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Ricardo

**Joint Qualitative research
report – Focus Group
Joint Strategy for East
London’s Resources and
Waste (2027 – 2057)**

**Key findings report
August 2021**



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Project details

Title	Qualitative research report – Focus Group Joint Strategy for East London’s Resources and Waste (2027 – 2057)
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Research context

Background

It is important that the environment is left in a better condition for the next generation. The draft Joint Strategy for East London's Resources and Waste (2027 – 2057) sets out the strategic aims and ambitions for resources and waste management of the five Partner Authorities, namely the **East London Waste Authority (ELWA)** and the **London Boroughs of Barking and Dagenham, Havering, Newham and Redbridge**. The Partner Authorities work together to manage resources (the materials we recycle and donate for reuse) and waste within their boundaries.

The Joint Strategy is a plan for the future - The management of waste requires a long-term approach so that the right infrastructure can be secured or built or adapted to treat the materials we throw away and those we sort for recycling. The Joint Strategy starts in 2027 when the current contract to treat East London's waste and recycling comes to an end and ends in 2057. Under the existing contract facilities were built to deal with waste and recycling, and improvements were made to the Reuse and Recycling Centres. The strategy has four key themes, namely:

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

Our approach

The Partner Authorities wanted to understand more about thoughts on the priorities that had already been identified within their draft Joint Strategy and whether they would like to change, add to, or delete any of them. The Partner Authorities and Ricardo were already running a mixed methodology consultation process and wanted to explore residents' views more in-depth through a qualitative study.

To support the Partner Authorities in gathering residents' views on the draft strategy, M·E·L Research working with Ricardo, were asked to delivery an online focus group with 10 residents across the East London area with three residing in flats, proportionate to the average proportion of flat dwellers living across the 4 Boroughs. It should be noted that all participants were residents of the Boroughs. This document presents the key findings from the focus groups. The topic guide can be found in **Appendix A**. It should be noted that for simplicity and fit with the duration of the focus group the Priorities and

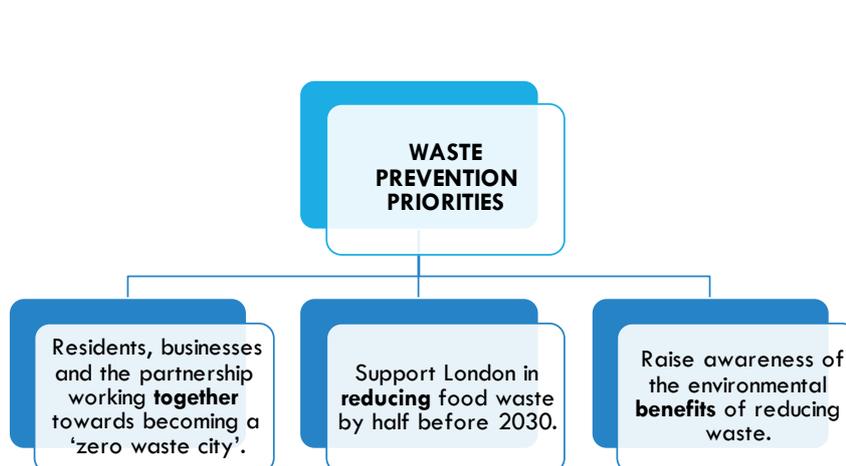
Opportunities presented as part of the four themes were amended slightly. A full list of the Priorities and Opportunities can be found in the draft Joint Strategy.

Participants were recruited using a specialist Market Research Society (MRS) accredited recruiter. Participants were provided with an incentive of a £40 gift voucher for their participation in the focus group. The demographic profile of the participants can be found in **Appendix B**. The stimulus deck containing the full list of priorities within the waste strategy can be found in **Appendix C**.

