

## Waste Prevention Action Plan 2013/14 – progress July to September 2013

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
Fo1	<p>Let's Get Cooking Clubs Financial support during 2013/14 will be provided for the operation of the existing 30 Clubs in West London and provide them with further assistance to reach more local residents.</p> <p>Funding will also be provided to enable LFHW training to be given to 35 clubs from the programme of activities Children's Food Trust conduct within primary schools so they can promote LFHW messages as well as the healthy eating ones they are currently focused on.</p>	<ul style="list-style-type: none"> <li>Provide operational funding for the existing 30 clubs</li> <li>35 new clubs recruited</li> <li>6450 people directly shown new skills</li> </ul>	£39,000	Green	This project is being delivered by Let's Get Cooking	<p>All the local Let's Get Cooking schools clubs have been contacted to let them know about the project.</p> <p>As of end of July, 28 schools have been recruited into the program so far.</p> <p>Brent – 0 Ealing – 7 Harrow – 8 Hillingdon – 6 Hounslow – 4 Richmond – 3</p> <p>Recruitment and contact with schools/organisations is ongoing.</p>
Fo2	<p>Encouraging food waste reduction in schools</p> <p>Working with local schools we will go in at lunch time to see what is being thrown away and work with the school, children and parents to</p>	<ul style="list-style-type: none"> <li>4 new schools</li> <li>4 re-visits</li> </ul>	£0	Amber	<p><b>WLWA</b></p> <p>5 schools who have signed up to the Let's Get Cooking clubs have expressed an interest 2 in Hillingdon, 2 in Richmond and 1 in Hounslow. One visit has been booked in for the school in Richmond in October.</p>	Not Applicable

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	help them get the most from their food.				Revisit of Uxendon Manor School was completed in July.	
Fo3	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes. We'll attend community events, speak to meetings, host drop-in sessions in public buildings or places of work and take games along to community groups to help our residents love their food and save money.	<ul style="list-style-type: none"> <li>▪ Speak to 5000 people at events</li> <li>▪ Issue 6 press releases to local media organisations</li> <li>▪ Get LFHW information into 20 community newsletters</li> <li>▪ Send 300 tweets</li> <li>▪ 5 residents send in leftovers recipes</li> </ul>	£0	Amber	<p><b>WLWA</b> 10 LFHW only events have been attended by the WP Team during this period Brent – 2 Ealing – 1 Harrow – 2 Hillingdon – 1 Hounslow – 2 Richmond – 2</p> <p>A total of 438 people were spoken to at these events. YTD almost 800.</p> <p>22 other events were attended where all our waste prevention target materials including LFHW were spoken to. A total of 756 people were spoken to at these events.</p> <p>66 tweets about LFHW was published on @WestLondonWaste</p>	Not Applicable
Fo4	Compost Awareness Week We'll organise compost giveaways, advice sessions and workshops during April and May to help our residents get started in their garden this summer.	<ul style="list-style-type: none"> <li>▪ 6 events</li> <li>▪ Speak to 1,200 people</li> <li>▪ Coverage in 3 local papers</li> <li>▪ Social media coverage of 20,000 OTS</li> </ul>	£910	Green	This activity is complete. For details see the 2013/14 quarter 1 report.	Not Applicable
Fo5	Supporting Home composting We will provide advice and assistance to residents who want	<ul style="list-style-type: none"> <li>▪ 2 compost training sessions per</li> </ul>	£0	Red	No progress to date	

