

TOWARDS A LOW WASTE NORTH LONDON

Joint Waste Strategy Listening Exercise

Final report

December 2023



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1. Overview of listening exercise

The seven north London boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest, together with the North London Waste Authority (NLWA), are preparing a new joint waste strategy that is fit for the future with the main goal of promoting waste reduction, reuse and recycling as part of a circular economy. The new strategy will provide the framework for waste management in north London up to 2040.

NLWA and the seven boroughs play an important part in addressing the climate change challenge on behalf of two million Londoners. However, reducing waste is a team effort that involves the government, manufacturers, retailers, and consumers, alongside the boroughs and NLWA. Government must lead the way through the introduction of legislation in collaboration with these other groups.

As part of the development of the new strategy, NLWA and the boroughs are talking with and listening to partners, residents, community groups and local businesses. The public engagement has been split into two phases:

- Phase 1 – Listening exercise which sets out and seeks feedback on the new strategy vision and priorities.
- Phase 2 – Provides and gains feedback on the detailed draft strategy.

For the purposes of the phase 1 listening exercise, the vision of the new strategy was summarised as “...a clear ambition to deliver a cleaner, greener and more sustainable future for north London”.

This is underpinned by four priorities:

- To support the reduction in household waste.
- To promote repairing, reusing and recycling where reduction isn't possible.
- To reduce the environmental impact of disposal where there is no option to reuse or recycle.
- To provide collaborative, resident-focused services which provide value for money, maximise social value and minimise carbon impact.

This vision and aims were presented on all publicity materials and press releases (see **Appendices A-C**). The listening exercise was conducted during a 12-week campaign “*Towards a low waste north London*” from 6 July 2023 to 27 September 2023 and comprised an online survey (also available in hard/paper copy (see **Appendix D**), in-person pop-up events and focus groups.

Respondents

1,693 residents responded to our survey with **1,582 completing the survey online** via the Commonplace website and **111 completing a paper feedback form** at our pop-up events.



83 days

Duration of the listening exercise



11,870

Visitors to our Commonplace survey



1,693

Respondents completed our survey



362

Attendees at our pop-up events



37

Attendees at our focus groups



1,255,371

Impressions of our social media assets



2. Key findings

The listening exercise achieved over 1.25 million social media impressions¹, 11,000 visits to the online survey and 2,100 respondents to the survey/attendees at focus groups and pop up events. It allowed people to select given choices of: their own responsibilities; that of government; manufacturers and retailers, and; NLWA and their local councils, when considering “waste” and its implications of collection, disposal and climate change. It also provided an insight into peoples’ thoughts on the vision and priorities, as well as themes to be considered when drafting the strategy.

The consensus is people are keen to reduce carbon emissions, make environmentally friendly choices and recycle more, and they put this in front of costs. Education, transparency, and consistency is needed, so people know how to reduce waste (food waste particularly), what, where and when to recycle, with provision of an easy to use well labelled system (packaging as well as bins), and more local reuse and recycling opportunities. The importance of circular economy, particularly through repair and reuse activities, was supported by initiatives such as funding, signposting, and more outlets to encourage items to remain in circulation. Legislation by government and more manufacturer and producer responsibility for reducing packaging and improving disposal methods were also favoured by many. Greater recycling was advocated to reduce the amount left for incineration.

The insight provided by the survey and through analysis of the open comments, pop-ups and focus groups should be considered and optimised in the strategy and associated action plans and implementation. This includes:

- Making representations to government and manufacturers / producers regarding product labelling, less packaging, repair, and responsibility for items put on the market, and tackling single use plastics.
- Support for reuse / repair initiatives including signposting, financial support, facilitating collection and sale of reusable items, education on repair, bulky waste collections, loans of items, and to make opportunities accessible.
- Awareness raising on preventing waste through meal planning, use of leftovers, use of apps for low waste shopping, refill, reuse.
- Enhanced recycling and food waste collection schemes for residents (e.g. wider range of materials collected, more collection points, improved signage, containers and collection frequency).
- Considering options for more sorting of residual waste to remove recyclable items.
- Developing low carbon services including electric collection vehicles.
- Education of school children through swap days, environmental competitions.
- Enforcement around litter and fly-tipping.
- Promote / publicise environmental performance in ways that people can understand.

¹ Social media impressions for the strategy listening exercise are the number of times it will have been displayed to users on a social media platform.

Resident Priorities



Respondents prioritised reducing carbon emissions and using environmentally friendly methods of disposal.



Recycling more items and reducing the amount of waste produced was a priority for many.



Supporting repair and re-use was a popular option.

Actions of government



Most respondents favoured legislative options from government, including banning products that cannot be easily recycled or ensuring that more products are recyclable as well as making manufacturers responsible for the costs of disposal.



A deposit return scheme (DRS) for drinks containers was a popular option.



Many respondents wanted to see more funding for a circular economy.

Actions of manufacturers and retailers



Amongst the most favoured options were actions relating to packaging, including minimising the amount of packaging produced or producing only packaging that is recyclable.



A large majority of respondents also wanted manufacturers to design items to last or that are able to be repaired.



A large number of respondents also felt that food should be produced without packaging and that this should be available for a reasonable price.

Actions of individuals



Respondents would be willing to change their buying habits to purchase items with less packaging as opposed to borrowing items or learning to repair or upcycle things. A high number would also avoid single-use food and drinks containers.



Recycling and reusing items was a popular option with more than four fifths of respondents saying they would be prepared to do this.



Respondents also wanted to use food more wisely, including by preserving leftovers or by composting food waste.

Actions of councils and NLWA



Respondents wanted their council and the NLWA to provide accessible and easy-to-use facilities for recycling, including bins in public areas and recycling centres which do not require the use of a car.



Respondents want to be able to recycle more things, including all types of plastic and small electricals (WEEE). They also want the council and NLWA to influence manufacturers and retailers to ensure that products and packaging can be recycled.



Many respondents wanted the council and NLWA to crack down on fly tippers through stricter enforcement. Enforcement of recycling by businesses was also a strong theme. Many respondents felt that the burden was being placed on residents and that businesses were not doing their fair share.

3. Methodology

Feedback channels

The listening exercise collected feedback through three main channels:

- Commonplace survey – 1693 respondents
 - People who completed digital survey – 1,582
 - People who completed paper survey – 111
- Pop-up events – 362 attendees
- Focus groups – 37 attendees
- Total responses received through all channels – 2,100

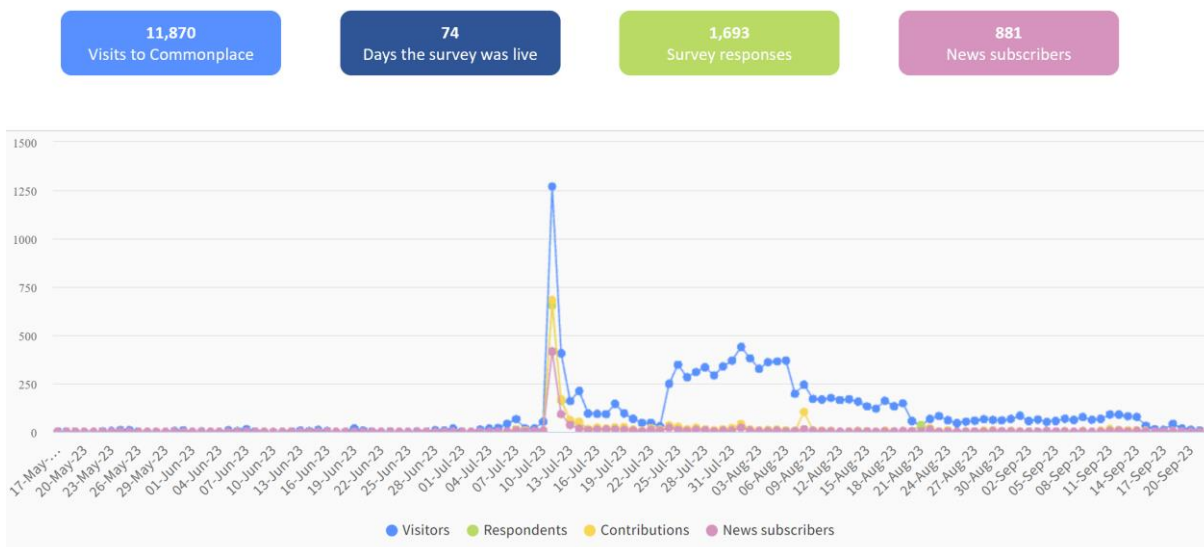
The survey was promoted to north London residents through email, websites, local press and social media. Examples of the social media promotion via Facebook and Instagram issued by NLWA is shown in **Appendix C**.

Commonplace survey

The survey was devised by the project team of NLWA, FRM and LCA with input from borough representatives. It was designed to raise awareness of the strategy preparation and gain people's feedback on the perceived responsibilities of government, producers and manufacturers, individuals, and NLWA and the councils. A copy of the survey is provided in **Appendix D**.

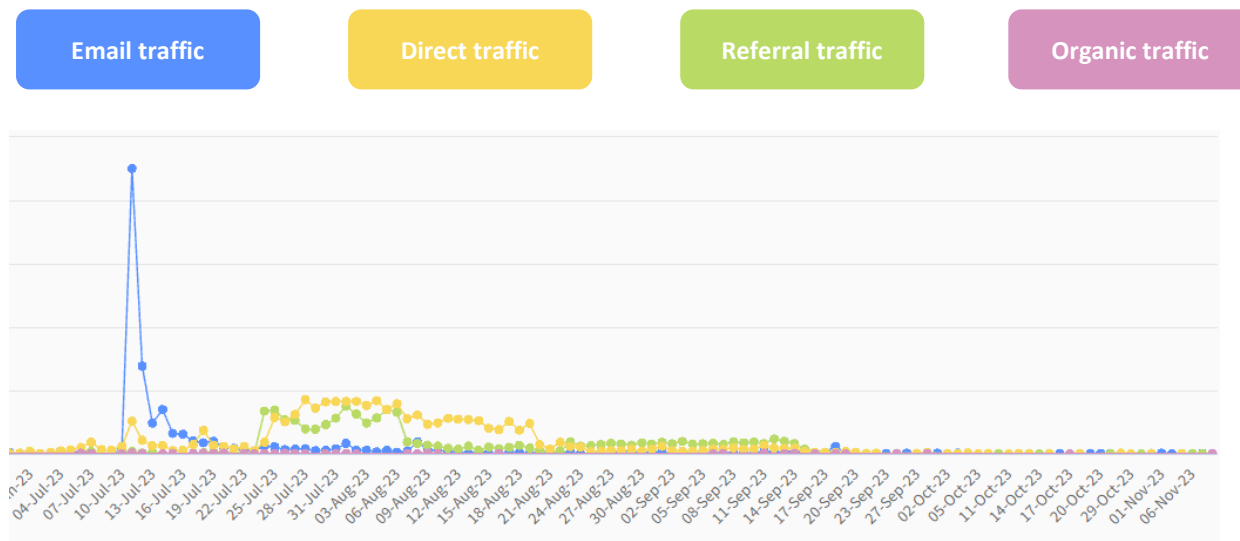
The survey, hosted on Commonplace, provided most of the data on resident feedback during the listening exercise. The survey went live on 6 July 2023 and, during just over a ten-week period, achieved 11,870 visitors and 1,693 responses.

The following graph shows visitors and contributions to the survey, between 6 July and 18 September 2023.





Visitors to the Commonplace website came from a variety of sources, as shown in the graph below:



As can be seen, in the very early stages of the listening exercise, most visitors to the survey came from email traffic; this represents those people on Commonplace’s database who were invited to complete the survey at the start of the consultation phase. Over the remaining weeks the majority of visitors to the survey were direct traffic and referral traffic.

Pop-up events

Pop-up events were held in each of the constituent boroughs and attended by NLWA, borough officers, LCA and FRM. Each event was held over a period of approximately five hours in a high-footfall, outdoor area. The dates and venues of these events are set out below:

Borough	Venue	Date	Attendees
Hackney	Ridley Road Market	10 July, 11am – 4pm	59
Enfield	Enfield Market	13 July, 11am – 4pm	60
Haringey	Wood Green High Street	19 July, 11am – 4pm	40
Camden	Queen’s Crescent Market	20 July, 11am – 4pm	62
Islington	Archway Market	22 July, 11am – 4pm	37
Barnet	Tesco, Finchley Road	26 July, 11am – 4pm	87
Waltham Forest	Walthamstow Market	27 July, 11am – 4pm	17

Over the seven pop up events, the project team had conversations with 362 residents who provided verbal feedback on their priorities for the new strategy, the findings are summarised in section 11 of this report. 111 residents also completed a paper version of the survey. These surveys were digitised and incorporated with the digital survey responses for analysis, the results of which are presented in sections 5-10 of this document.

Focus groups

Following the closing of the online survey on 18 September, four focus groups were held for people who had expressed interest in attending as part of the survey process, split equally between online (Zoom) and in person. These focus groups were publicised to news subscribers via Commonplace. The Zoom events were organised by LCA, attended by LCA, FRM, NLWA and representatives of the



boroughs, and held on an evening and a lunchtime, with the in-person events being held at St Pancras Library and Enfield Town Library in the evening.