Key findings

THEME 1: Waste Prevention

The first theme discussed focussed on waste prevention, participants were shown the Partner Authorities' waste prevention priorities, listed below:



- **Awareness of the amount of waste produced**

Participants were asked about waste prevention and if they had thoughts about how much waste they produced. Most seemed to be aware of how much waste they produced and the associated actions that had been taken to reduce, waste especially trying to prevent plastic waste. *"[We are] very mindful of buying stuff, like single use plastic, once you buy it over time, builds up."*

- **Reasons why people started to think about the amount of waste produced**

There were various touch points for residents starting to think about the amount of waste that they and society produced, such as being presented with bins / banks that were overflowing and noticing how much waste is produced *"...but you do feel guilty when there is rubbish everywhere, you can't fit it in the banks and you have to take it back, and you've walked all that way now."*

For others the way habits have changed due to the Covid-19 pandemic and how this has impacted on the amount of waste produced through packaging from online delivery's *"The amount of Amazon packaging we were generating is starting to get to me."*

For others it was the realisation of just how much they were producing *“I used to go through 24 bottles [of water] a week, it’s a lot of plastic waste.” “There were loads of bottles stuck in my house and I could have used the glass.”*

- **What should the council (Partner Authorities) focus on to try and reduce waste from residents?**

Education - There seemed to be a general consensus with the group that education was key to those young and old. Participants commented on the amount of waste they see while out and about in the neighbourhood. *“What I sometimes see can be quite depressing, people don’t respect, it’s literally outside their houses sometimes as well, so I just don’t get it.”*

Also, participants mentioned that there were many communities where English was not their first language, so it would be key to focus on communication in different languages to get the message across to them *“So they can learn whatever it is from schools and pass on that information to the parents or other family members. It is quite important to start with young people, because they are so eager to learn, and I am sure they are concerned about the world we are living in today. So, educating children would be key.”*

There was an element of doubt with what happens to recycling amongst most in the group. *“Once you put it in the recycling bin, you wonder how much is being recycled and what’s being put to good use. But at the end of the day that is the only thing I can do, I can’t be there when they are processing it all, I’m hoping I’m doing my bit to save the environment.”* It is positive that some residents were thinking about the process and what happens to the materials they recycle, but this is something that needs to be communicated more widely.

Providing suitable facilities - Some participants said they want to do more, but do not have access to any facilities, mainly because they live in flats and some also were disheartened by the condition with the current services provided such as communal bins and bring banks overflowing etc. *“You do feel guilty when there is rubbish everywhere and you can’t fit it in the bins and you have to take it back, and you’ve walked all this way now, and it’s annoying.”* There were also elements of guilt from a few participants, which urged them to do more for the environment. *“I definitely agree with the guilt thing, I use up my food till the last bit I can”.* However, recycling food waste was hard for those that lived in flats (as they could not compost) and those without food waste collections, which further highlight the requirement to improve service provision or make people more aware of the services available locally.

Creating partnerships and more joined up working – One participant highlighted how strongly they felt about waste prevention and the environment *“I really agree with partnering with community organisations, around the education piece, because I feel quite strongly about waste prevention and the environment.”*, but said how more needs to be done in the local area as they feel people do not have any respect for their area *“...from some of the things I see where I live, I just think people don’t care.”* Other participants agreed that trust and investment in the local area needs to improve to get residents on board, which was linked to creating better partnerships at a grass roots level and more joined up working.

THEME 2: Reuse and Repair

The Partner Authorities would like more residents and businesses to reuse goods, buy reused and try to repair goods where possible. The reuse and repair theme focused on the below set of priorities:

REUSE & REPAIR PRIORITIES	
Increase	Increase amount of products kept in local circulation using reuse and repair services.
Normalise	Normalise reuse within communities as a way of disposing unwanted items.
Promote	Promote buying reused, refurbished and repaired products as a good alternative to buying a new product.
Advance	Advance local green economy jobs and training opportunities through development of reuse and repair services.



