



North London Joint Waste Strategy 2025 – 2040 Phase 2 Consultation report May 2025



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1. Background and Context



THE NORTH LONDON JOINT WASTE STRATEGY 2025 - 2040

The North London Joint Waste Strategy 2025 – 2040 is the Joint Waste Strategy for the London boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest and the North London Waste Authority (NLWA). NLWA, along with its seven constituent boroughs, are producing a new Joint Waste Strategy for the period 2025 to 2040. The Strategy sets out the authorities' aspirations for all levels of waste management, including collection, transfer, treatment and disposal, in accordance with the principles of the waste hierarchy. It sets out how NLWA and the boroughs will help to minimise waste, increase reuse, repair and recycling, protect the environment, and move towards a circular economy. It will form the basis of how NLWA and the constituent boroughs manage waste in the future and work together to deliver essential waste management and disposal services in the best interests of north London's residents. The vision for the Strategy is as follows:

To manage north Londoners' waste according to the waste hierarchy, prioritising waste reduction then maximising reuse, repair, recycling (and the most climate-friendly means of disposal possible) where reduction is not feasible. This includes providing environmentally-friendly, best-value, resident-focussed services and policies that meet the challenges of the Climate Emergency.

From the vision were derived a series of aims and objectives, which were grouped into four priorities. It is these priorities which form the core of the consultation survey:

- Priority 1: supporting the reduction in waste, by promoting prevention, repair and reuse.
- Priority 2: improving and maximising recycling.
- Priority 3: reducing the environmental impact of disposal, where there is no option to prevent or reuse waste.
- Priority 4: delivering collaborative, community-focused services which provide value for money and maximise social value.

This vision and the four priorities were presented on all materials relating to the consultation survey, with links to read the full strategy and supporting documentation.

Consultation

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 set out and sought feedback on the new strategy vision and priorities – Summer 2023
- **Phase 2:** Provided and gained feedback on the detailed draft strategy – Winter 2024/2025

In summer 2023, residents were given a chance to tell us about their views on waste and the environment, and to inform the Strategy's aims and objectives, through a comprehensive listening exercise. The results from this listening exercise are included in Appendix A. The team has then taken the results from the listening exercise and have produced a draft strategy which will help NLWA and the seven boroughs meet their vision. In winter 2024/25, the draft strategy was presented to north Londoners their feedback was gathered through a combination of direct outreach and targeted interviews (targeted outreach), along with an online survey. Following the conclusion of the consultation, the feedback received has been collated and set out in this report.



2. Headline Findings



TOTAL CONSULTATION REACH



1,502 survey responses were received – 1037 from the targeted outreach and 465 from the online survey

THE STRATEGY VISION, AIMS AND PRIORITIES



Support for the vision and aims – 84% of respondents to the targeted outreach supported the strategy vision, and 85% supported the five aims of the strategy.



Agreement with the priorities – Across both surveys, most respondents thought that all actions were high priority, for all four priority areas.

COMMENTS



Education and engagement – More education in schools, potentially inclusion in the curriculum, and campaigns to influence families and instil good waste management habits. Working with communities and providing feedback to encourage active participation with waste reduction, repair, reuse and recycling.



Recycling – Improve recycling by wider range of recyclables, making it easier through labelling, understanding what and how to recycle, and what happens to recycling. Provide financial incentives to recycle, like deposit return schemes. Better accessibility and communal recycling, consistency and more outlets to recycle small waste electrical and electronic equipment (WEEE), textiles, batteries, bulky waste etc.



Collection – Clear degree of satisfaction with the current efficiency and reliability of rubbish and recycling service. Improvements included making services easier and consistent with better services for communal properties, frequency of collections and garden / food waste collections (preferably free). Lack of storage space / insufficient bin capacity an issue for some.



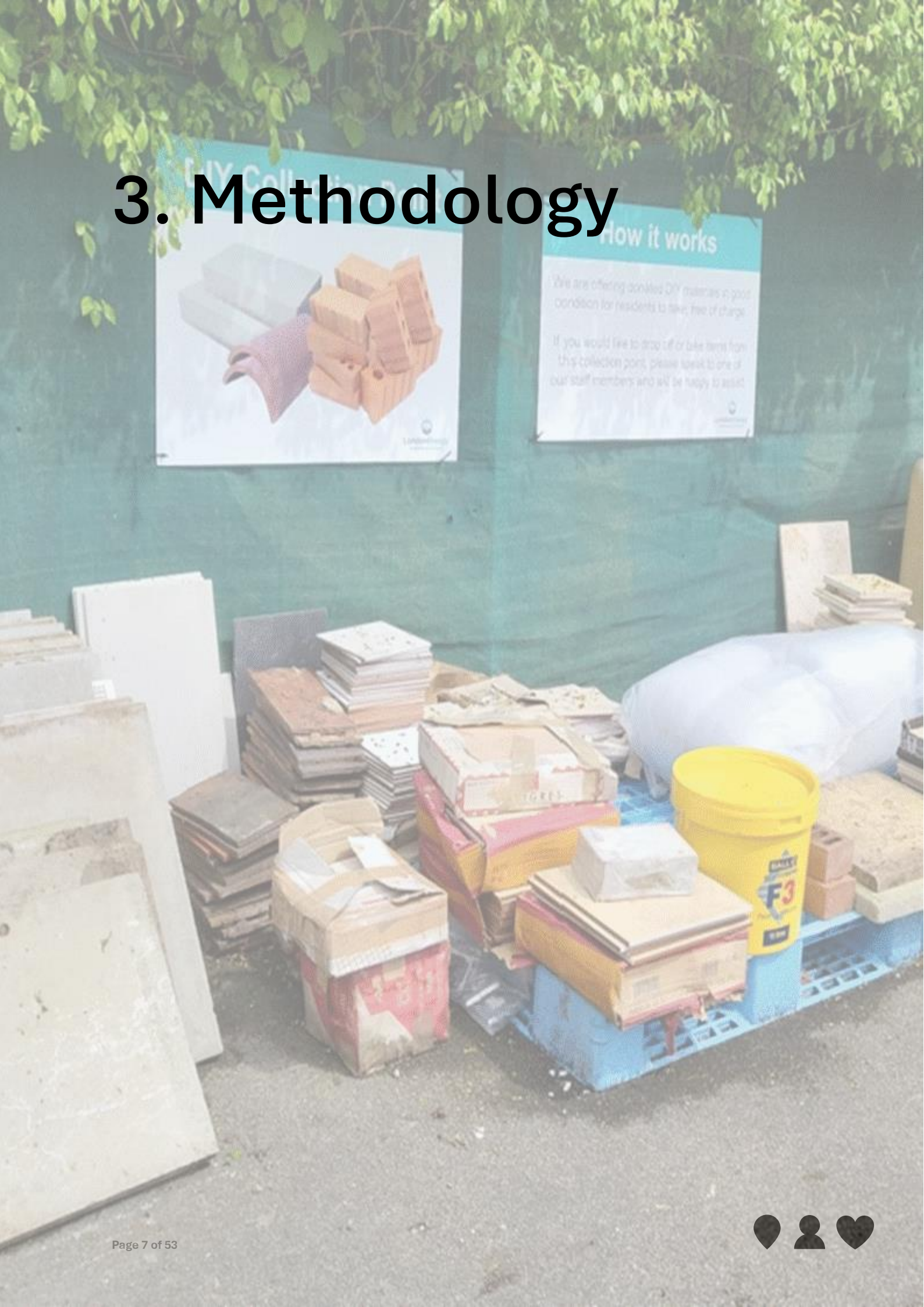
Reuse and recycling centres – Improve accessibility, particularly for non-car users.



Rubbish reduction and prevention - Stronger national legislation, government action and consistency to reduce waste, manufacturer and supermarket accountability with stricter regulations and fines for excessive or non-recyclable packaging and adopting more sustainable practices (refill). Less need for incineration, some scepticism around carbon capture and storage (CCS) viability and a need for advanced sorting for recycling.



3. Methodology



The Phase 2 consultation activity consisted of two parallel surveys conducted by the project team:

- Targeted outreach of north London residents – conducted by Kaizen
- An online survey - hosted on Commonplace

Questions for both surveys were aligned around the same set of questions and demographic data, with small differences to allow for methodology.

The survey was designed by the project team to collect residents' feedback on the draft strategy. Questions were split into sections corresponding to each of the four priorities in the draft strategy, with additional sections on general respondent information, access to waste services, and more detailed demographic information at the end of the survey. Copies of the full questions for targeted outreach and online survey are included in Appendix B and Appendix C.

The online survey was live for 84 days between 1 November 2024 and 23 January 2025, and the targeted outreach was undertaken between November 2024 and mid-January 2025.

ABOUT THE DATA

The consultation gathered both quantitative and qualitative data from both surveys. Quantitative data and findings in this report (unless otherwise stated) are drawn from either individual conversations in the targeted outreach, or individual responses to the online survey. For charts, statistics relate to the total percentage of people who answered a particular question, rather than to the total number engaged, as not all questions were answered by all respondents. The term 'base', which is shown below each table or chart, refers to the number of people who responded to that specific question.

For qualitative data, the open questions in both surveys, a thematic analysis was undertaken, hand coding for themes that emerged. Both the Kaizen team analysing the outreach data and the Frith team analysing the online survey used iterative processes to remove researchers' assumptions from the analysis and included sample quotes from respondents to illustrate emerging themes. In Kaizen's case, the principles and approach of Grounded Theory were employed. The term 'Grounded Theory' refers to theory that is developed inductively from a body of data, rather than from the preconceptions of the researchers. Frith utilised a system of headline themes, which were divided into subcategories supplemented with comments from respondents to ensure that the nuances of issues raised were captured and understood for the strategy. Any statistics or proportions that are included as part of the thematic analysis also relate to the people who commented on an issue/theme rather than the total number responded, i.e. one respondent may have commented on several themes and each would have been recorded.

TARGETED OUTREACH

Our approach used outreach as the primary engagement and research method, in order to hear from people who would be less likely to proactively respond. The engagement process involved members of the Kaizen engagement team going out into the community in the seven of north London boroughs and speaking to people on their terms, in their spaces, in the community. The targeted outreach engaged with sections of the community that often face barriers to participation, using a sample that was highly representative of the population of the north London boroughs. Outreach took place in November through to mid-December 2024, and during the first half of January 2025



Individual conversations in the community

- A semi-structured questionnaire was developed and used as the primary method for capturing the views of residents. 719 people shared their views in these one-on-one conversations
- The questionnaire included a mixture of open and closed questions and on average would take 15 minutes conversation to complete
- Engagement happened on different days of the week, including weekends, between the hours of 9am and 6pm
- All questionnaires were completed in paper form and then were transcribed online for analysis

Outreach-based Small Group Conversations

- 332 people were involved in 113 small group conversations in the community
- Conversations ranged from 10 to 25 minutes
- Group size ranged from 2 to 6 people
- The responses from the group discussions were also transcribed online for analysis

Online survey

- The engagement team had business cards with a URL and QR code linking to an online survey hosted by commonplace, which they could share with people who wanted to respond online

Where people were engaged in the outreach

- People were stopped on busy high streets, speaking to people outside shops, supermarkets, cafés, corner-shops and parks. People were engaged in their local communities in everyday spaces that they frequent, such the church, the local library or the market.
- Street outreach and engagement was carried out in various areas of north London:
 - Barnet: Edgware, Finchley Central, High Barnet, North Finchley
 - Camden: Kentish Town, Gospel Oak, Belsize Park, Kilburn
 - Enfield: Enfield Town, Southgate, Palmers Green, Edmonton
 - Hackney: Hackney Central, Dalston, Stamford Hill & Clapton, Stoke Newington
 - Haringey: Tottenham, Muswell Hill, Wood Green, Harringay Ladder
 - Islington: Archway/Holloway, Finsbury Park, Caledonian Road, Angel
 - Waltham Forest: Chingford, Walthamstow Central, Leyton, Leytonstone



ONLINE SURVEY

The online survey was hosted on the Commonplace platform, with a dedicated page for the survey and consultation materials - northlondonwaste.commonplace.is. The survey was available for residents to complete, along with links to access the draft strategy documents:

- Summary of the draft strategy
- Full draft strategy
- Waste Projections
- Options Appraisal Report
- Listening Exercise
- Environmental Report
- Equalities Assessment

Paper copies of the draft strategy and the online survey were made available at public libraries across north London boroughs. Some respondents also chose to print off copies of the survey and deliver these directly to NLWA. Paper surveys were incorporated directly with digital responses and analysed together. Data for each quantitative question is presented in Section 4 – survey analysis of this report.

Method for analysing open comments

The qualitative open comment responses have been analysed by FRM and individually coded using bespoke categories designed for this project. These categories were developed specifically for this project and were supplemented with subcategories to capture specific issues, common messages and key themes arising from the open comment responses to assist NLWA with the finalisation of the Joint Waste Strategy.

The results of open comments for the four priorities have been presented under the relevant sub-priorities to highlight the key themes and comments. Comments relating to barriers (services residents have difficulties with and what would overcome these) have also been captured separately.

All the open comments for the survey, including those made in response to the four priorities, barriers, engagement, the draft strategy and consultation, have been analysed, captured and the predominant comments are consolidated, in Section 6 - conclusion, into an overall summary table divided into the key themes.



4. Survey Analysis – findings from targeted outreach and online survey



This section presents the results of both the targeted outreach and the online survey with respect to general information, the four priorities and barriers to waste management, and additional comments on the strategy in the order in which they were either discussed or appeared in the survey. Quantitative data are presented, along with qualitative analysis for those questions that included open-comment questions. Respondents were also asked for their preference on methods of engagement. Overall comments on the strategy and consultation from the online survey are summarised in the summary table at the end of Section 6 - conclusion.

