



# North London Zero Waste Survey - May 2022

## Islington council results report

Carried out by: North London Zero Waste

[www.letstalkrubbish.london](http://www.letstalkrubbish.london)

May 23 2022

# Campaign context



## Lets Talk Rubbish Campaign Mission

Our work seeks to **supercharge recycling, reuse and composting in North London to reduce incineration**. We want north London to manage its rubbish in the most climate friendly way. To end the current plan to continue to burn our rubbish in incinerators beyond the end of our lifetimes.\* North London can do better with more jobs, more economic opportunities and an improved environment. To end air pollution and treat our wastes as valuable resources.

## Survey purpose

To contribute to this **mission the North London Zero Waste survey 2022** was developed to provide insights across three aspects:

- 1) Resident's views on recycling and food waste bins, bags and boxes at home
- 2) Views on Energy from Waste incineration
- 3) Views on current and new services for waste prevention, reuse & recycling

The results are provided free of charge to anyone **who wishes to use the insights to increase recycling, reuse and composting**, including north London councils and the North London Waste Authority.

\*\* The new incinerator built as part of the North London Heat and Power Project is expected to be operational until at least 2050 and potentially until 2075 (<http://www.northlondonheatandpower.london>)

# Executive summary #1

---



- **Recycling services** - The 205 respondents rated Islington council's household collection and recycling with an **average score of 3.82** on a scale from 1 (lowest) to 5 (highest) by respondents. The main improvement residents state would improve their scoring would be to **improve education and communication, making sure waste on the floor/road is cleaned after collection**, to increase **the number of items that can be recycled**, and **by providing more or bigger recycling bins**.
- **The future of incineration** - Of the 205 respondents **91% answered that they are concerned about the air pollution and climate change impacts of the incineration of our rubbish**, and equally **91% would like their council to develop a strategy for a future without incineration**, based on as much recycling and reuse as possible.
- **Recycling target** - **93% of respondents agree** that their council should adopt the London Environment Strategy target for **65% recycling of household, business and commercial waste by 2030 as a minimum**, 3% disagree, and 4% are not sure.
- **Recycling budget** - **88% of respondents answered that they feel their council's recycling budget should be increased**, 5% maintained, 2% reduced, and 5% is not sure.
- **Recycling infrastructure** – **89% of respondents answered** that they feel their council should look again at the **business case for a local facility that can sort rubbish to extract as much as possible for recycling**, with 8% stating as not sure and 3% stating no to looking into this.

# Executive summary #2

---



- **Recycling at street properties with no space** - Of the respondents who put their **bags and/or box directly out on the street**, **26% state they do not have access or do not use a recycling box and food waste bin.**
- **Communal recycling collection** – Of the 36 respondents **who use communal bins or rubbish chutes in flats**, estates and other buildings, a total of **40% stated they do not have access to a shared food waste bin**
- **Food waste caddy** - A total of **62% respondents from households with without a food waste caddy stated that they would try using it**, 17% stated no, and 21% said they would not as they compost their own food waste.
- **Plastics collection** - **85% of respondents answered** that they would be in favour of a separate bag or bin for all plastics from home, **9% were also in favour** yet signalled they **would not have space for an additional bin** and a bag would be preferred, and 6% state they do not want such a service.

# Executive summary #3

---



- **Food waste community composting**- Of the 205 respondents, **58.5% responded they would be interested in join a community composting scheme** and bring their food waste to a composting site in a nearby park, allotment or garden, **13.5% responded they would volunteer** to run the composting group, and **28.0% answered they are not interested** in this or that there is no space for community composting near their household.
- **Food waste online prevention programme** - Of the 205 respondents, **41.0% answered that they are positive** towards an online programme where they actively commitment to actions to reduce food waste and save money, **26.8% would consider it** but need more information, **29.4% are not interested**, 4.4% are already on top of their food waste, and 2.9% gave open other responses
- **Clothing** - Of the 205 respondents **91.1% stated they would use a clothing collection service** from home, and 8.9% stated they would not, if it were to be introduced
- **Reuse and recycling centres** - Of the 205 respondents **9% state they often** drop off 'other stuff' at the reuse and recycling centre, **54% a few times per year**, and **37% almost never to never**. The main reasons cited why 37% of respondents do not drop off wastes at reuse and recycling centres are **the lack of car ownership and because they have never heard of these centres**.
- **Reuse and recycling centres** - Of the 205 respondents **9% stated they are not aware of their existence**, and **18% do not use these centres because they don't have a car or because it is too far to travel**.

# Eleven key recommendations for Islington council #1

---



1. To adopt the London Environment Strategy target for **65% recycling of household, business and commercial waste by 2030 as a minimum target**, as part of an overall strategy to work towards a future without incineration based on as much reuse and recycling as possible.
2. To evaluate what increases in the council's budget are needed **towards recycling infrastructure and operations to achieve this target**, knowing that residents are positive about increasing recycling spending.
3. To evaluate which flats and estates and other properties with communal bins do not have access to **food waste bins, and to evaluate those that have too few recycling bins or capacity** based on identifying overflowing recycling bins, so as to ensure all properties have access to sufficient recycling bins with enough capacity to meet the recycling targets.
4. To improve the service to order food waste caddy's/bins from the council in terms of **resident awareness, access and speed from order to delivery**.
5. To **assess what further efforts are needed to put pressure on the private housing sector to take responsibility in providing recycling bins** with enough capacity at communal flats and estates and HMOs, and spread Islington council's service team expert knowledge on this to other north London boroughs.

# Eleven key recommendations for Islington council #2

---



6. To carry out an outline business case evaluation for a local facility **that can sort rubbish to extract as much as possible materials for recycling** based on the latest technologies.
7. To carry out an outline business case evaluation for **kerbside collections of all plastics in a separate bag or bin**, with variants including a bag or bin for plastics, metals and drink cartons, also considering upcoming national legislative changes on waste and recycling collection.
8. To include in this evaluation an **option for a recycling wheelie bin for households with wheelie bins**, with a purchase option for residents from the council, given the need for bigger recycling capacity indicating by a number of households
9. To introduce a clothing collection services from home and work with the other 6 boroughs to **evaluate a north London wide scheme for household clothing collections**.
10. To identify an organisation that is willing to **officially support community composting schemes in Islington** and to support this organisation.
11. To increase efforts in **promoting Islington's reuse and recycling centre**, as well as other routes for bulky waste collections, to ensure close to 100% of residents are aware of the existence of this service.

# Summary of findings #2

---



Based on the open comments by respondents, in relation to how the council can improve its service rating, it is recommended for Islington council to review and evaluate:

- The service to order food waste caddy's/bins from the council in terms of **resident awareness, access and speed from order to delivery**, especially for residents who put their bags and boxes directly out on the street.
- The **number and size of communal recycling bins** for flats, estates and properties with communal bins, as it is stated by a number of residents in this category that their recycling bins often overflow.
- An **option for a recycling wheelie bin for households with wheelie bins**, with a purchase option for residents from the council, given the need for bigger recycling capacity indicating by a number of households



# Report contents

---



Survey development, design and implementation - Slides 9 to 14

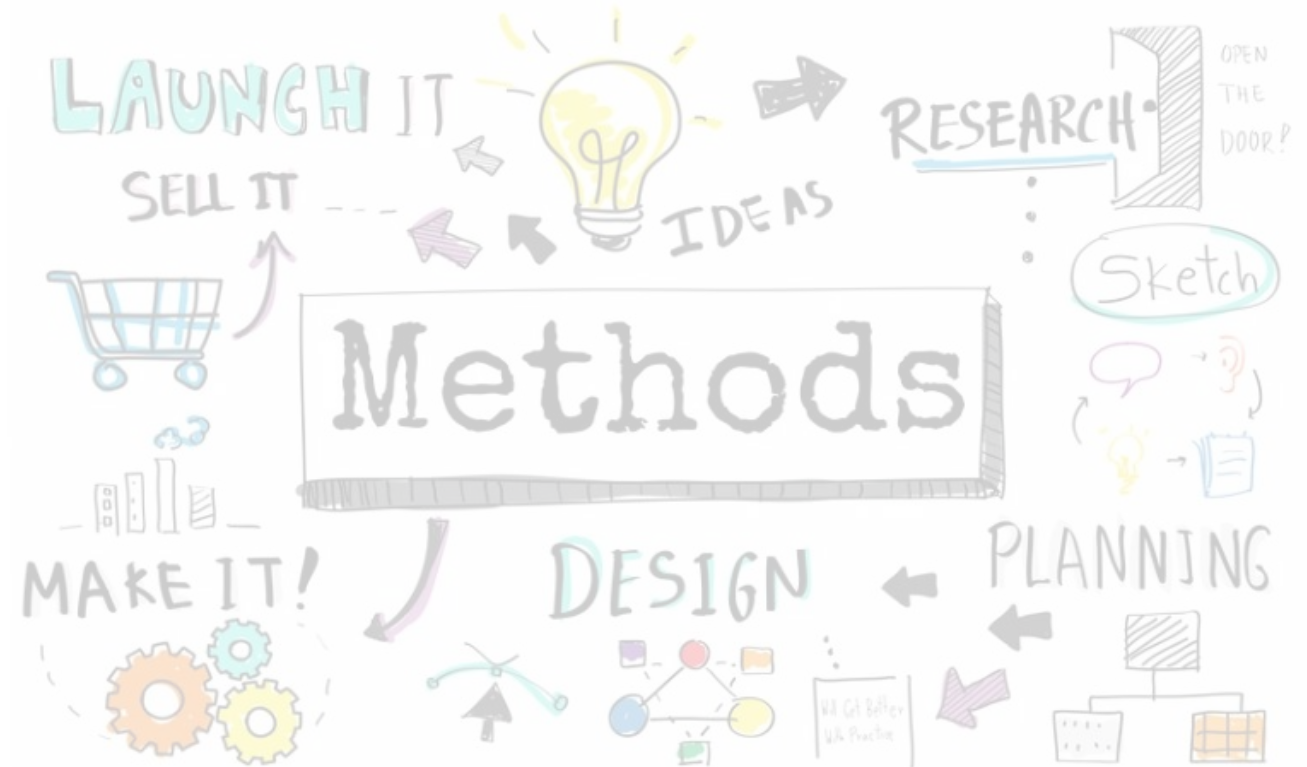
Respondent demographics - Slides 15 to 17