Firstly, participants were asked if they had sold [second-hand] goods on a website. Less than half of participants said that they had used online sites/Apps eBay, Depop or Vinted to sell their used goods. If goods were not sold on the site, they were donated to charity shops or local schools. *“We use eBay in the house, I don’t think any clothing in this house would go into the bin to landfill, if it’s quality stuff it will be eBay if not it goes to the charity shop.” “I regularly sell my clothes on Depop, works quite well surprisingly... I’m a type of person, especially if I’m going out, I normally wear it once and won’t intend to wear it again.”*

The main motivator to selling items they no longer needed was purely financial *“I’m killing two birds with one stone- clearing my wardrobe out and making money, so it’s fantastic.” “They [the kids] got a big new tv which was basically free from stuff that I recycled.”*

- **What should the Partner Authorities focus on to try and encourage reuse and repair?**

Communication - There seems to be a lack of communication given to residents from the Partner Authorities focusing on reuse and repair. *“I learn stuff from watching documentaries on TV about what I should be doing, because I don’t get that much communication on waste prevention, from my Borough/Council. So maybe they should try and communicate more. Like newsletters, do you know what I mean - more direct communication with residents that are in the borough.”*

Education - Education seems to be the key role here, as awareness levels in the community seem to be lacking. *“See a lot of bin bags sitting outside the actual bin store, so education, there is a lot of people that are grown up and don’t care about it.” “I think education is a major thing. In my block there are a lot of people that don’t care about recycling.”*

More joined up working – Participants felt that the Partner Authorities should be working more closely with organisations at a local level, for example, on the High Street. There were some innovative ideas mentioned such as working with charity shops offering a repair centre *“...charity shops and we are talking about using them as repair centres. Rather than people donating to a shop an item that may or not work, that may need to be recycled, for people to go in and repair for a small donation to get it fixed which currently is not commercially possible.”* Another resident mentioned using workshops in libraries or other community buildings teaching people how to repair items *“Workshops and in libraries, centres, showing people how they can reuse and repair stuff as well. Maybe that would help, as some people don’t have a clue. Sometimes I wish I was able to repair something or upcycle something but don’t know how to do it. So maybe have classes and workshops that kind of thing”* Understanding the assets available at a local level would be beneficial. If the resource is already there it would make sense to use it.

THEME 3: Recycling

The Partner Authorities wanted to explore the challenges residents faced with the perceptions of recycling (not recycling collection systems) and what could be done to help encourage recycling. The recycling theme focused on the below set of priorities:

RECYCLING PRIORITIES

1. Reach **50% recycling** levels and do this with communities.
2. By 2030 there will be minimum **joint** reuse, recycling and composting performance of **35%**.
3. Collaboratively, fulfil the Mayor's minimum level of straightforward, easy to use recycling **collection** services for households.
4. Improve the **quality** of recycling collected and reduce contamination.
5. Improve recycling **performance** in houses and blocks of flats.
6. Work alongside **new policy commitments, e.g.**, Deposit Return Schemes (paying a deposit and getting a refund when the bottle/can is returned) and the Extended Producer Responsibility (where companies that produce items have to pay towards their recycling) regime for household packaging to maximise opportunities for increasing recycling.

Participants were first asked if they find anything particularly difficult when it comes to recycling such as recycling food waste or whether you recycle everything you can do every time. Consistency across the London Boroughs was a theme that was mentioned by most participants *"With food bins it depends on what borough you live in. My mum lives in Waltham Forest borough she has brown bins for food, and I live in Havering borough, and I don't have anything like that, it's like a Russian roulette and what borough you live in, with what you get."* Ease of accessing recycling points were mentioned by a few participants, such as recycling coffee pods and batteries – they were either hard to get to or people just didn't know where they should go. *"I have Tassimo coffee pods and it's a nightmare getting rid of them. I found a Tesco nearby, a 15-minute drive that have a Terracycle [recycling point] where you can dump them off and can be recycled. A tiny little bin, but that is the only one in the local area where I can drop them off. I go out of my way to do that. It does annoy me that it is not as accessible as it should be."* *"I wasn't aware that you could recycle them or there was a place, so the more there are and the more promotion that they do around them would be good."*

Awareness – Lack of awareness was flagged up with the participants. Especially when concerned with coffee pod recycling *“I’ve got Tassimo and honestly never thought about recycling the pods. I shall be online later looking for a recycling spot for them.”*