Targeted outreach

The vision and the five policy aims were initially shared for feedback in the targeted outreach. The online survey for listening exercise had also shared the vision and policy aims.

The four Priority areas for the strategy with their associated proposed actions were also shared for feedback.

For each proposed action, people were asked (in the individual conversations) to rate whether they felt that action was a high, medium, low or not a priority. Saying “not sure” was also an option. At the end of the proposed actions for each priority there was an open question for comments or suggestions of other actions that could be included within that Priority area.

In the small group discussions a slightly different approach was taken to reflect the nature of a group conversation, and the proposed actions for each Priority were looked at as a whole and people were asked whether they felt those actions would help achieve the aim (e.g.: *do you think that the Priority 1 actions will help to promote prevention, repair and re-use?*)

All proposed actions across all 4 Priority areas were rated as being of high or medium importance by a substantial majority of people.

Analysis of responses to each of the priority actions across demographic sub-groups (by age, gender, ethnicity, bin type, disability, and Borough) showed that trends were broadly aligned across sub-groups. Given this consistency, the full set of covariate charts is not included here but can be requested from NLWA.

Online survey

The online survey was live for 84 days between 1 November 2024 and 23 January 2025 on the website northlondonwaste.commonplace.is, the same site used for the online survey in Phase 1.

465 survey responses were received, both online and paper copies, and the results from these are analysed throughout this section.



GENERAL INFORMATION

Do you live in any of the following London Boroughs?



Base = 1,441

98.5% of responses to this question stated that the respondent lived in one of the seven north London boroughs. The boroughs with the highest number of respondents were Waltham Forest (18%) and Barnet (18%).

Other responses (outside NLWA boundary) - 0.5%

- Ealing
- Harrow

A full breakdown of respondents by borough from the targeted outreach and online survey, including analysis of how this compares to 2021 Census data, is included in Section 5 – demographics.

Which of the following best describes your response?

433 respondents answered this question in the online survey. 421 respondents (97.2% of the total) said they were responding as an individual, while 10 respondents (2.3%) selected that they were providing the official response of an organisation, group or business. Seventeen respondents provided a comment that named an organisation, group or business that they were responding on behalf of.

Group responses

- The Barnet Society
- Climate Emergency Camden
- Hackney and Tower Hamlets Friends of the Earth
- Barnet Friends of the Earth
- HCFHG
- Islington Environmental Alliance
- Islington Environment Emergency Alliance
- Barnet Depression Alliance



- St Mary Magdalene's
- Zero Waste Barnet
- Elisa Cantarelli Art
- Finsbury Park Trust
- Start Counselling
- PSC Property rental Ltd
- The Belsize Society
- Enfield Climate Action Forum
- Living Way Ministries

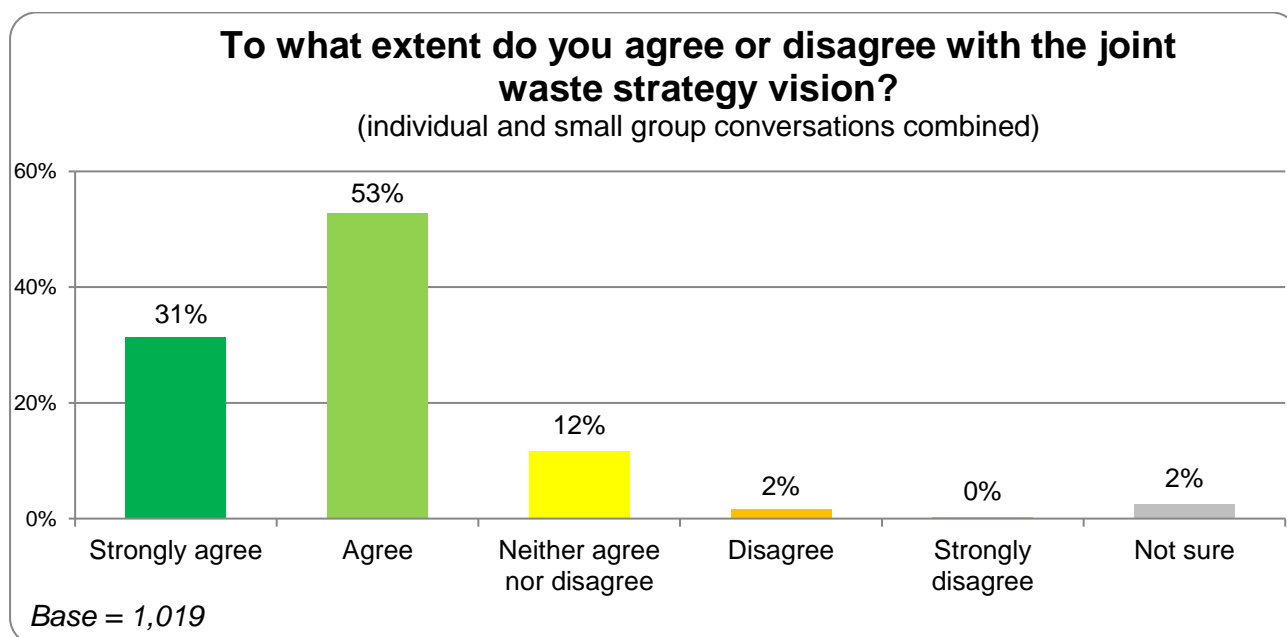
Which of these best describes how your rubbish and recycling is collected?

1,095 respondents answered this question, 687 via the targeted outreach and 408 online. 749 responses (68% of the total) stated that the respondent put their bin outside their home for collection. 307 responses (28%) stated that the respondent used communal bins, and 26 (2.3%) selected "other" or were providing the official response of a group, organisation or business

VIEWS ON NLWA JOINT WASTE STRATEGY VISION

Targeted outreach only

People were asked, in the targeted outreach, the extent to which they agreed or disagreed with the Joint Waste Strategy vision. A large majority (84%) said they agreed or strongly agreed with the vision.



The data showed consistent support for the Strategy vision across all boroughs and demographic groups engaged in the targeted outreach.



Summary of comments on the Joint Waste Strategy vision

In the 589 additional comments on this question from the targeted outreach, several themes emerged:

- **Best practice and general agreement:** 3 in 5 comments acknowledged the strategy as “best practice” or “the way forward”. People generally agreed with the vision as logical and necessary, though some felt it was overdue.
- **Scepticism and implementation concerns:** While agreeing in principle, just over 15% of comments were sceptical about whether the strategy would be implemented effectively. Comments highlighted doubts about whether councils would follow through on promises and whether people would adhere to the plan.
- **Clarity and communication issues:** About 1 in 10 people mentioned that the vision was wordy or vague. People requested clearer, simpler language and practical details about how the strategy would be carried out.
- **Consumerism and waste prevention:** 8% felt the strategy needed to tackle broader issues like consumerism and waste generation at the source. Comments also supported efforts to promote a circular economy and repair initiatives.
- **Resident responsibility and challenges:** 8% reflected frustration that too much of the responsibility for waste management falls on residents. Some people pointed out difficulties with participation, especially in communal living situations.
- **Environmental benefits:** 4% of respondents agreed that the strategy aligns with important environmental goals, such as reducing landfill waste, promoting recycling, and addressing climate change.
- **Other:** Comments also raised diverse points, such as a need for accessible recycling centres (>1% of responses), support for education and awareness campaigns (2%), requests for more repair cafés (>1%), and concerns about inequalities in service quality across boroughs (>1%).

Sample quotes on the Joint Waste Strategy vision

Targeted outreach

“Yes, best practice. Good, nice to see. I’ll explain this to my house mates. Ha!”

“A good strategy yes, but we have a general waste problem in London”

“This in principle I agree with but cynical to/about what actually happens once refuse has been collected. What really happens, come on?”

“Sounds great but would need to simplify language for a campaign”

“Yeah I’d say it’s a good strategy. Looks like best practice, getting people and residents alike to adhere is the deal maker”

“It’s a commendable notion but we live in a throw away society driven by consumerism having said this the strategy is best practice so yeah agree”

“Acknowledging the climate emergency is a good thing”

“Easier recycling of batteries and vapes needed”

“But are they just empty promises”



"However, I don't fully understand what all these actions & priorities mean?"

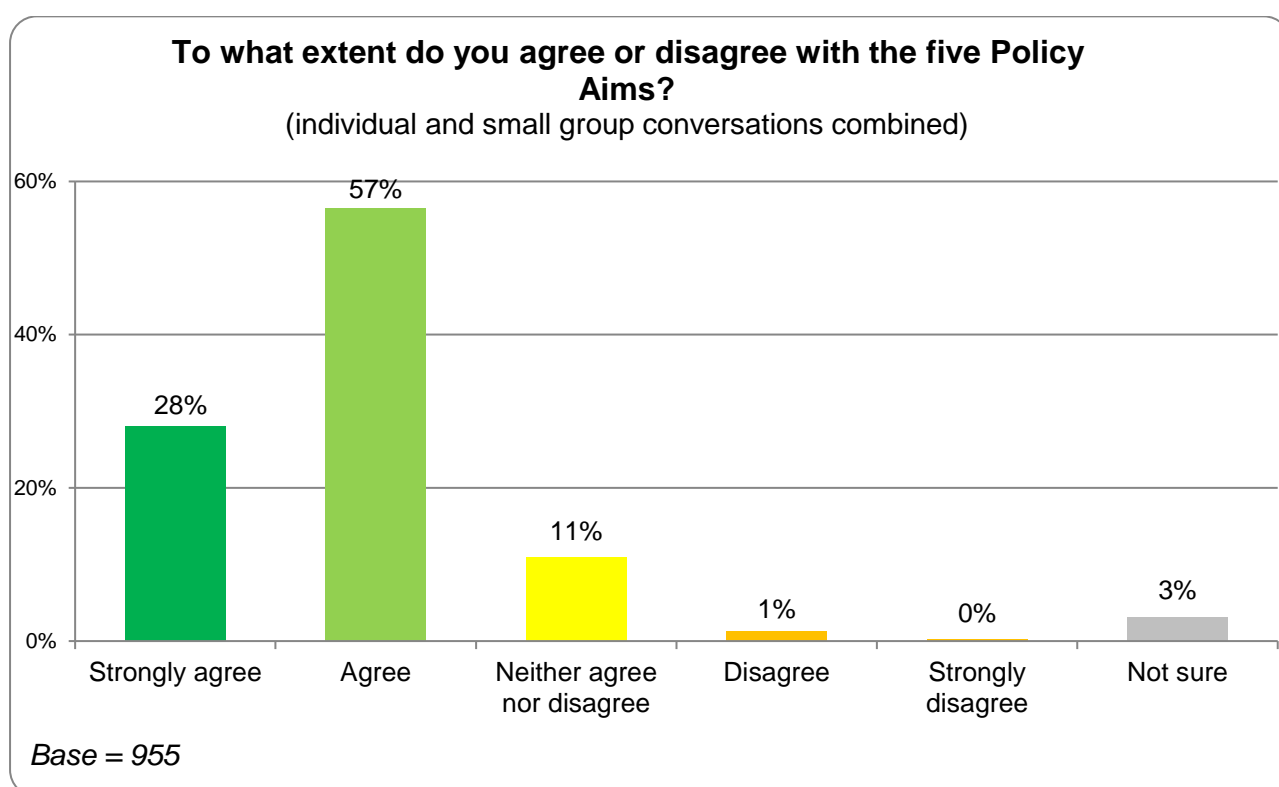
"It needs to go to the source the root cause to be fixed"

"Anything to reduce landfill is a bonus. Toxicity and the environment"

VIEWS REGARDING THE FIVE POLICY AIMS

Targeted outreach only

People were then asked, in the outreach survey, the extent to which they agreed or disagreed with the five Policy Aims. Again, a large majority (85%) agreed or strongly agreed with them.



The data showed consistent support for the five policy aims across all boroughs and demographic groups engaged in the targeted outreach.

Summary of comments on the five policy aims

Several themes emerged in the 572 additional comments from the outreach survey to this question:

- **General agreement with policy aims:** Just under 60% of people expressed broad support for the aims, describing them as logical, achievable, or aligned with what is necessary to address waste management issues.
- **Concerns about implementation and follow-through:** Around 1 in 5 comments questioned how the aims would be put into practice, expressing a need for effective action, community participation, and sufficient funding to ensure success.



- **Behaviour change and community engagement:** Around 15% of comments emphasised the challenge of getting people to participate actively in waste reduction and recycling. Suggestions included better education, incentives, and involving community groups.
- **Clarity and accessibility issues:** Some (14%) believed that the aims were wordy, vague or waffly, making them harder to engage with. Comments expressed the importance of simplifying language and providing clear explanations.
- **Focus on waste reduction or prevention:** Just under 1 in 10 comments pointed out a need for stronger emphasis on prevention, targeting consumerism, and addressing systemic issues like unnecessary packaging and corporate responsibility.
- **Other:** Comments mentioned by less than 1% of respondents also mentioned diverse points, such as accessible recycling options in communal areas, more repair and reuse hubs, improved waste services for people with mobility issues, and concerns about the environmental impact of waste export and incineration.

