

## APPENDIX B

### East London Joint Resources and Waste Strategy Consultation Plan

This document sets out the consultation plan for the East London Joint Resources and Waste Strategy (the 'Joint Strategy').

There will be a process of consulting with statutory organisations, which will take place at the same time as a public consultation. All consultation activities will be managed by the East London Waste Authority (ELWA), with the public consultation being delivered through the existing contract for consultancy support with Ricardo Energy & Environment (Ricardo).

The aim of the public consultation will be to provide all users of the waste/recycling collection, treatment and disposal services provided by the Partner Authorities (all residents and any business users), any other interested parties, and any statutory consultees, the opportunity to comment on the draft proposals within the Joint Strategy. To facilitate this, a blended approach of online survey (with paper copies available), focus group and question and answer session will be undertaken. This paper provides detail on the methods proposed, how they will be delivered and who will be involved.

#### When will the consultation take place?

The consultation period is planned to run for six to eight weeks in total during summer 2021. This time-period may cross a traditional holiday time (August), but the proposed focus group will take place early in the consultation period, will be timetabled early evening or weekends to encourage ease of attendance.

Appendix B (Spreadsheet) provides an overview of the consultation timetable, which includes preparation time, delivery of activities, and analysis, review and reporting of results and feedback once the consultation has concluded. A report detailing the outputs of the consultation will be delivered in autumn and the Joint Strategy will be updated during November 2021.

#### How will the consultation be delivered?

##### Statutory consultees

As part of the development of the Joint Strategy, a screening process will be undertaken to determine whether a Strategic Environmental Assessment (SEA) is required. The screening report (with the Joint Strategy), will be sent to statutory consultees (Environment Agency, Historic England and Natural England) at the start of the consultation period, providing them with a planned period of around six to eight weeks in which to respond.

The Joint Strategy will also be sent to the Greater London Authority for formal consultation as part of testing general conformity with the London Environment Strategy on municipal waste.

##### Public consultation – online survey

An online survey will be developed that will be available to anyone with access to the internet (configured for mobile or computer). A paper copy survey will be available in libraries (where possible) across the Partner Authorities' area and upon request for those that cannot complete the survey online. Guidance will be provided to library staff on completing the survey so that they can signpost it to library users. Advice will be taken from Borough Officers / Consultation leads regarding potential numbers of paper copies required and any additional accessibility requirements. The proposed survey questions are included at Appendix A.

The online survey will be hosted using a specialist online tool (Survey Monkey), with the link being placed on a dedicated consultation page on the ELWA website. That webpage will host all supporting documents, including the draft Joint Strategy, technical appendices, screening report and Equalities Impact Assessment. A dedicated [consultation@eastlondonwaste.gov.uk](mailto:consultation@eastlondonwaste.gov.uk) email will be set up for any enquiries.

Ricardo will develop the questions and introduction to the online survey (a draft structure is suggested at Appendix A) and will load them into the Survey Monkey tool. ELWA will develop the webpage and set up and monitor the email address.

Ricardo will develop suggested accompanying text for social media feeds and emails to be used as a template for Borough Officers. This text could be tailored by Officers to suit individual requirements and Borough communication protocols.

#### *Sampling – online survey*

The target population for the consultation will be residents and businesses (preferably users of Borough waste services) in the Partner Authorities' area. Other parties with an interest may also respond to the survey.

For a web-based survey, 'stratified random sampling' is the recommended approach to monitor whether a representative sample of the population has responded. This means that the population is divided into groups (strata) based on specific characteristics of the population.

Should a specific stratum be lacking in the responses received then a number of different methods could be used to encourage more people to respond including:

- An email from Borough officers to specific local groups highlighting the survey and encouraging responses (where permitted by GDPR)
- Promotion of the survey on Borough social media feeds including targeted advertising via sites such as NextDoor that have a hyperlocal focus on different neighbourhoods.

#### *Response rates – online survey*

A good response rate will be encouraged, but it is recognised that actual response rates may vary. An online survey that is aligned to a strong area of interest may attract response rates of 10-15% of the population it is targeted towards. A survey on waste and resources that is not connected with services that residents are immediately familiar with e.g. collections, litter, fly-tipping, and which requires a long term view may not attract as large a response rate. Target numbers acceptable would be around 200 per Borough, with 400 per Borough suggested as an upper limit. A total response of around 800 results would have a +/- 5% precision rate (see figures below).

