

### What consultation was undertaken and why?

Government advice for the Development of Municipal Waste Management Strategies (2005) states that both stakeholders and the community should be involved in developing Municipal Waste Management Strategies (MWMS):

“Authorities should also engage the local community and other external partners innovatively and actively at an early stage. Appropriate consultation should be continued throughout the strategy development process”.

ELWA engaged its community through a range of consultations and approaches in an attempt to gain feedback and information to assist with preparing the joint MWMS. This engagement was part of the original strategy development process and constitutes a continuing feature of long-term waste management.

The variety of methods used included: door-knocking; publication of waste articles; discussions with specially established public reference groups; distribution of a waste management leaflet; an internet-based questionnaire; specific consultation sessions with key stakeholders; newsletters; the inclusion of waste issues in other public realm consultations; responding to comments and complaints; outreach waste awareness events for community forums; an educational visits programme; visitor centres at key sites.

### Summary of Community Consultation specifically for the Strategy Review

- **Survey**  
The community supported the waste management options that had been chosen. It believed that industry should take more responsibility for waste production and that the community should pay for waste generation. Education and publicity were highlighted as being crucial in reducing waste and increasing recycling.
- **Stakeholder feedback**  
ELWA received specific feedback from the Environment Agency and the London Community Recycling Network.
- **Reference groups**  
Reference groups (consisting of residents of the four boroughs) agreed that recycling is the preferable step to divert biodegradable waste from landfill. Some groups highlighted the need for education and a more comprehensive recycling system to assist with meeting recycling targets.
- **Door knocking**  
The door-knocking campaign that was conducted across all boroughs resulted in 51,676 face to face interviews. Residents suggested that bags should be given out more regularly and that they were more likely to recycle materials that are collected at the kerbside. Other residents suggested that a kerbside green waste collection would be useful, as well as information on how to home compost.

ELWA communities recommend that:

- efforts be made to increase recycling
- landfill be the last resort
- services be provided to the whole community
- a comprehensive waste communication plan be developed and delivered
- home composting is included
- the strategy should remain flexible to change; and
- industry should be encouraged to reduce packaging materials.