Sample quotes on the five policy aims

Targeted outreach

"Some good aims with the right will, I'd say achievable, yeah, I'd say that"

"All five aims are competent enough! Feasible, achievable aim 5 is about where we are at the moment. Provide resident focused cost-effective best value services"

"Again too far reaching - keep it simple. By trying to encompass everything in 5 aims, let's keep things achievable by communicating one/two stages at a time"

"How are you going to implement these policies? More to the point, how are you going to implement & not annoy your community"

"Yeah, it all sounds good in principle, it's getting residents, to take part willingly be involved without feeling bullied/patronised or penalised"

"A lot of jargon here don't know quite what it means but I kind of get it minimising land fill engaging in the community's cost-effective services"

"But unfortunately, we are a throw away society nation. Cheaper to buy than repair. The manufacturer and the built-in obsolescence - that's the main problem"

"Less policy and more action but in principle there's some good points made here and I'd like them to come into force"

"Would be difficult to achieve Aim 4"

"Yes agree strong points! Getting people to adhere to them is the challenge"

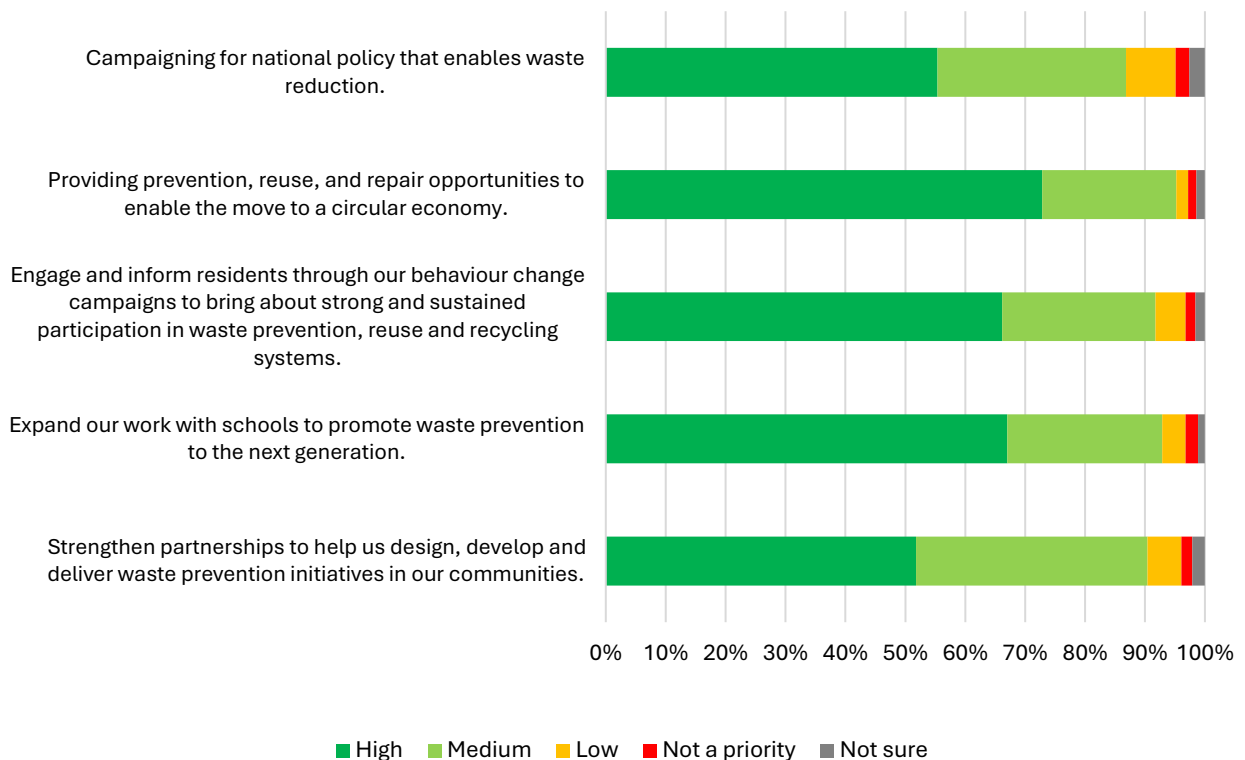
"All good but jargon heavy but I see it has potential"

"Encourage recycling and repair change culture"



PRIORITY 1: HOW HIGH A PRIORITY SHOULD WE GIVE TO THE FOLLOWING ACTIONS TO SUPPORT THE REDUCTION IN HOUSEHOLD WASTE BY PROMOTING PREVENTION, REPAIR AND REUSE?

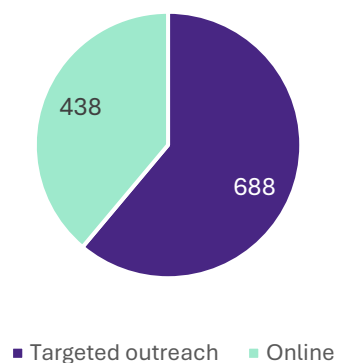
Ranking of actions by priority (combined surveys)



Base = 1,126

This question was asked to respondents of both the online and targeted outreach surveys. 75% of total survey respondents answered this question, 688 in person and 438 online.

Breakdown of respondents by survey type



1,126 respondents ranked each action in order of priority. The responses were highly consistent, with all actions selected as “high” priority by a majority of respondents to both surveys. Over 86% of respondents rated each action as either “High” or “Medium” priority. The action rated as high priority



by the greatest number of respondents (73%) was providing prevention, reuse, and repair opportunities to enable the move to a circular economy. The action rated as high priority by the smallest number of respondents (52%) was to strengthen partnerships to help us design, develop, and deliver waste prevention initiatives in our communities.

The data on prioritising actions in support of Priority 1 was highly consistent across all boroughs and demographic groups engaged in the targeted outreach.

A majority of people in individual conversations thought all the proposed actions were a high or medium importance:

- 83% of people in small group conversations definitely or possibly thought Priority 1 actions would help to promote prevention, repair, and reuse.
- Additional suggestions included: holding manufacturers accountable (27%); focusing on education (23%); promoting repair and reuse (11%); simplifying recycling (5%); incentivising households (3%); and engaging communities (3%).

Summary of comments on proposals to support the reduction in household waste by promoting prevention, repair and reuse

The following summarises the comments made in relation to the sub-priorities of Priority 1 (as in the survey): supporting the reduction in household waste by promoting prevention, repair and reuse. This summary is based on 612 comments (396 comments from the targeted outreach and 216 comments from the online survey). Analysis of these comments show a desire for more education around reuse/repair, greater support to set up reuse and repair services, and that more responsibility is placed upon producers and supermarkets.

A summary of comments from both the targeted outreach and online survey for the four priorities, barriers, engagement methods and the strategy as a whole are presented in Table 1 (Section 6).

Campaign for national policy that enables waste reduction

Targeted outreach

- Hold manufacturers accountable: Around a quarter of comments suggested stricter regulations and fines for businesses using excessive or non-recyclable packaging.
- Government policy and responsibility: 7% of comments called for stronger policies, accountability and investment in sustainability, with a focus on regulation and public sector leadership.

Online survey

- Producer responsibility: just under a third of on-line comments (17%) called for producer responsibility so that less packaging is used, and where necessary, that packaging is easily recyclable (e.g. single-material packaging) and clearly labelled. Reduce planned obsolescence, and where repair is required, ensure easily accessible information and spare parts.
- Campaigning: 1% of comments suggested campaigning to government and businesses to enable waste reduction, through reducing the production of materials (such as plastic).
- Plans and strategies: 1% of comments also wanted national plans and strategies which reduce the ability to waste, which in turn will help to drive behaviour change.



Providing prevention, reuse and repair opportunities to enable a move to a circular economy

Targeted outreach

- Promote repair and reuse: Just over 1 in 10 comments supported repair cafés, teaching repair skills, and making products more repairable through incentives or regulations.

Online survey

- Help to set up, fund or provide infrastructure for reuse and repair: A tenth of comments suggested services, such as swap shops/events, reuse shops at Reuse and Recycling Centres (RRC), and repair cafes (at least one per borough with coordinated initiatives). Suggestions that disused buildings could be used for such initiatives.
- Publicise and support existing circular economy initiatives: A tenth of comments also suggested initiatives such as Library of Things, Freecycle, Freegle, and publicity through the website, circulating leaflets and in public facilities (e.g. libraries).

Engage and inform residents through our behaviour change campaigns to bring about strong and sustained participation in waste prevention, reuse and recycling systems

Targeted outreach

- Simplify recycling: Clearer guidance, better bin labelling, and easier access to recycling centres for items like batteries and vapes were requested by a small number of comments (5%).
- Incentivise households: A very small number of comments suggested various incentives for households, including deposit return schemes, council tax discounts, and rewards for reducing waste.
- Engage communities: Community workshops and partnerships were recommended by a very small proportion of comments to make waste reduction accessible for all, including marginalised groups.

Online survey

- Recycling information: Just over a tenth of comments suggested increasing awareness about waste services and providing better recycling information to residents regarding what materials can be recycled. This may be undertaken through increased communications, targeted particularly at transient populations e.g. short-term residents, students, and those with English as a second language.
- Incentives for people and businesses: a very small number (4%) suggested incentives for people and businesses who participate in prevention, reuse and repair opportunities. E.g. a reduction in council tax and reduced business rates.
- Recycling destination: 2% would like information about where recycling goes.

Expand our work with schools to promote waste prevention to the next generation

Targeted outreach

- Focus on education: Schools were seen as key to teaching waste reduction and influencing families. This was mentioned in roughly 1 in 4 comments, with calls for more campaigns and lessons on recycling and repair.

Online survey



- Education and advice for residents, schools and young people: 17% of comments suggested providing education and advice re. waste prevention, e.g. through explaining how waste can be reduced, explaining the benefits of reducing waste and adopting reuse/repair methods, and teaching people how to cook with leftovers. This was not exclusively for schools, however some suggested that it should involve schools and young people.
- Classes and workshops to teach skills: A very small number of comments (1%) suggested teaching skills so that people can be more confident in undertaking repairs and therefore preventing waste.

Strengthen partnerships to help us design, develop and deliver waste prevention initiatives in our communities

Online survey

- Develop local plans/strategies: 6% of comments suggested local factors (e.g. limited car usage) to be incorporated and considered in local plans and strategies to support local initiatives which are already having a positive impact and ensure that budgets reflect the priority of waste prevention.
- Work in partnership with reuse and repair organisations: a small number of comments (4%) suggested providing support and help raise awareness of the services of reuse and repair organisations.
- Consistent approach to reuse and repair: A very small number of comments (>1%) wanted a consistent approach nationally, and amongst NLWA, to support in the sharing of best practice.

Other suggestions from the targeted outreach included tackling litter, reducing single-use plastics, improving waste collection, and addressing waste from online retailers like Amazon.

Priority 1 Sample quotes

Targeted outreach

"Contact companies that use unnecessary packing that needs to be thrown"

"Petition the government to pressure the packaging manufacturers!"

"Yes, teach people how to mend things school education it's a life skill something top down"

"We don't repair anymore, not when things are cheap. Internet, Amazon, now click here"

"Give people incentives. Pay them to recycle"

Retailing regulations, enforce/make sure 90% of materials are recyclable. Supermarkets are "getting better at doing this?"

"Strengthen partnerships. Battery recycling in shops, public places & tell people where they are"

"Community workshops ideal for repair sessions"

"Lobby/petition the Government to pressure manufacturers"

"Yes, schools start there, instil a sense of pride/ownership"

"Replacing less sustainable jobs with better paid more sustainable jobs this needs government support"



"We worked with community organisation on climate change some communities are tough to crack"

Online survey

"It has to be nationally based rather than individual waste authorities trying to do this."

"Ask the government to ban soft plastics which can't be recycled at home. Ask government to force retailers to use alternatives to soft plastics and other plastics. Ban plastic vapes!"

"Setting up repair cafes for local residents with qualified people working alongside volunteers to fix things that we use at home. Electrical and day to day items. Providing sewing machines and other tools that people may not have at home."

"More recycling points (and more accessible recycling points). More frequent collections of recycling."

"Please invest in making it easier to access recycling services by accepting more materials for household recycling, requiring less item prep before recycling, and actually recycling a higher percentage of items including contaminated loads before you focus on behaviour change - everyone knows we are supposed to recycle and why."

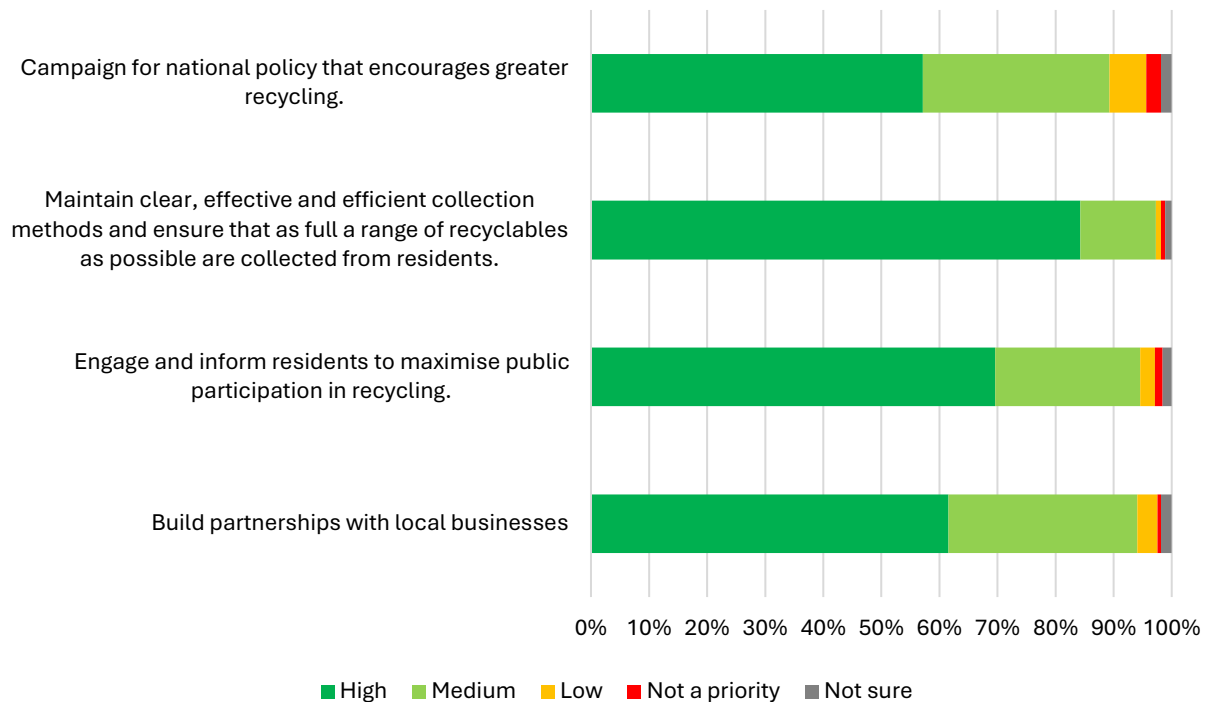
"Promoting and making more activities that are communal will reduce waste. E.g. on a street people cook meals for each other on a rota system, more communal laundry facilities in blocks of flats, systems for giving away food that is unwanted/ about to go bad etc."

