

From: [REDACTED]
To: [REDACTED]
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Subject: NLHPP resident focus groups
Date: 14 July 2021 17:53:17
Attachments: [Draft Focus Group Qualitative Research 2021-06-16.docx](#)

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As discussed in our workshop earlier, I have attached the draft report for the resident focus groups. This will form a chapter in the overall report, which will include the feedback from the stakeholder / councillor workshops which are being carried out separately.

The report is 15 pages, so I have summarised the key points below:

- 5 sessions took place with 26 residents who were recruited to provide a representative mix of age and genders across the study area.
- The participants at each session were determined by proximity to the site (1) 1.5 mile radius (2) 3 mile radius north of the A406 (3) 3 mile radius south of the A406 (4) 3+ mile radius covering Enfield, Haringey and Waltham Forest (5) 3+ mile radius covering Barnet, Camden, Islington and Hackney.
- The key points of feedback across the groups were:
 - General lack of awareness about the NLHPP across all groups, including those living nearest the site. However, several participants were aware of the current plant and that it manages waste
 - STEIN / XR not mentioned at all, nor their campaign messaging re. air quality, recycling, carbon etc.
 - Some recognition of the 'chimney' near the A406 / IKEA
 - Recognition across groups that north London's waste needs to be managed somewhere and the EcoPark seems to be doing this effectively
 - Some recognition that the new facility will be fitted with better air quality controls than the existing plant
 - Some recognition that the new plant will have a lower impact on the environment / climate change than the existing plant
 - Some concerns about odour – but it was suggested by some participants that this has improved recently and could be improved further by the new facility
 - Some awareness that construction has started at the site, but not on the specifics of what is being built
 - Significant support for new jobs and apprenticeships across groups (operational and construction opportunities)
 - One participant's son had applied for an NLHPP apprenticeship
 - Support for community outreach as part of the project / support for a visitor centre at the site providing information about recycling and waste prevention
 - Suggestion that the new facility will be better designed and improve local views
 - Some concerns about project costs being borne by taxpayers, and whether this would cause a trade off with other council services
 - Several concerns raised about traffic impacts during construction
 - Some awareness that NLWA is responsible for waste services and recycling – including two direct experiences of NLWA representatives speaking with school children

Please let me know if you have any questions, and I would be happy to help. We are developing a separate plan for initiatives to raise awareness of the NLHPP locally, which includes the resumption of roadshow events and advertising in public places.

Kind regards

[REDACTED]

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