PAPER NO. WRWA 24-28

WESTERN RIVERSIDE WASTE AUTHORITY

MEETING	4th December 2024
REPORT AUTHOR/ DATE	Interim Deputy General Manager (Trevor Pugh -Tel 020 8871 8882) 20th November 2024
SUBJECT	Report by the Interim Deputy General Manager on progress on the development of the WRWA Joint Municipal Waste Management Strategy.
CONTENTS	Page 1 Executive Summary Page 1 Recommendations Page 1 Introduction Page 6 Appendix 1 Revised draft Joint Strategy Page 56 Appendix 2 Change log Page 58 Appendix 3 Public Consultation report Page 231 Appendix 4 Equality Impact Assessment
STATUS	Open
BACKGROUND PAPERS	None

Please note that this page has been left blank intentionally.

EXECUTIVE SUMMARY

1. The report provides the results of the public consultation on the Authority's draft Joint Municipal Waste Management Strategy and proposes updates to the draft Strategy. The only material revision to the draft strategy is the proposal for additional "stretch targets" as outlined in paragraph 16.

RECOMMENDATIONS

2. The Authority is recommended to:

    a) Note the consultation results;
    b) Agree the proposed revision to the draft JMWMS based on the public consultation, for consideration by the Constituent Councils (CCs), with a view to a final version of the strategy being submitted to the Authority for adoption at the earliest possible Authority meeting in 2025; and
    c) otherwise receive this report for information.

INTRODUCTION

3. The Authority together with the CCs have prepared a new draft Joint Municipal Waste Management Strategy ("JMWMS"). The draft strategy was submitted for public consultation with the support of Ricardo Energy and Environment and their subcontractors MEL (design and delivery of the focus group sessions).

4. This report provides a progress update of the work carried out on the public consultation to the JMWMS and recommendations on revisions to the draft strategy as a result.

PUBLIC CONSULTATION APPROACH

5. The public consultation was conducted over a six-week period, from Monday 2nd September to Monday 14th October 2024. The consultation involved a range of methods to collect feedback from residents, businesses, and organisations in the Western Riverside area including:

    a. An online Survey - open to residents and businesses
    b. Focus Groups – one per Borough, with an additional focus group with mixed participants
    c. Engagement with statutory stakeholders – a number of sessions with the GLA to explain the development of our modelling and to provide an overview of the proposed draft strategy

6. The consultation was publicised in the following ways:

    a. WRWA - Website news updates, dedicated strategy webpage, social media (Next door, X), and via the Smugglers Way Household Waste Recycling Centre (posters, digital screen and flyers in addition to mentions by staff when answering enquiries)
    b. Partner Authorities - Website news updates, consultation pages, social media (Facebook, X, Instagram, Next door, LinkedIn), physical and digital posters and flyers in public locations including libraries
    c. Emails promoting the consultation to community groups and Business Improvement Districts (BIDs)

PUBLIC CONSULTATION RESULTS

7. Full details of the public consultation responses can be found in the Public Consultation Report in Appendix 3 to this report. The report contains detailed responses to the online survey and focus groups which include a wealth of information and suggestions from residents on the draft strategy and additional suggested service improvements.

8. The online survey received 403 responses in total. Of these responses, 98% were residents and 2% were respondents from a business or organisation (7 in total). Not every respondent completed every question (119 partial responses).

9. Of the respondents that completed the socio-demographic questions Table 1 shows which Borough they reside in.

Table 1: Location of online survey respondents

	% of respondents	Number of respondents	Households (Waste Data Flow)
Hammersmith & Fulham	22.7%	64	94,480
Lambeth	30.5%	86	147,830
RBK&C	6.4%	18	89,410
Wandsworth	38.7%	109	155,830
None of the above	1.8%	5	

10. The consultation was widely publicised across different channels and the Authority would like to thank the CCs communication teams, library managers and other officers and elected members who took the time to share information.

11. A series of focus groups were conducted to gain additional qualitative insight into resident views on the draft strategy. Five focus groups took place in the last week of the consultation period. Table 2 shows which Borough participants reside in.

Table 2: Location of focus group participants

Group Number	Partner Authority	Number of Participants
1	Wandsworth	4
2	Kensington and Chelsea	7
3	Hammersmith & Fulham	7
4	Lambeth	5
5	All Partner Authorities	2 (Wandsworth), 1 (Kensington and Chelsea), 1 (Hammersmith & Fulham), 3 (Lambeth).

PUBLIC CONSULTATION THEMATIC RESPONSES and PROPOSED STRATEGY UPDATES

12. The following section provides the headline thematic responses from the online survey and focus groups and any proposed updates to the draft strategy.

13. Qu - What are your priorities for the strategy?
    The top three priority themes included - Recycling more, preventing waste and reducing carbon emissions. These are all themes included within the draft strategy so no updates proposed. Other suggestions for priorities included education, reuse and repair, litter and fly-tipping which are all covered in the draft strategy and action plans (RRPs).

14. Qu - To what extent do you agree with our vision?
    Within the survey results 38% strongly agreed with the vision and 38% agreed with the vision. No proposed updates to the draft strategy.

15. Qu – To what extent do you agree with the targets proposed?
    There was support for the targets from the focus groups and the online survey, with 36% in strong agreement and 36% in agreement. Comments included a desire to make the targets more ambitious (higher targets enacted sooner), the need to balance performance with cost and also the need to focus on waste prevention and not just recycling. A number of good suggestions for additional activities were proposed which officers will review as part of the action planning process.

16. Following the feedback received on the targets it is proposed that additional stretch targets be included within the strategy for 2030 for Local Authority Collected Waste and for Household Waste:

    a. Work towards a target of recycling 35% of Local Authority Collected Waste by 2030, with a **stretch target of 38% by 2030** and 50% by 2040.
    b. Work towards a target of recycling 30% Household Waste by 2030, with a **stretch target of 33% by 2030** and 45% by 2040

17. Qu – To what extent do you agree with the following action plans?

    a) **Circular Economy** 52% strongly agree, 35% agree
        a. Good suggestions on how residents can recycle more, increasing education etc.
    b) **Net Zero** 49% strongly agree, 35% agree
        a. Comments were a little more sceptical however there was strong overall agreement, some concerns on emissions from transport movements, Electric vehicles, and building materials, scepticism about carbon capture.
    c) **Collaboration and Communications** 51% strongly agree, 36% agree
        a. Residents were very supportive of the need for more education and training opportunities and skills development around reuse and recycling.
    d) **Best value and Preparing for the Future** 45% strongly agree, 41% agree
        a. Transparency was a strong theme, with many residents highlighting the importance of being transparent about future plans, end destinations of materials, cost of service and communication.

18. The proposed action plans were supported by the majority of consultees and no amendments have been proposed to the draft strategy. Where suggestions have been made for additional activities, these will be considered as part of the action planning process once the strategy has been adopted.

19. The revised draft strategy is presented at Appendix 1. The change log (Appendix 2) details proposed changes to the draft strategy, these include minor amendments to the text to convert the strategy from a pre-consultation version to a post consultation version.

20. Following the consultation, the Equalities Impact Assessment (EqIA) (Appendix 4) has also been revisited. No amendments to the EqIA have been deemed necessary from the consultation results. Minor amendments to the text have been made to convert the strategy from a pre-consultation to a post-consultation version. These can be found in the change log (Appendix 2).

GLA response

21. The Authority has been in contact with the GLA since 19th April and has had a number of meetings and other engagement to take GLA officers through the modelling approach including options, sensitivities and target setting.

22. The Authority has taken on board informal feedback from the GLA raised during these meetings including (for example) reviewing monitoring, evaluation and reporting for progress on the actions included in the strategy.

23. The GLA has provided positive informal feedback that the draft strategy is strong in identifying priorities and areas for action. They have challenged the draft recycling targets however with concern that they are not higher.

24. The GLA has requested additional time to prepare a consultation response to the draft joint strategy and will be commenting on whether it's in general conformity with the London Environment Strategy.

Next Steps

25. It is recommended that the proposed revisions following public consultation are agreed with a view to Constituent Councils considering the revised draft strategy and the Authority then considering a final version at the earliest possible Authority meeting in 2025.

COMMENTS OF THE TREASURER

26. The expenditure on the consultation and development of the Strategy were met within the approved budgets of the Authority for 2024/25.

27. The investment and expenditure regarding the implementation of collection of waste will need to be assessed and evaluated by the Constituent Boroughs and included in their budgets. The investment and expenditure regarding the disposal of waste will need to be included in the future Authority budgets as part of the annual budget setting.

TREVOR PUGH
Interim Deputy General Manager

Western Riverside Transfer Station
Smugglers Way
Wandsworth SW18 1JS

20th November 2024

Joint Resources and Waste Strategy

EXECUTIVE SUMMARY

Introduction

This Strategy defines a collective ambition for waste management services for the Western Riverside Partners – the London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea, the London Borough of Wandsworth and Western Riverside Waste Authority (the Partner Authorities). In order to reach the ambitions for better waste management in the future, the Partner Authorities will need to work as a collective to prevent waste, enhance resource efficiency and minimise greenhouse gas emissions.

Why Action is Needed

In the next few years, the UK Government plans to implement schemes which will change the way in which waste is currently managed, which will lead to significant changes for local authorities. This includes the initiatives outlined in the Resources and Waste Strategy (2018) which aim to minimise waste, promote resource efficiency and move towards a circular economy model. The Government plans to introduce Extended Producer Responsibility for packaging and a Deposit Return Scheme on drinks cans and plastic bottles, which will shape the volume and type of material required for collection and processing in the future.

In addition to national legislative change, the London Environment Strategy (2018) sets the Mayor's ambitions to reduce waste, boost recycling and provide consistent collection services to residents, with contributions towards the Mayor's recycling targets expected from the boroughs. The Mayor has also set a target for London to be net zero carbon by 2030.

Current Context

This Strategy sets out the strategic aims and aspirations of the Western Riverside Partners in reducing the environmental impact in light of future changes and policies, and outlines how the Partner Authorities will work together to manage resources and waste within their boundaries between 2025 and 2040.

The Western Riverside Partners are responsible for collecting around 370,000 tonnes of municipal waste per annum (2022/23) through household and commercial collections and receipt of items at the Household Waste and Recycling Centre (HWRC) in Wandsworth and Vale Street Lambeth. Approximately 287,000 tonnes of household waste was collected at the kerbside, with around 23% sent for recycling or composting through the various dry recycling, garden waste and trial food waste collection schemes. Studies on the composition of WRWA's household waste show that nearly a quarter of sack/bin collections contain waste that could be recycled or composted through services that are currently provided to residents. A further 40% comprises of food waste. The Western Riverside Partners aspire to further reduce waste and improve recycling rates in the future with the support of the community and businesses.

The key to providing an affordable service is through the prevention of waste altogether. A significant proportion of the costs for managing waste are associated with residual waste treatment. For 2022/23 the combined collection and treatment costs for the Western Riverside Partners totalled £62 million, and approximately 53% of this was for residual waste treatment. The cost (£/tonne) of residual waste processing is likely to increase significantly in coming years, while

the UK Emissions Trading Scheme (UK ETS) will apply to waste incineration from 2028, meaning that there will be a 'cost of carbon' which will need to be taken into account for residual waste processing. The Western Riverside Partners will aim to reduce the cost of residual waste treatment by encouraging residents and businesses to reduce waste, repair and reuse items and recycle more, which will have the benefit of reducing both collection and disposal costs.

Vision, Themes and Actions

A collective draft vision statement for the Strategy has been agreed:

> *"The Western Riverside partners will work together with our residents and businesses to prioritise waste prevention, reduce our carbon emissions and environmental impacts, and provide customer focused waste and recycling services that maximise value from the materials we manage."*

To achieve the Vision of this Strategy, the Western Riverside Partners, residents and businesses will need to work together to drive change. Four dedicated action plans will be developed within which a number of individual actions can sit, and progress can be monitored against the vision and a number of targets that will help the Partners support Government and Regional Targets, these include:

- Work towards a target of recycling 35% of Local Authority Collected Waste by 2030, with stretch targets of 38% by 2030 and 50% by 2040.
- Work towards a target of recycling 30% Household Waste by 2030, with a stretch targets of 33% by 2030 and 45% by 2040
- Halving residual waste by 2042 (reducing municipal waste to 333 kg/capita per year)
- Supporting the Mayor of London's target to reduce food waste by 50% by 2030

Action Plans

Transitioning to a circular economy – Adopting circular economy thinking involves sharing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible to extend their lifespan.

Actions include:

- Developing a circular economy action plan, to investigate and plan for all identified waste prevention, reuse, repair and recycling actions.
- Expanding food waste collection services to all households by 31st March 2026 in line with the Environment Act 2021.
- Identify opportunities to extract more recyclable material from kerbside collections, bulky waste, street cleansing waste and fly tipped materials.

Achieving Net Zero - Reducing the environmental impact of collecting and treating WRWA's waste is important in reducing carbon emissions, mitigating the risks of climate change and reaching net zero goals.

Actions include:

- Identifying key areas of focus to reduce emissions through the development of a Net Zero action plan.
- Continuing to send all residual waste to energy-from-waste (EfW), with no waste sent to landfill.
- Exploring options to transition to low carbon fuels and electricity sources where infrastructure allows.

Collaborating and Communicating to amplify our impact - The key to success is through knowledge sharing, participation and engagement, which can only be achieved through collaborative efforts.

Actions include:

- Providing easy-to-use and clearly defined services, that respond to local resident needs, and encourage participation.
- Undertaking education activities to support residents to reduce their waste and increase what can otherwise be recycled or composted from the residual waste stream.
- Maximise social value benefits through waste and resource management, by encouraging upskilling and the creation of new job opportunities within the sector.

Delivering Best Value and preparing for the future - It is of utmost importance that the Western Riverside Partners deliver value for money for customers through services delivered, taking into account changing consumer habits, forthcoming regulations, and climate change that will influence the waste we generate as well as the future service costs.

Actions include:

- Maximise the value from the existing waste treatment contract through increased capture of re-useable and recyclable material.
- Demonstrate to residents and businesses the economic value in preventing/minimising waste, repairing items and buying reused through signposting to local resources including the reuse workshop located at Smugglers Way.
- Ensure services and infrastructure / assets meet all future needs including regulatory changes and increases in housing and population.

Monitoring Progress

Prior to implementation, the Western Riverside Partners sought to garner the views of residents, local businesses and communities on waste and the environment and the strategic vision via a public consultation process. The strategy was then updated to take on board this feedback.

Working together, the Western Riverside Partners will carry out annual reviews and progress monitoring through the lifespan of the Strategy to measure progress against strategy priorities and ensure WRWA remains on track with achieving its goals. A full review will be undertaken every 5 years to ensure the Strategy remains flexible and appropriate to current circumstances. Results of the annual review will be published on the Western Riverside Waste Authority website.

Contents

Executive summary 1
Introduction 6
What is a Joint Resources and Waste Strategy? 6
Context 7
Summary of Strategy Content 8
Why action is needed 9
Summary of Key Drivers 9
Environmental impacts 9
Societal impacts 10
National Policy 10
The Resources and Waste Strategy 2018 10
The Environment Act 2021 11
Circular Economy Package 2020 13
Environmental Improvement Plan 2023 13
Carbon reduction targets 14
Regional Policy 14
Affordability 16
Current Context in Western Riverside Partnership area 17
Local Area and Demographics 17
Practical Barriers and Limitations 17
Current services 19
Collections 20
Waste Composition 20
Current initiatives 21
Supporting the Circular Economy 21
Education programme 22
Current Performance 24
Leading the way 24
Recycling capture rates 26
Preparing for the future 27
Household growth 27
Waste arisings 28
Key forecast headlines 28
Costs associated with waste management 29

Vision, Themes and Action....31
Actions to meet priorities....31
Transitioning to a more circular economy....32
Achieving Net Zero....34
Collaborating and Communicating to amplify impact....35
Delivering Best Value and preparing for the future....37
Monitoring Progress....39
Performance Indicators....40
Can we go further faster?....41
Glossary....43
Appendix one – demographic information....46

Please note that this Joint Strategy was written in Spring 2024 and consulted on in Autumn 2024.

INTRODUCTION

WHAT IS A JOINT RESOURCES AND WASTE STRATEGY?

Western Riverside Waste Authority (WRWA) is the statutory Waste Disposal Authority (WDA) for the London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea and the London Borough of Wandsworth. WRWA provides a range of waste services for the treatment and disposal of Local Authority Collected Waste (LACW) from the four Councils. The Councils, as statutory Waste Collection Authorities (WCAs) provide a range of waste collection services to residents and businesses across their Boroughs.

Under the Waste and Emissions Trading (WET) Act 2003, authorities in two-tier areas (Where WCAs and WDAs work together) are obliged to develop and maintain a joint strategy for the management of household and business waste across the area.

The strategy sets the strategic direction for resources and waste services in the light of Government policies and forthcoming legislation to reduce waste, maximise recycling and eliminate waste disposal to landfill.

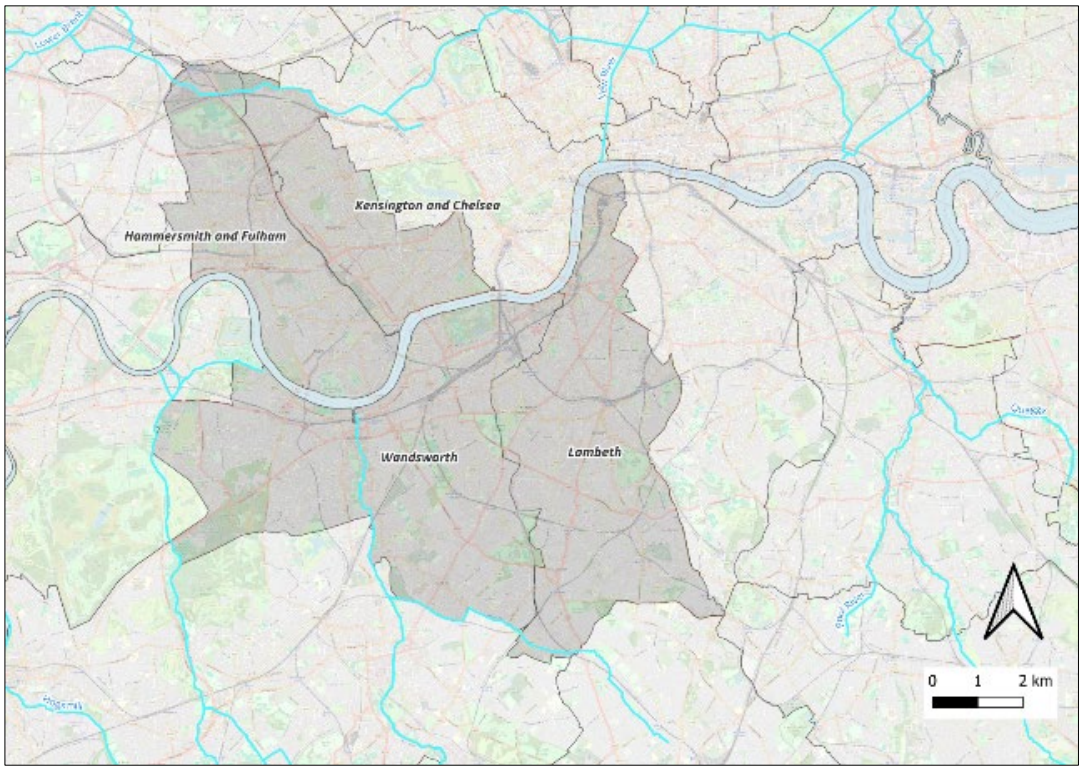
This Strategy defines a collective ambition for waste management services from 2025 to 2040 for the Western Riverside Partners – WRWA, London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea and the London Borough of Wandsworth (the Partner Authorities).

In the development of the strategy a full public consultation and engagement process was undertaken to better understand the needs of communities in the area, their views on resources and waste management and to gain feedback on future proposals. The public consultation was carried out for six weeks between Monday 4th September and Monday 14th October. During this period feedback was gathered via online focus groups, and an online survey. The full results of the consultation are published on the WRWA website strategy page.

It was also considered whether a Strategic Environmental Assessment (SEA) needed to be conducted and statutory consultees were engaged. The scope of the Strategy was considered against the criteria from the Practical Guide to SEA and the SEA Regulations. The SEA screening found that the Strategy is not likely to have any significant environmental effects, and therefore a full SEA was not required.

An Equalities Impact Assessment was also developed and has been updated following the public consultation.

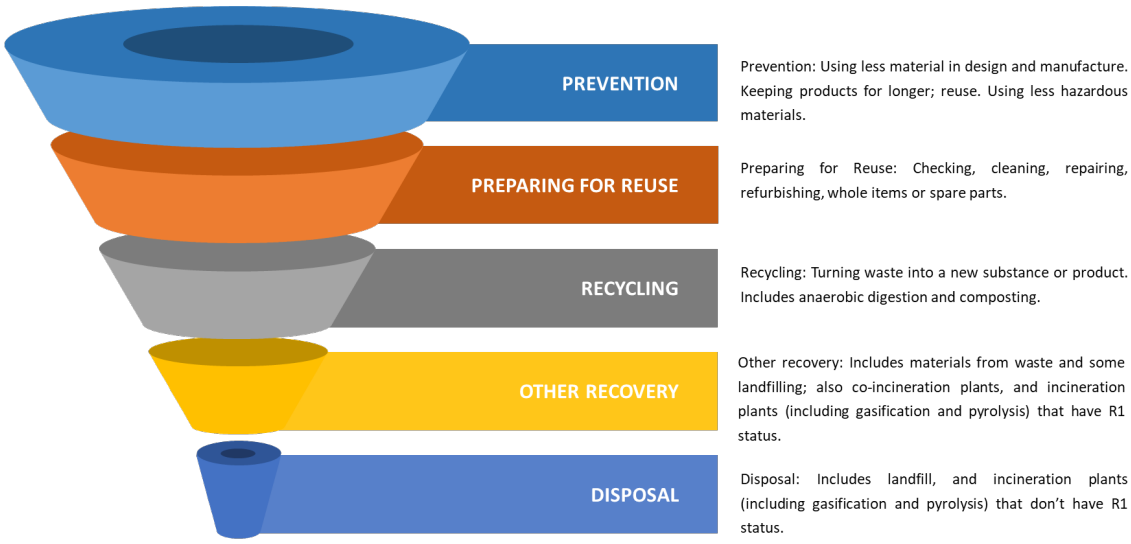
Figure 1: Western Riverside partners - Council areas



CONTEXT

The development of a Strategy provides an opportunity for the Partner Authorities to explore ways they can work together and with their local communities to deliver more sustainable resources and waste services, in accordance with national and regional policy and legislation. The strategy focuses on actions that align with the principles of the waste hierarchy. This includes prioritising ways to prevent waste, divert more materials for reuse, repair and recycling, and reduce the environmental impact associated with the generation and management of waste. Disposal is the last resort for waste.

Figure 2: The Waste Hierarchy



The Western Riverside Partners adopted a Joint Strategy and Waste Management Policy in 2006. In 2013, a new joint high-level Waste Management Policy was agreed with the Councils to guide future service provision and demonstrate continued partnership working. In 2017, it was decided

that a new Joint Waste Management Policy would be developed, to take account of new and proposed waste prevention initiatives. However, the development of significant new legislative and policy drivers by the UK Government, notably the publication of the Resources and Waste Strategy in 2018 and subsequent consultations, resulted in further consideration of the Joint Strategy. Following clarification of UK Government policy, the Western Riverside Partners took the decision to review, update and develop the Strategy to ensure it better reflects current needs and legislative requirements.

SUMMARY OF STRATEGY CONTENT

The aim of this Strategy is to provide a framework for the strategic management of resources and waste in the Western Riverside area, including setting targets and ambitions for performance improvements. To successfully deliver the targets and ambitions of this Strategy, the Partner Authorities need to review how they currently manage the waste generated in their area and identify any changes that may be needed in the future. To support the review, an analysis of different approaches has been investigated to help inform future decision making. This includes comparing different ways of doing things, looking at the experiences of other local authorities and understanding the potential impacts of how things could be done differently in the future. A summary of the review outcomes can be found in the supporting Technical Report.

The conclusions from the review have been used, together with our knowledge of the wider context of the boroughs within London, in order to set an achievable future vision for the Western Riverside Partners.

This Strategy is set out according to the following structure:

- **Introduction** - this chapter introduces the Strategy and its context and provides a summary of the content of this document
- **Why action is needed** - identifies the relevant drivers, targets and legislation in relation to this Strategy and what those mean for the Western Riverside Partners
- **Current Context in Western Riverside Partnership area** - presents the current context of the Western Riverside Partners, including local demographics, practical barriers, current services and performance and how these may change in the future due to variables such as household growth
- **Vision, Themes and Action** - sets out the vision of the Strategy together with the proposed approach to meeting the aligned targets, ambitions and actions
- **Monitoring Progress** - identifies how the actions outlined will be monitored

WHY ACTION IS NEEDED

SUMMARY OF KEY DRIVERS

This Strategy sets the strategic direction for resources and waste management over the next 15 years, from 2025 to 2040. The Western Riverside Partners recognise that to reach the ambitions for better waste management in the future, they will need to work as a collective to prevent waste, enhance resource efficiency and minimise greenhouse gas emissions.

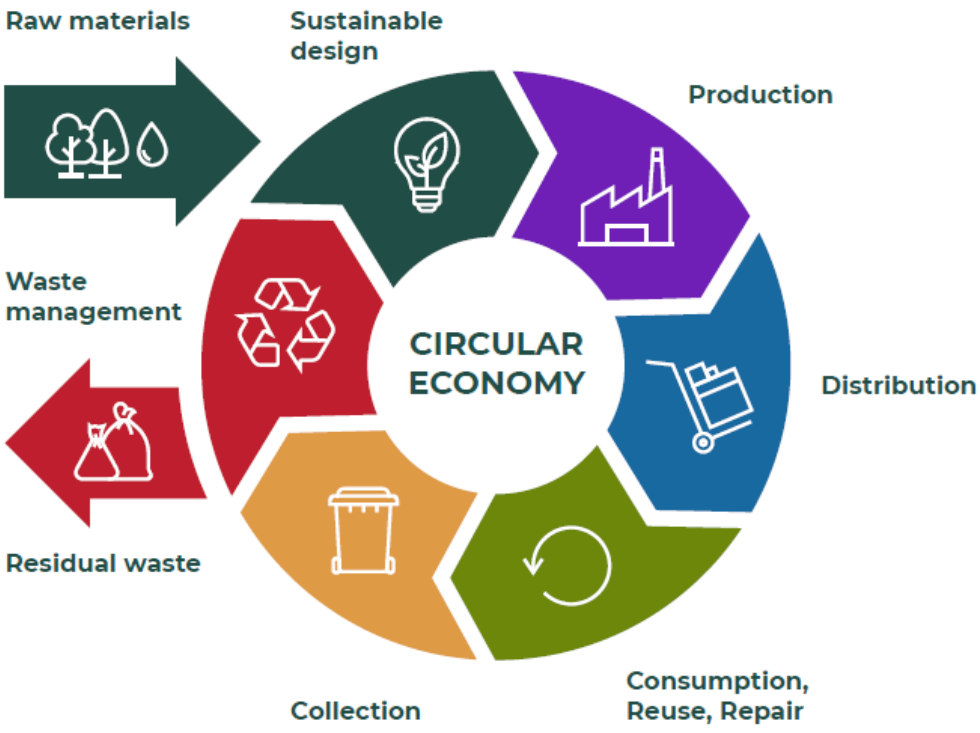
The main drivers, below, are described in more detail in the following sections:

- Environmental impacts
- Societal impacts
- National policy
- Local policy
- Affordability

ENVIRONMENTAL IMPACTS

In order to drive change, the Partner Authorities its residents and businesses will need to adopt Circular Economy thinking. The circular economy is a model of production and consumption, which involves sharing, reusing, repairing, refurbishing and recycling existing materials and products as long as possible to extend their lifespan. This provides a sustainable alternative to the traditional, linear economic model, which is based on a take-make-use-dispose pattern. Embracing the principles of the Circular Economy supports society in a transition from unsustainable levels of consumption and towards a model which values and conserves our natural resources.

Figure 3: The Circular Economy



SOCIETAL IMPACTS

There is growing concern throughout society about climate change and our impact on the environment. An increasing number of people are now aware of how the types of products we purchase and consume ultimately end up as waste, leading to loss of materials that could be used again, and production of greenhouse gas emissions which contribute to global warming. The public are beginning to adopt lifestyle changes that help to minimise their environmental impact, such as reducing food waste and incorporating reusable cups and containers.

There is also growing public interest in how brands, retailers, other organisations and the Government can support their individual efforts through reducing the amount of single-use packaging on the market, minimising plastic pollution, and creating products which are designed to last. New policies that focus on the principles of the waste hierarchy and circular economy, along with pressure from consumers, are driving innovation and change in manufacturing and retailing, leading to new technologies for managing waste products.

It is important that the Partner Authorities' waste services respond to these changing trends, attitudes and behaviours.

NATIONAL POLICY

In the next few years, the UK Government plans to implement schemes which will change the way in which waste is currently managed, which will lead to significant changes for local authorities.

The Resources and Waste Strategy 2018

The Resources and Waste Strategy was released in 2018 to outline the UK Government's plans for minimising waste, promoting resource efficiency and moving towards a circular economy – i.e. minimising waste and promoting a sustainable use of natural resources, through smarter product design, repair, reuse and recycling to keep products in the in use for longer.

The Resources and Waste Strategy includes the following targets:

- recycling at least 65% of municipal waste by 2035;
- no more than 10% of municipal waste ending up in landfill;
- zero avoidable waste by 2050;
- zero plastic waste by 2042; and,
- zero food waste to landfill by 2030.

The Resources and Waste Strategy put forward the following initiatives:

Simpler Recycling: a requirement for the separate collection of each of the major dry recycling materials (paper, card, glass, metal cans and plastics) and food waste from households and all appropriate businesses.

Extended Producer Responsibility (EPR) for packaging: manufacturers will pay the full costs of managing and recycling their packaging waste, with higher fees being levied if packaging is harder to reuse or recycle.

Deposit Return Scheme (DRS): for plastic and metal drinks containers, where consumers will be financially incentivised to return their used containers for recycling.

The Environment Act 2021

The Environment Act 2021 passed into UK Law in November 2021. The Act contains several provisions for secondary legislation including EPR, DRS and Simpler Recycling which have been undergoing consultation.

The implications of these policy proposals for the Western Riverside Partners and the potential changes required to the current collection, management and disposal services for local authority collected waste (LACW) are set out below.

Simpler Recycling

The Environment Act 2021 sets out the materials that are required to be collected by all WCAs:

- **Glass bottles and containers** – including drinks bottles, condiment bottles, jars
- **Paper and card** – including newspaper, cardboard packaging, writing paper (but excluding disposable paper cups as these items are largely consumed 'on-the-go' or away from home)
- **Metal packaging** – steel and aluminium tins and cans
- **Plastic bottles** – including clear drinks containers, high-density polyethylene (HDPE; e.g. milk containers), detergent, shampoo and cleaning products
- **Food waste** – to be collected from all households by March 2026

The UK Government has proposed that some additional material streams are included in the dry recyclable waste streams, such as plastic pots, tubs and trays, food and drink cartons which are already collected by the Councils, and items which are currently not, such as textiles, batteries, plastic film and waste electricals.

In November 2023, Defra recognised that co-mingled collections are an acceptable collection methodology in line with the Environment Act (2021)'s legislative requirements. This is how the Partner Authorities collect and manage dry mixed recyclable materials from residents and businesses.

Under the new requirements:

- Co-mingled collection of dry recyclables is allowed (households and businesses).
- By 31st March 2026, all local authorities in England must collect the same recyclable waste streams for recycling or composting from households. The recyclable waste streams include paper and card, plastic, glass, metal, food waste, and garden waste.
- All non-household municipal premises in England (such as businesses, schools and hospitals), must make arrangements to have the same set of recyclable materials (with the exception of garden waste) collected for recycling or composting.
- Weekly food waste collections must be in place by 31st March 2026 from all households (with anaerobic digestion the preferred treatment option).
- Weekly food waste collections from all appropriate businesses must be in place by 31st March 2025, although not necessarily collected by Council-run collection services.
- Recyclable plastic film to be collected by 31st March 2027 (households and businesses).
- Cartons for food, drink and other liquids to be collected by 31st March 2026 (households and businesses).
- Garden waste collections must be offered by all councils (by 31st March 2026) – but can still be charged for.

At the time of writing this strategy (April 2024), Defra are currently seeking views on statutory guidance including service standards for collection arrangements and frequency. The consultation states that Defra *"will consider whether a recommended minimum service standard of alternate weekly collection for residual waste (alongside weekly food waste collection) might be appropriate, subject to an assessment of affordability and value for money".* This proposal is subject to consultation with local authorities and will be confirmed in the statutory guidance. Defra have confirmed that a consultation on Statutory Guidance will be issued in the near future.

Extended Producer Responsibility

Extended Producer Responsibility (EPR) is a policy approach, designed to shift the responsibility for managing and financing the handling of post-consumer waste from local authorities (and therefore taxpayers) to producers. The current EPR proposals are focused on packaging, although in future it is expected that this policy approach may also be implemented to other waste types. The packaging EPR framework aims to encourage packaging producers to take greater responsibility for the environmental impact of their products throughout their lifecycle, including the end-of-life stage. EPR will work on the 'polluter pays' principle and is likely to be implemented through fiscal incentives.

Under the packaging EPR system, producers are required to take specific actions to minimise the environmental impact of their products, such as reducing waste, increasing the recyclability of packaging, and promoting eco-design principles. This includes placing the financial responsibility for the collection, processing, and disposal of the products once they become waste.

EPR is a policy approach through which producers are responsible for a product throughout its lifecycle, including post-use. The EPR scheme for packaging is designed to incentivise producers in designing products which make it easier for them to be reused, repaired or recycled, moving waste up the hierarchy.

The UK Government's response to the Extended Producer Responsibility consultation was published in March 2022. The response confirmed the original consultation proposal that *"Payments to local authorities for the cost of managing packaging waste generated by households, both packaging waste that is collected for recycling and packaging waste disposed of in residual waste, will be made under the packaging Extended Producer Responsibility scheme".* The amount of money available to Local Authorities to deliver efficient and effective recycling services will be confirmed in November 2024

EPR is set to be implemented from October 2025. Local authorities are likely to begin to see a reduction in overall volumes of packaging waste as well as a change in formats of packaging that are easier to reuse and/or recycle, helping to reduce waste and boost participation in recycling from residents.

Deposit Return Scheme

The Deposit Return Scheme (DRS) proposal is a system designed to encourage the return and recycling of beverage containers, such as bottles and cans. The proposed scheme involves charging a small deposit fee on each container at the point of purchase, which is refunded to the consumer when they return the empty container to a designated collection point.

The main objective of DRS is to reduce litter, increase recycling rates, and promote a circular economy by incentivising consumers to return their containers for closed loop recycling.

The scheme aims to create a financial incentive for individuals to participate in recycling efforts and ensure that containers are not discarded in the environment. The scheme aims to ensure that 85% fewer drinks containers are discarded as litter after three years following launch.

In January 2023, Defra published its response to the latest round of consultations on the DRS. Defra confirmed the ability for local authorities and waste operators to redeem deposits on items collected through kerbside collection systems, separated and returned to the scheme. Following announcements in late April 2024 the scheme for England, Wales and Northern Ireland will be delayed until 2027.

With high levels of participation for DRS, the amount of drinks cans and plastic bottles entering kerbside collections and street litter bins should fall significantly. Along with overall reduced volumes of packaging through EPR, this has the potential to impact the volume of material required for collection and processing, which in turn may impact on fleet efficiency and contractual arrangements through the waste transfer stations (WTS) and the materials recovery facility (MRF). It is therefore important to factor these potential changes into any future strategy.

Circular Economy Package 2020

In 2020, the UK approved its own Circular Economy Package (CEP), implementing many of the measures adopted by the European Commission to deliver circular economy led improvement measures in waste management across the EU. Key proposals were transposed into UK law through amending existing waste management legislation, particularly the Waste Framework Directive, the Landfill Directive, the Packaging and Packaging Waste Directive and the various pieces of legislation pertaining to End-of-Life Vehicles (ELV), and batteries collection, treatment and disposal.

The CEP recommits the UK to mandatory recycling targets, transposed into law through the Waste Framework Directive. These include:

- 55% municipal re-use and recycling target by 2025;
- 60% municipal re-use and recycling target by 2030; and
- 65% municipal re-use and recycling by 2035

The CEP introduces "*a revised legislative framework, identifying steps for the reduction of waste and establishing an ambitious and credible long-term path for waste management and recycling".* This includes strengthened provisions on waste prevention, specific food waste prevention (Articles 9 & 29), and preparing for re-use (Article 11(1)), again legislated through the Waste Framework Directive.

Environmental Improvement Plan 2023

The 25 Year Environment Plan was adopted in 2018, setting out the UK Government's 10 environmental goals, focussing on biodiversity, clear air, clean water, protecting wildlife, reducing Environmental Hazards, minimising waste and combatting climate change. The Environmental Improvement Plan was released in February 2023, to review the goals of the 25-Year Environment Plan 2018 and set out further plans for delivering those goals.

The plan outlines a number of interim, non-statutory targets that underpin the waste reduction target to halve residual waste produced per person by 2042. This includes the following interim targets by 31 January 2028:

- Reducing total residual waste (excluding major mineral waste) to 437 kg/capita per year maximum
- Reducing municipal residual waste to 333 kg/capita per year maximum
- Reducing municipal food waste to 64 kg/capita per year maximum
- Reducing municipal plastic waste to 42 kg/capita per year maximum
- Reducing municipal paper and card waste to 74 kg/capita per year maximum
- Reducing municipal metal waste to 10 kg/capita per year maximum
- Reducing municipal glass waste to 7 kg/capita per year maximum

Carbon reduction targets

In 2019, the UK Government became the first major economy in the world to set a legally binding target to achieve Net Zero Greenhouse Gas (GHG) emissions from across the UK economy by 2050. Through the Climate Change Act, the UK Government is committed by law to reducing GHG emissions by at least 100% of 1990 levels (net zero) by 2050.
In 2019, the Councils each declared the ambitious target of achieving net zero emissions by 2030. Lambeth Council was the first London Borough to declare a climate emergency in response to the threat of global warming.

In July 2023, the UK Government published their intention to include energy from waste (EfW) facilities in the UK Emissions Trading Scheme (ETS) from 2028. This was in response to the Climate Change Committee's 2021 progress report which stressed that the Government needs to address emissions from EfW. The inclusion of EfW in the UK ETS will take effect from 1st January 2028 and it is anticipated that it will support the UK Government's target to halve residual waste arisings per capita by 2042 (from 2019 levels).

The UK Government is currently exploring new ways to monitor the performance of resources and waste management. This could include a move away from weight-based performance metrics (such as tonnage-based recycling rates) and towards impact-based targets and reporting, focusing initially on carbon and natural capital accounting (i.e. value of available natural resources). The benefit of this is to remove an incentive for the recycling of heavier materials over those that may offer greater environmental benefits through recycling. It is important therefore for the Partner Authorities to work together to develop suitable measuring and monitoring frameworks for the Strategy so that the impacts of resources and waste management can be appropriately reported at a local level.

REGIONAL POLICY

The Mayor of London is required by the Greater London Authority (GLA) Act 2007 to produce a municipal waste management strategy for London. Since 2018 this requirement has been fulfilled through the London Environment Strategy (LES)[1], the first integrated environment strategy for London.

The LES is based on four main objectives for waste:

- To reduce waste and the use of single-use packaging;
- To ensure valuable resources are kept in use for as long as possible through reuse or recycling;

[1] London Environment Strategy | London City Hall

- To maximise the availability of recycling facilities and reuse services to ensure there is enough infrastructure in London to support the shift towards a circular economy;
- To make the most of those materials that can't be reused or recycled, by using them to generate low carbon energy.

Within the LES, the Mayor has set targets for the consistent collection of certain material streams, landfilling and recycling of municipal waste and reduction in food waste. These have been set at a London-wide level and the Mayor has chosen not to set individual waste management targets for individual boroughs, instead expecting each of them to provide consistent collection services to residents and continually improve performance to contribute to London-wide targets.

The LES sets the ambition for London to be a zero-waste city, sending no biodegradable or recyclable waste to landfill by 2026 and achieving a 65% municipal waste recycling rate by 2030. As an interim target the Mayor expects waste authorities to collectively achieve a LACW (i.e. all waste collected by local authorities) recycling target of 50% by 2025. Authorities should also make a fair and proportionate contribution to the collective target of 45% household waste recycling rate by 2025 and 50% household waste recycling rate by 2030.

The LES also sets out that by 2020 all London boroughs should collect the six main dry recyclables (glass, cans, paper, card, plastic bottles and mixed rigid plastics (tubs, pots and trays)) from all households. A separately collected weekly food waste collection service should also be provided, including from flats where practical and cost effective. It is noted that more support and funding is needed to increase recycling performance in flats.

With regard to food waste reduction, the Mayor has set a target to reduce food waste by 20% per person by 2025 in line with the Courtauld Commitment and by 50% by 2030, in line with the United Nations Sustainable Development Goal (SDG) 12.3[2].
The LES also has a strong focus on the reduction in single use plastic waste and the Mayor has installed drinking fountains and supported other initiatives to reduce single use water bottles across the city.

Each London borough is expected to demonstrate, through their Waste Reduction and Recycling Plans (RRPs)[3], their actions for cutting waste and boosting recycling and contributing to London's overall performance over a four-year period. The RRPs are used to drive and promote local activity and are individually approved by the Mayor. The current RRPs focus on a two-year period from April 2023 to the end of March 2025, with authorities expected to continue to work on their identified RRP actions until a new RRP is approved.

The GLA has developed the emissions performance standard (EPS) to assess the GHG emissions associated with the collection, treatment, energy generation, and final disposal of LACW. Meeting the EPS is best achieved by:

- reducing waste and increasing reuse
- maximising recycling rates, targeting materials with high embodied carbon (plastics, metals, and textiles)
- generating low carbon energy from organic waste (for example anaerobic digestion of food waste)

[2] UN Sustainable Development Goals, Goal 12: Ensure sustainable consumption and production patterns
[3] Waste Reduction and Recycling Plans (RRPs) - London Datastore

- using waste derived fuels (as a transition fuel) and other low CO_2 transport options
- making sure only truly non-recyclable waste is going for energy generation; and
- avoiding landfill

Boroughs are asked to report this on progress within their RRP updates but no specific targets are set within the LES for GHG reduction associated with waste management. In addition, a minimum carbon emissions performance standard has been set to help decarbonise London's energy supply through incineration of non-recyclable waste.

In 2022, the GLA released a report *Analysis of a Net Zero 2030 Target for Greater London*[4] to reflect the growing national ambitions for tackling climate change. In the report, the Mayor commits to a net zero target for London for 2030, bringing forward the original deadline of 2050 set by the *Zero Carbon London: A 1.5°C Compatible Plan*[5] in 2018.

AFFORDABILITY

Partner Authorities recognise the importance of delivering the waste collection and treatment services in the most cost-effective way. The key to providing an affordable service is through the prevention of waste altogether. This reduces the cost of collecting waste and the processing and treatment fees paid by the Western Riverside Partners to its contractors. Alternatively, diverting more materials for repair and reuse will provide economic benefit.

Without changing current operations or behaviours, the increase in households will lead to **more waste** produced in the future, which will continue to drive up costs. It is therefore imperative that Western Riverside Partners, residents and businesses implement the principles of the waste hierarchy to reduce pressure on future council budgets and therefore its taxpayers.

[4] Element Energy (for GLA), 2022, Analysis of a Net Zero 2030 Target for Greater London

[5] GLA, 2018, Zero Carbon London: A 1.5°C Compatible Plan

CURRENT CONTEXT IN WESTERN RIVERSIDE PARTNERSHIP AREA

LOCAL AREA AND DEMOGRAPHICS

Demographics and the nature of the local area are important factors in understanding the current context for resource and waste management, and to help define future strategic aims and what may be possible. This is because data and research consistently demonstrate trends in waste management performance which are linked to key attributes such as how urbanised or rural an area is, or the demographics of a population. For example, areas that are very densely populated often have fewer gardens, meaning lower amounts of garden waste collected which can then result in lower recycling rates as garden waste collected for compost counts towards recycling figures (and generally weighs more than other recyclables like paper and plastic, which means it accounts for a larger proportion of the weight of the waste).

Understanding the specific context of the area enables the Western Riverside Partners to set realistic but ambitious targets and ambitions for improving their waste and resources management services within their own specific limitations.

The Western Riverside Area i.e. the London Boroughs of Hammersmith & Fulham, Lambeth and Wandsworth and the Royal Borough of Kensington and Chelsea have a combined population of 975,000[6], with 496,000 households covering an area of 35 square miles, making it one of the highest population density areas in England with around 29,000 people per square mile. Of these households, 75% reside in flats, maisonettes or apartments and it is therefore unsurprising that the Partner Authorities are among the most densely populated boroughs in London.

The area consists of a diverse mix of cultures and backgrounds, with some extremely affluent areas intertwined with areas of high poverty and social housing.

Further details on deprivation, occupancy rates for bedrooms and household composition, economic activity, ethnicity and household tenure across the Western Riverside Partners and in comparison to London can be found in Appendix 2

PRACTICAL BARRIERS AND LIMITATIONS

A number of studies have identified common barriers to recycling, many of which are applicable to the Western Riverside area. Within the WRAP (The Waste and Resources Action Programme) Barriers to Recycling at Home[7] study the following universal barriers were identified:

Situational barriers – including not having adequate containers, a lack of space for storage, unreliable collections, unable to get to bring sites;

- Lack of space for storage within a property is a common challenge for those residents living in flats or in Houses of Multiple Occupancy (HMOs)

Behaviour – for example household disorganisation, being too busy with other preoccupations, difficulties in establishing routines for sorting waste and remembering to put it out on collection day;

- Examples of behavioural barriers include putting things in the recycling even if the resident is unsure it can be recycled, which can cause contamination of the recycling

[6] ONS 2022
[7] Barriers to recycling at home | WRAP

Lack of knowledge – such as knowing what materials to put in which container, and understanding the basics of how the scheme works; and

- High levels of transience (residents moving often), combined with a lack of information provided to tenants about services, can limit recycling

Attitudes and perceptions – such as not accepting there is an environmental or other benefit, resistant to householder sorting, and not getting a personal motivational reward from recycling.

- Ease of throwing everything into one bin combined with not having anywhere to store recycling can limit recycling

WRAP's Recycling Tracker[8] (Spring 2023) identifies that age profiles and home ownership affects recycling rates. Residents between 18-35 record lower rates of recycling, and home owners tend to recycle more than people who rent their homes.