Rubbish and recycling bins, bags & boxes - Slides 18 to 26

Energy from waste incineration - Slides 27 to 33

Waste prevention, reuse & recycling services - Slides 34 to 43

# Survey, development, design and implementation



# Survey development



## Development conditions

- The effort was developed and implemented by a **group of 20 residents** from the 7 north London boroughs on a voluntary basis.
- The survey was made for both **online use & door-stepping**. The scope for door-stepping excluded questions on current and new services to keep the length reasonable for in-person interactions.
- The survey was made to cover **all 7 north London boroughs** and different **housing situations** and their **recycling setups**. Therefore, following questions on their borough of residence and recycling setup, respondents automatically received specific questions tailored to their situation.
- As the effort was carried out on a **voluntary basis without a budget** the effort excluded postal outreach, survey panels, or marketing.
- The survey was **developed fully independently without outreach or requests** from any public or private external parties or other groups.

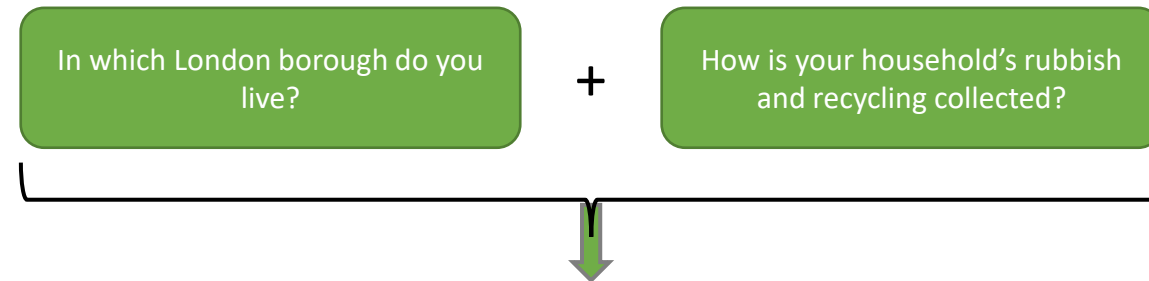
## Development process

- The final survey development took place **based on 8 internal reviews**, each with a new survey version, taking place in Jan-Feb 2022.
- The 8 review iterations included **online peer testing** within the group, as well as **testing for each iteration on the doorstep** with north London residents.
- The survey was **not tested with focus groups** due to the effort being voluntary without budget to pay for focus groups.
- Specific efforts were made to make the survey language **universally understandable** and to ensure the right balance between **provided information and questions**.
- The online survey was also fully translated and made available in **Polish and Turkish** to make it better accessible. Responses in Polish and Turkish were translated back to English for processing.

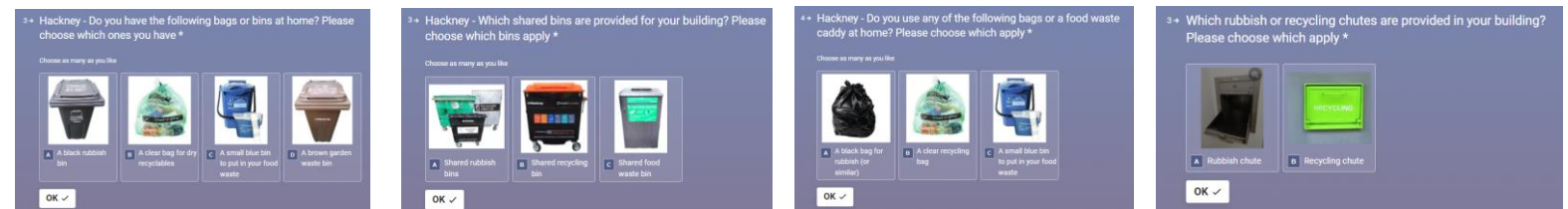
# Survey design

- The online survey covered **25 questions** and the shorter in-person door-stepping **version 13 questions**.
- To ensure residents received questions tailored to their specific borough's waste and recycling context, a **total of 78 questions were developed** with smart logic to guide respondents automatically to the questions suitable for their situation. For example, their bin, bag or box setup at home.

The survey used smart questions with hidden logic so that respondents received questions **tailored to their borough**



Example for Hackney, there are 4 different questions to identify as close as possible the specific bins, bags and boxes used



# Survey design

- The survey questions were designed to **understand people's situations and views**, and to gain insights in what **respondents would be interested or willing to do**.
- The survey methodology is **designed for descriptive statistics** and is **not** intended for **analysing statistical relationships**. For example, to evaluate if demographic influences have a significant effect on recycling behaviour.
- The majority of survey questions are **multiple choice with 3 to 5 options**. Only a limited number of open questions or open answer options were included. Both design choices were made to make the survey more accessible to respondents. The downside is that for a few questions not all situations or options can be covered.



# Survey implementation and promotion

---



- The **online survey** was launched on the 6<sup>th</sup> of March & closed on the 25<sup>th</sup> of April and developed using typeform ([www.typeform.com](http://www.typeform.com)).
- The **completion rate of the online** survey was 75% and the average time to complete was 8 minutes and 30 seconds.
- The **shorter door-stepping variant** was implemented across 12-doorstepping sessions in Barnet, Enfield, Hackney, Haringey, Islington, Waltham Forest, from the 16<sup>th</sup> of February until the 24<sup>th</sup> of April.
- **Online promotion** was carried out using personal networks, local community newsletters, social media, and local media opinion pieces. Media coverage was published in the Enfield Dispatch, Barnet Eye, and Islington Now.
- The **nature of the approach** means that respondents are plausibly self-selecting based on interest in waste and recycling. This is both the case online and on the door-step, as residents who do not see themselves as recyclers tend not to be interested.

# Survey interpretation

---



- The approach chosen to implement the **survey** means that respondents are plausibly **self-selecting based on interest in waste and recycling**. This is both the case for the online variant and the shorter door-step variant, as residents who do not see themselves as recyclers also tend not to be interested to speak in person.
- The results therefore need to be considered from the **viewpoint of relatively engaged residents who see waste and recycling as important**, as opposed to residents who do not recycle or who do not see recycling as important.
- Based on other surveys the vast majority of residents are part of this category, **with 93% of residents in London stating they see recycling as quite or very important**, based on Viridor's 2020 survey.
- The total number of responses in Islington at 205 relative to Islington's population of 230,000, is **reasonable for providing a solid basis of interpretation within this context**. Based purely on sample size the margin of error is around 7%.

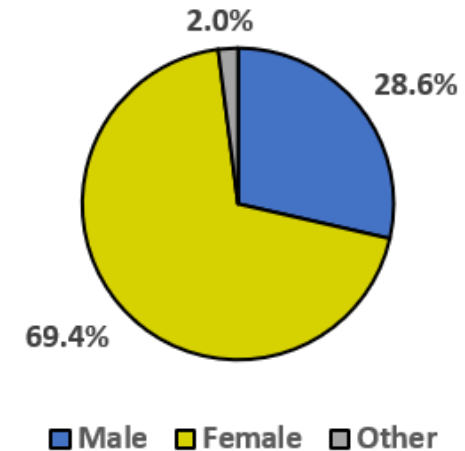
# Respondent Demographics

We received 205 responses in Islington



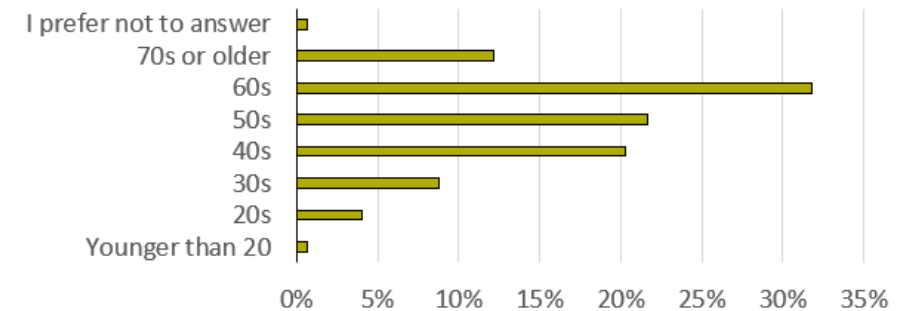
# Gender and age

A total of 69.4% out of 205 respondents identified as female, 28.6% as male and 2.0% as other gender identities.