- **How could Partner Authorities improve the way they encourage recycling?**

Improvement with recycling collection in flats – There seems to be doubt in how recycling is collected and if it is actually recycled from one of the participants *“that’s just a nonstarter...don’t know how you can improve conditions for recycling in blocks of flats as I said I live in a small block everything goes down the one chute, everything gets mixed everything goes in one removal lorry that comes once a week, so I don’t understand how you can start to improve blocks of flats.”*

Involvement in the commercial sector – One participant suggested a Deposit Return Scheme *“Recycling bottles through shops and having recycling for cans and given something back for it. I know the whole thing has come back in Scandinavia, where you go to a store, you throw 5/6 aluminium cans in a crusher, and you probably get one free back. I think that market driven stuff will be as important as education and public policy.”*

Working with manufactures – Some participants felt that more responsibility needs to be taken by manufacturers around the packaging they are using *“When you order from Amazon, and order something like a mascara and it comes in a huge box, that really annoys me. It would just be good to have some sense of ownership from them in what they are doing to the environment.”* Another participant mentioned the *“responsibility”* of large companies towards dealing with the packaging and waste they produce from the products they sell and send out *“I want to see more ownership...maybe that they have to pay towards their recycling maybe that could sort of give them a kick up the bum to do something about it, it’s an age old problem I’m not sure whether if it’s to do with a cost thing like the bigger the packaging the smaller the cost of posting- I don’t know what it is. It doesn’t make sense to me- that I order a small item and it comes in a large box with all plastic around it as well, bubble wrap- and I don’t even know if you can recycle bubble wrap but I recycle it anyway.”*

Perceptions of achieving the 50% recycling target set had conflicting views from the participants. *“Recycling has been an issue for a very long time, and to reach levels of 50% I don’t think it is very feasible.”* Whereas *“I believe 50% recycling is doable. If you did away with single use bottles and if you encouraged supermarkets to use less packaging in what we are buying. Which is already happening – there’s more cardboard and less plastic in terms of food packaging, 50% I think is not that difficult.”*

THEME 4: Infrastructure

The last theme explored the experience people have with the existing facilities and infrastructure around waste, recycling and reuse. The infrastructure theme focused on the below set of priorities:

INFRASTRUCTURE PRIORITIES

- Contribute to national and regional targets on reducing waste sent to **landfill**
- Secure **access** to waste treatment capacity in ways that support the Partner Authorities' priorities around reuse, repair and recycling.
- Establish effective arrangements for future waste treatment, so that the Partner Authorities can continue to improve local services while remaining **responsive to changes** in global material markets and international policy.
- Procure waste treatment services that provide local economic, environmental and **social benefits**
- Support the Mayor's target of managing all of London's **waste within** London.



To start the conversation off, we asked who had recently visited a Reuse and Recycling Centre and what their experience of this was. Out of the ten participants, three said they had visited a Reuse and Recycling Centre. When we asked how their experience of the centre, they had visited generally feedback was positive *“My local centre is only 5 minutes away and it’s really good. It allows me to breakdown [my waste] into lots of different categories. But you feel like you are actually achieving something.”*

However, from the responses received from participants regarding the Reuse and Recycling Centre, there seems to be a misconception of what it is and used for *“Need to be more open and transparent and communicate with the residents more that the fact that they could visit a recycling centre, I didn’t know that you could do that. I just put the stuff in the recycle bin, I don’t know what happens afterwards, I just hope it gets recycled and put to good use, but it would be good to understand the process of how it all works so you have more confidence in the fact that what you are putting in there is actually been used or processed in whatever way.”*

The general perception of a Reuse and Recycling Centre amongst many of the participants were more of a treatment centre and not for public use. *“If you can’t visit, be good to have a video on the page, a day in the life of a recycle person. From picking up the recycling to taking it into the plant and the*

process and what happens to it afterwards. London is quite a big place and to arrange visits for so many people would be difficult to do. So, video and things on the website could help. There's a lot you don't know what is happening it having that visual thing there."