ReLondon has produced a report about recycling in flats[9], which noted that people who live in these types of property recycle much less than those who live in houses.

However, despite the barriers identified, the Western Riverside Partners aspire to improve recycling rates in the future with the support of the community and businesses.

The Partner Authorities have identified measures that they will adopt to reduce waste, maximise recycling and reduce their environmental impact within their RRPs.

Key collaboration areas such as the standardisation of the waste collection system and the management of food and garden waste have been considered for the Partner Authorities.

As the Partner Authorities currently provide different collection schemes and as each Partner Authority has its own unique make-up of properties leading to differing constraints, it is noted that changes towards standardisation in current collection schemes are not practicable in some areas. For example, in households with a high level of deprivation, more challenging behaviour is typical with regard to recycling as sorting waste is not a high priority compared to putting food on the table.

Due to space limitations in parts of each of the Boroughs, particularly in areas with narrow streets and flat housing types, there is a lack of space for larger household and/or communal containers to be stored, which leads to a preference for more frequent collections to avoid the presence of overfilled containers and/or side waste on the residential streets. Likewise, these constrained properties are less likely to have the space needed to store food waste containers – either a smaller internal container or the larger external caddy – and they are less likely to have a need for garden waste collection or space to store a garden waste container or sacks.

In addition, typically poor performance observed in flats means recycling performance in the Western Riverside area is likely to be lower when compared to areas with more street-level houses. However, there will be a need to provide food waste collections and garden waste collections under the Simpler Recycling initiative – this will mean that food waste collections will need to be rolled out or expanded in to all properties (including flats) and garden waste collections will need to be introduced in Hammersmith & Fulham and Wandsworth.

[8] Recycling Tracker survey: Spring 2023 | WRAP
[9] Report - Making recycling work for people in flats - ReLondon

The nature of Inner London Boroughs, means that there are many narrow streets with heavy traffic to contend with. This makes it a priority to use services in these areas that will not cause further congestion. In some cases, this might limit the size of collection vehicle that is able to access certain areas.

While the Western Riverside Partners are keen to encourage behaviour change through initiatives such as reuse projects, it is noted that the current Smugglers Way and Cringle Dock WTS facilities are very much constrained in terms of space for these, both being bordered by the River Thames to the north, a road to the south and other occupied residential developments to the east and west.

Likewise, finding additional space will be extremely challenging due to the high population densities and lack of available land, unless there are opportunities to work with businesses/initiatives that already exist within the area.

All of the potential barriers and limitations set out in this section have been considered as part of this Strategy and have informed the ambitious, but realistic targets developed for the Western Riverside Partners.

CURRENT SERVICES

The Western Riverside Partners are responsible for collecting around 370,000 tonnes of municipal waste per annum (2022/23) through household and commercial collections and receipt of items at the Household Waste and Recycling Centre (HWRC) at Smugglers Way Waste Transfer Station (WTS) in Wandsworth. A second WTS is situated at Cringle Street in Battersea. Lambeth Council also has a dedicated Reuse and Recycling Centre for its residents at Vale Street[10].

Under current contractual arrangements, in place until 2032, all co-mingled dry recycling collected is handled through the Materials Recycling Facility (MRF) located at Smugglers Way Waste Transfer Station (WTS). Any non-recyclable waste is processed at the Riverside Resource Recovery Limited (RRRL) Energy-from-Waste (EfW) Facility in Belvedere. The waste is compacted into containers and transported to the site from the transfer stations by the river on barges. This provides a low emission method of transporting waste which helps to reduce traffic congestion and air pollution.

Figure 4: A barge transporting waste from WRWA to the EfW



[10] Reuse and recycling centres | Lambeth Council

Collections

In the financial year **2022/23**, approximately 287,000 tonnes of household waste was collected at the kerbside. Of this, around 65,000 tonnes (or 23%) were sent for recycling or composting through the various dry recycling, garden waste and trial food waste collection schemes.
Each Partner Authority provides its own collection system. The table below provides a summary of the standard household collection schemes for residual waste, dry recycling, food waste and garden waste in each of the Councils in 2022/23.

Table 1: 2022/23 Household Waste Collection Configurations of WRWA Partner Authorities

	Residual waste		Dry recycling		Food waste		Garden waste	
Authority	**Scheme**	**Frequency**	**Scheme**	**Frequency**	**Scheme**	**Frequency**	**Scheme**	**Frequency**
Hammersmith & Fulham	Sack collections	Weekly	Co-mingled	Weekly	Prototype scheme (~6000 properties)	Weekly	N/A	N/A
Kensington and Chelsea	Sack collections	Twice-weekly	Co-mingled	Twice-weekly	Prototype scheme (~6000 properties)	Weekly	Chargeable (£75.90/yr)	Fortnightly
Lambeth	Wheeled bin collections	Weekly	Co-mingled	Weekly	Co-collected with Garden Waste	Weekly	Chargeable (£75.80/yr)	Weekly
Wandsworth	Sack collections	Weekly	Co-mingled	Weekly	Prototype scheme (~2000 properties)	Weekly	N/A	N/A

Several schemes have changed this year (2024), including Lambeth moving to an alternate weekly collection of residual waste.
In 2022/23 only Kensington and Chelsea and Lambeth provided a garden waste service on a charged basis, although in July 2024 Hammersmith & Fulham will also be starting a garden waste collection service.

Waste Composition

A waste composition analysis was conducted on the collected residual waste sacks/bins in 2022, illustrating the typical make-up of waste thrown away by residents across the area (Table 2). Disposing of residual waste cost more than recycling so it's important to understand what's in the residual waste bin that could be recycled.
The analysis found that food waste comprises nearly 40% of the bin. Of the remaining items, approximately 25% comprised of items which could have been recycled either through the dry recycling and garden waste collection schemes from home, or through the HWRC (6% paper and card, 4% plastics, 4% glass, 4% textiles, 1% WEEE and 6% garden waste). 6% of the residual waste stream is currently made up of plastic films, which are not currently accepted through the dry recycling collection scheme, and 30% made up of other general waste such as nappies, tissues and smaller fractions.

Table 2: Average Waste Composition across the Western Riverside Partners

Category	Average composition across boroughs
Paper & card	5.9%
Dense plastic	3.7%
Plastic films	6.2%
Glass	3.5%
Metal	0.6%

Category	Average composition across boroughs
Textiles	4.0%
WEEE	0.6%
Garden waste	5.7%
Food waste	39.4%
Other (residual) waste	30.3%

CURRENT INITIATIVES

Alongside the delivery of collection treatment and disposal services the Western Riverside Partners deliver a wide range of initiatives to reduce waste, facilitate reuse, encourage repair, boost recycling and support the transition to a more circular economy. Initiatives are delivered locally by individual Councils or collectively as partners.

Supporting the Circular Economy

The circular economy is a system where materials never become waste and nature is regenerated. In a circular economy, products and materials are kept in circulation through processes like maintenance, reuse, refurbishment, remanufacture, recycling, and composting.
The four Partner Authorities each produce RRPs, to support the Mayor of London's strategies. These explain how they will prevent waste, increase reuse and improve recycling, supporting the transition to a more circular economy. The actions included within the RRPs will contribute to the goals and targets in the London Environment Strategy.
Examples of initiatives to prevent waste include:

- Home composting schemes – to promote reducing waste at source by offering subsidised home composting bins to residents through the 'Get Composting' scheme.
- Real nappies schemes – providing residents with free and discounted reusable nappy vouchers to promote the use of reusable nappies.
- Library of Things – a place where you can borrow useful household items for DIY, such as tools, cleaning equipment, gardening implements, events equipment, entertainment and more for a small hire fee per day.
- Contributing to London Councils One World Living (OWL) programme[11] – a collaborative scheme for local authorities within London to change residents' attitudes around sustainability, with a goal to reducing London's consumption emissions by two thirds by 2030. The programme focusses food, textiles, electricals and plastics.
- Developing Circular Economy Strategies to support the Councils, residents and businesses adopt and embed circular activities.

Residents are also encouraged to donate good quality items for reuse. Local outlets and organisations including Emmaus[12], Traid[13] and British Heart Foundation[14]are signposted on the Partner Authorities' websites as well as online platforms such as Freegle and Gumtree. Residents can also bring items to the HWRC located at Smugglers Way and deposit them in the reuse space where they can be accessed by the ReWork reuse project.

[11] One World Living | London Councils
[12] Donate goods - Emmaus UK | recycle your unwanted furniture
[13] Book a Free Clothes Collection to Donate to Charity Retailer TRAID
[14] Book a free furniture and electrical goods collection near me - BHF

The ReWork reuse project



The 'ReWork' reuse project[15] was established at Smugglers Way Transfer Station in 2011, following a successful funding application submitted to the London Waste and Recycling Board (LWaRB) and in partnership with Cory Riverside Energy. A workshop is based on site that is used to refurbish and test reusable large electrical appliances, bicycles and other household goods.

The project provides affordable items for people who need them and back-to-work opportunities for people who are long-term unemployed – delivering social value. It encourages the reuse of most easily reusable, repairable or recyclable bulky items which should be in good condition or in a repairable state.

It's operated by Groundwork London and with the support of WRWA and Cory, delivers three aims:

- Refurbishing and reusing unwanted domestics items, particularly white goods.
- Providing training and paid work experience to disabled and long term unemployed local people. There are now fifteen full-time members of staff in post and six trainees on waged work experience.
- Providing high quality affordable large electrical appliances to low-income families.

Reusable items are distributed through a wide variety of London charities and it is this access to a large number of varied outlets that is one of the major strengths of the scheme and what sets it apart from others.

In 2022/23, 4,500 electrical items were refurbished in the workshop including washing machines, fridges, cookers, microwaves and other household electrical goods. These appliances that would have been scrapped, recycled or sent to landfill, are returned to full working order and given a second life.

Education programme

The Western Riverside Partners place great importance on education, and deliver a range of behaviour change activities encouraging residents to recycle more and waste less. Education specific activities are delivered on site at the Smugglers Way Visitors Education Centre or as part of a schools outreach programme, which include:

- Free class trips for Key Stage 1 and above

[15] Reuse Workshop - WRWA

Pupils and staff groups from the Western Riverside Partners are able to visit the Waste Education Centre to see what happens to their waste and recycling and learn the importance of the 3 R's – Reduce, Reuse and Recycle. Visitors can observe the unloading of collection lorries, see the cranes which lift containers of waste onto barges on the Thames, watch the machine sorting of recyclables and meet the composting worms.

- Adult group tours

  Open to residents and businesses of the Western Riverside area, tours of the Smugglers Way site are provided with regular free daytime tours running throughout the year on request.

Online resources are also available including:

- Food waste reduction in schools - A series of resources are available online to support schools with tackling food waste, including ideas for engaging children in reducing their food waste and support with setting up 'cook-to-order' systems.
- Home learning - WRWA's website provides worksheets for Key Stage 1 and 2 to learn about reducing, reusing and recycling their waste.

Supporting Education

The education officers have responsibility for using the Visitors Education Centre to host and conduct educational talks and tours for schools, colleges, community groups, residents' associations and other interested parties based in the Western Riverside area, with particular emphasis on the three R's and the importance of recycling correctly. Their responsibilities also include the promotion of these education services and outreach work in schools within the area.

By the end of the 2022/23 school year 114 class visits had been hosted at Smugglers Way and 31 in-school workshops had been provided. In addition to their work with schools, the Team also worked with local residents, community groups and universities and the Team have continued to run regular visits to site. In 2022/23, there were 24 on-site adult tours and three off-site visits.



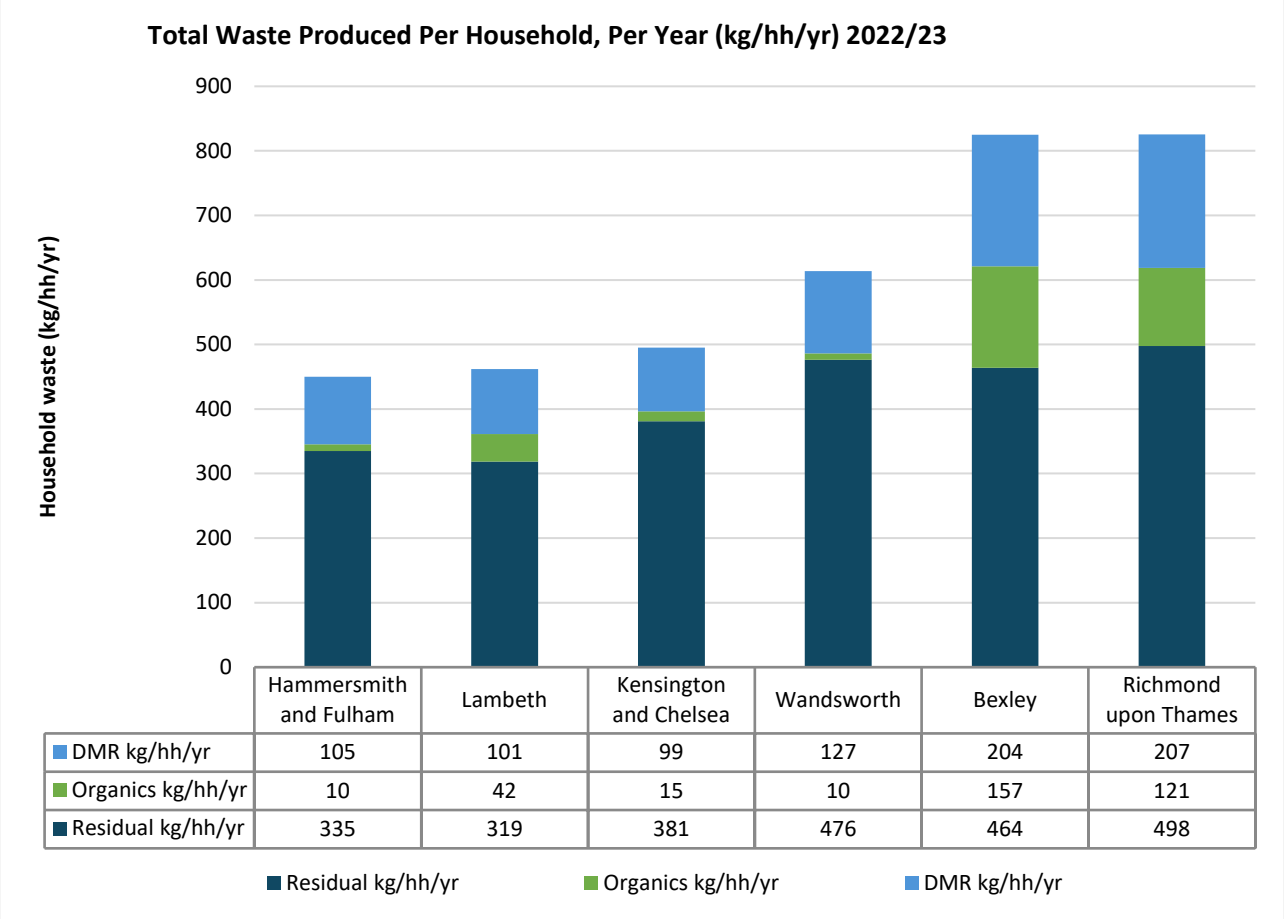
CURRENT PERFORMANCE

Leading the way

The Western Riverside Partners are leading the way on reducing residual waste. There has been a steady decline in residual waste collected per household, falling from 462.9 kg/hh/yr in 2018/19 to 408.5 kg/hh/yr in 2022/23. This is amongst the **lowest level of waste generation** of all local authorities in England and in terms of the waste hierarchy is the best possible approach to managing waste.

Figure 5 below, shows the lower levels of residual waste arisings compared to two outer London Boroughs where gardens are more plentiful and garden waste is collected.

Figure 5: Total Waste Produced Per Household, Per Year (kg/hh/yr)



	Hammersmith and Fulham	Lambeth	Kensington and Chelsea	Wandsworth	Bexley	Richmond upon Thames
DMR kg/hh/yr	105	101	99	127	204	207
Organics kg/hh/yr	10	42	15	10	157	121
Residual kg/hh/yr	335	319	381	476	464	498

The Western Riverside Waste Authority had a household recycling rate of 24.3% in 2022/23, placing it collectively in 334th place out of 343 English local authorities. The collective recycling rate is significantly below England's average of 43.3% and the lowest among the London joint waste disposal authorities; West London Waste Authority (36.1%), East London Waste Authority (31.0%) and North London Waste Authority (30.6%) for the same year.

In the past five years, recycling rates across England have declined slightly, including in London, but the Western Riverside Partners remain comparable with other London local authorities (Figure 6) for dry mixed recycling, featuring in the top 50% overall and amongst the best inner London boroughs. Performance improvements could be made on organics in terms of food waste, but as previously discussed garden waste contributions are reliant on households having gardens and 75% of households in the areas are flatted properties.

Figure 6: 2022/23 Recycling Rates for dry recycling and organics, London Authorities

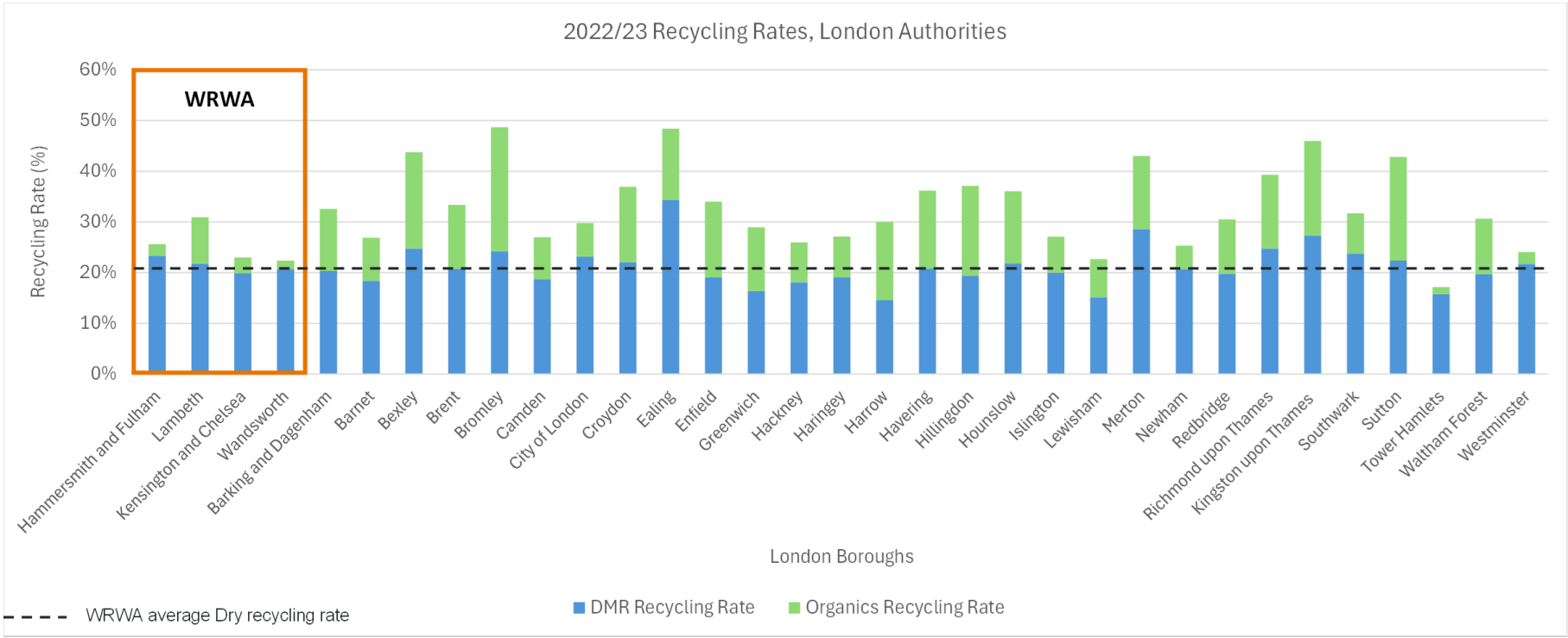
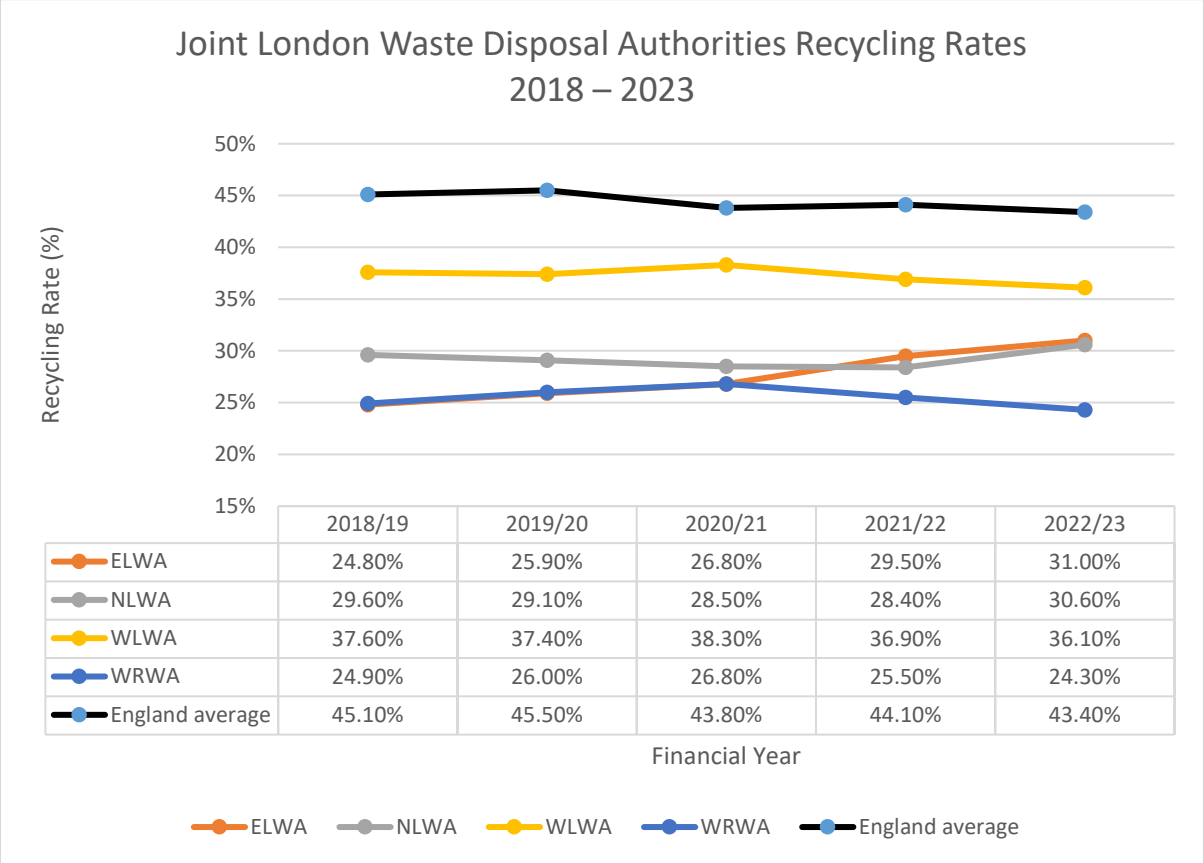


Figure 7 shows the recycling rate for the Western Riverside Partners over the last five years, compared with the same data for the other London joint waste disposal authorities.

Figure 7. WRWA and other joint London waste disposal authority recycling rates 2018 – 2023[16].



	2018/19	2019/20	2020/21	2021/22	2022/23
ELWA	24.80%	25.90%	26.80%	29.50%	31.00%
NLWA	29.60%	29.10%	28.50%	28.40%	30.60%
WLWA	37.60%	37.40%	38.30%	36.90%	36.10%
WRWA	24.90%	26.00%	26.80%	25.50%	24.30%
England average	45.10%	45.50%	43.80%	44.10%	43.40%

Recycling capture rates

Based on waste collections in 2022/23, the capture rates for each recyclable material are presented below (Table 3). The capture rate represents how much of the recyclable material has been captured in the recycling bin and how much remains in the residual bin.

The Western Riverside Partners have high recycling capture rates for recyclable card and cardboard of 78%. Recyclable glass also has a high capture rate of 66%. These materials are closely followed by recyclable steel, aluminium and paper which have capture rates of between 57% and 60%.

As previously mentioned, only one Partner Authority out of the four has a food collection service for all street-level properties (although others are conducting trials), this reflects the opportunity to increase the food waste capture rate from 7%. Similarly, for garden waste, only two of the four Partner Authorities offer a garden waste collection service, which is reflected in the capture rate of 15%. For textiles as well, although each of the Partner Authorities have bring banks for clothes (and shoes) these aren't captured at the kerbside. Residents are advised to check their Local Authority's website for the latest updates on what can be recycled.

[16] https://www.letsrecycle.com/councils/league-tables/

Table 3: Material Capture Rates

Material	Capture rate (%)	Remaining in residual (%)
Recyclable paper	57%	43%
Recyclable card & cardboard	78%	22%
Liquid cartons	36%	64%
Plastic bottles	47%	53%
PTTs	35%	65%
Recyclable glass	66%	34%
Steel	60%	40%
Aluminium	60%	40%
Textiles	7%	93%
WEEE	17%	83%
Garden waste	15%	85%
Food waste	7%	93%

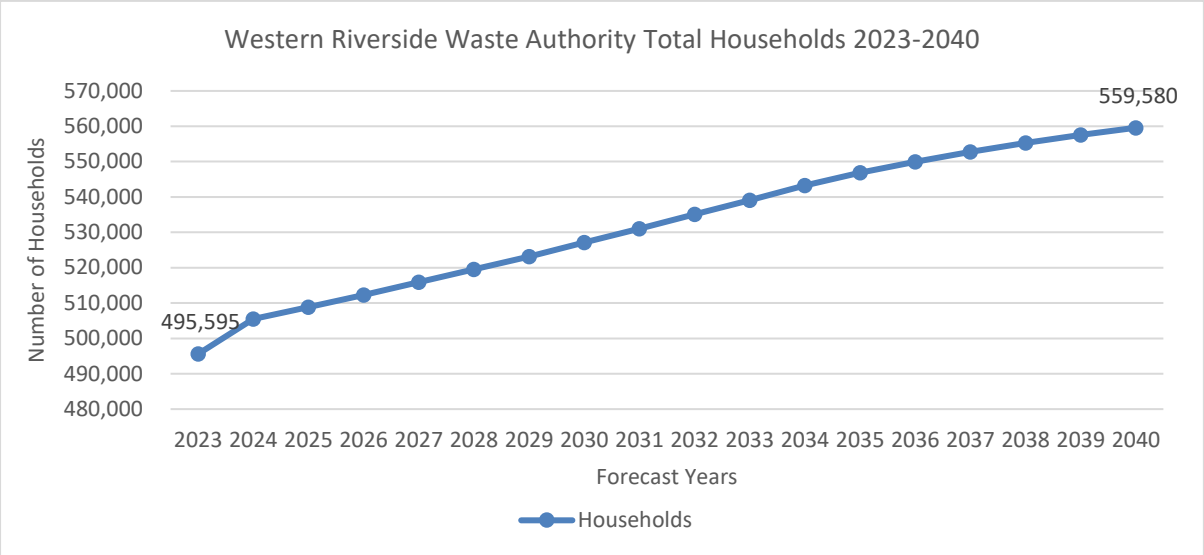
PREPARING FOR THE FUTURE

In order to prepare for the future, there is a need for this Strategy to consider how key factors may change over time, including population growth and the amount of waste which is produced within the Western Riverside area. This section looks at future projections to help understand the challenges that will be faced, and to inform the development of the Strategy so that it takes into consideration these key factors.

Household growth

The graph below shows the projected total number of households for the Partner Authorities for 2023 to 2040.

Figure 8. Projected total number of households for WRWA 2023-2040

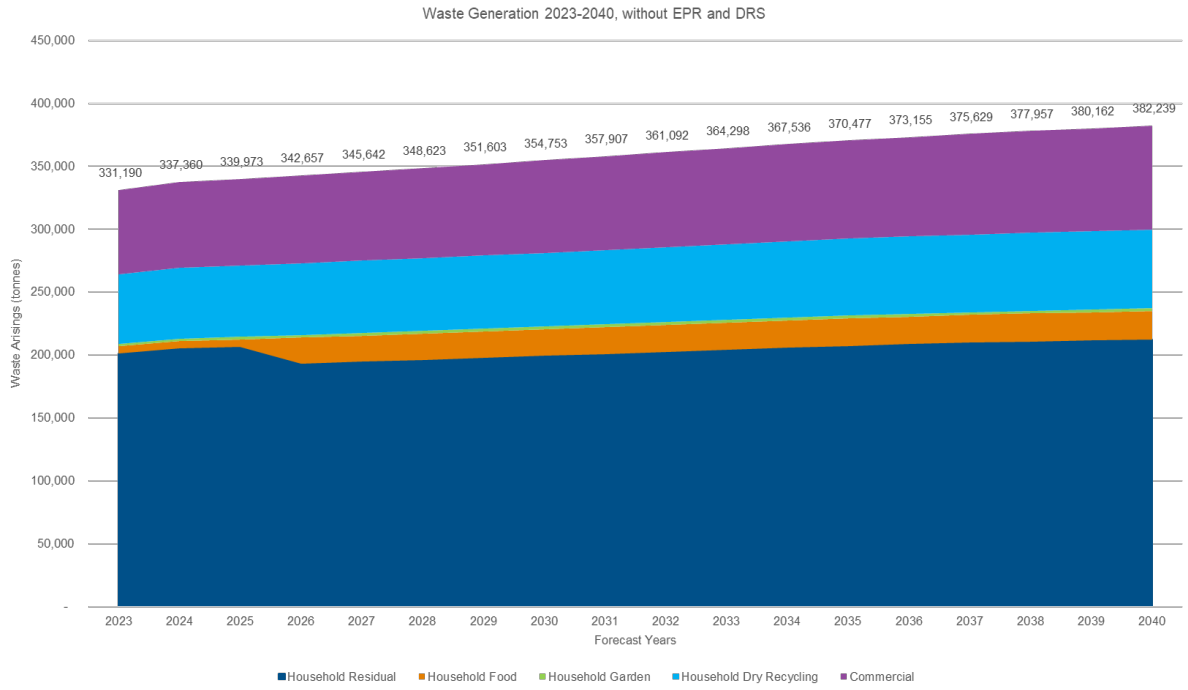


The total number of households is expected to increase by 13% from 495,595 households in 2023 to 559,580 households in 2040.

Waste arisings

It is reasonable to expect that the population within the Western Riverside area will increase along with this projected increase in the number of households, which means there will be more people producing waste. Figure 9 shows the projected waste arisings, assuming that the amount of waste generated per household remains the same – i.e. that there is no change in waste generation as a result of policy changes such as Simpler Recycling, EPR and DRS. The graph below also takes into account the rollout of food waste borough-wide in 2026 in accordance with policy requirements.

Figure 9. Waste generation 2023-2040, without EPR and DRS



Key forecast headlines

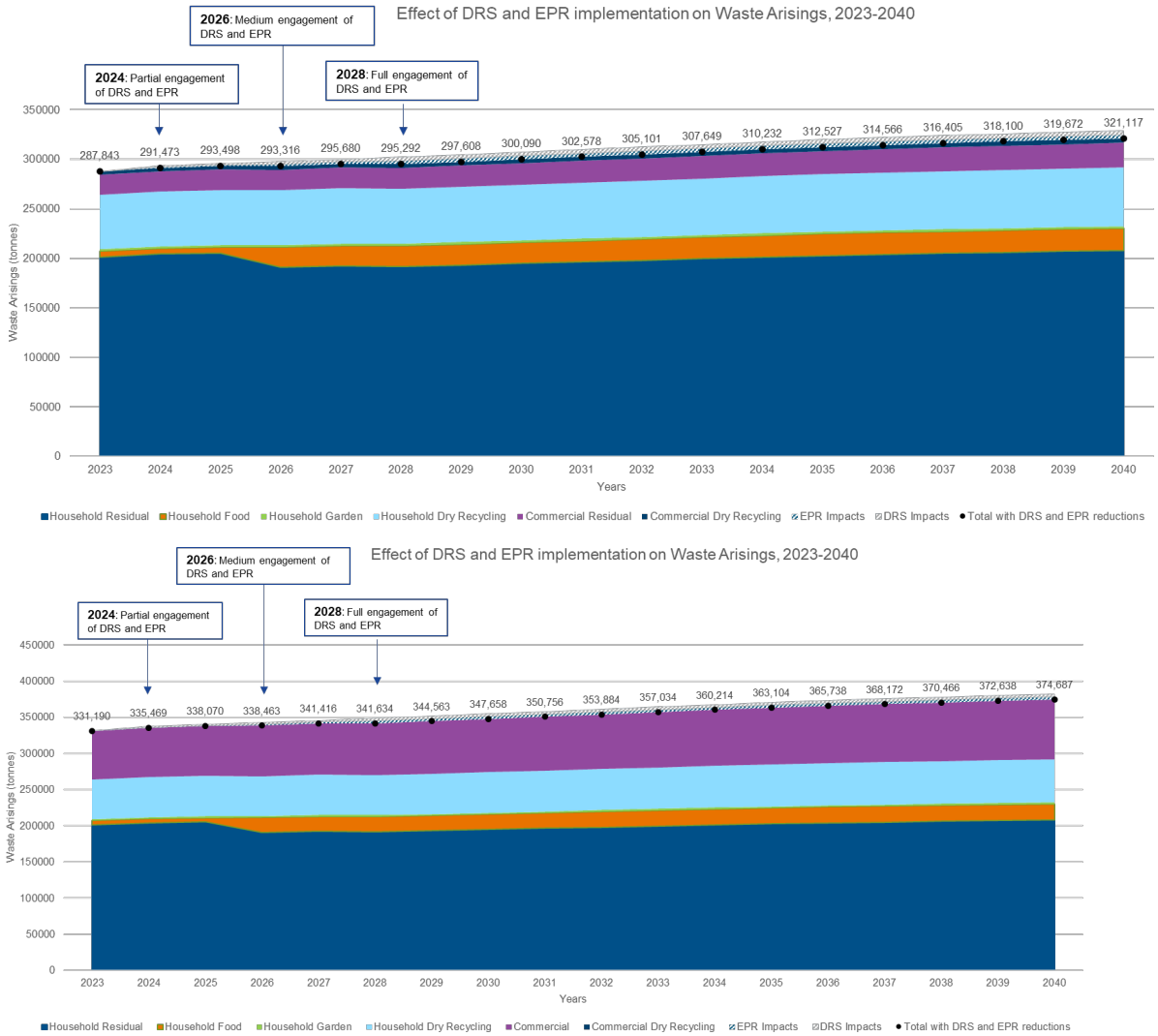
The above graph shows that, without changes to policy, it is likely that there will be an increase in waste arisings as a result of population growth.

The increase in the number of households and associated increase in waste arisings as well as the roll out of new collections such as food waste, will result in increased requirements for waste collections and processing. As a result, more vehicles and staff will be required to collect waste within the Western Riverside area, which will result in additional costs for waste collections and may place pressure on depots for vehicle parking.

There will also be a requirement for additional capacity for handling and processing this waste, which would place additional demands on existing infrastructure including the Smugglers Way and Cringle Dock waste transfer stations, the HWRC, and other processing infrastructure such as residual waste processing at the EfW and dry recycling processing at the MRF.

Figure 10 provides a forecast of municipal waste arisings taking into account projected impacts of policy changes.

Figure 10. Projected impact of EPR and DRS on Waste Generation 2023-2040



The graph shows that the combined effects of DRS and EPR could lead to an estimated 2.2% reduction in household residual waste and 4.7% reduction in household dry recycling waste in 2040. Some waste streams including household food and garden waste will not be affected by the EPR and DRS policies.

Overall, there could be an average reduction of 2.5% in total household waste generated in 2040 if EPR and DRS are implemented.

Costs associated with waste management

A significant proportion of the costs for managing waste are associated with residual waste treatment. For 2022/23 the combined collection and treatment costs for the Western Riverside Partners totalled £61 million, and approximately 52% of this was for residual waste treatment. The balance of costs consisted of waste collections and the processing of recyclables.

The cost (£/tonne) of residual waste processing is likely to increase significantly in coming years. From 2028, the UK Emissions Trading Scheme (UK ETS) will apply to waste incineration, meaning that there will be a 'cost of carbon' which will need to be taken into account for residual waste processing. The intention of the UK ETS applying to waste incineration is to financially incentivise the reduction of residual waste arising (particularly plastic waste) and to promote decarbonisation of the energy from waste sector through initiatives such as Carbon Capture and Storage. As such, it will be important for the Western Riverside Partners to reduce residual waste arisings in order to mitigate the potential cost increases. Early estimates by the Environmental Services Association put the price of carbon to be between £40 - £150/tonne, which would mean significant additional costs for the Western Riverside Partners. In the context of increasing households / population, this will mean reducing the amount of residual waste generated in each household which can be achieved either by reducing overall waste arisings through waste prevention and reuse initiatives and by increasing the proportion of material which is recycled. Implementing circular economy principles, introducing new recycling services, expanding existing recycling services, and undertaking communications with residents and business are ways in which this could be achieved.

Funding for waste management services

The packaging EPR initiative has a core theme to implement the 'polluter pays' principle, which will mean passing the cost of dealing with packaging waste on to the producers of the packaging material. At present, local authorities pick up the cost of dealing with this packaging waste through waste management services. Whilst the details of the mechanics for the EPR cost system are currently being worked up by Government, it is understood that the intention will be to provide EPR payments to local authorities to help pay for the costs of managing the packaging waste. This should mean that the Western Riverside Partners will be financially compensated for managing these wastes, although the value of these payments is not yet clear.

Based on this knowledge, the Western Riverside Partners will aim to reduce the cost of residual waste treatment by encouraging residents and businesses to reduce waste, repair and reuse items and recycle more, which will have the benefit of reducing both collection and disposal costs.

VISION, THEMES AND ACTION

Vision setting is a key step in the development of the Strategy. The vision sets the level of ambition and the collective priorities of the Western Riverside Partners to drive change while ensuring that these changes can be realistically achieved.

Officers and Elected Members from the Western Riverside Partners collectively developed a vision and selected 9 strategic themes reflecting the high ambitions of the WRWA Partners. In general Officers and Elected Members believe that current performance is good in terms of waste reduction and performing in line with that of similar authorities and partnerships within London for recycling, but that additional efforts need to be made so that it can become a leading example of good waste management practices of all similar authorities in the UK.

The Western Riverside Partners recognise that more can be done to minimise waste arisings, maximise reuse opportunities and divert more recyclables from residual waste into recycling. Unavoidable waste will be converted into heat and power through EfW treatment in preference to other disposal options.

A collective draft vision statement for the Strategy has been agreed:

"The Western Riverside partners will work together with our residents and businesses to prioritise waste prevention, reduce our carbon emissions and environmental impacts, and provide customer focused waste and recycling services that maximise value from the materials we manage."

ACTIONS TO MEET PRIORITIES

To achieve the Vision of this Strategy, the Western Riverside Partners, residents and businesses will need to work together to drive change.
Through engagement with Officers and Elected Members, a set of strategic themes and actions, aligned to aspirations have been identified to help achieve the Vision, focusing on key areas including waste prevention, enhanced customer service and a reduction in environmental impact.
The actions have been grouped under four areas, which will have dedicated action plans within which the individual actions can sit, and progress can be monitored. The action plans will be developed following adoption of the Strategy. Actions under 'Delivering Best Value and preparing for the future' will be monitored as part of the WRWA annual review process.

- Transitioning to a circular economy
- Achieving Net Zero
- Collaborating and Communicating to amplify our impact
- Delivering Best Value and preparing for the future

Actions will also cross-reference to existing actions outlined in the boroughs Waste Reduction and Recycling Plans (RRPs).
Each of the actions link to one (or more) of the nine strategic themes:

1. Customer Service
2. Low Carbon
3. Financial Considerations
4. Waste Prevention
5. Flexibility
6. Deliverability
7. Increased Recycling
8. Meeting Government Changes
9. Collaboration

TRANSITIONING TO A MORE CIRCULAR ECONOMY

Waste prevention, reuse, repair and recycling all form part of the circular economy, with reducing the amount of waste produced providing the greatest environmental and cost benefits. Through making considered choices when purchasing items, waste can be reduced. This includes buying items with longer lifespans, choosing items which can be easily repaired, avoiding food leftovers and using refillable containers.

Donating items for reuse and buying reused items also provides environmental and cost savings with the additional benefits of social value including job creation and skills development.

For those items that can't easily be prevented or reused then recycling is the next best option and there are opportunities to increase recycling levels across the Western Riverside Partners. Studies on the composition of the residual waste generated in the area show that nearly a quarter of sack/bin collections contain waste that could be recycled or composted through services that are currently provided to residents. Further participation from our residents to capture these valuable materials and ensure that the right items are being placed in the right container, reducing contamination.

Actions to support the transition to a more circular economy	Linked themes
Develop a circular economy action plan, which will allow the Western Riverside Partners to investigate and plan for all identified waste prevention, reuse, repair and recycling actions.	4
Develop a social value policy and investigate options for measuring social value across the range of activities the Western Riverside Partners deliver	
Continue to promote existing waste prevention activities and promote / signpost new activities across a range of areas including (but not limited to) real nappy schemes, sanitary wear, textiles repair, repair cafes, give and take days, swishing events for clothes, toy libraries, home and community composting.	4
Support the Mayor's target to reduce food waste by 50% by 2030, through promotion of food waste reduction initiatives and support of local and national food waste reduction campaigns.	4
Maximise and promote opportunities to reuse items in good cosmetic condition, encouraging residents to book a reuse collection	4

Actions to support the transition to a more circular economy	Linked themes
service for items that are in good condition, rather than Bulky Waste collection service for disposal of items they no longer need or want.	
Seek opportunities to adjust Bulky Waste collection services to enable more reuse of bulky household items.	4
Investigate opportunities to set up and operate one or more 'reuse hubs / shops' located in the Western Riverside area to provide more sites for repair and reuse where residents can 'bring and buy' a range of household goods delivering cost savings and social value.	4
Engage with Partner Authority planning teams to identify opportunities where circular economy can be embedded into planning policy	
Expand food waste collection services to non-domestic premises by 2025 by 31st March 2025 and all households by 31st March 2026 in line with the Environment Act 2021. Explore the provision of food waste collections for businesses.	7, 8
Explore opportunities to expand household collections to include: • Aluminium foil, food trays and aerosols • A wider range of packaging and containers • Textiles, small WEEE and batteries • Recyclable plastic film (required by March 2027) Where economic to do so and where relevant markets exist for recycling.	7, 8
Identify opportunities to extract more recyclable material from bulky waste, street cleansing waste and fly tipped materials and investigate options for recycling other materials such as mattresses.	7
Identify opportunities to increase recycling rates in flats, utilising ReLondon's Toolkit - Flats Recycling Package, or other suitable approaches.	7
Meet a minimum performance of 35% LACW by 2030, with stretch targets of 38% by 2030 and 50% by 2040. Meet a minimum performance of 30% HHW recycling by 2030, with stretch targets of 33% by 2030 and 45% by 2040	7
Work towards the Government target for reducing municipal residual waste to 333 kg/capita per year by 2042, as outlined in the Environmental Improvement Plan 2023.	7, 8
Identify options for a garden waste collection service for those areas that have gardens but don't currently have access to a service.	7, 9

ACHIEVING NET ZERO

The reduction of carbon emissions is crucial to mitigating the risks and impacts of global warming. Reuse and recycling of items removes the need to produce further products from precious raw materials, while preserving the energy embedded in them during production. Reducing the environmental impact of collecting and treating WRWA's waste is important in reaching net zero goals. By adopting circular economy principles, maximising resources and ensuring no waste is sent to landfill, the environmental impacts of the waste service can be reduced.

Actions to achieve Net Zero	Linked themes
Identify key areas of focus to reduce emissions through the development of a Net Zero action plan.	2
Quantify the GHG emissions across the whole service in a clear, transparent and accountable way.	2
Contribute towards the Mayor's net zero plan for London for 2030 by reducing waste emissions, adopting the principles of the waste hierarchy.	2, 4, 7
Continue to send all truly non-recyclable waste to EfW, with no waste sent to landfill and incorporate the assessment of carbon emissions performance into the procurement criteria for any new waste disposal contract, ensuring best available technology is available for reduction in air pollution emissions. This supports the Mayor's ambition for a zero-waste London, sending no biodegradable or recyclable waste to landfill by 2026.	2, 8
Continue to reprocess the by-products of the EfW process, for example by extracting metals from incinerator bottom ash and using the ash for construction aggregate.	2, 7
Reduce the environmental impact of our waste collection and treatment activities by adopting strategies to minimise emissions from waste service operations, transport, transfer and treatment, including supporting the development of carbon capture and storage for managing emissions from EfW and ULEZ and LEZ compliant fleet.	2, 3
Explore options to transition to low carbon fuels and electricity sources where infrastructure allows.	2, 6

COLLABORATING AND COMMUNICATING TO AMPLIFY IMPACT

The key to success is through knowledge sharing, participation and engagement, which can only be achieved through collaborative efforts.

It is important that partnership arrangements with community organisations, housing associations, local authorities, and other key stakeholders are developed to enhance work on waste prevention, reuse and recycling. It's also important that the waste and recycling services the Western Riverside Partners deliver are customer-focused, cost-effective, effectively communicated and reliable so that residents and businesses have the confidence that their individual actions are impactful within the local and wider environment.

Action to amplify impact through collaboration and communication	Linked themes
Develop a collaboration and joint communications plan to amplify the impact of the Western Riverside Partners activity.	1, 9
Review how the Western Riverside Partners work together and ensure structures are fit for purpose to deliver the strategy and work effectively	
Provide easy-to-use and clearly defined services, that respond to local resident needs, and encourage residential participation. Consider co-production approach, working with residents and other service users in the development of new service offerings.	1
Monitor customer satisfaction with our services including: • customer surveys at our HWRC • feedback from our customer call centres Ensure customer service and feedback is an integral part of new service design to support service optimisation	1
Undertake education activities including school visits to the education centre and behaviour change to support residents to: • reduce their waste • increase the capture of materials that can otherwise be recycled or composted from the residual waste stream. Studies on the content of the residual waste bins/sacks shows that paper and card, garden waste and textiles are areas of particular focus.	7, 4
Ensure effective signposting to charities that reuse household goods, such as the British Heart Foundation, Emmaus, ReWork for furniture and electrical and electronic equipment and TRAID textiles.	4
Work collaboratively with other authorities to maximise our efforts in moving the world to a more circular economy	9, 4
Investigate ways to work closely with ReLondon, e.g. through communications campaigns which play an active engagement role to promote resident behaviour change and increase participation in reuse, recycling and the circular economy.	9

Action to amplify impact through collaboration and communication	Linked themes
Support national and regional campaigns on waste prevention, and develop local campaigns to support projects and services.	9, 7, 4
Maximise social value benefits through waste and resource management, by encouraging upskilling and the creation of new job opportunities within the sector. This includes the provision of opportunities for long-term unemployed through the reuse and repair projects and outreach work.	9, 4
Engage residents, community groups, and local business in the development and implementation of the strategy and action plans, primarily through the public consultation process and then through the ongoing reviews.	1

DELIVERING BEST VALUE AND PREPARING FOR THE FUTURE

It is of upmost importance that the Western Riverside Partners deliver value for money for customers through services delivered. The Western Riverside Partners are required to ensure that business is conducted so that public money is safeguarded and properly accounted for and used economically, efficiently and effectively to achieve best value. Budgets are monitored and regular reports are presented to Members four times per year. An annual review demonstrating performance is also published.