Age wise the respondents primarily represents people in their 40s, 50s, 60s, and 70s or older.

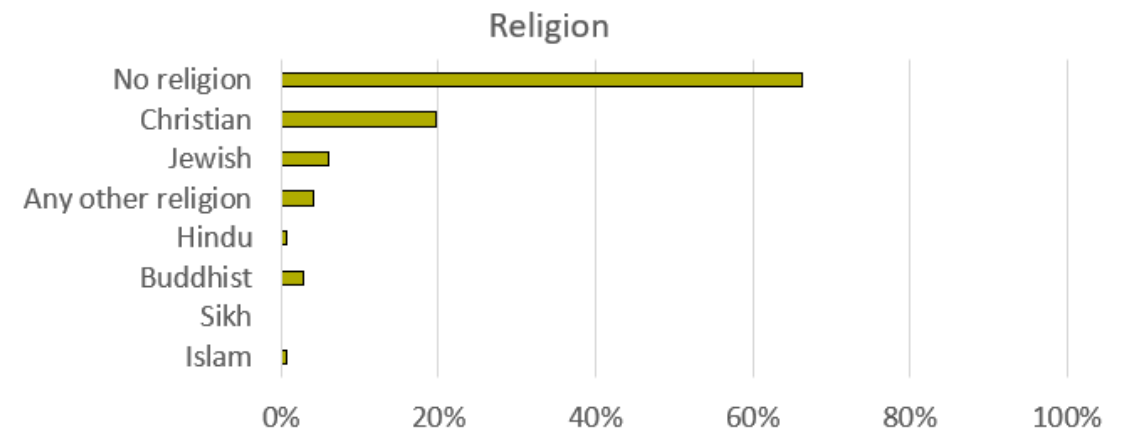
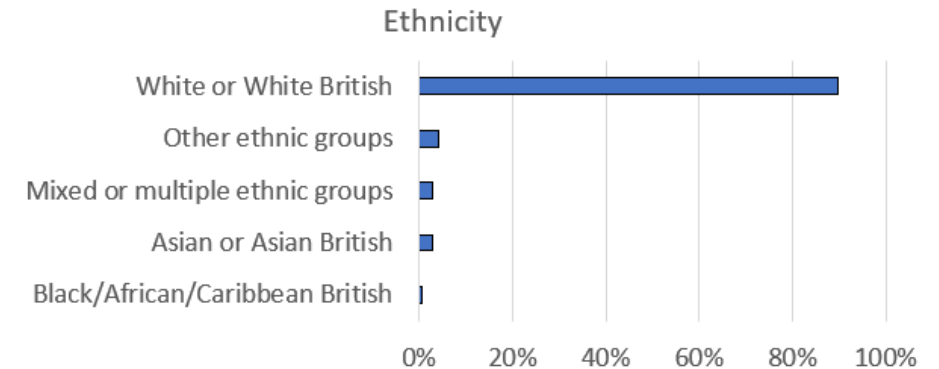
## Age



# Ethnicity and religion

The ethnic groupings were chosen to be similar as the main groups in the 2022 UK census. Out of 205 respondents 90% identified as White or White British, 4% from other ethnic groups, 3% from mixed or multiple ethnic groups, 3% as Asian or Asian British, and 1% as Black/African/ Caribbean British.

Out of 205 respondents 66% stated they do not identify with a religion, 20% as Christian, 6% as Jewish\*\*, 3% as Buddhist, 1% as Hindu, 1% as Muslim and 4% as observing other religions.



\*<https://data.london.gov.uk/dataset/ethnic-groups-borough>

\*\*Additional respondents also identified themselves as culturally Jewish under ethnicity under other ethnic groups.



# Rubbish and recycling Bins, bags & boxes

# Summary of findings #1

---



- The 205 respondents rated Islington council's household collection and recycling with **an average score of 3.82** on a scale from 1 (lowest) to 5 (highest), **putting Islington at the 3<sup>th</sup> place of the 7 north London boroughs**. The score is very similar to higher scoring councils, with only a 0.1 point difference between the highest ranking (Waltham Forest, Hackney) and Islington.
- We asked residents for their views on how the council could improve their service rating. The main response was **to improve education and communication, making sure waste on the floor/road is cleaned after collection**, to increase the number of items that can be recycled, and **by providing more or bigger recycling bins**.
- Of the 66 respondents who put their **bags and/or box directly out on the street**, **26% state they do not have access or do not use a recycling box and food waste bin**.
- Of the 36 respondents **who use communal bins or rubbish chutes in flats**, estates and other buildings, a total of **40% stated they do not have access to a shared food waste bin**
- A total of **62% respondents from households with without a food waste caddy stated that they would try using it**, 17% stated no, and 21% said they would not as they compost their own food waste.

# Summary of findings #2

---



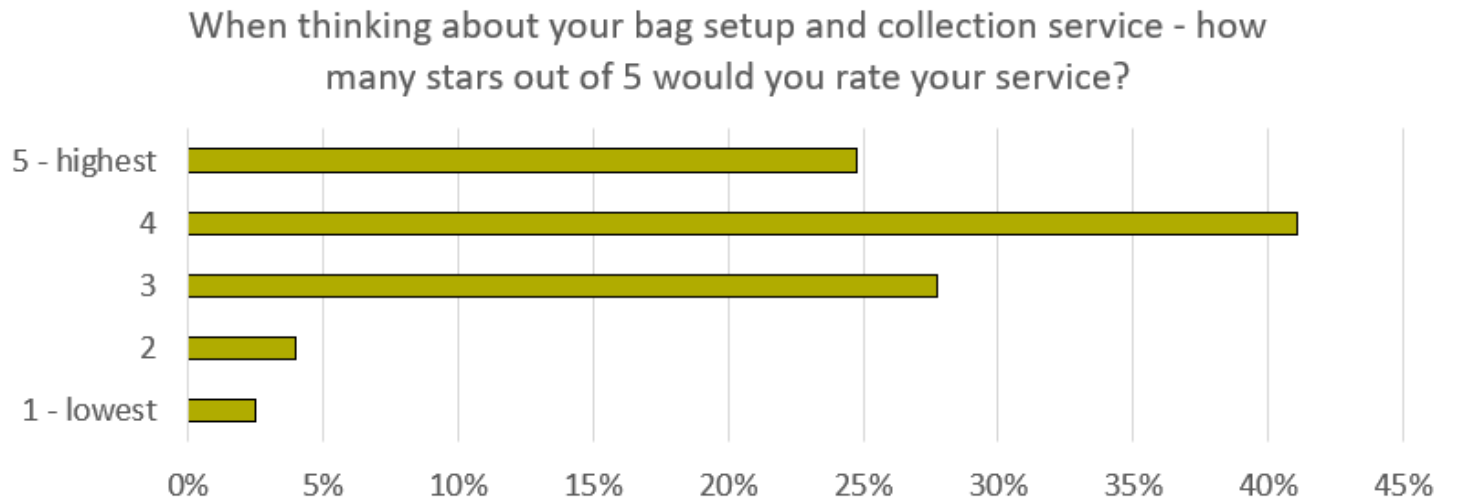
Based on the open comments by respondents, in relation to how the council can improve its service rating, it is recommended for Islington council to review and evaluate:

- The service to order food waste caddy's/bins from the council in terms of **resident awareness, access and speed from order to delivery**, especially for residents who put their bags and boxes directly out on the street.
- The **number and size of communal recycling bins** for flats, estates and properties with communal bins, as it is stated by a number of residents in this category that their recycling bins often overflow.
- An **option for a recycling wheelie bin for households with wheelie bins**, with a purchase option for residents from the council, given the need for bigger recycling capacity indicating by a number of households

# Household service rating

We asked residents how many stars out of 5 they would rate their at home recycling setup and collection service. In Islington provided by the council's in-house waste collection & recycling service.

The average score for Islington was 3.82 provided by residents, with the majority giving a score of 3, 4 or 5 when asked to score the council led service.