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	<p>to start composting at home for the first time, want to re-start using their compost bin and experienced composters having problems.</p> <p>We'll procure local expertise and encourage residents to support each other with their composting and gardening questions.</p>	<p>borough per year</p> <ul style="list-style-type: none"> <li>2 compost champion training sessions in 2013/14</li> </ul>				
T1	<p>Develop games to encourage greater re-use of textiles</p> <p>Working with Waste Buster we'll build on their successful work in schools by developing games and activities that can be used by teachers, children and parents. Focusing on re-use these quizzes with encourage sharing of textiles, repair, buying second hand and up-cycling.</p>	<ul style="list-style-type: none"> <li>Development of an online quiz game platform</li> <li>5 rounds of questions</li> </ul>	£12,000 allocated	Amber	<p><b>WLWA</b></p> <p>A specification has been produced outlining the game concept.</p>	<p>Following discussions with several companies Wastebuster have procured a company to develop the game.</p> <p>Wastebuster and DHL are also providing funding for the game, based on the current specification the total amount being spent will be £21,000.</p>
T2	<p>Support community groups and local organisations to run their own swishing events</p> <p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.</p> <p>We'll support local groups to host their own swishes so they can fundraise for great activities and develop local relationships. We have all the equipment needed and will work with your group to hold a great event.</p>	<ul style="list-style-type: none"> <li>Assist 12 community groups to host their own swishes</li> <li>400 people taking part</li> </ul>	£0	Amber	<p><b>WLWA</b></p> <p>31<sup>st</sup> Aug - Hounslow Library Swish 41 people attended the vent.</p> <p>28<sup>th</sup> Sep – Whitton Children's Swish. WLWA provided equipment only. 14 people attended and approx. £100 was raised for Macmillan.</p>	Not applicable

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Fu1	<p>Promotion of local furniture re-use charities</p> <p>We'll provide funding to 1 local furniture re-use projects to develop a helpful and informative websites to make it really easy for residents to find out how to donate unwanted furniture and also to come along and buy.</p> <p>We'll also support a co-ordinated communications plan to increase the donations and sales to local projects.</p>	<ul style="list-style-type: none"> <li>▪ 1 revised website up and running</li> <li>▪ Increase views of the websites by 1% each month</li> <li>▪ 4 adverts</li> <li>▪ 100 posters to promote projects put up in public buildings</li> </ul>	<p>£191</p> <p>Allocated £1984</p>	Amber	<p><b>WLWA</b></p> <p>Leaflet has been designed for the West London Re-use Centre and Furnish W12 shop.</p> <p>A meeting between Hounslow Furniture project and Coopa.Net occurred in July to discuss the design and functionality of the site. The current timetable for the website is end of November.</p>	
Fu2	<p>Work with the reuse projects to improve their capacity for reuse</p> <p>Provide staff time to support the local projects in ways they identify as important to them, this could be helping write funding applications, creating policies, sourcing advertising or helping them recruit volunteers,</p>	<ul style="list-style-type: none"> <li>▪</li> </ul>	£0	Amber	<p><b>WLWA</b></p> <p>The local furniture re-use projects have been visited and are fully aware that we will support them, however, we are awaiting feedback from Re-use projects regarding what specific areas of support they need.</p>	
Fu3	<p>We're going to help residents who rent to realise the benefits of second-hand furniture and encourage the landlords and housing associations in West London to donate unwanted good-quality furniture and to buy second-hand too.</p>	<ul style="list-style-type: none"> <li>▪ Meet with 3 housing associations</li> </ul>	£0	Red	No progress to date	
Fu4	<p>Investigate how each bulky waste collection service can help increase</p>		£0	Green	<p><b>Ealing</b></p> <p>After discussions with LRN and a</p>	

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	<p>re-use of good quality furniture</p> <p>Let's find out how we can make links with the bulky waste collection services in order to deliver more furniture into re-use.</p>				<p>report to committee, a bulky re-use service began operating in September.</p> <p>Since the service has started, 31 collections have been made in Ealing borough with a total of 102 items weighing 874 tonnes.</p> <p>Further data will be added as it becomes available in future.</p>	
E1	<p>Work with local re-use projects and the compliance scheme to promote re-use and repair of electrical items</p> <p>DHL are providing funding to promote re-use and recycling of electrical equipment. We'll hold a week of activities during Recycle Week in June 2013 including bring events and advertising of services.</p> <p>Funding will also be used to develop the re-use infrastructure to increase the safety checking of equipment and making it ready for re-sale at affordable prices</p>	<ul style="list-style-type: none"> <li>▪ Engage with 500 residents during Recycle Week</li> <li>▪ Open up a EEE re-use workshop in West London</li> </ul>	£0	Amber	<p>Recycle Week took place from 17 – 23 June. See the quarter 1 report for details.</p> <p><b>WLWA</b> 1 event attended in Brent and spoke to 53 people</p> <p><b>BRAG</b> 1 event at Brentford Festival – figures unavailable</p>	<p><b>Furnish and Groundwork</b> Workshop has been completed. The T1 exemption has been received and they are Currently awaiting AATF certification. Furnish are awaiting sign off on this before commencing intake of EEE into the workshop</p> <p>The workshop is being funded by DHL and Wrap.</p>
N1	<p>Support the promotion of washable nappies</p> <p>It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth. Working with nappy trial packs and the local mums we'll</p>	<ul style="list-style-type: none"> <li>▪ Attend 20 events</li> </ul>	£0	Green	<p><b>WLWA</b> 9 events (antenatal groups, mothercare and events during real nappy week) have been attended with 80 people spoken to. OTS 1064</p> <p>23 events attended YTD.</p>	