In order to deliver best value, future changes that may affect services and infrastructure must be understood and where possible planned for so that flexibility and resilience can be built-in to operations. Changing consumer habits and behaviours, forthcoming regulations, even climate change will influence the types of materials collected, the way in which they're collected, treated and processed as well as the future service costs. The Western Riverside Partners want to ensure that they are compliant with any forthcoming regulations but are also strategically poised to capitalise on the benefits and mitigate challenges brought by policy shifts.

Actions to Deliver Best Value and Prepare for the Future	Linked themes
Undertake annual progress monitoring through the lifespan of the Strategy to measure progress against strategy priorities and ensure WRWA remains on track with achieving its goals. A full review will be undertaken every 5 years to ensure the Strategy remains flexible and appropriate to current circumstances.	1
Review progress against the action plans every four months to ensure the Western Riverside Partners are delivering on the actions which support the strategy.	
Continue to provide financial incentives for the Western Riverside Partners to reduce overall costs of treatment and disposal by moving waste up the waste hierarchy and maximising diversion of recycling and food waste from residual waste	3
Maximise the value from the existing waste treatment contract through increased capture of re-useable and recyclable material.	3
Ensure future contractual arrangements are comprehensive, competitive and affordable across their lifespan.	3
Demonstrate to residents and businesses the economic value in preventing/minimising waste, repairing items and buying reused through signposting to local resources including the reuse workshop located at Smugglers Way	3, 2, 4
Seek to maximise the value of existing assets through intensification of use and redevelopment, where viable.	3
Review existing assets to understand potential requirements for futureproofing e.g. through changes to waste composition driven by consumer habits and regulatory changes (EPR and ETS)	3

Actions to Deliver Best Value and Prepare for the Future	Linked themes
Pursue a progressive and innovative approach to waste management where waste prevention is prioritised and recycling maximised.	5
Ensure services and infrastructure / assets meet all future needs including regulatory changes and increases in housing and population	6
Seek opportunities to work more closely with neighbouring Waste Disposal Authorities (beyond regular scheduled meetings) to enhance resilience and provide flexibility	5, 9
Explore opportunities to expand the existing reuse workshop located at Smugglers Way (ReWork) space to increase the items that can be reused and the amount of goods that can be repaired	5
Undertake a review of HWRC provision at Smugglers Way, including site layout and signage and a review of information provided on the Authority's website to ensure it maximises recycling on site.	7, 1, 4

MONITORING PROGRESS

This Strategy sets out the framework for a long-term approach to managing resources and waste across the Western Riverside area from 2025 to 2040 and once adopted will supersede the WRWA Joint Waste Management Policy.

In order to assess whether the aims and priorities of this Strategy are being met and to ensure it remains appropriate to evolving national and regional policy (including the London Environment Strategy), it is important to establish clear measures which can be monitored and reported on.

Working together, the Western Riverside Partners will carry out annual reviews (subject to resources and individual council activities) to monitor performance and ensure the approach continues to be relevant, appropriate and effective. This includes monitoring specific contributions to the Mayor of London's targets in any future update of the LES. Results of the annual review will be published on the Western Riverside Partners websites.

Once the Strategy has been adopted, actions within the following areas will be further developed:

1. Transitioning to a circular economy
2. Achieving Net Zero
3. Collaborating and Communicating to amplify our impact
4. Delivering Best Value and preparing for the future

Three action plans will be created covering areas 1-3 and actions relating to 'Delivering Best Value and preparing for the future' will be incorporated into the WRWA annual monitoring and review process.

Actions within the plans will incorporate those listed within the Strategy, they will also cross-reference to existing actions outlined in the Partner Authorities Waste Reduction and Recycling Plans (RRPs).
Each action will have a defined owner and timeframe for delivery.

Review cycle

- Strategy adopted
    - Action plans developed
    - Formal review cycle for the strategy set
- Every 4 months
    - Progress against actions reviewed
- Annually
    - Actions reviewed to ensure that they remain fit for purpose
    - Plans updated to incorporate new actions to support delivery of the Strategy
    - Annual review of progress against the strategy published on the WRWA website
- Every five years OR more frequently where a substantial change occurs
    - Strategy review

PERFORMANCE INDICATORS

This section identifies the performance indicators that will be used to monitor progress against the aims and objectives of the Strategy.

The Western Riverside Partners continually monitor their performance, through daily collation of waste tonnage data to establish trends for each type of recycling or waste received. This information is reported on a quarterly basis to the Government (via Waste Data Flow), while the performance of each Council is reported as part of the RRP requirements set out by the Mayor of London.

The following weight-based key measures are currently reported to the GLA and the UK Government:

Metric	Meaning	Link to Action (s)
Total residual (non-recycled) waste per household (kgs/household) **Total annual household waste per person (kgs/capita):**	This is the amount of residual household waste that residents dispose of, either through their kerbside collections, at the HWRC or through street litter bins. A positive performance is indicated by a reduction in these figures.	These measures will allow monitoring against the Environmental Improvement Plan's target for reducing municipal residual waste to 333 kg/capita per year.
Total annual household avoidable (edible) food waste per person (kgs/capita):	This is based on estimated avoidable food waste produced which was once edible (e.g. slices of bread, apples, meat). Each Borough is expected to estimate this figure based on either their own composition data or through WRAP[17]'s food waste guidance. A positive performance is indicated by a reduction in these figures	These measures will allow monitoring against the Mayor's target to reduce food waste by 50% by 2030.
Annual household waste recycling rate and annual LACW recycling rate (% by weight):	In addition to continuing to use the existing measure of household waste reused, recycled or composted, an expanded metric which covers all LACW (i.e. including household and commercial waste collected by the authority). Use of these metrics is in line with the LES, which has set reuse, recycling and composting targets for both LACW and household waste.	This Strategy has set a minimum performance of 35% LACW by 2030, with stretch targets of 38% by 2030 and 50% by 2040, and a minimum performance of 30% HHW recycling by 2030, with stretch targets of 33% by 2030 and 45% by 2040

[17] WRAP is a climate action NGO working with businesses, individuals and communities to achieve a circular economy, by helping them reduce waste, develop sustainable products and use resources in an efficient way.

Metric	Meaning	Link to Action (s)
Proportion (%) of properties receiving the Mayor's minimum level of service for household recycling:	This is disaggregated by property type (i.e. kerbside, flats, flats above shops) and concerns the six main dry recycling materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)) and separate food waste collections.	These measures will allow monitoring against the Environment Act 2021, in which a core set of dry recyclables, and food waste must be collected from all households by 31st March 2026.
Proportion (%) of waste fleet heavy vehicles that are ULEZ compliant	To align with the Mayor's ambition that all new vehicles under 3.5 tonnes are zero emissions capable by 2025, all heavy vehicles are fossil-free from 2030, and for zero emission fleets by 2050.	These measures will help to reduce the environmental impact of waste collection and treatment activities through the adoption of strategies to minimise emissions from waste service operations, transport, transfer and treatment
Performance of LACW activities against the Mayor's EPS (tonnes of CO2eq per tonne of waste managed):	GLA has provided an online calculator whereby boroughs can upload waste tonnage data to determine the emissions performance of their waste management service.	This measure and the preceding one demonstrate the contribution of waste collection and treatment activities towards the Mayor's net zero plan for London for 2030.

CAN WE GO FURTHER FASTER?

The short answer is we aspire to!

We know that Mayor of London has a target to recycle 50% of London's household waste and the Western Riverside Partners are ready to make their contribution towards achieving that. We are already doing well in certain areas such as by reducing levels of total residual waste per household / head, with the Partners generating amongst the lowest level of residual waste in the Country. We also use low emission tugs and barges to transport our residual waste by river, removing large vehicles from London's congested roads, so we're working hard to reduce our carbon emissions. There's always more we can do though.

Extensive research and analysis has helped us identify how the Western Riverside Partners can increase our environmental performance in the future and make a meaningful contribution to UK and Mayoral targets.

Two of our priority areas are recycling and reuse.
In terms of recycling rates we've developed targets that will stretch us, but are not unrealistic. We've looked at different approaches, benchmarked performance with similar local authorities and have forecast what we could achieve if we were able to increase recycling levels.
Over the period to 2030, we'll be focussing on increasing access to food waste services, expanding the range of materials that can be recycled and supporting residents to recycle more and recycle the right things (reducing contamination). We'll be counting on our residents and business to play their part.

Reuse is a fantastic way of making our stuff last for longer (as well as providing significant social value) and we'll be building on and expanding our successful reuse activities across the Partnership area. We'll be looking at how we can divert more good quality items for reuse and repair and away from disposal.

We'll be reviewing and adding to our action plans regularly and will monitor best practice so we can identify additional ways of improving our performance and supporting our residents and businesses.

There's lots to do and we'll be keeping you up to date with progress.

GLOSSARY

Term	Acronym	Description
Anaerobic digestion	AD	The process by which organic matter is broken down, in the absence of oxygen. The biogas created by the process can be used as a fuel to generate renewable energy i.e. electricity and heat, and as a bio-fertiliser for farmland.
Circular economy	CE	A system where resources are maximised and kept in the system as long as possible through processes such as reuse, repair, recovery and recycling.
Commercial waste	CW	Commercial (or business) waste is any waste that comes from a commercial activity including waste that comes from retail, construction, demolition, industry, agriculture,
Constituent Councils	CCs	The Councils that make up Western Riverside Waste Authority, namely London Borough of Hammersmith & Fulham, Royal Borough of Kensington and Chelsea, London Borough of Lambeth and London Borough of Wandsworth.
Deposit return scheme	DRS	A recycling scheme in which consumers pay a small deposit upon purchase of drinks containers, which is refunded upon receipt of the empty container at designated return points.
Energy from Waste	EfW	Energy from waste facilities generate renewable energy in the form of electricity or heat through incineration of residual waste.
Extended producer responsibility	EPR	A policy in which producers are responsible for the products they create throughout its lifecycle. The scheme aims to create a more circular economy and increase recycling by making individual businesses responsible for the full net cost of managing packaging waste, with higher modulated fees applied to items which are harder to recycle.
UK Emissions Trading Scheme	ETS	Waste Management is a regulated sector under the UK ETS. A cap is set on the total amount of GHGs that can be emitted by the waste sector. The ETS covers the burning of fossil material by all EfW (e.g. plastic).
Greenhouse Gas	GHG	Greenhouse gases (such as carbon dioxide and methane) absorb solar radiation and trap heat in the atmosphere, creating a 'greenhouse effect' which results in global warming. It is common for

Term	Acronym	Description
		the measurement of different greenhouse gas emissions to be standardised into 'carbon equivalent' emissions, allowing for easier comparisons of the many types of activity that produce these emissions.
Household Waste	HHW	All waste collected by Waste Collection Authorities under section 45(1) of the Environmental Protection Act 1990, plus all waste arisings from Civic Amenity sites (HWRCs) and waste collected by third parties for which collection or disposal credits are paid under Section 52 of the Environmental Protection Act 1990. Household waste includes waste from collection rounds of domestic properties (including separate rounds for the collection of recyclables), schools, public buildings, street cleansing and litter collection, beach cleansing, bulky household waste collections, hazardous household waste collections, household clinical waste collections, garden waste collections, Civic Amenity/Household Waste and Recycling Centre wastes, drop-off/'bring' systems, clearance of fly-tipped wastes, weekend skip services and any other household waste collected by the waste authorities. Household waste accounts for approximately four fifths of London's municipal waste.
Household Waste and Recycling Centre	HWRC	A facility where the public can dispose of household waste and recycling, including garden waste, electrical, textiles and bulky waste. While some sites accept commercial waste, the Smugglers Way HWRC is for resident use only.
Local Authority Collected Waste	LACW	All waste collected by the local authority, including household waste and household-like waste from businesses and non-municipal fractions such as construction and demolition waste.
Materials Recycling Facility	MRF	A MRF is a processing plant for recyclables. It uses a combination of mechanical and technical equipment to separate co-mingled recyclables into single stream materials.
Municipal waste	MSW	Household waste and waste similar in nature produced by businesses and composition to household waste which is managed by a waste collection or waste disposal authority.

Term	Acronym	Description
		Sometimes also referred to as Municipal Solid Waste.
Natural capital accounting	NCA	A tool to define the value of natural assets, such as soil productivity, access to clean water and recreational green space, and what it could provide for future generations.
Waste Collection Authority	WCA	A local authority responsible for collecting waste from households and certain commercial premises where required (e.g. the Constituent Councils).
Waste Disposal Authority	WDA	A local authority responsible for the treatment and disposal of waste collected by Waste Collection Authorities (e.g. WRWA).

APPENDIX ONE – DEMOGRAPHIC INFORMATION

According to the 2021 census[18], between 50% and 58.4% of households are not deprived in any dimension, with 27.9% to 31.7% deprived in one dimension, as set out in Table 4. The dimensions of deprivation used to classify households are indicators based on four selected household characteristics: education; employment; health; and housing. Further details of each of these dimensions are provided on the ONS Census Dictionary[19].

Table 4. Levels of deprivation in the Councils and London. Source: 2021 Census

Category	Hammersmith & Fulham	Lambeth	Wandsworth	Kensington and Chelsea	London
Not deprived in any dimension	51.4%	50.0%	58.4%	52.6%	48.1%
Deprived in one dimension	31.1%	31.7%	27.9%	30.3%	32.9%
Deprived in two dimensions	13.0%	13.8%	10.5%	12.1%	14.4%
Deprived in three dimensions	4.1%	4.1%	3.0%	4.4%	4.3%
Deprived in all four dimensions	0.5%	0.4%	0.3%	0.6%	0.4%

Table 5 sets out the occupancy rating (according to bedrooms) and the composition of households (according to the relationships between members) in the Partner Authorities and London.

Whether a household's accommodation is overcrowded, ideally occupied or under-occupied is calculated by comparing the number of bedrooms the household requires to the number of available bedrooms. A negative occupancy rating implies a household has fewer bedrooms than required (overcrowded) while a positive occupancy rating implies a household has more bedrooms than required (underoccupied).

[18] https://www.datawand.info/census-2021/

[19] https://www.ons.gov.uk/census/census2021dictionary/variablesbytopic/demographyvariablescensus2021/householddeprivation

Table 5. Occupancy rating for bedrooms and household composition in the Partner Authorities and London. Source: 2021 Census

Category	Hammersmith & Fulham	Lambeth	Wandsworth	Kensington and Chelsea	London
Overcrowded households	9.1%	10.6%	7.6%	8.1%	11.1%
Ideally occupied households	48.2%	47.4%	42.8%	46.8%	40.0%
Underoccupied households	42.7%	42.0%	49.7%	45.1%	48.9%
One person household	36.1%	32.0%	29.9%	43.7%	29.3%
Single family household	47.6%	47.6%	54.1%	44.1%	58.0%
Other household types	16.4%	20.4%	16.0%	12.2%	16.0%

Table 6 displays the levels of economic activity within the Partner Authorities and London. Economically active means people aged 16 years and over who, between 15 March and 21 March 2021, were:

- in employment (an employee or self-employed)
- unemployed, but looking for work and could start within two weeks
- unemployed, but waiting to start a job that had been offered and accepted

Economic inactivity includes those who were: retired; students; looking after home or family; long-term sick or disabled; and others aged 16 or over who did not have a job between 15 and 21 March 2021 and had not looked for work between 22 February to 21 March or could not start work within 2 weeks.

Note that due to the year of the census, there are pandemic-related quality considerations for this variable.

Table 6. Economic activity in the Partner Authorities and London (% of people aged 16 or over). Source: 2021 Census

Category	Hammersmith & Fulham	Lambeth	Wandsworth	Kensington and Chelsea	London
Economically active: in employment (including full-time students)	63.4%	68.0%	69.6%	56.4%	61.4%
Economically active: Unemployed (including full-time students)	5.0%	5.3%	4.0%	4.6%	4.8%
Economically inactive	31.6%	26.7%	26.4%	39.0%	33.8%

Table 7 provides the stated ethnic group of residents within the Partner Authorities and London identified as part of the 2021 Census.

Table 7. Ethnicity in the Partner Authorities and London. Source: 2021 Census

Category	Hammersmith & Fulham	Lambeth	Wandsworth	Kensington and Chelsea	London
Asian, Asian British or Asian Welsh	10.5%	7.3%	11.7%	11.9%	20.7%
Black, Black British, Black Welsh, Caribbean or African	12.3%	24.0%	10.1%	7.9%	13.5%
Mixed or Multiple ethnic groups	6.7%	8.1%	6.3%	6.6%	5.7%
White	63.2%	55.0%	67.8%	63.7%	53.8%
Other ethnic group	7.3%	5.7%	4.1%	9.9%	6.3%

Table 8 shows the tenure of households in each Partner Authority as well as for London overall according to the 2021 census data. All Partner Authorities except Wandsworth have a higher proportion of social rented housing than London as a whole. Despite having the highest proportion of social housing, Kensington and Chelsea also has the highest

proportion of properties that are owned outright (19.9%), although this is still slightly lower than the figure for London (20.7%).

Table 8 Household tenure in Partner Authorities and London. Source: 2021 Census

Category	Hammersmith & Fulham	Lambeth	Wandsworth	Kensington and Chelsea	London
Social rented	29.8%	33.6%	19.3%	27.6%	23.1%
Private rented or lives rent free	36.6%	31.6%	36.4%	39.8%	30.1%
Owns with a mortgage or loan or shared ownership	18.2%	22.8%	26.5%	12.8%	26.0%
Owns outright	15.4%	12.0%	17.8%	19.9%	20.7%

Joint Resources and Waste Management Strategy
Change Log

Below is a table that tracks changes to the Joint Resources and Waste Management Strategy following the public consultation, which concluded on Monday 14th October.

Version used : "Joint Strategy_30_08_2024_Clean Version_FinalDraft_Postconsultation"

Version	Date of change	Section	Description	Reason for change	Proposed By	Approved By	Approval Status
Postconsultation	30-Oct-24	Current Performance (Page 28)	The word "Figure 7" is repeated	Removal of duplicated word	WRWA	TBD	Done
Postconsultation	30-Oct-24	Waste Arisings (Page 30)	The X axis in Figure 9 needs to be changed from number of households to waste arising	Corrected x-axis label	WRWA	TBD	Done
Postconsultation	30-Oct-24	Key Forecast Headlines (Page 31)	In Figure 10 waste arisings in 2023 is different to Figure 9	To be checked if change is needed	WRWA	TBD	Done
Postconsultation	30-Oct-24	Monitoring Progress (Page 41)	An explanation that the JRWS supersedes WRWA's Joint Waste Management Policy and for that bit of text to be changed in the Review cycle section	Superseded by new document	WRWA	TBD	Done
Postconsultation	30-Oct-24	Monitoring Progress (Page 41)	Update the text in the Review cycle section to be less repetitive	Improved text for conciseness	WRWA	TBD	Done
Postconsultation	30-Oct-24	Multiple	Proposed the inclusion of a stretch target for household waste recycling, aiming for a rate of 33% by the year 2030, and set a target of 38% for the recycling of local authority collected waste (LACW) by 2030	Outcome of the public consultation	WRWA	TBD	Done
Postconsultation	30-Oct-24	Cover	Draft removed	Final document	WRWA	TBD	Done
Postconsultation	30-Oct-24	Draft information (Page 1)	Information about the draft version for consultation	Section deleted - now final document	WRWA	TBD	Done
Postconsultation	30-Oct-24	Vision, Themes and Actions, Actions to support circular economy, Performance Indicators (Page 3, 36 and 43)	Stretch targets added	New stretch targets added for 2030 reflecting comments from the public consultation on greater ambition. • Work towards a target of recycling 35% of Local Authority Collected Waste by 2030, with a stretch targets of 38% by 2030 and of 50% by 2040. • Work towards a target of recycling 30% Household Waste by 2030, with a stretch targets of 33% by 2030 and 45% by 2040	WRWA	TBD	Done
Postconsultation	30-Oct-24	Monitoring Progress (Page 4)	Reference to forthcoming consultation changed to past tense	Text changed to reflect that the strategy has been updated following the consultation	WRWA	TBD	Done
Postconsultation	30-Oct-24	Contents Page (Page 6)	Note added under the contents page to highlight when the document was written and consulted on.	Government policy contained within the document may change in the future. Adding the time period when the strategy was written will help the reader to understand that elements may have changed.	WRWA	TBD	Done
Postconsultation	30-Oct-24	Summary of Strategy Content (Page 10)	Text on next steps, SEA, EqIA and consultation deleted	Text now on Page 7	WRWA	TBD	Done
Postconsultation	30-Oct-24	Next Steps, Public Consultation (Page 45)	Next Steps' section detailing the public consultation deleted	Consultation has now happened and strategy has been updated	WRWA	TBD	Done
Postconsultation	30-Oct-24	Introduction (Page 7)	Text included to summarise that the consultation has happened and the strategy, SEA and EqIA have been updated / unchanged	Consultation has now happened and strategy has been updated	WRWA	TBD	Done

EqIA
Change Log

Below is a table that tracks changes to the EqIA following the public consultation, which concluded on Monday 14th October.

Version used : "EqIA_11_07_2024_Postconsultation"

Version	Date of change	Section	Description	Reason for change	Proposed By	Approved By	Approval Status
Postconsultation	30-Oct-24	Cover (Page 1)	Draft removed	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Footer updated (Page 1 and throughout)	Footer updated, draft removed	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Notes on draft (Page 2)	Instructions to consultees removed	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Introduction (Page 4)	Text changed to reflect post consultation, including paragraph added outlining the consultation dates and activities	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Equality Impact Assessment (Page 5)	Text updated to reflect post consultation	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Consultation (Page 6)	Text updated to reflect post consultation including reference to the consultation report and how the Partners considered equalities during the consultation process	Final version of the EqIA. Further detail on consultation activities added	WRWA	TBD	Done
Postconsultation	30-Oct-24	Impact on protected characteristics (Page 8)	Clarification added on document translation - referenced individual council approaches. Text updated to reflect post consultation	Final version of the EqIA	WRWA	TBD	Done
Postconsultation	30-Oct-24	Strategies for mitigation and inclusion (Page 9)	Text updated to reflect post consultation. Targeted engagement focussed on relevant needs during the implementation of the strategy and action plans	Final version of the EqIA	WRWA	TBD	Done



DRAFT PUBLIC CONSULTATION REPORT

Western Riverside Joint Resources and Waste Strategy

Report for: Western Riverside Waste Authority (WRWA)

Ricardo ref. ED17666 Issue: 1 25/10/2024

Customer:
Western Riverside Waste Authority

Contact:
Adrian Shields, Gemini Building, Fermi Avenue, Harwell, Didcot, OX11 0QR, UK

T: +44 (0) 1235 753 000
E: adrian.shields@ricardo.com

Confidentiality, copyright and reproduction:

This report is the Copyright of Ricardo Energy & Environment, a trading name of Ricardo-AEA Ltd and has been prepared by Ricardo Energy & Environment under contract to Western Riverside Waste Authority. The contents of this report may not be reproduced in whole or in part, nor passed to any organisation or person without the specific prior written permission of the Commercial Manager at Ricardo Energy & Environment. Ricardo Energy & Environment accepts no liability whatsoever to any third party for any loss or damage arising from any interpretation or use of the information contained in this report, or reliance on any views expressed therein, other than the liability that is agreed in the said contract.

Author:
Abbie Cosslett, Liv Judge, Natalie Way-Jones

Approved by:
Abby Mason

Ricardo reference:
ED17666

Date:
25/10/2024

Ricardo is certified to ISO9001, ISO14001, ISO27001 and ISO45001.

Ricardo, its affiliates and subsidiaries and their respective officers, employees or agents are, individually and collectively, referred to as the 'Ricardo Group'. The Ricardo Group assumes no responsibility and shall not be liable to any person for any loss, damage or expense caused by reliance on the information or advice in this document or howsoever provided, unless that person has signed a contract with the relevant Ricardo Group entity for the provision of this information or advice and in that case any responsibility or liability is exclusively on the terms and conditions set out in that contract.

CONTENTS

1. INTRODUCTION 1
   1.1 BACKGROUND 1
   1.2 APPROACH SUMMARY 1
2. PUBLIC CONSULTATION METHODOLOGY 1
   2.1 ONLINE SURVEY 1
      2.1.1 Survey Design 1
   2.2 FOCUS GROUPS 2
      2.2.1 Focus Group Meetings 2
   2.3 COMMUNICATIONS STRATEGY 2
   2.4 STAKEHOLDER ENGAGEMENT 3
   2.5 REPORT METHODOLOGY AND ANALYSIS 3
      2.5.1 Respondent numbers 3
      2.5.2 Analysis of quantitative responses 3
      2.5.3 Analysis of open-ended responses 3
      2.5.4 Structure of report 3
3. CONSULTATION RESPONSES 3
      3.1.1 Survey 3
      3.1.2 Focus groups 6
   4.1 RECYCLING BEHAVIOURS 8
      4.1.1 Survey Response 8
      4.1.2 Focus Group Response 9
   4.2 VISION 9
      4.2.1 Survey Response 9
      4.2.2 Focus Group Response 10
   4.3 AREAS OF FOCUS 10
      4.3.1 Survey Response 10
   4.4 ACTION PLAN 1: TRANSITIONING TO A CIRCULAR ECONOMY 12
      4.4.1 Survey Response 12
      4.4.2 Focus group response 13
   4.5 ACTION PLAN 2: ACHIEVING NET ZERO 14
      4.5.1 Survey Response 14
      4.5.2 Focus Group Response 15
   4.6 ACTION PLAN 3: COLLABORATING AND COMMUNICATING TO AMPLIFY IMPACT 16
      4.6.1 Survey response 16
      4.6.2 Focus group response 17
   4.7 ACTION PLAN 4: DELIVERING BEST VALUE AND PREPARING FOR THE FUTURE 18
      4.7.1 Focus group response. 19
   4.8 TARGETS 20
      4.8.1 Survey Response 20
      4.8.2 Focus group response 21
   4.9 STRATEGY FEEDBACK 22
      4.9.1 Survey Response 22
      4.9.2 Focus Group Response 22

© Ricardo plc 2024

APPENDICES

Appendix 1:	**Focus Group report**
Appendix 2:	**Online Survey responses**
Appendix 3:	**Public Consultation promotion log**

© Ricardo plc 2024

1. INTRODUCTION

1.1 BACKGROUND

The Western Riverside Partners (the Partners), consisting of the London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea, the London Borough of Wandsworth and Western Riverside Waste Authority (WRWA), is developing a new Joint Resources and Waste Strategy. The Strategy outlines high-level action plans for effectively managing the waste and resources produced by households and businesses in the Western Riverside area from 2025 to 2040. The Strategy outlines collective efforts to improve waste management, promote recycling, reduce waste, and transition towards a circular economy.

The Partners (through WRWA) engaged Ricardo to facilitate a public consultation of the draft strategy in Autumn 2024. The purpose of this was to gather views and feedback from residents, businesses and organisations on the strategy including the proposed vision, targets and action plans in order to shape the final Strategy.

1.2 APPROACH SUMMARY

The public consultation was conducted over a six-week period, from Monday 2nd September to Monday 14th October 2024. The consultation involved a range of methods to collect feedback from residents, businesses, and organisations in the Western Riverside area.

These methods included an online survey, focus group meetings, and a communications strategy to promote engagement and ensure broad participation:

- **Online Survey:** Hosted on the WRWA website via an online survey platform, the survey invited residents and businesses to provide input on key elements of the Strategy.
- **Focus Groups:** Five focus groups were conducted with participants representing residents and businesses from each of the local authorities within the Western Riverside area.
- **Communication & Engagement:** Information about the consultation was shared via social media platforms, emails were sent to a range of community groups and business improvement districts, leaflets, and posters with QR codes placed in public spaces including libraries and the Smugglers Way HWRC.

2. PUBLIC CONSULTATION METHODOLOGY

2.1 ONLINE SURVEY

2.1.1 Survey Design

An online survey was designed to gather feedback from residents, businesses, and organisations on the Joint Resources and Waste Strategy. The survey allowed respondents to indicate to what extent they agreed or disagreed with the proposals in the draft Strategy and provide comments.

It included a combination of multiple-choice and open-ended questions to allow for quick responses while also providing opportunities for participants to share detailed feedback. Conditional logic was implemented, meaning some questions appeared based on previous answers, ensuring that participants only respond to the relevant sections. The purpose of this was to differentiate between the questions specific to residents and businesses/organisations.

The survey sought feedback on various aspects of the draft Resources and Waste Strategy, including the vision, priorities, action plans and proposed targets. Participants were provided with a non-technical summary of the action plans, but had the option to read the full draft Strategy. Participants were also asked about their recycling behaviours and activities that would facilitate learning more about waste management, in addition to key demographic information.

© Ricardo plc 2024

The survey was distributed online via the Alchemer platform through the WRWA website and promoted widely by each of the Partners (including on a number of their consultation pages). By the closing date, the survey received over 400 responses. A copy of the survey is available in the Appendices.

Those without access to technology were able to request a paper copy of the survey, and/or request support to complete the survey. They could do this either by using the provided telephone number or in-person at the Smugglers Way HWRC or at a local library. No requests for paper copies or additional support were made.

2.2 FOCUS GROUPS

2.2.1 Focus Group Meetings

On behalf of the Partners, Ricardo commissioned fieldwork assistance to recruit, facilitate and report on five online focus groups during the weeks of the 7th and 14th October 2024. Participants were recruited from across the four partner authorities, to ensure a sample reflective of the WRWA area. Recruitment efforts targeted a broad range of demographic backgrounds and attitudes towards waste management to capture varied perspectives. The discussion guides were developed in collaboration with Ricardo and the WRWA partners.

The following table summarise the number of participants in each focus group. The full findings can be found in the Appendices.

Table 1 Focus group participants by Local Authority

Group Number	Partner Authority	Number of Participants
1	Wandsworth	4
2	Kensington and Chelsea	7
3	Hammersmith & Fulham	7
4	Lambeth	5
5	All Partner Authorities	3 (Wandsworth), 1 (Kensington and Chelsea), 3 (Lambeth).

Each session presented the vision, a non-technical summary of the action plans and targets of the Strategy using a discussion guide and slide deck, see in the Appendices. Participants were encouraged to engage in open discussions about their views on the Strategy as well as their own recycling behaviours and awareness.

Each session lasted 90 minutes, and participants were compensated for their time with a voucher. Due to a lower-than-expected turnout for the initial four focus groups, an additional fifth session was conducted to increase the sample size. This extra focus group included participants from all four partner authorities.

Participants were informed in advance that an observer from WRWA would attend the sessions, and they were requested to keep their cameras off for privacy. Further information on the focus group process can be found in the Appendices.

2.3 COMMUNICATIONS STRATEGY

A communications strategy was developed to promote the consultation, with the aim of maximising public awareness and to encourage informed responses. The WRWA Partners managed the outreach for both the draft Strategy and consultation using a responsive approach to increase engagement. Survey participation was closely monitored throughout the consultation period, with targeted actions taken to improve representation in demographics or geographic areas which had lower response rates.

The consultation was promoted in the following ways:

- WRWA (Website news updates, Strategy webpage, social media, posters and flyers)
- Partner Authorities (Website news updates, consultation pages, social media (Facebook, X, Instagram, Nextdoor, LinkedIn), physical and digital posters and flyers)

© Ricardo plc 2024

- Via the Smugglers Way Household Waste Recycling Centre (posters, digital screen and flyers in addition to mentions by staff when answering enquiries)
- Via public locations such as libraries (digital screens, posters and flyers)
- Emails promoting the consultation to community groups and Business Improvement Districts (BIDs)

2.4 STAKEHOLDER ENGAGEMENT

Partner Authorities, city leaders, and stakeholders were notified and invited to respond to the consultation.

This engagement included the following stakeholders:

- Partner Authorities – London Borough of Hammersmith & Fulham, London Borough of Lambeth, Royal Borough of Kensington and Chelsea, London Borough of Wandsworth.
- Cabinet Member briefing
- Greater London Authority
- Libraries briefing
- Waste Operations briefing (Staff engaging with the public on the Smugglers Way HWRC and telephone enquiries)

2.5 REPORT METHODOLOGY AND ANALYSIS

2.5.1 Respondent numbers

The online survey was structured as a self-administered questionnaire, with respondents completing it independently. As a result, response rates varied per question. To increase response rates per question, all quantitative questions were required but open-ended questions were optional, allowing respondents to provide additional feedback if they wished.

2.5.2 Analysis of quantitative responses

Most questions in the survey used a quantitative format and the results in this report are represented as percentages, rounded to 1 decimal place. Whilst the number of responses for each question are visible in tables in this report, to view the number of responses for all questions, please refer to the Appendices.

2.5.3 Analysis of open-ended responses

Respondents were given the option to answer open-ended questions and provide detailed feedback after answering on their level of agreement on each action plan or target. During analysis of these responses, each one was carefully reviewed, and categories were established based on the emerging themes.

For both the focus group and survey analysis below the themes presented reflect the participants' feedback not the focus areas outlined by the WRWA partners in the Strategy.

2.5.4 Structure of report

The first part of the report outlines the quantity of responses received, along with demographic information about participants. The second part provides detailed feedback on each section of the strategy, with quantitative and qualitative responses grouped together for the vision, areas of focus, action plans and general feedback. Full details of the survey and focus group reports are available in the Appendices.

3. CONSULTATION RESPONSES

3.1.1 Survey

The survey received 403 responses in total. Of these responses, 97.8% were residents and 1.7 were respondents from a business or organisation, 0.5% were responding on behalf of someone else.

© Ricardo plc 2024

3.1.1.1 Demographic data

The survey data shows that 38.7% of respondents live in Wandsworth, followed by Lambeth at 30.5%, which are in line with the population split of the London Boroughs. In contrast Hammersmith & Fulham at 22.7% are over-represented and Kensington and Chelsea are underrepresented compared to the population split of the four London Boroughs with only 6.4% respondents.

Figure 1: Survey Respondents' Home Borough

Value	Percent	Responses
Hammersmith & Fulham	22.7%	64
Lambeth	30.5%	86
Royal Borough of Kensington and Chelsea	6.4%	18
Wandsworth	38.7%	109
None of the above	1.8%	5
		Totals: 282

The survey data indicates that 10.7% of respondents work in Hammersmith & Fulham, 10.3% in Lambeth, 5.7% in the Royal Borough of Kensington and Chelsea, and 13.9% in Wandsworth, while 60.1% are employed outside of these boroughs.

The survey data shows that 59.8% of respondents identified as female, 33.8% as male, 0.7% preferred to self-describe, and 5.7% preferred not to say. This resulted in females being over-represented and males under-represented in the survey consultation response, when compared to the demographic profile.

The age profile of respondents in the survey highlights that those aged under 25 to aged 54. are under-represented and those aged 55 and over. are over-represented, when compared to the demographic profile.

© Ricardo plc 2024

Figure 2: Survey Respondents' Age Profile

Value	Percent	Responses
Under 25	1.1%	3
25 to 34	10.3%	29
35 to 44	10.7%	30
45 to 54	14.2%	40
55 to 64	26.0%	73
65 and over	32.4%	91
Prefer not to say	5.3%	15
		Totals: 281

The survey data on health conditions shows that 18.1% of respondents consider themselves to have physical or mental health conditions lasting 12 months or more, while 72.2% do not have such conditions, and 9.6% preferred not to disclose their health status.

Regarding ethnicity, white backgrounds had the highest representation. Whilst this aligns with the demographic profile of the area, this was over-represented. In contrast, all other ethnicities were under-represented, however the 'prefer not to say' option had a high response which skews these results.

© Ricardo plc 2024

Figure 3: Survey Respondents' Ethnicity

Value	Percent	Responses
White - English/Welsh/Scottish/Northern Irish/British	64.8%	182
White - Other European	11.7%	33
Any other White background (please specify)	3.9%	11
I prefer not to say	11.0%	31
Asian or Asian British - Pakistani	0.4%	1
Asian or Asian British - Chinese	1.1%	3
Any other Asian background (please specify)	0.7%	2
Black or Black British - African	0.4%	1
Mixed or multiple ethnic groups	1.8%	5
White - Irish	2.8%	8
Mixed/multiple ethnic groups - White and Asian	0.7%	2
Any other ethnic group (please specify)	0.7%	2

Totals: 281

3.1.1.2 Businesses/Organisations

The businesses and organisations that responded in the survey had representation from all four boroughs, however there was under-representation of this group with only 4 responses in total. The types of organisations that responded were non-profit NGOs, residents' associations and Local Authority groups.

3.1.2 Focus groups

3.1.2.1 Demographic data

In the focus groups there was a total of 30 participants with 7 participants from Hammersmith & Fulham, 8 participants from Lambeth, 8 participants from Kensington and Chelsea and 7 participants from Wandsworth.

Of the 30 participants, there was a larger proportion of females (53%) compared to males (47%) that participated, which aligns with the demographic profile of the area.

In terms of the age profile of the focus groups, there was representation from ages 18 to 65+ in the majority of focus groups. Those aged from 35-49 had a strong representation in line with the demographic profile. In contrast there was over-representation from ages 50+ and 18-25 and ages 26-34 was under represented when compared with the demographic profile.

Regarding ethnicity, White backgrounds had the highest representation, which aligns with the demographic profile. Black, Black British, Black Welsh, Caribbean or African and Asian, Asian British or Asian Welsh had a

similar representation to the demographic profile. Mixed or multiple ethnic groups were over-represented in the focus groups and other ethnic groups were under-represented when compared to the demographic profile.

In terms of accommodation type, the housing type with the highest representation was purpose built flats, followed by houses, converted houses, and houses in multiple occupation (HMOs). The representation of each of these categories closely aligned with the housing profile of the four London Boroughs. Participants from other types of converted buildings, commercial buildings and temporary and mobile structures were under-represented in the focus groups.

© Ricardo plc 2024

4. CONSULTATION FINDINGS

4.1 RECYCLING BEHAVIOURS

4.1.1 Survey Response

The survey data highlights a range of recycling and waste reduction behaviours among respondents. A significant 89.3% of participants recycle at home. Additionally, 77.7% donate or sell items for reuse, and 66.5% actively reduce food waste. In contrast, there is a notable portion of respondents who engage less frequently in these behaviours, with only 38% recycling at work and 1.7% indicating they do not participate in any recycling activities.

Figure 4: Survey Respondents Waste Management Behaviour

Value	Percent	Responses
Buy less stuff	57.3%	231
Choose items with less packaging	62.3%	251
Buy second-hand	46.2%	186
Donate or sell items for reuse	77.7%	313
Reduce food waste	66.5%	268
Borrow/ rent instead of buying	15.4%	62
Repair items at home e.g.: clothes	48.4%	195
Take items to a shop for repair e.g. electronics	26.3%	106
Learn about the environment	29.0%	117
Recycle at home	89.3%	360
Recycle at work	38.0%	153
Other (please specify)	9.2%	37
None of the above	1.7%	7

© Ricardo plc 2024

4.1.2 Focus Group Response

Overall in the focus groups, participants were widely in support of reducing waste, recycling and re-using items but, there was limited awareness and participation in food waste recycling from participants. Other common recycling practices of participants included:

- Recycling at home
- Re-using items such as bottles, jars, plastic containers, carrier bags
- Visiting local tips to recycle and/or dispose of bulky waste
- Re-using household items, including buying and selling items through online platforms.
- Food waste prevention
- Avoidance of purchasing of single use items

4.2 VISION

Vision

"The Western Riverside partners will work together with our residents and businesses to prioritise waste prevention, reduce our carbon emissions and environmental impacts, and provide customer focused waste and recycling services that maximise value from the materials we manage"

4.2.1 Survey Response

Respondents were asked to what extent they agreed with the Partners' vision for the joint strategy and how it could be improved.

In the survey, this received overall positive feedback with 76.3% of respondents stating they agreed or strongly agreed with the Strategy Vision and 17.9% of respondents said they were neutral. In contrast, 5.7% of respondents stated they disagreed or strongly disagreed with the vision statement.

Figure 5: Survey Respondents level of agreement with the Strategy Vision Statement

Value	Percent	Responses
Strongly agree	37.9%	131
Agree	38.4%	133
Neutral	17.9%	62
Disagree	4.0%	14
Strongly disagree	1.7%	6
		Totals: 346

Participants were invited to suggest improvements to the Vision, revealing several key themes:

© Ricardo plc 2024

- **Business Responsibility:** Respondents agreed with the inclusion of businesses in the Strategy and raised that there should be greater responsibility placed on businesses. A key element of this is related to plastic packaging, *"I work really hard not to buy stuff that has plastic, but the onus should be on the manufacturers to change their packaging"*

- **Recycling:** Maximising recycling was a common suggestion identified in the survey through education on what can be recycled, expanding the materials that can be recycled, and increasing the accessibility of recycling. *"We need clarity as to what can and cannot be recycled. Easier disposal of big items".*

- **Reuse/Repair:** While support for waste prevention was evident, respondents also urged for increased support for reuse and repair initiatives.

- **Clarity and Transparency:** Many felt that the vision statement lacked concrete details, making it appear more aspirational than practical.

- **Cost and Profit:** Concerns were raised about a perceived emphasis on maximizing cost or income at the potential expense of environmental sustainability and customer service. Participants expressed a desire for a "*planet-focused waste management service that maximizes protection from nature, not just profit,"* emphasizing that items which may not generate profit should still be recycled.

4.2.2 Focus Group Response

The Strategy Vision Statement was also explored in the focus groups. The key themes that emerged included:

- **Positive support for the vision:** Overall the participants were in support of the partnerships and ambitions identified in the vision statement.

- **Meaningful change:** Participants also expressed a desire to see change as opposed to hearing promises, and were keen for this vision to make a difference in the long term.

- **Vague Language:** People felt the vision statement was 'wordy', yet did not tell the reader much. The language used seemed to lack information about who would be involved and how, and did not motivate.

- **Innovation:** The vision was considered as 'nothing new', lacking in innovation. This was language that people had heard before and did not feel progressive or 'visionary'.

- **Local Relevance:** For many, this felt like a marketing exercise and therefore unrelatable. Residents were keen to know what this meant for their Borough.

4.3 AREAS OF FOCUS

4.3.1 Survey Response

Respondents were asked to indicate the areas of focus they felt were most important for the Strategy and could select up to three within the response.

The results showed that many respondents prioritised recycling (68%) more and preventing waste (62.8%). Other significant priorities included reducing carbon emissions and improving customer service. The areas with lower priority included adapting to new government rules and meeting targets.

© Ricardo plc 2024

Figure 6: Survey Response Areas of Focus

Value	Percent	Responses
Better customer service	30.2%	103
Reducing carbon emissions	42.2%	144
Keeping costs down	27.9%	95
Preventing waste	62.8%	214
Being flexible	24.6%	84
Meeting our targets	7.0%	24
Recycling more	68.0%	232
Adapting to new government rules	5.0%	17
Working together	29.6%	101

In addition to the quantitative responses, participants provided qualitative feedback regarding additional areas of focus for the Strategy, including:

- Reuse and repair
- Education and awareness, including the need for increased education on recycling practices and community engagement efforts.
- Local recycling options, with suggestions to enhance accessibility through more local collection points.
- Consistency across Boroughs through uniformity in waste management practices across different areas.
- Fly tipping, litter, and street cleanliness
- Plastic and packaging waste

© Ricardo plc 2024

4.4 ACTION PLAN 1: TRANSITIONING TO A CIRCULAR ECONOMY

Action Plan 1: Transitioning to a Circular Economy

"We want to be smarter about using things again and again, repairing and refurbishing them, and recycling more, so we waste less and save more. Actions include:

- *Promote activities that prevent waste, reuse materials and increase recycling.*
- *Support the Mayor of London's goal to cut food waste by 50% by 2030 and start food waste collections for all homes (and businesses).*
- *Expand recycling collections to include more items like textiles, batteries, plastic film and a wider range of packaging."*

4.4.1 Survey Response

Respondents were asked to what extent they agreed with the Partners' 'Transitioning to a Circular Economy' action plan and how it could be improved.

In the survey, the action plan received an overall positive response, with 86.1% of respondents stating they agreed or strongly agreed with the action plan.' In contrast only 4.6% of respondents stated that they strongly disagreed or disagreed with the action plan. The remaining 9.3% of respondents stated that they were 'neutral'.

Figure 7: Survey Respondents level of agreement with the Circular Economy Action Plan

Value	Percent	Responses
Strongly agree	51.5%	155
Agree	34.6%	104
Neutral	9.3%	28
Disagree	2.3%	7
Strongly disagree	2.3%	7
		Totals: 301

Participants were invited to suggest improvements to the Circular Economy Action Plan, revealing several key themes:

- **Reduce food waste:** The importance of reducing food waste was acknowledged, but respondents cited the current lack of a well performing and consistent food waste service as a significant barrier. The respondents' comments were very negative surrounding the reliability and ease of the current food waste collection, stating they *"Have to email for missed food waste collection every month"*, *"The box was uncollected for 3 weeks each time"* and *"My food waste doesn't even get collected as I live in a council estate, so I won't bother now as it's causing me more work".*

© Ricardo plc 2024

- **HWRC accessibility:** Accessibility to HWRC's was suggested as an area for improvement. This was suggested to be improved through increasing the number of recycling points, providing free services and ensuring they are accessible via public transport and on foot. One respondent stated that Smugglers Way needs to *"…make it easier for people without cars who rely on public transport to recycle".'*

- **Education:** Respondents emphasised that education is a very important enabler of the action plan, for both local residents and children (focused on waste prevention, recycling and wider climate change issues), manufacturers of packaging and products (focused on how to design products suitable for recycling and reduce plastic use) and local businesses (focused on eliminating and reducing plastic use).

4.4.2 Focus group response

The Circular Economy Action Plan was also explored in the focus groups, with the following key themes emerging:

- Lots of resident support for this as a concept and evidence that 'circular economy' was indeed a new philosophy for some.