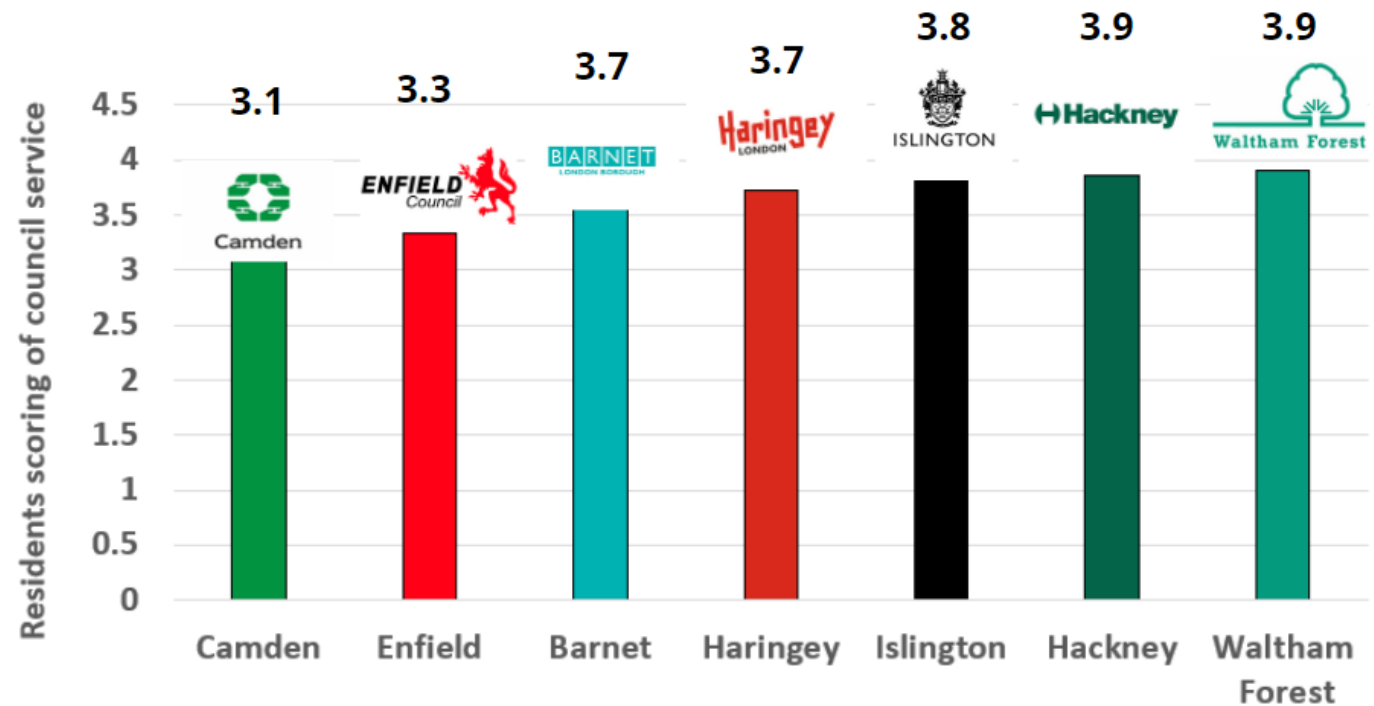


# Household service rating

Out of the seven north London boroughs Islington is ranked 3 out of 7 across the total Lets Talk Rubbish survey of all boroughs.

The score is very similar to higher scoring councils, with only a 0.1 point difference between the highest ranking (Waltham Forest, Hackney) and Islington.

When thinking about your bag setup and collection service, how many stars out of 5 would you rate your service?



# Household service rating improvements



We also asked residents an open question on what the council could do to improve their service rating. A total of 142 out of 205 respondents provided an answer to this question. The answers were categorised in types of responses as shown below.

The main improvements residents recommend are **improved education and communications** about recycling, making sure that any **waste on the floor/road is cleaned** up from overflows/spillage or fly-tipping after emptying the bins, increasing the **items that can be recycled** from home with many requests for more plastics collections, and to provide **more or bigger recycling bins**.

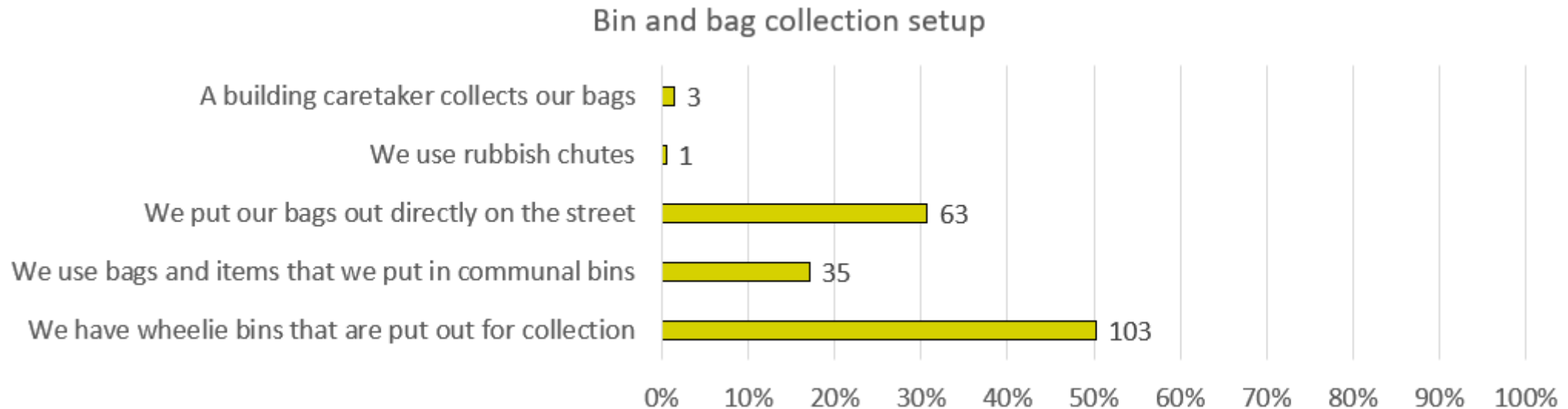
How Islington council can improve its service rating	Number of responses	% of respondents
More education and better communication	25	12.2%
Make sure floor/road is clean after emptying bins	22	10.7%
Increasing items that can be recycled from home	20	9.8%
More or bigger recycling bins	18	8.8%
Collections on time	10	4.9%
Provide for a food waste collection	9	4.4%
Bins put back more tidily	5	2.4%
Other	54	26.3%



# Bin and bag collection setup



The majority of respondents at 50% have wheelie bins that are put out for collection. A large number of respondents at 31% put their bags and box out directly on the street, and a smaller portion at 17% of respondents use communal bins for rubbish and recycling. Finally, only a few respondents use rubbish chutes (<1%) or have a building caretaker that collects their bags (1%).



# Households with wheelie bins

Respondents with wheelie bins were asked what type of bins or box they have.

The share of respondents in Islington was as follows:

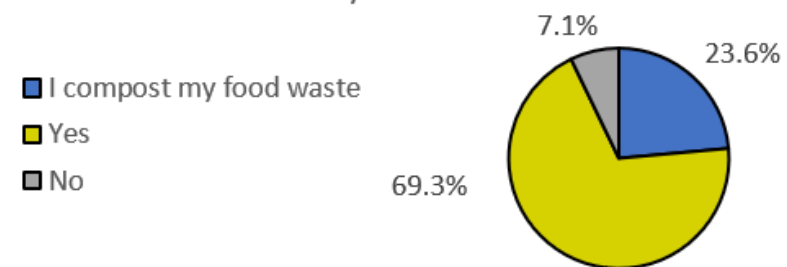
- 100% - a rubbish bin with black lid for general waste
- 94% - a green recycling box
- 88% - a brown small bin/caddy for food waste
- 84% - a heavy duty re-usable garden waste bag

When asked if residents with a food waste caddy use their caddy, **7.1% stated they do not** use their caddy, **69.3% state they do use it**, and **23.6% that they compost** their own food waste.

We have wheelie bins that are put out for collection



You selected that you have a small food waste bin at home. Do you actively use it to collect your food waste for collection by the council?



# Household bin setup improvements



Based on the open responses on how Islington council can improve its service, a number of residents who have wheelie bins and recycling boxes indicated that they need more capacity for recycling and would **prefer a wheelie bin instead of a box for their dry recycling**. This would make it easier for households who recycle the majority of their rubbish (see open comments to the right).

## Selection of open responses from households with wheelie bins about their bin/box setup:

*" The waste bins are massive and the recycling bins are tiny. We have asked for recycling bins several times but end up having to put recycling into the waste bins."*

*" We had to ask repeatedly for a recycling wheelie as our boxes were too small."*

*"Recycling box gets wet as there is no more cover. Would a wheely bin be better?"*

*" There's no option for food recycling. And we don't have enough recycling bins."*

*" We want wheelie bins, council couldn't even recommend a size or where to procure them from when we spoke to them. "*

*" Would prefer a bigger food waste container and a wheelie recycle bin"*

*" Bigger recycling bins, smaller general waste bins"*

*" I love that we can compost but would need more regular pick up (or larger compost bins!)"*

*" Option to have a larger recycling bin - tall green wheelie"*

# Households who put their bags/box directly out on the street



Of the 66 respondents who state they put their bags/box directly out on the street or they have a building caretaker who collects their bags, a total of **74% state they have access to or use a shared recycling bin or food waste bin**, based on visual identification by respondents of their bag and box setup.