"Living in a communal block using shared bins, it astonishes me how little people understand/know or care about putting waste in the proper bins. Education is key I think."



PRIORITY 2: HOW HIGH A PRIORITY SHOULD WE GIVE TO THE FOLLOWING ACTIONS TO IMPROVE AND MAXIMISE RECYCLING?

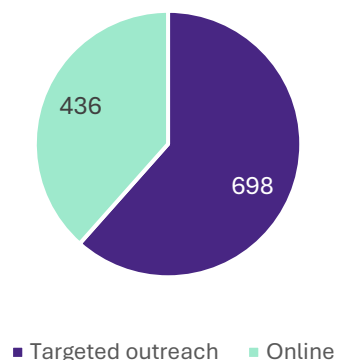
Ranking of actions by priority (combined surveys)



Base = 1,134

This question was asked to respondents of both the online and targeted outreach surveys. 75% of total survey respondents answered this question, 698 in person and 436 online.

Breakdown of respondents by survey type



1,134 respondents ranked each action in order of priority. The responses were highly consistent, with all actions selected as “high” priority by a majority of respondents to both surveys. Over 88% of respondents rated each action as either “High” or “Medium” priority. The action rated as high priority by the greatest number of respondents (84%) was to maintain clear, effective, and efficient collection methods and ensure that as full a range of recyclables as possible are collected from



residents. The action rated as high priority by the smallest number of respondents (56%) was to build partnerships with local businesses.

The data on prioritising actions in support of Priority 2 was highly consistent across all boroughs and demographic groups engaged in the targeted outreach.

Most people in individual conversations thought all the proposed actions were a high or medium importance:

- 84% of people in small group conversations either definitely or possibly thought Priority 2 actions would help improve and maximise recycling.
- Additional suggestions included: incentives for recycling; clearer guidance and communication; targeting businesses; community engagement; improved access to facilities; education and early interventions; and transparency and trust.

Summary of comments on proposals to improve and maximise recycling

The following summarises the comments made in relation to the sub-priorities of Priority 2 (as in the survey): improving and maximizing recycling. This summary is based on 575 comments (374 comments from the targeted outreach and 201 comments from the online survey). Analysis of these comments show that people are keen to: see a wider range of materials recycled at the kerbside, more recycling points in the borough, transparency and feedback about where recycling goes, and focus on education and engagement as summarised below.

A summary of comments from both the targeted outreach and online survey for the four priorities, barriers, engagement methods and the strategy as a whole are presented in Table 1 (Section 6).

Campaign for national policy that encourages greater recycling

Online survey

- National policy: A small number of comments (less than 2%) referenced maintaining government lobbying, setting national recycling targets, suggestions to develop a new approach to address stagnated recycling rates and a standardised national approach.

Maintain clear, effective and efficient collection methods and ensure that as a full a range of recyclables as possible are collected from residents

Targeted outreach

- Improved access to facilities: Equally, 11% commented on possible improvements to waste collection services, such as more recycling centres and ensuring recycling is convenient and accessible for all residents.

Online survey

- Recycling range: a quarter of comments suggested an expanded provision for recycling, which included having more recycling points, and collecting a wider range of materials at the kerbside (e.g. textiles, soft plastics, food waste).
- Collection methods: 11% thought that recycling services could be made easier, and services could be improved (particularly for flats and communal properties). A small number of comments (3%) suggested that frequency shouldn't be reduced.



Engage and inform residents to maximise public participation in recycling

Targeted outreach

- Incentives for recycling: Around one in three people suggested financial incentives, such as deposit return schemes for bottles and reusable items, discounts on council tax, or money-back schemes to encourage recycling.
- Education and early interventions: Just over 1 in 10 comments (12%) mentioned adding recycling education to school curriculums and using campaigns to instil recycling habits from a young age.
- Clearer guidance and communication: 11% of comments called for better signage on bins, informative leaflets, and campaigns to clarify what can and cannot be recycled, as confusion was noted as a barrier to effective recycling.
- Community engagement: A small number of suggestions (6%) included community workshops, local campaigns, and fostering pride through borough competitions or awards for high recycling rates.
- Transparency and trust: A very small number (3%) called for more visibility into where recycling ends up and proof that items are processed properly to build public trust.

Online survey

- Clear information: 18% of comments suggested that clearer information could be provided about recycling requirements/how to recycle (including in different languages), and insight into what happens to recycling.
- Communications: One tenth would like to see increased communications about waste and recycling, including adverts/campaigns and feedback to residents.
- Education: A small number of comments (5%) believed more education was needed for all residents, with some suggesting this could be done within schools.

Build partnerships with local businesses

Targeted outreach

- Targeting businesses: Some people (14% of comments) called for stricter regulations and incentives for large businesses, especially supermarkets and manufacturers, to reduce packaging and adopt sustainable practices.

Online survey

- Targeting businesses: Some comments (7%) suggested more engagement businesses (such as fast-food retailers to reduce food waste) was needed, as well as incentives for zero waste approaches from businesses and more opportunities for them to recycle.

Priority 2 Sample quotes

Targeted outreach

“Offer awards for improved recycling on a street or estate (plaques).”



"I feel that residents know how to recycle, so eradicating un-biodegradable waste at manufacturing level is key"

"Some concessions for compliance. Concessions business rates. Money back."

"Ban plastics! Yes, altogether, just ban it."

"Some kind of scheme that incentives households money back/cash back concessions"

"I've said Amazon & manufacturers in general, they ought to take some responsibility."

"We're doing this. Government involved they're pressuring companies to take more responsibility for packaging."

"Aren't the government introducing new laws to improve how the council will collect recycling! Isn't this the same?"

"It's all down to how you raised school education. Bend the tree while it's young - you know that saying!"

Online survey

"Alternative recycling bins for items such as clothing and appliances should be placed regularly in the borough.... highly visible and when people see them being used, they will follow suit."

"It would also be beneficial to know where our recycling ends up, as many companies are still exporting our waste to other countries, which defeats the purpose of environmental protection."

"Getting accurate information to residents about what can and cannot be recycled is very important."

"Getting as detailed feedback as possible on how we're doing would (also) be very useful."

"Works needs to be done with more retailers to limit plastic packaging."

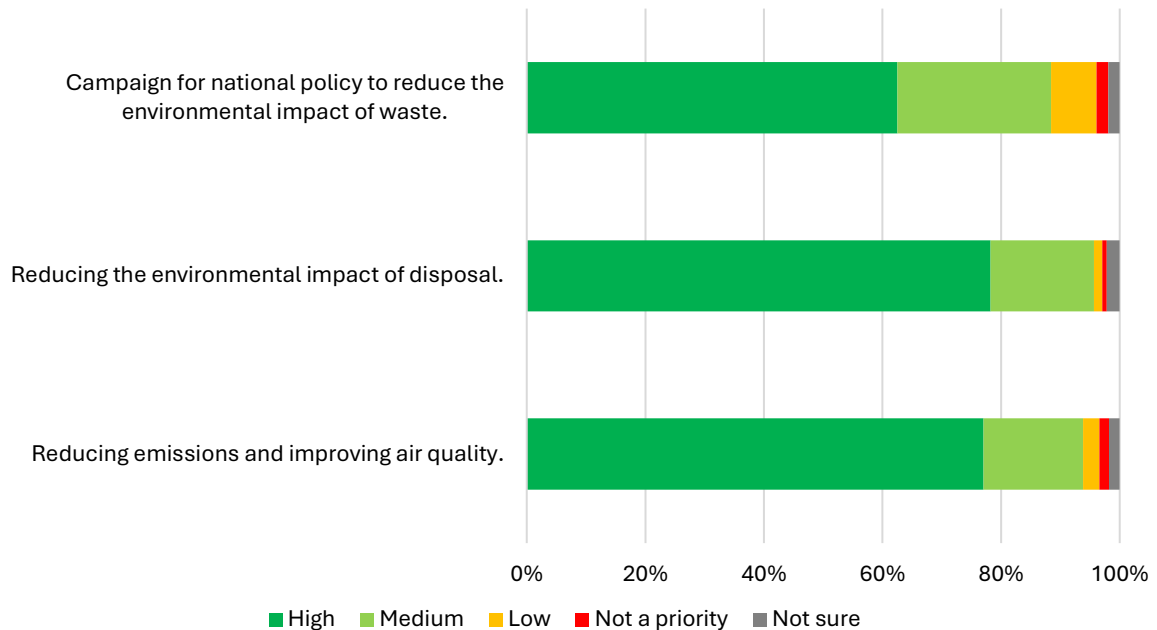
"Wider range at the kerbside."

"Use local data to expose variations in recycling and food waste collection."



PRIORITY 3: HOW HIGH A PRIORITY SHOULD WE GIVE TO THE FOLLOWING ACTIONS TO REDUCE THE ENVIRONMENTAL IMPACT OF DISPOSAL WHERE THERE IS NO OPTION TO PREVENT OR REUSE WASTE?

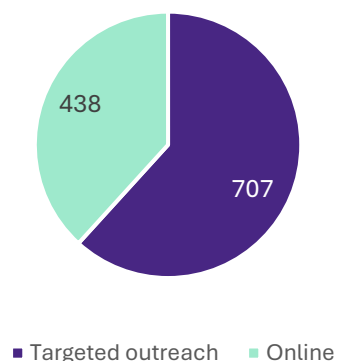
Ranking of actions by priority (combined surveys)



Base = 1,145

This question was asked to respondents of both the online and targeted outreach surveys. 76% of total survey respondents answered this question, 707 in person and 438 online.

Breakdown of respondents by survey type



1,145 respondents ranked each action in order of priority. The responses were highly consistent, with all actions selected as “high” priority by a majority of respondents to both surveys. Over 87% of respondents rated each action as either “High” or “Medium” priority. The action rated as high priority by the greatest number of respondents (78%) was reducing the environmental impact of disposal.



The action rated as high priority by the smallest number of respondents (62%) was to campaign for national policy to reduce the environmental impact of waste.

The data on prioritising actions in support of Priority 3 was highly consistent across all boroughs and demographic groups engaged in the targeted outreach. A majority of people in individual conversations thought all the proposed actions were of high or medium importance:

- 81% of people in small group conversations either definitely or possibly thought Priority 3 actions would help reduce the environmental impact of disposal.
- Additional suggestions included: government intervention; targeting manufacturers; public education and awareness; improving infrastructure; opposition to burning waste; promoting sustainable habits; and improving transparency and accountability.

Summary of comments on proposals to reduce the environmental impact of disposal, where there is no option to prevent or reuse waste.

The following summarises the comments made in relation to the sub-priorities of Priority 3 (as in the survey): reducing the environmental impact of disposal, where there is no option to prevent or reuse waste. This summary is based on 524 comments (369 comments from the targeted outreach and 155 comments from the online survey).

A summary of comments from both the targeted outreach and online survey for the four priorities, barriers, engagement methods and the strategy as a whole are presented in Table 1 (Section 6).

Campaign for national policy to reduce the environmental impact of waste

Targeted outreach

- Government intervention: Around 1 in 4 people emphasised a need for stronger national legislation and government action to tackle waste disposal issues. Suggestions included banning single-use plastics, enforcing stricter regulations on manufacturers, and prioritising air quality improvements.
- Targeting manufacturers: 8% of comments called for holding manufacturers accountable for their contribution to waste, particularly regarding excessive packaging and non-recyclable materials.

Online survey

- National government: A small number (2%) of respondents suggested legislation to force companies to limit their environmental impact and be responsible for their waste, and requirements for government accountability for its poor performance on waste management legislation.

Reducing the environmental impact of disposal

Targeted outreach

- Burning waste: A very small number of comments (2%) raised concerns about the environmental impact of incineration, with calls for exploring cleaner, more sustainable waste disposal methods.

Online survey



- Incineration: 15% of comments related to incineration; just under half of these (11 comments, 7%) wanted no incineration, whilst 5% wanted incineration to be reduced and 3% thought incineration should go ahead.
- Utilise best technologies: Over 1 in 10 comments (11%) wanted technological investment, such as better waste sorting and recycling recovery facilities, and district heating systems.
- Impact of waste reduction/recycling on disposal requirements: a very small number of comments (2%) were concerned that waste reduction could result in insufficient waste feedstock for the incinerator.

Reducing emissions and improving air quality

Targeted outreach

- Improving infrastructure: A few people (4%) suggested better recycling facilities, expanded food waste collections, and investments in greener waste collection methods (e.g., electric vehicles instead of diesel trucks).