Creating visual aids - This response was then followed by asking what the impact would be if a video was created to show the processes. *"Probably would want to recycle more as much as I can knowing that something is happening to it rather than it sitting somewhere, you know and just festering. Good to understand the process make me want to do more, spread the word to let people know that convince them to do more and recycle more."*

Listening to the participants views there seemed to be a lack of knowledge regarding the recycling processes, and if this was effectively put out there it would encourage those to recycle more. *"Be good to know what the % of stuff that is recycled and transferred to landfill, and see what you can do to counteract and reduce that, and maybe see the good that it is doing and other stuff you thought you can't recycle but you can" "So that we know we're not wasting our time washing yoghurt pots"*

Final reflections

The last section focused on summarising participants thoughts and offering any final reflections on the discussion and themes of the strategy.

A couple of participants felt that there needed to be more transparency and to bring the Partner Authorities and their contractor into the light at a more local level *“There is definitely an issue of trust and transparency. Right now, it’s a big corporation working with a council that we really don’t see the workings of.” “Seeing webcams, and videos of how it actually works so that we feel that we are not just washing yogurt pots. Now and till the end of the current contract, might be to build trust and stop this being an invisible process which we really don’t know much about.”*

Another felt that the Partner Authorities should communicate the work they are doing as this may help people connect more to it *“If people were told of any of the profits created from waste management was reinvested in environmental stuff, they might feel like they own it.”*

Participants were asked if they felt if anything needed clarifying. Putting the strategy into context for day-to-day people who don’t have their ‘recycling hat’ on know what it means in practice *“Examples of each one should be included, or just a bit more information that is a bit more practical, so it is a bit easier to understand. It’s very strategic talk, need something more relatable for example, how they are going to implement it” “...no point writing this wonderful plan if you can’t communicate to the people that understand it.”*

Appendix A: Topic guide

Topic Guide

This topic guide contains background information for the focus group facilitator as well as suggested questions around the topic themes to explore. It's expected that the facilitator will tailor this to their individual approach and further simplify the text (where required). Technical terms have been expanded in brackets but it's recognised that they may require further simplification.

Focus group = 90mins.

Item	Time frame
Introduction	10 minutes
Strategy Theme 1: Waste Prevention	15 minutes
Strategy Theme 2: Reuse & Repair	15 minutes
Strategy Theme 3: Recycling	15 minutes
Strategy Theme 4: Infrastructure	15 minutes
Final Reflections	10 minutes

INTRODUCTION

Objectives: To meet participants and put them at ease about the conversation.

Moderator: Before we get started, we want to make sure we all know who MEL Research are and what we're doing today. This will take about ten minutes and then we'll get on with the focus group itself.

SLIDE 1

- Welcome and introduction
- Work for a company called M·E·L Research, an independent market research company
- Housekeeping – staying safe online, comfort breaks, discussion will take no more than 90 minutes.
- Consent to take part, be recorded, how data will be used of data in report
- Confidentiality - No names given in the report or for quotes
- Remote focus group – uploading stimulus materials/videos for you to watch and then discuss as a group.
- Creating an inclusive space today: No right or wrong answers, try not to talk over one another

Moderator: We have four themes in the strategy that we'd like to focus on today, waste prevention, reuse and repair, recycling and supporting improvements with infrastructure. Not to worry if all of this is relatively new to you as we will have a look at a summary of the strategy area before we go into discussing it. Before we get into the strategy itself, I want to recap some of the information you have been sent prior to attending today about what we are aiming to understand, what we are not covering and the context behind the strategy.

We want to understand your take on the partner local authority's vision for the future, understand what you think about the priorities as well as gaining more insight into people's general approach to waste prevention. We are not talking about recycling collection systems, how it gets picked up, how we decide what is recyclable and what is not. We are also not covering anything outside of waste such

as lamppost repairs. As important as these issues are for how we live together, they're not part of the strategy and that is what the 5 partners want your feedback on today.

So let's get some context about what we're all here for. Today we'd like to talk about the future plans for East London's resources and waste. What is this strategy? 1. It's been put together by a group of local authorities. 2. East London is a special local authority – it's responsible for managing the waste and recycling produced in the area once it's been collected – making sure it's recycled and disposed of. East London runs reuse and recycling centres whereas Barking and Dagenham, Havering, Newham and Redbridge focus on collecting waste and recycling. 3. These authorities have set out priorities and they want your views on what they've put together. 4. It's a thirty year strategy ending in 2057 so let's get started in hearing your views, unless there are any questions?