Examples of buildings where respondents stated they have no access to recycling

Postcode	Street	Type of property
N7 8RN	Bride street	Terraced house
N4 2DR	Blackstock road	House on shopping street
N1 2UN	Compton Terrace	Terraced house
N5 2UP	Sotheby Road	Terraced house
N1 1BT	Crescent Street	Terraced house
N1 1HB	Bewdley Street	Terraced house
N1 7DP	Arlington Square	Terraced house
N5 1HJ	Highbury Grove	Detached house
N19 4RT	Wedmore street	Terraced house
EC1N 7RF	Leather Lane	Multi-storey flat

# Household bin setup improvements



Based on the open responses on how Islington council can improve its service, a number of residents **who put their bags and box directly out on the street** state that they need **better and faster access to food waste caddies** (see open comments to the right)

## Selection of open responses from households who put their bags/box directly out on the street:

*" When a food recycling bin breaks, it would be great if it could be fixed fairly quickly."*

*" Actually would be useful to have a good waste caddy."*

*" We no longer receive bags to use insider or instead of caddies"*

*" A smaller food caddy that I can use inside, containers with lids attached: most of our lids are missing"*

*" Better provision of bags and caddies. Communication of the best location to leave them each week"*

*" Recycling boxes and caddies get lost and mixed up"*

*" We're still waiting for a food caddy - we have to put out a separate bag"*

*" Where I live I have no access to a food waste collection. Could there be more communal facilities for this?"*

*" Create a central point for rubbish to be deposited rather than outside every house - such as is the case in The Netherlands."*

# Households with communal bins & rubbish chutes



Of the 35 respondents who state they live in flats, estates or other residences with communal bins or rubbish chutes, a total of 94% state they have access to a shared recycling bin, **and 60% state they have access to a communal food waste bin**, based on visual identification of the individual and communal bins and rubbish chutes.

Out of the respondents without access to a communal food waste bin, 33.3% live in housing managed by a private company/freeholder or private landlord/lettings agency, 26.7% live in council housing, 26.7% live in housing managed by a social landlord or housing association, and 13.3% under another management structure.

Examples of buildings where respondents stated they have no access to a communal food waste bin

Postcode	Street/property	Management
N1 3DR	Baring street	Council housing services
N1 2XG	Tyndale mansions	Council housing services
N5 2UE	Park View	Council housing services
N1 8LZ	Essex Road	Housing association or registered social landlord
N19 3SJ	Cromartie Road	Housing association or registered social landlord
N1 1XP	Henley Heights	Housing association or registered social landlord
EC1V 1AN	Graham Street	Housing association or registered social landlord
N7 0NS	Parkhurst Road	Other
EC1V 2NR	City Road	Private company or freeholder
N7 6GR	Manor Gardens	Private company or freeholder
N1 1TA	Almeida Street	Private company or freeholder
N1 0SJ	Bryan Street	Private landlord or letting agency

# Household bin setup improvements



Based on the open responses on how Islington council can improve its service, a number of residents who use communal bins or rubbish chutes state that they need **larger bin capacity for dry recycling as it is often overflows.**

## Open bin setup responses from households who use communal bins or rubbish chutes:

*" More recycle bin. Our recycle bin has been using by a lot of people. It belongs to our court but because there aren't much bin, normal house has been using our recycle bin too."*

*" No composting collection; collection too infrequent; garbage on the street from stores in building"*

*" been trying to get new food dispenser since before pandemic. recycling bin too small for 3 flats and lid broken"*

*" The recycling bin is full about 80% of the time so the recycling ends up on the ground around the bin and then disperses into the wind etc"*

*" Less bins but larger ones. Bins with joined lids" , " Very little bin space - always overflowing"*

*" They don't collect often enough so it tends to overflow. Also getting recycling and compost bags is difficult."*

*" We need more recycling bins as they get full very quickly. Our food waste bin needs to be squirrel proof!"*

*"Generally ok but there could be a more pleasant fenced off gated area for the bins rather than out in the open outside the block. It is a very large area so could be made smaller as lots of people dump furniture there too."*

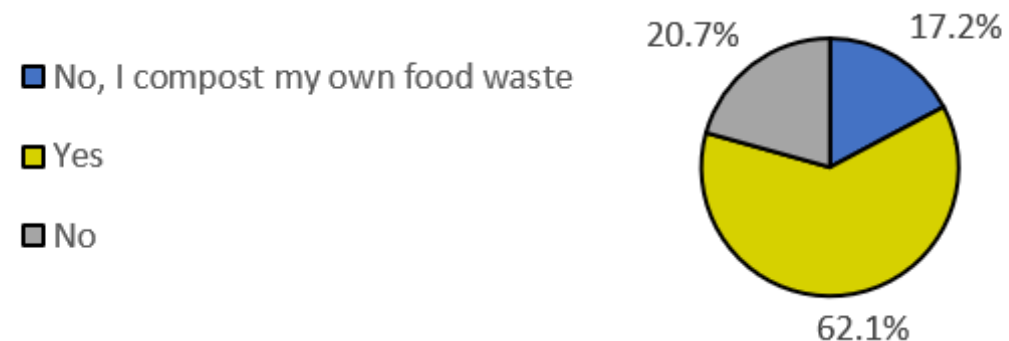
# Residents without a food waste caddy



We also asked the households that do not have a small food waste caddy at home whether, if they would receive such a caddy if they would try using it.

A total of **62% respondents from households with without a food waste caddy stated that they would try using it**, 17% stated no, and 21% said they would not as they compost their own food waste.

If you would receive a small food waste bin from your council, for separate food waste collection, would you try using it?





# Energy from Waste Incineration



# Summary of findings

---



- Of the 205 respondents **51.2% answered that they are aware their rubbish is incinerated in Edmonton**, versus 48.8% who are not aware that this is the case.
- Of all respondents **91.1% answered that they are concerned about the air pollution and climate change impacts of the incineration of our rubbish**, versus 3.9% who are not concerned and 4.9% who are not sure.
- Of the 205 respondents **91.0% answered that they would like our group North London Zero Waste to ask and lobby the seven councils to develop a strategy for a future without incineration**, based on as much recycling and reuse as possible.
- Of all respondents **88.7% answered that they would like their council to look again at the business case for a local facility that can sort rubbish to extract as much as possible for recycling**, 8.4% are not sure, and 3.0% stated no to the question.
- Of the 205 respondents **48.5% answered that they see the decision to rebuild the incinerator in Edmonton as a case of environmental racism**, **34.3% state they are not sure** if this is the case, and **17.2% answer they do not see** it as a case of environmental racism.

# Awareness of incineration

## Context:

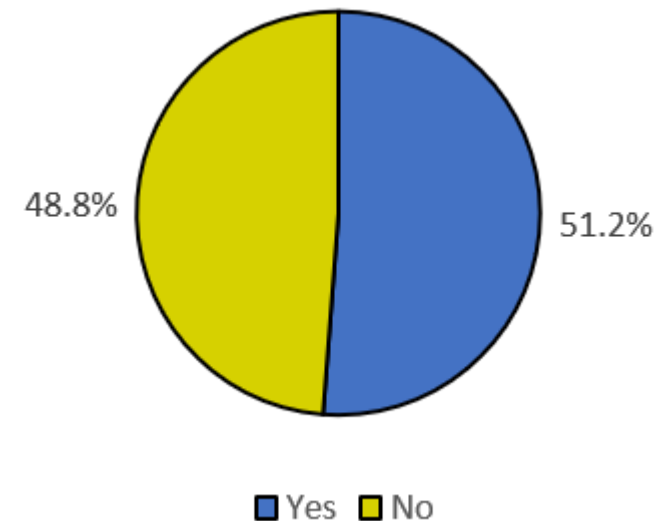
Before answering questions about incineration, respondents were asked if they are aware that their waste is incinerated in the Edmonton incinerator.

## Results:

Of the 205 respondents **51% answered that they are aware their rubbish is incinerated in Edmonton**, versus 49% who are not aware that this is the case.

## Survey question:

All your rubbish - what goes in your black bin or bag - is burnt in an incinerator in Edmonton. This is an area in Enfield council north of Tottenham. Did you know before today that your rubbish is incinerated in Edmonton?



# Air pollution & climate change concerns

## Context:

People were asked about their concerns about air pollution and climate change of the incineration of our rubbish. To provide insights in the extent to which people are concerned about air pollution and climate change impacts of CO2 released from incineration. London's four incinerators are in the top six of Greater London's point emitters of CO2 emissions, based on the UK government's Pollutant Release and Transfer Register (PRTR) data sets (see table below).\*

London's largest CO2 emitting facilities from PRTR data for 2020

Facility	Quantity	Accidental	Accidental %	Activity
BECKTON STW	106,000,000 kg	0 kg	0%	5f
Beddington ERF EPR/GP3305LN	224,000,000 kg	0 kg	0%	5b
Edmonton EfW Facility EPR/YP3033BE	164,000,000 kg	0 kg	0%	5b
Enfield Power Station EPR/NP3833RC	211,000,000 kg	0 kg	0%	1c
RIVERSIDE RESOURCE RECOVERY	737,000,000 kg	0 kg	0%	5b
SELCHP Energy Recovery Facility	411,000,000 kg	0 kg	0%	5b

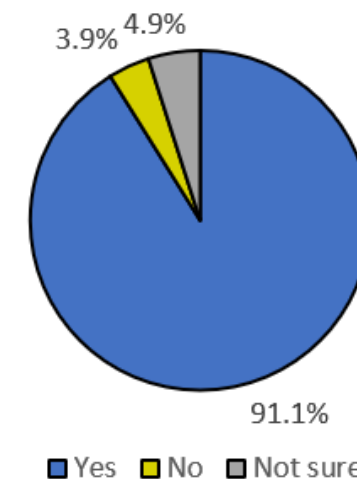
**Results:** Of all respondents **91.1% answered that they are concerned about the air pollution and climate change** impacts of the incineration of our rubbish, versus 3.9% who are not concerned and 4.9% who are not sure.