Online survey

- Health concerns / environmental issues: 13% of comments related to health and environmental issues, air quality and reducing quality emissions, for example by waste reduction and not burning plastics, improving air quality and reporting emissions.
- Carbon capture and storage (CCS): one in ten comments related to CCS, the majority were concerned about the viability of CCS.
- Transport: >1% suggested electric waste vehicles, more charging stations and use river rather than road to transport waste.

Other comments

Targeted outreach

- **Public education and awareness:** Around 1 in 10 comments expressed the importance of educating people about the environmental impacts of waste disposal, using campaigns, school programmes, and public figures to raise awareness.
- **Promoting sustainable habits:** A small number of suggestions (6%) mentioned encouraging reuse, repair cafés, and reducing reliance on single-use plastics through initiatives like zero-waste shops.
- **Transparency and accountability:** A few people (4%) also wanted more information on where waste ends up and proof that recycling and disposal processes are truly environmentally friendly.

Priority 3 Sample quotes

Targeted outreach

"I don't think this is a local issue, more of a national issue, when you think about it, so Gov is at fault."

"Most of our waste are ok to recycle. Please avoid landfill."

"We live in short use disposable society. This needs to change to ensure our lives are sustainable & we protect the planet for next generations and all creatures/life on this planet."



“Burn [rubbish] in neglected areas with less air pollution such as the countryside. Do not consent in one area where pollution is high.”

“I’m sure AI has a hand to play here, it’s going to revolutionise this sector big time.”

“Manufacturing issues. Batteries biggest offenders of landfill. More public places for battery recycling.”

“People know about the impact of waste & the environment - It’s just overwhelming/insurmountable to manage.”

“This is where prevent and reduce are essential we can’t undo what we’ve done.”

Online survey

“Better to get to a position of not needing incineration”

“Much the best way to reduce the environmental impact of waste is to reduce the amount of waste incinerated”

“I think the focus should be on retrieving items that can be recycled from residual waste (before they are burnt). Technology is improving in this area and has proved successful and cost effective.”

“Worried about air quality from incineration, but prefer it to landfill”

“I don’t support incineration as part of this strategy.”

“Using CCS for waste is an excellent way to reduce emissions for unavoidable emissions from burning waste.”

“Do not agree you should invest in CCS at this time because of questions over its use at large scale and its costs. These issues are being addressed by Govt.”

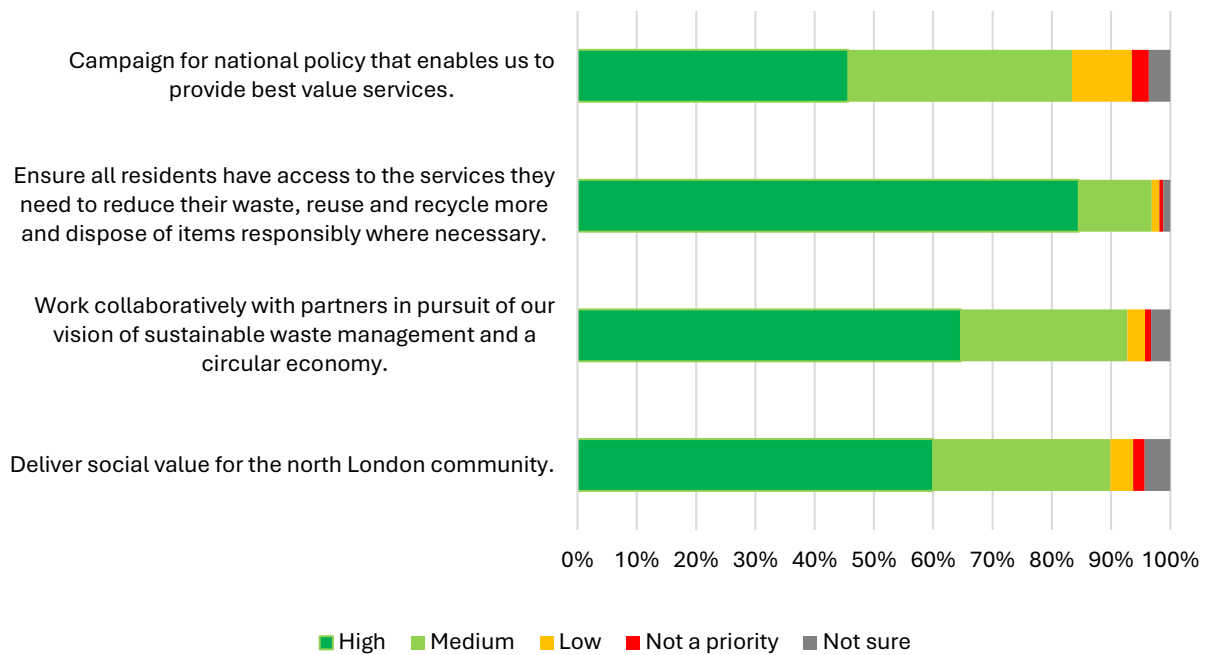
“Air quality! Yes I remember that young girl who died South circular wasn’t it. All these are government things.”

“DBV says additionally the government will require companies to take responsibility for plastics etc.”



PRIORITY 4: HOW HIGH A PRIORITY SHOULD WE GIVE THE FOLLOWING ACTIONS TO DELIVER COLLABOATIVE, COMMUNITY-FOCUSED SERVICES, WHICH PROVIDE VALUE FOR MONEY AND MAXIMISE SOCIAL VALUE?

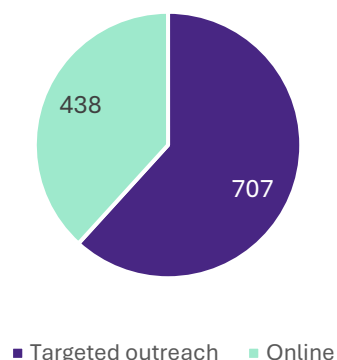
Ranking of actions by priority (combined surveys)



Base = 1135

This question was asked to respondents of both the online and targeted outreach surveys. 75% of total survey respondents answered this question, 697 in person and 438 online.

Breakdown of respondents by survey type



1,135 respondents ranked each action in order of priority. The responses were largely consistent across both surveys. Actions 2 to 4 were selected as “high” priority by a majority of respondents to both the Targeted Outreach and online surveys. These actions were also rated as either “High” or “Medium” priority by over 90% of survey respondents. The action rated as high priority by the



greatest number of respondents (84%) was to ensure all residents have access to the services they need to reduce their waste, reuse and recycle more, and dispose of items responsibly where necessary.

The action which did not receive the same extent of support was “*Campaign for national policy that enables us to provide best value services*”; this was rated as “High” priority by 41% of respondents to the targeted outreach and 46% of respondents to the online survey. Similarly, when considering those who rated this action as either “High” or “Medium” priority, this was 83% of total respondents, still a substantial majority but markedly lower than the other three actions.

The data on prioritising actions in support of Priority 4 was highly consistent across all boroughs and demographic groups engaged in the targeted outreach. A majority of people in individual conversations thought all the proposed actions were a high or medium importance:

- 83% of people in small group conversations definitely or possibly thought Priority 4 actions would help deliver collaborative, community-focused services.
- Additional suggestions included: local campaigns; targeting grassroots and community organisations; community events and workshops; social value and inclusivity; transparency and accountability; and more practical support for residents.

Summary of comments on proposals to deliver collaborative, community-focused services which provide value for money and maximise social value.

The following summarises the comments made in relation to the sub-priorities of Priority 4 (as in the survey): delivering collaborative, community-focused services which provide value for money and maximise social value. This is based on 506 comments (368 comments from the targeted outreach and 138 comments from the online survey).

A summary of comments from both the targeted outreach and online survey for the four priorities, barriers, engagement methods and the strategy as a whole are presented in Table 1 (Section 6).

Campaign for national policy that enables us to provide best value services

Online survey

- Funding: A small number of comments (3%) referenced increased funding and resourcing for supporting waste reduction and circular economy initiatives, particularly those which are community based.
- National measures: Few comments (<2%) suggested collaborating with government and introducing producer responsibility so that less packaging is used, and where necessary, that packaging is easily recyclable (e.g. single-material packaging) and clearly labelled.

Ensure all residents have access to the services they need to reduce their waste, reuse and recycle more and dispose of items responsibly where necessary

Targeted outreach

- Practical support for residents: Just under 1 in 10 of suggestions mentioned increasing access to recycling points, ensuring consistent services across different housing situations, and providing tools like reusable shopping bags and financial incentives to encourage participation.



Online survey

- Improved services: 17% of comments suggested that the number of public recycling bins and points could be increased, services could be made easier to use, services could be improved for communal properties (including flats above shops) and a wider range of materials could be collected from the kerbside.
- RRCs: About 1 in 10 comments suggested that RRCs were difficult for some residents to access, particularly those without a car or alternative transport.

Work collaboratively with partners in pursuit of our vision of sustainable waste management and a circular economy.

Targeted outreach

- Transparency and accountability: A small number of people (5%) wanted clearer information about funding and how services are delivered, including more transparency about waste management processes to build trust and engagement.

Online survey

- Collaboration: A small number (2%) of comments suggested more collaboration with both government and other London boroughs to develop a consistent approach to sustainable waste management and a circular economy, and the development of a critical friend's group (comprising community and businesses representatives, and industry experts) to oversee the delivery of the strategy.
- Considerations: Very few comments (<2%) referenced value for money for residents and provision of internal training for councillors and council employees to inform them of the challenges faced.

Deliver social value for the north London community.

Targeted outreach

- Grassroots and community organisations: 17% of comments emphasised working with grassroots groups, local activists, and established community organisations as key to engaging residents effectively and building on existing efforts.
- Community events and workshops: 5% of suggestions also mentioned hosting community events, intergenerational workshops, and festivals to promote waste reduction and recycling while fostering a sense of community.
- Social value and inclusivity: A few comments (4%) referenced the importance of ensuring services deliver measurable social value and are accessible to all, including older people, disabled individuals, and marginalised groups.
- Local campaigns: Just under 1 in 5 comments suggested launching local campaigns to highlight community-specific issues, promote awareness, and encourage collective action. The phrase “think globally, act locally” came up frequently.

Online survey

- Circular economy initiatives: 4% of respondents would like to see more opportunities for reuse and repair to make it easy and accessible, and support for the setup of initiatives such as repair cafes and skills workshops. Help to integrate reuse, repair and recycling behaviours into everyday life, by making it easy and accessible.
- Fair pay: 4% of comments wanted to ensure there is fair pay for staff.



- Collaboration: A very small (1%) number of comments suggested working closely with, and supporting, relevant organisations, community groups and charities

Other suggestions from the outreach included encouraging collaboration between local businesses and communities, using social media platforms like TikTok and Instagram to engage younger audiences and hosting borough-wide competitions to foster pride in cleaner communities.

Priority 4 Sample quotes

Targeted outreach

"The simple message you've got to get across: 'Think globally, act locally - it's not hard, honestly!'"

"Local activists. Join/strengthen communities"

"Work with community organisations, those who have made substantial contribution in informing residents"

"Reduce and reuse - educate together, community garden, growing food"

"Focus needs to be on good services"

"Nothing new. I suspect the money will go into think tanks/reports/discussions - Not into action"

"Offer help for residents to understand and get involved"

"It all comes back to 'that sense of pride' - encourage"

"Work on the small things and the big things will take care of themselves"

"Work with by joining an activist group. A local one with like-minded people"

"Just ensure residents have access"

"School kids, parents then the wider community. Local activists working with community members"

Online survey

"Why do you need to maximise social value? Just focus on reducing waste and increasing recycling.."

"I love the repair cafes that happen, and hope they continue. I'd like to see artists, designers, scientists (and waste experts!) all working together to help us reduce our impact on the planet."

"I think more on-street bins for recycling is a good idea."

"Working together with big businesses to create jobs for local people and communities and empower grass roots understanding of recycling and sustainable practices."

"I would like more provisions for residents who are car-free and need recycling collections."

"More needs to be done to reach short-term residents who are not invested in the area, and residents who may not understand English very well."

"Ensure all residents have access to accurate and comprehensive information about local services that would help them reduce waste."

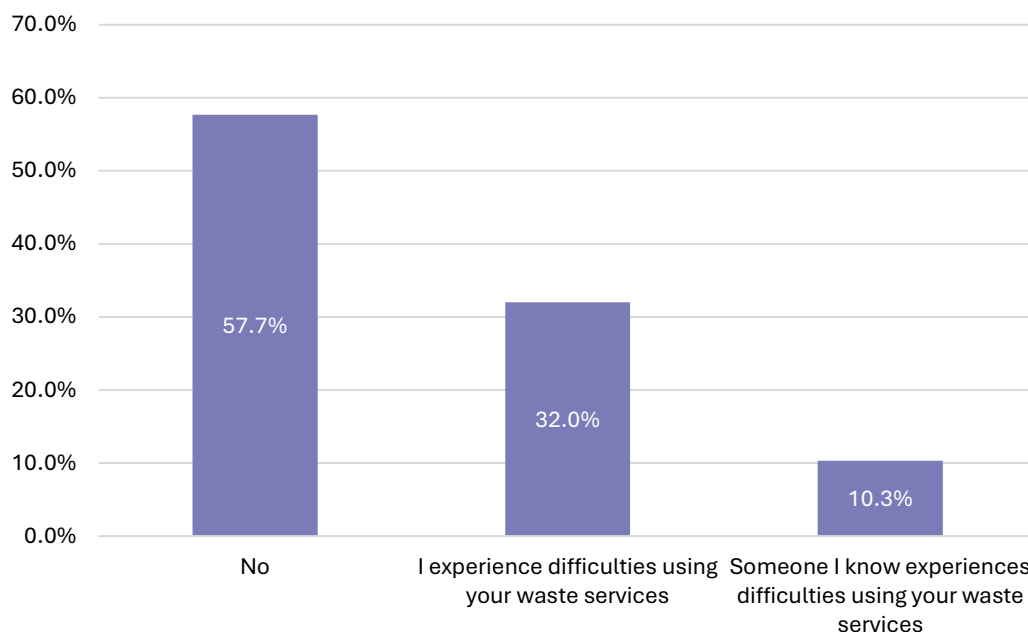
"What does it mean 'best value' and 'social value'?"