SLIDE 4

You've heard enough from me so let's get started with a warm up question. So just to start, can we just go around the 'room' and introduce yourself with your first name, how long you have lived in London for and what do you love most about the local area that you live in?

WASTE PREVENTION

Objective: To understand any on-going awareness of individual participant's waste production, perspectives on the role of local authorities in promoting waste prevention followed by responses to the strategy theme.

Moderator: The first area we want to talk about is waste prevention. This means prevention – not producing as much waste in the first place. The Partner Authorities would like all residents and businesses to reduce their waste if possible.

- Have you ever thought about how much waste you produce?
 - Why did you start thinking about how much waste you produce?
- Have you ever tried to reduce the amount of waste you produce? (e.g reusable coffee cup, water bottle, cooking left overs).
 - How so?
 - When do you tend to think about the amount of waste you produce? Why do you think this is?
- Do you think it's important that local authorities promote waste prevention?
 - Why is this?

Moderator: Let's take a look at the priorities that are in the strategy

SLIDE 5

- What are your initial thoughts?
 - Does anything need clarifying?
 - How could this be done?
- Are there any that you strongly agree with or disagree with?
 - Why?
 - Any changes you'd make?
 - Anything missing?

REUSE & REPAIR

Objective: To understand participant's experience of reusing and repairing items followed by responses to the strategy theme.

Moderator: The next theme to look at is 'reuse and repair'. Some of the items taken to a local Reuse and Recycling Centre can be reused and/or repaired. The Partner Authorities would like more residents and businesses to reuse goods, buy reused and try to repair goods where possible.

- Have you ever sold goods on a website (Ebay / Nextdoor/Phone Repair shop etc) so that they can be used again?
 - How easy or difficult was this? Why did you find it difficult?
 - Why were you motivated to do this?
- Have you ever donated or shared items with others that you were no longer using? (e.g. passing on school uniform or toys and books, donating items to a charity shop)
 - Why did you do this?
- Have you ever had a go at repairing an item?
 - Were there any challenges?
 - Why did this go well/not so well?
- Why do you think it's important for the Partner Authorities to encourage reuse/repair?
 - Are there any other organisations / partners who could also encourage reuse/repair? Why?
 - Are there any organisations / partners who would not be best positioned in this role?

SLIDE 6

- What are your initial thoughts and impressions? Does anything need clarifying?
- Are there any that you strongly agree with or disagree with?
- Any changes you'd make?
- Anything not there that you expected to see?

RECYCLING

Objective: To explore whether participants face challenges with recycling (not recycling collection systems) perceptions of the role of partner authorities in encouraging recycling followed by responses to the strategy theme.

Moderator: The third area is recycling – something I'm sure you're all familiar with but as we said at the start we're not thinking about your recycling collection systems.

- Is there anything about recycling that you find difficult? (e.g., recycling food waste or whether you recycle everything you can do every time)
 - Why is it difficult?
 - How could it be made less difficult?
- Do you think it's important for the Partner Authorities to encourage recycling?
 - Why do you say this?
 - How could Partner Authorities improve the way they encourage recycling?

Moderator: Let's take a look at the priorities that are in the strategy. There's a lot of priorities for this one.

SLIDE 7

- What are your initial thoughts? Does anything need clarifying?
- Are there any that you strongly agree with or disagree with?
- Any revisions you'd make?
- Anything missing?

INFRASTRUCTURE

Objective: Exploring participant's experiences of facilities within the existing infrastructure and response to strategy theme.

Moderator: The last theme to consider is about infrastructure to manage and treat the waste the Partner Authorities are responsible for requires infrastructure – facilities to extract recyclables, resources and reduce any hazards. This ranges from RRCs (Reuse and Recycling Centres) through to facilities call MBTs (Mechanical Biological Treatment) which treat black sack rubbish.

- When did you last visit a Reuse and Recycling Centre, if at all?
 - How was your experience?