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	give presentations and help build networks.				<b>Harrow</b> 3 nappy packs given out.  <b>Hounslow</b> 14 nappy packs given out.																									
RC1	<p>On-going promotion and operation of Re-ward Club</p> <p>It's always Re-warding when you don't buy new. We'll continue to promote this unique loyalty card which gives money for sustainable buying choices.</p>		£0	Project ending	<p>Official end of Re-ward Club is 1<sup>st</sup> November.</p> <p>Residents and retailers advised of project being ended due to cessation of funding by DEFRA.</p> <p>Any outstanding tokens held on member accounts will attract a rate of 50p each and donated to community groups accordingly.</p> <p>Outstanding vouchers redeemed by residents will be paid to retailers by end of November.</p>	Not applicable																								
C1	<p>Re-design <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to increase accessibility and make the site interactive</p> <p>It's time to bring our resourceful website in to 2013. We'll re-vamp the site with a new page format, a question of the week, social media elements and lots of interactive content to engage and excite.</p>	<ul style="list-style-type: none"> <li>3000 unique visitors to the website each month</li> <li>Returning visitors to the website increase to 25%</li> <li>Length of time on site per visit increases to 2 minutes 20 seconds</li> </ul>	£3040	Green	<p>Revamped website was soft launched on 27<sup>th</sup> September.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Visits</th> <th>Return visits</th> <th>Time on site</th> </tr> </thead> <tbody> <tr> <td>July</td> <td>4502</td> <td>1007</td> <td>1:19</td> </tr> <tr> <td>August</td> <td>4939</td> <td>1276</td> <td>1:25</td> </tr> <tr> <td>September</td> <td>4399</td> <td>1182</td> <td>1:39</td> </tr> <tr> <td>Total</td> <td>13,840</td> <td>3465</td> <td>1:27</td> </tr> <tr> <td>YTD</td> <td>27,211</td> <td></td> <td></td> </tr> </tbody> </table>	Month	Visits	Return visits	Time on site	July	4502	1007	1:19	August	4939	1276	1:25	September	4399	1182	1:39	Total	13,840	3465	1:27	YTD	27,211			
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C2	Monthly newsletters to engage with residents about waste prevention.	<ul style="list-style-type: none"> <li>300 people signing up to have the</li> </ul>	£256	Amber	<b>WLWA</b> A newsletter provider has been identified and a template has been																									

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	We're going to make it even easier for others to find out what we're doing. Learning from the Re-ward Club newsletters and other local authorities the WLWA will develop regular newsletters to encourage reducing and re-using.	newsletter emailed to them			ordered.	
C3	Attendance at events to promote waste prevention actions Where will you find us? We're going to support local events and will contribute to the cost of putting on events vital for the community.	<ul style="list-style-type: none"> <li>▪ 100 events</li> <li>▪ Speak to 5,000 people</li> </ul>	£767.32	Green	<p><b>WLWA</b> Between July and September the WP Team have attended 32 events and spoken to 2192 people</p> <p>Events by borough Brent - 3 Ealing – 4 Harrow – 7 Hillingdon – 1 Hounslow – 6 Richmond – 10 Cross borough – 1</p> <p>If the swishes and nappy events are removed from that, 21 events were attended and 1073 people were spoken to.</p> <p>YTD People spoken to = 3845 Events attended = 87</p> <p><b>Harrow</b> Provided staff support at 2 events</p> <p><b>Hounslow</b> Provided a van for use at 2 events</p>	