Venue	Date	Attendees
Online Zoom meeting	19 September, 6pm – 7:30pm	15
Pancras Square Library, Camden	20 September, 6pm – 7:30pm	8
Enfield Town Library	26 September, 6pm – 7:30pm	6
Online Zoom meeting	27 September, 12:30pm – 2pm	8

Attendees at the focus groups gave detailed feedback on their views on the aims of the proposed new strategy.

The verbal feedback from focus group attendees was recorded, analysed and is summarised in this report (see Section 12).

Analysis

1. **Quantitative analysis** is presented for each tick-box survey question of the Commonplace survey. Paper copy responses were digitised for the purposes of analysis.
2. **Qualitative analysis** has been undertaken of the comments made on the listening exercise. This data comes from the open comment questions included in the Commonplace survey as well as from verbal feedback given by visitors to our pop-up events and in the focus groups. In line with the principles of qualitative analysis, our analysis is a synthesis of these responses which identifies key themes and sentiments.

A demographic breakdown of respondents to the survey is provided in **Appendix E**.

4. Residents' priorities

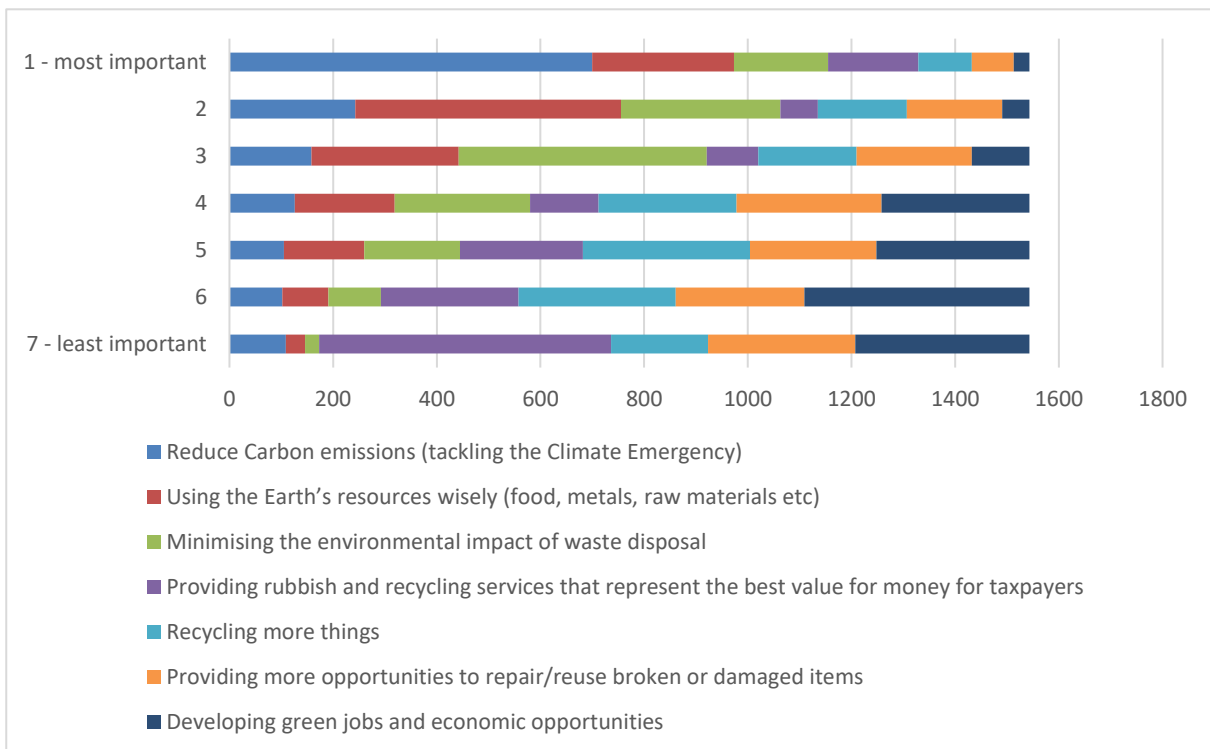
Q1 and Q2 of the survey asked residents about their priorities with respect to the new strategy and approaches to delivering the vision to help deliver a cleaner, greener and more sustainable future for north London.

Responses to these questions, answered by 1,544 (91%) respondents, show that reducing carbon emissions and making environmentally friendly choices were key priorities for residents. Value for money was shown not to be amongst the top priorities. Against the current environment of high inflation, this may seem a counter-intuitive result, but demonstrates that the environmentally friendly priorities were important to residents, even if they come at a cost.

In Q1, respondents were asked to rank the options from most (1) to least important (7) (see diagram below). The data show a clear first priority for respondents is reducing carbon emissions. This option has received 45% of first preference choices and was the most popular option throughout the survey. Echoing the top priority, the next two preferences were using the earth's resources wisely and minimising the environmental impact of waste disposal.

The priority placed in last place by the greatest number of respondents was providing rubbish and recycling services that represent the best value for money for taxpayers. 35% of respondents put this as their lowest priority and only 12% put it as their highest priority. This would appear to suggest that people are willing to make sacrifices to reduce emissions, even if this leads to higher bills.

Q1 – In thinking about a new waste strategy, please drag and drop each option below to rank them by order of importance to you (1) top being the most important and (7) bottom being the least important).



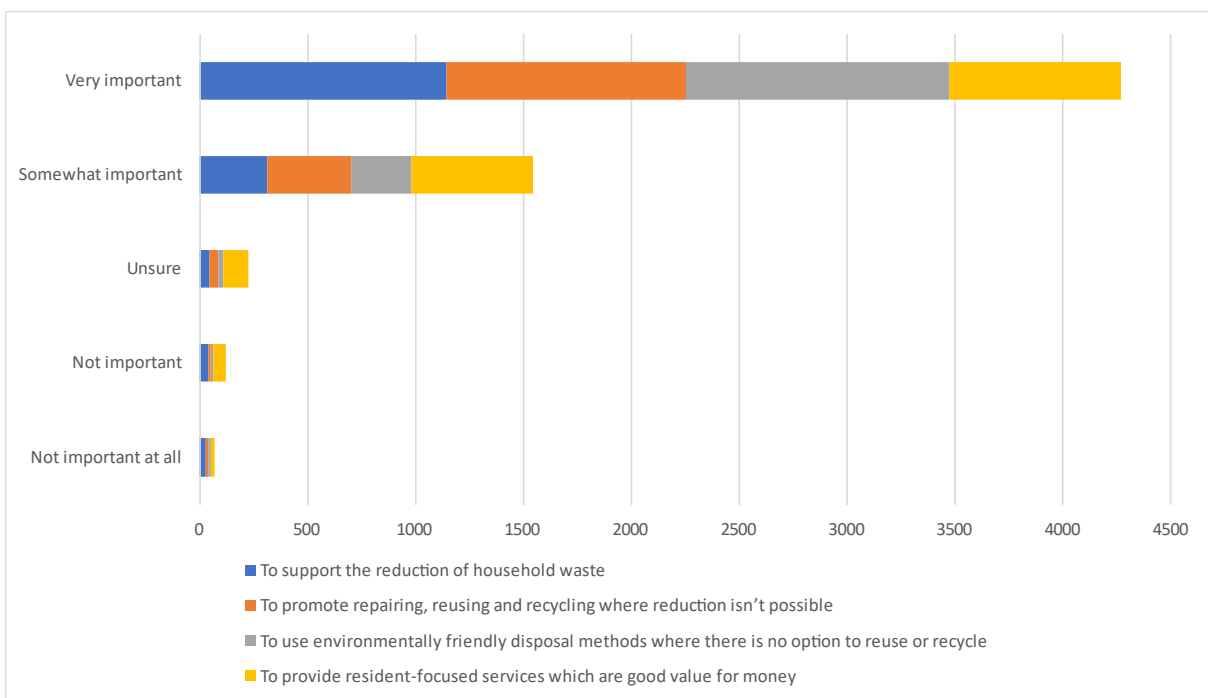


Most respondents ranked all of the options in Q2 as being very important, indicating that none of these priorities were unimportant to residents.

Using environmentally friendly disposal methods was ranked as very important by slightly more people than the other options. Whilst this is not an overwhelming demonstration of support for one priority over the others, it does continue the theme identified in Q1 that the environment is amongst the biggest priorities for residents and that the environmental impacts of disposal of waste was a concern.

Whilst none of the options were assessed as being not important at all by a significant number of respondents, there was a key pattern that “to provide resident-focused services that are good value for money” was more likely to be selected as not important or unsure compared to the other options. As with the results of Q1, this would appear to suggest that value for money is a priority for residents but not as much of a priority as environmental concerns.

Q2 – We have a vision to help deliver a cleaner, greener and more sustainable future for north London. How important are each of the following to you?





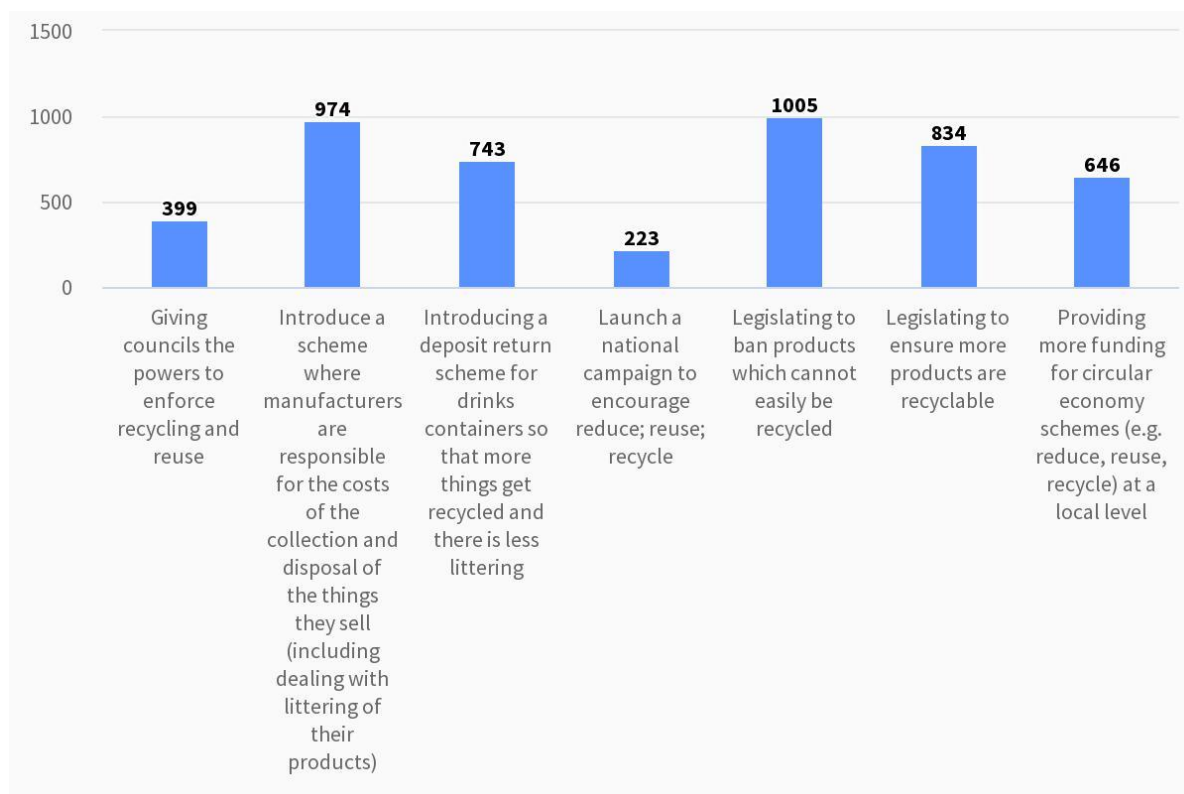
5. Actions of government

Residents' responses to Q3, answered by 1,431 (85%) residents, showed an overall preference for legislation-based actions from government. Respondents were asked to select up to three actions that would help the councils and NLWA to support a more circular economy (see graph below). Not all respondents selected the full three options for this question. Of the seven available options, the following four were selected by more than half of respondents:

- Legislating to ban products which cannot easily be recycled.
- Introduce a scheme where manufacturers are responsible for the cost of collection and disposal of the things they sell.
- Legislating to ensure more products are recyclable.
- Introducing a deposit return scheme for drinks containers so that more things get recycled and there is less littering.

The two most popular options, banning products which cannot be recycled and making manufacturers responsible for the disposal of their products, were consistently selected by most respondents through the listening exercise: 69% and 68% respectively. They have also been raised in the written open comments in the survey and verbal (focus groups and pop up events) feedback received.

Q3 - What actions from National Government would help us to support a more circular economy (where less waste is produced, and raw materials are used) in north London?
Select the three most important actions.