"We need the government and councils to start acting now, and not to procrastinate on these issues."



BARRIERS – SERVICES YOU (OR OTHERS) HAVE DIFFICULTIES WITH, AND WHAT WOULD OVERCOME THESE

Online survey only



Base = 369

369 responses were received for this question in the online survey. 213 responses (57.7% of the total) selected that the respondent did not experience difficulties using waste services, while 118 (32%) stated that the respondent experienced difficulties and 38 (10.3%) knew someone who experienced difficulties.

Summary of comments on residents' difficulties with using waste services and what would overcome these

160 comments were received on the barriers respondents (or others) experience and thoughts on what would overcome these. Analysis of the comments shows a preference for more recycling at the kerbside and improving collection services for flats. Other comments focused on the RRCs, and how these can be difficult to access as they are generally tailored to car users.

- Collection services: 4 in 10 respondents wanted to see improved services, through reducing missed collections, exploring collections for bulky/larger items (particularly for those who can't access an RRC), and improving waste collection services for flats
- Reuse and recycling centres: just over a third of comments were on the RRCs, with the majority of these stating how RRCs can be difficult to access for those who have no car or alternative transport
- Recycling: just under one fifth (18%) would like to be able to recycle more materials at the kerbside e.g. soft plastics, cartons, food waste
- Education and engagement: 1 in 10 comments believed that there could be more awareness and information about available services
- Community: a small number (8%) of comments suggested more community recycling bins



Sample quotes on barriers to using waste services

Online survey

“Taking waste to the recycling centre is a major enterprise and requires use of a car.”

“Living in a flat in a multilevel block we have no options for food recycling, what can be done to improve this?”

“It is not clear what exactly can go in recycling a clear explanation with possible picture format would be v helpful.”

“There are not enough small electrical, clothing and other specialist item banks available”

“As a disabled non driver it is hard to take items to my local recycling centre. It should be easier for disabled residents to have things collected that are not on the bulky waste collection list.”

OTHER MEASURES, INTERVENTIONS OR ACTIONS THAT COULD BE TAKEN

Targeted outreach only

People were asked whether they could think of any other measures, interventions or actions NLWA and the boroughs should consider that will help to achieve the joint waste strategy vision, aims and priorities. 701 comments were made, and the following themes emerged:

- **Incentives over penalties:** 1 in 5 people stressed an importance of incentivising recycling and waste reduction with schemes like deposit return systems, financial rewards, or concessions, instead of relying solely on fines and prosecutions.
- **Accessible infrastructure:** 15% of comments expressed a need for more recycling facilities, better communal bins for flats, and more frequent collections for items like food waste and electronics.
- **Education and engagement:** 13% supported embedding recycling education in schools, running public campaigns, and engaging communities directly, particularly through face-to-face outreach and local ambassadors.
- **Clarity and communication:** Just under 1 in 10 comments wanted clearer guidelines on what can and cannot be recycled, better signage, and more consistent messaging across boroughs, tailored to reflect cultural and linguistic diversity.
- **Targeting businesses and manufacturers:** 8% of comments emphasised holding companies accountable for reducing packaging waste, eliminating single-use plastics, and adopting sustainable practices, with calls for government regulation and industry incentives.
- **Community-focused initiatives:** A small number of people made suggestions including holding local workshops, competitions to foster borough pride, and creating repair, reuse, and recycling hubs to make sustainable behaviours more accessible (7%).
- **Transparency and trust:** A small number of comments (4%) called for more openness about what happens to waste, where recycling ends up, and how the strategy will be monitored to ensure accountability.



Sample quotes on additional measures

Targeted outreach

"Incentivise some of the policies! And prosecute for violations!"

"Fines & prosecutions. Hey, but let's try & incentivise residents first. I don't know how you go about it, but I know concessions are part of the solution"

"Accessibility is probably the biggest issue for the services"

"They need to provide more green bags for the new brown bins"

"We don't really know too much about recycling perhaps they should focus on better education around the subject"

"More tips and communication on how to use the new food bins, to provide more bags for the new food bin, burn less plastic, more funding"

"Clearer labels on packaging, more visual information on recycling, what happens to all the stuff people don't know what to do with"

"Focus on whoever creates more waste - Businesses or individuals. Answer to this should inform strategy"

"Hold frequent meetings between NLWA and locals to achieve aims"

"Do more visits of waste sites, not just for children - everyone should see so they can understand"

"Don't send waste off to other areas/countries, take responsibility"

"We people clean seaside! People/residents volunteer clean up. More community-oriented incentives like this. Community events, big get together"

GENERAL THOUGHTS ABOUT WASTE AND RECYCLING SERVICES IN LONDON

Targeted outreach only

We asked people their overall thoughts about the waste and recycling services in North London. This was an open question allowing people the chance to express anything they wanted - 812 comments in the targeted outreach were made with the following broad themes:

- **Overall happy with the service:** Just under half of the comments mentioned that waste and recycling services in North London are generally good, efficient, and reliable, with regular collections and no major issues. Some noted improvements over time.
- **Collection frequency and reliability:** Around 1 in 5 comments referred to collection frequency and reliability. Of these comments, about half were positive, appreciating regular, reliable and on-time collections. The other half were more negative, sharing concerns about the frequency or regularity of waste and recycling collections. Capacity, especially during holidays or busy periods, was also mentioned as an issue.
- **Food waste and garden waste services:** 14% of comments suggested a lack of food and garden waste collection services. Some requested the introduction or reinstatement of food caddies, while others criticised the extra charges for garden waste.



- **Bin availability and capacity (overflowing), bags and infrastructure:** 14% of comments mentioned bin capacity being insufficient, especially in communal living areas, leading to overflowing bins and fly-tipping. People suggested providing larger bins or improving bin placement.
- **Environmental concerns, waste separation and fly-tipping:** 13% of comments mentioned fly-tipping, and waste contamination. Some questioned whether recycling is properly processed, while others called for better enforcement, clearer guidance, and improved bin accessibility.
- **Foxes, rodents, and mess post-collection:** Just under 1 in 10 comments raised issues with foxes and rodents spreading waste from bins, as well as the mess left behind by bin collectors. Some called for more secure bin systems to address these problems.
- **Recycling system and trust issues:** 7% doubted the effectiveness of the recycling system, suspecting that recyclables end up in landfill or are not properly sorted. Many asked for clearer communication on what happens to waste after collection.
- **Costly charges:** A few comments, (around 5%), expressed frustration over fees for garden waste collection, bin charges, and rising costs despite increasing council tax. Some felt businesses should receive concessions, while others said extra costs discouraged proper recycling.
- **People not recycling/using bins incorrectly:** Another 5% of comments related to frustration with neighbours or businesses failing to recycle properly, mixing waste, or ignoring bin guidelines.
- **Other:** Other comments mentioned things like charges for green waste bins (3%); inequalities between boroughs (1%); requests for recycling centres (>1%); criticism of privatisation (>1%); accessibility issues (>1%).

Sample quotes on waste and recycling in London

Targeted outreach

"It's ok. Sometimes they're a little erratic, but this service is efficient"

"My thoughts are quite positive, I'm happy to recycle. It makes me feel better, some friends don't believe in it ("It all goes in one hole!")"

"They're good for recycling but don't have food recycling in my block of flats"

"Too much waste, plastic packaging too much in food. Try to take plastic back to supermarket, we receive info about what to put where, but people don't follow it"

"Streets can be a little messy with foxes"

"I worry that by putting all the recycling in one bin that lots of it goes in landfill by accident"

"Yeah, they're good but I pay so much council tax that it should be good"

"In my building no one is really checking - not everyone separates recycling properly"

"It's really good we have bins for recycling and it gets collected regularly"

"Yeah ok the bins could be slightly bigger as overflowing all the time"

"Very good but expensive"



ADDITIONAL COMMENTS ON THE JOINT WASTE STRATEGY

Targeted outreach only

There was also a question that asked for any additional comments on the joint waste strategy or key aims. The themes that emerged in the 569 comments made, followed similar themes as above:

- **Support for the strategy:** The most common theme, mentioned in 17% of comments, was general agreement with the vision and aims, describing them as necessary and aligned with environmental goals, though some felt it was long overdue.
- **Education and behaviour change:** 14% of people stressed the need for education campaigns, workshops, and school programmes to encourage recycling, reuse, and waste reduction.
- **Clarity and accessibility:** Just over 1 in 10 comments often found the strategy too wordy and jargon-heavy, calling for simpler language, visuals like infographics, and translations to engage more people.
- **Tailored solutions:** Just over 1 in 10 highlighted a need for better communal recycling, accessible services for disabled people, and support for low-income households.
- **Concerns about implementation:** There was scepticism amongst a few comments (6%) about whether the strategy would be delivered effectively, with calls for clear accountability and progress updates.
- **Corporate responsibility:** A small number (2%) called for stronger measures to hold businesses accountable for reducing waste, particularly non-recyclable packaging.
- **Other:** Suggestions included incentives for recycling (1%), addressing concerns about incinerators (2%), integrating climate goals (1%), and ensuring transparency about costs and funding (>1%).

Sample quotes on the Joint Waste Strategy

Targeted outreach

"I agree with all the aims - Key is how much is this all going to cost residents?"

"Really important glad to see work is being done hope we will feel and see the difference"

"In truth, it ought to be in other languages, so a wider audience, can be tapped into. More liberating not limiting"

"Community first is the way to bring real change everyone has to be on board"

"We need more role models there needs to be a clear message and actions practical"

"In principle this is the way forward. Implementation how do you go about enforcing the plan without annoying everyone?"

"Encourage businesses to be eco-friendly also and recycle"

"It would be good to work more closely with freecycle www.freecycle.org"

"No! Go with these: implement!"

"Teach re-use and re-use, foster that as well is providing service for free"

"Information needs to be really visual simple and accessible. Make it obvious, make it easy"

"It needs to be tackled through big organisations"



5. Demographics

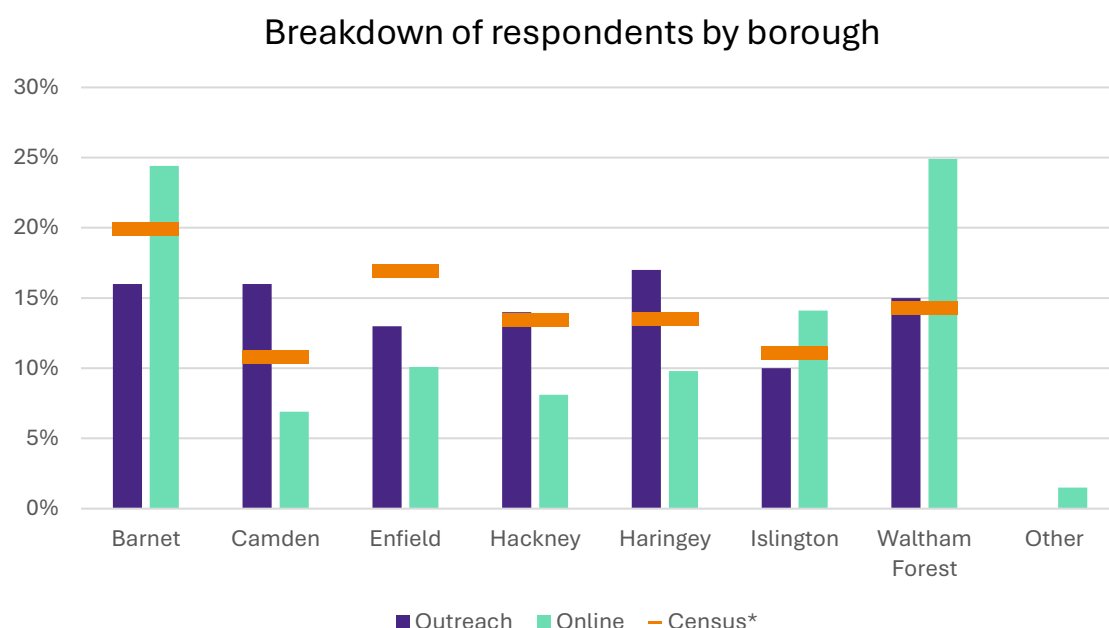


A total of 1,504 survey responses were received over the course of this phase of consultation. Of these, 1,039 responses (69.1%) came from the targeted outreach exercise, and 465 (30.9%) from the online survey.

The project team sought to engage a wide variety of north Londoners in the survey, with targeted outreach used alongside an online survey to ensure a broadly representative sample. Each variable has been compared with Census data, where available, as a reference. Census data reflects the combined seven borough data from the 2021 Census.

TOTAL SURVEY REACH

Of those who responded to the survey, either online or through targeted outreach, 1,441 people (95.8% of total respondents) told us which borough they lived in.