> *"It's a great plan for the business. But they're really saying what I think we would all expect them to be saying. This is their job, after all."*

- Food waste – it was felt that much of this work was being done by non-LA entities already; 'Olio' and 'Too Good to Go' apps, for example

- Residents highlighted the need to make it 'easier' for people to recycle, including providing information on how materials need to be prepared and separated ready for collection and knowledge of what happens after roadside collection.

- Much support for expanding the types of materials that are collected; textiles, batteries and soft plastics, for example.

> *"I particularly like the fact that they want to expand to items such as batteries and things like that."*

- Can the Western Riverside Partners facilitate sharing of resources, especially those items that people might need only once or infrequently, e.g. tools and toys. Can 'libraries' for such items be setup?

> *"When it said 'reuse hubs and shops' that made me think about some of the more ambitious ideas that I'd heard of, like one great thing is when you can get people to share items more instead of buying new, like a drill."*

Questions were raised regarding how Local Authorities were going to encourage sustainable design and production, with queries over their sphere of influence.

> *"Well, I guess what I'm slightly curious about is this is the local authority talking. So how do they influence production and sustainable design? They can't."*

4.5 ACTION PLAN 2: ACHIEVING NET ZERO

Action Plan 2: Achieving Net Zero

"We're aiming to do our part for the climate by being efficient, reducing our carbon emissions and not wasting resources.

Actions include:

- *Understand our emissions and reduce them by using cleaner fuels and capturing carbon.*
- *Keep converting unavoidable waste to energy and continue to send no waste to landfill.*
- *Recycle waste by-products, like turning ash into building materials. "*

4.5.1 Survey Response

Respondents were asked to what extent they agreed with the Achieving Net Zero Action Plan and if they had any improvements.

In the survey, 83.9% of respondents said they agreed or strongly agreed with the plan, and 11.4% respondents stated they were neutral regarding the plan. In contrast 4.7% either disagreed or strongly disagreed with the plan.

Figure 8: Survey Respondents level of agreement with the Net Zero Action Plan

Value	Percent	Responses
Strongly agree	49.2%	146
Agree	34.7%	103
Neutral	11.4%	34
Disagree	3.0%	9
Strongly diasgree	1.7%	5
		Totals: 297

Participants were invited to suggest improvements to the Net Zero Action Plan, revealing several key themes:

- **Net Zero feasibility:** Many respondents acknowledge the importance of achieving net zero, some expressed scepticism regarding the achievability of Net Zero.

- **Carbon capture and waste to energy:** There was feedback regarding both the effectiveness and cost-efficiency of carbon capture and converting waste to energy. For example, *"my concern about 'turning waste into energy' is the air pollution because really it just means "burning stuff".* Safety concerns regarding incinerators were also mentioned *"Residents need reassurance that incinerators are safe".*

© Ricardo plc 2024

- **Local solutions to aid recycling:** Respondents called for practical solutions such as more accessible recycling and education about recycling. For example, one respondent commented *"Make it easier for people to understand how AND where to recycle electrics, batteries, water filters, cables"* and another commented *"Expand the range of recyclable materials, such as aluminium food trays and magazine packaging".*

- **Over complex:** Some commented that the proposals are too complex, and that these plans may not resonate with the general public. For example, one respondent commented *"A lot more clarity with examples of what you mean in terms that would make sense and resonate with the general public".*

- **Evidence based decision making:** Some residents asked for more evidence and transparency about the impacts of proposed actions such as emissions reductions and waste to energy conversions as well as the environmental implications of using ash in building materials and alternative fuels.

- **Reporting:** There was a strong interest among respondents in seeing evidence-backed and transparent data related to net zero efforts as part of the reporting process, including the establishment of "*science-based targets across Scope 1, 2, and 3 emissions*".

- **Roles of residents and businesses:** Participants wanted to understand their roles in achieving net zero, as well as the responsibilities of businesses. Many emphasized the need for recognition of both residents' and businesses' contributions to reaching these goals and questioned how the proposed actions differed from current initiatives.

4.5.2 Focus Group Response

The Achieving Net Zero Action Plan was discussed in the focus groups. The following key themes presented were:

- While participants agreed on the importance of the action plan, many struggled to see how the plan offered anything new.

- Participants called for more innovative and progressive ideas.

- Although this is a joint strategy, participants were curious about what it means for their individual boroughs, questioning who is responsible for each aspect of the plan and how residents and businesses can contribute.

> *"So how does it benefit us? I think that's what people are missing. Maybe phrase it like, 'did you know that if you recycle or whatever your journey to work would be 30 minutes less' or something crazy like that? It needs to be something that people would be like, 'OK, that benefits me, achieving net zero'".*

- Overall, there was a sense of net zero fatigue, with participants feeling that while the concept is frequently discussed, it doesn't seem achievable, as meaningful change extends beyond the scope of individual boroughs.

> *"It's a great idea, but I don't think it's possible".*

4.6 ACTION PLAN 3: COLLABORATING AND COMMUNICATING TO AMPLIFY IMPACT

Action Plan 3: Collaborating and Communicating to Amplify Impact

"We believe in working with everyone involved to come up with better ways to reduce, reuse, and recycle. Actions include:

- *Work with communities, businesses, local authorities and charities to increase our impact.*
- *Keep track of how satisfied people are with our services.*
- *Provide education on reducing waste and recycling more.*
- *Provide benefits to our communities through increasing skills and creating job opportunities."*

4.6.1 Survey response

Respondents were asked to what extent they agreed with the Collaboration and Communication Action Plan and how it could be improved.

In the survey, the action plan received overall positive feedback with 87.8% of respondents stating they agreed or strongly agreed with the action plan and 8.2% responded that they were neutral regarding the plan. In contrast, 4% of respondents stated they disagreed or strongly disagreed with the action plan.

Figure 9: Survey Respondents level of agreement with the Communication and Collaboration Action Plan

Value	Percent	Responses
Strongly agree	51.4%	151
Agree	36.4%	107
Neutral	8.2%	24
Disagree	2.0%	6
Strongly disagree	2.0%	6
		Totals: 294

The survey also requested suggestions for improvements for this action plan. Key themes that emerged included:

- **Clear and simple language:** Respondents emphasised the need for simple more accessible language to ensure everyone can understand and follow waste management guidelines, with one respondent stating, *"Communicate simply and clearly WIIFM (What's In It For Me)".*

- **Education and awareness:** Education emerged as a recurring theme throughout the survey, with respondents expressing the need to better understand both the how and why of recycling. One

respondent commented "*People definitely need more education, so often recycling is contaminated".* Some felt that awareness should extend to what happens after waste is collected, which would encourage more recycling, *"Greater clarity over what eventually happens to different materials (when appropriately separated or otherwise) would help to influence behaviour".* In addition, visual demonstrations were seen as a powerful educational tool *"the biggest education anyone I know has had about waste is seeing recycling happening – videos, recycling factory visits, talks".*

- **Consistency:** It was also highlighted that communication needs to be consistent given the high turnover of residents in the area and to reach as many people as possible. Suggestions included a diverse range of communication methods to reach all demographics such as in-person events, online, education groups, and a provision of platforms to provide education.

- **Incentives:** Whilst communication around education was viewed as important, several residents commented that incentives could further drive behaviour change. Though several participants suggested providing incentives to motivate people to recycle, one respondent commented *"incentivise greater recycling and waste reduction".*

- **Collaboration with business:** There was strong consensus for working with businesses. Several respondents believe that businesses and manufacturers are not held accountable for the waste they generate, particularly around excessive packaging and littering. There was support for engaging with businesses, for instance one respondent suggested *"speak to major supermarkets about reducing food waste and not selling things in so much plastic"* and another respondent commented *"Encourage local retail to be part of it".*

4.6.2 Focus group response

During the focus groups, participants had general support for collaboration and working together, most notably the community aspect.

> *"People love a little progress and seeing where we are along that journey and what we've achieved and what we can achieve. I think we all like positive feedback to encourage us."*

Other themes that emerged on the Collaboration and Communication Action Plan included:

- **Repair and reuse:** There was an appetite to learn more about how to repair and new ideas on reusing items.

> *"The repair cafes are quite good. That would be good, actually. Very interesting."*

- **Social value:** There was support for job creation, especially if this is for school leavers and young people.

- **Education:** There was lots of support for education, including school visits to recycling sites and better information for residents on recycling (how to, as well as what happens after collection).

> *"You know, school visits [to recycling centres], educating children, because that's where it starts, isn't it? If we educate that generation, then hopefully going forward we might be better at recycling."*

- **Community engagement:** Residents felt more could be done locally in relation to campaigns, work with schools and universities to encourage attitude and behaviour change for the future.

> *"Developing the impetus to encourage people in the borough to recycle and to participate in the various schemes is all about generating a culture of engagement around these issues. So, you know, educational schemes, community-based schemes. I think things like that that generate a sense of accountability and pride within our community. This tends to foster people's motivation to actually participate in them."*

4.7 ACTION PLAN 4: DELIVERING BEST VALUE AND PREPARING FOR THE FUTURE

Action Plan 4: Delivering Best Value and Preparing for the Future

"We're focusing on giving you the best service for your money while getting ready for new challenges that may come up. Actions include:

- *Regularly monitor and report on our progress.*
- *Ensure contracts offer good value and meet future needs.*
- *Show the economic benefits of reducing waste and reusing materials."*

Respondents were asked to what extent they agreed with the Partners' Delivering Best Value and Preparing for the Future Action Plan and how it could be improved.

In the survey, this received overall positive feedback with 86.7% of respondents stating they agreed or strongly agreed with the plan and 10.6% responded that they were neutral regarding the plan. In contrast, 2.7% of respondents stated they disagreed or strongly disagreed with the action plan.

Figure 10: Survey Respondents level of agreement with the Delivering Best Value and Preparation for the Future Action Plan

Value	Percent	Responses
Strongly agree	45.4%	133
Agree	41.3%	121
Neutral	10.6%	31
Disagree	2.0%	6
Strongly disagree	0.7%	2
		Totals: 293

Participants were invited to suggest improvements to this action plan, revealing several key themes:

- **Reporting the environmental and economic benefits/costs:** Respondents raised the value in reporting the environmental and economic benefits and costs of the waste and recycling services they provide to local residents. One respondent highlighted that showing the environment benefits to local residents (for example of reducing waste, fly-tipping and waste crimes, etc.) would be helpful as '*People are inevitably more invested and engaged when it impacts them directly*'.

- **The need for good value and high-quality contracts:** Respondents supported the focus on good value in this action plan, for example one respondent suggested to "*Ensure contracts offer good value and meet current and future needs"*, whilst another stated that *"The cheapest is not always the best in the long run".*

© Ricardo plc 2024

- **Education and Awareness:** Similarly to feedback provided on the other action plans, respondents commonly felt that education was key to shift mindsets and support performance improvements in waste and recycling.

- **Transparency in Reporting:** To ensure transparency to the local community, some respondents mentioned the need to report the amount of waste generated, alongside the subsequent tonnages that are sent for reuse, recycling and/or recovery. This was thought to be important to *"prove to residents that our waste is not ending up in another country's landfill"* and to *"let people know where their waste goes".*

4.7.1 Focus group response.

The Delivering Best Value and Preparing for the Future Action Plan was explored in the focus groups. The following key themes emerged:

- **Economic benefits:** There was a positive response to illustrating the economic benefits especially during the cost of living crisis.

> *"You know, it's focusing on the economic side of it and finances are really important because of the cost of living crisis. It's showing you know where the money's going in and out and they're acknowledging the finances of it. That's good and it's showing that money is going to a good cause, to local resources. it's making a difference to your community."*

- **Communication:** Communication was seen as key. People wanted to know what was being achieved, including gains and the impact on biodiversity. However, how this is communicated needs to go beyond putting information on the website. Residents wanted more tailored and proactive communication across different channels and platforms.

> "*There isn't one best way to communicate. People have a variety of needs, so it's probably going to have to take place in different channels to reach everyone."*

- **Good Value:** Some participants were interested in contracts offering good value, asking how they would know this, while others felt that this was not their concern and assumed value for money considerations were being made when awarding contracts already.

> *"I think it's good, though, and with the point of the contracts offering good value as well. I think that it's an important point that, yeah."*

- **Monitoring and Reporting:** There was support for regular monitoring and reporting; this was seen as ensuring accountability and responsibility, offering transparency that is often lacking in government and local authority initiatives.

© Ricardo plc 2024

4.8 TARGETS

Targets

"Increasing Our Performance National Government and the Greater London Authority have laws, policies and targets we need to follow and plan for. These focus on reducing waste, reusing items, collecting more materials for recycling (including food waste and plastic film), encouraging businesses to recycle, making packaging more recyclable and providing a deposit return scheme for bottles and cans.

The Western Riverside Partners will need to contribute towards these collective targets by reducing, reusing and recycling our waste as much as we can.

We've set some targets to help us achieve this:

- *Work towards a target of recycling 35% of Local Authority Collected Waste by 2030 and 50% by 2040.*
- *Work towards a target of recycling 30% Household Waste by 2030 and 45% by 2040.*
- *Halving our rubbish (waste that can't be recycled) by 2042 (reducing our municipal waste to 333 kg/capita per year)*
- *Support the Mayor of London's target to reduce food waste by 50% by 2030*

4.8.1 Survey Response

Respondents were asked to what extent they agreed with the WRWA partners targets and if they had any suggestions for improvement.

In the survey, the targets received an overall positive response with 71.8% of respondents stated they agreed or strongly agreed with the proposed targets. Only 9.2% of respondents stated they disagreed or strongly disagreed with the targets, and the remaining 18.8% of respondents stated that they were 'neutral'.

Figure 11: Survey Respondents level of agreement with the Strategy Targets

Value	Percent	Responses
Strongly agree	36.3%	106
Agree	35.6%	104
Neutral	18.8%	55
Disagree	5.8%	17
Strongly disagree	3.4%	10
		Totals: 292

© Ricardo plc 2024

The survey also requested suggestions for improvements for the targets proposed, the following themes emerged from the responses:

- **Ambition:** Where respondents disagreed with the targets a common response was that the targets aren't ambitious enough and "*they don't go far enough to encourage recycling*". Many were surprised they were 'low' but some stated that they do not have all of the information to understand whether they are high or low. Conversely, some respondents queried whether these targets are achievable.

- **Timeline Concerns:** The timelines for the targets were viewed as too long, with one respondent saying, *"we should be aiming for the next couple of years not 2030 or 2040."*

- **Education and Public Awareness:** A recurring theme was the need for greater education and awareness around recycling policies, processes and benefits. Some suggested that a lack of awareness might prevent people from fully engaging in recycling efforts.

- **Business Responsibility:** Respondents also suggested that instead of only focusing on recycling targets, there should be a greater emphasis on waste reduction at the source, such as reducing or changing packaging materials. In addition to the household recycling target, some raised that businesses should also have more ambitious targets.

- **Cost Concerns:** There was a concern that increased costs from achieving higher recycling targets could negatively affect residents.

- **Desire for Clearer Targets and Data:** Respondents were keen to understand how this data would be captured, but also that targets lack meaning without implementation, reporting and evidence. Some participants expressed confusion over exactly what the targets meant, asking for greater clarity in the language. For example, one respondent asked, *"what is the baseline from which you will measure these percentage reductions?"*

- **Collaboration:** Respondents called for more collaboration between councils, businesses and the community to create joint solutions for the recycling and waste reduction targets.

4.8.2 Focus group response

The proposed targets were also discussed in the focus groups. Overall, there were mixed views on the targets proposed as part of the draft Strategy:

- **Achievability and context**: Whilst some welcome targets, other participants found the targets abstract given that there was no further information provided on how the targets will be achieved and how they would know if they were achieved

  "For me, my first thoughts are how are they going to achieve this?"

- **Current landscape and progress to date:** Participants wanted to learn more about current targets and whether previous target had been met.

- **Surprisingly low targets:** The recycling rate targets were considered low by participants. Some felt they were already achieving this and others were shocked if this meant each borough was below 30%

  "30% recycling across household waste by 2030. I'm horrified we're not there already. Surely we must be higher than this"

- **Communication on progress:** Participants wanted communication on when targets were reached.

  "Everyone sets targets, but we never know if we achieve them. I'm more interested in what difference will this make to us"

4.9 STRATEGY FEEDBACK

4.9.1 Survey Response

At the end of the survey respondents were asked if they had any additional feedback on the Strategy. The key themes that emerged were:

- **Ambition:** Some respondents called for greater ambition and action on the Strategy as a whole and felt that the Strategy only serves as a response to government requirements.

- **Education and Awareness:** There was strong emphasis on the importance of education and businesses about waste management and recycling one respondent commented *"education of all residents (& businesses) is so important... People need to understand what we gain from recycling"*

- **Community engagement:** Some respondents felt there should be more promotion and communication of the Strategy *"This initiative needs more promotion... I learned about the survey through the e-newsletter of Hammersmith Council, which only a small number of residents read."*

- **Overall Strategy Support:** Despite criticism, some participants expressed support for the overall strategy plans, one respondent commented *"I think the strategy is great; I just wish more people would actually recycle everything that can be recycled".*

4.9.2 Focus Group Response

Key areas of feedback that emerged throughout the focus group discussions have been summarised below:

- Residents agree that 'environmental issues' is one of the priorities across their borough and are encouraged that there is a strategy in place.
- There is a desire for more motivating language within the Strategy. There is lots of rhetoric in this field which can feel abstract. It was felt that issues should be presented in a tangible and exciting way for maximum results.
- Engaging with children and young people, as well as businesses, is considered crucial for long term changes and education is key.
- Residents like the action plans shared. These were considered more tangible and relevant than the vision. It was suggested that more specific examples of planned actions like this would work well.
- Communication is important. Residents want to understand more about recycling processes (what happens next), how progress will be shared and what difference it will make to their lives. It also needs to be accessible and engaging; there were calls for the use of wider platforms and channels (including social media) for different audiences – the promotion of ideas and local initiatives and local campaigns was seen as key.
- Convenience and incentives motivate people, and it was felt this needs to be at the heart of any future change.
- Transparency, including reporting ongoing progress and achievements, including metrics against targets, especially on the economic benefits was welcomed.
- Working together was seen as positive.
- Residents were keen to see more on education, awareness raising, working with businesses on reduced/sustainable packaging and engaging with younger residents.
- There was overall strategy support for the following areas:
    - Participants thought that local initiatives are important and are keen to hear more about opportunities
    - Wider recycling collections for materials including batteries and food waste were welcomed, especially for residents in flats

- Ideas such as repair cafes, training, local job creation, upskilling residents, toy libraries were popular, and residents want these to be accessible.
- Being cost effective is appealing given the general cost of living crisis

© Ricardo plc 2024

APPENDIX 1

© Ricardo plc 2024













Final report

22nd October 2024

Summary of findings

Residents agree that **'environmental issues' is one of the priorities** across their borough and are encouraged that there is a strategy in place.

There is a desire for more **motivating language** within the strategy. There is lots of rhetoric in this field which can feel abstract. Talk about issues in a tangible and exciting way for maximum results.

Engaging with children and young people, as well as businesses, is considered crucial for long term changes: education is key.

Residents like the action plans shared. These were considered more **tangible and relevant** than the vision. More specific examples of planned actions like this would work well.

Communication is important. Residents want to understand more about recycling processes (what happens next), how progress will be shared and what difference it will make to their lives.

Summary: What did residents like?

Local is important – keen to hear more about local initiatives and opportunities

Ideas such as repair cafes, training, local job creation, upskilling residents, toy libraries were popular, and residents want these to be accessible

Battery and food waste collections were welcomed, especially for residents in flats

Being cost effective is appealing given the general cost of living crisis

m·e·l research

Approach: What we did

We conducted 5 remote focus groups consisting of residents from four London boroughs. Participants were recruited via an agency using a combination of panel & free find techniques

One group for Wandsworth – 4 residents

One group for Kensington and Chelsea – 7 residents

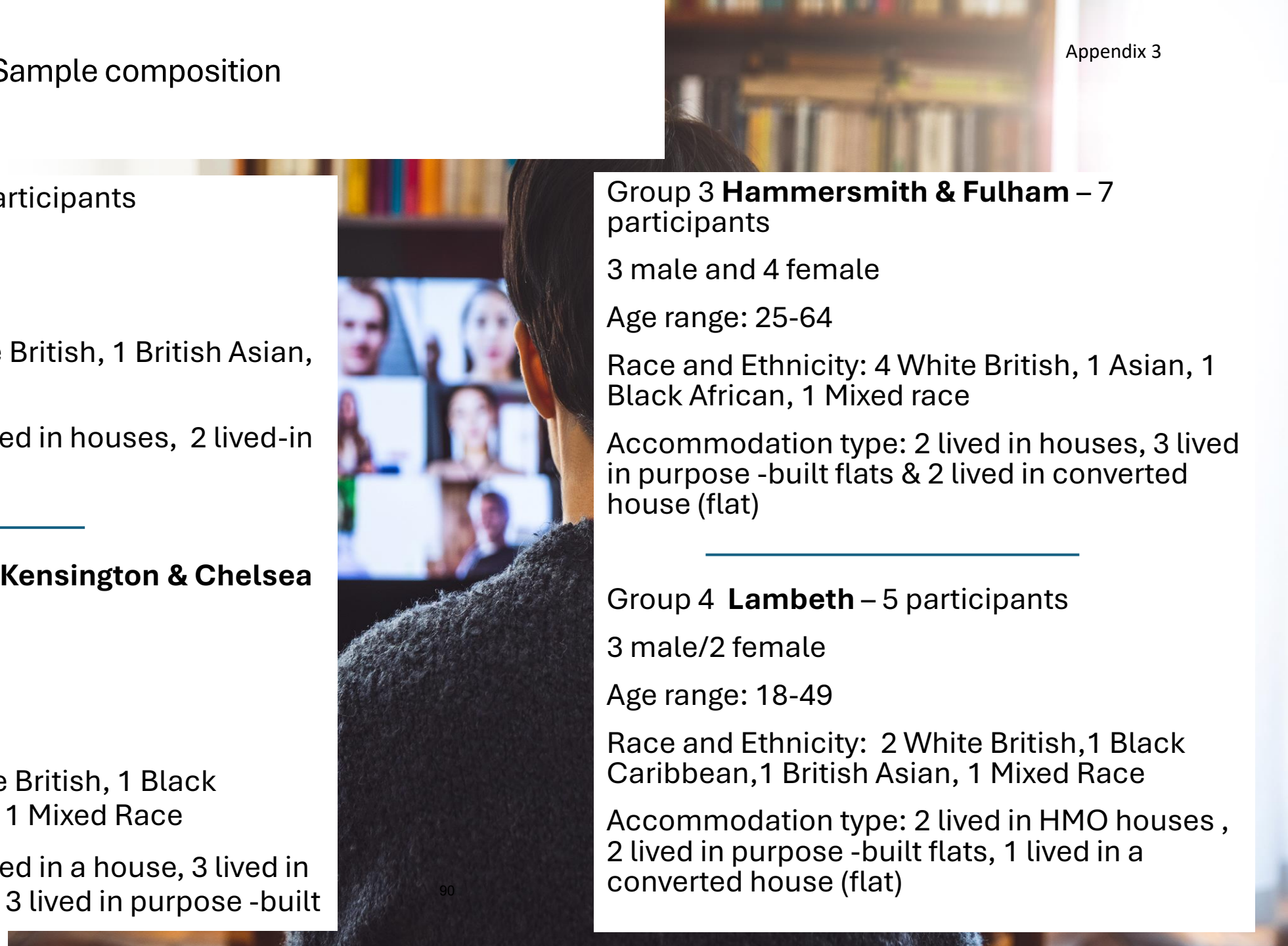
One group for Hammersmith and Fulham – 7 residents

One group for Lambeth – 5 residents

Final mop up group – 7 residents from all boroughs

m·e·l research

Sample composition



Group 1 **Wandsworth** -4 participants

2 male and 2 female

Age range: 25-65+

Race and Ethnicity: 2 white British, 1 British Asian, 1Black Caribbean

Accommodation type: 2 lived in houses, 2 lived-in purpose-built flats.

Group 2 **Royal Borough of Kensington & Chelsea**

-7 participants

3 male and 4 female

Age range: 18-65+

Race and Ethnicity: 4 White British, 1 Black Caribbean, 1 Indian/Asian, 1 Mixed Race

Accommodation type: 1 lived in a house, 3 lived in a converted house (flats) & 3 lived in purpose -built flats

Group 3 **Hammersmith & Fulham** – 7 participants

3 male and 4 female

Age range: 25-64

Race and Ethnicity: 4 White British, 1 Asian, 1 Black African, 1 Mixed race

Accommodation type: 2 lived in houses, 3 lived in purpose -built flats & 2 lived in converted house (flat)

Group 4 **Lambeth** – 5 participants

3 male/2 female

Age range: 18-49

Race and Ethnicity: 2 White British,1 Black Caribbean,1 British Asian, 1 Mixed Race

Accommodation type: 2 lived in HMO houses , 2 lived in purpose -built flats, 1 lived in a converted house (flat)



Sample composition continued

Group 5 (mop up) – 7 participants

3 participants lived in Wandsworth, 3 participants lived in Lambeth and 1participant lived in the Royal Borough of Kensington &Chelsea

3 male/4 female

Age Range: – 18-65+

Race and Ethnicity: 4 White British, 2 Mixed Race, 1 Black British

Accommodation type: 4 lived in houses and 3 lived in purpose built flats

Residents shared their attitudes and behaviours towards reducing, reusing & recycling

Overall the groups were widely in support of reducing waste, recycling and re-using items. Common practices include:



Recycling and sorting household waste into appropriate waste collections, separating recyclable materials where necessary



Visiting local 'tips' to recycle items and/or dispose of bulky waste



Re-using and finding an alternative use for items – such as bottles, jars, plastic containers, carrier bags



Re-using household items and clothes, furniture – including buying and selling items through sites such as Vinted, Facebook marketplace, eBay, or buying in charity shops

Food waste and packaging

- There was more limited awareness amongst residents about collecting food waste for processing. The idea was largely popular although there were questions raised about how this would work in practice and concerns about odours and attracting rodents were raised.
- Currently, residents largely disposed of food waste in their general waste.
- Very few had seen or heard of LA initiatives on this.
- Residents told us that they were actively trying to reduce food waste. Activities including buying unpackaged fresh produce, planning and preparing multiple meals together and disregarding use by dates where safe and appropriate.
- There was a perception of too much packaging when buying products, however there was little active shopping for products with less packaging (apart from loose fruit and veg, as above). Convenience was still the main priority when shopping:
  - Some participants told us about using refillable packaging and shopping in 'zero packaging' stores, where products are sold loose;
  - Some had made a conscious effort to reduce their consumption of single use plastics by, for example, no longer buying bottled water.
- A lack of recyclable packaging from takeaways was viewed as a concern.





"I know some people do food waste, but I've never seen anything that's been about us to do it in the post or anything. Maybe I missed it". (Male, 30s)

"With the food waste, my thing is maggots. I'm really afraid of maggots in the food and it really smells." (Female, 30s)

"I was in France 2 weeks ago with some younger guys and it's shameful how they knew what to do with the food waste and naturally did it when I didn't know (…) I think it's something we really need to think about." (Male, 40s)

"I don't understand why every street corner I see has got [takeaway] food wrappers all over the place. I mean, you know, just try and do things a bit better". (Male, 50s)

"It's always nice to see when there are items that have less packaging." (Female, 20s)

Strategy

The vision was shared with groups

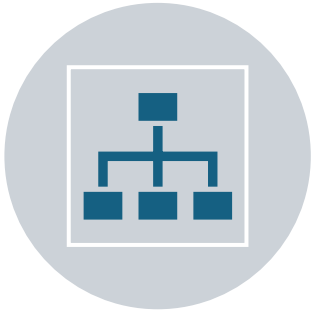
Use	Reduce	Work	Provide
Use resources better and recycle more (Transitioning to a Circular Economy)	Reduce our carbon footprint (Achieving Net Zero)	Work together to make a bigger impact (Collaborating and Communicating to Amplify Impact)	Provide value for money and prepare for future challenges (Delivering Best Value and Preparing for the Future)

m·e·l research

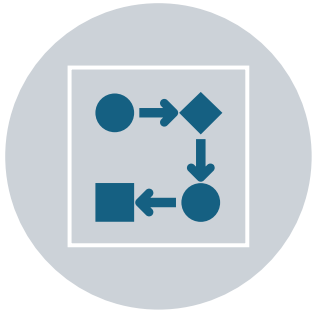
Positive about intentions of strategy



Residents felt it was good in principle to have a strategy and targets.



Participants felt that waste and recycling should be one of the priorities for Local Authorities – but wanted to see a concerted collective local effort, too.



There was a view that 'more should be done in this area' to change attitudes and awareness. Concerns were expressed that this was seen as a chore or inconvenience for some.



Collaborations and partnerships across LA, businesses and residents were seen as positive. People wanted good practice to be shared and businesses to work together on these issues.

Views on the vision

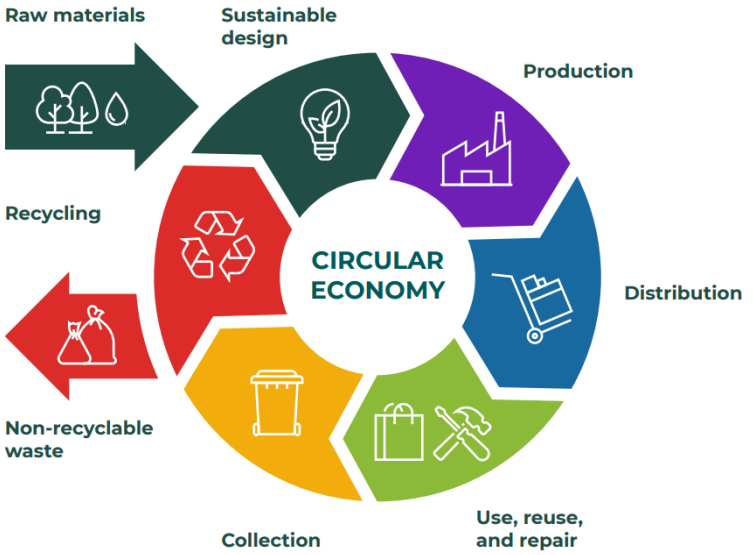
- People felt the vision statement was '**wordy**', yet did not tell the reader much.
- The language used seemed to lack information about **who** would be involved and **how**, and did not motivate
- The vision was considered as '**nothing new**', lacking in innovation. This was language that people had heard before and did not feel progressive or 'visionary'.
- Residents were keen to know **what this meant for their Borough**.
- For many, this felt like a **marketing exercise** and therefore unrelatable.

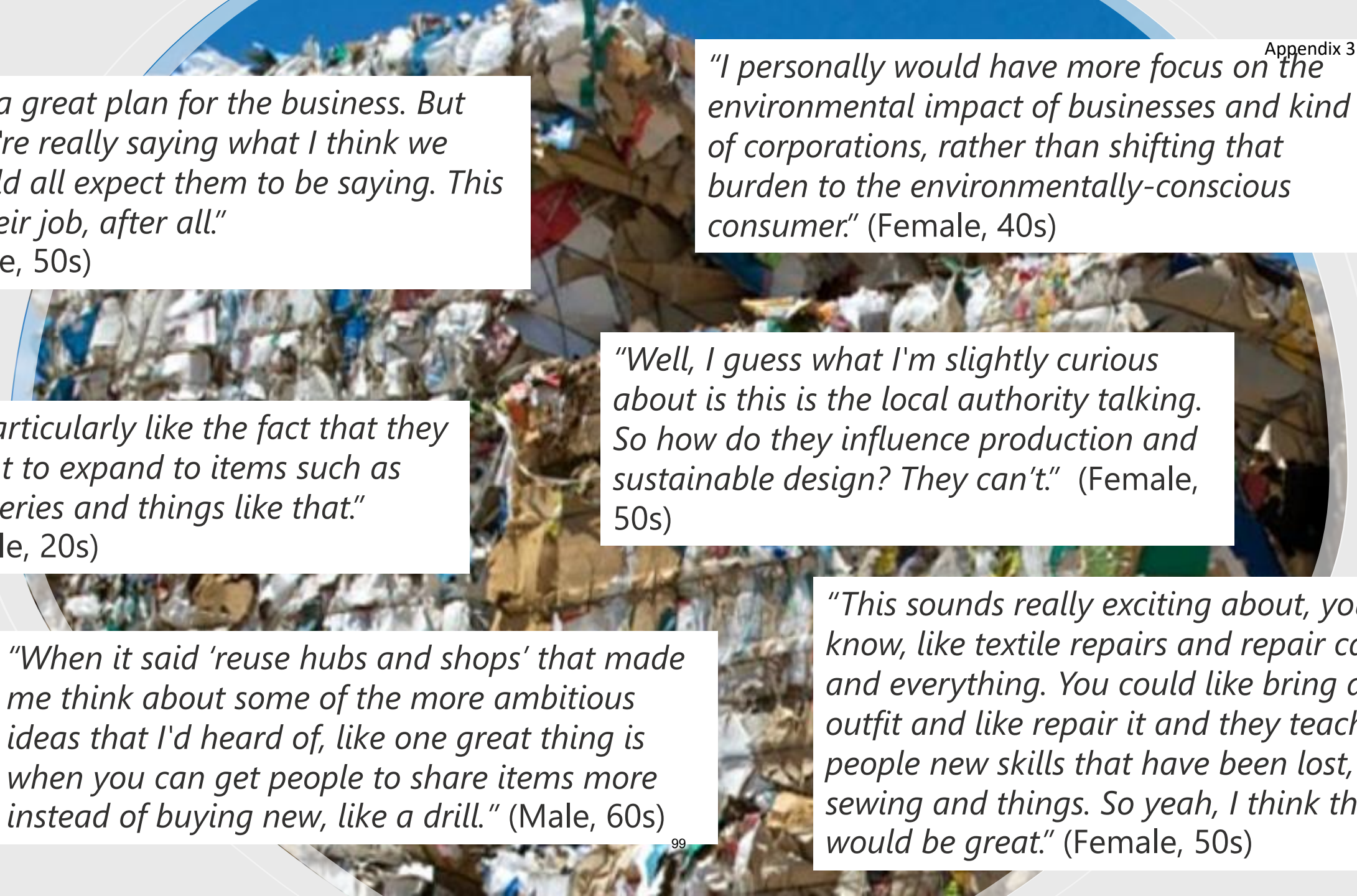


m·e·l research

Use (circular economy)

- Lots of resident support for this as a concept and evidence that ‘circular economy’ was indeed a new philosophy for some.
- Food waste – it was felt that much of this work was being done by non-LA entities already; ‘Olio’ and ‘Too Good to Go’ apps, for example.
- Residents highlighted the need to make it ‘easier’ for people to recycle, including providing information on how materials need to be prepared and separated ready for collection and knowledge of what happens after roadside collection.
- Much support for expanding the types of materials that are collected; textiles, batteries and soft plastics, for example.
- Can the WRP facilitate sharing of resources, especially those items that people might need only once or infrequently, e.g. tools and toys. Can ‘libraries’ for such items be setup?
- Can ‘repair’ be added to the existing 3 Rs of reduce, reuse, recycle?
- Questions were raised regarding how LAs were going to encourage sustainable design and production; with queries over their sphere of influence.





"It's a great plan for the business. But they're really saying what I think we would all expect them to be saying. This is their job, after all."
(Male, 50s)

"I personally would have more focus on the environmental impact of businesses and kind of corporations, rather than shifting that burden to the environmentally-conscious consumer." (Female, 40s)

"I particularly like the fact that they want to expand to items such as batteries and things like that."
(Male, 20s)

"Well, I guess what I'm slightly curious about is this is the local authority talking. So how do they influence production and sustainable design? They can't." (Female, 50s)

"When it said 'reuse hubs and shops' that made me think about some of the more ambitious ideas that I'd heard of, like one great thing is when you can get people to share items more instead of buying new, like a drill." (Male, 60s)

"This sounds really exciting about, you know, like textile repairs and repair cafes and everything. You could like bring an outfit and like repair it and they teach people new skills that have been lost, like sewing and things. So yeah, I think that would be great." (Female, 50s)

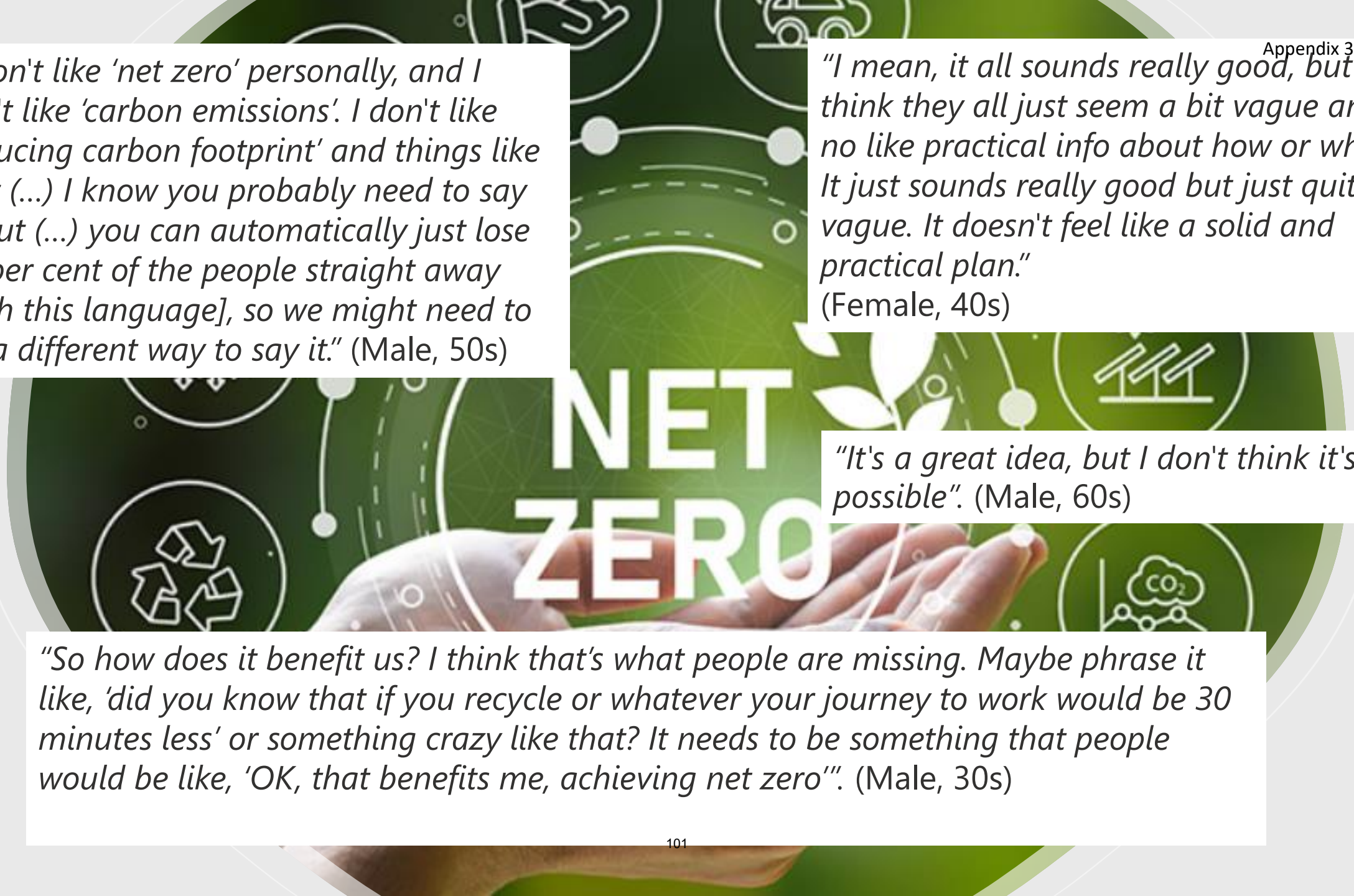
Reduce (achieving net zero)

- Worthy aims, but…
- Are we not doing this currently? Where is the innovation and progressiveness?
- What are the targets and what does this mean to individual Boroughs?
- Who is responsible for each of the ambitions and how do residents and business contribute?
- Net zero – the language for many is tired and residents feel fatigued hearing this. Others questioned whether this is achievable, as meaningful change goes beyond Boroughs.



"I don't like 'net zero' personally, and I don't like 'carbon emissions'. I don't like 'reducing carbon footprint' and things like that (...) I know you probably need to say it, but (...) you can automatically just lose 50 per cent of the people straight away [with this language], so we might need to try a different way to say it." (Male, 50s)

"I mean, it all sounds really good, but I think they all just seem a bit vague and no like practical info about how or what. It just sounds really good but just quite vague. It doesn't feel like a solid and practical plan."
(Female, 40s)



"It's a great idea, but I don't think it's possible". (Male, 60s)

"So how does it benefit us? I think that's what people are missing. Maybe phrase it like, 'did you know that if you recycle or whatever your journey to work would be 30 minutes less' or something crazy like that? It needs to be something that people would be like, 'OK, that benefits me, achieving net zero'". (Male, 30s)

Work (collaborating and amplifying impact)

- General support for collaboration and working together, most notably the community aspect. There was an appetite to learn more about how to repair and new ideas on reusing items.
- Support for job creation, especially if this is for school leavers and young people.
- Lots of support for education, including school visits to recycling sites and better information for residents on recycling (how to, as well as what happens after collection)
- Residents felt more could be done locally in relation to campaigns, work with schools and universities to encourage attitude and behaviour change for the future.





"Developing the impetus to encourage people in the borough to recycle and to participate in the various schemes is all about generating a culture of engagement around these issues. So, you know, educational schemes, community-based schemes. I think things like that that generate a sense of accountability and pride within our community. This tends to foster people's motivation to actually participate in them." (Female, 30s)

"People love a little progress and seeing where we are along that journey and what we've achieved and what we can achieve. I think we all like positive feedback to encourage us." (Female, 40s)

"You know, school visits [to recycling centres], educating children, because that's where it starts, isn't it? If we educate that generation, then hopefully going forward we might be better at recycling". (Male, 50s)

"The repair cafes are quite good. That would be good, actually. Very interesting." (Female, 50s)

Provide (delivering best value)

- There was a positive response to illustrating the economic benefits especially during the cost of living crisis.
- Communication was seen as key. People wanted to know what was being achieved, gains, impact on biodiversity. However, how this is communicated needs to go beyond putting information on the website. Residents wanted more tailored and proactive communication across different channels and platforms.
- Some participants were interested in contracts offering good value, asking how they would know this, while others felt that this was not their concern and assumed value for money considerations were being made when awarding contracts already.
- There was support for regular monitoring and reporting; this was seen as ensuring accountability and responsibility, offering transparency that is often lacking in government and local authority initiatives.



"You know, it's focusing on the economic side of it and finances are really important because of the cost of living crisis. It's showing you know where the money's going in and out and they're acknowledging the finances of it. That's good and it's showing that money is going to a good cause, to local resources. t's making a difference to your community." (Male, 20s)

"So, if there was an incentive there, maybe people would be more encouraged to recycle. But they don't see anything coming out of it. What do people benefit from recycling? That's what people need to see!" (Male, 30s)

"I also think that the economic benefits of doing this is a very strong, strong argument." (Female, 30s)

"There isn't one best way to communicate. People have a variety of needs, so it's probably going to have to take place in different channels to reach everyone." (Male, 50s)

"I think it's good, though, and with the point of the contracts offering good value as well. I think that it's an important point that, yeah." (Female, 40s)

View on targets

- There were mixed views on the specific targets shared with the groups
- Whilst some welcome targets, other participants found the targets abstract given that there was no further information provided on how the targets will be achieved and how they would know if they were achieved
- Participants wanted to learn more about current targets and whether previous target had been met
- Targets – such as recycling rates across each borough were considered low. Some felt they were already achieving this and others were shocked if each borough was below 30%
- Participants wanted communication on when targets were reached



"30% recycling across household waste by 20-30. I'm horrified we're not there already. Surely we must be higher than this" (Male, 30s)

"Everyone sets targets, but we never know if we achieve them. I'm more interested in what difference will this make to us" (Female, 60s)

"For me, my first thoughts are how are they going to achieve this?" (Female, 40s)

m·e·l research

Priorities and next steps

Residents were keen to see more on education, awareness raising, working with businesses on reduced/sustainable packaging and engaging with younger residents.

Working together was seen as positive.

Transparency, including reporting on ongoing progress and achievements, including metrics against targets, especially on the economic benefits was welcomed.

Convenience and incentives motivate people and it was felt this needs to be at the heart of any future change.

Communication needs to be accessible and engaging; there were calls for the use of wider platforms and channels (including social media) for different audiences – the promotion of ideas and local initiatives and local campaigns was seen as key.