Analysis of responses to this question show that respondents want to see actions from government that are legislation-focussed. These favoured responses are top-down and deliverable actions and appear to be preferred over campaigns, provision of funding or giving power to councils in this question. Only

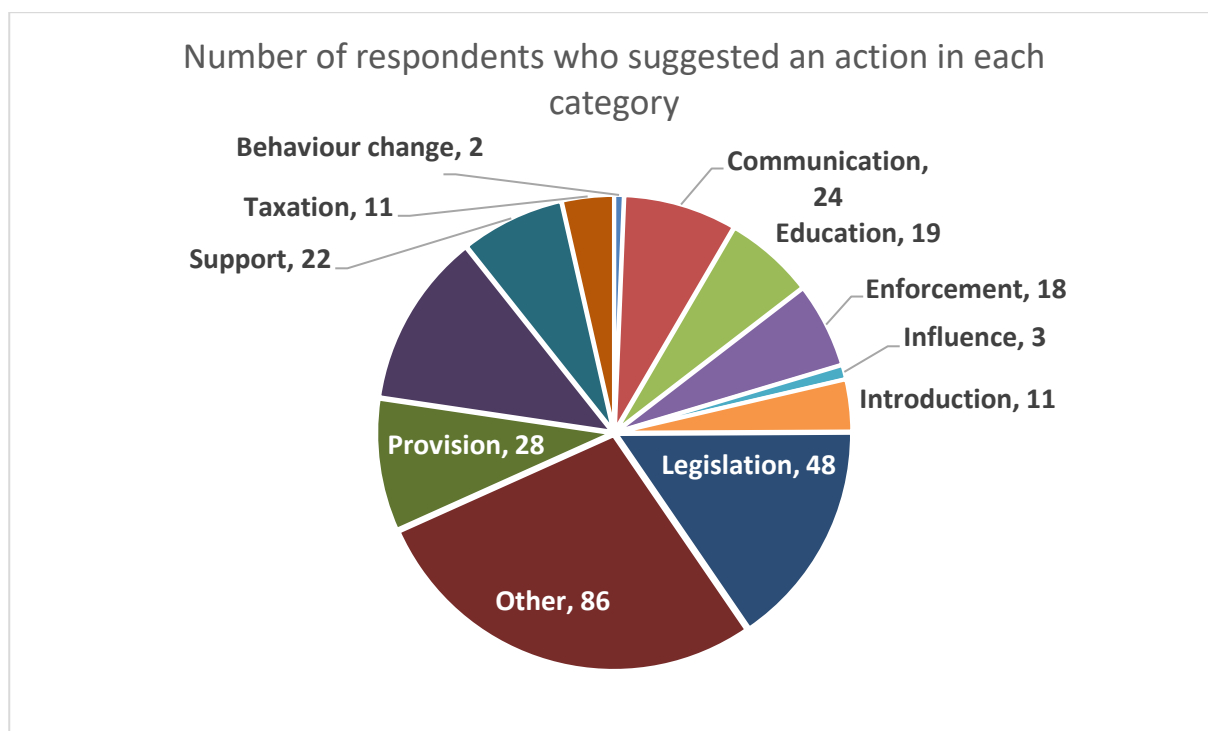


two of the seven options received low levels of support; the following were chosen by 28% and 16% of respondents respectively:

- Giving councils the powers to enforce recycling and re-use.
- Launch a national campaign to encourage reduce; reuse; recycle.

If you have any other actions to suggest, please tell us more.

Analysis of the 314 further suggestions comments (see pie chart below) show a wide spectrum of responses with a high proportion categorised as 'other'. Nonetheless, there were some key areas of consistency, such as enhanced responsibility.



All responses suggested by less than 1% of respondents are categorised as 'other'

Category	Broad description
Communication	All responses calling on the government to provide more information, literature or campaigns on waste
Education	Education, teaching and training on waste
Enforcement	Sanctions, legal proceedings and other consequences intended to clamp down of waste infringements, either by individuals or organisations
Influence	Actions, short of legislative involvement, to persuade organisations and individuals into certain courses of action
Introduction	Calls on the government to instigate new initiatives
Legislation	Actions to introduce or amend legislation around waste to regulate the industry or mandate actions
Provision	Changes or improvements to provision of waste services by the government
Responsibility	The government to take responsibility or impose responsibility for aspects of waste
Support	For the government to provide support, financial or otherwise to organisations or initiatives
Taxation	For the government to amend the tax system punitively to encourage or discourage certain actions by individuals or organisations
Behaviour change	For the government to promote change in individual or group behaviour



Legislation

The dominant action theme of responses was legislation. 15% of respondents wanted to see a legislative approach taken by government, to ban or regulate a number of areas:

- Regulate the amount of packaging used and materials this could be made from.
- Mandate products and packaging be made of recyclable materials.
- Force individuals and businesses to recycle.

Responsibility

12% of respondents called for government to take action on responsibility, either the government's own responsibility or ensuring the responsibility of other agencies, such as businesses and councils in the following areas:

- Putting responsibility on manufacturers and retailers to recycle within their manufacturing process and retail operations.
- Putting responsibility for waste reduction on those who produce waste.
- Not putting excessive responsibility on individual people.

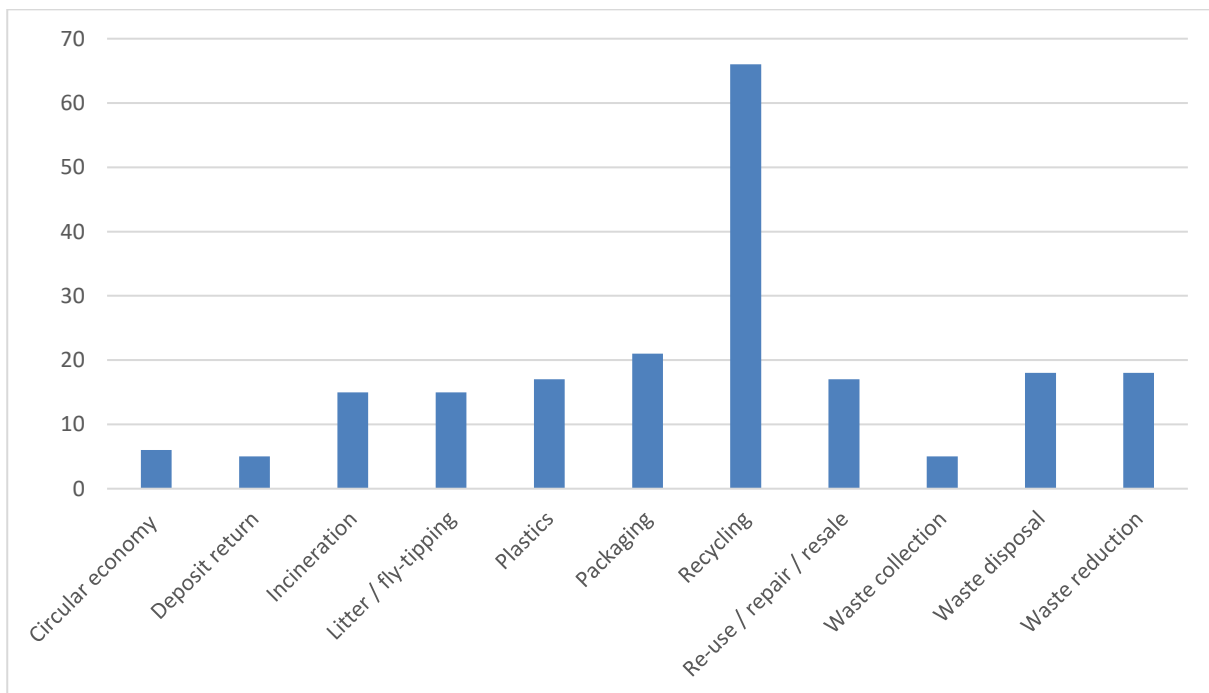
Other

Some themes emerged from the comments which were significant enough to note as they came from a small minority of respondents. All actions suggested by less than 1% of responses fell into this category. These cannot be said to represent what a significant number of residents want to see from national government, nonetheless they are included below to give a fuller picture of residents' comments:

- Climate change scepticism
- Comparisons with other countries

Cross Cutting themes

As this was an open-comment question, the themes of responses varied widely. The graph below shows the most popular cross cutting themes identified within these responses.





A breakdown of what respondents had to say on these additional themes is provided in the summary tables in **Appendix F** and summarised below:

- **Circular economy** – responses included funding to promote a circular economy, applying the principles of a circular economy to shipping and e-commerce, and subsidising products that promote the circular economy. Some respondents also mentioned that consumerism and liberalism serve as barriers to creating a circular economy.
- **Deposit return** – responses included the introduction of deposit return schemes generally, as well as specific schemes for bottles and cans. Some respondents also called for manufacturers and retailers to be responsible for accepting the return of packaging.
- **Incineration** – responses included reducing waste for incineration by encouraging recycling, reconsidering need for additional incineration capacity and introduction of a (carbon) tax on incineration.
- **Litter / fly-tipping** – responses include calls for stricter penalties for individuals and businesses for littering and fly-tipping, a national campaign against litter and increased efforts from the council to tackle litter / fly-tipping.
- **Plastics** – most comments called for single-use plastics to be banned. Some also called for manufacturers and retailers to switch to non-plastic containers or to reduce the production of plastic.
- **Packaging** – comments included banning plastic packaging, reducing the volume of packaging and being able to return packaging to the manufacturer.
- **Recycling** – responses called for the number of recycling centres to be increased, and more communication about what materials could be recycled and what happens to it. Other comments included standardising bins and expanding education on recycling.
- **Re-use, repair, resale** – responses included supporting or increasing the number of repair workshops, and mandating manufacturers to produce items that can be repaired.
- **Waste disposal** – comments included requests for food waste collection from flats and the enforcement of proper use of waste disposal systems. Some also asked for producers to bear the cost of waste disposal.
- **Waste reduction** – responses included the suggestion that rubbish should be charged by weight and that landlords should be held responsible for reducing waste in their properties.



Sample of feedback comments

What goes into which bin can vary widely from council to council, which is needlessly confusing for consumers. The central government should help coordinate standards, which could help recycling rates.

An obligation on manufacturers to only use products that can be recycled (no mixed materials unless the facilities exist to recycle or the manufacturer takes responsibility for creating the facilities, and across the UK).



Ban all unrecyclable materials and packaging.

Banning plastic wrappings.

Completely banning the use of plastic bags in shops, and reducing the use of supplement paper bags through imposing fees and by encouraging consumers to use linen or cotton bags.



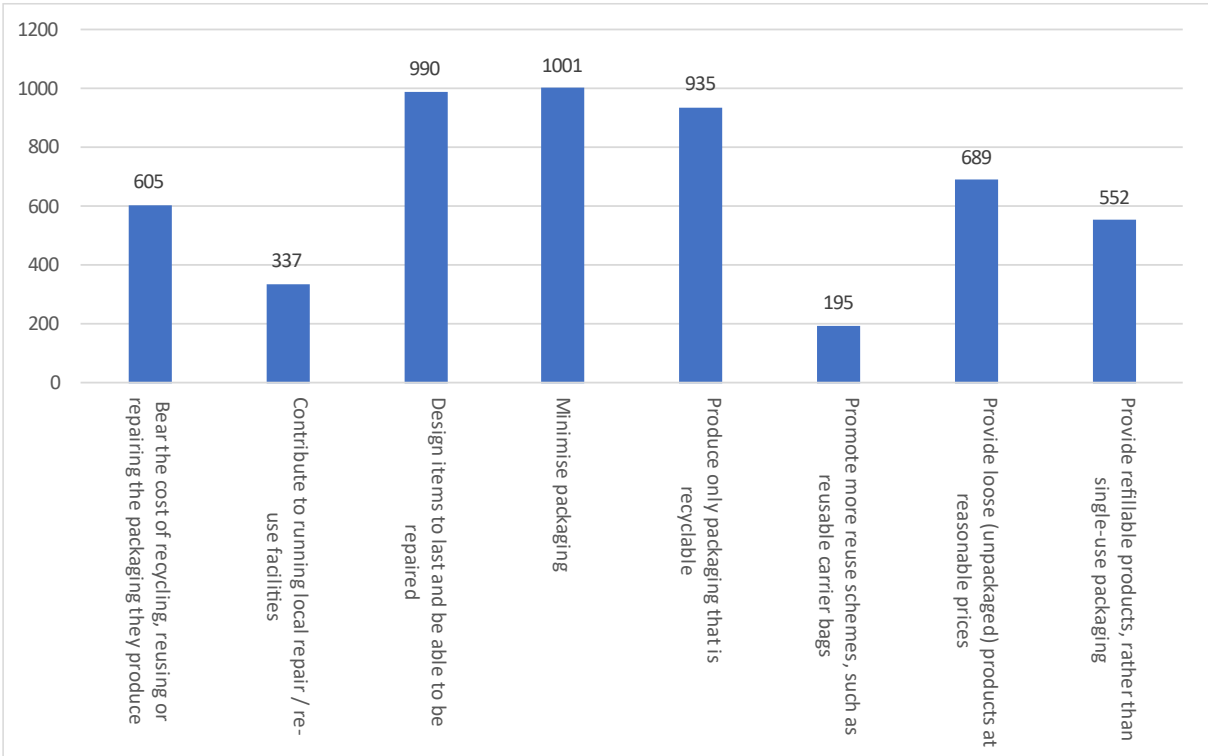
6. Actions of manufacturers and retailers

Respondents were asked to select the three most important actions from manufacturers and retailers. Resident responses to Q4, answered by 1,206 (81%) residents, showed that the three actions selected by the highest proportion of respondents related to packaging and to designing products that could be repaired:

- Minimise packaging.
- Design items to last and that are able to be repaired.
- Produce only packaging that is recyclable.

