



Consultation Report

Summary of Responses – Public Consultation

Joint Strategy for East London's Resources and Waste 2027 – 2057

Report for East London Partner Authorities

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1 Introduction

It is important that the environment is left in a better condition for the next generation.

The Joint Strategy for East London's Resources and Waste (2027 – 2057) sets out the strategic aims and ambitions for resources and waste management of the five Partner Authorities, namely the East London Waste Authority (ELWA) and the London Boroughs of Barking and Dagenham, Havering, Newham and Redbridge (these four together being also known as the Constituent Councils). The Partner Authorities work together to manage resources (the materials we recycle and donate for reuse) and waste within their boundaries.

The Joint Strategy is a plan for the future. The management of resources and waste requires a long-term approach so that the right infrastructure can be secured or built or adapted to treat the materials we throw away and those we sort for recycling. The Joint Strategy starts in 2027, when the current contract to treat East London's waste and recycling comes to an end and runs until 2057 to reflect the typical life of large-scale resources and waste treatment infrastructure.

The Joint Strategy has four key themes, namely:

- Waste prevention
- Reuse and repair
- Recycling
- Supporting improvements with infrastructure

In the development of the Joint Strategy a full public consultation and engagement process was undertaken to better understand the needs of communities within East London, their views on waste and the environment, and to gauge public perception of the proposals for the future.

The public consultation was carried out for eight weeks between 26 July and 20 September 2021. During this period feedback was gathered via an online focus group, a later virtual drop-in session, and an online (and paper) survey.

The draft Joint Strategy was also sent to the Greater London Authority and a Mayoral response to the public consultation was received.

It was also considered whether a Strategic Environmental Assessment (SEA) needed to be conducted. A screening assessment was developed and sent to the following statutory consultees for feedback:

- Environment Agency,
- Historic England,
- Natural England.

This report provides the results of all the engagement activities, copies of responses received from statutory stakeholders and details of the amendments made to the Joint Strategy.

2 Consultation promotion and interactions

The Joint Strategy has been informed by the views of local residents, businesses and other interested stakeholders, officers and Elected Members within the Partner Authorities and those of statutory stakeholders including the Greater London Authority. To raise awareness of the consultation and to encourage as many people as possible to engage and provide feedback the online survey and virtual drop-in session were promoted in the following ways:

- A press release was developed and issued to all Partner Authorities along with suggested text for social media posts
- A dedicated web page containing information about the draft Joint Strategy and all supporting documents was hosted on the ELWA website¹

¹ <https://eastlondonwaste.gov.uk/jointstrategy/>

- Regular updates were provided to the Partner Authorities regarding the online survey and virtual drop-in session
- Posters were developed and sent to the central library within each Borough for further distribution to all libraries. Electronic versions of the poster were also made available for library screens

To ensure the consultation was accessible for all members of the community, feedback could be provided online via the online survey, a dedicated email address, or at the virtual drop-in session. The option to respond by post was also made available, with stakeholders being able to request paper copies of the survey by email, telephone or in writing.

During the planning of the consultation events some local restrictions due to the Covid-19 pandemic were still in place and it was decided that the focus group and drop-in session would be held virtually rather than in-person.

2.1 Social Media

Example social media posts were distributed for use to each Council and to Keep Britain Tidy (who run the 'Recycle for Your Community' campaign and associated social media channels). Example posts, including those promoting the online consultation survey and the virtual drop-in session, were available for use. **Error! Reference source not found.** provides a summary of the posts and interactions and Figure 1 provides a selection of example posts across Twitter and Facebook. All of the social media posts were designed as focussed information provision (highlighting events and the consultation survey) and as such were not designed to prompt direct interaction with the post.

Table 1: Summary of social media posts and interactions during the consultation period

Total posts:	20
Total interactions: (likes and shares):	44
Total comments:	4
Comments relevant to the draft Joint Strategy	Increase the range of materials collected (including glass)

Figure 1: Example social media posts



3 Online Survey

An online survey was launched at the start of the eight-week consultation period. The survey asked for feedback on the priorities and opportunities contained within the draft Joint Strategy, provided the opportunity to comment on individual chapters and also provide general feedback. Information was requested from the respondent on the area in which they lived and whether they were responding as a resident or business. A number of equalities-based questions were also posed to monitor equalities.

A full copy of the responses to each question can be found in the survey report in Appendix A.

In total 425 people accessed the survey, and the majority of the individual questions received over 200 responses. Questions could be skipped if preferred, providing respondents with the opportunity to comment only on the areas they wanted to raise. Over 500 individual comments were recorded which were grouped into themes and considered against the draft Joint Strategy to identify opportunities to incorporate feedback into the final version. The six themes with the greatest number of comments are shown in Table 2. It is important to note that comments that were categorised under the Waste Collection Authority Issue theme were all related to local service issues / suggestions and not to the themes of the Joint Strategy.