**Proportion of the north London population according to the 2021 Census for comparison purposes*

Base = 1,441

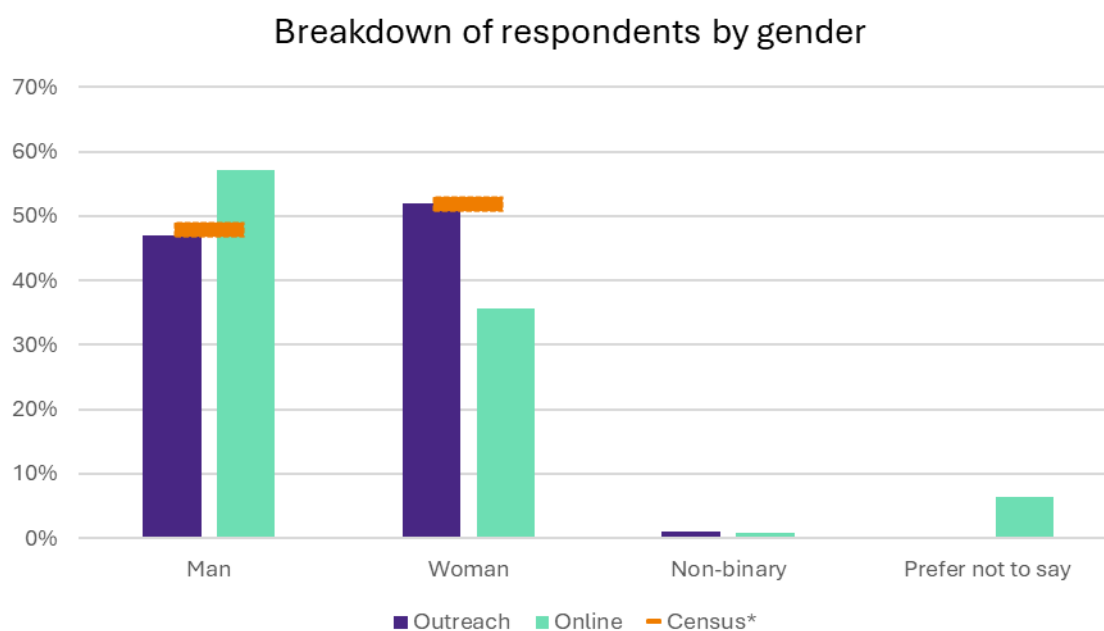
There was a good split of responses across the boroughs, with some boroughs being slightly better represented than others. Barnet and Waltham Forest represented the highest proportion of respondents (both 18% of total respondents) with this being largely driven by a high proportion of online survey responses originating in those boroughs. Six respondents told us that they lived outside the seven north London boroughs, with one stating that they live in Ealing, and another in Harrow.

RESPONDENT ANALYSIS

Detailed demographic information was collected on respondents, to both the targeted outreach and online survey. Respondents did not have to provide their demographic information. A detailed breakdown is included below.



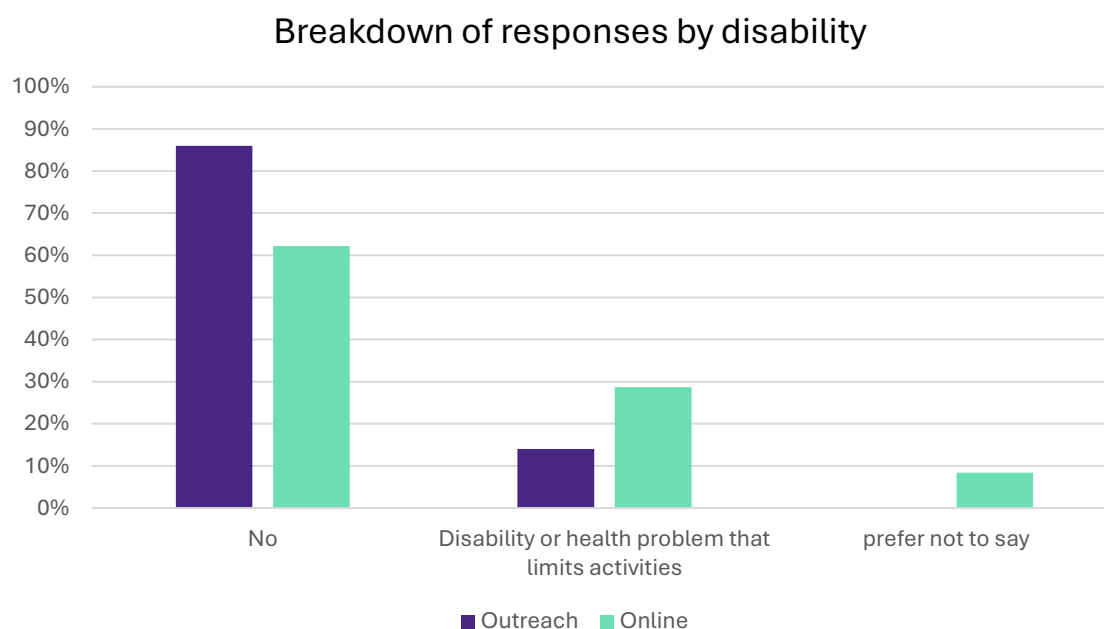
How would you describe your gender?



**Proportion of the north London population according to the 2021 Census for comparison purposes*

Base = 1,227

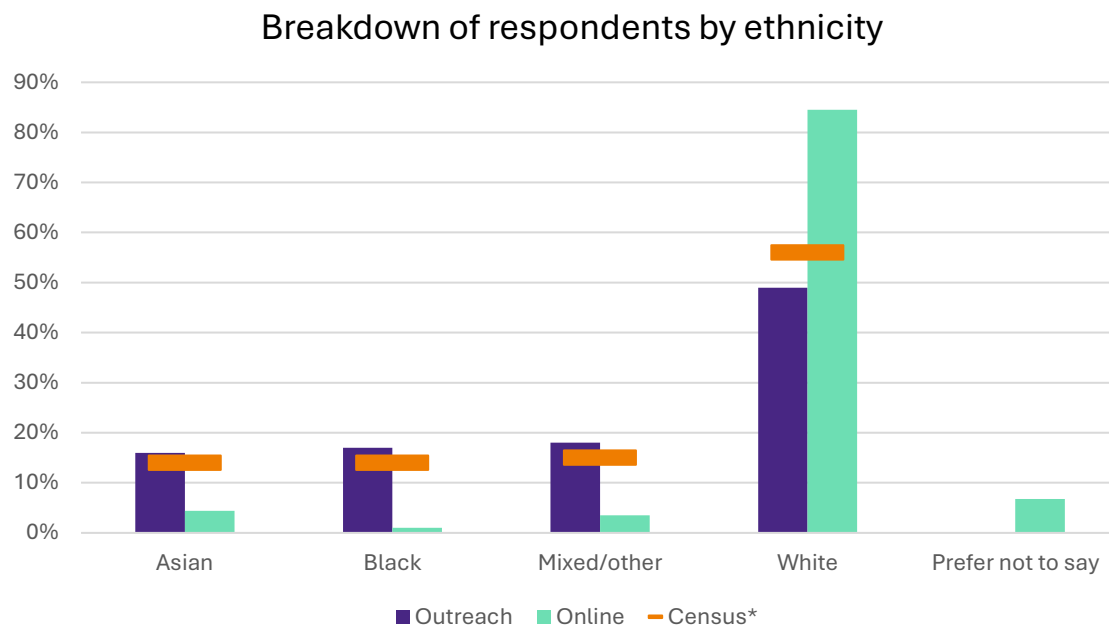
Do you consider yourself as having a disability or long-term health condition?



Base = 904



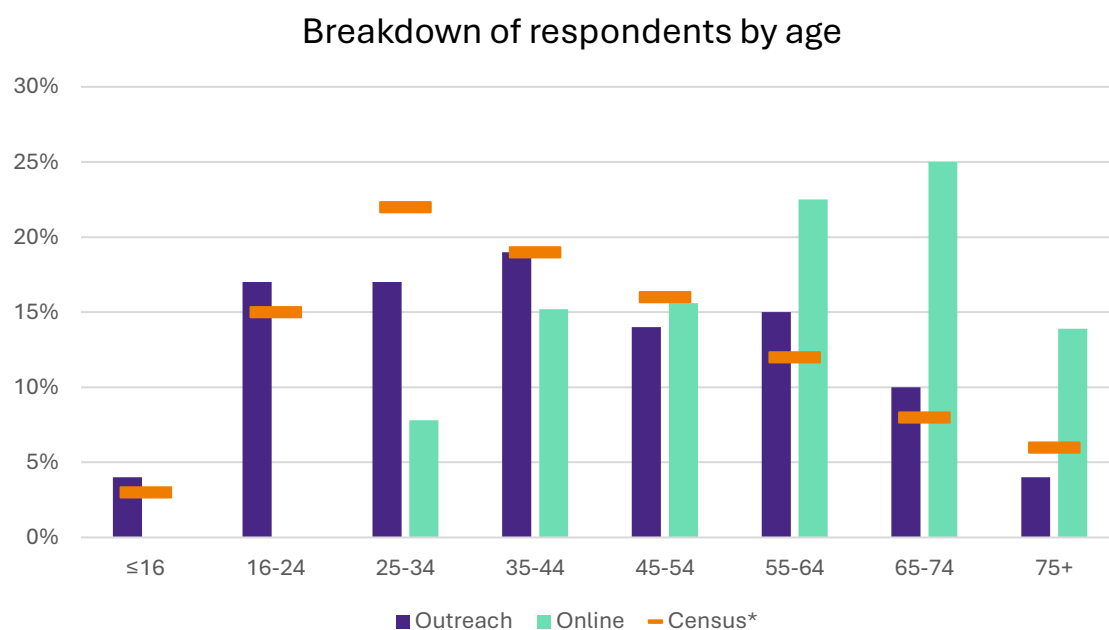
What is your ethnicity?



**Proportion of the north London population according to the 2021 Census for comparison purposes*

Base = 1,107

What is your age group?

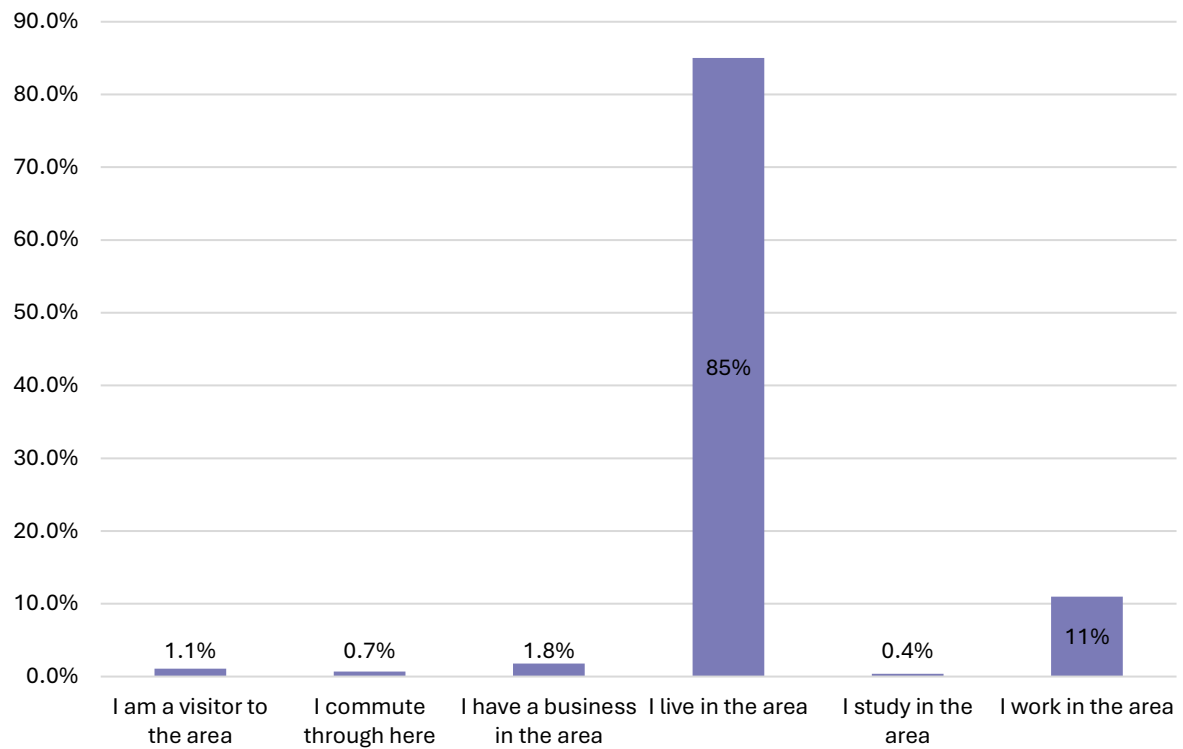


**Proportion of the north London population according to the 2021 Census for comparison purposes*

Base = 1,281



What is your connection to the area?



Base = 273 This question was only asked of respondents to the online survey



6. Conclusion



Support for strategy and priorities

The targeted outreach found strong support for the overall strategy, with 84% of respondents either strongly agreeing or agreeing with the vision, and 85% either strongly agreeing or agreeing with the five aims. Across both the targeted outreach and online survey, most respondents felt that all actions in support of the priorities were “high” priority.

Key themes and comments

The qualitative comments raised in both the targeted outreach and online survey have been consolidated and are presented in the Table below. This incorporates key comments from the four priorities and barriers to waste management questions (as presented in Section 4), as well as overall comments on the strategy and consultation from the online survey.

