

Results summary 28 May 2013

Total number of responses: 36

**1. We propose to undertake a lot of work with stakeholders to engage them about waste and recycling issues to help achieve our waste strategy objectives. What would be the best method for engaging with yourself and other stakeholders?**

Responses

Leaflets	6	Workshops	7
Direct mail	18	Stalls at community events	8
Social media	9	Website	18
Other, please state:	12		

- Direct contact with estate managers of Corporation of London owned and managed estates such as Middlesex Street, who do not feel that they have to conform to the policies of the City of London for refuse disposal, recycling or motorcycle parking!
- Maybe a stall outside the Guild?
- Posters at relevant sites - i.e. the point at which people dispose of their waste. This is when people make decisions and are aware of what they are throwing away and how they are disposing of it. People might not know they have the option to recycle or how to do so.
- A combination of the above.
- Byelaws. Leaflets and direct mail get ignored as junk mail and as a printed material are ridiculous ways to "conserve resources and reduce waste". Social media, workshops, stalls, and website only preach to the choir - they are ignored by anyone who is not already interested in waste reduction issues. All these measures are pointless wastes of resources. Byelaws and hefty fines to ensure compliance!
- Free waste management products.
- Send informative emails where one can read what is happening.
- I found out about this Strategy from a leaflet dropped through my letter box. On-going communication could be through email perhaps.
- Full size ads in the main broadsheets.
- Direct mail by email, promoted by social media and existing methods for communicating with residents.
- Email.
- Emails.

**2. We propose to continue to operate the Clean City Awards Scheme and Considerate Contractors' Scheme. What more do you think we could do to help support local businesses manage their waste more sustainably?**

Responses 31

- Workshops, recycling waste run, spot test/award on refuse at businesses to see what is being wasted that could be reused and use them as examples/case studies
- Direct contact with estate managers of Corporation of London owned and managed estates such as Middlesex Street, who do not feel that they have to conform to the policies of the City of London for refuse disposal and recycling.

- Local cafes - reduced rates if they use limited packaging on take away food. Introduce a City plastic bag tax - encourage all businesses to charge for plastic bags in the square mile so people carry reusable bags around with them.
- Run specialised workshops for environmental officers in local businesses; provide tailored support to small local businesses.
- Improve sharing knowledge re best practice.
- Offer incentives to those who take significant actions to reduce waste
- The Corporation could look into having a 'waste champion' - someone who could make regular visits to shops & businesses to advise on waste reduction initiatives/techniques or hold seminars or office visits to speak to staff about the benefits of reducing waste, reusing what they can and correct recycling of items. Also these champions could encourage businesses to encourage competition between different departments with a monthly prize/reward, and also get them involved in the Clean City Awards Scheme
- Provide more sorting. The single most difficult thing for businesses and householders is sorting waste into the correct bins. Because so many authorities have different categories it is easy to get confused, and if you have to stop and think about it you are more likely to put it in general waste. If the authority does the sorting a far greater percentage will be recycled. Also, make free newspaper distributors more responsible. And try banning the use of free plastic carrier bags.
- Have involvement in CCS in involving local Access Group and it is a really good scheme that is viewed positively especially by disabled people.
- Clear and easily available information and guidance.
- Provide more information and education - what happens to their waste when it is recycled, and what impact does this really have? People have the impression that all the recycled waste just gets put into landfill anyway, and there's a lot of scepticism and suspicion of the whole process, that it's not really worth it. If people were more aware of what happens to their waste further down the line then that would impact on decision making. This may be more valuable than any practical help, although it needs to be made as easy as possible to reduce and recycle waste.
- Information for them so they know what is available
- Make easier; then compulsory
- As a general rule, the Schemes are fluff. I'm sorry to be so blunt, but they are candy coating. Byelaws and hefty fines to ensure compliance!
- Set up and run specific projects with specific local businesses, both large and small, and then publicise the outcomes, aiming to inspire or shame others into similar action.
- Higher subsidies for a more efficient and better waste management.
- N/A
- We are residents not a local business. However frequency of collection, more usable bins etc. Golden Lane Estate on the whole works very well, and is very easy for residents to recycle.
- Require more recycling and give incentives.
- Provide strategies that are simple and easy to understand by all staff members and management. If these are not adhered to, issue fines and penalties. Encourage members of public to report any breaches with posters but employ minimum policing of the scheme to keep down costs.
- Offer them some sort of incentive to recycle more. I was with Regus at New Broad Street and they had a very poor recycling policy. If they were incentivised I'm sure they would be more engaging.
- A lot of waste collection is outsourced to the private sector. My landlords at Liverpool Street Station, NetWork Rail, do very little to help promote recycling. I am not able to recycle glass, cans or food waste at my business. More support from local government to push landlords to offer better recycling facilities would be appreciated. As a resident, with the areas on the Barbican estate for recycling batteries, electrical goods and light bulbs plus the addition of food composting, the

service the City of London provides is excellent. Daily collections also make it impossible to argue against recycling, you make it incredibly easy for us.