Table 2: Themes with the greatest number of comments associated with them

Key Theme	Number of comments	Example Response
Increase number of materials that can be recycled	112	Requests to be able to recycle food waste, glass, textiles, garden waste and plastics
Waste Collection Authority Issue	65	Suggestions for service change improvements (not related to the strategy)
Influence	39	Advocate government to drive better waste management practices such as reducing plastic packaging
Communications and engagement	39	Consistent and regular communications on waste issues including what can be recycled and how to reuse and repair items
Waste prevention	38	Activities that will reduce the amount of waste produced
Delivery improvements and measuring success	30	Requests to convert strategy into action and to move as quickly as possible to improve performance

The responses raised by participants across all of the consultation activities have been summarised in Chapter 8: Recommendations for updating the draft Joint Strategy, with Table 5 providing details of how the responses relate to the joint Draft Strategy.

4 Focus Group

Focus groups are a qualitative research tool that can be beneficial to use when wanting to explore issues in more depth. They can also provide insights from traditionally hard to reach demographics that may not be inclined to respond to an online survey.

To support the Partner Authorities in gathering residents' views on the draft strategy, M·E·L Research working with Ricardo, delivered an online focus group with 10 residents on Wednesday 4th August 2021 between 10.30am and 12pm. Participants were from each of the Boroughs, with three residing in flats, proportionate to the average proportion of flat dwellers living across the area.

Participants were recruited using a specialist Market Research Society (MRS) accredited recruiter. Participants were provided with an incentive of a £40 gift voucher for their participation in the focus group.

The focus group provided an opportunity to understand more about the thoughts of residents on the priorities that had been identified within the draft Joint Strategy and whether participants would like to change, add to, or delete any of them.

A simplified version of the Priorities and Opportunities were shown to the participants during the focus group and each of the four themes was discussed in turn.

Full details of the focus group outputs and topic guide along with the demographic profile of the participants can be found in Appendix B.

4.1 Key themes

Headline comments arising from the focus group are detailed in Table 3. The comments covered a range of areas associated with the Priorities and Opportunities contained within the draft Joint Strategy as well as some local issues that the attendees felt passionate about.

Table 3: Comments arising from the focus group by theme

Key Themes	Comments
General	Education and communication is important
	Important to work with the community and community organisations
Waste Prevention	Single use plastics are a concern
	Packaging arising from online deliveries needs to be reduced
Reuse and Repair	Increase communications on reuse and repair
	Work more closely with charity shops and other organisations to offer repair services (or signpost to them).
	Offer repair workshops/cafes in libraries or community centres
	Deposit Return Scheme welcomed
Recycling	Barriers to recycling include full and overflowing bins/banks
	More information on how materials are recycled and whether everything is recycled would be welcomed e.g. video
	Desire to recycle food waste
	The materials you can recycle should be consistent across all Boroughs
	Desire to recycle more traditionally difficult to recycle items such as coffee pods and flexible packaging
	Extended Producer Responsibility welcomed if it leads to more packaging being able to be recycled
	50% target is tough but could be achievable with work on single use plastics a reduction in packaging and access to food waste recycling
Infrastructure	More infrastructure / capacity required for flats – some blocks only have access to waste chutes
	Low levels of use of the Reuse and Recycle Centres amongst the participants. Not having a car was flagged as an issue and will be in the future if we're moving towards a car free society

Key Themes	Comments
Strategy	<p>Greater transparency about the contract – where does the material go? Videos and more information would be welcomed</p> <p>Provide more information on implementation so that it's more relatable to the public</p>

5 Virtual Drop-In Session

A virtual drop-in session that was open to everyone was held on Wednesday 8th September 2021 from 7-9pm. The purpose of the session was for residents to be able to ask questions about the draft Joint Strategy and/or online survey and also provide verbal feedback on the proposals.

The session was advertised using social media channels and invitations were sent to Partner Authority representatives and Elected Members for distribution to local community groups and interested parties. 14 people registered for the session and 4 attended.

A short presentation was provided (Appendix C) which provided an overview of the draft Joint Strategy and the priorities and opportunities contained within it. A lively discussion took place, which filled the two hours, with residents asking questions around packaging, reuse, repair and recycling, amongst other topics. Table 4 provides an overview of the feedback and questions asked that were related to / pertinent to the draft Joint Strategy.