## Preamble from survey:

Incinerators are like coal power stations, except they burn rubbish instead of coal. They produce energy, have a chimney, and produce air pollution. Incinerators are one of the biggest CO2 emitters in London which causes climate change.

## Survey question:

Are you concerned about the air pollution and climate change impacts of the incineration of our rubbish?



\*<https://www.gov.uk/guidance/uk-pollutant-release-and-transfer-register-prtr-data-sets>

# A future without incineration



## Context:

The current direction is for north London to continue waste incineration for the next 30 to 50 years given the rebuild of the Edmonton incinerator. We asked residents if they would like instead to see their council to work on a strategy for a future without incineration, based on as much recycling and reuse as possible.

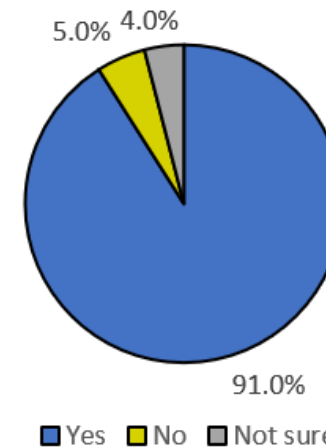
## Preamble from survey with tailored financial values per borough:

Currently your council - Islington - spends £5 million every year on burning our rubbish. And this cost will increase to £7 million in five years time. This is because your council is investing money to replace the existing old incinerator by 2027. To continue burning of our waste in Edmonton for at least 30 more years.

The best alternative is to increase recycling and composting, which creates five times more jobs and is two to three times less costly than incineration. However, your council and North London residents have not managed to increase the rate of recycling in the last ten years, which is still around 30%. As a result your council is now investing to build a new incinerator.

## Survey question:

Would you like our local resident community group to ask and lobby your council to work on a strategy for a future without incineration? Based on as much recycling and reuse as possible.



## Results:

Of all 205 respondents **91.0% answered that they would like our group North London Zero Waste to ask and lobby the seven councils to develop a strategy for a future without incineration**, based on as much recycling and reuse as possible.

\*The values for current incineration spending are available from the [NLWA. Budget and Levy 2020/21. 13 February 2020 report](#) split per borough based on expenditure from the Main Waste Disposal Contract (ex RRC waste) with apportionment per borough based on wastes incinerated.

\*\*The values for spending in five years are from NLWA provided forecasts in [NLWA. North London Heat and Power Project Energy Recovery Procurement. 16 December 2021](#). Annex, with deductions for NLWA levy charges covering re-use and recycling centres and related activities.

# Business case for a local facility to sort rubbish for recycling



## Context:

In 2013 the North London Waste Authority ended a procurement process to develop a combined mechanical-biological treatment with anaerobic digestion facility in Edmonton. This facility would sort rubbish to extract materials for recycling, and send the non-recyclable remaining rubbish to a paper mill in Kent for incineration.\* The 2010 outline business case for this facility include the expectation that 30% of the rubbish could be extracted for recycling.\*\*

Since then both technology and economics have improved making investment in such a facility, which would be paired with incineration, plausibly more worthwhile. Within this context we asked respondents if they consider that the councils should look again at the business case for such a facility.

## Results:

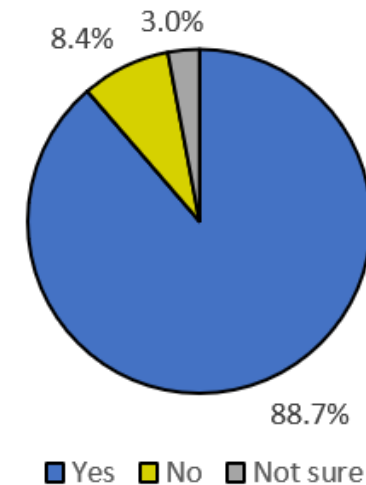
Of all respondents **88.7% answered that they would like their council to look again at the business case for a local facility that can sort rubbish to extract as much as possible for recycling**, 3.0% are not sure, and 8.4% stated no to the question.

## Preamble from survey:

Ten years ago your council had an alternative plan. To build a facility in North London that would sort our rubbish to recover 30% for recycling. And send the 70% left to Kent for incineration. The plan was stopped because of high costs and as it relied on paying private companies. Since then far better machines have been developed to sort rubbish for recycling making it more profitable.

## Survey question:

Do you feel that your council should look again at the business case for a local facility to sort rubbish for recycling?



\*<https://www.letsrecycle.com/news/north-london-waste-contracts-scrapped/#:~:text=The%20North%20London%20Waste%20Authority,UKs%20largest%20waste%20contract%20ever.>

\*\*NLWA. Procurement information in regard to the Waste Service and Fuel Use Contracts. 1 July 2010. 239 pages

# The rebuild of the Edmonton incinerator

## Views on environmental racism



### Context:

In 2020 an Unearthed study concluded that potential new UK waste incinerators are three times more likely to be located in the poorest areas as opposed to the richest areas.\* Black Lives Matter Enfield has stated that the plans for rebuild of the incinerator in Edmonton is a case of environmental racism.\*\* A situation where policies, practices or infrastructures which cause environmental harm and related health impacts on people disproportionately affect communities of colour. In this context, the continuation of air pollution from the Edmonton incinerator rebuild, which puts the burden of north London's waste disposal on the people of Edmonton, who are primarily from diverse black brown and other ethnic groups.

### Results:

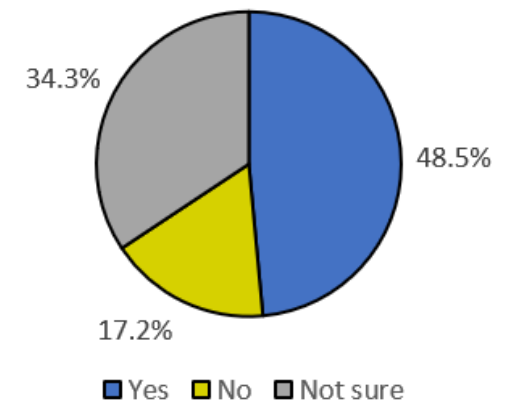
Of the 205 respondents **48.5% answered that they see the decision to rebuild the incinerator in Edmonton** as a case of environmental racism, **34.3% state they are not sure** if this is the case, and **17.2% answer they do not see** it as a case of environmental racism.

### Preamble provided to survey respondents:

Edmonton is one of the 10% most deprived areas in England. Around 60% of its 60,000 residents are from diverse black, brown and other ethnic groups.\* All people who live near the Edmonton incinerator. Public Health England states that '*it is not possible to rule out health effects from modern incinerators completely*' for people living near air-polluting incinerator chimneys.

### Survey question:

Do you see the decision to choose to rebuild the incinerator in Edmonton as a case of environmental racism?



\*<https://unearthed.greenpeace.org/2020/07/31/waste-incinerators-deprivation-map-recycling/>

\*\* <https://www.nlwa.gov.uk/ourauthority/scheme-of-publications/deputation-delia-mattis-black-lives-matter-enfield-calling>

The next section of the survey was only included in the online version



# Waste prevention, reuse & recycling services



The next section of the survey was only included in the online version



# Summary of findings #1

---



- **Strategy** - Out of the 205 respondents **93.6% agree that their council should adopt the London Environment Strategy target for 65% recycling of household, business and commercial waste by 2030**, 2.5% disagree, and 3.9% are not sure.
- **Budget** - Of the 205 respondents **88% answered that they feel their council's recycling budget should be increased**, 5% maintained, 2% reduced, and 5% is not sure.
- **Plastics collection** - Of the 205 respondents **85.2% answered that they would be in favour of a separate bag or bin for all plastics from home**, **9.4% were also in favour** yet signalled **they would not have space for an additional bin** and a bag would be preferred, and 5.4% would not like to have an additional bag or bin on top of the existing collection approach.
- **Food waste** - Of the 205 respondents, **41.0% answered that they are positive** towards an online programme where they actively commitment to actions to reduce food waste and save money, **26.8% would consider it** but need more information, **29.4% are not interested**, 4.4% are already on top of their food waste, and 2.9% gave open other responses
- **Food waste** - Of the 205 respondents, **58.5% responded they would be interested in join a community composting scheme** and bring their food waste to a composting site in a nearby park, allotment or garden, **13.5% responded they would volunteer** to run the composting group, and **28.0% answered they are not interested** in this or that there is no space for community composting near their household.