APPENDIX 2

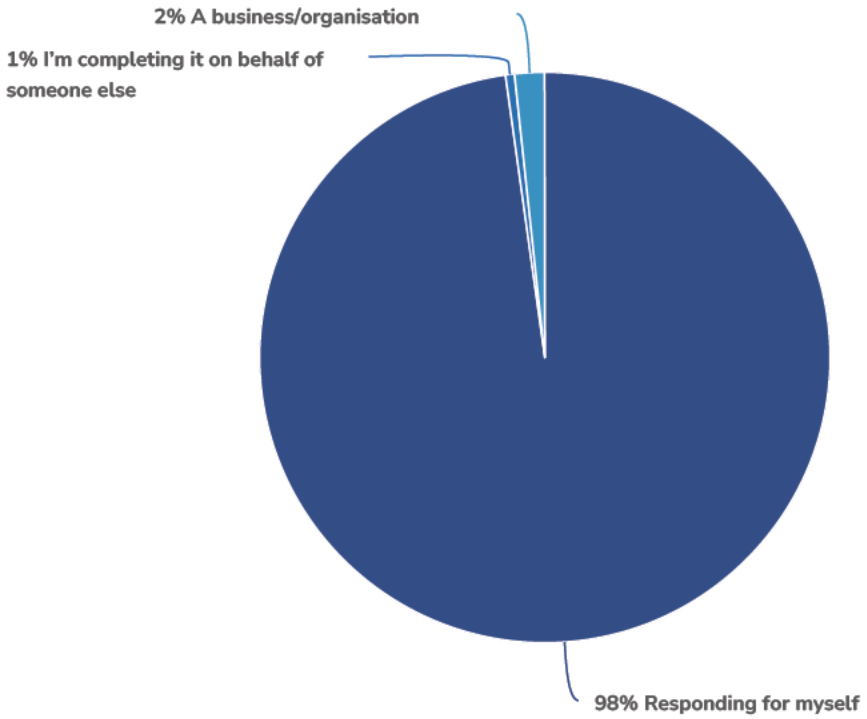
© Ricardo plc 2024

Report for Share your ideas on our plans to reduce, reuse and recycle our waste

Response Counts

Completion Rate:	**70.5%**		
	Complete		284
	Partial		119
			Totals: 403

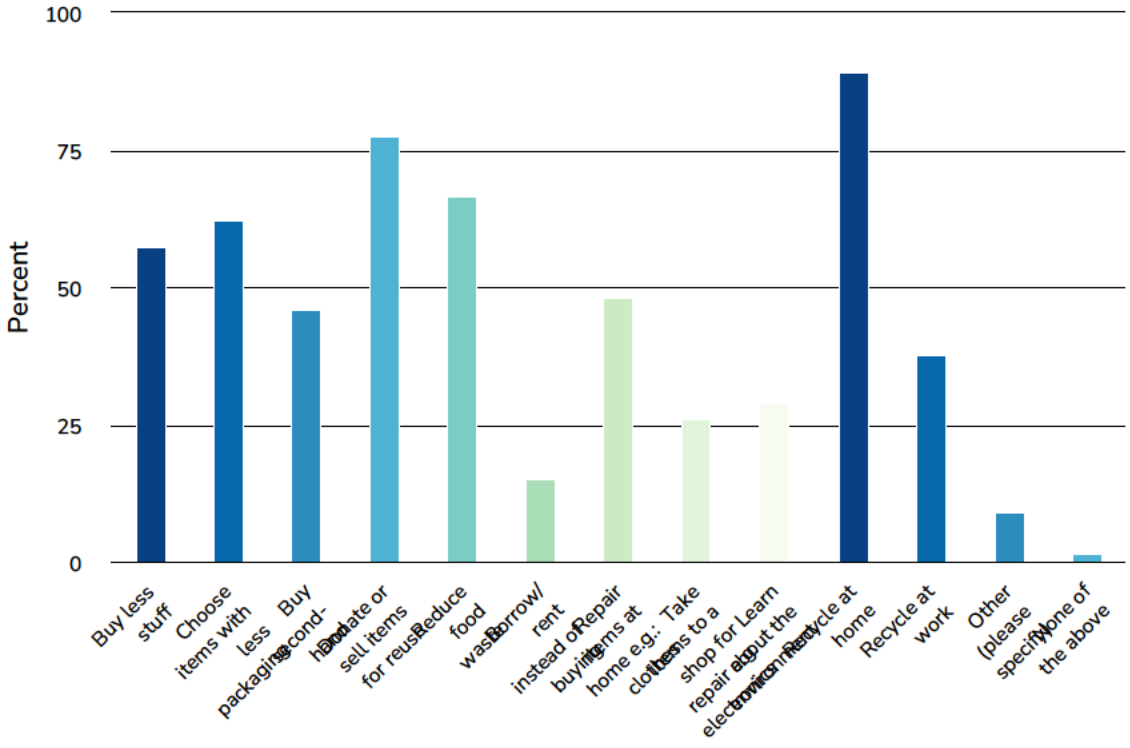
1. Individual/Organisation Please indicate the capacity in which you are responding by checking the appropriate box:



Value	Percent	Responses
Responding for myself	97.8%	393
I'm completing it on behalf of someone else	0.5%	2
A business/organisation	1.7%	7

Totals: 402

2. We'd like to understand what sort of activities you do at home or work to reduce waste, reuse or recycle. Please tick all that apply



Value	Percent	Responses
Buy less stuff	57.3%	231
Choose items with less packaging	62.3%	251
Buy second-hand	46.2%	186
Donate or sell items for reuse	77.7%	313
Reduce food waste	66.5%	268
Borrow/ rent instead of buying	15.4%	62
Repair items at home e.g.: clothes	48.4%	195
Take items to a shop for repair e.g. electronics	26.3%	106
Learn about the environment	29.0%	117
Recycle at home	89.3%	360
Recycle at work	38.0%	153
Other (please specify)	9.2%	37
None of the above	1.7%	7

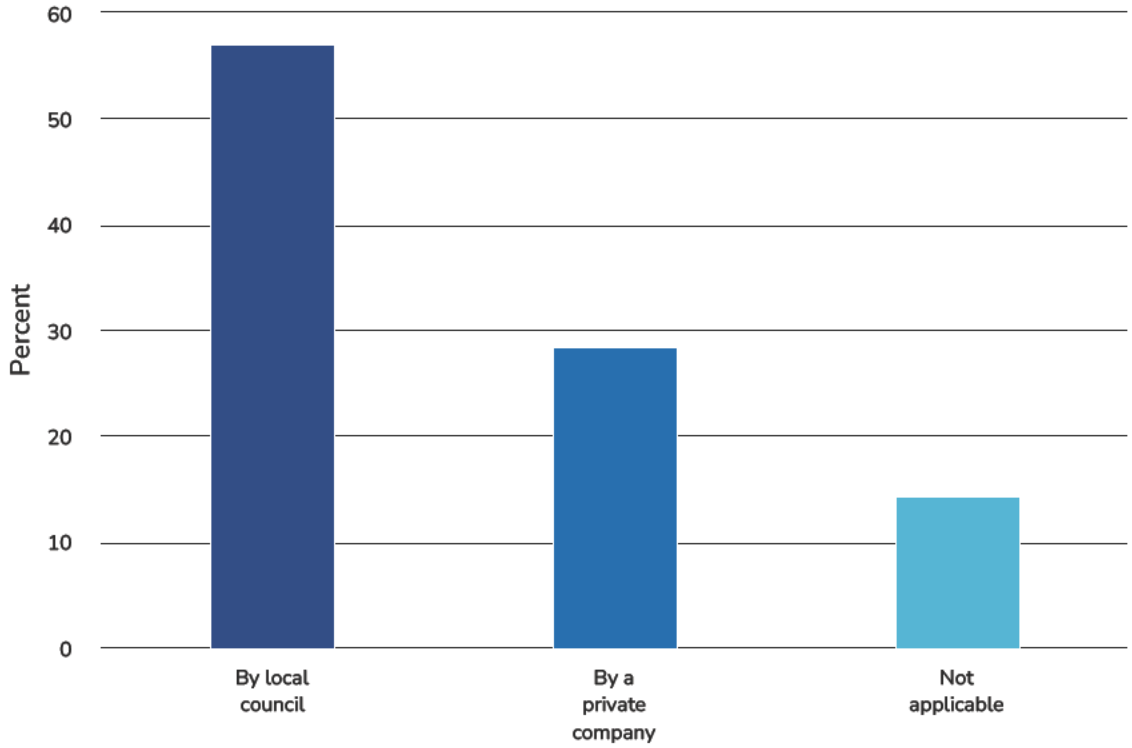
3. Please specify

ResponseID	Response
193	Compost
212	Compost most of our fruit and veg waster and collect our rainwater
216	Take eg garden waste to WRWA. My food waste is already minimal.
218	Compost (minimal)food waste; take own bags to shop; use local greengrocer to avoid packaging waste; request "no junk mail". Minimal use of car (out of town only)
221	Take waste elsewhere to recycle that I can't recycle from home eg aerosols and metal foil
222	Send all food waste for composting
257	compost garden waste
268	Repair things myself. DIY.
287	I use a milkperson so my milk comes in bottles on an electric milk float. I cook from scratch to reduce packaging - and batch cook to reduce waste. I don't buy fast fashion. I complain to companies about their use of plastic.
290	Compost. I also take soft plastics to Co-op to be recycled - same with tinfoil to Vale street and blister packs to SuperDrug - be great if at least these three items could be added to council pick up. By doing all that my family of five has reduced our black bin fills to twice a year
293	I recycle plastic film by taking it to a collection point in a branch of Co-op
304	I have an Insinkerator, a waste disposal unit plumbed into my kitchen sink which disposes of the bulk of my food waste.
312	Recycle at my local supermarket, eg. Plastic bags, water filters & batteries. I also take pill blisters to recycle at Superdrug on the Streatham High rd.
313	Vegan household, we are conscious of the environment and recycling - it's others that need educating.
324	At some time in the past 63 years all of the above
348	Store and re-use when needed ... from large items converted into stone garden furniture and wooden indoors furniture, to storing/re-using plant pots and stakes ... all the way to drawers of pieces of string jars of undamaged screws all those rubber-bands dropped by the postman!
397	Compost

ResponseID	Response
418	Use refill stations for household cleaning products
420	Take plastics/film wrapping to Tesco superstore. Wear clothes and shoes for decades
425	As a volunteer ran an eco-reading scheme at Oasis Academy Putney in collaboration with Putney High School
444	Take soft plastic to recycle in the local large supermarket
448	I use a compost heap. I take soft plastics to be recycled
457	Buy surplus food with no packaging from Oddbox
462	I lead a volunteer litter collection group in Battersea for Thames21 on weekends, to collect plastic and sewage-related litter mostly from shores.
477	Compost bin
495	Choose milk and juice delivered by milkman in reusable glass bottles Recycle soft plastics and cosmetics at supermarket collection points Compost heap in the garden
500	Compost garden & vegetable waste
511	Raid skips
517	Studying - Masters in Research, topic is fabric/textile waste and legislation in the UK/Eu
527	compost
533	Recycling depot
567	I save items and take them by foot to Smugglers way recycling Centre sometimes carrying very heavy loads
603	Go out of my way to recycle hard to recycle items (corks, dental, healthcare, blister packs etc)
620	I do all my banking, payments, and 90 % of my food / sundries purchasing on line re using all the packaging to sell items or food containers when they're empty to store other items.
627	Compost, take soft plastics to co-op, blister packs to Superdrug, tin foil to Vale St

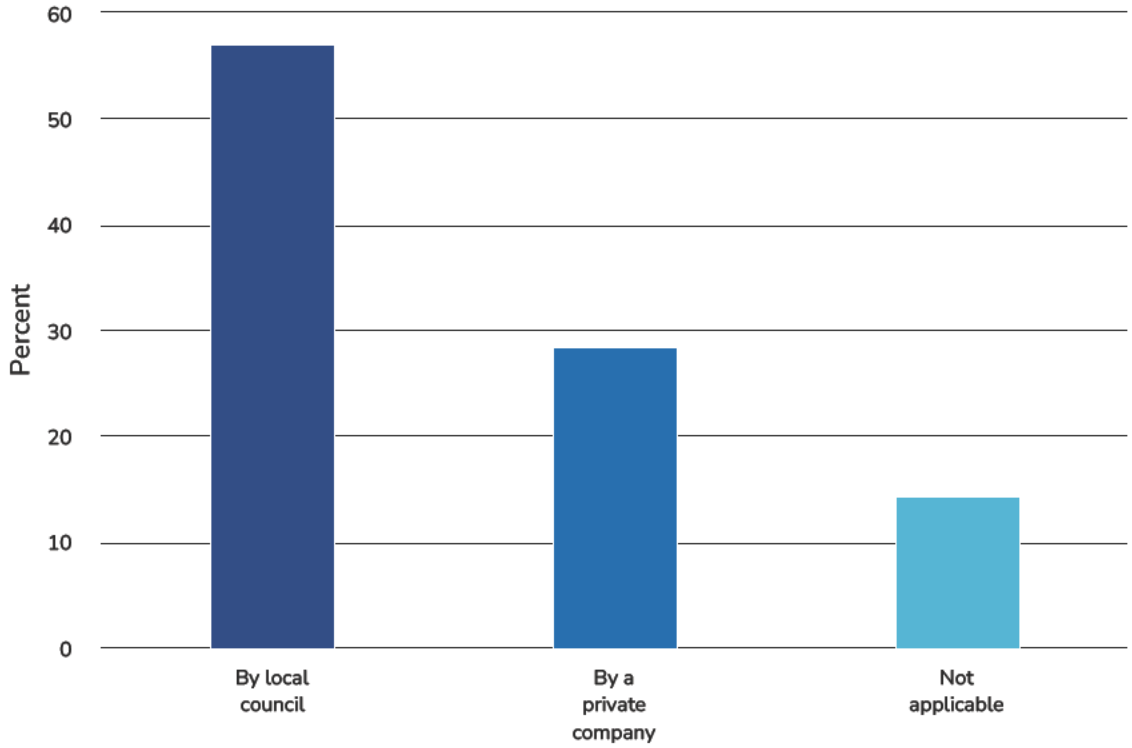
ResponseID	Response
631	When ordering online and where applicable, I often try to plan orders. For example you can set-up a delivery day, so that all orders arrive together. Doing this helps reduce packaging, as well as reducing emissions.
646	I have a compost heap in my garden where a lot of non-meat food waste goes. It also reduces the garden compost I need to buy.

4. Does your non-recyclable waste get collected by your local council, or do you have an independent waste contractor?



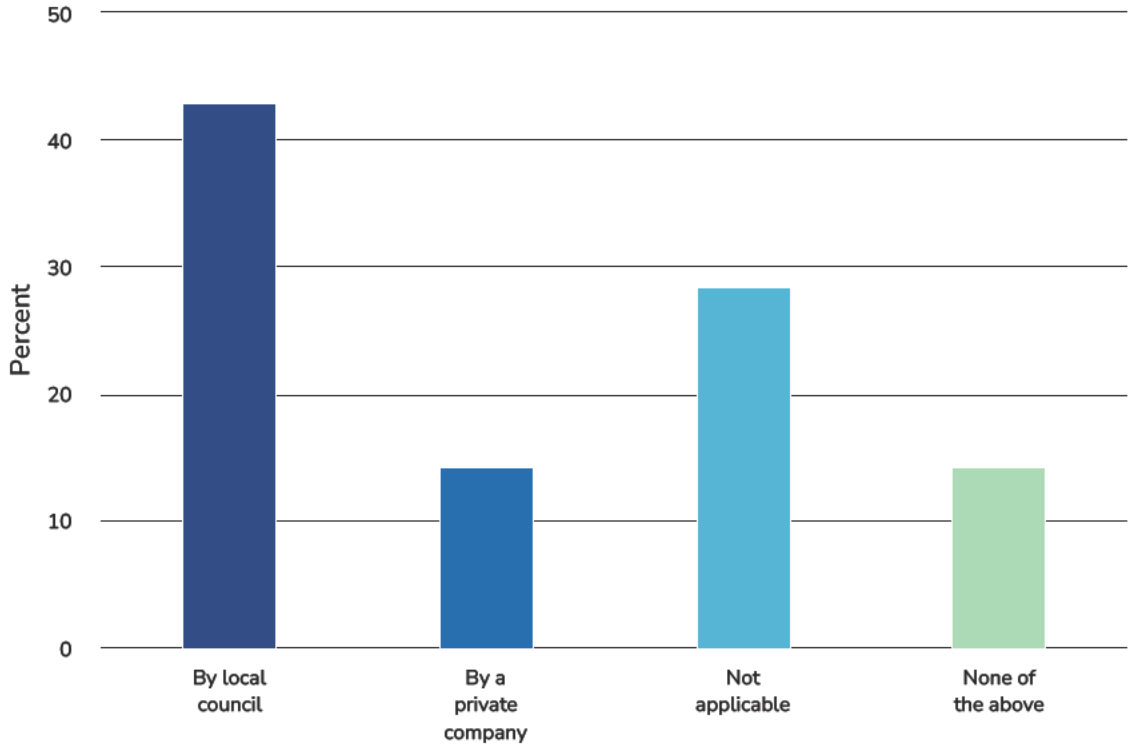
Value	Percent	Responses
By local council	57.1%	4
By a private company	28.6%	2
Not applicable	14.3%	1

5. Does your recycling get collected by your local council, or do you have an independent waste contractor?



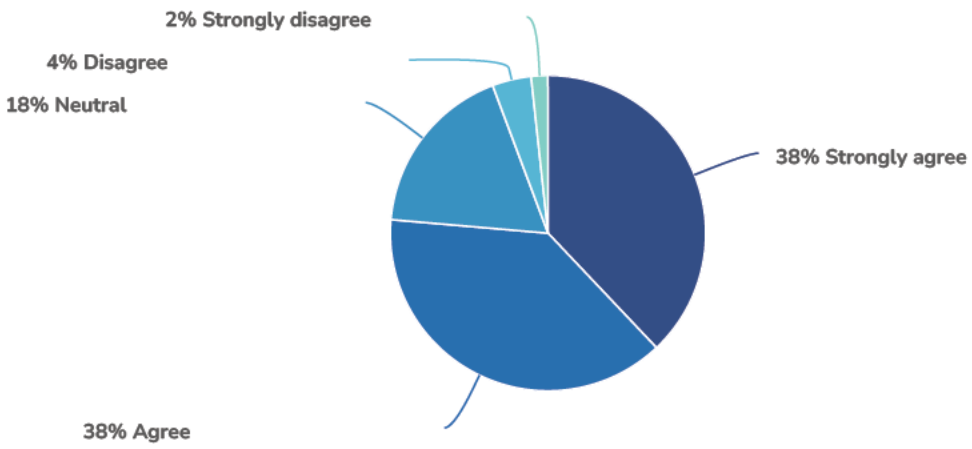
Value	Percent	Responses
By local council	57.1%	4
By a private company	28.6%	2
Not applicable	14.3%	1

6. Does your food waste get collected by your local council, or do you have an independent waste contractor?



Value	Percent	Responses
By local council	42.9%	3
By a private company	14.3%	1
Not applicable	28.6%	2
None of the above	14.3%	1

7. Vision for Waste Strategy The Western Riverside Partners have worked together to develop a Vision for the Strategy."The Western Riverside partners will work together with our residents and businesses to prioritise waste prevention, reduce our carbon emissions and environmental impacts, and provide customer focused waste and recycling services that maximise value from the materials we manage."To what extent do you agree with our Vision for waste management?



Value	Percent	Responses
Strongly agree	37.9%	131
Agree	38.4%	133
Neutral	17.9%	62
Disagree	4.0%	14
Strongly disagree	1.7%	6

Totals: 346

8. Any suggestions for improvement?

ResponseID	Response
171	Full traceability of where recycling is sent as well as full recycling of all materials eg let us recycle aerosols in our bins!
172	Vision statements are 10 a penny. Keeps a lot of people and consultants in paid employment. But fundamentally just performative Substitute for actually getting things done
177	Educating people regarding recycling. Not everyone is on board.
182	no
190	I prefer modular approach where some people/businesses who can afford more could do more while poor would be encouraged to do at least anything that they can afford. Additionally, we need to make sure that we train people and keep people up to date with newsletters and adverts and posters etc.
197	And keep out beautiful city looking clean.
198	The recycling service hasn't changed. Same as before with weekly collection. Our recycling bin is full and if anything is placed next to the bin it is not taken. There are no local recycling Hins for clothes, duvets or furniture. Not even glass recycling option. I would be happy to drop of bottles at local supermarkets but there are no option.
199	We need clarity as to what can and cannot be recycled. Easier disposal of big items.
200	Weekly Trash collections and collecting on the scheduled.
203	I took a few items to Wandsworth tip yesterday including a bag of mixed Recycling in a Recycling bag containing the correct items for this bag. I asked a member of staff which the Recycling skip was and he looked at it and said "just put it in General Rubbish". Luckily a member of the public overheard him and pointed out a Recycling bin to me which contained bags similar to mine. Some improvement needed here. Either the member of staff needs further training, or knows that Recycling just ends up with the general rubbish. Either way, this is not right.
210	Ensure that the waste that you deal with is managed and recycled correctly to maximise the level of waste that is recycled rather than incinerated.
216	Probably educating people about what can be recycled needs to be mentioned.
218	Most residents will say they cannot afford for example, the fee for garden waste; it is not environmentally "friendly" nor economical to ask residents to drive their waste to Wandsworth from, say Hammersmith.
225	I would like to see in Lambeth affordable repair clinics for household items to avoid waste in binning & purchasing replacements. This goes for clothing also.

ResponseID	Response
241	Have public access and ability to purchase locally produced compost
253	Who or what the heck are the Western Riverside Partners?? I clicked on this quickly in the library expecting to reply for Lambeth council. You need to re work your survey strategy. Make versions for each borough and do specific qr codes
257	I don't like the phrase 'provide customer focused waste ... that maximise value from the materials we manage." I seems a way to stop the collection of certain types of waste that 'are not valulable'
265	Work with large companies to stop plastic packaging,
283	Ensure residents waste is collected as contracted
287	You aren't putting nearly enough focus on business. I work really hard to not buy stuff that has plastic but the onus should be on the manufacturers to change their packaging. Also I live near Clapham High Street and have to live with the junk from all the fast food places all over our roads and stuffed in our bins - why aren't they doing more. If they want to sell that junk they should have to do so in a way that doesn't destroy the environment.
288	I am unclear what customer focused waste & recycling services are
290	It should also do social good locally - training and employing (with good pay and conditions) local people who might otherwise struggle
293	More types of waste need to be collected. Recycling often doesn't happen in private blocks of flats -- that needs fixing. You end with saying 'maximising value' but my priority is protecting the environment.
296	Seems really glib. Not sure how it could be improved because I don't understand the purpose.
298	Vision should include work with companies and individuals to provide cost effective repairs to goods instead of throw away when broken.
301	
304	YES! Re-write your "Vision" in more user-friendly language. At worst I haven't a clue what your Vision statement means , and at best it delivers nothing meaningful.
312	One off garden waste collections would be a good idea.
313	but how is this going t be done
314	Statement sounds inspirational but the devil is in the detail - how are you going to do that? I can't either agree or disagree without knowing how this is proposed to happen

ResponseID	Response
316	Everything works great! Don't change!
322	More Litter and recycling bins should be placed outside shops, please, to reduce littering and encourage recycling.
324	This is a complete waste of tax payers money. This recycle site has been running for as long as i can remember and nothing needs to be spent- it is doing what is needed already.
327	You don't currently provide customer-focused recycling services for people who don't have a car and rely on public transport. To make it easier for people to recycle you need to provide supervised recycling skips in places like Clapham say once a month, for example, and provide a free collection service for larger items that can't be carried.
331	Education of people to recycle more. How to recycle. Some people don't even collapse massive cardboard boxes, rinse cans etc, more local recycling of plastic wrapping. Incentivise good recycling.
334	Make it easier for customers who are no longer capable of lifting waste into high sided containers.
337	It's a bit dull
340	Yes, your statement is clearly a guise to front up further cuts and reductions on waste collection by you. Your contribution to a global carbon footprint is diminutive and a cynical move to leave tax paying residents having to deal with your service failures.
342	More education is needed. Recycling needs to be easy to get more people engaged.
345	It needs to be more specific. How much waste will you prevent and by how much will you reduce carbon emissions? What are the environmental impacts that you refer to?
346	1.Clear street and lamppost bins more frequently. 2.Get a better contractor to clear the bins properly and have an inspector who then checks the job has been properly done.
348	Lack of emphasis on the responsibility of EVERY person for retention/disposal of their own materials ... and no recognition of the inconsistencies shown by actions of the Council (like unnecessary heavy pollarding of trees just because a few residents don't like the fallen leaves)! In other words more changes in culture (young well-to-do yobs throwing discarded beer-cans into people's gardens) ... dog-owners are the new smokers, as they seem to feel no responsibility for the vile waste left in their trail.
349	The recycling system works well. Please do not try to be too 'clever' by over-complicating or regulating everything.
367	Go back to weekly bin collection. The fortnightly collection is an absolute disaster with rubbish overflowing everywhere and foodwaste attracting vermin.

ResponseID	Response
368	Better communications with your customers, especially as to what can be recycled.
373	More communication around why recycling works for the council to build confidence and encourage participation from customers
382	Provide more swap/recycling initiatives to facilitate and promote sharing worthy reusable items easily.
416	Yes the food waste caddy service in Wandsworth need to be improve greatly as it's been unreliable
418	Tweak to say: ".... provide customer focussed waste and recycling services that enable residents to reduce their waste and that maximise value from the materials we manage."
419	How do I recycle / dispose of tapes, videos etc?
421	.....prioritise waste prevention, thereby reducing environmental impact. This will aid the reduction of carbon emissions in the future. Provide customer waste and upcycling / recycling services which will lessen environmental impact and create value from the material we manage.
422	We don't have a car, or access to one, so can't get to the Riverside place, so how do we dispose of old paint? We can't take it on the bus for obvious reasons, plus we are pensioners. A service that collects such waste, even if we have to pay, would be very useful (& might stop people dumping old paint in the street).
423	Educate people and explain why it's important to waste prevention
426	It would be good for repair to be included with recycling facilities, directly linked with the waste facilities
429	The garden waste service is a reduction in service, in that previously you took 6 bags/week and now it is a subscription service. When I prune I fill ten bags - but I do it only two or three times a year. It is a serious oversight that you do not recycle aluminium food containers (but you do take plastic). Aluminium recycling is a source of revenue. I am baffled that you don't do it.
430	x
437	It does not say anything about actually managing waste and collecting it and keeping our area clean and sanitary.
441	Make it easier to understand.
442	Collect recycle waste more often. There is always a mountain of cardboard boxes each waste collection day from online deliveries.

ResponseID	Response
444	Penalise businesses for not recycling. Knock on the door of residents who are not recycling to educate them.
448	Set aside one day for larger items to be picked up free. Return to having a community skip one day a month.
452	Recycling facilities that are only effective and easy to understand. No "theatre" waste recycling!!!!!
457	Replace stolen bins, or at least make them less expensive. Who can afford £70 or more when they may be stolen again, multiple times! That's why people steal them in the first place.
459	I selected "disagree" because, in. Lambeth for certain, the concept of the LA "working together" with residents is an oxymoron. Lambeth ALWAYS ignores any consultation outcomes.
463	Open a shop on site for sale of items that are potentially repairable. (2) Invite a small business to look into this possibility (3) Discount council tax to residents IF they are repairable. (4) Create a local Museum of Artifacts showing where they come from and how to avoid landfill. Ideal for school groups.
464	Please partner with Thames Port Authority as there are no recycling bins provided for the residents at Cadogan Pier and the waste is controlled by the Thames Port authority and not recycled at all!
465	Rubbish being placed responsibly into the bins after ourselves, less things being dumped onto the floor.... etc.
469	I find it a little dismissive that the focus is on changing individuals' behaviour as if it's their fault and not large corporations or the system at large. I would like to see more emphasis on recycling as much as possible and reducing emissions from incineration - I find it ridiculous for example that aluminum foil products must be put in general waste and incinerated rather than recycled, given how much energy has to go into aluminum refinement
472	Get garden centres to take back materials used when selling plants
477	Include tin foil
485	A wider variety of things to recycle such as blister packs for medication etc. also to lobby supermarkets to sell food without packaging (such as fruit/veg)
487	2025 is Wandsworth Borough Culture Year - collect ALL ICT items and send to Royal Mint recycling plant in Wales .If possible negotiate for some funds from precious metals etc. reclaimed and spend on one or two borough schemes ,homeless in Wandsworth, children etc

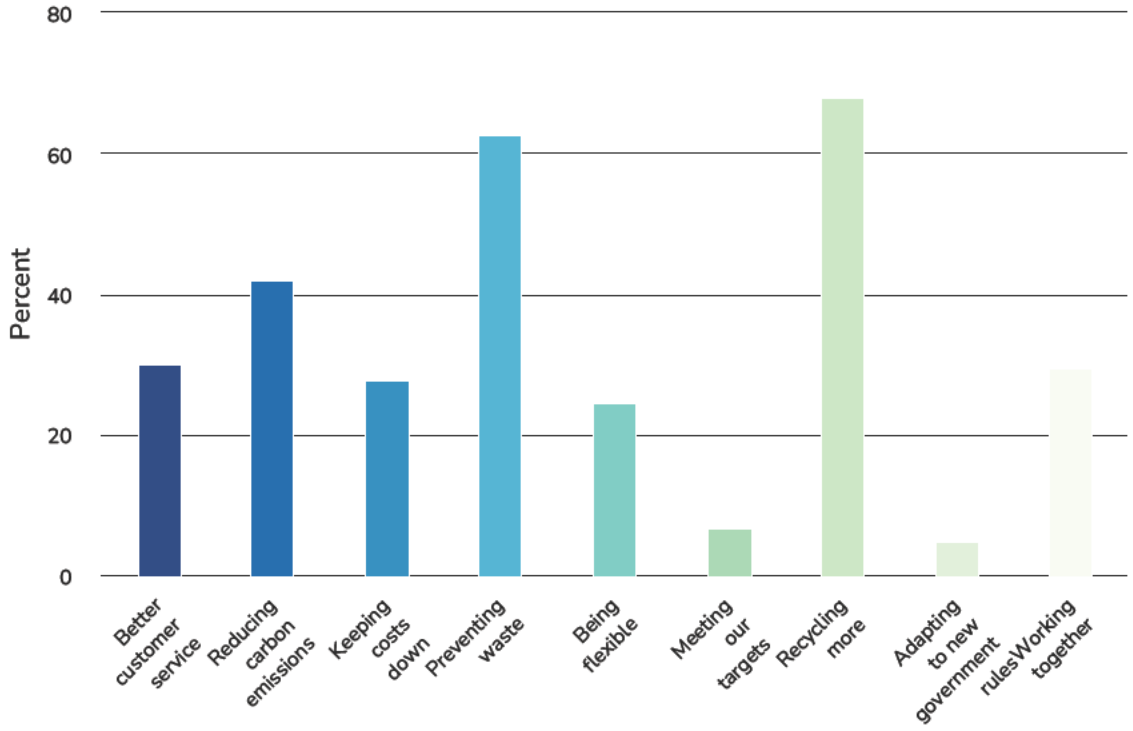
ResponseID	Response
490	Unfortunately for myself and others in my street the food waste collection scheme never really worked. I filled in the complaint slip each week for 3 weeks as nothing was collected the decided to wait and see what happened and gave up on the food waste scheme as nothing was collected 3 weeks in a row. I would have liked to participate.
495	It would be great to have an easier solution for garden waste (local collection points?), as this is messy to take in a car to the tip and it often feels easier to bin it in a black bag Get rid of appointments system for the tip
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
498	business needs to include supermarkets, lots of waste is because of their packaging
503	Great but HOW?
511	Be less bland
514	A vision is supposed to be easy to remember. You may consider to write a shorter version (from a communication professional)
517	You need to provide Planet focussed waste management services that maximise protection for Nature, this can't only be about profit. So things you don't make money out of need to be recycled too!!!
521	Reducing waste collection has had a massively negative impact on my local area. Seeing increased fly tipping & detritus left all over the road after refuse collections.
524	More recycling banks/centres accessible without a car. I spend about £20 on uber and an hour when taking larger items to the tip. Also work with businesses to collect electrical items for free, cartridges, lightbulbs, smaller electricals at their shops.
527	Give clearer directions on recycling the multitude of different plastic containers and packaging. Cross off diversity from the list. It is irrelevant to recycling!
530	On my opinion you should prohibit shops sell product in lots of unnecessary packaging or it least allo just a minimum of it. Most of the food or products that we buy to home is the packaging, unbelievable how many waste we do everyday! Bottles- all Europe already has recycling machines for the glass , plastic and aluminum bottles, but just the UK don't do it, why??? Also, you need to follow with the rubbish and environment around businesses OMG! Rubbish around the buildings so disgusting! They throw or leave the rubbish around the buildings and we all know that this affects environment! And no one from council is monitoring this! And that's sad! You monitor individuals but not the businesses.
532	It is essential to push waste prevention back up the supply chain.
534	Less chat, more do!

ResponseID	Response
542	Enlarge area for donations for re-use
550	Education should be explicitly mentioned. There is still a lot of confusion on what can or cannot be recycled (and it varies across areas). Education should be a constant focus and be done
553	stop instructing meat to be included in food waste, it encourages maggots, flysheet especially in Warmer weather, the plastic boxes are easily damaged, the locking mechanism often goes out of alignment. the lock should be in the down position not upright, too easy for foxes even cats to knock over and gain entry. the refuse collectors ive spoken too found it problematic with the maggots and often when people were on holiday the stench after weeks of not being put out and festering for upto 3 weeks was awful. If it was very windy on collection days the boxes were often blown down the road, often getting damaged and residents trying to find out where their bins had gone.
561	Increase items that can be recycled for example plastic film, batteries, coffee, pods
563	give up this net zero nonsense
564	Stop the fancy slogans and fix the waste collection in the borough
566	Pick up from people who can't take things to recycling centres.
567	Please include more items to be included in weekly collection from Homes particularly such as metal and different hard plastics other than bottles and bulbs and batteries and electronic items . It's very difficult carrying everything by hand and taking the car as many do us not environment friendly .
571	Go back to weekly bin pick ups. Also keep the smugglers way recycling centre open
572	Help people not to throw good things because they are too lazy to sort things that can be reused
573	Provide information about how and where to recycle polystyrene packaging and other soft plastic sheeting as well as crackley packaging like that used for tea, biscuits etc
575	At least make some effort to do what we pay you to do. Remove waste regularly and don't leave it scattered across the pavements and roads.

ResponseID	Response
576	YES - GLASS is an obvious one to recycle and I have seen panes of good glass or even large panes with a bit missing (which could easily be cut down) being tossed into the rubbish because your advisors give that instruction. PLEASE recycle glass. Have some special area to put it a get a local glass cutter to cut and sell on. Also, the green stuff we all produce should be collected, like the food waste, each week, direct from homes (especially for Sept/Oct/Nov initially). We all waste so much petrol going to the dump to do this, or worst still, this garden debris just gets put in black bin bags and adds hugely to general rubbish. A much more durable recycled bag - like the orange recycling bag but green instead, should be provided to households and a "GREEN" garden waste collection should be made each week.
577	You need a car to get to the depots! Why not a once-a-month/quarter street collection (like the rag and bone man).
581	No
583	I agree but are your targets being met? There is still so much waste going to landfill or being incinerated which could be recycled, lin some countries non-recyclable plastics are being ground up and added to concrete ti make insulated concrete blocks for building. See: https://crdc.global/resin8/
584	More engagement
585	I'm not too sure about maximising value. Too much emphasis on profit will undermine the other aspects.
591	I would like to suggest maybe once in the winter and second in the summer to have a huge recycling bin when most of us have clear outs. Each area can use these recycling bins to help with not only recycling but can also be used for charities. Most people do a home clear out before Christmas and before summer. This will definitely help the environment as well as reducing poverty
594	We need to recycle aluminium foil. I have to give this to friends in other boroughs (Camden, Hemel Hempstead) where their Council accepts aluminium waste, so why can't we here in Wandsworth? If processing facilities exist, surely all councils should be able to use them?
595	I like that waste prevention is the priority, rather than jumping straight to recycling.
616	I think that alongside residents and businesses, explicit reference to relevant Local and/or Municipal Councils would present the tenets of recycling in a much more cohesive way, especially to residents.
618	It would be good if people were allowed to take things from the tip as well as drop off . I'm not sure why this is not allowed. Soft plastics should be widely recycled along with other plastics There should be a 'large objects' pick up service from homes that cannot get them to the tip

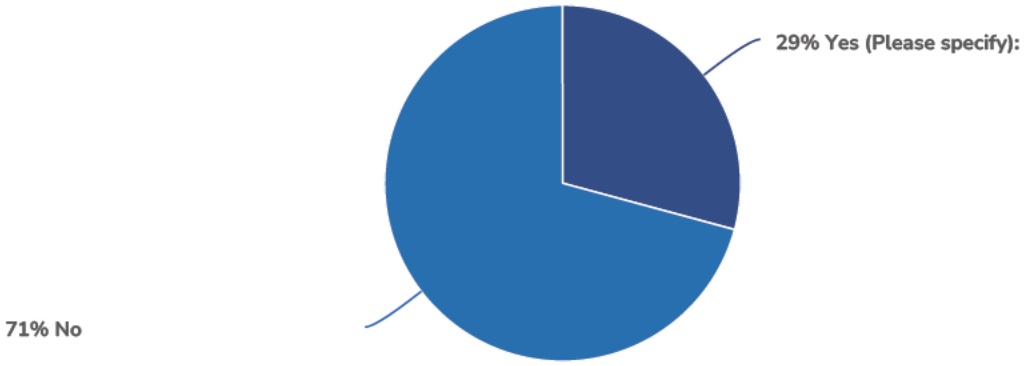
ResponseID	Response
620	' co producing service improvements with residents to make sure we exercise best practice in all our recycling and waste management,' is more direct and meaningful language. It's a better statement of intent.
621	Increased clarity and transparency over what happens to items put out for recycling and how residents can ensure that items they put out for recycling can in fact be recycled. More local recycling facilities, such as local composting for food waste, "re-use" sites for sharing unwanted furniture, encouraging local craftspeople to upgrade items such as clothes in need of repair, encouraging recycling of small electricals for copper re-use.
623	I don't know who the western riverside group is.
630	What do you mean agree ? You've said it's your statement - how can I disagree with your statement ? Do I think this is what you should be concentrating on ? I think you should focus on managing waste collected in the most effective way possible
631	Although I understand the statement and the need for it to be concise, it leaves something to be desired. When something overlaps between each statement, what takes priority? Another example would be: while you're trying to maximize value from the materials you manage, what about the front end? Are you attempting to be efficient and reduce costs where necessary? If there is a clash between extracting value and focusing on the customer, which one takes precedence?
633	Provide more bins on the street for recycling and general waste. Target these at litter hotspots, using data from litter reported on Lovecleanstreets Ap, etc. Businesses need to be strongly encouraging to provide bins and reduce litter and waste.
646	Tell people more about economic and environmental benefits of recycling. Many people don't do it that much, or could do a lot more.
648	Specific targets need to be included - "prioritise waste prevention to meet and exceed targets of (x%)" - "reduce our carbon emissions to zero by (date) and ensure no negative environmental impacts from our operations"

9. What should the Strategy focus on? Pick 3 issues that are most important to you:



Value	Percent	Responses
Better customer service	30.2%	103
Reducing carbon emissions	42.2%	144
Keeping costs down	27.9%	95
Preventing waste	62.8%	214
Being flexible	24.6%	84
Meeting our targets	7.0%	24
Recycling more	68.0%	232
Adapting to new government rules	5.0%	17
Working together	29.6%	101

10. Is there anything else we should add to the list?



Value	Percent	Responses
Yes (Please specify):	29.2%	98
No	70.8%	238

Totals: 336

11. Please specify:

ResponseID	Response
171	Encouraging reuse/repair
177	Education to promote the benefits of recycling.
183	Taking away the old rubbish bins that have been left out for collection for over a week
187	(1) We could and should separate plastics better: more classes of plastics for recycling according to the printed Recycling Codes. This is an underutilization of information. (2) Please DO continue your war against fly-tipping. It is unhygienic as well as unsightly
188	Shredded paper
190	Training, constant development, communication, advertising
197	Making it easy to manage waste the right way.
198	Provide recycling option, regular garden green waste collection (once a month or every two months during spring, summer and autumn), yearly electronic waste collection. This is nothing new and all European countries have a system in place. The fly tipping and littering has increased in the last year and street cleaning is non existence. Around me residents clear the kerbside so water can run down. Others boroughs manage it but when you cross the border from an other borough you see large plants/weeds growing by the kerb.
203	As mentioned before, better trained staff who know which bin is which and what should go in it if asked. There is a notice encouraging people to ask a staff member if help is required. That didn't work for me!
206	Customers engagement
212	Longer opening hours at the Wandsworth tip
216	Educating people about what can be recycled. For example, my cleaning lady doesn't seem to understand it.
218	Working with local businesses and national supermarkets to STOP all plastic & similar products.
224	Regularly reiterating guidance to householders of (i) item and materials that can be recycled, with examples, and (ii) special collection services available to householders with clear contact details and cost details.
231	Ensure recycling bins are widely available. For instance, the soft plastic bin that used to be in Waitrose (by the Junction) has gone, and the one in the Co-op also. Now I think there is nowhere in this area

ResponseID	Response
236	Supermarkets use rolls of cling film to wrap old packaging on their trolleys. I have always thought of it as bad environmental practice. I have in the past tried to raise the idea of them getting trollies with hook on sides instead. It fell on deaf ears.
248	Not having to pre-book visit to the dump.
250	There's not enough education about recycling. I see things in green bins every week that shouldn't be there. It's also not easy to get rid of larger amounts of waste (large items, garden etc) when you don't have a car which we don't and many on my road don't either.
263	Enhance the reuse/repurpose items option
283	Ensure waste collection for residents is maintained. Offer free gardening compost collection and return it as compost to local gardening groups
286	Easy access to recycling. The Wandsworth site does great work but with any real volume to recycle, a car is necessary and kerbside collections are limited in both types of materials collected and the volume which can be disposed of. More smaller local " banks" would be of value
287	I think there should be enforcement on businesses. On Saturday night we have no control over the drunks cutting through from Clapham High Street and dumping their junk food debris all over the place. If you can't police them then make the junk food outlets responsible for the clear up. Same should be happening on Clapham Common. Why should volunteers have to clear up the mess.
288	I think landlords/mangement agencies should have more responsibility to ensure tennant in flats with shared bins ensure they recycle & are clear on what is available in the area. We frequently have shared bins contaminated.
290	Supporting local people through decent jobs and training
297	Take bins in a timely manner and more regular road sweeping/ pavement sweeping
298	Charge companies that create single use difficult to recycle and waste packaging. Encourage them to stop over packaging, reduce using materials that can't be recycled, stop using plastic and materials that can't be recycled when a biodegradable alternative is available
304	YES! I live in Star Street W2 1QG and it is ridiculous to have to spend 40 minutes in slow crawling traffic to visit the only eligible recycling plant that I'm allowed to use. Why have you NOT got another site north of the river?? All my recycling efforts must surely be counter productive due to the amount of pollution my car emits whilst crawling along at, tops, 20 mph. Fortunately I only ever visit your Smugglers Way site when I'm heading south, out of London, on much longer journeys to minimise pollution and my stress levels. Get Hammersmith Bridge fixed and this would reduce pollution as vehicles would spend considerably less time with their engines running whilst queuing to get over the only other two viable bridges: Putney and Wandsworth.

ResponseID	Response
307	Ensure that there is no build up of waste on streets by collecting waste at least once a week.
313	Collecting waste when it's contracted to be collected. There are streets lined with rubbish uncollected and overflowing. Provide more bins when people ask for them and don't charge £69 for bins as that will stop people from asking for them and they will either tip their rubbish or find a bin and make it overflow. Happens every week where I live.
314	Ability to change/scrap policies after implementation if proven they don't produce the desired results
322	Action on litter and fly tipping.
324	This survey is a disgraceful waste of time and money and completely unnecessary. This site has always and is performing its proper function. Stop wasting tax payers money and trying to make unnecessary changes under the disengenuous cloak of a non exisitant need for 'improvement'.
331	Keeping our streets clean of rubbish.
340	Providing a better service to customers based on their needs not your profit margins
343	Maybe find creative ways to incentivise more recycling especially for residents with no cars, students in the Borough etc.
345	A list of your other environmental impacts.
346	Yes. The proposal to charge for a garden waste service is a big mistake.At present I compost food and garden waste with exception of large twigs,large hedge cuttings,etc . I am now considering grubbing up the garden,removing the fruit trees,and paving the garden over-as most others in the road appear to have done.It will save a lot of hassle.
348	Changing the focus of your message from what YOU are doing to what EVERYBODY needs to do. Basically you should be showing people how to REDUCE the need for your organisation ... maybe start by providing free resources/talks at schools ... seek publicity for the 'fun aspects' (say a regular competition for best re-use of materials - artistically / cost-saving / waste-saving / etc)?
352	Promote household recycling more with targeted marketing campaigns. Percentage of recycling in the local area is displayed at Wandsworth Recycling Centre, this is a good example. Few residents realise how little is re-cycled by households.
358	Not requiring us to make bookings to go to the waste centre
362	providing MUCH more options for hard to recycle items - eg VHS TAPES!!!!!!
364	Engaging stakeholders in the community and in government

ResponseID	Response
367	Weekly bin collection. Lambeth has extremely high council tax costs, and we get screwed by you on basic services such as bun collection. The fortnightly collection is disgraceful, and is turning Lambeth into a complete waste field. It's disgusting and a health hazzard.
368	Better communications with your customers, especially as to what can be recycled. A lot of your customers have cleaners from outside the boroughs and they are not familiar with WRWA policies
373	Education on importance of recycling and waste reduction/prevention --> consequence of not doing so and the positive impactful outcomes to be expected from recycling, reducing waste.
382	Communicate and promote via sms recycling initiatives being provided to the borough.
387	Ease of access across the community (to recycling and prevention schemes)
390	Make sure rubbish collection actually happens on agreed intervals and if an area gets missed on schedule date provide communications to local residents explaining when it will be rescheduled
395	making things simpler
408	Providing clear information on how the whole variety of waste is managed and recycled
411	Joined up thinking. Every part of the UK seems to have a different system when it comes to recycling. Totally confusing for tenants who move flats/houses to different boroughs/ parts of the UK. Not enough emphasis and pressure is put back on manufacturers. They should be the ones incentivising consumers and the onus should be on the manufacturers and distributors rather than the end consumers to re-use. Recycling should only be used as a last resort where re-use can not be done.
417	Composting
420	Encouraging residents/workers to take pride in their streets
421	Educating people from the age of 5-90 yrs on waste, recycling and the environment. The more knowledge people have the better they understand the impacts of their life style. This should help create a better future for waste!
425	This may not be the right box but will put it here in case there isn't another option. There is no textile recycling for scrap fabric. A huge amount of bedding and clothing that is not fit for resale is going into landfill. School uniform gets trashed and it is hard to upcycle. Tinfoil is not recycled and what do we do with light bulbs? Damaged books are too heavy for paper recycling where can they go?
429	ALUMINIUM FOOD CONTAINERS!!!!!

ResponseID	Response
437	Actually collecting the waste that does exist and keeping the streets clean and uncluttered with rubbish.
439	Being practical and not expecting change too fast.
442	Educate residents to buy less online
447	Better communication, so that people are more aware of what can be recycled, and what can't, and how it should be presented for collection.
456	expand single use plastic collection points
457	Provide more detailed info about what can be recycled and what happens to it.
463	Advice on site and information on where the waste goes (honestly) and how much it cost the WRWA to keep the costs down for residents wherever possible by offering advice.
464	See above - partner with the agencies that manage the Thames river
476	Reduce the number of vehicles collecting waste from households. Wandsworth, while introducing food waste collections, have gone from one vehicle collecting domestic waste and recycling to three vehicles. Not what you'd call environmentally conscious. They have also failed to provide a second delivery was food caddie liners.
478	Messaging- some of the younger generation are very wasteful and do little for example to save energy.
487	Communities of practice and zero road litter, and bottle recycling schemes.
488	Making it easier to drop reusable stuff for those of us with cars and having street collections monthly/bimonthly for people without cars or who are more transient. This could include, clothes, shoes, utensils, bric a brac, furniture, book, cds, small,toys, bed linen, etc as this would encourage far more people to recycle, reuse and re purpose if it was made easier and felt more communal and normal. Large items, sofas and mattresses are still getting dumped despite maenads skips because they are too difficult to haul.
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
512	Composting
517	Offering public distribution services for ALL useful waste that people can reuse - clothing, furniture, electrical goods, food, books, glass jars, stationary, etc. If not collection, (which would be ideal) then at LEAST somewhere folks can put useful stuff, controlled - not waste with no uses - where others can legally, freely, collect it. A municipal FreeCycle warehouse (or many!!)