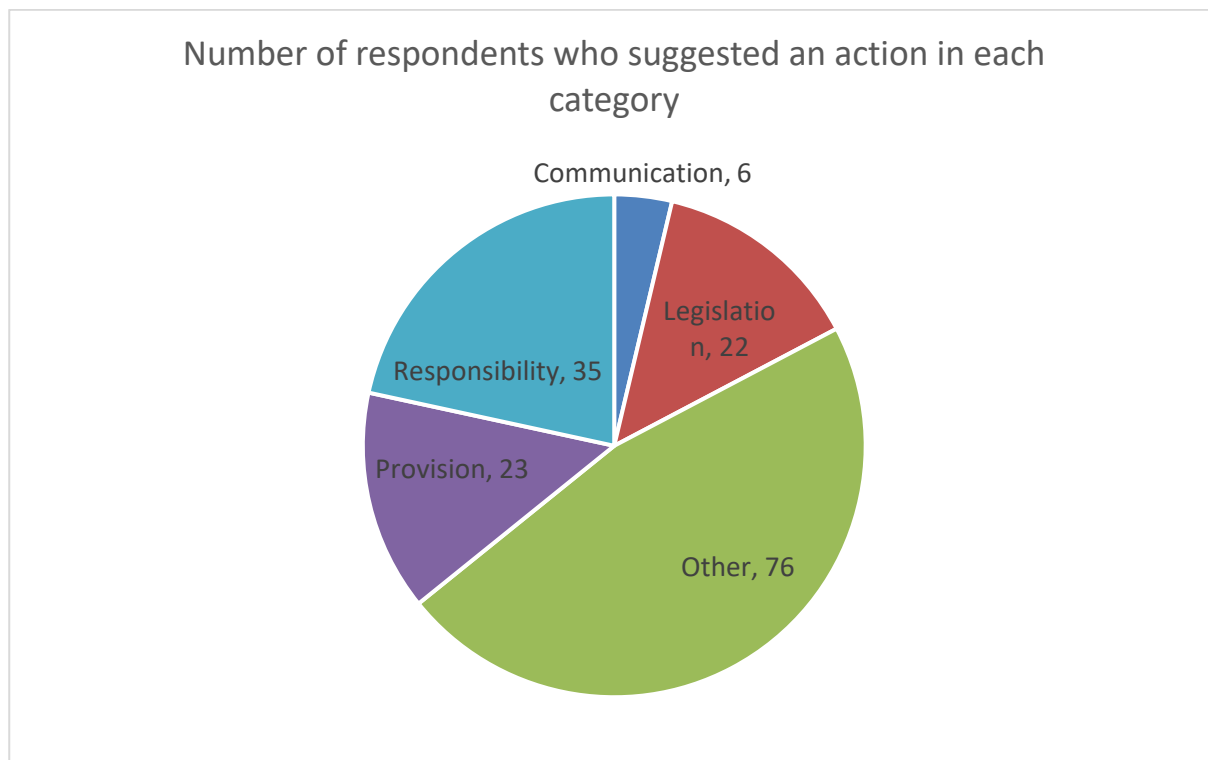
Product design and recyclability being the most important options does show a correlation with the responses to Q3. A further link to previous questions was the fact the promotion of re-use schemes was a less popular option.

Q4 - What more do you think businesses – both manufacturers and retailers – could do? Select the three most important.





Do you have any other comments or suggestions?



All responses suggested by less than 1% of respondents are categorised as 'other'

Category	Broad description
Communication	All responses calling on the manufacturers and retailers to provide more information or literature on waste
Legislation	Calls for manufacturers and retailers to face legislation to regulate their activities or mandate certain behaviours
Provision	Improvements or changes to the provision of services by manufacturers concerning waste and recycling
Responsibility	Calls for manufacturers and retailers to take responsibility for their impact on waste

180 respondents provided further suggestions in the open comment box for this question. Analysis of the comments shows a wide spectrum of responses with a high proportion categorised as 'other'. Nonetheless, there were some key areas of consistency, such as responsibility.

Responsibility

The dominant action theme of responses was responsibility. 19% of respondents wanted to see an improvement or change in the responsibility taken by manufacturers and retailers over a number of areas:

- The environmental impact of the production of goods.
- The environmental impact of disposing of non-recyclable products.
- The disposal and/or recycling of packaging, especially plastic packaging.
- Taking responsibility directly for the collection, disposal and recycling of the products they make.

Provision

13% of respondents wanted to see manufacturers and retailers providing certain services, including the following:



- Right to repair.
- Greater recycling and waste facilities in store.
- Re-fill services and deposit return schemes.

Legislation

12% of respondents called for manufacturers and retailers to face legislation over aspects of their business practice, including the following:

- Legislation to reduce the amount of packaging or ban non-recyclable packaging.
- Regulation of the use of plastics in products and packaging.
- Legislation to enforce right-to-repair or combat built-in obsolescence.

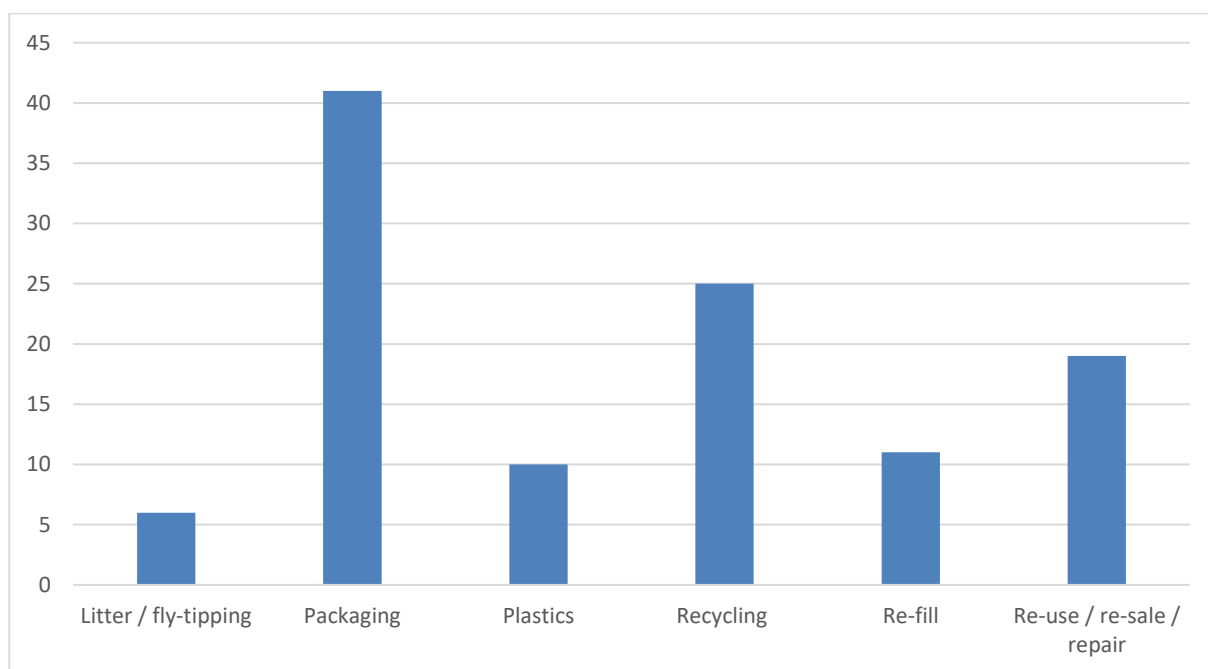
Other

Some themes emerged from the comments which were significant enough to note but that came from a small minority of respondents. All actions suggested by less than 1% of responses fell into this category. These cannot be said to represent what a significant number of residents want to see from manufacturers and retailers, nonetheless they are included below to give a fuller picture of residents' comments:

- Climate change scepticism
- Education
- Consistency across businesses

Cross cutting themes identified

As this was an open-comment question, the themes of responses varied widely. The graph below shows the most popular cross cutting themes identified within these responses.





A breakdown of what respondents had to say on these additional themes is provided in the summary tables in **Appendix G** and summarised below:

- **Litter / fly-tipping** – several responses focused on the need for businesses to take responsibility for littering and fly-tipping of their products.
- **Plastics** – key comments included reducing the use of plastic and banning single-use plastics.
- **Packaging** – several comments called for packaging to be minimised whilst a number also called for businesses to be made responsible for the disposal of their own packaging or packaging to be returned to the retailer.
- **Refill** – responses called for refill stores to be introduced for key consumables and products to be designed to allow 'refillability'.
- **Recycling** – comments included calls to increase the amount of products that can be recycled and for retailers to bear the responsibility / cost of recycling.
- **Re-use / repair / resale** – several comments called for manufacturers to produce more items that can be repaired. Other comments called for incentives to re-use / repair / recycle.



Sample of feedback comments

Make it easier to recycle by putting more onus on manufacturers and supermarkets etc to use only recyclable packaging etc and increasing the facilities for sorting waste.

Be responsible for the disposal of their own packaging.



Businesses should also be recycling more themselves they produce a lot of waste and very little gets recycled.

Concentrate on where you can have impact, agreements with businesses based in North London since there is already lobbying for extended producer responsibility at the national level.

Ban all unnecessary packaging. Ban plastics. Go for the producers at the source of this. Only legislation will work. Make manufacturers pay for their packaging and the impact on the environment. Tackle the problem at source.

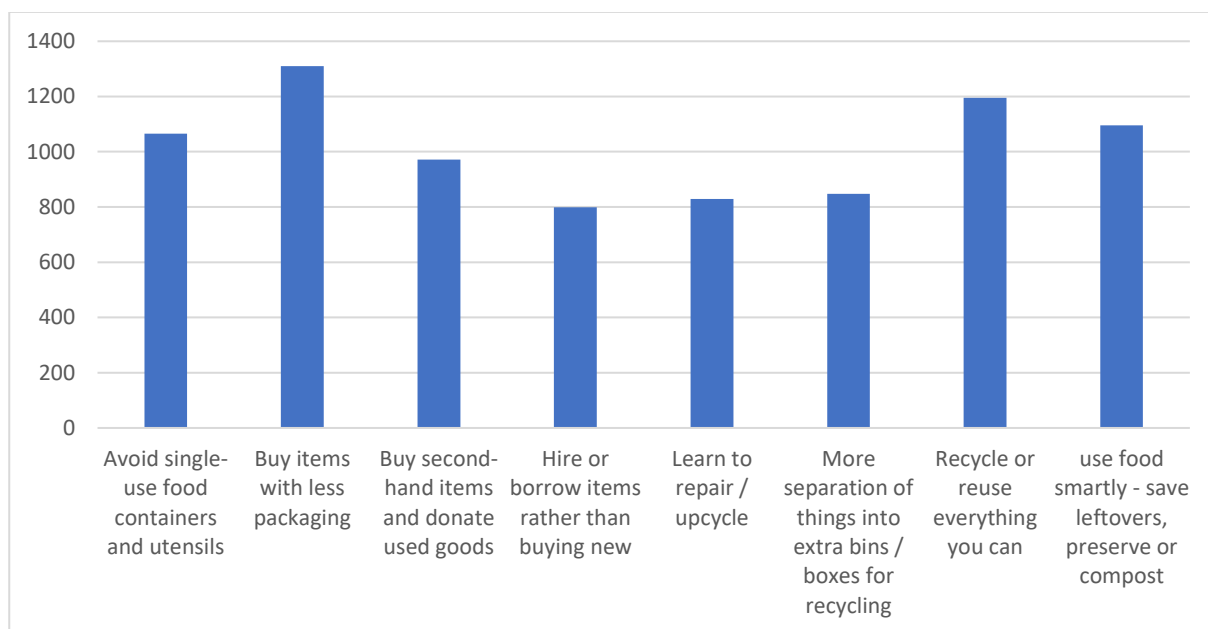


7. Actions of individuals

Responses to Q5, 1,420 (84%) respondents, showed the fewest clear trends of the questions analysed for this report. All options showed a high degree of popularity, with all selected by more than half of respondents.

- The most popular option selected was to buy items with less packaging, which was selected by 97% of respondents, making it the most popular single option on the survey.
- The other options were selected by between 60% and 88% of respondents.
- Whilst there was less clear separation between the more popular and less popular choices when it came to individual actions, some key trends emerged. Respondents were slightly more likely to suggest that they were willing to make changes to their buying habits as opposed to borrowing items or learning to repair or upcycle things.