- **1,100** responses will provide a +/- 3% precision rate, so we could say that for a result of 50% of residents responding that they are in favour of a proposal the figure would be 47% - 53%
- **400** responses will provide a +/- 5% precision rate, so we could say that for a result of 50% of residents responding that they are in favour of a proposal the figure would be 45% - 55%
- **100** responses will provide a +/-10% precision rate, so we could say that for a result of 50% of residents responding that they are in favour of a proposal the figure would be 40% - 60%

The survey questions developed are a mix of open and closed questions.

#### *Reporting – online survey*

The Survey Monkey tool provides detailed analytics that will allow the Ricardo team to monitor progress including response rates, rate of completion and defined population characteristics (socio-

demographic information, Borough etc) throughout the time that the survey is open. Standard reports can be extracted from the tool and will be used to provide data to inform a consultation response report which will detail the results from each question asked. The number of responses for each question will also be provided so that a completion rate can be noted.

Commentary will be provided on the results gained, and free-text responses (open questions) will be detailed. Any responses provided in paper format will also be included within a survey report. Any paper response forms provided will include a stamped addressed (ELWA office) envelope to facilitate a free postal response, and a process will be investigated to see if they could also be returned to a local library.

#### Public consultation – focus group

A focus group is a research method that involves several participants (usually between six and ten) and a facilitator/moderator. It is a way of getting much deeper insight into issues compared with a survey. It is a form of group interview where a specific topic is discussed in detail, and it is the group interaction that distinguishes it from other research methods. Focus groups are particularly useful for ‘hard-to-reach’ areas where people tend not to respond to surveys. Views expressed in focus groups cannot be generalised to a wider population but are useful for in-depth insight.

A focus group will be run as part of the consultation process, to gain in-depth insight into thoughts and views on the Joint Strategy.

#### *Sampling – focus group*

The focus group will be delivered by Ricardo. A specialist market research organisation, MEL Insights, will be used for recruitment of the participants, who will be a group representative of local residents and businesses within the Partner Authorities’ area.

Ricardo will engage with Borough consultation leads on appropriate methods to incentivise participation in the focus group.

#### *Delivery – focus group*

The session will be delivered by a specialist facilitator from Ricardo who has not been involved in the development of the Joint Strategy and can thus remain independent.

Notes will be taken, and with permission a recording made of the session solely for the purpose of enabling the Ricardo team to fully capture all comments made (the recording would not be made public, or retained for any other uses once a full set of notes has been made). Comments will not be attributable to individuals.

The focus group is planned to take place early in the consultation period. There remains uncertainty regarding Covid-19 safety requirements for this period so it will be planned as a virtual event.

The session will be 1.5 hours maximum, which tends to be the maximum that is feasible before participants’ interest starts to decrease. This will allow the session to be broken into approximately 15min sections which relate to the themes of the consultation survey.

A facilitator will run the session, supported by a note taker. Observers from the project team may be permitted to attend, but will be expected to refrain from taking part in the discussions during the main session.

For issues raised outside of the Joint Strategy discussion a ‘parking lot’ approach will be used where questions/comments can be addressed either at the end of the session (after the allotted time) or separately via email/call.

### *Topic guide – focus group*

A topic guide will be developed prior to the event, and will use the themes from the online survey as its basis. Time will be spent reviewing the priorities set out in the Joint Strategy, identifying any gaps that participants feel there may be, and gathering thoughts on the overall Joint Strategy. Different practical or online exercises will be used to maintain interest and provide everyone with an equal opportunity to contribute. A copy of the Joint Strategy will be provided to participants as part of the invitation, but it cannot be assumed that participants will have read the Joint Strategy prior to the session so there will be a short overview of each section prior to the corresponding facilitated discussion.

### Public consultation – Question and Answer Session

An online Question and Answer (Q&A) session will take place around the middle of the consultation period. The format of the session will be a short presentation which covers the structure of the Joint Strategy, key themes and priorities, followed by Q&A. It will provide participants the opportunity to speak to one of the project team and ask questions on the Joint Strategy or any of the supporting reports. Feedback on the Joint Strategy will also be taken from those participating, and included in the analysis and reporting on the response to the public consultation.

The session will be 1.5 hours long and will be facilitated by a member of the Ricardo team with appropriate support from the project team. The session will be open to anyone and the date and time of the session (likely to be early evening) will be advertised on the ELWA website and in any publicity connected with the consultation. Ricardo staff will liaise with borough officers to identify potential groups and individuals that may be interested in the session. Participants may include individuals with a keen interest in the Joint Strategy such as members of environmental groups. People wishing to attend will be able to sign up via a webform on the ELWA website. Should the session be oversubscribed then either additional sessions may be run or a breakout room format used during the virtual session that will allow smaller groups to discuss issues.

