

2.3 Consultation outcome

As part of the development of the new waste strategy, we consulted with all key stakeholders listed in 2.2, between 27 February and 26 May 2013. The consultation consisted of a session with Members, an online survey open to all stakeholders, roadshows, social media, information on the front page of the City's website, articles in newsletters and a workshop held for interested businesses. City residents were also notified of the consultation via information contained in their annual council tax bill. We also wrote to key stakeholders in relevant government departments and all of London's local authorities, to provide them the opportunity to provide feedback and comment on our draft strategy.

The online questionnaire, completed by 36 stakeholders, focused on the nine objectives which were developed to influence how we manage waste for the next seven year period (2013-2020). The results of the consultation are provided in detail in Appendix 8 and the key outcomes are provided in this section.

Overall, the consultation provided a very positive response from key stakeholders, City of London staff, businesses and the general public. The feedback from the consultation consists of a multitude of suggestions, including ideas surrounding service provision, difficult waste streams, littering and communication. As part of delivering this strategy, we will develop an action plan that addresses the key suggestions. One main outcome of the consultation was the desire for more effective communication with residents, businesses and visitors to the City, which includes greater transparency and information provision.

Businesses were particularly keen to see better guidance on how to manage their waste and recycling, including best practice, successful case studies and increased engagement through workshops and face-to-face visits. Residents emphasised the need for information to increase understanding of what can and cannot be recycled, the value of recyclates and what happens to their recycling once it is collected.

From the online survey, it was clear that waste reduction (Objective 2), followed by recycling and composting (Objective 4) were of the highest perceived level of importance for respondents. This was followed by reusing materials (Objective 3) and zero waste to landfill (Objective 6). The results of this will be taken on board during the development of our action plan.

As part of the consultation, respondents were given the opportunity to comment on the proposed objectives. Most responses focused on 'Objective 7: Responding to Climate Change', suggesting it required reviewing in order to address broader carbon impacts of waste management, to reflect this we will ensure it is aligned with the Mayor's Municipal Waste Management Strategy, and linked to air quality.

The Clean City Awards Scheme was a priority area for consultation and was directly addressed through a facilitated workshop with businesses operating in the City of London. This engagement resulted in the identification of some key suggestions which would require us to reassess the way in which we act as a facilitator to support businesses to 'do the right thing', through providing more information, best practice as well as a way that businesses can monitor and record what they are doing.