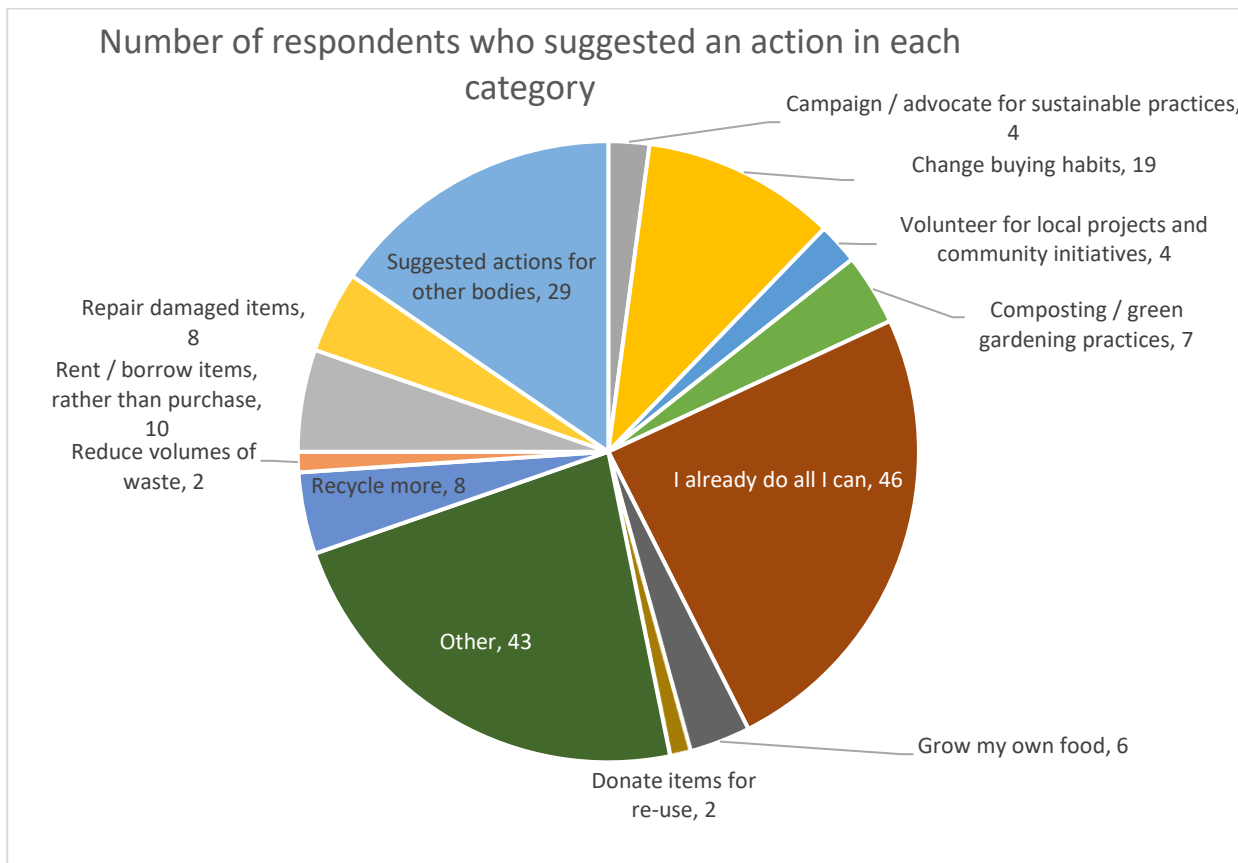
Q5 - What actions would you be willing to take?



Do you have any other comments or suggestions?

191 respondents provided further suggestions in the open comment box for this question illustrated in the pie chart below. Analysis of the comments shows most categories were mentioned by between 1% and 10% of respondents. As with other questions analysed, a high proportion of responses were categorised as 'other'. Consistent themes included respondents saying that they already do all that they can while others indicated they were willing to change their buying habits. Others suggested actions that could be taken by other bodies.

A summary of what respondents had to say is provided in **Appendix G** and shown below.



All responses suggested by less than 1% of respondents are categorised as 'other'

Category	Broad description
Campaign / advocate for sustainable practices	Suggestions that respondents would be prepared to campaign for or advocate for sustainable practices
Change buying habits	Respondents willing to buy and consume less or choose different products based on their sustainable credentials
Volunteer for local projects and community initiatives	Those who would donate their time to support initiatives aimed to reduce the impact of waste
I already do all I can	Those who believed there were no additional actions that they could feasibly take
Grow my own food	Those who were willing to grow some of the food that they eat
Donate items for re-use	Those who would be willing to donate items they no longer need, as opposed to disposing of them
Recycle more	
Reduce volumes of waste	Those who would be willing to reduce the volume of waste they personally produce
Rent / borrow items, rather than purchase them	Those who would be willing to rent or borrow the items they use in preference to purchasing them
Repair damaged items	Those who would be prepared to repair items that had been damaged, instead of disposing of them
Suggested actions for other bodies	Those who answered the question by suggesting actions they believed should be undertaken by government, business or their council or NLWA.



Respondents already doing as much as they can

The response made by a quarter of respondents (24%), in the open comments, was that they were already doing as much as they can to address environmental concerns within the constraints of existing facilities, time and finances and given other individuals / agencies were not felt to be 'pulling their weight'.

Suggested actions for other agencies

15% of the open comment responses related to actions that could be made by other agencies (3% by business; 4% by government and 8% from councils or NLWA). These included:

- Changing or improving the provision of recycling and waste – collection services
- Product design and manufacture to promote longevity and repairability
- Legislation to reduce packaging or introduce deposit return schemes
- Fines and enforcement to incentivise environmentally-friendly practices

Buying habits

6% of respondents would be willing to change their buying habits in order to be more sustainable. Most would be willing to do this, even if extra cost or inconvenience were to be incurred:

- Buying loose, unpackaged products
- Being prepared to pay a 'green levy'
- Buying in bulk, refill or purchasing in volumes that reduce packaging relative to product
- Avoiding plastics in products
- Avoiding certain manufacturers / retailers
- Buying from charity shops

Other

Some themes emerged from the comments which were significant enough to note but that came from a small minority of respondents. All actions suggested by less than 1% of responses fell into this category. These cannot be said to represent what a significant number of residents would be willing to do, nonetheless they are included below to give a fuller picture of residents' comments:

- Comments on the options provided in the survey
- Suggestions around other individual practices around water use, transport choices etc
- Comments on existing recycling services



Summary of feedback comments

I would like to grow more of my own food but my local allotment has a 15 year waiting list.

I want to recycle as much as possible, and want better information from the council about what can and can't be recycled.

Use food waste apps.



I'd be happy to volunteer at any kind of information centre providing advice on actions people can take to mitigate climate change.

Making things myself wherever I can rather than buying mass produced items.



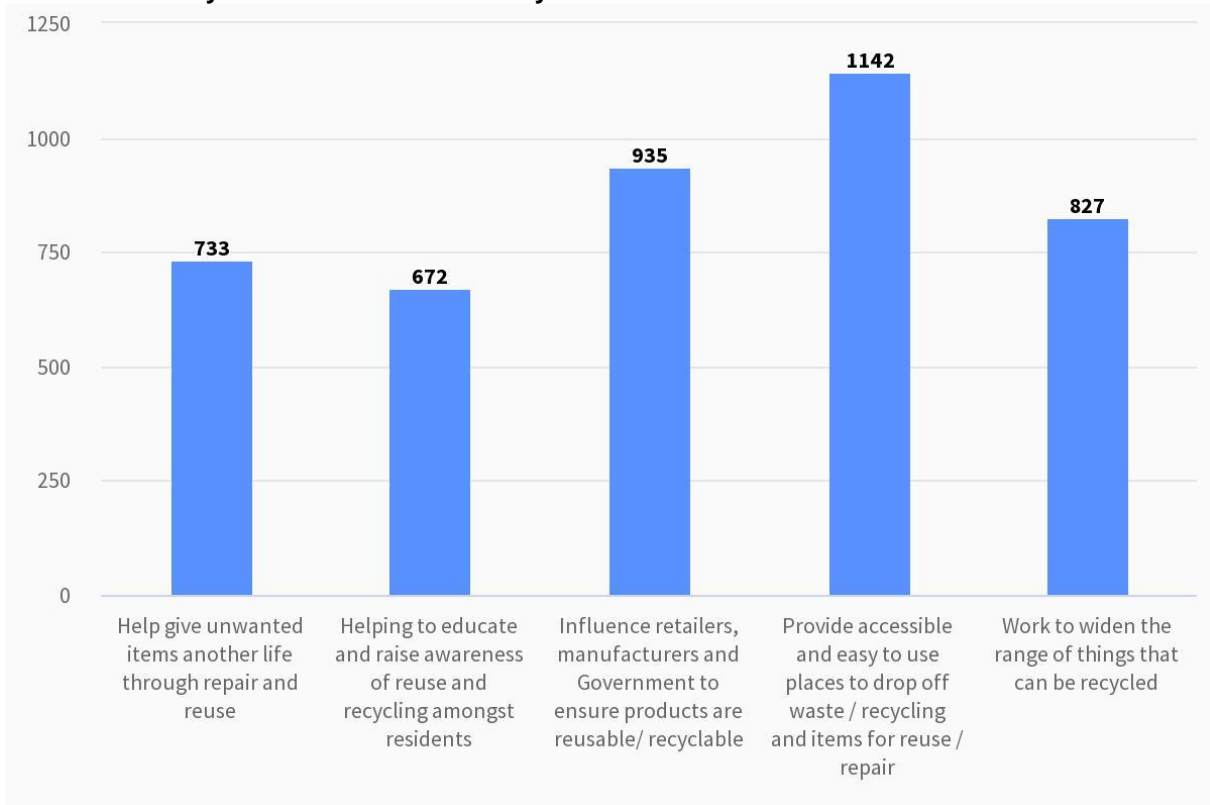
8. Actions of councils and NLWA

Residents' responses to Q6, answered by 1,450 (86%) residents, showed a high degree of consistency. They were also action-oriented and focused on deliverable actions such as the provision of services or enforcement of rules.

Respondents were asked to pick up to three responses. 1,450 people picked at least one response when answering this question. The most popular responses were to provide accessible and easy-to-use places to drop off waste/recycling and items for re-use/repair. This was followed by influence retailers, manufacturers and Government to ensure products are reusable/recyclable and work to widen the range of things that can be recycled.

As with several other questions, the actions of provision and influence are highly preferred options by respondents.

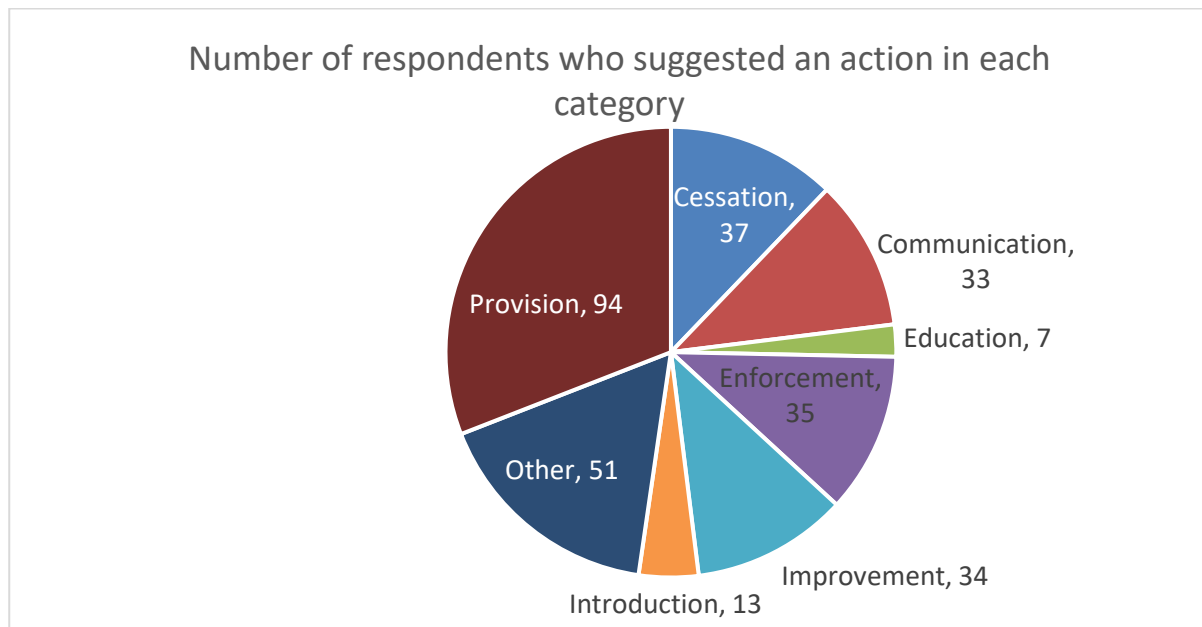
Q6 What would you most like to see from your council and NLWA?





Please tell us if there is anything else you would like to see from your council.

This was an open comment question, with respondents free to write whatever they liked in response to the question. The main actions respondents would like to see from the local authorities and NLWA are shown in the chart below:



All responses suggested by less than 1% of respondents are categorised as 'other'

Category	Broad description
Cessation	All responses calling on their council or the NLWA to cease specific activities
Communication	Information, campaigns, guidance etc regarding waste services
Education	Education, teaching or training around waste services or to help residents use waste services more effectively
Enforcement	Consequences for waste infringements, including fly-tipping and litter
Improvement	Actions the respondent believes will improve waste services
Introduction	New services, campaigns, information or resources that respondents would like to see.
Provision	Actions to amend, improve or expand the provision or waste services or resources by the council / NLWA

Analysis of comments

Analysis of the comments largely supported the interim findings from the tick-box questions. Key similarities included a focus on provision and there was once again a high degree of consistency amongst responses. The fact that the most popular tick-box option also matched closely to the themes present in a large group of responses makes this the key take-away from this question. Nonetheless, there were some key differences. Whilst themes such as education and influence were present in the comments, they were less prevalent than in the tick-box questions.