- Provide list of all acceptable waste recyclers for businesses to choose from
- Businesses tend to get the recycling bins et al but apart from notices do not insist on staff compliance, so this is variable, always. Apart from notices, leaflets, bin collections etc. there needs to be a focus on incentives. This could include penalties.
- Points system highlighting both the best and worst.
- Ensure that the price difference for recyclable and non-recyclable waste collection provide sufficient incentive to recycle and reuse as much as possible.
- Information and incentives.
- Make it easy for them to sort recyclables.
- One thing may be to offer financial incentives for big businesses to cooperate or provide sponsorship. Those businesses have large budgets and large amounts of waste. At my workplace, so many lunch containers are thrown in waste paper baskets when they could be recycled. I see countless people bring takeaway sandwiches in bags that are completely unnecessary for walking 10 metres!
- Articulate the recycling chain to businesses, many of whom are not aware that mixed bags of rubbish get sorted for recycling at the MRF.
- Legislate that all waste must be separated into recyclable, compostable and other.

**3. We will provide services and run campaigns in response to the waste hierarchy and national and mayoral waste strategies, in order to meet our objectives. What services or campaigns would you like to see us run to meet our challenging waste reduction, reuse, recycling and composting targets?**

Responses

30

- Greater exposure of campaigns as I cannot think of one
- Direct contact with estate managers of Corporation of London owned and managed estates such as Middlesex Street, who do not feel that they have to conform to the policies of the City of London for refuse disposal and recycling.
- City coffee cup - give businesses a 'prize' reusable cup and encourage coffee shops and restaurants to give discounts if it is used, rather than having takeaway cups.
- Reduce energy consumption. More recycling schemes corporate wide. Better use of facilities for composting, working inter-departmentally, remembering food waste also.
- easy access to recycling facilities
- Cigarette litter - in partnership with a health campaign to encourage smokers to quit and therefore reduce smoking litter. Both health & waste reduction benefits
- Weigh the waste - if a company/business can demonstrate a significant reduction of waste by weight perhaps a rebate scheme may encourage businesses to cut down on the amount of waste they produce.
- As 2. Plus encourage children to think about ways to re-use things. Not just 'junk modelling'; make really useful and attractive items from waste. Morsbag is a fantastic campaign, something like that would be a good project to support. Encourage schools to support the collection of old shoes and clothes to export to 3rd World countries to trade with.
- Promote how easy it can be to be green.
- As above - educate people on what can/can't be recycled, and focus on what happens to their waste to influence habits.
- I would like to see the City working with the likes of Tesco to reduce packaging on the groceries I buy.
- Make it easier to reuse, recycle or compost than landfill.
- Sigh.

