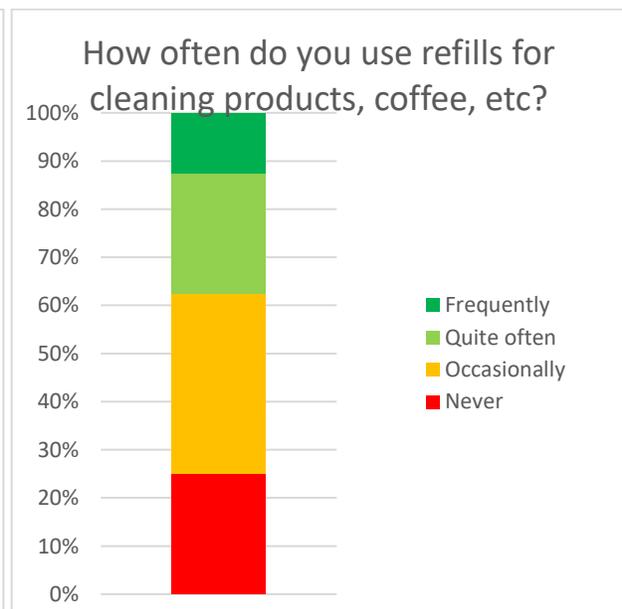
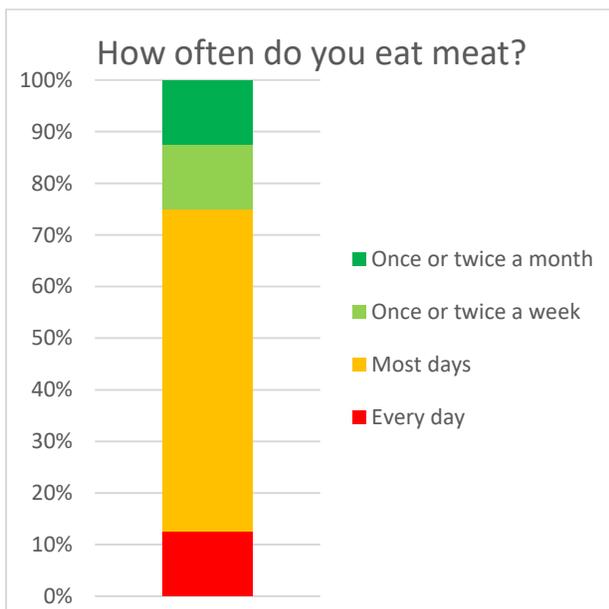
## Results: areas for improvement

Around half of respondents would like access to better recycling facilities. In particular, over half would like to be part of the council's brown bin (garden waste) scheme.



Most people eat meat regularly. There may be scope to help them reduce their meat intake as meat is known to have a much higher carbon footprint than plant-based foods.

Most people do not routinely use refill packs. Refills use less plastic and MMCT have a Terracycle point for recycling home cleaning refill packs.





## Recommendations

A number of residents commented that they do not have brown bins because they have terraced houses with small yards and so it is assumed that they do not need them. However, they report that they have plants in pots and containers and do produce garden waste that would be suitable for the council's brown bin scheme. It may be possible to work with the council to extend the existing curb side recycling to more houses.

The survey results do not give us any information on why people eat meat frequently. It is likely related to culture, habits and lack of knowledge around the carbon footprint of meat. An awareness campaign and information on alternatives that will appeal to the demographics in the area may encourage people to reduce their meat intake. This theme is due to be covered by the Eco Eating awareness session on 21<sup>st</sup> May and materials prepared for that can also be used more widely after the session.

We do not know from the survey results why people do not routinely use refill packs. It may be that they are not readily available, that people are not aware of their lower environmental impact, or that topping up the bottles or containers is seen as difficult. Most residents stated that their main shopping is done at one of the large supermarkets outside the immediate area. It may be worth researching the availability and price of refill packs at these supermarkets to get a clearer picture of how viable it would be for people to switch.

## Conclusions

The survey results demonstrate that the people of Middleport care about the environment. They have the will to consider choices and changes, but they must fit with their lifestyle and budget. With cross-organisation cooperation and further work under the Eco Lifestyle Project and other MMCT projects, environmental impacts of individuals could be improved across the area.