Action-oriented

When analysing the responses to this question, it was clear that residents' views on what they wanted to see from NLWA and their council were very action oriented. Responses were mostly very clear on what they wanted the authorities to do or not do. Key actions included provision, enforcement, deterrence and influence. Throughout the responses to this question the key sentiment was that more could be done. This sentiment ran throughout responses, regardless of the specific action requested.



Provision

The dominant action theme of responses was provision. 30% of respondents wanted to see an improvement or change in the provision of services. This reflects and supports the quantitative data from this question where the most popular option was for the provision of accessible places to drop off waste. Not only was provision the dominant theme but there was a high degree of consistency in the provision that respondents would like to see, including the following:

- Provision of disposal and recycling facilities:
 - Many residents wanted to see recycling and rubbish facilities positioned where they would a) discourage fly-tipping and b) bring the most convenience for residents.
 - Residents wanted to see improved green waste collection.
 - The disposal of used oil was a concern for some.
- Provision of facilities to repair, re-sell or repurpose items:
 - Residents wanted to be able to repair more items, especially small electricals. Where repair facilities exist, residents would like to see more of these.
 - Many residents wanted the council or NLWA to provide locations or services to facilitate the re-sale of unwanted items. Crucially, although they were aware of other avenues to sell unwanted items such as social media, there was a desire to see the councils and NLWA supporting this.
- Provision of information:
 - A number of respondents wanted their council or the NLWA to provide clearer information on how to recycle different materials.
 - Several respondents wanted to be provided with information on other facilities and projects, such as repair workshops.

Enforcement & deterrence

Two key themes that emerged from comments were enforcement and deterrence. These were mentioned by 11% of respondents. These have been analysed together. This response represents a subtle but significant difference from the quantitative data where similar topics were addressed under the theme of influence or help. Key to residents' comments on enforcement and deterrence was the sentiment that the council could do more, including in the following areas:

- Enforce correct use of recycling services, i.e., using the correct bins, not throwing away recyclable materials.
- Enforce fly-tipping bans.
- Enforce recycling by businesses and retailers.
- Deter fly-tipping and dumping.
- Deter businesses from producing large amounts of waste.

Cessation of specific activities

The cessation of certain activities by the council and NLWA was the next most popular option. 12% of those who answered this question (37 respondents) wanted the authority to re-assess or halt certain activities, including the following:

- Incineration and the development of the Edmonton EcoPark.
- Certain waste collection patterns, such as fortnightly collections.

Other

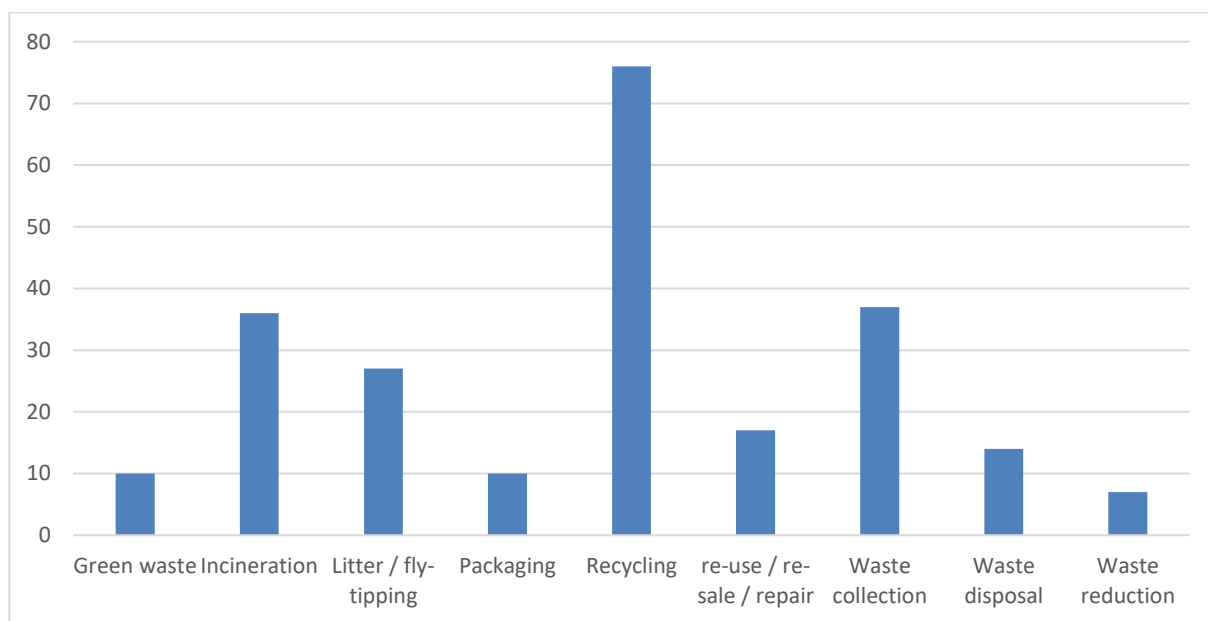
Some themes emerged from the comments which were significant enough to note but that came from a small minority of respondents. All actions suggested by less than 1% of responses fell into this category. These cannot be said to represent what a significant number of residents want from their council and the NLWA, nonetheless they are included below to give a fuller picture of residents' comments:



- Climate change scepticism
- Requests for deposit return schemes
- Consistency with recycling services in other boroughs
- Free collection of bulky items

Cross cutting themes identified

As this was an open-comment question, the cross cutting themes of responses varied widely. The graph below shows the most popular themes identified within these responses.



The themes of recycling, waste collection and incineration link strongly to respondents' suggestions for what they would like to see from the council, including provision (recycling and waste collection) and cessation of activities (incineration and some fortnightly collections).

As these were themes mentioned within open-comment responses, rather than answers themselves, these sat across the various topics set out above. A breakdown of what respondents had to say on these additional themes is provided in the summary tables in **Appendix I** and summarised below:

- **Incineration** – maximise reuse and recycling through campaigns and information to reduce and avoid dependence on incineration, review the need for additional incineration and concern about air pollution from incineration.
- **Litter / fly-tipping** – comments called for greater enforcement against litter and fly-tipping as well as fines and other deterrents. Some respondents felt that fly-tipping was linked to the inaccessibility of recycling centres.
- **Recycling** – many comments related to the expansion of guidance on what could be recycled and how, as well as requests for new or improved recycling centres to be provided. Other respondents called for recycling bins to be provided in town centres and public areas.
- **Re-use, repair and re-sale** – respondents called for their council and the NLWA to support schemes and community initiatives, including swap shops, charity shops and jumble sales.
- **Waste collection** – some comments called for doorstep collections of other, specific waste materials, including clothes, used oil etc. Others called for more regular waste collections or extra on-demand collections of large, electronic or hazardous items.



Sample of feedback comments

"Provide more accessible places to dispose of things like small electricals."

"Avoid depending on incineration for waste management. Give more information about what can be recycled and what happens to contents of recycling bins. It is very unclear what sorts of plastic bags can be recycled and how."



"We need easier access to waste facilities in the local community."

"Give heavier fines/prison sentences for Dumpers."

"Enforce companies to take responsibility. Planet over profit must be made law."



9. Summary of feedback from pop-up events

A series of pop-up events were held at strategic locations in each of the seven boroughs during July 2023. A detailed summary of comments from these events can be seen in **Appendix J**. The locations were as follows:

- Ridley Road Market, Hackney – 10 July
- Enfield Market – 13 July
- Wood Green High Street – 19 July
- Queen's Crescent Market, Camden – 20 July
- Archway Market, Islington – 22 July
- Finchley Rd Tesco, Barnet – 26 July
- Walthamstow Market – 27 July

362 conversations with members of the public were held at these pop-up events, an average of just over 50 at each. These events were not proactively advertised – the intention here was to actively go to where people are, not have them come to us. Each venue had a branded gazebo, a pop-up banner illustrating the vision and the four priorities for the strategy and were staffed by a combination of NLWA, borough council, Frith Resource Management (FRM) and London Communications Agency (LCA) staff.

A key benefit of these events was that respondents were a diverse random sample of those members of the public present in the location and time chosen. A summary of feedback from these pop-up events is presented in **Appendix J** and summarised as follows:

- **Provision of services / collections** – people wanted to see accessible recycling facilities, improved collections and better enforcement of litter and fly-tipping, bin collectors not to mix waste and leave mess, and reinstatement of bulky waste collections.
- **Producer responsibility** – people wanted to see legislation to enforce manufacturers to reduce packaging, electrical goods to be recyclable and improvement of recycling information on labels.
- **Education / Information** – respondents wanted to see better education on recycling, particularly for rented properties and flats with shared bins, as well as clearer communication from public bodies and manufacturers on what could be recycled and where. Accessibility in different languages.
- **Re-use and repair workshops** were also popular amongst many respondents, particularly for electrical and white goods.
- **Recycling** - deposit return schemes, simpler, clear signage and more recycling points, particularly for care homes and people without cars unable to get to reuse and recycling centres. Increased separation was popular and also co-mingling with less sorting plus larger bins, improved recycling for flats. Many also asked for more facilities to recycle small electricals, plastics and used oil.
- **Reuse and recycling centres (RRCs)** – wellbeing of staff, more RRCs and small collection points in addition to RRCs for items such as small WEEE.
- **Bins** – residents want new bins clearly labelled (particularly if a replacement), consistency across the boroughs (colours etc) and food waste containers to be secure against pests.
- **Cost** - waste and requirements on residents need to be in context of cost of living crisis.
- **Government and councils** - the councils need more power and action is needed by government.



10. Summary of feedback from focus groups

Following the closing of the survey on 18 September, a programme of four focus groups was held, split equally between online (zoom) and in person. The Zoom events were held on an evening and a lunchtime, with the in-person events being held at St Pancras Library and Enfield Town Library in the evening.

37 people attended these workshops, an average of just over nine at each event. The events were more detailed and structured than the pop-up events, with attendees being asked to provide thoughts on the priorities, which underline the vision for the draft strategy; a more detailed breakdown of attendees comments is included in **Appendix K**. For the purposes of the focus groups the priorities were discussed in breakout groups using the following questions:

- Q1 Supporting the reduction in waste
- Q2 Promoting repairing, reusing and recycling where reduction isn't possible
- Q3 Using environmentally friendly disposal methods where there is no option to reuse or recycle
- Q4 Providing collaborative resident focussed services which maximises social value
- Q5 Providing collaborative resident focussed services which minimise carbon impact

A summary of feedback is presented in **Appendix K** and summarised as follows:

- **Food waste** – was of great concern. Respondents raised the fact that knowledge and skills were needed to meal plan and use leftovers, encouragement to buy local, the need to have suitable collection and composting options was also raised as well as the potential for community composting in parks.
- **Waste collection** – concerns were addressed about contamination of recycling, missed collections, fly-tipping and the behaviour of recycling crews. Change to electric refuse collections vehicles (RCVs) was favoured and by some of moving to fortnightly residual waste collections. Respondents also felt that bulky waste collections and RRCs should have more opportunities for reuse, and more recycling collection points in general. Many felt that the challenges of recycling from flats and estates should be addressed, and new properties should include adequate bin storage.
- **Education** – attendees felt a strong need for more education in schools, including trips to recycling centres and inter school competitions on green performance as well as wider education on the link between waste and the climate crisis. Eco Show and Tell which demonstrates local initiatives could be expanded across the NLWA region.
- **Behaviour change** – attendees felt change needed and buying second hand and loose produce should be normalised; business should be encouraged to use alternatives to disposal.
- **Responsibility** – attendees wanted to see legislative action from government (producer responsibility, deposit return scheme, mandatory labelling, single use packaging bans), behaviour change from manufacturers and councils having green procurement strategies.
- **Funding** – NLWA community funds are good, but it was felt would be better if they could extend beyond 12 months and support would be appreciated for reuse and repair shops.
- **Incineration** – some respondents were concerned that alternatives to incineration had not been adequately considered and had concerns over the health impacts. Some respondents had concerns about the capacity of the replacement energy recovery facility under construction.
- **Sorting of residual waste** – some respondents said that NLWA should consider some sorting of residual waste before it is sent for disposal.
- **Environmental impacts of disposal** – several respondents felt that environmental impacts are wider than carbon only, and should also include biodiversity, air pollution and water pollution. Some attendees felt that feedback should be provided on environmental performance and



assessment of emissions shared as well as carbon being reported in terms that people can relate to (e.g. trees planted).

- **Recycling** – better clarity and signage on bins and packaging as to what can and cannot be recycled and it was considered that improved consistency removes confusion (particularly for transient population), incentives to recycle and introduction of enforcement for those that don't. Concerns raised on large shared communal bins (e.g. for flats) leading to high levels of contamination and need for reassurance that recycling is not sent abroad. Attendees felt more items should be collected and more recycling and reuse centres (RRCs) needed.
- **Repair / reuse** – There was a strong preference for repair cafes (also providing apprenticeships), reuse shops at RRCs, and opportunities to reuse through apps (Olio, Freecycle, Freegle). Signposting and a map of suitable reuse / low waste shops and activities across North London would be useful. Library of Things, and upskilling workshops (for waste electrical, furniture, clothing repair etc.) were recognised as good initiatives. Many felt that councils and NLWA facilitating reuse activity through promotion / signposting, grant funding, provision of shops in high street locations (charity shops could be cheaper if council rates reduced) and storage of reusable items would help support the circular economy.
- **Mixed recycling bins** – contrary views were expressed about these with some respondents calling for more waste separation at home to avoid recyclable waste not being recycled; other residents preferred the convenience of a single bin.
- **Incentives / disincentives** – attendees mooted various options to encourage behaviour change, including charging by weight of rubbish, producer responsibility, recycling incentives or deposit return schemes.