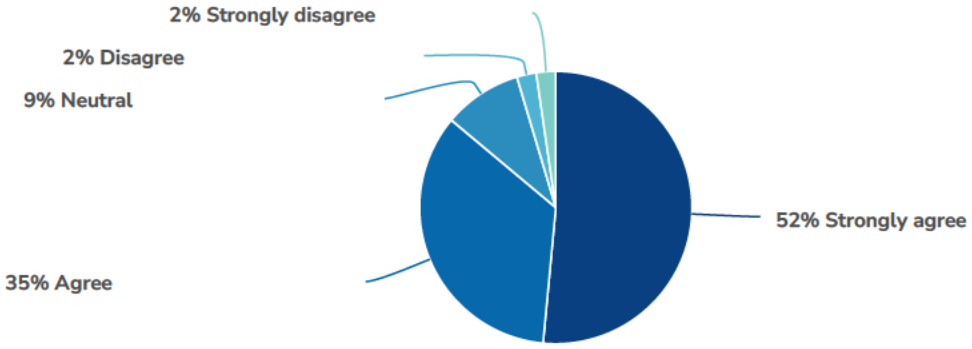
ResponseID	Response
521	Return to weekly collections. Actively assist those who would like to visit recycling centres but unable due to lack of transport with an affordable collection service.
524	Reduce cost barriers to recycling, even reward people to get into this mindset.
530	Staff members of the collecting rubbish process in the mornings (apologies I don't know their profession names) they leave everything on the road that falling down when they pick up the bins! I can't believe no one from Wandsworth council hasn't notice this, as this happening even on the high street near Wandsworth council. I do not personally understand how your system works , look around it's so dirty everywhere on the roads. Why do you put cameras and not checking them to monitor these problems.
534	Don't change to pick up large items, or have more locally available giant skips, in order avoid fly tipping. For the same reason allow little builders to use the dump for free.
546	Improve education around importance of correct recycling and consider ways to encourage recycling and discourage waste disposal or incorrect recycling. I believe that much of my recycled waste ends up in landfill as our collection community bins are filled with rubbish by others not correctly recycling
553	Living next door to Furzedown Primary School with our bedroom next to the bins in the driveway, being woken at 6.20am with the large palladins moved very noisily and the lorries tipping them up and shaking them could be done after 7am to not disturb so many neighbours needlessly.
565	local composting to handle food waste
566	Campaign to encourage and work together with people to keep our streets and environment clean. Let people contact you. How to remove things that should not go in black bins, green recycling bins and food bins. Need bigger and strong food bins. Ex textiles, metal things - where do they go?
567	Please remember that the more items included in the weekly pick up from homes which is in place already helps people recycle more . I don't know about businesses but the easier it is and Lower the cost . Also please Include fabrics at home pick up as part of weekly recycle bag. Many people don't have cars and it's a great effort to get to the Centre by foot with heavy bags
568	Finding ways to encourage residents to waste less and be more sustainable. I'd also like to see measure to encourage better use of garden spaces
572	Create an account, so we don't have to enter our details each time
573	Coordinate what is recycled with other authorities.
575	Meet residents needs rather than focusing on a political agenda.

ResponseID	Response
576	Keeping noise at the Centre down, keeping through out flowing, training your Refuse Advisors and incentivising them to see potential in Refuse when all too easy to say "bin that".
577	Making it easier for the 60% of Londoners who don't have a car to get stuff to the depots!
579	reducing emissions of your vehicle fleet
583	Educating the public as yo current and future strategies in such a way that is meaningful and inspired cooperation.
591	Creating more awareness
594	See comment above about aluminium foil. Also, for those of us without cars, it's very difficult to bring items to the tip. I've booked a collection when I had 4 items, but sometimes it's only one item, and I have to rely on friends to help, meaning things are waiting in my front garden for months on end! More local collection points would be welcome.
595	Public education of waste management, including the impact of increased waste on the environmental, both locally and globally. It should also cover guidance on how to prevent waste and make environmentally-informed decisions.
607	Supporting charities dealing with waste and recycling by collecting and disposing of it for them - at the moment they're paying private companies to do this, using precious fundraised income.
618	Re-using as much recycling as possible
620	Specify what you mean by working together....its very vague. Do yiu mean customer satisfaction panels.
623	Providing transparency and information to customers and businesses to understand how effective the waste management provision is
630	Work with businesses to take more responsibility for packaging .
646	Encourage (somehow) home composting for those who have gardens.
648	- Committing to a cap on refuse tonnage processed at Belvedere EfW facility, with a view to reducing and phasing out the use of thermal waste treatment facilities due to proven health and environmental risks.

12. To succeed in delivering our Joint Strategy, we need to work together — residents, businesses, and the Western Riverside Partners. To do this we are developing four action plans that will help us achieve our vision: Use resources better and recycle more (Transitioning to a Circular Economy) Reduce our carbon footprint (Achieving Net Zero) Work together to make a bigger impact (Collaborating and Communicating to Amplify Impact) Provide value for money and prepare for future challenges (Delivering Best Value and Preparing for the Future) We will show you more details on what we plan to do for each of these action plans. Let us know what you think and add your ideas.

No data to display

13. Transitioning to a Circular Economy We want to be smarter about using things again and again, repairing and refurbishing them, and recycling more, so we waste less and save more. Actions include: Promote activities that prevent waste, reuse materials and increase recycling. Support the Mayor of London's goal to cut food waste by 50% by 2030 and start food waste collections for all homes (and businesses). Expand recycling collections to include more items like textiles, batteries, plastic film and a wider range of packaging. To what extent do you agree with this plan?



Value	Percent	Responses
Strongly agree	51.5%	155
Agree	34.6%	104
Neutral	9.3%	28
Disagree	2.3%	7
Strongly disagree	2.3%	7

Totals: 301

14. Do you have any suggestions for improvement? Please give us your comments.

ResponseID	Response
171	Push wider comms to residents such as social media and bus stops across all the boroughs you operate in
173	I have 2 major concerns: 1. Companies need to be made to use packaging that is easy to recycle and not made of a mixture of materials that need separation into different recycling piles 2. The provision of multiple bins to each household is often a nightmare for residents who have nowhere to put them.
187	Food is expensive! (1) I am amazed that anyone throws out ANY food. (2) Encourage people to buy raw ingredients with many different uses - better for health too!
188	It would be good if i could recycle sheedded paper in this area
190	Don't be fooled by the targets but rather constant improvement I.e. if you are already great at something become leader or pioneer in that area rather than resting on laurels.
197	More community recycling sites that are accessible without a car.
198	Plastic and glass bottles could be returned to supermarkets for a small fee. It would half the waste problem.
203	A lot of households don't follow the rules and there is far too much fly-tipping, putting bins out on the wrong day and the wrong stuff in them. I think Council issued bins should be used across the board and residents warned, and then fined if they repat the offence. for leaving plastic bags full of rubbish on the pavement. These offenders can often be traced and not enough effort goes into doing so.
210	Greater transparency on what is recycled and what is not and a greater understanding of areas you are doing well and areas where you are not.
216	Food waste collection needs to happen - it has been very erratic in Wandsworth up to now. Expanding recycling collections only works if packaging reflects what can be done.
218	See above re packaging. Apart from overuse of plastics, many products do not even require packaging. Encourage use of products that can use re-chargeable batteries
220	Less aspirational dogma and more specific proposals- thee's a huge amount of greenwash in your proposals
222	Support the ability for people to repair items such as electronics, mechanical items, clothes, etc.
231	Encourage the buying of just the amount needed, i.e. Two potatoes, rather than a bagful and one breadroll, not four.

ResponseID	Response
233	Trial subterranean community recycling bins at In neighbourhoods (example is French system where households take rubbish/recycling to centralised but close by bin areas for disposal. These are usually at the end of streets. They are discrete and kept very clean. No household collections are done.
234	Work with manufacturers to educate them how much packaging still can't be recycled today
236	Some safe deposits for batteries especially Lithium batteries should be provided and installed in places away from residences. Lithium batteries are creating a huge problem. In my opinion, creating more problems than they solve. I despise E bikes being left all over the place, They also fall and damage property and are heavy to pick up. Who pays the cost of the damage? They are also a nightmare for the blind.
237	Lobby waste producers to reduce waste
239	Individual should receive smaller containers or bags for sorting waste easily in small premisses and homes. Restaurant and hotels should be targeted as well : they produce a lot of waste and there is simple ways to help them coping with waste reduction and eco-friendly actions
252	Don't just promote activities to reduce waste, support and provide them. Recycling aluminium foil too.
253	Focus on the basics. On my big estate people aren't even using the current recycling correctly.
260	The site in Blackpool has a donation point so that items can be sold on in the site shop. I think it works well and helps to recycle rather than throw away. It also encourages people to take a look around.
261	It's important that all boroughs align in their commitments and vision so there is consistency in approach, and that a drive to prevent waste does not leave some residents unable to dispose of waste.
263	None
286	Local banks as well as collections are key to widening.
287	Some things are really hard to get rid of. Food is easy you just use the caddy and Sainsburys does batteries but light bulbs? I've got an old large broken suitcase I want to get rid of. I will literally have to carry it from Clapham High Street to Smugglers way on public transport to dispose of it. There has to be an easier way.
288	I think big business need to step in & support.

ResponseID	Response
290	Lambeth has a high churn of residents with new people not understanding the system. When i lived in a block of flats I took it on myself to leaflet info about recycling and deliver recycle bags (when they were used) and it increased recycling by about 10 times. Regular education and good signs on bins needed for new people
293	Also tin foil, metal food trays
298	Reduce littering the high streets with fast food outlets. Too many on Clapham High Street - huge density. They create a huge amount of waste - packaging, food waste and encourage a poor unhealthy lifestyle. I'm sure this is common across other areas in the Borough.
300	The issues are more around packaging. Company's should be forced to add clear labels that says recycle or don't. For example I drink a lot of boost energy drinks. The plastic bottle is recyclable but the actual label is not for years I was throwing the bottle with label into the bin you have to make it quick and easy for people to see what gets cycled and where
310	Batteries and plastic film are already recyclable at some supermarkets. Too many containers beside our dustbins would be counterproductive.
313	Agree with all of it but its pretty ridiculous when every month I have to email for missed food waste collection. EVERY MONTH!
314	We need to minimise consumption to minimise waste. How are we to do that and to what detriment of the economy?
316	None! The current site at Smugglers Way is amazing! If it ain't broke don't fix it!
322	Yes, strongly agree that a greater range of materials should be collected at the doorstep, including foil and plastic film.
324	Provide waste collection weekly. sweep and clean streets. First do the the council jobs which do not work and only then seek to improve services which do function as intended
327	As mentioned previously, you need to make it easier for people without cars who rely on public transport to recycle.
328	I have only used the food collection service twice as I compost all my vegetable matter for my allotment. However, the box was uncollected for 3 weeks each time. The promise was a weekly collection which clearly isn't happening as I see complaints on Next Door website and people leave notes on their collection box. I live at SW155HP
331	Fine people who don't recycle.
334	More emphasis on cutting food waste What about donations to Food Banks

ResponseID	Response
337	The batteries option is great. Can you also focus on recycling electricals and clothes. Community Bins are random and almost always full
338	I'd really like more things to be able to go in the recycling bins and more education as to what can go in so bins aren't contaminated.
340	Collect recycling twice per week
342	More needs to be done to engage everyone in the strategy. Education is key. People need to take more pride in the borough
344	I am not having multiple recycling containers in my home - if you want to increase the materials thats fine but you should be prepared to sort it yoursleves.
345	All three are worthy aims but it isn't clear to me to what extent these actions lay within your control eg is there the capacity to recycle the material you are collecting? Existing plastic collection sees much of it burnt.
348	Make a bigger distinction between re-cycling and re-use ... particularly in terns of materials. For instance: it's hard for most people to re-use batteries and plastics, but easy to do so with textiles and wood ... so logically one would want people to buy les of the former but feel comfortable about the latter. Food is a red herring (sorry) for many who, like me, only buy their food on a daily basis (from the 'reduced/out-of-date' range). Your two obvious big wins would be: 1. making it MUCH clearer which plastics can and which cannot go in the recycling bins; 2. stopping Amazon and their compadres from using industrial quantities of boxes (and heavy duty tape) to deliver even one tiny item.
349	Public bin removal should be more frequent and you should have a strong PR message to persuade everybody NOT to litter for the sake of the environment and public responsibility.
364	Having easily accessible drop off points for things like batteries etc seems more feasible than collections. Have no household farther than a ten min walk (5 min walk?) to a collection point. More repair services and zones being communicated and highlighted - encouraging people to use repair services.
367	Weekly bin collection. It's crucial ic you want to buy goodwill from residents.
368	Stronger compostable bags. The current ones are very flimsy and are very easily priced by anything spike, e.g. tomato vines
382	Make it clear HOW the council reuses/recycles residents goods and food waste to encourage more to participate. People want to know this.
383	Provide more secure electrical recycling bins in the streets. Weekly I see people using grabbers and all sorts of items to try and hook out items from the pink bin in Charlwood Road,

ResponseID	Response
411	As before, onus should be on manufacturers to re-use and collect rather than consumers. You should be linking with UK manufacturers and asking them how they are going to help you.
418	Identifying neighbourhoods with the lowest recycling rates and targeting comms/ campaigns at them
422	As above, please see my comments about our inability to get to Western Riverside, so what do we do with old paint....
423	Educate people and kids at school on how to waste less
425	As mentioned before recycling of books that can't be offloaded elsewhere Scrap textile waste to include pillows, duvets and mattresses
429	Take aluminium food containers in recycling. It is easily recycled, saves 95% of the energy costs of making aluminium in the first place and is a great saver of carbon. Burning it is no substitute.
439	One problem is manufacturers should be made to focus on how to recycle any packaging that they create. If that had been done decades ago we would not have such a big problem now. We can only recycle so much at the moment. Any solution has to be practical for residents and not burdensome.
441	Food recycling is horrible, Attracts maggots and vermin. Need more local waste centres. Wasteful to need to drive to Wandsworth to drop off waste.
444	Offer more commenting days
446	Remember that not all households have space to store/separate/leave out for collection different waste types, make this easy by reliable, more frequent collections. Setting up communal deposit areas/sites to keep streets/ gardens etc clean.
447	Encourage shops to stop plastic packaging and supplying (reusable) paper bags.
448	Recycling for free would discourage "flytipping" Educate children in schools to learn about the impact of waste in our environment, and help them benefit in school
452	The plan as it is, is pointless. We need central decision to tax supermarkets (not even companies) on their sold packaging, and a central deep review of the recycling journey which is completely broken. We need effective and easy to understand recycling facilities. Reducing food waste has little to do with recycling materials, and more with distributing meals for humanitarian purposes: it's not the same topic.
457	More succinct info about recycling and reducing waste e.g. single tips or slogans on buses, bins, street furniture.

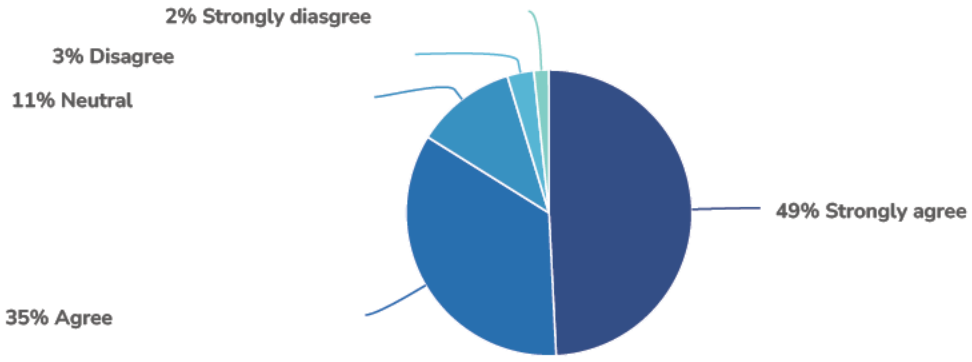
ResponseID	Response
459	I am a Lambeth residents, so any input from me will be ignored as is always the case with Lambeth.
463	I cannot answer this. There are three points and not a one group agreement. In fact they are not each self supporting and each should be considered as an optimal. Not as an easy tick box solution.
464	Provide composting bins as an option to all residents to place in their gardens/balconies/terraces.
472	Encourage home composting
473	Recycling to include shredded paper. Given the need to safeguard personal information, documents are shredded but can not be put in the recycle sacks because the Centre doesn't/cannot process it.
476	Wandsworth need to provide food caddy liners other than the initial delivery of bins and one roll of caddy liners.
485	More recycling stations locally for smaller items such as medication blister packs etc. lobby supermarkets to reduce packing for fruit/veg etc
487	Bottle recycling glass and plastics is a must. push to recycle all unused ICt items PCs, laptops mobiles
488	Added to earlier suggestions could be unused paint tins and accumulated tools etc
489	some have tried to recycle stuff by leaving ot near their gate fpr others to take if they will use it. IN some cases this as been interpreted as a fly-tip and th householder got a fine. We need the council staff to be less heavy handed, and use common sense. EG if i put a notie out saying this is nOT a fly tip would they respect that? If not, why not
493	Maintain weekly collections. Maintain the ability to take items to smugglers way in the car.
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
512	Composting
517	Collect EVERYTHING that has value for upcycling/recycling/remaking. Find the value - keep toxins and high value material, textile, wood etc, OUT of landfill/incineration - this is 2025 (in 3 months) - we can't keep burning and burying all these valuable resources we can't replace.
520	My food waste doesn't even get collected as I live in a council estate so I won't bother now as it's causing me more work

ResponseID	Response
524	The ones I said previously.
527	Carbon is a controversial issue. Beware!
530	Teaching people about how to clean after themselves program starting from nurseries and schools! There should be a plan out where you teach people that if there is no bin around you put that piece is paper into your pocket and then throw away when you reach the bin! Cigarettes chewed gumsetc
533	More important things to think about
534	No
537	Agree with promotion of activities Disagree with putting a target on food waste Agree with expanding recycling collections
540	The waste teams should integrate with the library service's current strategy for disposing of books. Many get sold on but we need good book recycling. If Lambeth is working with other boroughs it should check that these library services also adhere to a similar plan. There should also be nappy recycling like Wales.
543	Put more waste bins around so people don't litter. The alleyway next to my house in gibbs close se19 is full of rubbish. I would be willing to join litterpicks.
546	Incentive minimising waste
550	Education and communication are key here. More could be done today if it was not so difficult to find clear, consolidated and well structured information that facilitates finding answers quickly. A clear gap currently for basic and standard products like CDs, clothes or small electric appliances in K&C.
553	The electrical small item collection is non existent, nobody wants to leave otems visible outside their homes, there needs to be a special dark coloured bag collection to encourage residents to recycle these items, if not the illegal unlicensed vans going round our streets will collect them all before the council sub contractors arrive.
563	Climate change is inevitable. Whatever we do will not make the slightest difference to the planet.
565	Preventing waste is difficult to achieve at the local level, mot consumer good are not made to be repairable, not much WRWA can do about that. Better to focus on recycling.
566	Reusable items like tables, chairs, tvs, duvets, clothes, electricals, etc. How to dispose of non reusables of the same. These should not go into land fills.

ResponseID	Response
567	Educate as you say broadly as so many people can't be bothered to recycle . In New York it's the aw to do it including sorting out different plastics out from each other ! I'm unsure if cost should be top of the list . I certainly don't want cuts to the recycling services in any way
569	provide more recycling bins in public spaces
571	Better food waste bins - the foxes get in the ones lambeth uses
576	Already made suggestions above. Also you could have a time a day where you could book in for two cars only and get offers to buy stuff it get it free. Poor local residents may welcome that. That was the sort of circular economy that happened in the past at Dumps that you aren't allowed to do now. Also, there should be a great mschine on site to wood chip all green stuff to immediately reduce its bulk and this should be sold to garden companies.
579	Provide recycling facilities for most items within walking distance of all homes.
581	No
583	Because of reduced carbon emissions and more reliance on public transport it now is difficult to drop off things that are recyclable at Smuggler's Way, And these things cannot be added to the weekly recycling bins. Moreover one had to book an appointment to visit the depot, making it complicated and expensive to coordinate a Zip car which anyway is not suitable for transporting, old furniture(old bookcase), for instance or small project rubble, bag of metal waste, etcl It would be good to be able to apply for a pick up, list items, and put them outside in pavement in day of collection. And so provide employment and at the same time enabling people to be less dependent on cars.
592	I would particularly value recycling collections to include more items, such as those specified
594	This is all good. I welcome the food waste collection. But see earlier comments about alu foil.
595	Could work with businesses to give subsidies/tax relief on some activities e.g. recycling.
603	More different recyclables need to be collected. First bullet to just 'promote' feels like a cop out
616	Food waste collection is strongly viewed by almost everyone I speak to as being too much of an effort, too messy etc, especially during summer months. Until it becomes easier for everyone, there will be low uptake. If the UK government is actually serious about food waste collection, they should be including that in their requirements for new residential buildings and giving recommendations when renovating existing properties. Expanding collections is good but sounds like it will require sorting by residents/businesses, which will push down acceptance levels and uptake

ResponseID	Response
618	Coffee pod recycling
620	Cardboard is a massive issue ...The current recycling bins being mixed use doesn't work. We need to either designate every second recycling bin/unit on large estates to cardboard only or we need to arrange a single large cardboard collection per week where we use large cages with covers in courtyards . We invite neighbours to flatten and stack it inside in the same way supermarkets dispose of their cardboard. We then ask supermarkets / amazon and large outlets like curry's to help sponsor their collection to reduce cost of disposal as a great deal of the packaging comes from large electronic items like fridges, washers and tvs. We should also ask supermarkets to help us dispose of cardboard directly where we purchase. Eg l take my cereal, biscuits and tea out of all their cartons where l purchase them when l do it in store, adding to any cages l can see beyond the till areas. We need to tell manufacturers to stop using g unnecessary packaging.
623	Supporting farmers market and local shops which often use less plastic packaging than supermarkets
630	Nothing about talking to industry about the stuff they produce !
631	I generally agree with the approach of using products more and extending their life cycles. Businesses will need to do their part by ensuring that products are more durable. I believe expanding recycling collections to make them simpler and more convenient is important, but this should be weighed against costs, especially given the current economic climate. While I agree that there is a consumption issue (and even more so a population issue), particularly with food, I cannot fully agree or disagree without knowing the specific actions being proposed. With the population constantly growing, I foresee a potential problem where the quality of life for individuals may be reduced without achieving a net benefit, simply because there would be more people.
648	- This strategy should not just support the food waste target but be ambitious enough to overachieve. This should be the same for recycling and household waste targets. - Expanding recycling collections should include the creation of end markets that are socially and environmentally sunstainable and build circular economies.
651	Make it easier to recycle things that aren't picked up at the kerbside collections. Put pressure on businesses to reduce packaging.
652	No room for extra bins for individual waste

15. Achieving Net Zero We're aiming to do our part for the climate by being efficient, reducing our carbon emissions and not wasting resources. Actions include: Understand our emissions and reduce them by using cleaner fuels and capturing carbon. Keep converting unavoidable waste to energy and continue to send no waste to landfill. Recycle waste by-products, like turning ash into building materials. To what extent do you agree with this plan?



Value	Percent	Responses
Strongly agree	49.2%	146
Agree	34.7%	103
Neutral	11.4%	34
Disagree	3.0%	9
Strongly diasgree	1.7%	5

Totals: 297

16. Do you have any suggestions for improvement? Please give us your comments.

ResponseID	Response
171	Operate a dirty mrf to further refine what residents dispose of
172	Seems like what you're already doing, so not sure why it needs a plan
177	Easy ways to achieve
187	There is no "carbon capture" that is economic and useful. Just reducing the burning of fossil fuels (including natural gas for electricity!) is the best that we can aim for.
190	Remember Net zero is not a holy grail. The holy grail is when whatever we do does not cost earth.
197	Lobbying government to make companies who produce stuff to be responsible to recycle it and reduce packaging.
198	I have an electric car but the way in Lambeth the electric charging is run is shambolic and may upset residents as the bays take away parking space. I would take the bays away and have more simple charging by lampposts. One per road is not enough. Same as it's managed in other boroughs. Old Park Avenue in SW12 is a really short road and has 7 charging points but no charging bays. It gently helps people to use electric cars without upsetting residents. Gleneagle Road has one at the top end and it solely used by minicabs.
216	There may be tradeoffs between emissions and reducing waste, and you need a framework for handling those.
218	Far too many people use their cars for short journeys ESPECIALLY parents taking kids to school locally - but it's they who complain about pollution affecting their children. Work with parents & schools. Clamp down on idling vehicles
222	Dealing with, composting and reusing food waste (e.g. animal feed).
231	Same as previous answer.
236	How about stopping the "trooping the colour" & Red arrow displays. These days it feels more like they are sticking the finger up at all of our efforts as they fly past. It's out dated and showers us in Carbon and makes a mockery of us.
253	What is this survey??? Is for someone's university dissertation? Be realistic.
263	No
290	Trucks should be fully electric. Burning waste must be done as cleanly as possible (with best chimney filters).

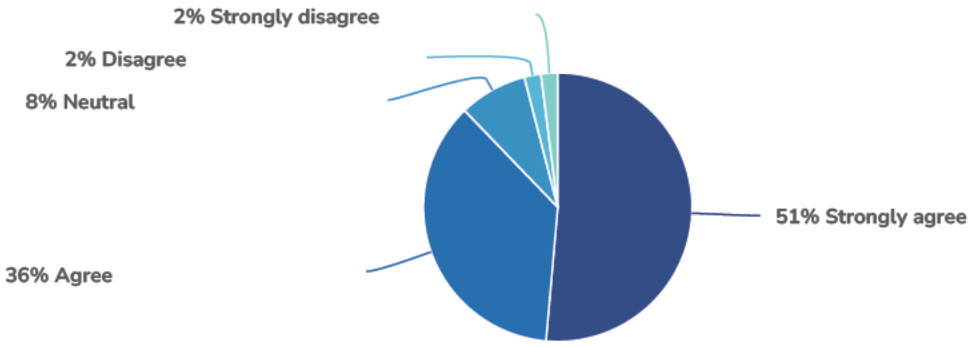
ResponseID	Response
293	My concern about 'turning waste into energy' is the air pollution because really it just means 'burning stuff' so that should be absolute last resort
298	Where is the evidence?
313	Make it easier for people to understand how AND where to recycle electrics, batteries, water filters, cables. old phones, old laptops, old TVs. Provide more recycling places locally. My nearest one is Norwood somewhere and the other one is Wandsworth and I've never been to that tip. Where do people recycle unwanted kitchen knives - to the police?
316	Oh god please don't make any changes. Look, we recycle as much as possible, I've even got a damn cargobike. Our recycling centre is nearer than Smugglers Way and I hate driving all the way up there when I have to. But. I am terrified you will take away our ability to process waste we can't recycle. Or charge for it. I am scared reading this.
324	It is ridiculous to postulate alternative forms of power when the supply does not exist or would be a finamcial burden the the larger part of the population.
331	Fine building companies who don't recycle.
332	Net zero seems a false target, the final part might be incredibly difficult and self defeating.
338	No
345	Again the actions you list could come from any consultant's net zero report. Are you seriously suggesting that you will introduce carbon capture? An incomplete technology that costs a huge amount of money?
348	A LOT more clarity WITH examples of what you mean in terms that would make sense and resonate with the general public. Or, less jargon - and more clear evidence of what you're doing and any progress being made.
349	You could run a local exchange/purchase website for recycling/reuse.
364	The plan seems good in terms of the current status quo, but I fear using the ash as building material can mean lots of contaminants in our roads and other structures that will leach. Ultimately your main aim is to prevent waste, which supersedes this, but please make it clear to stakeholders that any waste is still a collective failure
367	Weekly bin collection. The overflowing bins are a health hazard.
368	Expand the range of recyclable materials, such as aluminium food trays and magazine packaging
394	Set science-based targets across Scope 1, 2, and 3 emissions.

ResponseID	Response
439	I'm not sure net zero is achievable in practical terms. You can only do so much.
441	Too generic
444	Educate residents. Some people come from places where they never had to recycle. If your bin collectors identify a household that does not recycle, someone needs to come and physically speak to the residents. Businesses, however, should know better and should be penalised for not recycling.
446	Explain these aims to householders, not just school children. Promote the concepts to older residents (18) who pay council tax and want to pay as little as possible AND have clean streets.
452	There is evidence that microplastic end up everywhere wherever you trap them o reputpose them for. The point is we have to quit single-use yogurt pots and salad plastic bowls as a society, and make sure we can recycle all tins.
457	Explain the science to children in a short, interesting and relevant way
463	I cannot answer this. Not all three are complimentary, reducing one will add to the other problem later. Reducing emissions does not in itself reduce fuels usage, nor does recycling automatically create a cleaner option. Capturing Carbon is irrelevant unless your burning Coal.
472	Insist building firms operating in the borough only get a license if they adhere to policies
476	Reduce the number of vehicles used to collect domestic waste and recycling in the borough of Wandsworth.
487	Try use car less walk more if possible. Collect garden waste more simply. Collect Fridge fridges amnesty encourage Landlords residents
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
517	Reduce the amount of material sent to incineration, by say 5% per year (to Zero). Humans are going to run out of resources currently being burned because they're part of something needing manual dismantling.Lobby for packaging and manufacturing changes to mixed material use, and force change so more can be reused/recycled. If not you, then who?
521	Net zero is a fallacy, merely a strap line. We export our waste to give the burden to other, less wealthy countries to make it look like we're environmentally progressive. It's nonsense. Stop treating people like idiots and start facing hard facts about waste in London/UK. Proper education is key.
524	Teach the economics of recycling and environmental policies in schools.

ResponseID	Response
527	Honesty about net zero. TFL have used dishonest data. 20 mph limits are NOT green!
530	Monitor adjacent lands near shops and other business buildings - for instance Home Bargains- south fields! Omg how many rubbish they have there around!
546	Consider reuse collection points for small amounts of building materials for Access by community residents. Eg timber waste being made available for others to reuse
553	Unless evidence is given road by road of carbon emissions, most residents feel that our emissions are not concerning and feel we are being penalised wrongly. We need evidence that we are at risk from pollution not just enforce controls without detailed evidence of the need to have these restrictions.
560	Collaborate, conserve & consolidate projects that benefit the environment through green policies
563	Give up net zero nonsense. We produce so little pollution making our lives a misery will not make the slightest difference to global temperatures.
564	More important things to worry about than net zero atm
565	Be transparent about how much waste is burned
566	I've been thinking along these lines for quite some time. Very glad the local councils are committing to doing the same.
567	Make
581	No
582	Promote electrical cars and make public transport cheaper. Absolutely against LTNs after the chaos and increased pollution caused
583	If I knew all non recyclable waste was to be incinerated, with ash sorted into glass, ceramic, metals and remaining ash going to construction of roads, etc, I would feel better about binning these..,but that still excludes non recyclable plastics, which need treatment with RESIN8 before being usable.
584	Stop having multiple collections for rubbish ! WBC
585	Net zero is insufficient. Therer needs to be a reduction in free carbon on the planet's warming will continue unabated.
592	I think it is important the fuels we use to reduce emissions do not have a negative impact on other countries if they are produced outside the uk
594	It would be good to have a local energy supplier using energy from waste incineration.

ResponseID	Response
595	It's not clear how this will actually reach a net zero target, or if there is one. What are you going to do about the current emissions, for example offsetting? I am not personally encouraging only using offset as I don't think it's sustainable, but we need to be capping emission levels and issuing sanctions on local governments/businesses if these are exceeded.
603	Feels like there should be much more here!
631	I have selected neutral as I do not feel comfortable with the wording - although I agree with some of the description and actions. Achieving Net Zero feels like political wordplay. However I do agree with reducing emissions where possible to do our part, however what are the sacrifices and what exactly is our part. What is our part in the grand scale of the world - China, India, USA and Russia all produce large amounts of emissions in comparison. The UK does not even crack the top 10. You can generally relate emissions to consumption and as stated earlier the more people the more consumption. I understand that this is a Joint Strategy for part of London but how does this align with the nations policy as a whole. Overall actions are acceptable.
633	Residents need reassurance that incinerators are safe.
648	- This strategy should commit to zero emissions and acknowledge that carbon capture lacks credible operationalised examples and resources would be better invested into achieving net zero. - "unavoidable waste" should be carefully monitored to ensure it does not exceed current EfW processing levels. EfW should be a last resort and a commitment should be made to reduce processing and eventually decommission the plant.

17. Collaborating and Communicating to Amplify Impact We believe in working with everyone involved to come up with better ways to reduce, reuse, and recycle. Actions include: Work with communities, businesses, local authorities and charities to increase our impact. Keep track of how satisfied people are with our services. Provide education on reducing waste and recycling more. Provide benefits to our communities through increasing skills and creating job opportunities. To what extent do you agree with this plan?



Value	Percent	Responses
Strongly agree	51.4%	151
Agree	36.4%	107
Neutral	8.2%	24
Disagree	2.0%	6
Strongly disagree	2.0%	6

Totals: 294

18. Do you have any suggestions for improvement? Please give us your comments.

ResponseID	Response
177	Not to rely on digital marketing only. Communicate in person at shopping centre etc
178	Clear communication with all residents is important so that everyone is aware of what is "waste" and what is recycling
190	We must communicate but also recognise that we don't know everything so be open to the idea that there will be constant development around the world and even normal people can educate you
197	More recycling education in schools so kids can come home and educate thier parents, especially in a diverse city like ours. Many adults cannot speak english and do not understand waste management, they can be taught thru their children.
198	Local businesses should be made responsible if there is littering with items sold by them outside their shops. They should be strongly encouraged to use less waste and only biodegradable materials.
206	A big effort will need to be made on this. In w12 where I live, most cashiers automatically hand out plastic bags to customers (who usually take them without thinking). The £0.10 levy is not charged.
210	Incentivise greater recycling and waste reduction.
216	At the second bullet, you may need actions to deliver in response to feedback.
218	I'm not clear how this works and/or benefits the project
231	Educate everybody about the disposal of waste. Too many people just chuck stuff on the ground without a thought.
236	Ban leaf blowers, which not only create a great deal of noise pollution by also wreck the habitat of much needed insects. Also leaving the plants at the edge of a property where it meets the pavement. It's not a trip hazard and breaks my heart to see these little bits of greenery being pointlessly destroyed. It all feels a little over the top.
253	Again. Wtf.
256	Keep costs of tracking satisfaction down to a minimum.
257	You don't mention 'deliver a good level of customer service' and 'increase service offerings to better meet the needs of our customers'

ResponseID	Response
260	How about a mobile collection service for bulky items like blackpool has. Not everyone has a car or the money to pay for expensive collections. Maybe that leads to flytipping. So have a free mobile service that collects at various places just like B;ackpools bulky matters.
263	Focus on upskilling people to repair and repurpose items and have a resale to the public department as well as donations to those in need
287	I found this survey by accident. Your communication is poor. There were lots of roads that never got written to about the change to bi-weekly bin collections. Collaborating seems to mean putting the onus on households to do more and letting business just carry on as they are.
298	Let's see you do it. Educate the manufacturers and you educate the public. Manufacturers have a responsibility.
300	To be honest I still believe that this needs to come from better packaging, better education and better waste collection reducing the waste collections in Lambeth now means people just stuff waste together to dump it anywhere if their bins full.
306	People definitely need more education. So often waste for recycling is contaminated.
310	Involve schools in getting the message across to the next generation.
313	Yes read the comments on next door about lack of rubbish collection ALL OVER the council. If Lambeth can't get it's contractors to collect when collections are due... Get an agreement that penalises the contractors for failure to do their job they're paid for!
314	No need to spend resources on education. The people who would take note and action know and have adjusted, any money spent educating the rest is waste of resource
316	DONT CHANGE
322	Engagement with all households on correct use of bins. Ensure that elderly and disabled residents are assisted with bin collection.
324	The council spends too much money on surveys and not enough on being self accountable. This survey waste of money time because this service has always functioned well and always kept up with the times.
327	Make it easier for people without vehicles who rely on public transport to recycle by providing local skip days and free collections from home for larger items.
331	More education - never see any. The public need much more education on this. Encourage local retail to be part of it.
337	Make it a statement that everyone can understand. This has been written using nonsense words that will not resonate

ResponseID	Response
338	Begin working in borough schools so children can nag their families to do more.
344	Stop wasting money on surveys and educating people - just provide the service we pay for. And do not remove the weekly bin collections unless you are prepared to come and sweep the roads of the rubbish strewn around by foxes and cats because it is left outside as there is nowhere to store it for most households. Just walk down Haydons Road.
348	Focus less on 'supporting' those who already believe (it's easy to do but less likely to produce change) ... and more on those who aren't yet convinced that it matters to them (and to their children and indeed grandparents). Education is key (carrot not stick).
349	Education and peer pressure is key regarding littering. However, the Council need to do their bit. Just look at the litter all around the underpass on the south side of Wandsworth Bridge! This sets a dreadful example eg old Christmas trees!
364	Put pressure upwards on authorities and businesses, not just educating the communities.
367	Weekly bin collection
368	Produce WRWA information in more languages, especially for foreign cleaners who live outside the boroughs and don't know the systems. Run open days and tours of Smugglers Way and other centres. Keep communicating because of the high "churn" of residents (instead of occasional campaigns).
373	Tap into street whatsapp groups and engage with those active in those channels. Provide actionable steps and strong stats to back up the impact
382	Communicate simply and clearly WIIFM via sms to the people of the boroughs to encourage more cooperation.
383	supporting and sponsoring community repair cafes and reworking projects so people can learn to mend broken equipment and household goods . Involve local schools in reworking and recycling as a priority
387	Greater clarity over what eventually happens to different materials (when appropriately separated or otherwise) would help to influence behaviour e.g. blacklist of unrecyclable packaging materials to avoid; impact of inadequate sorting, etc...
388	My suggestion relates to actions under Working with communities heading: To provide facilities for people to use others surplus materials such as paint, timber, bricks etc. Right now there is no option to reclaim those brought to the waste centre
400	Make residents aware of other places that collect other recyclable items. Education is very important.

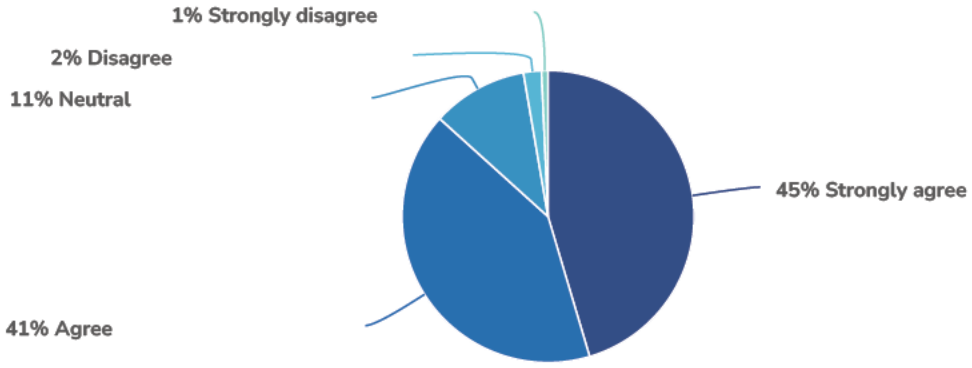
ResponseID	Response
405	There is barely a visible link for the public to source / link to useful services to reduce or receive support to join in. This has to be completely created from the ground up in one space. It needs to be at zero cost to the public and realistic so that they automatically use a service that makes it simple , slick and convenient. At present it is not .
418	As above, identifying neighbourhoods with the lowest recycling rates and targeting comms/ campaigns at them
420	Work with schools -- get them young; that's what happened with smoking (until dumb vapes came along)
423	Educate families
425	The food waste collection in Wandsworth is a good step forward but flaky collection has put a lot of people off. It needed to be a strong start because many folk can't be bothered and easily deterred. Education to people who don't want to make the effort is the tricky thing to master.
439	Good accessible services and information are key.
441	Your communications are poor, you should just have communicate better as your objective
444	Educate, penalise
446	Explain the local impact as well as the wider environmental effects.
448	Have a day every six months to put out recycling. If not taken, collection for free.
452	It's minimal what you can do with education, when the central administration itself fails at every step of the recycling chain. Everyone sees it as a joke because it currently is.
459	Danger with "Education" is it is too often patronising.
462	Would be fantastic if the big grocery stores could get on board with producing less plastic packaging.
463	Again, you are giving yourself a task that should be more focused on ONE item rather than saddling local business with more costs. Education, Education, Education. And learning what works.
472	Don't just rely on social media to spread the word....
485	Make it easier for businesses to recycle as they produce more waste. Speak to major supermarkets about reducing food waste and not selling things in so much plastic
487	When fly tipping is almost zero then that is one measure of success.

ResponseID	Response
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
517	The biggest education anyone I know has had, about waste, is seeing recycling happening - video's, recycling factory visits, talks. You need to advertise how hard recycling is - manufacturers encourage folks to consume, you need to paint the full picture of what that looks like in material waste and incineration quantity. People produce waste - teach us how to make less
521	Collaborators also need to come from global companies who exploit resources for the products we use. This engagement needs to be meaningful not just a tick box exercise as most of these things are.
524	The sooner and more specific, the better.
527	Instructions on recycling different plastics
537	We need to go back to using paper/cardboard based materials for food.
550	As this is an evolving environment, there is a need for dynamic & permanent communication channels so as to adjust and correct based on experience
553	currently success of these recycling initiatives has been like warm, the workers do their best but winter will be the test as in darkness it is often difficult to see where some residents store their waste in their gardens and those being missed cause frustration having to log a report after 4pm but before 5pm to get a next day pick up. The cleanup after collection would be far better if those trucks followed immediately behind the collection, preventing the broken bags scattering waste, some very seriously smelly being left in the road fpr 24hrs .asking the roads look dirty and unmaintained until the cleanup.
563	how much will it cost to staff these projects?
565	Support neighbourhood composting schemes
566	Set up self help groups and give them guidance. Encourage people to join in. Most people are good and are willing to do their best. Just make it possible for them to do so.
569	Provide more frequent refuse/recycling collections
576	I think uou should just get on with things, not spend any more money on surveys for 5 years once you have done a meaningful one. Job opportunities need to be "at the coalface" i.e. workers at thr Refuse Centres and Waste collectors, not any note money on PR and surveys etc all the time.
581	No

ResponseID	Response
583	Education is key! People should be very well informed as to what is happening to their rubbish. Reclying of organic waste, for example-how food waste is being treated anerobicslly to create compost for local farms which supply vegetables to urban residents. This cycle that is happening but how many are aware of it?
585	Much more environmental education education.
591	More opportunities and more training
594	Please, not too much concentration on paperwork, put your money into actually doing things....
595	This should also go up to the national government level as well, not just local. Local voices should be heard all the way up and we want to see some acknowledgement too from parliament.
603	Collaborate with and use all council properties / public services for more recycling (ie leisure centres, libraries, hospitals etc)
616	I live in Lambeth. Bulky collection from homes are chargeable and for some people too expensive. If every residence could get maybe their first bulkly collection free, or one free collection every x number of years, would benefit many and also improve perception of the council. Should be very easy to do a cost/benefit analysis..
618	Recently a waste operative (bin man!) was very helpful in collecting some household waste but his advice on recycling was 'don't bother, it all goes down the same hole' Educate your own staff as well
620	For people who have not grown up with a culture of recycling you need to hold community events where recycling czars and champions from every generation demonstrate alternative uses for containers, reducing food waste (batch cooking & how to use leftovers ,,,,education on sell and use by dates, food storage tips)
621	That isn't actually a plan; it's a series of hopes and ambitions. It would be nice to see a plan, with concrete steps, and timelines.
623	This seems vague. I really worry about the councils wasting money on education courses for businesses instead of giving them tools/ investing in infrastructure or qualified staff and well paid sanitation workers to get the job done.
630	Use plain English in your complicated wordy documents - or are you aiming to avoid consulting with residents who can't access your written words ?
631	I think this is an important aspect. I think not over complicating and try to make things as simple as possible would yield the best results.
633	Yes agree. But service needs to improve. Provide recycling sacks as soon as ordered. And respond to requests for street bins .

ResponseID	Response
645	That's a bunch of statements and has little to do with a plan. In private sector you could get fired for calling this a "plan".
651	Make it easier to recycle things that aren't picked up at the kerbside collections. Put pressure on businesses to reduce packaging.

19. Delivering the Best Value and Preparing for the Future We're focusing on giving you the best service for your money while getting ready for new challenges that may come up. Actions include: Regularly monitor and report on our progress. Ensure contracts offer good value and meet future needs. Show the economic benefits of reducing waste and reusing materials. To what extent do you agree with this plan?



Value	Percent	Responses
Strongly agree	45.4%	133
Agree	41.3%	121
Neutral	10.6%	31
Disagree	2.0%	6
Strongly disagree	0.7%	2

Totals: 293

20. Do you have any suggestions for improvement? Please give us your comments.

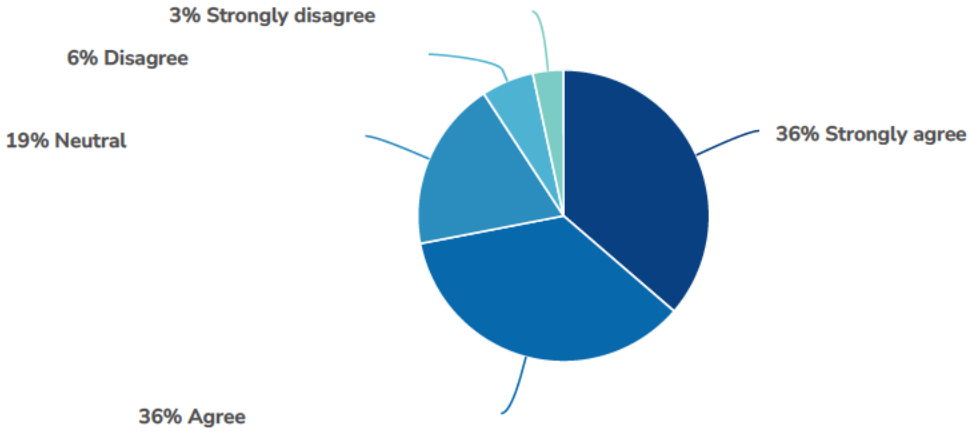
ResponseID	Response
172	Again have to wonder what you've been doing up to now; offering poor value?
184	Provide services that take into account residents who do not have transport to get to the recycling centre. Provide 'no appointment' times for those of us relying on friend/family availability at short notice to go to the recycling centre.
188	More clothing recycle bins
190	Be open to introduce new metrics that may have not been important or existent in the past
197	Prove to residents that our waste is not ending up in another country's landfill.
198	Street cleaning should be monitored as current system is not working.
206	H£f are charging £90 per year for garden waste collection. There should be a way to pool between neighbours to share this (high) costs
210	Greater education of householders.
214	I worry contracts can be only about the contractee making a profit
216	Don't overdo the monitoring and reporting if it creates excessive bureaucracy.
218	Does this include (town) planning? Re-use of existing, long empty commercial buildings for social housing for example. What about reducing the number of fast food outlets (which produce huge waste & pollution eg through use of delivery bikes)
236	Using less plastic and promoting natural fibres. If only we turned to Hemp products..... then we would really make a huge change. I strongly advise you do some research on Hemp and it's uses. Hempcrete is wonderful stuff, strong and very fire resistant.
257	Ensure contracts offer good value and meet current and future needs
260	Let people know where their waste goes. More information is better.
263	Fine but don't waste money on 'showing' things - just do it and know you are making a difference. And definitely don't waste money on expensive advisers or consultants.
265	Not send rubbish to land fills in poorer countries. Deal with rubbish in the Uk
287	When you have done consultations residents have said what they felt and you have ignored it-so perhaps you could start monitoring engagement?

