

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: Focus Groups - summary
Date: 01 November 2021 17:36:03

Dear [REDACTED]

As promised I have attached a hi-level summary of the Focus Groups that took place last Thursday and Friday evening.

Group 1: Barnet

- All seven respondents turned up
- Varied group in terms of location and knowledge of waste and recycling
- One respondent was particularly passionate about recycling, the rest did what they are meant to do but 1 or 2 questioned if they are doing it right
- A couple of people knew of the site but did not necessarily know what the site was for etc, connected it to waste but nothing more than that
- Generally they saw the site as a positive. Questioned elements of it but general consensus was that this was a positive step
- Liked the idea of the education centre. Younger generations need to learn about the process and the consequences.
- In agreement they have not seen anything in the media and given the scale, they were surprised by this.

Group 2: Barnet

- All seven respondents turned up
- One respondent knew about the site due to a previous working connection – this same person was the only person in the group who had received information about the site through the monthly council newsletter. No one else had heard anything via any source
- Two respondents had more knowledge than others. Did not dominate the group but their knowledge encouraged a lot more debate from the others who knew far less. Some respondents were torn when asked questions because they perhaps raised some potential negative impacts but then always came back to the idea that they didn't know it had existed till now so it can't be that bad right? They haven't heard about it in the media so it can't be that bad?
- Some said the figures used are difficult to process and quantify. NLWA have set a target to achieve 25% local employment on site – what does that mean? 110,000 cars off the road, what is my personal change? What would my individual contribution be?

Group 3: Camden

- Six respondents turned up
- None had heard of the site or knew of the site
- Most found the idea of the site and new facilities to be positive, however some were more cautious than others in being too positive
- The respondents felt that the messaging was a PR persuasion, trying to be very positive and persuade the reader that what they are doing is great, without highlighting some of the downsides of it. Respondents felt like the messaging was all positive and that could be seen as misleading as there must be some negatives that need to be understood such as

cost or what impacts there still are

- Messaging doesn't feel balanced

I forward details of the Enfield groups when I receive them on Wednesday.

Caroline

[REDACTED]
Principal Consultant, Stakeholder Engagement Services
E: [REDACTED]
Tel: [REDACTED]

AECOM
The Colmore Building
Colmore Circus Queensway
Birmingham, B4 6AT, United Kingdom
T [REDACTED]
aecom.com

Delivering a better world