- Do something about the appalling levels of litter, especially food-related litter, on City streets. I don't mean clean it up; you already do that very well. I mean try to address and stifle the causes of it, why do people do this, how can they be brought to their senses?
- Awareness of different types of waste and how to recycle them. I think toxic waste like batteries and chemicals require more attention because I as a user find it difficult to dispose them off.
- N/A see below
- Better information on the extent of recyclability. Emphasis on when and where and on how easy it is. It is surprising that many people still don't recycle.
- Draw public attention to the need to recycle via public education campaigns.
- Use social media such as Twitter, local newspapers, TV to inform the public of the importance of recycling; making it clear that it is our collective and individual responsibility to ensure the campaign is successful. Posters and flyers should be employed. It would be important to pitch these in a way that couldn't be seen as negatively authoritative.
- I would like to see people paying for plastic bags; it is shocking to see the complete disregard people have towards to plastic bag use. I'm Irish and the charge in Ireland has worked really well. People need more education with regards to recycling and what can be recycled. Again incentives can be given to households who recycle much of their waste.
- Meet the Boards/Housing committees for blocks of flats in the City, I used to live in EC4 where the Board decided that in spite of the excellent daily rubbish collection the City provides, food composting would be too smelly, and was deemed impractical. This is sheer laziness in my view. I think pressure or awareness of the benefits should be explained to such housing committees / Boards. This is probably too labour intensive, but meeting local businesses to explain how they can better manage their waste might be a good service to offer.
- Encourage all local shops to provide bag recycling facilities and the expectation that bags will not be offered with purchases. We need much clearer advice about recycling plastics focussing on the recycling symbol 5/6/PP etc. as well as descriptive re yoghurt pots, drinks containers etc.
- I think we need to reduce the idea that this is voluntary and move towards it being peremptory. Anyhow constant campaigns will still be necessary. The level of litter in the streets is extraordinary. There needs to be billboards/notices telling people not to litter. There is no sense of public responsibility for this and it probably needs to start here.
- Perhaps a bi-monthly campaign to remove bigger rubbish items (fridges etc.).
- Rewards by estate block for reducing landfill waste. Understanding why some people refuse to participate in recycling. Better education around landfill tax and how not cooperating as a resident adds to our council tax bills.
- Use of social media to save paper and expense.
- I live in the Barbican where we have recycling, but it is quite complicated with 3 different bags. We have a steady turnover of population so you must constantly remind residents of what goes where. Seeing inappropriate waste in the wrong bins makes my blood boil.
- I think it has to be targeted at the right level e.g. the office managers that don't provide the correct recycling receptacles. Most waste in the city isn't generated on the streets but in the office.
- More recycling bins on streets.
- Further door-to-door calling by knowledgeable persons, targeting particularly small developments and individual homes.
- Composting is a particular challenge in a city environment, campaigns to demonstrate to people ways this can be done would be beneficial.

**4. Overall, how challenging do you think our objective to reduce our negative impact on climate change is?**

(Please rate on a scale of 1-5 where 1=Not at all challenging and 5=Very challenging)

1	2	3	4	5
2	2	8	13	11

**5. How do you think we could provide better waste and recycling services and/or achieve better value for money?**

Responses 30

- Yes, striving for these targets may be difficult but not impossible.
- I think your waste strategy is more involving than most other municipal organisations.
- Encourage reuse of packaging and provide such storage facilities safely within Corporation of London owned estates and property.
- Measure and monitor what is being done and put it into real terms - "your company has effectively saved 5 trees this year/10 tonnes of waste which would have taken 100 years to biodegrade" etc.
- More knowledge between departments of who does what, to share knowledge of what is possible and use of services internal and external. Internal recycling database/web page.
- Create a recycling venue by the Barbican
  - Increase in examination / spot checks of waste to ensure waste is correctly separated
  - Increase in number of electric vehicles.
  - Invest in cigarette butt recycling equipment which cleans the filters and recycles them into insulating material.
- Use incineration to dispose of items which cannot be composted or recycled. The resulting energy should be used for either heating or electricity generation.
- Raise efficiency.
- Make recycling the immediate choice when disposing of waste. It should be the default option, and throwing things away to landfill should have to be exception and a last resort, rather than the rule.
- I don't know much about this area. Composting sounds great if it is cost effective.
- Use electric vehicles for recycling collections
- Waste reduction/removal will never be cost-effective. The benefits of it are larger than that. To save money you must force City managers, residents and business owners to accept more of the responsibility.
- Try shaming us into behaving better. Everything else seems to have failed.
- Need some more public bins.
- I am extremely happy with the current service and would not want to see it change.
- More 'on street' recycling in place of litter bins
- Need to recycle more types of waste (e.g., plastic containers).
- Provide more waste disposal bins for sorting with clear explanation for which each bin should be used.
- Make people more aware of what they need to do - every little helps and creating awareness of what is needed is important. I think people need to be incentivised through reductions in council tax charges to change their behaviour. People need to be able to visibly see the difference recycling can have on their environment.