# Summary of findings #2

---



- **Clothing** - Of the 205 respondents **91.1% stated they would use a clothing collection service** from home, and 8.9% stated they would not, if it were to be introduced.\*
- **Reuse and recycling centres** - Of the 205 respondents **9% state they often** drop off 'other stuff' at the reuse and recycling centre, **54% a few times per year**, and **37% almost never to never**. The main reasons cited why 37% of respondents do not drop off wastes at reuse and recycling centres are **the lack of car ownership and because they have never heard of these centres**.
- **Reuse and recycling centres** - Of the 205 respondents **9% stated they are not aware of their existence**, and **18% do not use these centres because they don't have a car or because it is too far to travel**.

---

\*Clothing collection services from home are offered in Camden and Waltham Forest and under trial in Haringey

# Recycling target for 2030



## Context:

In 2018 a target was set in the London Environment Strategy for 65% recycling of household, business and commercial waste by 2030 across London, with an underlying target of 50% recycling of household waste collected by local authorities by 2025.

In contrast, the North London Waste Plan adopted by the 7 London boroughs approved on March 3<sup>rd</sup> 2022 assumes capacity needs to be planned for a 42% household recycling rate and 56% household plus commercial and business waste in the long term (page 35, table 5).\* Plausibly informed by a Resource London study from 2017\*\* and limited progress on recycling in London in the last ten years.

## Results:

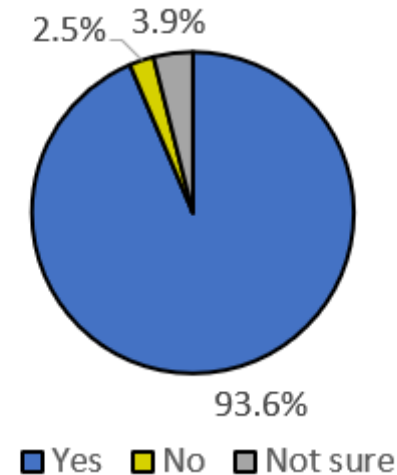
Of the 205 respondents **93.6% agree that their council should adopt the London Environment Strategy target for 65% recycling of household, business and commercial waste by 2030**, 2.5% disagree, and 3.9% are not sure. Indicating that the planned for waste management infrastructure and underlying targets in the north London waste plan are not in line with residents perspectives.

## Preamble provided to survey respondents:

The London Mayor, Sadiq Khan, wants London's recycling from households and businesses recycling to double, from 30% now to 65% by 2030.

## Survey question:

Do you think your council should adopt this target to reach as a minimum 65% recycling by 2030?



\*<https://www.walthamforest.gov.uk/planning-and-building-control/planning-policy/local-plan/north-london-waste-plan>

\*\*[https://www.london.gov.uk/sites/default/files/170616\\_resource\\_london\\_routemap\\_summary\\_report\\_2017\\_published.pdf](https://www.london.gov.uk/sites/default/files/170616_resource_london_routemap_summary_report_2017_published.pdf)

# Council spending on recycling



## Context:

To achieve recycling targets councils will need to invest more in recycling infrastructure and initiatives. Respondents were to this end asked if they would feel their council's spending on recycling should be increased, maintained or reduced. As part of the question respondents per council were informed on what their council currently spends on recycling and incineration (see table below), excluding the cost of waste collection.

Recycling and incineration spending values per borough

Council	Recycling spending*	Incineration spending**
Barnet	£2.4 million	£8.1 million
Camden	£1.1 million	£4.5 million
Enfield	£2.3 million	£6.4 million
Hackney	£5.2 million	£6.2 million
Haringey	£4.4 million	£5.4 million
Islington	£2.1 million	£5.1 million
Waltham Forest	£3.0 million	£5.4 million

The data on internal recycling spending per council was collected to this end from the Chartered Institute of Public Finance Accountants (CIPFA), and recycling and incineration payments to the North London Waste Authority (NLWA) from the NLWA data. Values exclude cost of collections.

**Results:** Of the 205 respondents **88% answered that they feel their council's recycling budget should be increased**, 5% maintained, 2% reduced, and 5% is not sure. The answers were found to be similar for all 7 councils in the survey.

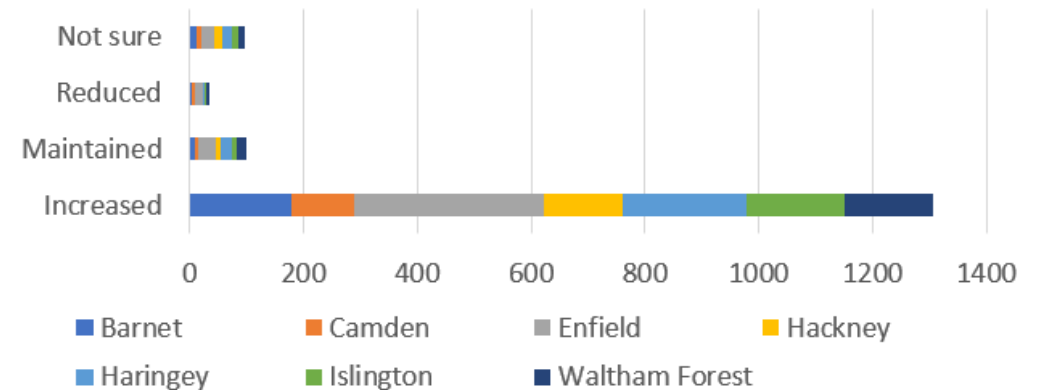
## Preamble provided to survey respondents with tailored financial values per borough (see table):

Currently your council – Islington - spends £2.1 million on recycling. In comparison it spends £5.1 million on incineration.

## Survey question:

Do you feel your council's budget spending on recycling should be increased, maintained, or reduced?

Values for incineration and recycling exclude the cost of collection.



\*The values for current recycling spending are the sum of recycling expenditures per borough as identified in the Chartered Institute of Public Finance Accountants recycling expenditure data (<https://www.cipfa.org/services/cipfastats>), plus the portion of the levy the boroughs pay the NLWA spent on re-use and recycling centres + waste prevention + communication and recycling initiatives as identified in the NLWA. Budget and Levy 2020/21. 13 February 2020 report.

\*\*The values for current incineration spending are available from the [NLWA. Budget and Levy 2020/21. 13 February 2020 report](#) split per borough based on expenditure from the Main Waste Disposal Contract (ex RRC waste) with apportionment per borough based on wastes incinerated. Both recycling and incineration values exclude the cost of collection.

# Collection of all plastics from home



## Context:

Today a significant portion of what is incinerated are plastics at around 15%, primarily because residents have no option to easily recycle all plastics. New legislation, innovations and private sector investments makes it possible to change this in the next 5 years and create a simplified one bin or bag collection system for residents where all plastics can be sent for recycling.\* So that plastics can go into one place, instead of the confusing different rubbish and recycling sorting needs today. To this end we asked residents if they would be in favour of a separate bag or bin just for collecting all plastics, combined with investments in facilities in London for local plastics recycling.

## Results:

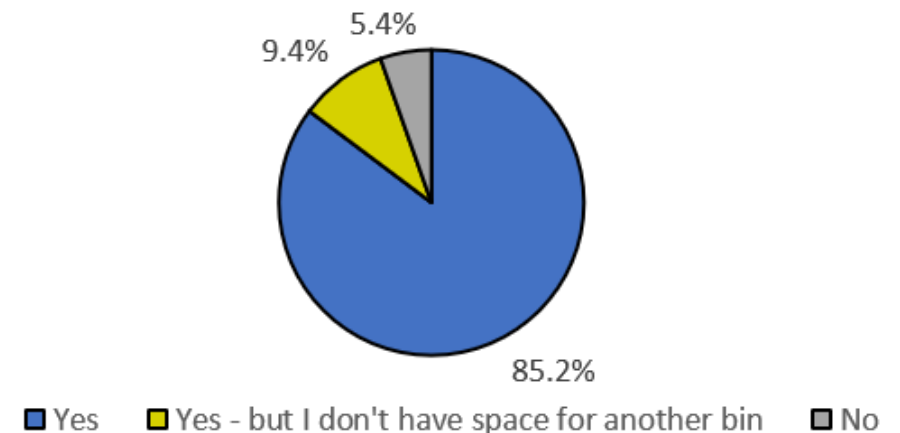
Of the 205 respondents **85.2% answered** that they would be **in favour of a separate bag or bin for all plastics from home**, **9.4% were also in favour** yet signalled **they would not have space for an additional bin** and a bag would be preferred, and **5.4%** would not like to have an additional bag or bin on top of the existing collection approach.

## Preamble provided to survey respondents:

Around 15% of incinerated rubbish are plastics and items containing plastics like drink cartons.

## Survey question:

Would you be in favour of getting a new free separate bag or bin for collecting all plastics from your home? If combined with investments in facilities in London to make sure plastics will be recycled locally?