Appendices

Appendix A: A4 Brochure

Appendix B: Press advertisement

Appendix C: Social advertisement

Appendix D: Survey questions

Appendix E: Demographic analysis of respondents

Appendix F: Summary table of comments – actions of government

Appendix G: Summary table of comments – manufacturers and retailers

Appendix H: Summary table of comments – actions of individuals

Appendix I: Summary table of comments – actions of councils and NLWA

Appendix J: Pop-up event summaries

Appendix K: Summary of comments – focus groups



Appendix A: A4 Brochure

JOINT WASTE STRATEGY LISTENING EXERCISE

TOWARDS A LOW WASTE NORTH LONDON

Your chance to have your say





We are in a climate emergency

We need to take urgent action to meet the challenge.

All seven of our constituent boroughs (Barnet, Camden, Enfield Hackney, Haringey, Islington and Waltham Forest), as well as the Mayor of London and the UK Parliament, have declared a climate emergency. Declaring a climate emergency acknowledges the existential threat of global warming to humanity as well as the planet and demands significant action in response.

We know that north Londoners support this ambition and rank the climate emergency as a top concern. It is the most important problem of our times and not something that can be ignored. As part of this effort, we are developing an ambitious new Joint Waste Strategy to support the reduction of waste in north London.

About us

North London Waste Authority and the seven boroughs play an important part in addressing the climate change challenge on behalf of two million Londoners.

Reducing waste is a team effort including the government, manufacturers, retailers, consumers, and of course the Councils & NLWA are involved. Government must lead the way through the introduction of legislation in collaboration with these other groups.

We have a clear ambition to deliver a cleaner, greener and more sustainable future for north London.

This is underpinned by four priorities:

- To support the reduction in household waste.
- To promote repairing, reusing and recycling where reduction isn't possible.
- To reduce the environmental impact of disposal where there is no option to reuse or recycle.
- To deliver collaborative, community-focused services which provide value for money, maximise social value and minimise carbon impact.



Our Home Our Planet Eco show and tell



Get Loose organic and plastic free shop in Hackney



An upholstery demonstration for residents attending a repair and upcycling event in Islington

The Joint Waste Strategy

Our work is underpinned by a Joint Waste Strategy (JWS), which sets our vision for achieving these responsibilities. The last Joint Waste Strategy was published in 2004 and is now out of date, having expired in 2020.

We are therefore producing a new Joint Waste Strategy, fit for the future, with the main goal of promoting the principles of reduce, reuse and recycle as part of a circular economy.

To do this, we will talk and listen with partners, residents, community groups and local businesses to develop a new Joint Waste Strategy.

Our public engagement is split into two phases:

- Summer 2023: Set out and seek feedback on our vision and priorities
- Early 2024: Provide and gain feedback on the draft Joint Waste Strategy

This engagement will offer people the opportunity to co-design our strategy. It will be done in stages, first listening to understand local priorities and aspirations before seeking feedback on a draft strategy, informed by these priorities and aspirations.

Turn to the back to see how you can get involved →

We want to hear from you

Thank you for reading this brochure. We will be hosting pop-up events and focus groups in each of our seven constituent boroughs this summer to discuss our vision and hear your thoughts. Look out for us at local shopping centres, markets and public spaces!



We've also launched a short survey which can be found at:
northlondonwaste.commonplace.is

The survey is open until 15 September, so please do take a few minutes to fill it out.

Get in touch

If you have any questions about the new Joint Waste Strategy, the consultation or NLWA in general, you can speak to us by:

- 📞 Calling us on **0800 092 0487**
- ✉ Emailing us on nljws@londoncommunications.co.uk
- 🌐 Visiting our website nlwa.org.uk



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Appendix B: Press advertisement


TOWARDS A LOW WASTE NORTH LONDON


Your chance to have your say


We're creating a new Joint Waste Strategy that will guide how we reduce and manage waste.

We have a clear ambition to deliver a cleaner, greener and more sustainable future for north London. We aim:

 To support the reduction in household waste.

 To promote repairing, reusing and recycling where reduction isn't possible.

 To reduce the environmental impact of disposal where there is no option to reuse or recycle.

 To deliver collaborative, community-focused services which provide value for money, maximise social value and minimise carbon impact.

Help shape the strategy by taking part in our short digital survey at northlondonwaste.commonplace.is or by scanning the QR code





Appendix C: Social advertisement

TOWARDS A LOW WASTE NORTH LONDON

Take our survey





Appendix D: Survey questions

1. In thinking about a new waste strategy, please rank the following by order of importance to you.

- Reduce carbon emissions (tackling the Climate Emergency)
- Using the Earth's resources wisely (food, metals, raw materials etc)
- Minimising the environmental effect of waste disposal
- Developing green jobs and economic opportunities
- Providing rubbish and recycling services that represent the best value for money for taxpayers
- Recycling more things
- Providing more opportunities to repair / reuse broken or damaged items

2. We have a vision to help deliver a cleaner, greener and more sustainable future for north London. How important are each of the following to you? (Not important / etc...)

- To support the reduction of household waste
- To promote repairing, reusing and recycling where reduction isn't possible.
- To use environmentally friendly disposal methods where there is no option to reuse or recycle.
- To provide resident-focused services which are good value for money.

3. What action would you like to see from National Government to help us to deliver a more circular economy (less waste and raw materials used) in north London? Select up to three

- Legislating to ban products which cannot easily be recycled
- Legislating to ensure more products are recyclable
- Providing more funding for circular economy schemes (e.g. reduce, reuse, recycle) at a local level
- Giving councils the powers to enforce recycling and reuse
- Introducing a deposit / return scheme so that more things get recycled and there is less littering
- Introduce a scheme where manufacturers are responsible for the costs of the collection and disposal of the things they sell (including dealing with littering of their products)
- Launch a national campaign to encourage reduce; reuse; recycle

Other, please comment [open text box, limit to 250 characters]

4. What more do you think businesses – both manufacturers and retailers – could do? Select the three most important.

- Produce only packaging that is recyclable
- Minimise packaging
- Contribute to running local repair / re-use facilities
- Design items to last and able to be repaired
- Provide loose (unpacked) products at reasonable prices
- Bear the cost of recycling, reusing or repairing the packaging they produce
- Provide refillable products rather than single use packaging
- Promote more reuse schemes, such as reusable carrier bags



Other, please comment [open text box, limit to 250 characters]

5. What would you be willing to do? (tick all that apply?)

- Buy items with less packaging
- Recycle or reuse everything you can
- More separation of things into extra bins / boxes for recycling
- Avoid single-use food and drink containers and utensils
- Buy second-hand items and donate used goods
- Use food smartly - save leftovers, preserve or compost
- Hire or borrow items rather than buying new
- Learn to repair / upcycle

Other, please comment [open text box, limit to 250 characters]

6. What would you most like to see from your Council and NLWA? Select the three most important.

- Helping to educate and raise awareness of reuse and recycling amongst residents
- Work to widen the range of things that can be recycled
- Help give unwanted items another life through repair and reuse
- Provide accessible and easy to use places to drop off waste / recycling and items for reuse / repair
- Influence retailers, manufacturers and Government to ensure products are reusable/ recyclable

Other, please comment [open text box, limit to 250 characters]

7. Do you have any further comments, or is there anything specific you would like to see included in the new waste strategy?

[open comments, limit to 500 characters]



Appendix E: Demographic analysis of respondents

The listening exercise engaged 2,100 north London residents, with the majority having contributed via our online survey.

76% of respondents completed the survey online and were asked to submit their demographic data as part of their response.

5% of respondents completed a paper version of the survey and 19% provided verbal feedback at our pop-up events and focus groups across north London. We did not request demographic details at these events.

What is your age group?

The vast majority (82%) of responses from those who answered this question (1191) came from people between the ages of 35 and 74.8% of respondents were aged under 34 and 11% were aged over 75. Residents aged under 24 or over 85 each make up less than 1% of total respondents.

What is your connection to the area?

1,527 respondents answered this question, 90% of those who completed the survey. Of these respondents, 75% live in the areas affected, which is unsurprising considering the size of the seven boroughs. 17% work in the north London area, and much smaller numbers say they commute through or visit. As with other demographic variables, those who attended the pop-up events were more likely to live in the area, although this data has not been recorded.

How would you describe your gender?

1,155 respondents answered this question in the on-line survey, representing 68% of the total. 54% of those who responded describe themselves as women, 41% describe themselves as men and 5% prefer not to say.

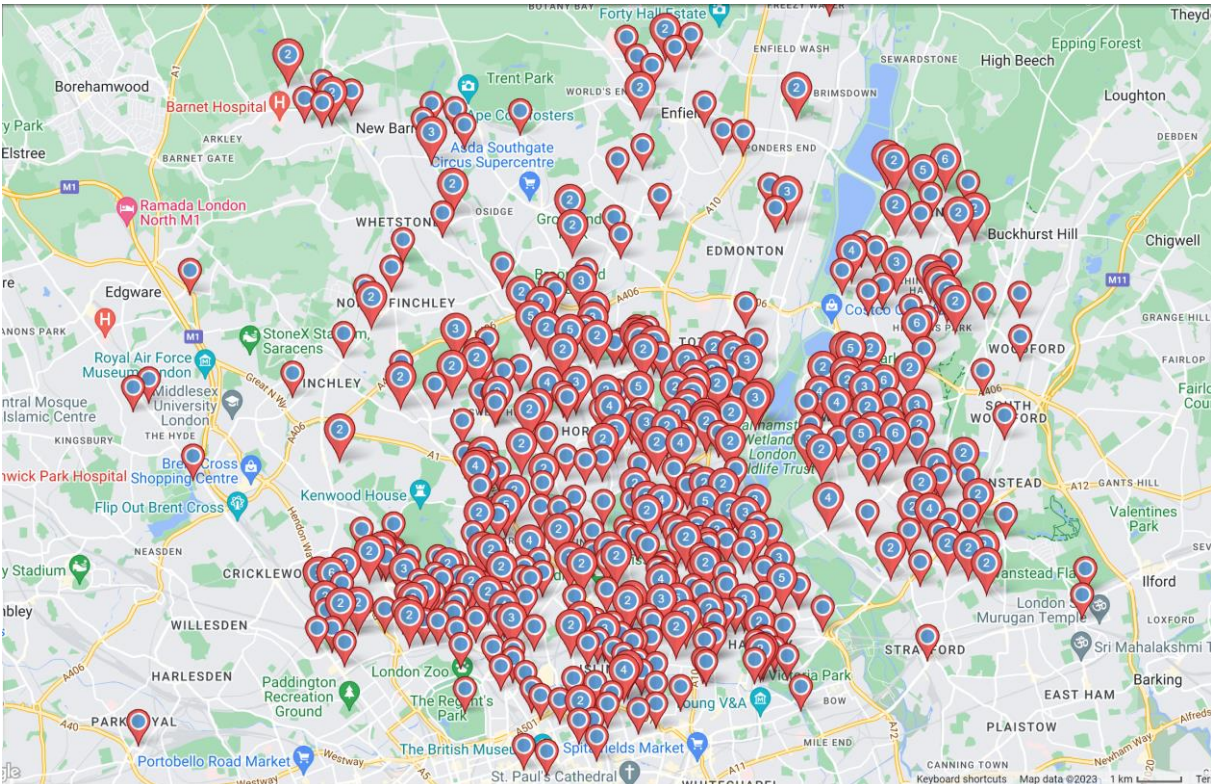
Do you consider yourself as having a disability?

The majority (71%) of those who responded (856 respondents) said they have no disability or long-term health conditions. However, significant minorities said they have mobility issues or a chronic illness. 6% of respondents preferred not to say.

What is your ethnicity?

1,089 respondents answered this question in the on-line survey, just under two-thirds (64%) of total respondents to the survey. Of these, 5% did not volunteer their ethnicity. Of those that did respond 967 (89%) described themselves as white.

What is your post code?



1,043 respondents answered this question in the on-line survey. Of these, 98% came from the seven north London boroughs. The heat map shows the distribution of respondents by post code. Key areas which saw the greatest number of respondents were E17 (Walthamstow) E4 (Chingford) N17 (Tottenham) N22 (Wood Green) and NW3 (Hampstead).

Small numbers of respondents whose postcode lies outside the north London area are likely to be amongst those who answered that they worked, commuted or had a business in the area.