Moderator: Let's look at the priorities:

SLIDE 8

- What are your initial thoughts and impressions?
 - Does anything need simplifying? Defining?
- Are there any parts that you strongly agree with or disagree with?
- Any adjustments you'd make?
- Anything missing that you'd like to see?

Moderator: We're now at the end of the theme discussion.

FINAL REFLECTIONS

Objective: Gather final 'big picture' reflections on strategy, particularly ideas for change.

- What are your overall thoughts on the priorities?
 - Is there anything you've changed your mind on during this session?
- Anything you'd like to change?
 - How could it be improved?

Moderator: Thank you for your time today. Your views will be fed into the consultation process.

Appendix B: Participant demographic profile

Age band	Count
25-34	3
35-44	2
45-54	3
55-64	2
Total	10

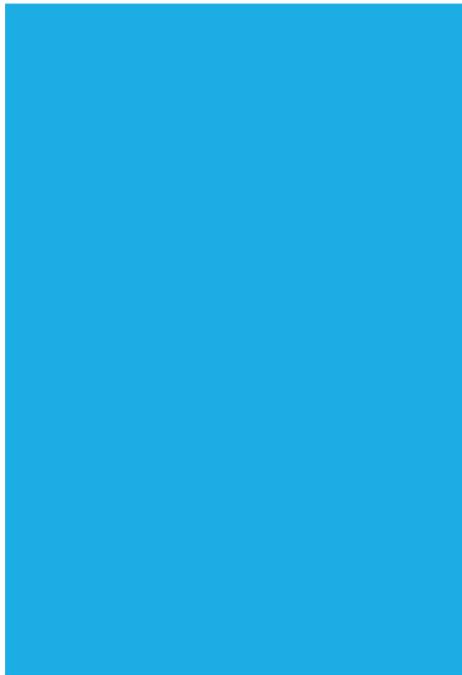
Borough	Count
Barking & Dagenham	2
Havering	2
Newham	3
Redbridge	3
Total	10

House / flat	Count
Flat	4
House	6
Total	10

Gender	Count
Woman	5
Man	5
Total	10

Ethnicity	Count
Black African	3
Black British	1
Pakistani	1
White British	5
Total	10

Appendix C: Stimulus Deck



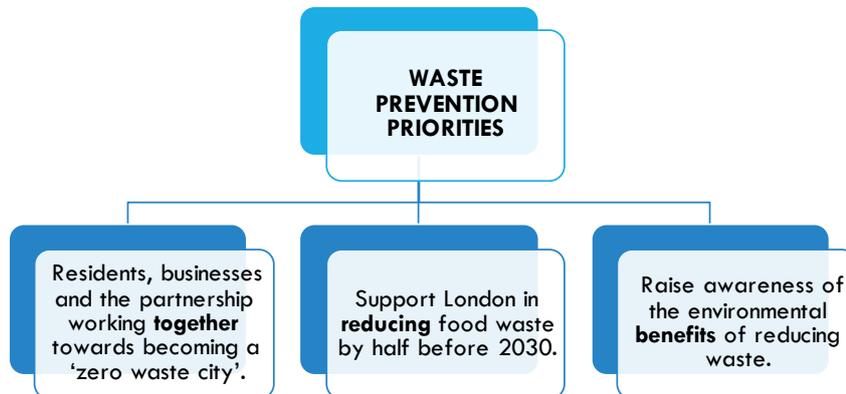
Joint Strategy for East London's
Resources and Waste

Focus Group – Wednesday 4th
August 10.30 – 12

MEL Research

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PRACTICAL ACTIONS

- Develop plans and tools that can **communicate** what the partnership is doing for residents and wider communities.
- Connect with regional and national **campaigns**.
- **Partner** with communities; community organisations, housing associations, local authorities and other key figures to improve waste prevention.
- Promote higher **standards** when working with government, local authorities and stakeholders – from products design to product life cycles.