ResponseID	Response
288	Ensure transparency on contracts
298	Make it accessible for people without cars to take furniture, bedding etc to collection points to reduce fly tipping. Lambeth bulk house collections dump in landfill - no one shifts through it to attempt to recycle.
313	See above for comment on contracts.
316	Please don't change I'm begging you.
324	No! stop wasting tax payers money and do not emply people to waste tax payers money.
337	But that's the least I expect
338	No
344	Do not use awful third parties such as Veolia. Stop greasing the pockets of friends in high places and just provide the service.
348	All those measures are not visible to the general public ... and with lack of transparency comes suspicion of malleability in any figures selectively published. Publish the metrics and have them independently checked each year (without changing the criteria when it suits you).
349	Our boroughs should lead London in an anti litter or 'Keep London Clean Campaign'
362	Also show the direct environmental benefits to local residents - less waste/fly-tipping/dumping on their doorsteps/local neighbourhood. People are inevitably more invested and engaged when it impacts them directly.
367	Weekly bin collection
373	Show economic and immediate environment benefits. Shift mindset - its not waste/trash --> its resources and money. A whole industry is built on this as a commodity.
383	Publish in Brightside figures for recycling etc Ensure regular supply of orange recycling bags to all eligible households - too often households run out, there are no supplies available at the library and requests for a further supply are not acted on quickly enough.
423	Educate families
425	Education is the key. There needs to be a huge campaign so that it is the norm and not the wxception to do everything that we can.
429	Do you know the economic and environmental benefits of recycling aluminium food containers. If not contact the Aluminum Federation.
439	The cheapest is not always the best in the long run

ResponseID	Response
441	Nope
447	Encourage schools to include advice on recycling, and general rubbish mangement.
452	You need to show the benefits to the people making money off materials, not to the single consumers whose actions are lost in the system.
457	Free pamphlets/ leaflets with economical and nutritious recipes for leftovers - or the same online
459	Strongly agree with best service for money but in Lambeth, the LA have absolutely no idea how to manage costs.
472	Don't sign new waste management contracts such as the one that bans the household use of wheelie bins. It doesn't get any dafter
487	Explain litter cost for clearing incl.graffiti costs to clear up.
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
517	You need to be showing more than just the economic cost of waste and loss of materials/resources - you need to be honest about the environmental costs too, open communication from a trusted player in the Waste industry about single use plastics, just as one example, polyester mix fabrics for another, would be helpful to shift public consumption?
521	Listen to residents complaints and act on them to improve sevices.
524	Shame companies who don't comply.
534	Start with the new crews of binmen who seem to need several passes each week in order to clear what the previous crews did in one go.
540	No more
553	no indication that the status quo is going to change, the process is not ideal, failings are repeated weekly, no lessons seem to be being learned.
566	Reporting regularly to the people is an excellent idea, esp if they see some of their ideas being adopted. It makes them more willing to do their bit.
567	More repair cafes available everywhere at cheap rates ! At the moment we rely on once a month repair cafe at st Mary's putney
571	Plan is good, practically, I can't see how this will work though.
576	Again, just do the job and we'll be satisfied

ResponseID	Response
581	No
582	Sounds like wishy washy platitudes. This is a poorly done survey clearly done ad non/specific as possible to make it sound like people agree.
585	value should be interpreted in other than financial terms
594	I am concerned that the multiple separate collections for black bags, recycling sacks and food waste, are adding to costs and causing vehicle emissions.
595	Please give local residents the financial breakdown / business plan for this, because things like charging more for a guest parking permit in order to 'reduce emissions' is so frustrating when sometimes recycling doesn't even get collected or we don't receive things like recycling bags from the council, despite asking repeatedly. I want to be sure that my council tax is used effectively.
630	If a good job costs money then so be it .lambeth already cut so many costs and now we live in a borough rife with litter and fly tipping .
631	This sounds reasonable. Transparency and updates are important, as is balancing the timeframe to ensure success on actions.
633	Share economic benefits in a way that is clear and concrete for residents. Use the money raised to clean the streets, for example.
648	Contracts should also be evaluated on Climate Emergency mitigations, ensuring partners are committed to negating emissions and preventing environmental damage.

21. Increasing Our Performance National Government and the Greater London Authority have laws, policies and targets we need to follow and plan for. These focus on reducing waste, reusing items, collecting more materials for recycling (including food waste and plastic film), encouraging businesses to recycle, making packaging more recyclable and providing a deposit return scheme for bottles and cans. The Western Riverside Partners will need to contribute towards these collective targets by reducing, reusing and recycling our waste as much as we can. We've set some targets to help us achieve this: Work towards a target of recycling 35% of Local Authority Collected Waste by 2030 and 50% by 2040. Work towards a target of recycling 30% Household Waste by 2030 and 45% by 2040. Halving our rubbish (waste that can't be recycled) by 2042 (reducing our municipal waste to 333 kg/capita per year) Support the Mayor of London's target to reduce food waste by 50% by 2030 To what extent do you agree with these targets?



Value	Percent	Responses
Strongly agree	36.3%	106
Agree	35.6%	104
Neutral	18.8%	55
Disagree	5.8%	17
Strongly disagree	3.4%	10

Totals: 292

22. Do you have any suggestions for improvement? Please give us your comments.

ResponseID	Response
171	The targets don't go far enough to encourage recycling
177	Show benefits
178	Would be useful to know how far off the medium term targets the authority is. Is it a stretch goal or too easily achievable
187	These targets are presumably achievable? If so let's stick with them. Do we really produce 333kg of "landfill" waste (actually burned for electricity) per person per year? That is enormous. I don't think that my house produces this much.
190	Let's not forget that someone must pay for it and people are squeezed already, however, they are still people who are willing to contribute more than others. Let's recognise these people and ward them too
192	These targets don't seem to be very ambitious.
197	Be more ambitious... Incentivise businesses and residents.
203	There does not appear to be much effort to educate the public or deter them from not following the rules.
207	Targets could be more ambitious
209	Targets are focussed on weight and this can drive the wrong behaviours. Preventing waste may result in lower recycling rates but is better for the environment.
210	Reduce the packaging in the first place.
212	I would be very surprised if anyone answered anything accept STRONGLY AGREE to the questions above - so they are unnecessary in this questionaire and make it less likely for people to read and continue with it
216	These numbers are just plucked out of the air without some indication of the cost of achieving them.
218	The timeline is much too long.
224	No suggestions, but would observe that you do pretty well, and I have confidence that with your experience plans for practical improvements will be settled.Very much a management challenge, but I have been impressed by the generally positive attitudes of the staff I have encountered at Waqndsworth.
231	Again, education.

ResponseID	Response
236	I remain neutral. I do not like the way that the mayor has treated residents of London in regard to the ULEZ he should have made one tariff for business's & a more supportive tariff for residents of london. He has made a huge detrimental impact on mental & physical health with his one size fits all scheme. It's okay if your rich. ULEZ causes class division.
252	Do you mean recycle 30% extra of items in rubbish? Or including seperate recycling? If including seperate, it's far too low.
253	Concentrate on the basics.
257	what about monitoring service delivery to your customers
260	feels like misson impossible...
263	Don't know
266	Shouldn't the targets be more ambitious? Now that food waste recycling/composting has been rolled out, the only items going into household waste should already be limited to soft plastics and soiled items (used kitchen towels, nappies etc).
287	Where is the target for business? I have cut my household waste to the bone in spite of manufacturers yet I'm supposed to cut it more whilst they don't have a target - how does that work? Manufacturers should have a target.
290	These are not ambitious enough. Councils should be fining non-compliance of recycling
293	The targets should be higher and sooner
297	Focus on taking the bins with appropriate regularity (weekly) rather than less regularly with a hope to increase recycling
298	The data will probably be manipulated to say you're achieving the targets. How will you capture the data?
310	Publicise the recycling of specific items, eg. Did you know that plastic disposable razors can be recycled at Sainsbury's? There are other things that can be recycled, if we knew where and how.
313	BUT HOW are you going to do this when the current contractors aren't collecting on days they're supposed to?
316	Please don't change we love you Western Waste Authority
324	The service does very well and has always improved. This opinion is not needed.
328	See comment already posted. People will stop using the food waste facility if it is not collected regularly.

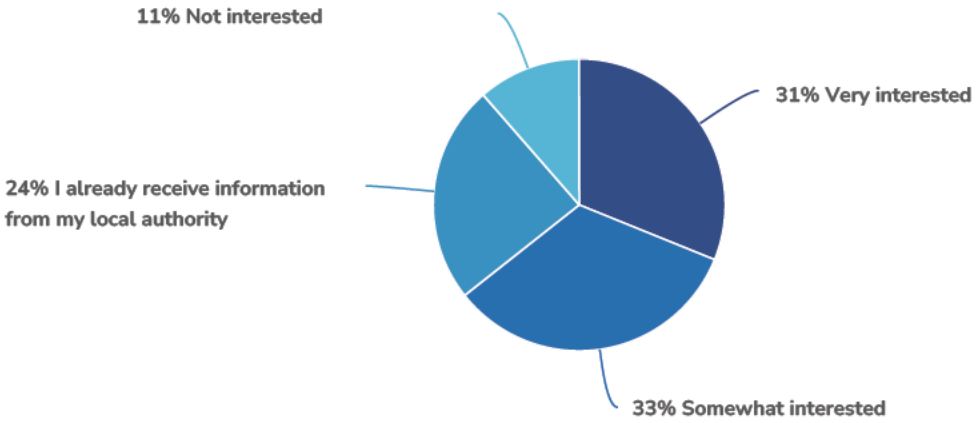
ResponseID	Response
331	Education, education, education. Fine people or businesses that are not recycling. Provide resources/ bins people need to do it properly.
332	I do not have the knowledge or expertise to know the import of these percentages.
337	Too low. Un ambitious
338	No
340	Who is the "our" is halving our rubbish?
344	the Mayor is an idiot.
345	Open communication of your progress against these targets is key - you should have an additional target detailing who your audience is and how you will reach them and how often.
348	Not remotely aggressive enough - especially when you're talking about dates that are a whole generation into the future! Also, %age matters less than amounts ... so what is the 'base line' from which you will measure these %age reductions? And 'work towards' is a very vague, almost mealy-mouthed, way of phrasing the 'target' ... you need 'hard' targets AND for them to be measurable EVERY year.
349	Get everyone working towards similar objectives. I am not sure spurious targets are ideal. It is more about a sense of community and an attitude of mind.
367	Weekly bin collection, let's keep Lambeth clean
368	Make it easier and cheaper to dispose of bulky items. Not everyone has a car to get to Smugglers Way. Consider community skips at weekends, monitored if need be.
383	See comment before. Provide orange bags much more reliably
387	Create dialogue with community to understand and jointly agree variables and targets: these look underambitious to me but I don't know what behavioural and/or investment changes would be required to accelerate them
394	The targets should be more ambitious.
405	as a member of the public the targets are useless without practical implementation for us.
411	Should have much higher targets across the board.
420	Initiate collaboration with factories etc to produce less waste in the first place.
422	Introduction of separate system for garden waste....

ResponseID	Response
423	Educate families
425	I think the target should be higher.
426	The challenge is making it easier for those less able to recycle all waste bulky, food etc (generally poorer people in small flats etc). This would help meeting targets and also keeping streets cleaner
439	Recycling targets seem to be quite low but I am not an expert.
441	Nothing that's focused on customer service or customers experience - this needs to be part of your targets
447	Make clear the difference between Authority Collected Waste and Household Waste. Are they not more or less the same thing?
452	I mean... how to believe those targets when you only see words but no change!
462	Just wish everyone would make these targets sooner.
463	I disagree on having so many conflicting statements on one tick box. Each is a separate liability and targets are often meaningless unless people understand what they buy, can be recycled and has a clear public benefit. At the moment there is only a notion that 'less' is more which again should be clearly defined, what do you mean by less? Food? Less mobile phones? Less Cars? Less ready meals? I do not agree to total restrictions on all commercial operations. Business pays the rates.
464	You should aim higher. Uk is behind on recycling.There are cities in Italy that recycle 75% now!
473	See Q6
476	Not at the cost of increasing the number of vehicles provided to collect waste and recycling as has been the case recently in Wandsworth.
480	These targets could all be higher and/or the timelines for achieving them could be shorter
487	Aim higher - money saved spent of local projects
493	Focus on plastics waste. That is now the key. Resist any bottle deposit return scheme - that was for 20 years ago. Too much is online and delivery based, rather than visiting physical stores.
496	Or can we be more ambitious? Reduce packaging!
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.

ResponseID	Response
517	Lots wrong here. a) gov.uk - Resources and Waste Strategy - by 2030 re-use and the recycling of municipal waste increased to minimum of 60% by weight; by 2035 re-use and the recycling of municipal waste shall be increased to a minimum of 65% by weight... b) In the survey, "Halving our rubbish" refers to what is left from what you've collected as recycling, right? So you set a target of 30 - 50% of municipal waste being recycled, BUT then keep a 50% get out of jail free card for "waste that can't be recycled" - I don't think this is good enough.
521	Review old deposit return schemes for glass bottles & move away from plastic usage. Again proper collaboration with experts required for this. Not a job for someone without the relevant experience & knowledge.
524	Publish results regularly and specifics about what happens to recycled materials.
527	Abolish Sadiq Khan!
530	I hope you will monitor this everything as you explained above
532	The targets are not ambitious enough.
534	No
550	WRA will have to help make it easier to recycle, reuse, collect as there are still too many hurdles currently and it really takes highly motivated individuals to do so.
553	These targets are too low? residents must be educated to recycle more? there is a need to reach out to residents with explanations about how to recycle items, encourage much more recycling, improve your systems to recycle more too, all plastic no matter colour should be recycled.
566	Food waste by supermarkets and restaurants, bakeries, etc. Some means of collecting and redistributing this food to those in need should be found. Maybe using volunteers and some of those in need to keep costs down.
567	I'm all for improving percentages of all these things beyond those targets but I haven't yet seen but may have missed in my hurry an emphasis on getring things repaired which at the moment is very hard . We go to st Mary's repair cafe but this serves very few people . Both education so people go to repair things and places to get repairs done very cheaply would reduce waste enormously .
571	Targets are great, but you have to work with reality too. If food comes in non-recyclable packaging, the residents cannot change that just because lambeth wants to achieve its targets
572	Target by politicians does not work. We need grass root education
575	Spend less on PR and more on keeping the environment residents live in clean and well maintained.

ResponseID	Response
576	Targets should be much higher
579	Why are LA collected waste and Household waste different.
581	No
583	Agree, but the targets should be Zero-Waste! Why not? Which implies working on laws that control built-in obsolescence and the materials used in productio should be recyclable. So by 2040 Zero-Waste is feasible.
585	They are much too modest.
592	I'd be interested to know how achievable you think these targets are.
594	More needs to be done for businesses. At the office where I worked, there was much less recycling and fewer items were accepted, despite the amount of waste being much greater than at home. It was also expensive for the business, which deterred people.
603	More special and bulky waste collections. Need to stop Flytipping. Really big problem in Tooting
618	These are far too long deadlines... we should be aiming for the next couple years not 2030 or 2042
620	You need to map the recycling journey from house to depot to actual repurposing or disposal to convince persistent resistant residents that we are not simply shifting piles of rubbish from one place to another. Yiu need short snappy videos we can share at resident meetings. What % of what we recycle actually becomes a new shampoo bottle.
631	Like my earlier point, the effectiveness depends on the specific actions taken to achieve these goals. As I mentioned before regarding consumption, a growing population results in more "rubbish". How is that being looked at? Based on my understanding, the targets set for the country, especially for London, are unrealistic and likely unattainable. I trust that these targets are attainable. I am not familiar with whether these are low or high.
633	Community fridges and cupboards for unwanted food.
648	- Recycling targets are too low. We would like to see them much closer to 60%.
651	Make it easier to recycle things that aren't picked up at the kerbside collections. Put pressure on businesses to reduce packaging.

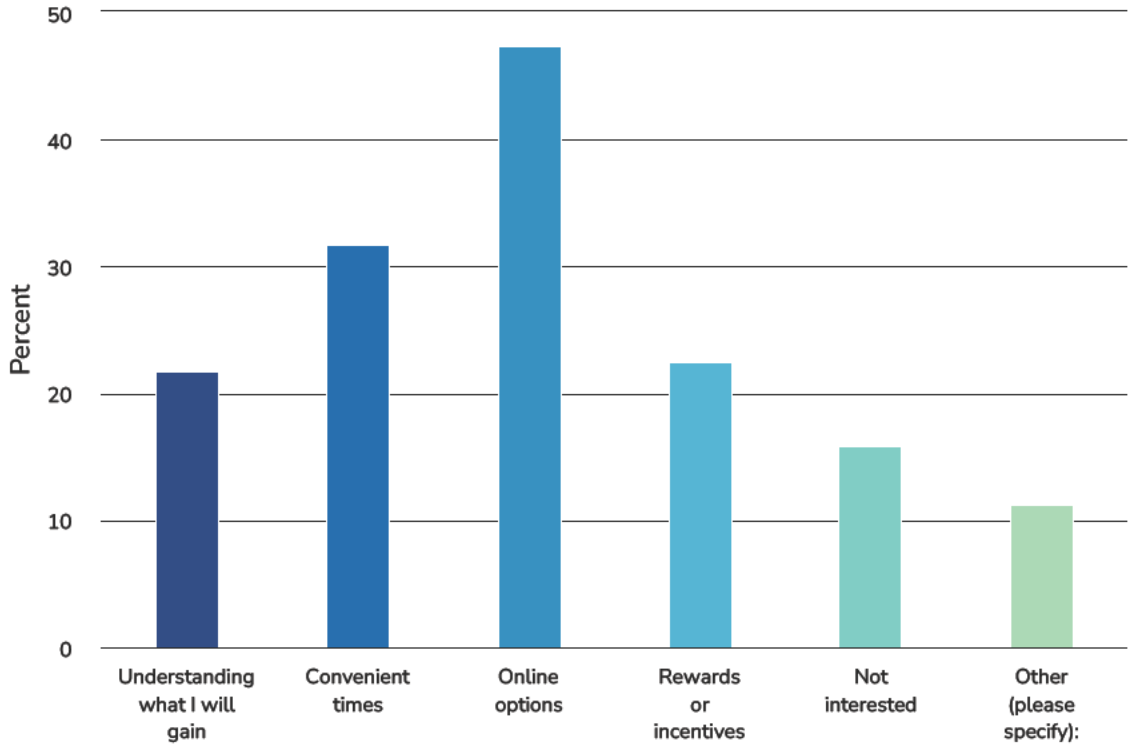
23. Would you like to learn more about waste prevention, reuse and recycling through activities and information? What is your level of interest in learning more?



Value	Percent	Responses
Very interested	31.1%	90
Somewhat interested	33.2%	96
I already receive information from my local authority	24.2%	70
Not interested	11.4%	33

Totals: 289

24. What would encourage you to participate in learning more?



Value	Percent	Responses
Understanding what I will gain	21.8%	63
Convenient times	31.8%	92
Online options	47.4%	137
Rewards or incentives	22.5%	65
Not interested	15.9%	46
Other (please specify):	11.4%	33

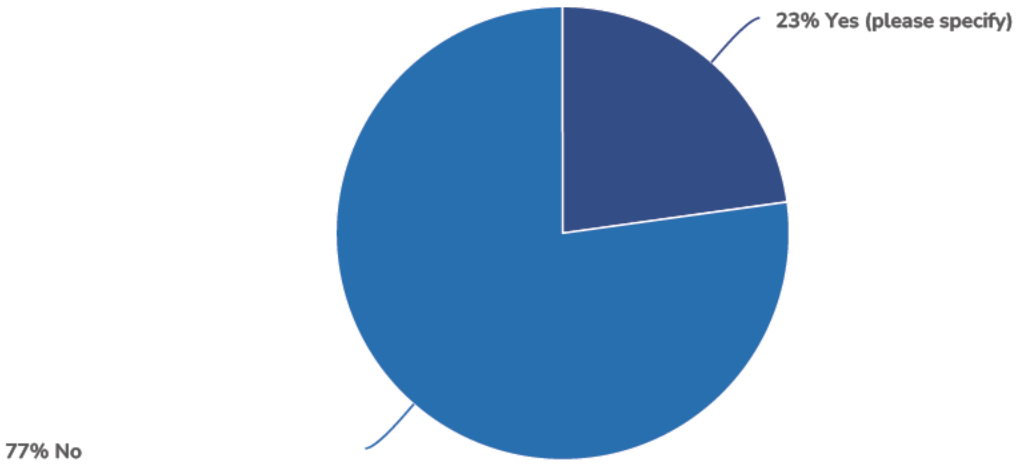
25. Please specify:

ResponseID	Response
172	Im probably not a target for this question. Not sure how much more I can learn.
173	When recycling I often am not sure what I can and can't leave together. For instance when a cardboard package comes covered in plastic tape how much if any can be left on? I spend time taking it off, am I wasting my time? I suspect most don't bother. I take the film label off milk bottles. Do I need to? etc.
190	Seeing that this initiative is undertaken in a smart, inteligent, leading, educated and open-minded way
206	Fun videos would help
224	Articulate 3-monthly reports to the public of results achieved, targets met and missed, and targets the WRWA regards as sensible for the next 3-months and longer.
236	You are making the massive assumption that we are all totally uneducated. I have been an recycle up cycle person and low carbon aware for many years. I find it annoying that you assume that we need guidance from the Mayor or local authority.
239	To receive regular info on the process
252	Leaflets, a good website, I am motivated to reduce waste for the environment not other reasons
253	This has put me off entirely.
263	Just make sure information is easily available through the local authority channels
266	I already put a lot of effort into understanding the recycling options open to me and take action such as stockpiling used batteries and soft plastics for recycling at convenient locations and times.
287	I am engaged because I care about the planet - don't assume that we aren't interested in learning more or need to be incentivised.
306	While watching TV (adverts)
324	Everyone already knows more than any council about these matters. It is the councils that lag behind by sitting on committees, not acting and then pretending they have run out of budget because the misspent the budget.
334	As an avid recycler for years I reckon I do not need to learn more. I do not waste food, I seldom buy new things and until recently worked for a conservation of the environment organisation
345	Clear and timely information about what teaching is available.

ResponseID	Response
348	A sense that this was more than a convenient 'corporate comms' exercise ... that the focus was on changing behaviours (through knowledge and experience), rather than on how you operate.
364	Connecting to my values and motivators. Informing me how others in my social group are taking part
400	The reward would be doing it for free. Making it more inclusive, I do not use computers. For example making a DVD or a yearly physical newsletter (e.g. targets being met and where the strategy is heading.)
452	Seeing that it actually makes a difference.
486	I feel I know enough already and as a one person household I don't generate a lot of waste.
514	I already know quite a lot
517	I'm writing a substantial thesis about this.
521	I already recycle, repair, reuse and try to cut down on packagbing. Costs are a major factor in all of these things for residents. Already have ongoing learning in this area through choice, knowledge & experience. Most ppl don't read anything from local authorities as people have no trust in them.
530	I know everything about the waste, recycling and other staff. I don't need help with that. Your need to teach people and organizations about the cleaning, what is the point of showing them how to do recycling if they throw rubbish on the streets. Provide daily adverts on TV let them learn this! Can't walk in the streets sometimes as disgusting.
532	Better, more complete information on what can and can't be recycled, including more detail, e.g., bottle caps and jar lids, yes or no?
567	I'm already very interested and do recycle a lot going to great pains to do it
576	I am up to speed on recycling - most people are. It is now your job to push for a BAN ON PLASTICS and deal with the worst issue at source. As individuals we cannot do that. The Council should use its influence on the Mayor and on the Government.
592	Expending my knowledge and understanding of how the proposed improvements (and targetes set) will positively impact the lives of the local community.
609	Getting a broader resident population involved with the process and working together.
621	Evidence that feedback from the community is welcomed and listened to.
631	Not really an other but I think trying to explore engaging ways to educate is important. Something done subtle but relatable.

ResponseID	Response
648	We are already highly engaged as representatives.

26. Do you have any other feedback on the Strategy?



Value	Percent	Responses
Yes (please specify)	22.8%	66
No	77.2%	223

Totals: 289

27. Please specify:

ResponseID	Response
171	It feels very wishy washy and sounds like you're only doing the bare minimum because the government has told you too! Drive greater change
178	Education of all residents (& businesses) is so important. I suspect a lot of time & money is wasted in cleaning up after waste collection days - waste not collected as in wrong bags etc & then needing street cleaners to do their jobs more often.
187	This initiative needs more promotion to the general public. I learned about the survey through the enewsletter of Hammersmith Council, which only a small number of residents read.
190	Let's highlight the "butterfly approach" that exists in recycling and looking after environment. Every little piece of paper and other counts because when we multiply it by thousands then it becomes a tonne or more. Additionally, people start with little recycling and caring for environment and then learn that it is not that difficult and that it does not require that much effort so they ten to expand their recycling on their own
191	Would like to visit waste and recycling centres to understand how waste is managed
197	Flytipping has become a plague in our neighborhoods. Making people pay to dump commercial items is not working. There needs to be more of an incentive than punishment to get them to stop.
218	I am a "baby boomer" but was raised to never waste anything. I am not wasteful, but am really disgusted and shocked about most human behaviour in terms of caring for our environment. Primary Schools seem to encourage kids to consider it, but by the time they get to secondary school they & the parents seem to forget it all. Somehow we need teenagers and onwards to be responsible and to care.
236	We need more holistic thinking. It's not just the residents who need to get 'on board'. It's the big businesses and corporations who also need to change some of their ways. Nationalise our trains, water and all public services in order to keep them safe for public use. The biggest concern for me at the moment apart from the mental health of Londoners is the state of our water... tap, river and sea.
253	Re think this type of engagement. I feel like I've been tricked into engagement with a quango.
255	Do away with the need to book appointments to bring items to your recycling facility. I would recycle more but will not because of this.
266	In terms of reducing waste, I should have mentioned earlier in this survey that encouraging the phasing out of polystyrene packaging seems like a good idea for preventing waste as well as reducing accidental/unintended plastic pollution.

ResponseID	Response
287	I think it needs to sit in the context of a national strategy where there is a reduction in the packaging manufacturers use. I also think that in areas like clapham high street where a lot of the waste is going to come from food outlets you need a strategy to address the waste they produce.
290	Please start recycling soft plastics, tin foil and blister packs
300	Pressure packaging companies and government to easily identifiable packaging for recycling.
312	The more recycling that can be done from home the more likely people will do it. saying that the collection boxes at my local SW16 Sainsbury's are always full.
313	I just want to emphasise that the service is important and the contracts need review as the current contractor is working in a slap dash manner
314	Not yet without particular policies shaping up. Then hopefully those will individually be up for discussion
316	DO NOT CHANGE THE CURRENT SYSTEM
324	Stop wasting our time and money and do not change services which are functioning as they should and have been for at least the 30 years I have uses this service. Your ideas complicate and make things worse for everyone. Stop meddling.
331	The streets are filthy in Lambeth and something needs to be done about that. Really disgusting in places. A house on my road has multiple occupants and is almost certainly an illegal HMO, that is clear from their rubbish. Are the HMO rules being enforced??
334	I consider " education" to be most important.
349	It is a VERY good idea but you need to get 'buy in' by making it modern, relevant and attractive to work together in the Community to achieve it.
362	we need more investment in a circular and zero waste economy and more recycling options for hard to recycle objects and implement strategies to deter single use / throw-away culture
367	WEEKLY BIN COLLECTION
368	I appreciate that WRWA is a commercial enterprise but it needs to look at matters more from a residents point of view. Form local residents groups for feedback and problem areas.
373	I would love to be involved and give feedback, assist in communication at least to my network in Balham, Wandsworth.

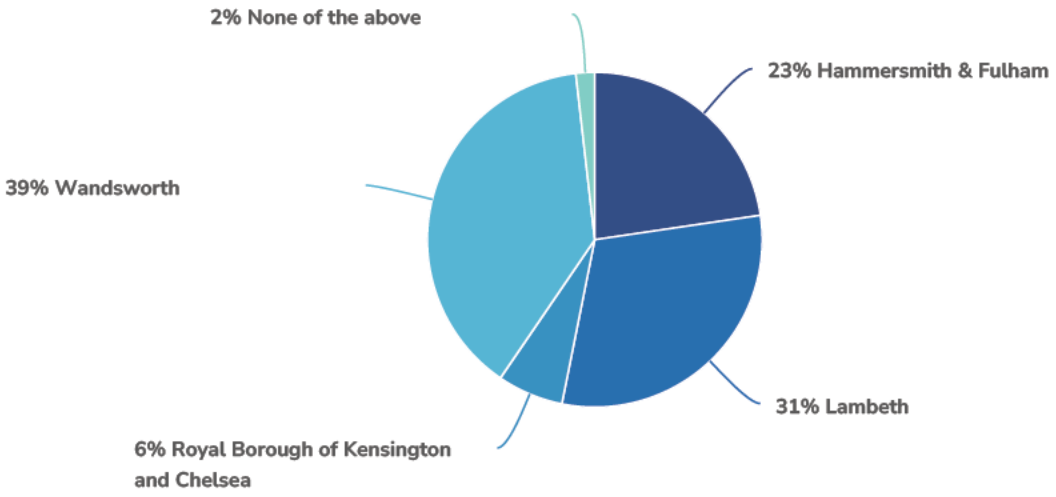
ResponseID	Response
382	Many people still believe recycled items are dumped into landfills and therefore don't recycle as they feel there's no benefit. Provide facts to prove otherwise and start to inform people of the good they're doing by recycling- and perhaps provide refundable deposits on cans & bottles being recycled like they do in the USA.
388	Strategy looks good. Education so important. Suggest training of waste reduction champions in the community. Clear simple graphics on what can be recycled and message why it matters if incorrect items are included. Try trialling some community incentives to meet targets.
390	Ensure you are getting the service which has been paid for by taxpayers money from rubbish collection companies. It is unacceptable that roads are left without collections for weeks on end
395	important for it to be reliable and simple for people to easily contribute
405	I would love to be a member of a focus group should there be one. [redacted]
417	Improve accessibility to people using public transport/walking
420	People lead very busy lives and need the most convenient route to managing waste if they are to participate -- e.g.food buckets very good idea -- and a sense of enthusiasm and 'we're all in this together' need to be roused.
423	Educate families about waste and the impact on the planet
425	Keep going. The mega skips are a great idea. Major education drive in primary schools - the children will shame the parents to fall into step. Target shops and their packaging - if it isn't there to start with we don't have to work out what to do with it.
439	You need to ensure that services do not deteriorate in the quest to fulfil your strategy.
441	Ignores the customer experience, eg ease of access to the dump (really poor), clear signage, staff being polite to users
456	silly not to agree with most of this. do you intend having fines for those who do not comply? How do you make people comply? Can garden waste be collected?
457	Good luck!
459	I do not need the local authority to tell me how to be environmentally responsible, particularly out of touch patronising Lambeth.

ResponseID	Response
463	As a Londoner I am used to the Mayor of London Strategies that offer an 'oven ready' endorsement, of a proffered outcome that has already been planned. So I am skeptical any improvements can be made without some form of Educational project over several years. London is expanding rapidly and all waste cannot be reduced easily by simply by ticking boxes and targets ignoring local populations that are careless, and have no idea what recycling is and what it means. We need new local industries to solve the problem, and find a use for many of the things we 'throw away'. That is the problem. I would be wary of 'targets' imposed by The Mayor who seeks and easy solution to major problems of Waste, which is best addressed through better local education and to invite solutions (a competition) to plan a century forward and not a short term strategy devised by the Mayor.
464	ACTION it. Become leaders in London! Kensington and Chelsea doesn't even offer organic removal yet unlike other boroughs such as Islington. START there. Place recycling bins on public streets and in public places. Co-ordinate regular pick ups and information that is available for all to SEE not just online. Don't guilt the public but ensure you do your part and the public will follow.Sort out the Thames rubbish collections by working with the many bodies controlling the river! STOP construction firms dumping waste.
470	I am retired and do not have my own transport so feel unable to use the site. Home pickups by carbon neutral vehicles would be appreciated. When I lived abroad you were able to leave items out for pickup once a month which were unsuitable for the weekly general refuse pickup.
483	I think the Strategy is great, I just wish more people would actually recycle everything that can be recycled and reduce their food waste etc. So many people just don't care or don't believe it will make any difference. We continue to inform and promote better habits at work and with friends and family. Every little helps!
487	How many residents know the aims the top three benefits, raise awareness.
488	Better education on the science of materials and there perishability rates
489	you must put this tuff online but you also MUST provide it to peoplt eho are not internet-savvy or are not internet-connected
497	Allow use of tip without need to book and extend opening hours. It used to be open 24 hrs.
521	SMART deliverables required. Ask yourselves, what's the end game here. Are we helping residents reach these goals. What can we do better. Overall, be honest. We're all sick of being dictated to by councils who are so far away from the reality of day to day life in local areas.
524	It's a good start.
527	Focus on recycling and not political correctness

ResponseID	Response
545	The need for bigger bins
550	Coming up with a strategy on such a topic is not too controversial. The challenge resides in the implementation plan of the strategy, which is as important, if not more.
553	More encouragement for residents to take part. detailed info about success failures to be sent to all residents trying to encourage more to take part and ask suggestions how to do better. Advise best practice to all.
561	I would suggest feeding back to customers how they waste is recycled, for example, turned back into paper, etc. Provides encouragement for people to think about recycling.
566	Let people know what is planned and how they can help. Plans that involve suppliers, people to pick and distribute and receivers in need. Register them, days, hours, place etc. Get people to lead and organise. Supply transport needed.
581	The Borough can do much better. It's hard to recycle many items with confidence. But the food waste is a great improvement and brings us up to date with other parts of the UK.
583	People have to understand what we all will gain from recycling...to unlatch from the profit driven economy to one that is sustainable and has promise of a future for the next generations.
585	I think it is a step in the right direction. We need a long jump!
594	I welcome the inclusion of food waste (I have a compost bin, but not everyone does!). But see my comments about aluminium, as this is a valuable material which should be recycled. See also my comments about separate collections, which I think could be improved to save costs. Also, easier access to more local collection points for larger items.
620	I would like you to create area incentives so if an estate or street hits its targets it receives bulbs to plant, a tree or a supermarket voucher to host an afternoon tea party fkr isolated residents.
630	Clearly a survey aimed at a minority of the population . Written by people who fail to understand how the public at large access information .
631	We should aim to do our part by reducing waste and reusing materials, among other actions. However, we should not implement these efforts in a way that makes us uncompetitive or drastically reduces our quality of life if others are not also participating. I've used 'we' generally to describe us as a collective, particularly as a nation. However, I understand that this Joint Strategy is more micro and local. Thanks for allowing me to voice my opinion!
633	Clearly not working when I have to report litter and fly tips every time I leave my house.

ResponseID	Response
645	I saw no real strategy in the survey. There are no clear action items, the benefits and costs for the population are not included and the motivation is lacking.
648	The Green Group at Lambeth Council welcome any efforts to achieve zero waste, grow a circular economy and cut emissions. However, the strategy must be more ambitious if it is earnest in meeting these outcomes. - The Local Authority and household recycling targets are too low. We would like this strategy to be aiming closer to 60% on a much shorter timeline. Food waste targets should also be more ambitious. - It is disappointing to see no firm commitment to zero emissions from operations. Additionally, carbon capture and storage is not a realistic approach and resources are better directed towards prevention. - We are concerned about the proven environmental and health impacts of EfW processing. This strategy needs to acknowledge the risks of thermal treatment of waste and commit to capping and reducing tonnage with a long term goal of decommissioning the plant.

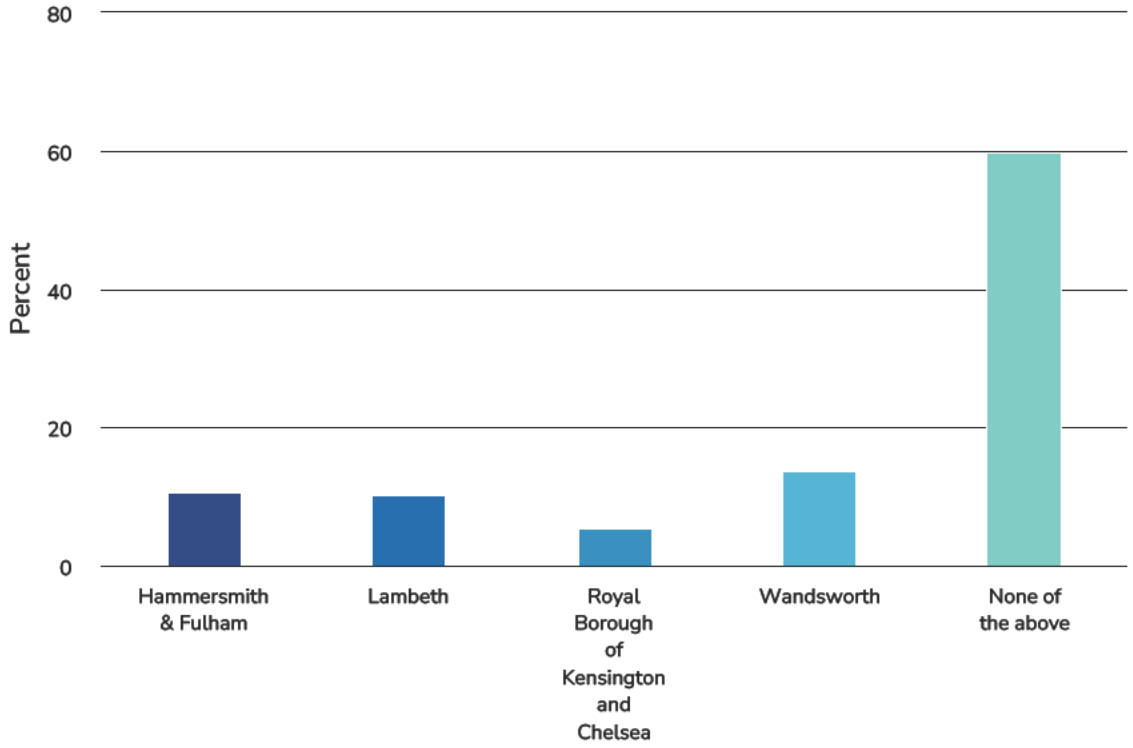
28. Where do you live? If you reside outside of these boroughs, please select none of the above.



Value	Percent	Responses
Hammersmith & Fulham	22.7%	64
Lambeth	30.5%	86
Royal Borough of Kensington and Chelsea	6.4%	18
Wandsworth	38.7%	109
None of the above	1.8%	5

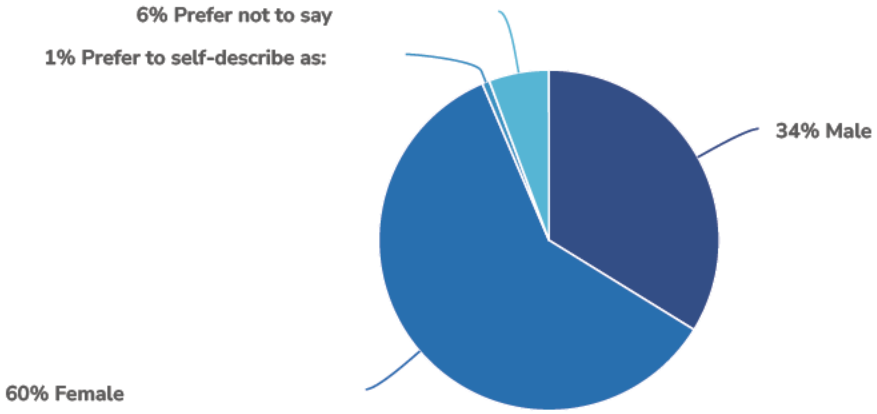
Totals: 282

29. Where do you work? If you are employed outside of these boroughs, please select none of the above.



Value	Percent	Responses
Hammersmith & Fulham	10.7%	30
Lambeth	10.3%	29
Royal Borough of Kensington and Chelsea	5.7%	16
Wandsworth	13.9%	39
None of the above	60.1%	169

30. Gender Please indicate your gender by checking the appropriate box. If you prefer to self-describe kindly fill in the space provided.



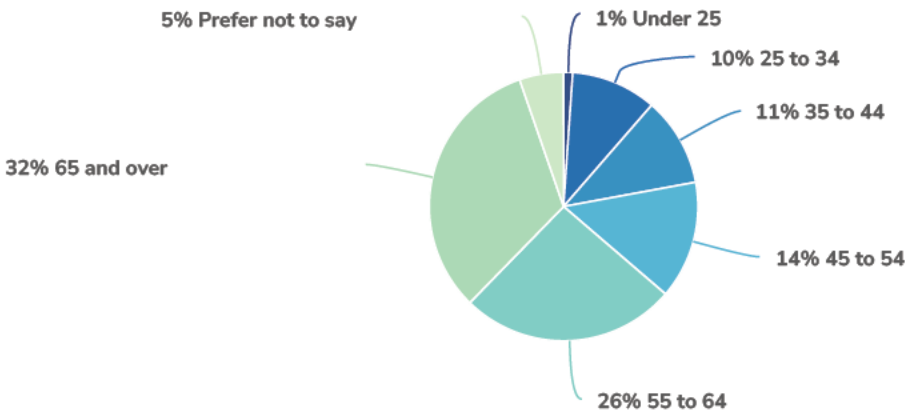
Value	Percent	Responses
Male	33.8%	95
Female	59.8%	168
Prefer to self-describe as:	0.7%	2
Prefer not to say	5.7%	16

Totals: 281

31. Please specify

ResponseID	Response
187	There are TWO, and only TWO sexes. NO ONE can change SEX. There is no such thing as "gender" - this is an ideology which I do not espouse. I am a WOMAN, an Adult Human Female
441	Fluid

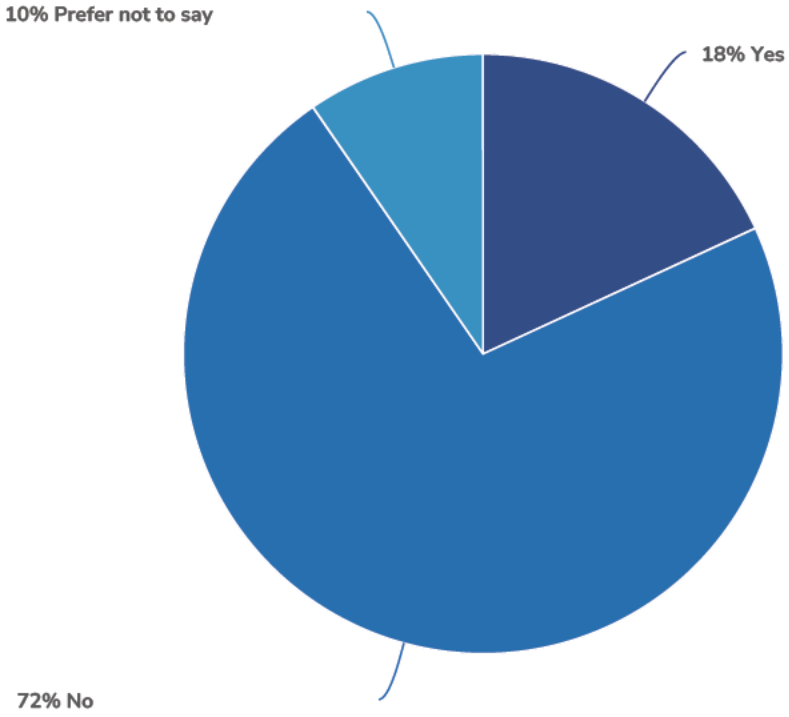
32. Age Group Please indicate your age range by checking the appropriate box.



Value	Percent	Responses
Under 25	1.1%	3
25 to 34	10.3%	29
35 to 44	10.7%	30
45 to 54	14.2%	40
55 to 64	26.0%	73
65 and over	32.4%	91
Prefer not to say	5.3%	15

Totals: 281

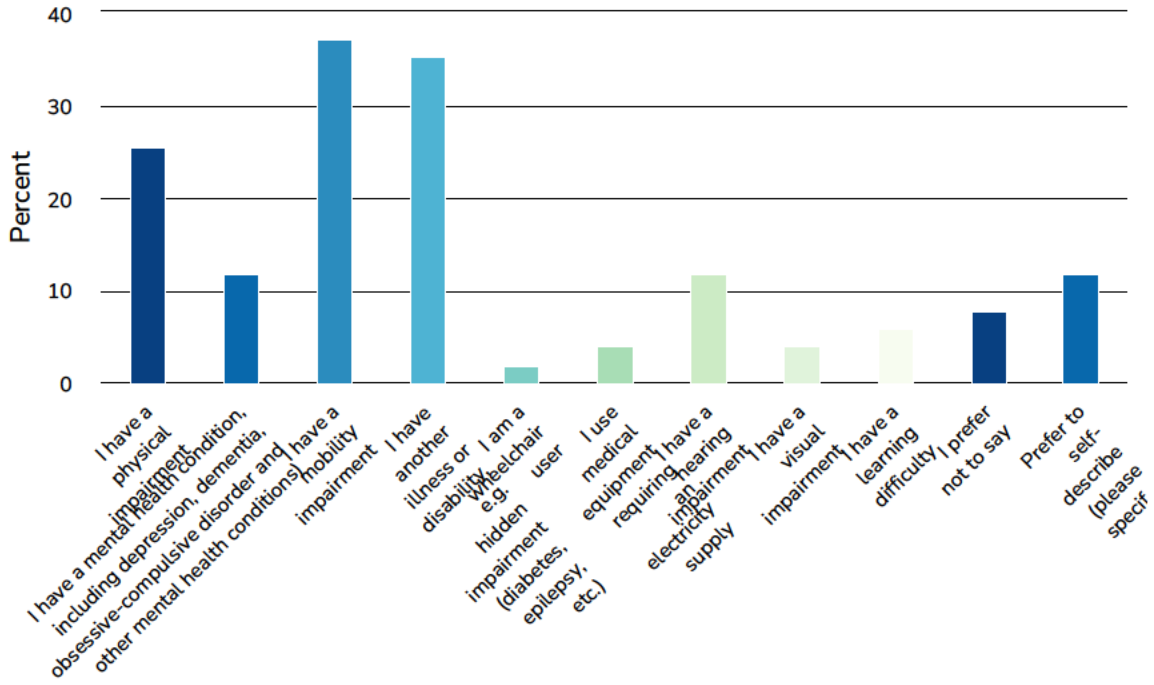
33. Health Conditions Do you consider yourself as having any physical or mental health conditions or illnesses lasting or expected to last 12 months or more?