The following key themes emerged from both consultation streams:

- **Education and engagement** – More education in schools, potentially inclusion in the curriculum, to influence families and instil good waste management habits. Working with communities to encourage active participation with waste reduction, repair, reuse and recycling.
- **Recycling** – Improve recycling by making it easier through labelling, understanding what and how to recycle, and what happens to recycling. Provide financial incentives to recycle, like deposit return schemes, discounts off Council tax for those that recycle. Better accessibility and communal recycling, consistency and more outlets to recycle small WEEE, textiles, batteries, bulky waste etc.
- **Collection** – Making it easier for residents, better services for communal properties, current lack of storage / insufficient bin capacity. Requests for garden / food waste collections (preferably free).
- **Reuse and recycling centres** – Improve accessibility, particularly for non-car users.
- **Repair and reuse opportunities** – Work with repair & reuse organisations, support (including funding) for community groups / hubs (e.g. lending services, refill, repair, reuse, upskilling), publicise / promote / initiate platforms for reuse.
- **Corporate and manufacturers responsibility** – Accountability for waste reduction, including packaging, and approach to recycling and more supermarket involvement.
- **Waste disposal technologies** - Transparency / feedback for Energy from Waste (EfW) plant and concern of viability of carbon capture and storage (CCS) treatment.
- **Strategic / National measures** – National legislation and plans to make companies responsible for their packaging and products impact on the environment, local and national funding needed around prevention/reuse/repair initiatives. General support for draft Strategy, vision, aims and priorities.



Table 1: Summary of key themes and comments from the targeted outreach and online survey

| Key theme | Summary of comments from targeted outreach and online survey Public consultation for Joint Waste Strategy, November 2023 – January 2025 |
|---|--|
| Strategic / national | |
| Legislation | <ul style="list-style-type: none"> • Need national plans/strategies as well as local plans/strategies • Legalisation for climate action and making companies produce environmentally friendly packaging and be responsible for their waste • National legislation to tackle waste disposal issues. • Regulations for businesses using excessive or non-recyclable packaging • Government accountability for waste • Stronger policies, accountability and investment in sustainability |
| Funding | <ul style="list-style-type: none"> • Local and national funding required, including for community-based prevention/reuse/repair initiatives • Information about funding and how services are delivered |
| Approach | <ul style="list-style-type: none"> • Government lobbying, work with government, be firm, don't delay • Consistent approach required nationally (e.g. reuse/repair) • Create a critical friends' group (community members and business/industry experts) • Include recycling targets • Have a local impact focus, focus on improving council services rather than spending money on campaigns directed at central government • Have a national standardised collection system |
| Examples | <ul style="list-style-type: none"> • Collaboration, look to others for examples, other countries around the world • Follow lead of the EU to phase out incinerators (EU Action Plan for the Circular Economy) and Wales ("Beyond Recycling" strategy) where waste is reused or recycled as a resource |
| Strategy Document & Implementation | <ul style="list-style-type: none"> • Simple vision to understand, which is logical and necessary and conveys 'best practice' / 'the way forward' • Clarity and accessibility - aims are wordy, vague or waffly, making them harder to engage with. Importance to simplify language and provide clear explanations. Simpler language, visuals and translations • Provide feedback and show improvements regularly so active improvement is understood • More ambition and effective action, action plan • Requires sufficient funding for success, concern that residents will be paying more for this strategy (e.g. through higher council tax). • Scepticism and implementation concerns, doubts about whether the boroughs would follow through on promises/adhere to the strategy. • Aligns with important environmental goals (reducing landfill waste, promoting recycling, addressing climate change) • Implementation requires community participation, clear accountability and progress updates • Transparency about costs and funding • How will the strategy be monitored to ensure accountability |
| Waste Reduction | |
| | <ul style="list-style-type: none"> • Focus on waste reduction, producing less waste in the first place • Target consumerism • Waste reduction will reduce disposal requirements and air emissions. |



| Key theme | Summary of comments from targeted outreach and online survey Public consultation for Joint Waste Strategy, November 2023 – January 2025 |
|---------------------------|--|
| | <ul style="list-style-type: none"> • Campaign for producing less / unnecessary / non-recyclable packaging and disposable items. • Better quality products that last and can be repaired • Opportunities for refill. • Corporate responsibility |
| Repair & Reuse | |
| Approach | <ul style="list-style-type: none"> • Policy required on repair & reuse • Prioritise circular economy initiatives (repair, reuse), as these are preferable to recycling • Develop repair, reuse and recycling hubs to make sustainable behaviours more accessible. • Work with reuse and repair organisations, ensure items are repairable, divert reusable items away from residual waste • Support and infrastructure for reuse and repair services, more reuse and repair hubs, more zero-waste shops. • Use of unoccupied buildings for reuse and repair services • Lower business rates for charities. |
| Provision | <ul style="list-style-type: none"> • Take back schemes in store, workshops on repair / reuse • Finance one repair/reuse shop per borough, 3 repair events per borough/year, directory of repair services • Repair cafes, workshops and lending libraries • Provide more reuse and repair opportunities, upskilling, work with organisations / community groups / charities, develop a Council ‘freecycle’ platform. • Provide partnership hubs for reuse, repair, upcycling and retrofitting. • Publicise reuse and repair services |
| Recycling | |
| Infrastructure | <ul style="list-style-type: none"> • Provide more recycling bins (which are accessible, frequently emptied, well sign-posted) • Increase the number of recycling points and frequently empty • More street recycling bins • More recycling centres • Improved access to facilities |
| Materials | <ul style="list-style-type: none"> • Consistency of recycling materials • Collect more materials from kerbside (plastic film, electricals, fabric, shoes, plastic film, food waste) • Provide bulky waste collections for no/little cost • Recycle extra materials, possibly in monthly skips (bedding and duvets) • Provide easy access to centres to recycle batteries and vapes • Free garden waste collection |
| Approach | <ul style="list-style-type: none"> • Ensure recycling systems are efficient/simple/accessible, make it easier (simplify), clearer guidance and communication • Better sorting/sort mixed waste • Plastic pyrolysis, review plastic recycling approach, better recycling labelling • Focus on achieving recycling, Deposit Return Scheme (DRS) • Address poorer participation and high contamination (particularly from flats) • Improved recycling facilities for flats and estates, accessible recycling options in communal areas • More composting and return compost to residents • Better solution for plastic waste / stop production of plastic bottles • Better bin labelling for recycling so simple to understand and use • Food waste collections |



| Key theme | Summary of comments from targeted outreach and online survey Public consultation for Joint Waste Strategy, November 2023 – January 2025 |
|---|---|
| | <ul style="list-style-type: none"> Target businesses Education and early interventions, transparency and trust (see also Engagement) |
| Collection Services | |
| Service | <ul style="list-style-type: none"> Improve waste collections (make it easy, better for communal properties), ensure they're accessible to all and deliver measurable social value. Separate collection system to meet Extended Producer Responsibility (EPR) Reliable and regular collections Missed/inconsistent/irregular collections and overflows especially during holidays or busy periods Provide food waste collections for everyone or reinstatement of food caddies and garden waste (with no charge) Assistance for disabled residents (difficulty presenting bins) Better service for flats, monitor waste from communal properties – ensure a consistent service is provided for all property types Review frequency of refuse and recycling collections to discourage waste Recognise work of operatives Spreading of waste from foxes/rodents, mess left behind by waste collectors Too much of the responsibility for waste management falls on residents. Use of electric RCVs for waste collection. |
| Infrastructure | <ul style="list-style-type: none"> Insufficient bin capacity, especially in communal living areas, leading to overflowing bins and fly-tipping Larger bins/more capacity, improved containers/bin replacement, review collection frequency, lack of storage space |
| Reuse and Recycling Centres | |
| Facilities | <ul style="list-style-type: none"> Possibly longer opening hours Better information on what is accepted |
| Accessibility | <ul style="list-style-type: none"> Difficult to access if no transport is available (non-car users) Restricted access for some vehicle types e.g. vans. Accessibility could be improved, particularly for elderly and disabled. Low traffic neighbourhoods discourage travel to RRCs Lack of pedestrian or cycle access (mainly tailored to car users) Offer buses to RRCs |
| Waste disposal / technologies | |
| | <ul style="list-style-type: none"> Waste to energy is not recycling Feedback on environmental impact of waste export, disposal and incineration. Move away from / reduce incineration Improved recycling facilities. Viability of Carbon Capture & Storage (CCS) Invest in latest technologies – better waste sorting facilities Health and air quality impacts / concerns – cleaner and more sustainable waste disposal methods preferred. More transparency about waste management processes. |
| Behaviour change, education & engagement | |
| Approach | <ul style="list-style-type: none"> Focus on education Challenge of getting people to participate actively in waste reduction and recycling Need to change behaviours and encourage less consumption, educate that waste (clothes, buggies, car chairs, sofas) is a reuseable resource, discussion about harm of waste to the environment |



| Key theme | Summary of comments from targeted outreach and online survey Public consultation for Joint Waste Strategy, November 2023 – January 2025 |
|-----------------------------------|---|
| | <ul style="list-style-type: none"> • Increase awareness about available services and how to participate (e.g. where to place bins, where to collect bags from), engage with different communities who may not be familiar (e.g. transient populations, non-English speakers). • Provide education and advice, information on recycling requirements, what happens to recycling and waste after collection (conduct audits of where recycling goes and share with the public), information on what is incinerated and associated air/carbon emissions, classes to teach repair skills • Ensure clear and concise information is available (including in different languages), allow for on-going resident feedback • Develop more consistent messaging across the boroughs, tailored to reflect cultural and linguistic diversity. |
| Organisations | <ul style="list-style-type: none"> • Work and engage with existing community groups/organisations/local activists, create neighbourhood groups, promote street champions. |
| Publicity | <ul style="list-style-type: none"> • More engagement/awareness/communications/campaigns/ awareness about waste services required, more education and information (e.g. give feedback on residents' efforts, training on how to recycle, include messages for transient populations) • Leaflets/letters in the post, emails, surveys, social media (including Instagram and TikTok to engage younger audiences), meetings and events, pop-up stands in supermarkets/community centres etc., newsletters, door knocking, signs on lamp posts/bus stops, use of local newspapers, NLWA and borough websites, focus groups. • Use of public figures to raise awareness. |
| Education & engagement | <ul style="list-style-type: none"> • School programmes, work with schools and young people as a way to influence families, workshops and outreach programmes in schools, add recycling education to school curriculums and use campaigns to instil recycling habits from a young age • Ensure the views of residents are listened to, education, lessons and information on waste reduction, reuse, repair and how to recycle correctly (confusion is a barrier to effective recycling) • Engage communities, workshops and partnerships, including marginalised groups • Launch local campaigns to highlight community-specific issues, promote awareness and encourage collective action – 'think globally, act locally'. • Work with landlords/block management companies. |
| Council | <ul style="list-style-type: none"> • Focus on borough-specific campaigns and involvement rather than NLWA, local neighbourhood planning teams. Internal training for council staff • Foster pride through borough competitions or awards for high recycling rates |
| Other | <ul style="list-style-type: none"> • Ensure there are accessible waste collection services • Don't use jargon or buzz words in the strategy, need to explain key terms such as circular economy and social value • Use clear, simple language with practical details about how the strategy would be carried out |
| Community | |
| | <ul style="list-style-type: none"> • Involve community groups to encourage active participation waste reduction and recycling • Community compost bins, communal approaches (cooking, laundry) • Provide more community bins for items not collected at the kerbside (batteries, textiles, small WEEE), ensure street bins are regularly emptied |
| Incentives & penalties | |
| Incentives | <ul style="list-style-type: none"> • To get people to participate actively in waste reduction and recycling |



| Key theme | Summary of comments from targeted outreach and online survey Public consultation for Joint Waste Strategy, November 2023 – January 2025 |
|---|--|
| | <ul style="list-style-type: none"> • For those doing the right thing and taking part in reuse/repair (e.g. council tax reduction) • Incentives for households/individuals who recycle and incentives for recycling (discounts on council tax, or money-back schemes) • Incentives for businesses and companies who are reducing/reusing/repairing • Incentives for large businesses, especially supermarkets and manufacturers, to reduce packaging and adopt sustainable practices • Financial incentives, such as deposit return schemes for bottles and reusable items • Borough-wide competitions to foster pride in cleaner communities. • Support for use of incentives rather than penalties such as fines and prosecutions. |
| Penalties | <ul style="list-style-type: none"> • Introduce penalties for littering and fly-tipping, enforcements for careless/carefree “illegal” waste disposal • Fines for businesses using excessive or non-recyclable packaging • Penalise companies who over-consume or don’t recycle • Enforcement e.g. CCTV, fine people who don’t recycle (monitor bins) |
| Businesses & Commercial | |
| Responsibilities & Opportunities | <ul style="list-style-type: none"> • Producer responsibility, hold manufacturers accountable and enforce stricter regulations, supermarket responsibility. • Force businesses to have different bins for different waste • More opportunities for businesses to recycle waste and avoid it being strewn on pavements. Work with businesses, develop a business waste strategy. • Concessions for businesses – extra cost may discourage proper recycling. • Encouraging collaboration between local businesses and communities. |
| Charges | <ul style="list-style-type: none"> • Charge based on the amount of waste collected and make landlords of HMOs responsible for paying the resulting higher cost, higher fines for those companies which knowingly dump rubbish; businesses contribution to disposal/recycle to be proportionate to company size; taxes on companies that produce products that are single use - such as vapes. |
| Other | |
| Responsibility | <ul style="list-style-type: none"> • Councils to take responsibility, good ideas but difficult to action • Barriers to participate due to disability |
| Fly tipping & litter | <ul style="list-style-type: none"> • Reduce fly-tipping, penalties for fly tipping, reduce/prevent littering (organise litter picks as fun events) • Attraction of vermin |
| Attitudes | <ul style="list-style-type: none"> • Some residents don’t care/are not bothered and will fail to recycle/mix waste/ignore bin guidelines. • Provide fair pay to operatives / staff. |



7. Appendices

Appendix A: Findings from Phase 1 survey

Appendix B: Targeted outreach survey questions

Appendix C: Online survey questions