Notes will be taken during the Q&A session, and with permission a recording made of the session solely for the purpose of enabling the Ricardo team to fully capture all comments made (the recording would not be made public, or retained for any other uses once a full set of notes has been made). Comments will not be attributable to individuals.

### Consultation results reporting

A report combining all the findings of the public consultation (including the online survey and the focus group and Q&A session) will be developed. It will include any recommendations for changes to be considered and incorporated within the final Joint Strategy. The consultation report will be available as an appendix to the final Joint Strategy document.

## APPENDIX A

This is the proposed online survey for the public consultation.

Please note that information on data capture and use as per GDPR, as well as any other required information e.g. equalities monitoring, or disclaimers, will be included at the start of the survey. This text will be agreed with consultation leads from each of the boroughs.

Once the questions are uploaded to Survey Monkey, additional functionality will be provided to enhance the user experience e.g. use of drop down boxes, and a mobile-friendly user interface.

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### Joint Resources and Waste Strategy Consultation

We'd like to gain your feedback on our draft Joint Strategy.

The draft Joint Strategy 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](#). The Partner Authorities work together to manage resources (the materials we recycle and donate for reuse) and waste within their boundaries.

It is important that the environment is left in a better condition for the next generation. The draft Joint Strategy sets out how the Partner Authorities will preserve resources by minimising waste, promoting resource efficiency and moving towards a circular economy, all of which will help to protect the natural environment and reduce carbon emissions.

The draft Joint Strategy starts in 2027, which is when the existing long-term contract for treating the waste and recycling from the local area comes to an end. The Joint Strategy has forecast future waste generation to 2057, so that the Partner Authorities can understand how best to source future waste treatment infrastructure (which is often built for 25-30 year lifespans). However, the document will be reviewed regularly, and the priorities and actions set out within it are for mainly the early part of the 30 year period of the Joint Strategy.

We're keen to hear from you if you live or work in the Partner Authority areas, or you have an interest in resources and waste management or wider environmental issues.

This consultation is structured in 6 parts:

- Waste Prevention
- Reuse and Repair
- Recycling
- Supporting Improvements with Infrastructure

### Chapters Five and Six

Chapters Five and Six outline the journey of implementing the draft Joint Strategy, setting up mechanisms to monitor progress, respond to change, and the metrics against which success will be measured.

#### 1. Do you have any comments on Chapters Five and Six?

- Comments – Please state
- No Comment

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- A little bit about you

The consultation will take approximately **X** minutes to complete and has 29 questions in total.

Please note, this consultation is focussed on the draft Joint Strategy. If you have any issues or suggestions you'd like to raise about the current waste and recycling services in your local area, please contact your local Council. Details have been provided at the end of the survey.

**2. Do you**

- Live in the area
- Work in the area
- Live and work in the area
- Other (please state)

**3. Are you responding to the survey on behalf of a business?**

- Yes
- No

**4. What's your home postcode? Please provide your work postcode if responding on behalf of a business**

- Please state

## Chapters One and Two

Chapters One and Two of the draft Joint Strategy provide the purpose of the document, detail the key drivers for producing a Joint Strategy, and outline the current situation within the Partner Authorities' area including performance and barriers to recycling.

**5. Do you have any comments on Chapters One and Two?**

- Comments – Please state
- No Comment

## Chapter Three

Chapter Three provides a summary of the forecasting work that has been conducted, including future policy, potential changes we may see to how people consume goods and services, and advances in technology. Details of the work conducted to model future recycling performance including the quantity and composition of future waste streams is also included.

**6. Do you have any comments on Chapter Three?**

- Comments – Please state
- No Comment

## Chapter Four

Chapter Four of the draft Joint Strategy sets out the Partner Authorities' priorities and ambitions for resources and waste management for the Joint Strategy period of 2027 to 2057. These focus on the themes of Waste Prevention, Reuse and Repair, Recycling, and Supporting Improvements with Infrastructure.

We'd like to gather your thoughts on the priorities we have identified.