REUSE & REPAIR PRIORITIES

Increase	Increase amount of products kept in local circulation using reuse and repair services.
Normalise	Normalise reuse within communities as a way of disposing unwanted items.
Promote	Promote buying reused, refurbished and repaired products as a good alternative to buying a new product.
Advance	Advance local green economy jobs and training opportunities through development of reuse and repair services.



PRACTICAL ACTIONS

- Explore how more reuse **collection** services could be based in homes and businesses.
- Investigate options for getting more reuse provision at the Reuse and Recycling Centres as well as on site **retail** outlets.
- Develop existing **partnerships** with reuse organisations.
- Raise **awareness** of repair options available within the Partner Authorities' area
- Take part in regional and national **campaigns** around reuse.
- Work with government, local authorities and stakeholders to increase **standards** around product design and manufacture and enhance opportunities for cost-effective reuse.



RECYCLING PRIORITIES

1. Reach **50% recycling** levels and do this with communities.
2. By 2030 there will be minimum **joint** reuse, recycling and composting performance of **35%**.
3. Collaboratively, fulfil the Mayor's minimum level of straightforward, easy to use recycling **collection** services for households.
4. Improve the **quality** of recycling collected and reduce contamination.
5. Improve recycling **performance** in houses and blocks of flats.
6. Work alongside **new policy commitments, e.g.**, Deposit Return Schemes (paying a deposit and getting a refund when the bottle/can is returned) and the Extended Producer Responsibility (where companies that produce items have to pay towards their recycling) regime for household packaging to maximise opportunities for increasing recycling.

PRACTICAL ACTIONS

- a) Introduce **separate food waste collections** for street level properties and blocks of flats.
- b) Expand household collection services to allow residents to recycle a **wider range** of packaging and containers.
- c) Continue to investigate opportunities to recycle even **more materials**.
- d) Work with waste services and private waste companies to ensure that **businesses** in East London can access **cost-effective recycling services**.
- e) Work with our residents and businesses to increase **awareness** of recycling.
- f) Provide **feedback** to residents and businesses on **contamination** (items that shouldn't be in the recycling bin).
- g) Identify opportunities to use the **ReLondon** Making Recycling Work for People in Flats toolkit for to improve recycling performance in **blocks of flats**.
- h) Collaborate with central and local government, producers and key stakeholders in **planning and design** that ensures residents are able to recycle easily.
- i) Work together to identify opportunities to **extract** more recyclable material from bulky waste, street cleansing waste and fly tipped materials.
- j) Explore opportunities to increase recycling through **recovery** of materials from other waste streams.
- k) Support London Recycles **messaging** and campaigning to ensure that a consistent reduce, reuse, recycle message is delivered across London.
- l) Work with the Government, other local authorities, producers and key stakeholders to promote **standards** of product design that enhance opportunities for cost-effective recycling.

INFRASTRUCTURE PRIORITIES

- Contribute to national and regional targets on reducing waste sent to **landfill**
- Secure **access** to waste treatment capacity in ways that support the Partner Authorities' priorities around reuse, repair and recycling.
- Establish effective arrangements for future waste treatment, so that the Partner Authorities can continue to improve local services while remaining **responsive to changes** in global material markets and international policy.
- Procure waste treatment services that provide local economic, environmental and **social benefits**
- Support the Mayor's target of managing all of London's **waste within** London.



PRACTICAL ACTIONS

- a) Make the most of ELWA's existing waste treatment **contract**.
- b) Develop a **procurement** plan for future waste treatment capacity that better serves this strategy
- c) Ensure effective and responsible future **commissioning**, considering issues such as flexibility, resilience, value for money, service quality, social value, and environmental impacts including greenhouse gas emissions.
- d) Ensure that any future contracts commissioned will not **impede** the Partner Authorities' ability to improve recycling in line with aspirations to reach 50%.
- e) Investigate options for supporting the development of appropriate **new local infrastructure** for reuse, repair and remanufacture, which provide opportunities for local regeneration
- f) Work with the Greater London Authority to deliver future infrastructure and waste treatment capacity solutions that **align** with the policies set out in the **London Environment Strategy**
- g) Work with the Government, other local authorities and key stakeholders to encourage the development of local materials **reprocessing** capacity.





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