\* The UK Department for Environment government has opened consultations with a proposed requirement for flexible plastics collection by 2027, and UK companies are opening an increasing number of plastics recycling facilities. Lessons can also be learnt from the Netherlands and Belgium, where collection systems for all plastics collection in a bin or bag from the kerbside, including metals and drink cartons (referred to as PMD collection), is already in place.

# Food waste prevention programme



## Context:

The largest part of what is incinerated is food waste at around 40% today. Based on figures from WRAP the majority of food waste occurs within households and costs the average family with children £700.\*

Significant efforts are spent on creating food waste awareness and changing behavioural patterns (e.g. love food hate waste campaigns and similar). Yet these do not include specific action commitments for residents, or a programme with continued engagements over time, such as an online programme. Behavioural change research shows that when people make commitments to make particular changes it is more successful to result in lasting change. And that when people are engaged over longer periods it is more likely to result in lasting change.

## Results:

Of the 205 respondents, **41.0% answered that they are positive** towards an online programme where they actively commitment to actions to reduce food waste and save money, **26.8% would consider it** but need more information, **24.9% are not interested**, 4.4% are already on top of their food waste, and 2.9% gave other open responses

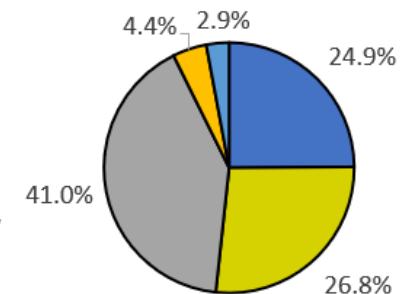
## Preamble provided to survey respondents:

Around 40% of incinerated rubbish is food waste. A typical family with children spends £700 pounds per year on wasted food.

## Survey question:

If your council would offer an online programme, for you to reduce food waste and save money, would you try it out? This could be a programme where you can actively commit and try actions to reduce food waste. And be paired with people from your community for a monthly online coaching and group meetup.

- No I am not interested
- I need more information but would consider it
- Yes this sounds like something for me
- Other - responses summarised as: I am already on top of my food waste
- Open answer (other)



\*<https://wrap.org.uk/media-centre/press-releases/food-waste-falls-7-person-three-years>

# Local community composting schemes



## Context:

Several local authorities in the UK provide support for community composting schemes across different neighbourhoods. In such schemes green waste is produced, processed and re-used in the area where it came from. The model is based on 2-3 resident volunteers that manage a larger set of composting bins, that can be used by residents in the area, especially those that do not have space to compost. Council support can include providing a set of wooden bins, trainings and ongoing support to manage volunteers, and/or the setup of an organisation that manages this support.

## Results:

Of the 205 respondents, **58.5% responded they would be interested in joining a community composting scheme** and bring their food waste to a composting site in a nearby park, allotment or garden, **13.5% responded they would volunteer** to run the composting group, and **28.0% answered they are not interested** in this or that there is no space for community composting near their household.

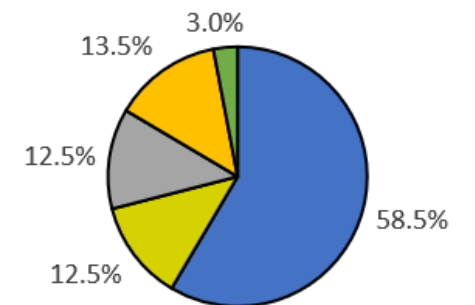
## Preamble provided to survey respondents:

Another solution is to encourage composting of food waste locally through a community composting scheme. Such schemes are run by volunteers, where members can bring their food and garden waste and if they want take part in joint composting activities.

## Survey question:

If a local community group would run a composting site in a nearby park, allotment, or garden, would you be able and willing to join such a group?

- Yes, I would become a member and bring my food waste
- No, I am not able to do this
- No, I am not interested
- Yes, I would volunteer to run the composting group
- No, there is no space for this near where I live



# Clothing collection from home for reuse and recycling



## Context:

A small but significant portion of what is incinerated are clothes and textiles, of which the majority today are made from a range of plastics. Two out of seven councils in London (Camden and Waltham Forest) offer a clothes collection service from home, and a third (Haringey) is trialling such a service. This would allow for a much larger amount of clothes to be

We asked 1262 respondents in the five boroughs without such a service (Barnet, Camden, Enfield, Hackney, Haringey and Islington) if they would use a clothing collection service if it was available.

## Results:

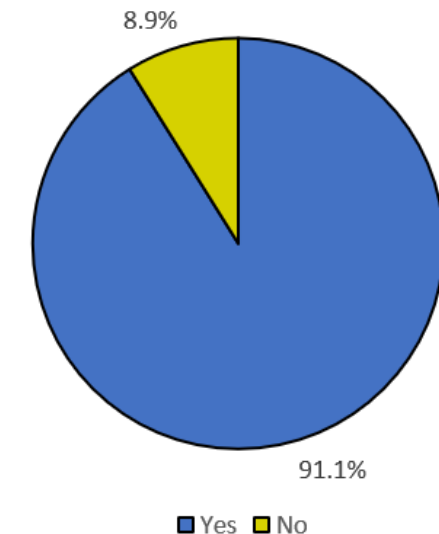
Of the 205 respondents **91.1% stated they would use a clothing collection service** from home, and 8.9% stated they would not.

## Preamble provided to survey respondents:

Around 5% of incinerated rubbish are clothes and textiles, mostly made out of plastics. Currently they cannot be recycled from home in your council.

## Survey question:

If a clothing collection service from your home for reuse and recycling would be available, would you use it?





# The use of reuse & recycling centres



## Context:

In north London there is an extensive network of reuse and recycling centres where residents can bring their bulky waste. This is one of the three main routes for large and miscellaneous items, next to at home collection (by the council or a private party) and bringing these items to charity shops or similar if still in good condition. We asked the 1560 online respondents on their usage of reuse and recycling centre, and for those who responded they almost never to never drop 'other stuff' off at these centres, what the main reason is.

## Results:

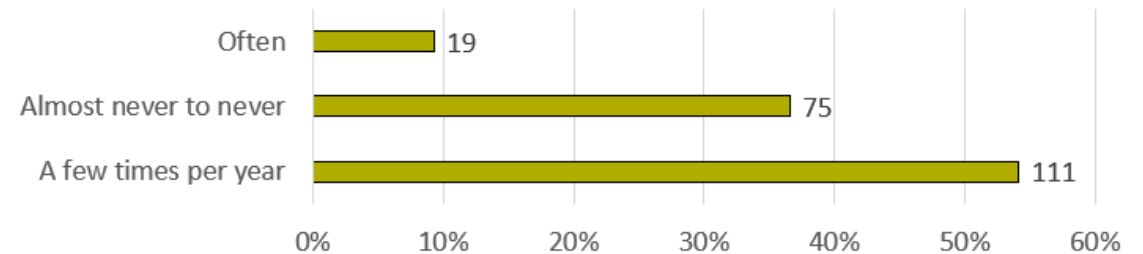
Of the respondents **9% state they often** drop off 'other stuff' at the reuse and recycling centre, **54% a few times per year**, and **37% almost never to never**.

The main reasons cited why 37% of respondents do not drop off wastes at reuse and recycling centres are **because they have never heard of these centres and because it takes too much time to travel**.

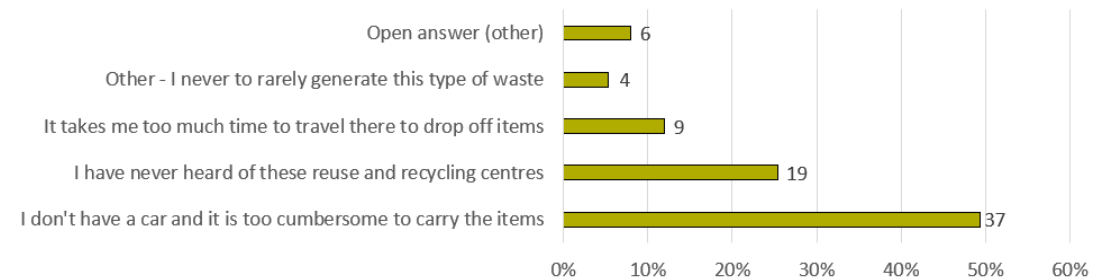
Of the 205 respondents **9% stated they are not aware of their existence**, and **another 18% do not use these centres because they don't have a car or because it is too far to travel**.

**Preamble provided to survey respondents:** Around 8% of incinerated rubbish is 'other stuff'. This includes electronic devices, various household items, rubble, wood, plasterboard, scrap metal, engine oil, batteries, and paint. To reuse or recycle these items, they can be dropped off at Reuse and Recycle Centres in North London. Located in Barnet, Camden, Enfield, Haringey, Islington and Waltham Forest.

**Survey question:** How often do you drop off 'other stuff' at one of the Reuse and Recycle centres?



**Survey question:** What is the main reason why you almost never or never drop off waste at a reuse and recycle centre?



# Contact us

---



Corresponding contact: Dr. Rembrandt Koppelaar

[zerowastesurvey@protonmail.com](mailto:zerowastesurvey@protonmail.com)