## Waste Prevention

### The Partner Authorities' waste prevention priorities:

1. Continue to work with residents and businesses to reduce waste growth and contribute to the London wide aspiration of becoming a 'zero waste city'
2. Support the London wide target of reducing food waste by 50% by 2030 and will work with the Greater London Authority, ReLondon1 and other authorities to do this
3. Work to raise awareness of the individual, community and environmental benefits of reducing waste

### More specifically we will:

- a) Develop waste prevention plans, Reduction and Recycling Plans, or other appropriate tools that outline the actions that will be taken to provide communications, engagement and access to services that help residents reduce waste and save money
- b) Support national and regional campaigns on waste prevention, and develop local campaigns to support projects and services
- c) Develop partnership arrangements with community organisations, housing associations local authorities, and other key stakeholders to enhance work on waste prevention
- d) Work with the Government, other local authorities and key stakeholders to promote higher standards of product design and manufacture, to prolong product lifecycles and reduce avoidable waste

### 7. Do you support the waste prevention priorities outlined

- Yes – I support all of the priorities
- Yes – I generally support the priorities but would like to propose a change
- No – I don't support the priorities listed

### 8. Are there any additions that you would make to the priorities identified?

- Yes – I'd like to suggest the following additions (please state)
- No changes

### 9. Is there one priority that is more important than the others?

- Yes - Please state
- No
- Other (please state)

### 10. Do you have any other comments on the Waste Prevention priorities?

- Yes – Please state
- No

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<sup>1</sup> Formally known as LWARB – the London Waste and Recycling Board

## Reuse and Repair

### The Partner Authorities' reuse and repair priorities:

1. Work to increase the amount of products that are kept in local circulation through reuse and repair services
2. Seek to normalise reuse within our communities as a means of disposing of unwanted items
3. Seek to promote the purchase of reused, refurbished and repaired products as a beneficial alternative to buying new
4. Seek to advance local green economy job and training opportunities through supporting the development of reuse and repair services

### More specifically we will:

- a) Explore options for providing or supporting existing and new reuse collection services from homes and businesses
- b) Investigate opportunities for increasing reuse provision at the Reuse and Recycling Centres, including on-site retail outlets where viable
- c) Work with reuse organisations to develop / expand existing valued partnerships, strengthen local offerings, and support increases in scope and capacity to enhance the services available to residents
- d) Raise awareness of repair options available within the Partner Authorities' area
- e) Participate in national, regional and sub-regional campaigns promoting reuse and repair, and undertake local promotion of the benefits and range of available services
- f) Work with the Government, other local authorities and key stakeholders to promote higher standards of product design and manufacture, to enhance opportunities for cost-effective reuse

### 11. Do you support the reuse and repair priorities outlined?

- Yes – I support all of the priorities
- Yes – I generally support the priorities but would like to propose a change
- No – I don't support the priorities listed

### 12. Are there any additions that you would make to the priorities identified?

- Yes – I'd like to suggest the following additions (please state)
- No changes

### 13. Is there one priority that is more important than the others?

- Yes - Please state
- No
- Other (please state)

### 14. Do you have any other comments on the reuse and repair priorities?

- Yes – please state
- No



## Recycling

### **The Partner Authorities' recycling priorities:**

1. We aspire to reach 50% recycling, and will work with local communities in this regard
2. We aim to achieve a minimum joint reuse, recycling and composting performance of 35% of LACW by 2030
3. We will 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
4. We will improve the quality of recycling collected and reduce contamination
5. We will improve recycling performance in houses and blocks of flats
6. We will work alongside new policy commitments including DRS and the EPR regime for household packaging to maximise opportunities for increasing recycling

### **More specifically we will:**

- a) Introduce separate food waste collections for street level properties and blocks of flats, in line with anticipated regulations and Government guidance
- b) Expand household collection services to allow residents to recycle a wider range of packaging and containers where relevant markets exist
- c) Continue to investigate opportunities to recycle even more materials, through collection services, public recycling facilities and the Reuse and Recycling Centres
- d) Work with In-house commercial waste services and private waste companies to ensure that businesses in East London are able to access cost-effective recycling services
- e) Work with our residents and businesses to increase awareness of recycling
- f) Provide feedback to residents and businesses on contamination, and highlight the need for material quality
- g) Identify opportunities to use the ReLondon 'Making Recycling Work for People in Flats toolkit<sup>2</sup> or other suitable approaches to improve recycling performance in blocks of flats
- h) Work with the Government, other local authorities, producers and key stakeholders to develop better approaches to the planning and design of new developments to ensure residents are able to recycle easily
- i) Work together to identify opportunities to extract more recyclable material from bulky waste, street cleansing waste and fly tipped materials
- j) Explore opportunities to increase recycling through recovery of materials from other waste

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<sup>2</sup> [Report - Making recycling work for people in flats | ReLondon](#)

streams

- k) Support London Recycles messaging and campaigning to ensure that a consistent reduce, reuse, recycle message is delivered across London
- l) Work with the Government, other local authorities, producers and key stakeholders to promote standards of product design that enhance opportunities for cost-effective recycling

**15. Do you support the recycling priorities outlined?**

- Yes – I support all of the priorities
- Yes – I generally support the priorities but would like to propose a change
- No – I don't support the priorities listed