- I strongly believe that rubbish collection should be charged for; it is only then that people will recognise just how much unnecessary waste they produce. There should be tiered rates, with a lower / zero cost for recycled goods and compost, and a higher charge for potential land-fill waste. Penalties for mixing rubbish should be put in place. If this all sounds fanciful, I lived in Japan in the 1980s where rigorous rubbish collection 'rules' applied. If I put out the wrong rubbish on the wrong day I would get a visit from the local council, and with a few more warnings, fines. Sadly, my Japanese staff in London are no better than others when it comes to recycling, which suggests to me that it is simply a matter of putting systems in place, and less up to the action of individuals.
- Ensure if not already done that recycling facilities that are misused [i.e. wrong articles in specific recycling containers] are properly re-sorted by those who empty them
- I don't have the expertise but the first thing I would do is to look at examples on the Continent- if not already done so- to see if they can be useful or have application in some way.
- You're doing a good job already.
- Encourage and support better separation of waste materials at source. Maybe use a website or photo cards to explain where non obvious items should go in the recycling, for example toothpaste tubes, empty glass make up bottles, worn out reused plastic bags. What is acceptable to go in the clothing recycling bin e.g. is some of it "rag and bag", or resale only? Explain the high value for recycling HDPE milk cartons and other examples.
- Get residents to pre-sort glass, paper and other recyclables.
- As question three, target the offices themselves rather than anything external.
- Dialogue with businesses, by a member of staff accompanying contractor on rubbish collection round.
- It is unfair that some people free-ride, enjoying the benefits of reduced costs of disposing of waste, but not sorting their waste themselves - fines should be considered
- By looking at the full life cycle and impact and cost of end of life disposal/recycling in the context of all PP2P contracts. Contractors currently win contract bids and supply mainly on lowest cost, energy is nearly always free so there is no incentive to use more energy efficient plant or alternative methods involving lower waste impacts, any end of life disposal is left to others (usually CoL).

**6. Overall, how much do you agree that the objectives laid out meet the overall aims of the waste strategy?**

*(Please rate on a scale of 1-5 where 1= Strongly disagree and 5=Strongly agree)*

1	2	3	4	5
0	0	11	19	4

**7. Please rank our waste strategy's objectives in order of importance to you.**

	1	2	3	4	5	6	7	8	9
A. The City of London Corporation becoming more resource efficient	5	5	3	3	7	4	3	3	3
B. Waste reduction	12	7	3	2	2	4	2	2	2
C. Reusing material	4	5	9	2	3	7	4	1	1

D. Recycling and composting	5	2	7	10	4	2	2	2	1
E. To work with the City's business community	6	3	4	3	3	4	6	1	6
F. Zero waste to landfill	9	4	3	2	4	1	6	3	4
G. Responding to climate change	6	2	1	1	3	8	2	7	6
H. Effectively engaging and communicating	4	4	1	5	5	1	4	9	3
I. Value for money	3	3	4	1	3	2	4	3	13

**8. Do you think all of the objectives listed are necessary, and do you have suggestions for any additional objectives that you think we should consider?**

Responses 26

- All are valid.
- Getting your own estate managers to conform to your own policies would be a start!
- I think the 9 are fine.
- The list above seems correct to us and we look forward to more interaction towards achieving these targets.
- I don't think we need to worry about climate change.
- All objectives listed are necessary even if they are difficult to achieve.
- In my view, the objective relating to engagement is not needed. It is, as you state, self-evident and it is not specific. Value for money is also not a specific objective. I feel very strongly about there being a planet suitable for habitation for my descendants and I believe that if we do not invest more in reducing the impact on the climate we will not exist as a species before too much longer. The planet cannot sustain continued economic growth and we need to place more emphasis on reusing and recycling. I also think your objectives could be much more specific and could contain target dates.
- More emphasis on composting and green solutions within the city. Prioritise disposing of all food waste in this way, and set up more visible schemes to use this i.e. urban garden. Things like this help people to connect with the choices they make when they throw their waste away.
- I don't think using landfill is that bad, if it is cost effective & managed. Recycling etc can be expensive & possibly not always appropriate.
- Most businesses will already have their own waste strategy.
- Waste reduction needs to be aimed at businesses and City institutions (not merely residents) and handled in more than a "tongue in cheek" fashion.
- Climate change doesn't seem to belong here, it's a bigger thing. Not sure why the business community gets an objective of its own. Presumably it's because they are the biggest users? But businesses will have their own waste reduction strategies. I think the City should engage with PEOPLE not legal entities, and I'd like to see a meaningful analysis here of the categories of people concerned e.g. pedestrians; drivers; residents; tourists.
- I don't feel there should be value for money where considering about the environment.
- As stated above, the current systems that are in place seem efficient and effective. I would not like to see any dramatic changes.
- Yes. Target 100% of businesses and residents actively recycling.