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					<b>Richmond</b> Provided staff support at 1 event																					
C4	<p>Increase West London Waste Social Media presence</p> <p>This year we started using twitter and we're finding that organisations are really engaging with us so during 2013/14 we're going to create more of a social media presence.</p>	<ul style="list-style-type: none"> <li>▪ Increase Twitter followers by a third</li> <li>▪ Increase Facebook likes to 80</li> <li>▪ 20% of tweets to be re-tweeted</li> <li>▪ 2 videos available on-line</li> </ul>	£0	Green	<p><b>WLWA</b> @WestLondonWaste target for followers for year ending 31<sup>st</sup> March 2014 = 1051</p> <table border="1"> <thead> <tr> <th>Tweets</th> <th>Follow</th> <th>Re-Tweets</th> <th>Reach</th> </tr> </thead> <tbody> <tr> <td>J - 47</td> <td>926</td> <td>25 (53%)</td> <td>105,632</td> </tr> <tr> <td>A - 75</td> <td>965</td> <td>39 (52%)</td> <td>374,001</td> </tr> <tr> <td>S - 66</td> <td>1000</td> <td>28 (42%)</td> <td>117,549</td> </tr> <tr> <td>188</td> <td></td> <td>89 (49%)</td> <td>597,182</td> </tr> </tbody> </table> <p>QTR 2 Summary – 188 tweets sent with 89 re-tweeted, giving a re-tweet rate of 49% Total followers to date - 1000</p> <p>Facebook Likes stand at 77 No videos online to date</p>	Tweets	Follow	Re-Tweets	Reach	J - 47	926	25 (53%)	105,632	A - 75	965	39 (52%)	374,001	S - 66	1000	28 (42%)	117,549	188		89 (49%)	597,182	
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G1	<p>Respond to appropriate consultations encouraging prevention and re-use</p> <p>We will help shape policy and action whenever we have the opportunity.</p>	<ul style="list-style-type: none"> <li>▪ Submit consultation responses to each stage of the development of a UK Waste Prevention Plan</li> </ul>	£0	Green	<p>All A response was submitted to the National Waste Prevention Plan consultation which closed on 23 September</p>																					
G2	Develop a network for local waste prevention champions	<ul style="list-style-type: none"> <li>▪ Support the LFHW champions</li> </ul>	£0	Amber	<p><b>WLWA</b> At the Waste Minimisation meeting in August it was decided to introduce the</p>	<p><b>Rubbish Diet</b> A Bin Doctor is currently being recruited. Interviews at</p>																				

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	<p>We will provide support for the LFHW champions living in West London however they wish to continue being involved with reduce food waste.</p> <p>In addition to this we will work with local volunteer centres to recruit and promote opportunities to become Reduce or Re-use Champions. We'll involve our Champions in a yearly event to say thank you, appropriate training, a Champion pack, website discussion forum and Facebook group.</p>	<p>recruited by RfL</p> <ul style="list-style-type: none"> <li>Recruit and support 50 reduce and re-use champions to carry out at least one activity that promotes reduce and re-use to others</li> </ul>			<p>Rubbish Diet to raise awareness and create bin champions who reduce, re-use and recycle.</p> <p>Harrow is the borough where the Rubbish Diet will be tried.</p> <p>The RfL champions have been contacted by RfL to let them know we can continue to support them. So far these champions haven't requested support.</p>	<p>the end of October.</p> <p>A bin doctor was recruited and is currently being trained by the RD team</p>
S1	<p>Waste Prevention Assistants and Shared Expertise programme</p> <p>Two Waste Prevention Assistants will be employed by WLWA to enable the delivery of all actions in this plan.</p> <p>We will also continue to support the Shared Expertise programme which allows the further partnership working and development of staff for each of the local authorities.</p>		£26,159	Green	<p><b>WLWA</b></p> <p>There are 2 full-time Waste Prevention assistants in post.</p> <p>Shared expertise staff have been used to support a number of events so far this year. A volunteer was also used as support for two events (Brentford Festival and Pinner Village Fete)</p>	
S2	<p>Team travel and H&amp;S expenses</p> <p>The team will need to travel within the area of the partnership and need access to appropriate equipment to ensure we can work at outdoor events and outside</p>		£4,353	Green	<p>Travel and mileage expenses have been paid to the team for travel to and from events.</p>	

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	working hours.					
S3	<p>Access to a van for large events</p> <p>A vehicle will be hired to assist with the transport of equipment to events.</p>		£0	Green	<p><b>WLWA</b></p> <p>No vans have been hired. Hounslow have provided a van for use at several events in their borough.</p>	
	Totals		£88,662	R = 2 A = 9 G = 11		