**16. Are there any additions that you would make to the priorities identified?**

- Yes – I'd like to suggest the following additions (please state)
- No changes

**17. Is there one priority that is more important than the others?**

- Yes - Please state
- No
- Other (please state)

**18. Do you have any other comments on the recycling priorities?**

- Yes – please state
- No

## Supporting Improvements with Infrastructure

### **The Partner Authorities' infrastructure priorities:**

1. We will contribute to national and regional targets on reducing waste sent to landfill
2. We will secure access to waste treatment capacity in ways that support the Partner Authorities' priorities around reuse, repair and recycling
3. We will establish resilient, responsive and flexible arrangements for future waste treatment, so that the Partner Authorities can continue to improve local services while remaining responsive to changes in global material markets and international policy
4. We will seek to procure waste treatment services that provide local economic, environmental and social benefits
5. We aim to support the Mayor's target of managing the equivalent of 100% of London's waste within the capital

### **More specifically we will:**

- a) Maximise the use of, and value from, ELWA's existing waste treatment contract
- b) Develop a procurement plan for future waste treatment capacity, to support the aims and objectives of this Joint Strategy. A Strategic Environmental Assessment screening will form part of the procurement plan process
- c) Ensure effective and responsible future commissioning, considering issues such as flexibility, resilience, value for money, service quality, social value, and environmental impacts including greenhouse gas emissions
- d) Ensure that any future contracts commissioned will not impede the Partner Authorities' ability to improve recycling in line with aspirations to reach 50%
- e) Investigate options for supporting the development of appropriate new local infrastructure for reuse, repair and remanufacture, which provide opportunities for local regeneration
- f) Work with the Greater London Authority to deliver future infrastructure and waste treatment capacity solutions that align with the policies set out in the London Environment Strategy, and ensure compliance with the Mayor of London's Carbon Intensity Floor requirements<sup>3</sup> for any technology solutions considered that may include energy recovery (note: technologies will be considered as part of a procurement plan)
- g) Work with the Government, other local authorities and key stakeholders to encourage the development of local materials reprocessing capacity

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<sup>3</sup> [London Environment Strategy - Policy 7.3.2.b](#)

**19. Do you support the recycling priorities outlined?**

- Yes – I support all of the priorities
- Yes – I generally support the priorities but would like to propose a change
- No – I don't support the priorities listed

**20. Are there any additions that would you make to the priorities identified?**

- Yes – I'd like to suggest the following additions (please state)
- No changes

**21. Is there one priority that is more important than the others?**

- Yes - Please state
- No
- Other (please state)

**22. Do you have any other comments on the recycling priorities?**

- Yes – please state
- No

## Chapters Five and Six

Chapters Five and Six outline the journey of implementing the draft Joint Strategy, setting up mechanisms to monitor progress, respond to change, and the metrics against which success will be measured.

**23. Do you have any comments on Chapters Five and Six?**

- Comments – Please state
- No Comment

**24. Do you have any other feedback on the Joint Strategy? Please note, if you have any local issues to report you should contact your Council directly using the details provided at the end of this consultation survey**

- Yes - Please state
- No

## A little bit about you

**[NOTE: Content and structure of the equalities monitoring questions would be confirmed with consultation leads from the Constituent Councils.]**

**Documents available for review on the website would include the full draft joint strategy, technical reports, Strategic Environmental Assessment screening report and the Equalities Impact Assessment.]**

We'd like to find out a little bit more about you to support our equalities monitoring.

25. What is your gender?
- Male
  - Female
  - Other
26. What is your age?
- Under 18
  - 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65 or above
27. What is your ethnicity?
- White British
  - White Irish
  - Other White background
  - Indian or Indian British
  - Pakistani or Pakistani British
  - Bangladeshi or Bangladeshi British
  - Chinese or Chinese British
  - Other Asian background
  - Black Caribbean
  - Black African
  - Other Black background
  - White and Black Caribbean
  - White and Black African
  - White and Asian
  - Other mixed background
  - Arab
  - Gypsy or Irish Traveller
  - Other
28. What is your religion or belief?
- Buddhist
  - Christian
  - Hindu
  - Jewish
  - Muslim
  - Sikh

- No religious belief
- Other

29. What is your sexual orientation?

- Heterosexual/straight
- Homosexual/gay/lesbian
- Bisexual
- Other

30. Do you have a long term physical or mental impairment, which greatly impacts your ability to carry out normal day-to-day activities and you are likely to be considered disabled under the Equality Act 2010?

- Yes
- No