- I think ALL the objectives are necessary and desirable. I would like them to be implemented.
- The question above is really badly asked I'm afraid! All the objectives are important and are interrelated to some degree. They all need to go hand in hand.
- Yes, they are all necessary, and many feed into one another, so are difficult to deal with in isolation (e.g. climate change cannot be tackled without a reduction in over- consumption / waste reduction).
- The list other than the last point is a mix of objectives and strategies. They are all very necessary to achieve waste reduction. Hence all equally imperative.
- Trying to reduce waste may produce dumping and is to be avoided. Highlight larger scale waste, fridges etc.
- All of the above are important. Another important issue is supply chain management - making sure that recyclable or reusable waste is actually reused and does not eventually end up as landfill in a third world country.
- Zero waste to landfill is an aspiration rather than a realistic target. I assume the business community and visiting workers are much larger stakeholder groups compared to residents, so perhaps focus on these groups. Reduce, reuse, recycle is a strong, easily understandable key message.
- Climate change is less important as the action should be based on the here and now however, the long term view is always important.
- Constructors' policy on disposal of demolition materials.
- Commit to generate as much electricity as possible from residual household waste, and to make SERIOUS efforts to utilise the heat generated instead of wasting it - this most assuredly of great importance in reducing the climate change impacts of the City's waste stream.
- Much of the success of any strategy is down to behaviour of COL employees. This could be strengthened by making some relevant aspect of waste reduction (and energy saving) an objective for every employee and part of their appraisal. An example of this is already in use at the GSMD by head of technical theatre.

**9. If there are any other views you would like to offer us to help improve the waste strategy, please let us know.**

Responses

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- No
- As above
- No
- More sharing of information and that being easily accessible.
- Just to reaffirm that the most important aspect is making it easier for people to sort waste. Plastics especially are almost impossible to categorise.
- The present inclusion of bins in the streetscape I think is most welcome (the locations may not always be ideal for disabled people) but that presence means it is easier to recycle and the clear pictures which show you what you can or cannot recycle are v helpful considering the number of international visitors we have.
- Working with EAT, Pret etc to try to reduce packaging.
- The waste collection vehicles are big, noisy and polluting. This could be addressed.
- Posters? I notice new waste bins around the place recently, including weird solar "big belly" things by St Pauls. But nothing to explain what they are, why they are giving VFM (if they are???), how to use them.



Some of the new bins, post-Olympics I think, have moving images, which looks to me like an extravagance, and very much NOT like VFM. If they are better in some way why not take the opportunity to explain, perhaps on the moving screens?

- Education is crucial as is the need to incentivise people and companies. The amount of energy wasted through lights, computers, chargers, heaters, air-cons etc. left on overnight or when not being used is phenomenal. This could be changed by educating companies and their employees. People need to take pride in their City and Country.
- Do not ignore irregular waste, such as fridges etc.
- I think most people don't understand the end to end value chain of waste. I'm constantly fishing used HDPE milk cartons from the landfill bin at work, rinsing them out and putting into the recycle bin. People don't understand the high recycle value of these and other items, so don't see the importance or value in effective sorting at source for the rest of the value chain to operate.
- No.
- What about using fuel efficient and low emission vehicles to collect the waste? Commit to CONTINUOUS IMPROVEMENT and lessening of environmental impact. Keep waste storage areas clean and tidy, clearly signposted with all bins labelled, and bins for valuable items like WEEE LOCKED (on the Barbican many items are removed by residents - the health and safety implications are unnerving).

#### 10. Are you responding as a:

City of London resident		19
Employee in the City of London	16	
Visitor to the City of London		1
Other stakeholder, please specify:		4

- We use your bag collection service as a waste customer.
- Commercial retail tenant of City of London frustrated that your own employees do not feel that your policies are worth conforming to. We have received awards for a reuse facility we installed and now the City of London want to remove it after 8 years.
- Large institutions like the City itself are often the most wasteful. We should lead.
- Common council member.

#### 11. If you live or work in City of London, what is your postcode?

EC2P 2EJ, EC2A 5JJ, E17DB, EC2P 2EJ, NW5 1QR, EC1Y 0RS, E10 5SW, EC2P 2EJ, EC2P 2EJ, E1 3JF, EC2P 2EJ, SG3 6HP, EC2V, EC1R, EC1A 9DY, EC2Y 8AH, EC2Y 8BD, EC1Y 0TR, EC4A 1GP, EC2Y 8BE, EC3R 8EE, EC2Y 8BN, EC2Y 8BU, EC2Y 8HD, EC1A 7BX, EC2Y 8DH, EC2Y 8DN, EC2Y 8DR, EC2Y 8BX, EC2Y8AX, EC2Y 8PQ, EC4V 3EJ, EC2P 2EJ, EC2Y 8BD, EC2Y 8DS

**12. If responding on behalf of a business, how many persons does it employ within the City of London?**

0-50	6
51- 250	0
251 - 500	0
More than 500	3
Don't know	1