Value	Percent	Responses
Yes	18.1%	51
No	72.2%	203
Prefer not to say	9.6%	27

Totals: 281

34. If yes, what type?

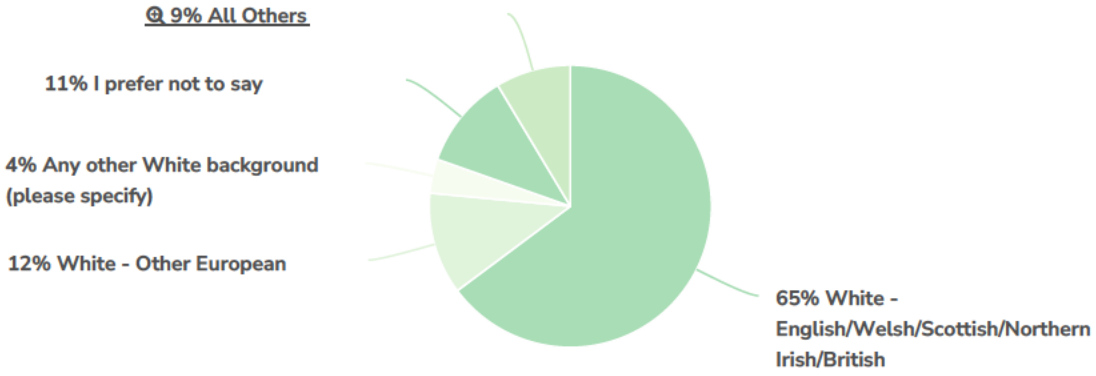


Value	Percent	Responses
I have a physical impairment	25.5%	13
I have a mental health condition, including depression, dementia, obsessive-compulsive disorder and other mental health conditions)	11.8%	6
I have a mobility impairment	37.3%	19
I have another illness or disability, e.g. hidden impairment (diabetes, epilepsy, etc.)	35.3%	18
I am a wheelchair user	2.0%	1
I use medical equipment requiring an electricity supply	3.9%	2
I have a hearing impairment	11.8%	6
I have a visual impairment	3.9%	2
I have a learning difficulty	5.9%	3
I prefer not to say	7.8%	4
Prefer to self-describe (please specify)	11.8%	6

35. Please specify:

ResponseID	Response
173	Heart condition
334	osteoarthritis and age!
472	Asthma and traffic pollution is the principal irritant
594	Diabetes; hypothyroid.
620	I'm Autistic which is a neurodivergent condition which merits being mentioned in the above list
636	In remission from cancer

36. Ethnicity Please indicate your ethnicity by checking the appropriate box. If your ethnicity is not listed, please select "Other ethnic group."



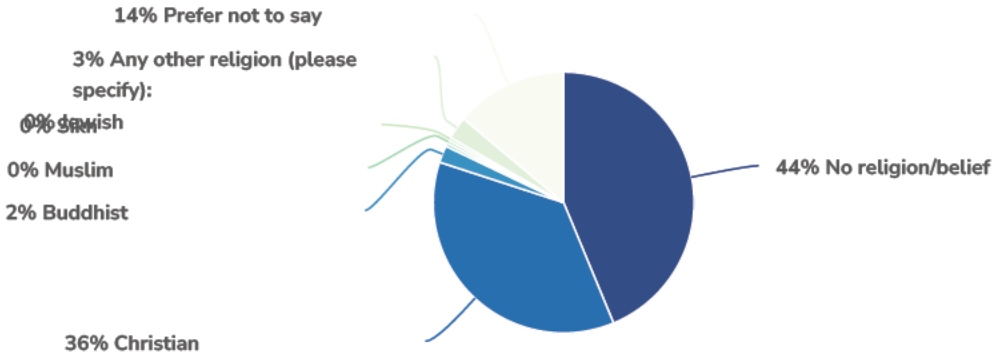
Value	Percent	Responses	
White - English/Welsh/Scottish/Northern Irish/British	64.8%	182	
White - Other European	11.7%	33	
Any other White background (please specify)	3.9%	11	
I prefer not to say	11.0%	31	
Asian or Asian British - Pakistani	0.4%	1	
Asian or Asian British - Chinese	1.1%	3	
Any other Asian background (please specify)	0.7%	2	
Black or Black British - African	0.4%	1	
Mixed or multiple ethnic groups	1.8%	5	
White - Irish	2.8%	8	
Mixed/multiple ethnic groups - White and Asian	0.7%	2	
Any other ethnic group (please specify)	0.7%	2	

Totals: 281

37. Please specify:

ResponseID	Response
197	Latinx
218	American
225	Indo- Caribbean
250	Australian
265	Latin American
382	American & Italian
397	American
402	Hispanic
425	New Zealander
482	Australia
487	Goan
517	South African white
613	Scots Canadian Yorkshire
614	American
616	White Caribbean

38. Religion Please indicate your religion by checking the appropriate box. If your religion is not listed, please select "Any other religion" and specify in the space provided.



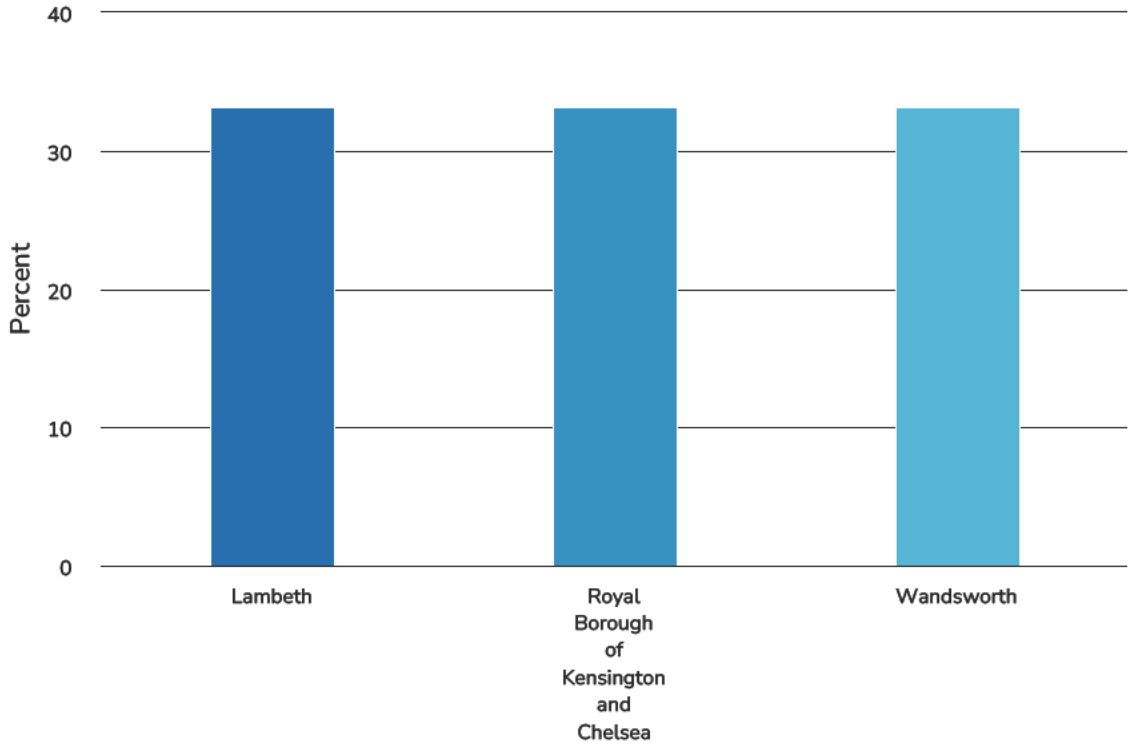
Value	Percent	Responses
No religion/belief	43.8%	123
Christian	36.3%	102
Buddhist	2.1%	6
Jewish	0.4%	1
Muslim	0.4%	1
Sikh	0.4%	1
Any other religion (please specify):	2.8%	8
Prefer not to say	13.9%	39

Totals: 281

39. Please specify:

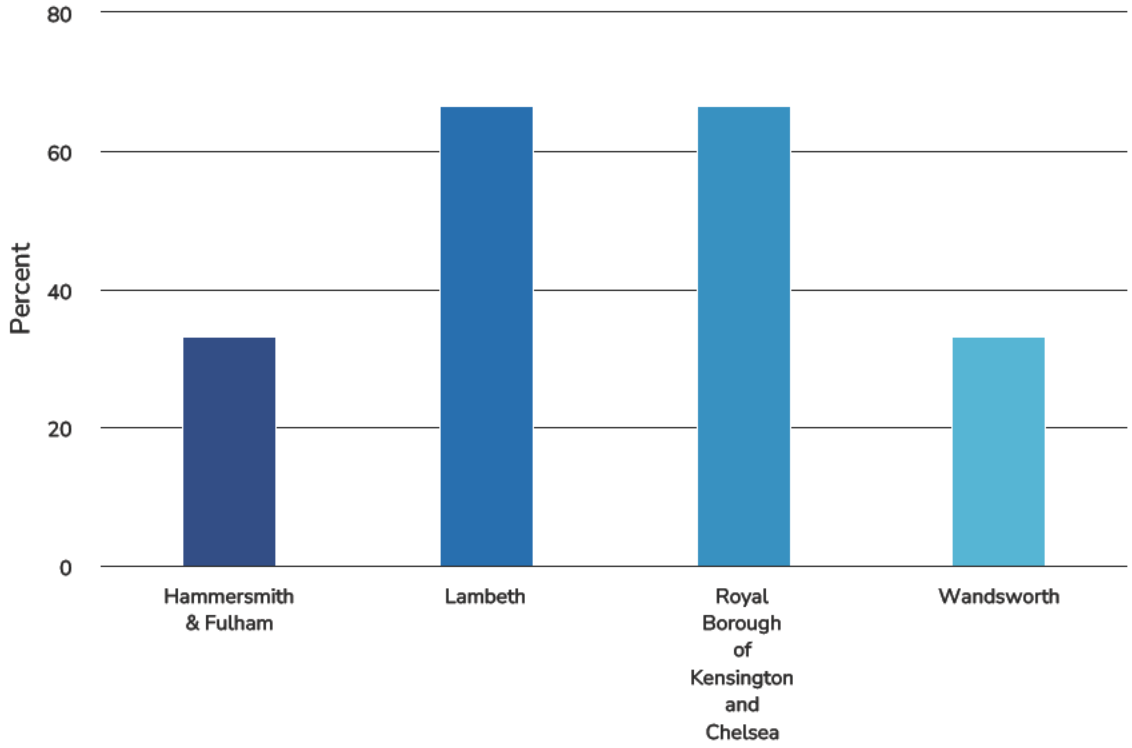
ResponseID	Response
441	Jedi
453	Zoroastrian
488	Humanist and it is a belief system but not religious which is defined as a belief in gods and the supernatural.
517	Buddhist hindu yoga practitioner with pagan interests
530	Orthodox
553	Agnostic
623	Quaker (non-Christian)
636	ATHEIST

40. Please indicate the London Borough(s) where your organisation is located.



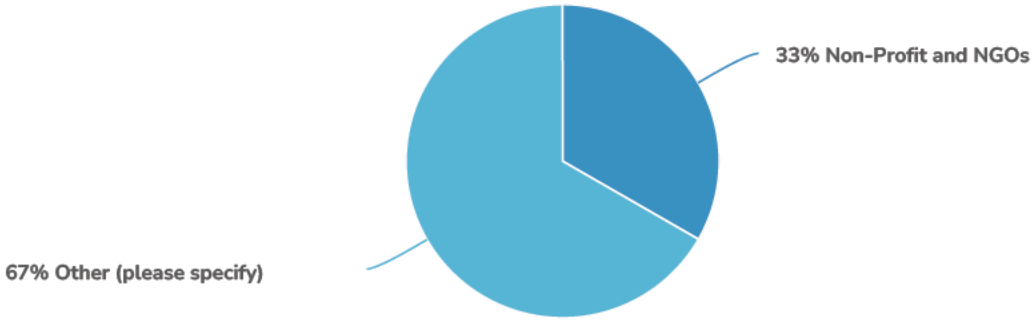
Value	Percent	Responses
Lambeth	33.3%	1
Royal Borough of Kensington and Chelsea	33.3%	1
Wandsworth	33.3%	1

41. Please indicate the London Borough(s) where your organisation operates.



Value	Percent	Responses
Hammersmith & Fulham	33.3%	1
Lambeth	66.7%	2
Royal Borough of Kensington and Chelsea	66.7%	2
Wandsworth	33.3%	1

42. Type of Organisation What type of organisation do you represent?



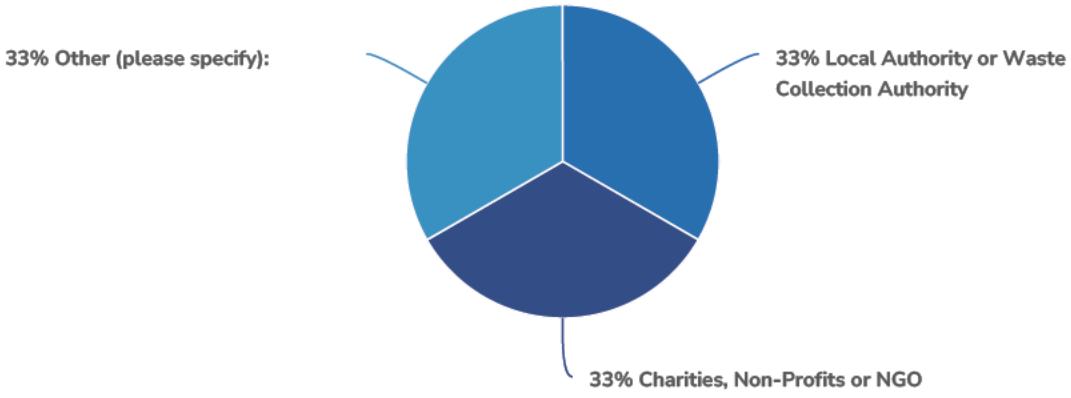
Value	Percent	Responses
Non-Profit and NGOs	33.3%	1
Other (please specify)	66.7%	2

Totals: 3

43. Please specify

ResponseID	Response
609	A sort of residents' association
648	Green Group Councillors at Lambeth Coucnil

44. Which of these best describes your organisation?

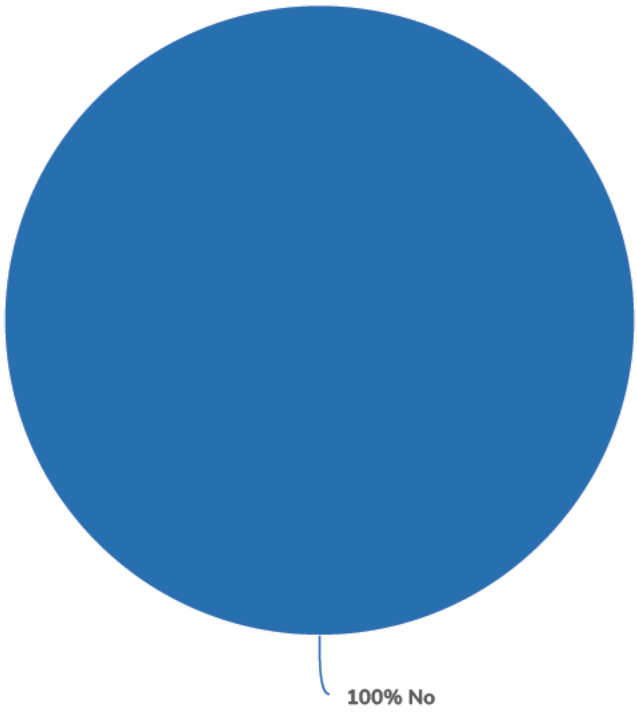


Value	Percent	Responses
Local Authority or Waste Collection Authority	33.3%	1
Charities, Non-Profits or NGO	33.3%	1
Other (please specify):	33.3%	1
		Totals: 3

45. Please specify:

ResponseID	Response
609	A residents' association

46. Thank you very much for taking the time to complete this survey. Is there anything else you would like to tell us?



Value	Percent	Responses
No	100.0%	3

Totals: 3

47. Please specify:

ResponseID	Response

APPENDIX 3

© Ricardo plc 2024

Western Riverside Partners Joint Resources & Waste Strategy Consultation Promotion Log

(*2nd September 2024 – 14th October 2024*)

The Western Riverside Partners – comprising the London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea, the London Borough of Wandsworth, and the Western Riverside Waste Authority – have collaboratively developed a Draft Joint Resources and Waste Strategy (also known as a Joint Municipal Waste Management Strategy).

As part of the strategy's development, The Western Riverside Partners conducted a public consultation from Monday, 2nd September to Monday, 14th October, lasting six weeks. The consultation included five online focus groups, with residents from each borough participating in separate sessions, as well as a combined group. A total of 30 participants took part in the focus groups.

An online survey was conducted, gathering a total of 403 responses, 113 of which were partial. Seven responses were from businesses. The survey was promoted through various channels, including social media platforms, posters and leaflets in libraries and at the Household Waste and Recycling Centre, as well as information on websites, emails to Business Improvement Districts (BIDs) and housing associations, and newsletters. See below for more details.

London Borough of Hammersmith & Fulham

Table 1: Actions taken by Hammersmith Fulham to promote the public consultation

Action	Date	Outcome
Public consultation was included in resident's e-newsletter	w/c 2nd September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
A3 posters and A5 leaflets were sent to libraries in Hammersmith & Fulham	4th September	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Public consultation was included in resident's e-newsletter	w/c 9th September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Public consultation was included in resident's e-newsletter	w/c 16th September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Reposted WRWA's post on X promoting the public consultation	18th September	A social media post promoting the public consultation was shared on X, reaching approximately 507 views to increase visibility and encourage engagement
Public consultation was included in resident's e-newsletter	w/c 23rd September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Public consultation was included in resident's e-newsletter	w/c 30th September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Additional A3 posters and A5 leaflets were sent to libraries in Hammersmith & Fulham for more distribution	4th October	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Public consultation was included in resident's e-newsletter	w/c 7th October	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers

Action	Date	Outcome
Focus group was held to discuss the Joint Strategy and receive feedback from residents. This was recruited using a 3rd party recruiter MEL.	9th October (7 residents)	An online focus group was conducted to discuss the Joint Strategy and gather feedback from residents, with seven attendees recruited.

London Borough of Lambeth

Table 2: Actions taken by Lambeth to promote the public consultation

Action	Date	Outcome
A3 posters and A5 leaflets were sent to libraries in Lambeth.	4th September	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Reposted WRWA's post on X promoting the public consultation.	6th September	A social media post promoting the public consultation was shared on X, reaching approximately 1,370 views to increase visibility and encourage engagement
Reposted WRWA's post on X with a post promoting the public consultation	6th September	A social media post promoting the public consultation was shared on X, reaching approximately 1,159 views to increase visibility and encourage engagement
Posted on X promoting the public consultation	17th September	A social media post promoting the public consultation was shared on X, reaching approximately 547 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	17th September	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement
Posted on Instagram promoting the public consultation	17th September	A social media post promoting the public consultation was shared on Instagram to increase visibility and encourage engagement
Posted on X promoting the public consultation	18th September	A social media post promoting the public consultation was shared on X, reaching approximately 454 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	18th September	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement

Action	Date	Outcome
Posted on Instagram promoting the public consultation	18th September	A social media post promoting the public consultation was shared on Instagram to increase visibility and encourage engagement
Posted on X promoting the public consultation by Cllr Rezina Chowdhury	20th September	A social media post promoting the public consultation was shared on X, reaching approximately 310 views to increase visibility and encourage engagement
Posted on X promoting the public consultation	23rd September	A social media post promoting the public consultation was shared on X, reaching approximately 777 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	23rd September	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement
Posted on Instagram promoting the public consultation	23rd September	A social media post promoting the public consultation was shared on Instagram to increase visibility and encourage engagement
Posted on Lambeth Council Website's consultation page	26th September	The consultation was made accessible to the public through a dedicated page on the Lambeth Council website, which contained the survey and supporting information
Additional A3 posters and A5 leaflets were sent to Lambeth Libraries.	4th October	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Reposted WRWA's post on X promoting the public consultation	4th October	A social media post promoting the public consultation was shared on X, reaching approximately 612 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	4th October	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement

Action	Date	Outcome
Posted on Instagram promoting the public consultation	4th October	A social media post promoting the public consultation was shared on Instagram to increase visibility and encourage engagement
Posted on X promoting the public consultation	7th October	A social media post promoting the public consultation was shared on X, reaching approximately 618 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	7th October	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement
Posted on Instagram promoting the public consultation	7th October	A social media post promoting the public consultation was shared on Instagram to increase visibility and encourage engagement
WRWA sent emails to BIDs in Lambeth to promote the public consultation.	7th October	Emails were sent to Business Improvement Districts (BIDs) to inform them of the public consultation, ensuring relevant stakeholders were aware and encouraging their participation
Focus group was held to discuss the Joint Strategy and receive feedback from residents. This was recruited using a 3rd party recruiter MEL.	10th October	An online focus group was conducted to discuss the Joint Strategy and gather feedback from residents, with five attendees recruited.
Posted on X promoting the public consultation	13th October	A social media post promoting the public consultation was shared on X, reaching approximately 498 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	13th October	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement

Royal Borough of Kensington and Chelsea

Table 3:Actions taken by Kensington and Chelsea to promote the public consultation

Action	Date	Outcome
Digital version of posters were displayed on electronic displays in Kensington & Chelsea libraries.	4th September	Digital posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information
A3 posters and A5 leaflets were sent to libraries in Kensington & Chelsea.	6th September	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Reposted WRWA's post on X promoting the public consultation	17th September	A social media post promoting the public consultation was shared on X, reaching approximately 628 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	17th September	A social media post promoting the public consultation was shared on Facebook, reaching approximately 216 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	17th September	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 543 views to increase visibility and encourage engagement
Public Consultation was included in e-newsletter for residents.	25th September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers. This had approximately 12,336 opens.
Posted on Kensington and Chelsea Council Website's consultation page	27th September	The consultation was made accessible to the public through a dedicated page on the Kensington and Chelsea Council website, which contained the survey and supporting information

Action	Date	Outcome
WRWA sent emails to BIDs in Kensington and Chelsea to promote the public consultation.	4th October	Emails were sent to Business Improvement Districts (BIDs) to inform them of the public consultation, ensuring relevant stakeholders were aware and encouraging their participation
WRWA sent emails to housing associations in Kensington and Chelsea to promote the public consultation.	4th October	Emails were sent to housing associations, requesting them to inform their residents about the public consultation, with the survey link provided to facilitate participation and extend outreach within the community
Focus group was held to discuss the Joint Strategy and receive feedback from residents. This was recruited using a 3rd party recruiter MEL.	8th October	An online focus group was conducted to discuss the Joint Strategy and gather feedback from residents, with seven attendees recruited.
RBKC Libraries & Westminster Libraries reposted WRWA's post on X promoting the public consultation	9th October	A post promoting the public consultation was shared on X, reaching approximately 330 views to increase visibility and encourage engagement

London Borough of Wandsworth

Table 4: Actions taken by Wandsworth to promote the public consultation

Action	Date	Result
A3 posters and A5 leaflets were sent to libraries in Wandsworth	10th September	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Additional A3 posters and A5 leaflets were sent to Wandsworth Libraries.	4th October	Posters and leaflets were displayed in libraries for public viewing, providing a website link, QR code, and landline number to the survey and for additional information.
Public Consultation was included in e-newsletter for residents.	w/c 23rd September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Public Consultation was included in e-newsletter for residents.	w/c 30th September	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Public Consultation was included in e-newsletter for residents.	w/c 7th October	Information about the public consultation, along with a link to the survey, was circulated to newsletter subscribers
Focus group was held to discuss the Joint Strategy and receive feedback from residents. This was recruited for using a 3rd party recruiter MEL.	7th October	An online focus group was conducted to discuss the Joint Strategy and gather feedback from residents, with four attendees recruited
Posted on X promoting the public consultation	7th October	A social media post promoting the public consultation was shared on X, reaching approximately 605 views to increase visibility and encourage engagement
Posted on Facebook promoting the public consultation	7th October	A social media post promoting the public consultation was shared on Facebook to increase visibility and encourage engagement
Posted on X promoting the public consultation	10th October	A social media post promoting the public consultation was shared on X, reaching approximately 600 views to increase visibility and encourage engagement

Western Riverside Waste Authority

Table 5: Actions taken by Western Riverside Waste Authority to promote the public consultation

Action	Date	Result
Landing page with relevant documents was created on the WRWA website.	2nd September	The consultation was made accessible to the public through a dedicated page on the Western Riverside Waste Authority website, which contained the survey and supporting information
Posted on X promoting the public consultation	2nd September	A post promoting the public consultation was shared on X, reaching approximately 628 views to increase visibility and encourage engagement
Posted on X promoting the public consultation	6th September	A post promoting the public consultation was shared on X, reaching approximately 1,370 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	6th September	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 7,655 views to increase visibility and encourage engagement
Pop up notification on the WRWA website prompting visitors with information about the public consultation	6th September	A pop-up message was placed on the WRWA website to inform any visitors about the ongoing consultation, enhancing awareness and directing them to the survey
Prompting residents who would call WRWA with information about the public consultation	w/c 9th September	Residents calling WRWA were informed about the ongoing consultation and encouraging their engagement
Posted on X promoting the public consultation	9th September	A post promoting the public consultation was shared on X, reaching approximately 125 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	11th September	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 8,148 views to increase visibility and encourage engagement

Action	Date	Result
Posted on X promoting the public consultation	12th September	A post promoting the public consultation was shared on X, reaching approximately 155 views to increase visibility and encourage engagement
Posted on X promoting the public consultation	18th September	A post promoting the public consultation was shared on X, reaching approximately 502 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	19th September	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 10,263 views to increase visibility and encourage engagement
Reposted LA post on X promoting the public consultation	23rd September	A post promoting the public consultation was shared on X, reaching approximately 777 views to increase visibility and encourage engagement
Posted on Linkedin promoting the public consultation	23rd September	A post promoting the public consultation was shared on LinkedIn, specifically targeting businesses to enhance visibility and encourage responses
Posted on X by promoting the consultation	24th September	A post promoting the public consultation was shared on X, reaching approximately 656 views to increase visibility and encourage engagement
Posted as a reply on X promoting the consultation	24th September	A post promoting the public consultation was shared on X, reaching approximately 111 views to increase visibility and encourage engagement
Posted on Facebook promoting the consultation	25th September	A social media post promoting the public consultation was shared on Facebook, reaching approximately 35 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	25th September	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 10,763 views to increase visibility and encourage engagement

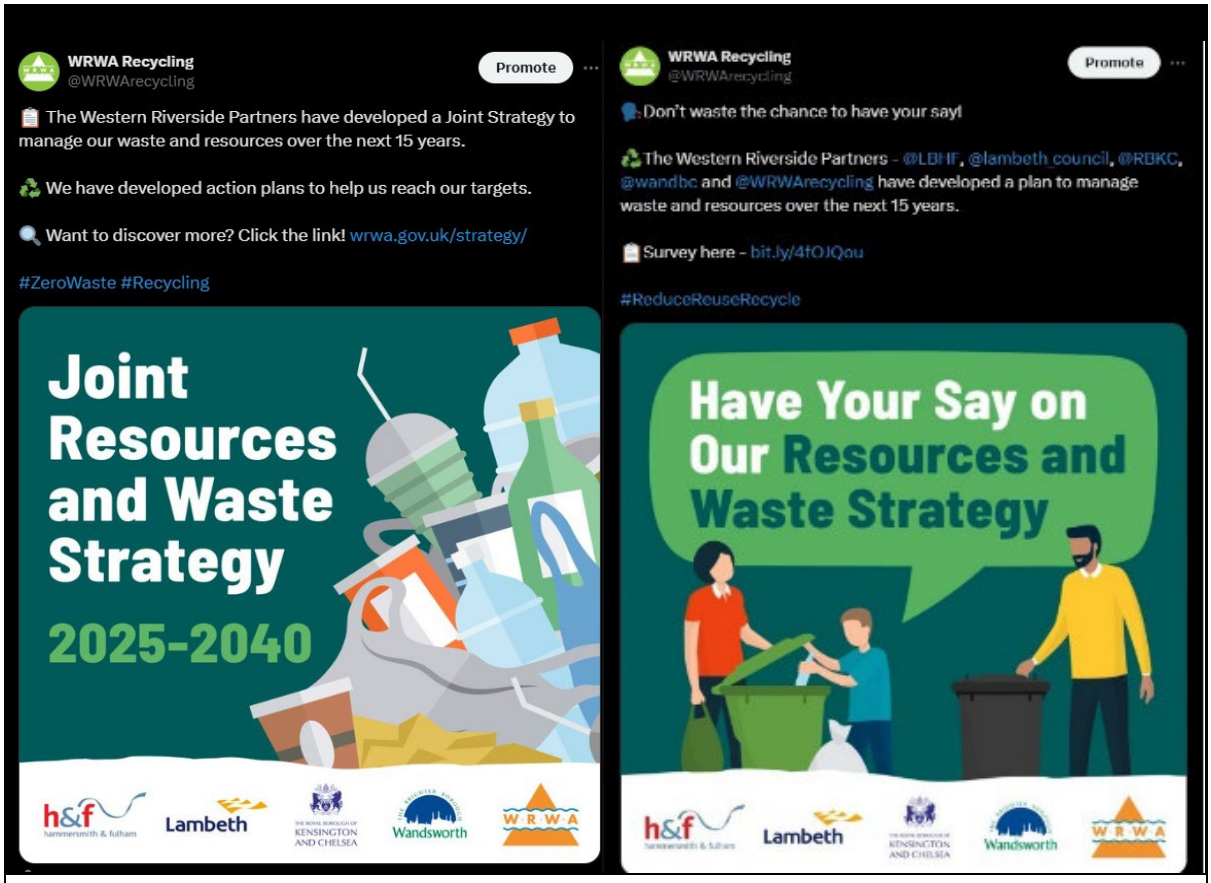
Action	Date	Result
Posted on X promoting the consultation	27th September	A post promoting the public consultation was shared on X, reaching approximately 330 views to increase visibility and encourage engagement
Posted on X promoting the consultation	2nd October	A post promoting the public consultation was shared on X, reaching approximately 67 views to increase visibility and encourage engagement
Posted on Nextdoor promoting the public consultation	1st October	A social media post promoting the public consultation was shared on Nextdoor, reaching approximately 11,162 views to increase visibility and encourage engagement
Prompting residents at the Household Waste and Recycling Centre promoting the public consultation and handing out leaflets.	3rd October	A WRWA staff member spent time handing out leaflets and speaking with residents visiting the Household Waste and Recycling Centre, promoting awareness of the public consultation and encouraging participation
Posted on X promoting the consultation	4th October	A post promoting the public consultation was shared on X, reaching approximately 612 views to increase visibility and encourage engagement
Posted on Facebook promoting the consultation	4th October	A social media post promoting the public consultation was shared on Facebook, reaching approximately 28 views to increase visibility and encourage engagement
Posted on X promoting the consultation	8th October	A post promoting the public consultation was shared on X, reaching approximately 85 views to increase visibility and encourage engagement
Posted on Facebook promoting the consultation	8th October	A social media post promoting the public consultation was shared on Facebook, reaching approximately 30 views to increase visibility and encourage engagement

Action	Date	Result
Posted on X promoting the consultation	10th October	A post promoting the public consultation was shared on X, reaching approximately 183 views to increase visibility and encourage engagement
Reposted WA post on X promoting the consultation	11th October	A post promoting the public consultation was shared on X, reaching approximately 600 views to increase visibility and encourage engagement
Posted on X promoting the consultation	14th October	A post promoting the public consultation was shared on X, reaching approximately 330 views to increase visibility and encourage engagement
Mixed Focus group was held to discuss the Joint Strategy and receive feedback from residents. This was recruited using a 3rd party recruiter MEL.	14th October	An online focus group was conducted to discuss the Joint Strategy and gather feedback from residents, with 7 attendees recruited (1 H&F, 3 LA, 1 RBKC, 2 WA)

Table 6: Images of the HWRC



Table 7: Images of social media posts and websites



Social Media/Websites

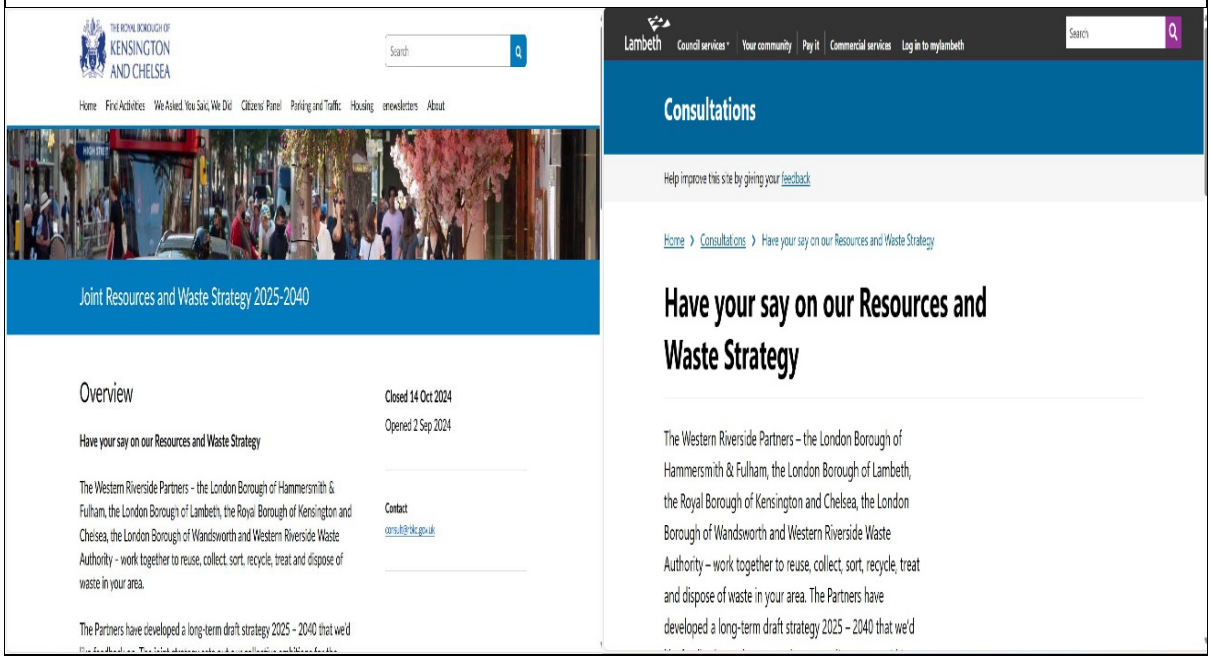
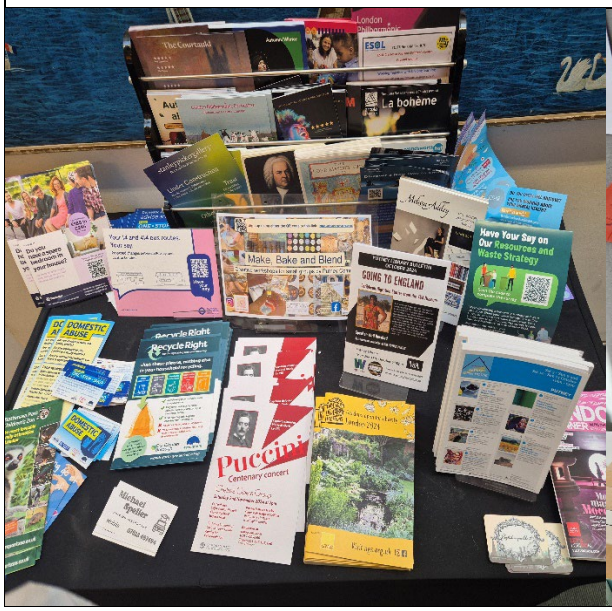
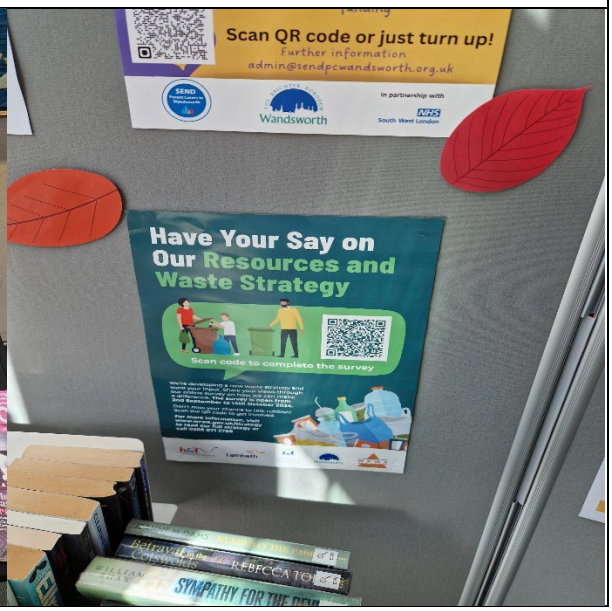


Table 8: Images of posters/leaflets in libraries

Libraries





Equality Impact Assessment

Joint Resources and Waste Strategy

Contents

Introduction 4
Equality Impact Assessment 4
Summary of Evidence 5
Who is affected by the joint Resources and Waste strategy? 5
Consultation 5
Impact on Protected Characteristics 6
Strategies for Mitigation and Inclusion 9
Inclusive Communication 9
Targeted Engagement 9
Flexible Service Provision 9
Monitoring and Review 9
Conclusions 9

Further contact information

If you would like further information please contact the Western Riverside Waste Authority on:

Tel: 0208 871 2788
Email: Strategies@wrwa.gov.uk
www.wrwa.gov.uk/strategy

INTRODUCTION

This document provides an assessment of equalities impacts in relation to the Joint Resources and Waste Strategy for the London Borough of Hammersmith & Fulham, the London Borough of Lambeth, the Royal Borough of Kensington and Chelsea, the London Borough of Wandsworth and Western Riverside Waste Authority – collectively referred to as the Western Riverside Partners.

The Western Riverside Partners work together to reuse, collect, sort, recycle, treat and dispose of waste in the area. Together the Partners want to reduce their environmental footprint by:

- Producing less waste.
- Moving to a Circular Economy by keeping materials and things in use for as long as possible through repairing, sharing and reuse.
- Making it easier for our residents and businesses to recycle more.

Our Vision:

"The Western Riverside partners will work together with our residents and businesses to prioritise waste prevention, reduce our carbon emissions and environmental impacts, and provide customer focused waste and recycling services that maximise value from the materials we manage."

To achieve the vision the Western Riverside Partners developed a Strategy aimed at reviewing the current policy situation and defining a collective ambition for waste management services spanning from 2025 to 2040. This involved extensive analysis of the current baseline position for collection services across the area, developing future options for collection, treatment, and disposal, and assessing the whole system cost of these options. Collaboration with the Partner Authorities through a series of workshops for officers, directors, and elected members facilitated the integration of multiple perspectives and expert inputs, ensuring that the draft Strategy was robust and inclusive. A public consultation on the draft strategy which included a survey, focus groups and raising awareness via social media, emails and word of mouth was conducted between Monday 4th September and Monday 14th October. Feedback from the consultation has been used to update the draft strategy and this Equality Impact Assessment.

EQUALITY IMPACT ASSESSMENT

The Equality Impact Assessment (EqIA) is a critical component of policy-making in the UK, ensuring that decisions consider their potential impact on individuals with protected characteristics as defined by the Equality Act 2010 which include:

- Age
- Disability
- Gender Reassignment
- Marriage and Civil Partnership
- Pregnancy and Maternity
- Race
- Religion or Belief

- Sex
- Sexual Orientation

The duty of 'due regard' requires decision-makers to actively consider equality implications before and during policy development and to remain mindful of these considerations when making decisions. This proactive approach helps to eliminate discrimination, promote equality of opportunity, and foster good relations between different groups.

This EqIA examines the Strategy, evaluating its potential impacts on various protected groups and ensuring that the strategy promotes inclusive and equitable outcomes for all stakeholders.

The Western Riverside Partners wished to hear and proactively consider any comments in relation to how any aspect of the issues presented within the draft strategy may impact on any sections of the community as listed above. Feedback from the public consultation was used to inform this full Equality Impact Assessment and the final version of the Strategy.

It should be noted that although the Strategy sets out that within the proposed Action Plans there will be a need to deliver service improvement and changes these will be designed according to local needs and will be subject to individual EqIA conducted by the relevant Partner Authority.

SUMMARY OF EVIDENCE

To ensure 'due regard' is given to the Public Sector Equality Duty (PSED), the following evidence has been considered:

- Final Joint Resources and Waste Strategy (updated post consultation)
- Consultation findings
- The Social Value Model and related government guidance
- The Equality Act 2010
- Feedback from stakeholder engagement sessions with Technical Officers and Elected Members
- Data on local demographics and waste management needs

This evidence-based approach helps identify how the Strategy might affect different groups and develop strategies to mitigate any negative impacts.

WHO IS AFFECTED BY THE JOINT RESOURCES AND WASTE STRATEGY?

The Strategy will affect all residents within the Partner Authorities' area, any businesses that use the waste and recycling services of the Partner
Authorities and any staff involved in the delivery of services.

CONSULTATION

A fully compliant consultation was undertaken in Autumn 2024. Equalities impacts and monitoring were included in the consultation. Following the consultation, feedback received

was included within a consultation report which is available on the WRWA website strategy page.

The WRWA Partners considered equalities for the development of the Strategy and delivery of the consultation in a number of ways including:

- Provision of paper copies of the Strategy and consultation for those without access to the internet. Access to paper copies of the consultation survey and strategy were available on request. Posters and leaflets advertising the consultation and providing a telephone contact number were available from local libraries and the Western Riverside Waste Authority.
- Focus groups were designed to be representative of the diverse communities in the area and took into consideration protected characteristics.
- Individuals requiring a different form of support in order to participate in the consultation were encouraged to email, telephone or write to Western Riverside Waste Authority.
- The consultation was published widely via a number of social media platforms but also via email to housing associations, business improvement districts and community groups.

IMPACT ON PROTECTED CHARACTERISTICS

This section evaluates the implications of the final Strategy (post consultation) on protected characteristics, ensuring inclusivity and accessibility across diverse demographic groups.

Table 1: Initial assessment of the implications of the Draft Joint Strategy on protected characteristics

Protected Characteristic	Negative Impact	Positive Impact	No Impact	Unsure of Impact	Comments
Age			**X**		The Strategy acknowledges the importance of waste management services being accessible to all age groups. Initiatives include enhancing accessibility to recycling facilities and tailored educational programs for schools and youth groups. Potential challenges for older adults due to mobility issues are addressed through targeted communication strategies, and accessible services such as assisted collections.
Disability			**X**		The Strategy aims to make waste management services accessible to individuals with disabilities. Measures include providing large print and easy-to-read materials and ensuring physical facilities are accessible. Consultation with disability advocacy groups helps develop tailored solutions, such as assisted waste collection services.
Gender reassignment			**X**		Although not directly addressed, the strategy remains neutral and inclusive. Communication and engagement activities use inclusive language, avoiding discrimination based on gender identity. Stakeholder feedback is encouraged to address any specific issues related to this group.
Marriage and civil partnership			**X**		While no specific provisions exist, the Strategy ensures equal access to waste management services regardless of marital status. No adverse impacts are anticipated for this characteristic.

Protected Characteristic	Negative Impact	Positive Impact	No Impact	Unsure of Impact	Comments
Pregnancy and maternity			**X**		Support services for pregnant women and new mothers are recognised. Flexible waste collection schedules and additional support for households with newborns such as 'real nappies' are included. Information and resources will be accessible to support effective household waste management.
Race			**X**		The Strategy aims to include all racial and ethnic groups within the WRWA area. Language barriers are addressed through document translation (where individual Councils take this approach). Outreach programs engage ethnic minority communities to address their specific needs and concerns.
Religion or belief			**X**		Sensitivity to diverse religious practices is maintained. Waste management schedules avoid disadvantaging any religious group. Special provisions are made for religious festivals generating increased waste.
Sex			**X**		No differential impacts based on sex are anticipated. Equal opportunities for all genders accessing waste management services are ensured. Gender-sensitive communication strategies will be employed.
Sexual Orientation			**X**		All sexual orientations are included without discrimination. Feedback from LGBTQ+ communities is encouraged to identify specific needs or issues.

STRATEGIES FOR MITIGATION AND INCLUSION

Inclusive Communication
To ensure that all stakeholders are adequately informed and can participate in the Strategy and action plans, the WRWA Partners will implement a range of communication methods. This includes producing materials in accessible formats (large print, easy-read, audio where required) and translating key documents into multiple languages (where required). Additionally, the use of social media and local community networks will help reach a broader audience.

Targeted Engagement
Recognising that different groups may have unique needs, the WRWA Partners will conduct targeted engagement activities during the implementation of the strategy and action plans to ensure the strategy addresses the needs of all community members.

Flexible Service Provision
The Strategy proposes flexible waste management services to accommodate the diverse needs of the community. This includes options such as assisted waste collection for individuals with mobility issues, additional support for new mothers, and consideration of religious practices in scheduling waste collection. As mentioned previously individual actions arising from the Strategy will undergo their own specific EqIA.

Monitoring and Review
The impact of the Strategy on protected characteristics will be continuously monitored. Regular reviews and updates will be conducted to ensure that the strategy remains inclusive and effective. Stakeholder feedback will be a critical component of this process, and adjustments will be made as necessary to address any emerging issues.

CONCLUSIONS

The EQIA for the Strategy demonstrates a commitment to inclusivity and equality. By proactively considering the impacts on various protected groups and implementing targeted strategies to mitigate any negative effects, the Strategy aims to promote equitable access to waste management services for all community members. Continuous monitoring and stakeholder engagement will ensure that the Strategy evolves to meet the changing needs of the community, fostering a more inclusive and sustainable waste management system.