Table 4: Key themes pertinent to the draft Joint Strategy

Key Themes	Headline feedback / Questions
General	Support for community peer to peer projects and education?
Reuse and Repair	Could reuse/repair shops and stores be opened on the high street? Opportunity for economic regeneration
	Opportunities for a repair café or loan shop?
	Further opportunities for reuse at Jenkins lane – linked to a potential reuse shop
	Signposting reuse sites / apps where food and other items could be passed on or shared
Recycling	Supermarkets now collecting flexibles – could the Partners work with them in the future?
	Increase the number of items that can be recycled in the future e.g. Tetrapak
	Greater feedback on contamination e.g. stickers on bins
	Responsibility for landlords to educate tenants / pass on information on recycling. Particularly HMOs. Potential to link with landlord licencing
Future policy	A Deposit Return Scheme, particularly for plastic would be welcomed
	Keen to see further information on packaging regarding recyclability
Strategy	How can it remain flexible given all the policy changes in the future?
	Will the new (treatment and disposal) contract reward boroughs for recycling in the future?

6 Strategic Environmental Assessment

It was considered whether a Strategic Environmental Assessment (SEA) needed to be conducted for the draft Joint Strategy. A screening assessment was developed and sent to the following statutory consultees for feedback:

- Environment Agency,
- Historic England,
- Natural England.

Following the dispatch of the screening assessment, all consultees were contacted by telephone and follow-up emails were sent during September to encourage responses within the consultation timeframe from those that were yet to respond. Responses were received from Historic England and Natural England. No response was received from the Environment Agency. Full responses can be found in Appendix D. In summary it was confirmed by the consultees that responded that a full SEA was not needed for the Joint Strategy.

7 Greater London Authority

During the development of the draft Joint Strategy, officers from the Greater London Authority were invited to workshops and meetings to facilitate early engagement in the drafting process. A Mayoral response was provided to the public consultation, a copy of which can be found in Appendix E

The Mayor thanked the Partner Authorities for their proactive early engagement with his officers in the Joint Strategy's development process, ensuring that consideration of their legal duty² to perform their waste functions in general conformity with the 2018 London Environment Strategy's (LES) municipal waste management provisions has been programmed in, and accounted for, at the earliest opportunity.

The Mayor's conclusion is that the draft Joint Strategy's recycling targets do make a fair and proportionate contribution to his LES's recycling targets, and that the Joint Strategy is broadly consistent with his overall aims and intentions as laid out in the municipal waste provisions of the LES (subject to the comments and changes suggested in his response). However, this is with the proviso that the lower, floor target for local authority collected wastes, and the borough specific ones that constitute it, do not become the de facto target (s) for the Partner Authorities.

Recommendations outlined within the Mayoral response that have been included within the Joint Strategy included highlighting that targets outlined indicate a joint **minimum** performance, and that local aspirations proposed would allow the Partner Authorities to contribute to the targets within the LES and the Resources and Waste Strategy.

8 Recommendations for updating the draft Joint Strategy

All of the feedback received as part of the consultation activities was reviewed against the draft Joint Strategy to identify where there were opportunities to strengthen it. Table 5 below provides a summary of the key themes received as feedback during the public consultation, and how they have been considered when updating and finalising the Joint Strategy. The key takeaway points are that the vast majority of suggestions made are for recommendations that already featured within the draft Joint Strategy. Many of the suggestions such as collecting more materials are also already being implemented or are in planning to be implemented prior to the start of the Joint Strategy period in 2027.

² Section 355 of the Greater London Authority Act 1999 ("GLA Act 1999")

Table 5: Summary of headline responses and how they relate to the draft Joint Strategy

Theme	Comments	Strategy
Waste Prevention		
Waste Prevention	Food waste and reduction of plastic waste were raised several times by respondents along with calls to reduce packaging waste.	There are a number of priorities and objectives around waste prevention. ELWA has also begun its first Waste Prevention Programme working collaboratively with the Constituent Councils, which identifies key material streams that will be the focus in the first year (2021/22) and a planned second year plan under development. No updates required.
Signpost refill	Comments were raised around more local shops having refill points	Refill will be a focus for the second year of the existing Waste Prevention Programme. No updates required.
Reuse and Repair		
Incentive scheme	Incentivising recycling but also reuse and repair	Available evidence has pointed to mixed results from incentive campaigns. Reuse, repair and recycling will continue to be promoted but specific incentive schemes will be a choice for the Constituent Councils. No updates required.
Expand bulky waste collections	A number of comments flagged access to RRCs (particularly for those without access to cars). Working with landlords to encourage mattress recycling was also raised.	A number of priorities are contained within the Joint Strategy around exploring options for providing or supporting existing and new reuse collection services from homes and businesses. No updates required.
Increase reuse at RRCs	A number of comments on how reuse could be increased (particularly for furniture) at RRCs	A priority within the Joint Strategy is around investigating opportunities for increasing reuse provision (and retail outlets at the RRCs or elsewhere). No updates required.
Signpost repair and reuse and encourage purchase of reused goods	Respondents highlighted local services. Local economic generation. Loan shops where residents can hire commonly used items such as household drills.	A priority within the Joint Strategy is to raise awareness of repair options available within the Partner Authorities' area and also to work with local reuse organisations. This area is already being worked on as part of the Waste Prevention Programme. No updates required.
Recycling		
Food waste recycling	A large number of comments around food waste recycling	Government policy indicates that all local authorities will need to introduce