Appendix F: Summary table of comments – actions of government

Theme	Comments	
Circular Economy	Funding to promote a circular economy	
	Applying the principles of a circular economy to shipping and e-commerce	
	Subsidise products that promote the circular economy	
	Consumerism and liberalism barriers to a circular economy	
Deposit return	Introduce a deposit return scheme for bottles and cans	
	Introduce a deposit return scheme	
	Manufacturers and retailers' responsibility to accept return of packaging etc	
Incineration	Listen to public and stop building an even bigger incinerator	
	Sort waste before incineration and reconsider need for additional incinerators	
	Publish a full review of the expansion of incineration capacity and how it could be avoided	
	(Carbon) tax on incineration	
	Recycle everything you can to remove need for incinerator	
	No to Edmonton incinerator /stop its expansion	
	Incinerate waste rather than send to landfill	
	Litter / fly-tipping	Increased efforts from the council to tackle litter / fly-tipping
		Pass cost of dealing with litter / fly-tipping on to manufacturers / retailers
Stricter penalties for individuals and businesses		
Incentivise community initiatives to tackle litter / fly-tipping		
National campaign against litter		
Increase number of waste disposal centres to tackle fly-tipping		
More frequent collections to reduce fly-tipping		
Regular bulky waste collection to tackle fly-tipping		
Plastics	Ban single-use plastics	
	Campaign against single-use plastics	
	Switch to non-plastic containers	
	Councils to collect soft plastic	
	Provide water fountains to reduce use of plastic bottles	
	Re-usable plastic items being used as single-use	
	Manufacturers to reduce the production of plastic	
Packaging	Packaging to be returned to manufacturer	
	Ban plastic packaging	
	Reduce volume of packaging / redundant packaging	
	Tax non-recyclable packaging	
	Ban non-recyclable packaging	
	Use recyclable / biodegradable packaging	
Recycling	Re-usable packaging	
	Maximising recycling levels via waste sorting systems	
	Standardising bins and recyclable materials	
	Behaviour change for individuals to use recycling bins	
	Obligation on manufacturers to use recyclable materials	
	Manufacturers to bear the cost of recycling their products	
	Increase the number of recycling centres	
	Ban products that are not recyclable	
	Clearer communication on what can be recycled and what happens to recycled material	
	Mandate the recycling of certain materials (paper, card, plastic etc)	
	Education on recycling to be expanded	
	Expand recycling collections	
	Incentivise recycling	
	Re-use / repair / resale	Support the resale or donation of unwanted items



	Collection of items for re-use / resale / repair
	Introduce a "library of things"
	Support or increase the number of repair workshops
	Support re-use initiatives
	Re-use containers (such as water bottles)
	Mandate manufacturers to produce items that can be repaired, introduce right to repair legislation
	Support schemes to resell or donate used clothing (such as school uniform, Scout uniform etc)
Waste disposal	Provide food waste collection for those living in flats
	Improve bins and collections for those living in flats
	Stop exporting waste
	Use tax to reduce the amount of disposable products
	Enforce proper use of waste disposal systems
	Introduce bins for disposing of green waste
	Producers to bear the cost of waste disposal
	Education on responsible waste disposal
	Reduce number of waste bin collections
	Inform residents about the relative environmental impacts of different disposal methods
	Do not make the system too complex or onerous for residents
	Accountability in waste disposal
Waste reduction	NLWA to forge partnerships to reduce waste
	Charge rubbish by weight to reduce waste
	Fine manufacturers to reduce waste
	Hold landlords responsible for reducing waste in their properties
	NLWA to be more proactive in waste reduction
	Council tax to be calculated according to amount of waste produced
	Manufacturers to be responsible for waste reduction through what they produce
	Encourage re-usable packaging or no packaging to reduce waste
	Invest in waste reduction
	Nationwide campaigns to reduce waste
	Focus on reduction, not recycling



Appendix G: Summary table of comments – manufacturers and retailers

Theme	Comments
Incineration	Why build a bigger incinerator than we have now (considering other options) No to Edmonton incinerator, instead invest in sorting and recycling
Litter / fly-tipping	Businesses need to take responsibility for littering and fly-tipping of their products
Plastics	Ban plastics from certain products Ban single-use plastics Reduce use of plastic Eliminate the production of plastic entirely Eliminate plastic bags
Packaging	Make all / more packaging recyclable Minimising or reducing packaging Identifiable marks on all packaging so it can be returned to manufacturer Make businesses responsible for the disposal of their own packaging / return packaging to retailer Businesses bear the cost of recycling their own packaging Ban composite packaging Make packaging compostable
Refill	To introduce refill stores for key consumables Behaviour change needed in order to make refill work Designing products to be refillable Make refilling containers with loose goods the cheaper option
Recycling	Increase the amount of recyclable packaging Clarity over how much material is recycled Increase the amount of products that can be recycled Retailers to bear the responsibility / cost of recycling Ensure manufacturers and retailers are utilising recycling services Re-using items as a form of recycling Provide recycling bins at retailers
Re-use / repair / resale	Repair items to address the problem of single use Provide shops for the sale of second-hand items Sell re-usable water bottles Fund repairing apprenticeships Re-use / repair / resale is not in the commercial interest of companies Manufacturing more items that can be repaired Appliance repair schemes from manufacturers Incentivise re-use / repair / recycle The sustainability of a re-usable product is still important Refurbishing buildings / re-using construction material



Appendix H: Summary of comments – actions of individuals

Question	Themes	Comments
Actions of individuals (Q5)	Buying and consuming less	Purchasing fewer new items
		Review purchasing needs
		Buy from charity shops
	Campaigning or advocating for sustainable practices	Participate in campaigns
		Participate in protests
	Changing buying habits to favour sustainable options	Buying loose, unpackaged products
		Being prepared to pay a 'green levy'
		Buying in bulk, refill or purchasing in volumes that reduce packaging relative to product
		Avoiding plastics in products
		Avoiding certain manufacturers / retailers
		Buying from charity shops
	Volunteering for local projects and community initiatives	Participating in street cleaning
		Support community food-growing schemes
	Composting and green gardening practices	More composting of household and food waste
		Using an allotment
		Collecting rainwater to water garden
	Respondent is already doing all they can	Doing as much as they could, within the constraints of existing facilities.
		Doing as much as they could, given time and financial constraints.
		Doing as much as they could, given that other individuals / agencies were not felt to be pulling their weight.
	Growing resident's own food	Growing own food at home or at an allotment
		Support community food-growing
		Share home-grown food
	Donating items for re-use	Donating clothes and household goods to others
		Donating to repair and reuse schemes
	Recycling more	Recycle more types of household waste (ie batteries, used oil etc)
		Separate own waste more to enable recycling
	Reducing volumes of waste	Reducing the volume of waste produced by the household
	Renting or borrowing items, in preference to purchasing new	Using a 'library of things'
		Sharing items with neighbours
		Hiring items rather than purchasing
Repairing damaged items	Learning to repair own items	
	Participating in repair schemes	
Additional actions suggested for businesses	Businesses to take more responsibility	
	Recycling facilities in shops	
	Return schemes	
	Reducing the volume of packaging produced	
Additional actions suggested for councils and NLWA	Provide facilities to recycle more items	
	Increased / more frequent or improved collections	
	Greater separation of waste by the council / NLWA	
	Legislation for return schemes	
	Banning of single-use plastics	
	Educational campaigns	



Appendix I: Summary table of comments – actions of councils and NLWA

Theme	Comment
Incineration	More focus on material recovery, less on incineration
	Campaign and information to increase re-use and recycling to avoid Edmonton
	Close the incinerator / stop building the incinerator (air pollution concerns)
	Commit to ceasing incineration for waste disposal
	Do not build an incinerator for waste that can be recycled, maximise recycling
	Review need for / re-think additional incinerator
Litter / fly-tipping	Avoid dependence on incineration for waste disposal
	More enforcement against litter and fly-tipping
	Addressing the problem of fly-tipping and litter outside blocks of flats
	Fines and other deterrents against littering and fly-tipping
	Tackle littering and fly-tipping by waste disposal teams
	Cleaning up after litter and rubbish
Recycling	Fly-tipping is a result of inaccessible recycling centres
	Positive feedback about council response to litter and fly-tipping
	All bins to be co-mingled and recyclable material extracted from waste
	Waste to be separated into a larger number of bins
	More material to be recycled
	Expand the types of material that can be recycled
	Campaign to increase recycling
	New or improved recycling centres to be provided
	More or better guidance on what can be recycled and how
	Improve recycling facilities in estates
	Make it easier to recycle large items or electrical goods
	Provide recycling bins in town centres and public areas
	Using compostable / biodegradable materials is preferable to recycling
	Make recycling easier for those living in flats
	Cost of recycling to be borne by manufacturers
	More responsibility or deterrents for manufacturers and retailers that do not recycle effectively
More recycling to happen in the local area (not transporting waste around)	
Make recycling easier	
Penalties and enforcement for those that do not recycle	
Re-use / repair / re-sale	Introduce or fund re-use, repair and resale schemes
	Collections / return points for items for re-use, repair and resale
	Introduce more repair shops
	Support schemes and community initiatives (including swap shops, charity shops, jumble sales)
Waste collection	Promote the sale and purchase of second-hand items
	Improve the look and labelling of bins to ensure clarity
	Extra collections of large / electronic / hazardous items on demand
	Better clear-up after bin collections
	Doorstep collections of other, specific waste materials (clothes, used oil, etc)
	Ensure waste collections are not missed
	More regular waste collections
	Reduce the number of waste collections
	Keep collections at weekly intervals
	Greater clarity on what goes in each bin and what happens to this waste
Increase the number of bins	
Improve collections from flats	



Appendix J: Pop-up event summary

Theme	Comments
Repair	Electricals should be easier to repair (and re-sale)
	Repair shops / workshops
	Information on where to repair (white goods)
Re-use	White goods
Recycling	Deposit Return Scheme needed
	Clarity/signage on materials (what and where) e.g. foil, textiles
	Make easier: electricals, small WEEE; people in care homes
	Improve opportunities if no car (street collections)
	Larger bins
	More separation of materials
	Co-mingling is good
	Deal with management companies for flats
Transient tenants, e.g. in flats is problematic	
Reuse & Recycling Centre (RRC)	More recycling points
	Wellbeing of staff
	Small local collection points (e.g. metal)
Bins	Hazardous waste problematic to dispose
	More RRCs needed
	New bins clearly labelled (when provided if replacement)
Provision of Services / Collections	Colours (consistency across boroughs)
	Food waste bins more secure (to stop foxes)
	More Frequent
	Medical waste needs to be simpler (diabetics)
	Sub-contractor comments and complaints (Veolia)
	Understanding link to street cleaning
	Consistency: nationally; without too many bins
	Bin men seen to mix waste
Changes in days / frequency – why? (Camden)	
Cost	Green waste not always collected
	Offen leave a mess
	Important but cost of living is priority
Education	Recycling (contamination happening in flats with shared bins)
	Tenants in rented properties / flats
	How lucky British people are with their waste systems
	Accessibility in different languages
	Recycle better (rinse recycling)
Enforcement	Training for re-use and repair (Islington community group request)
	Importance of carbon and circular economy
	Fines needed that are affordable
	Good enforcement e.g. Enfield
	All flats if recycling is contaminated
Fly-tipping	For flats fines should be for tenants and landlords
	More penalties for offenders, not if make a mistake accidentally
Incineration	Make it easier to use RRCs (tips)
	Bring back bulky waste collections
	Improve awareness of what materials are incinerated
Councils	Edmonton/incineration needed
	Eco park should not be in London
Government	Need more powers locally
	Promote small businesses in procurement
Producer responsibility	Needs to act
	Reduce packaging



Reduce plastic packaging

Make electrical good recyclable

Improve recycling information on labels

Public responsibility

For their waste



Appendix K: Summary of comments – focus groups

Question	Themes	Comments
Actions of individuals (Q5)	Buying and consuming less	Purchasing fewer new items
		Review purchasing needs
		Buy from charity shops
	Campaigning or advocating for sustainable practices	Participate in campaigns
		Participate in protests
	Changing buying habits to favour sustainable options	Buying loose, unpackaged products
		Being prepared to pay a 'green levy'
		Buying in bulk, refill or purchasing in volumes that reduce packaging relative to product
		Avoiding plastics in products
		Avoiding certain manufacturers / retailers
		Buying from charity shops
	Volunteering for local projects and community initiatives	Participating in street cleaning
		Support community food-growing schemes
	Composting and green gardening practices	More composting of household and food waste
		Using an allotment
		Collecting rainwater to water garden
	Respondent is already doing all they can	Doing as much as they could, within the constraints of existing facilities.
		Doing as much as they could, given time and financial constraints.
		Doing as much as they could, given that other individuals / agencies were not felt to be pulling their weight.
	Growing resident's own food	Growing own food at home or at an allotment
		Support community food-growing
		Share home-grown food
	Donating items for re-use	Donating clothes and household goods to others
		Donating to repair and reuse schemes
	Recycling more	Recycle more types of household waste (ie batteries, used oil etc)
		Separate own waste more to enable recycling
	Reducing volumes of waste	Reducing the volume of waste produced by the household
	Renting or borrowing items, in preference to purchasing new	Using a 'library of things'
		Sharing items with neighbours
		Hiring items rather than purchasing
	Repairing damaged items	Learning to repair own items
		Participating in repair schemes
	Additional actions suggested for businesses	Businesses to take more responsibility
Recycling facilities in shops		
Return schemes		
Reducing the volume of packaging produced		
Additional actions suggested for councils and NLWA	Provide facilities to recycle more items	
	Increased / more frequent or improved collections	
	Greater separation of waste by the council / NLWA	
	Legislation for return schemes	
	Banning of single-use plastics	
	Educational campaigns	