Theme	Comments	Strategy
	including requests for it to be rolled out to flats and businesses were received.	<p>food waste recycling when contracts permit and Government funding for this is likely to be made available. The Partner Authorities are keen to make this available for all residents and it is already a priority within the Joint Strategy.</p> <p>No updates required.</p>
Increased targets	A small number of comments indicated that the food waste reduction target should be met sooner and that 50% of all waste should be reduced. A small number of comments also stated that the minimum joint recycling target of 35% was not ambitious enough.	<p>The Joint strategy starts in 2027. Food waste reduction and other waste reduction initiatives are already a focus of the Waste Prevention Programme. A joint minimum reuse, recycling and composting performance of 35% has been set, and ambitions are stated to achieve higher rates than this. A 50% aspirational target for recycling is highlighted.</p> <p>No updates required.</p>
Increase number of materials that can be recycled from home and at RRCs	The greatest number of comments received were around increasing the number of materials collected for recycling. Materials stated included: plastics, food, glass, textiles and garden waste.	<p>Many of the Partner Authorities are already collecting a wider range of recyclables (see individual websites for further details). Plans are underway to increase this range as soon as contracts permit and markets are available. Government policy also indicates that a common set of materials should be collected in the future.</p> <p>No updates required.</p>
Consistency of collection and communications on what can be recycled	Some respondents requested a desire for consistency across of collections across the Partner Authorities	<p>A priority within the Joint Strategy is to work together to offer the Mayor's minimum level of household recycling service provision, providing residents with straightforward and easy-to-use recycling collection services.</p> <p>No updates required.</p>
Supporting improvements with infrastructure		
Influence	A number of comments focus on what government and businesses should do and how the Partner Authorities could work with them to drive change. Examples included working with supermarkets on difficult to recycle materials such as plastic film	<p>The Partner Authorities will work alongside new policy commitments (including Extended Producer Responsibility to be introduced by the government) which should provide opportunities to maximise household packaging and plastic film for recycling and further opportunities to work across the supply chain with brands and material reprocessors.</p> <p>No updates required.</p>

Theme	Comments	Strategy
<p>Delivery improvements and measuring success</p>	<p>A large number of comments highlighting that action is required sooner and 'actions' should be drawn from the strategy. KPIs required for the priorities. Linked to targets. Aim for better performance – recycling and food waste prevention mainly</p>	<p>Many of the priorities identified within the Joint Strategy have already started to be actioned, including expanding the range of materials that can be collected and encouraging waste prevention, reuse and repair. Opportunities to increase performance will continue to be identified and action taken.</p> <p>Wording strengthened to highlight that minimum performance levels will not be adopted as 'de facto' targets. The Partner Authorities are committed to increase performance beyond the minimum recycling rates and carbon emission rates identified.</p>
Other		
<p>Focus on working with community organisations and identifying opportunities to enhance skills</p>	<p>Working with local community groups on reuse and repair and general engagement on recycling. Enhancing repair skills but also linked to jobs in waste and recycling</p>	<p>A priority within the Joint Strategy is to work with local reuse organisations. This area is already being worked on as part of the Waste Prevention Plan.</p> <p>No updates required.</p>
<p>Communications, engagement and education</p>	<p>Requests for greater communications on recycling and clarity over what can be recycled. Working with schools identified as being important for the future</p>	<p>A number of priorities and opportunities within the Joint Strategy are focused on engaging with residents and businesses and also working with schools to promote waste prevention, reuse and recycling.</p> <p>No updates required.</p>
<p>Emission reduction</p>	<p>EV fleet, emission reductions</p>	<p>Wording strengthened to highlight that minimum performance levels (including the carbon floor) will not be adopted as 'de facto' targets. The Partner Authorities are committed to increase performance beyond the minimum recycling rates and carbon emission rates identified. The aims and objectives of the Joint Strategy also include an objective to reduce greenhouse gas emissions.</p>

Appendices

Appendices reports are available separately at
www.eastlondonwaste.gov.uk/jointstrategy

Appendix A: Online Survey Full Responses

Appendix B: Focus Group Responses

Appendix C: Virtual Drop-In Session Presentation

Appendix D: SEA Screening Report Statutory Responses

Appendix E: Greater London Authority Response



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