

## Waste Prevention Action Plan 2013/14 – progress January to March 2014

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	Sessions are continuing to be run in schools.
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 help them get the most from their food.</p>	<ul style="list-style-type: none"> <li>▪ 4 new schools</li> <li>▪ 4 re-visits</li> </ul>	£1.67	Green	<p><b>WLWA</b> Analysis has occurred in 6 schools and reports sent to them outlining the results of the food waste analysis and further actions they could carry out:</p> <ul style="list-style-type: none"> <li>▪ Hillside Infant School (Hillingdon)</li> <li>▪ St Mary Magdalen's Catholic Primary School (Richmond)</li> <li>▪ Whitehall Junior School</li> </ul>	Not Applicable

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					<p>(Hillingdon)</p> <ul style="list-style-type: none"> <li>▪ Grove Road Primary (Hounslow)*</li> <li>▪ Orleans Park Senior School (Richmond)*</li> <li>▪ Uxenden Primary School (Brent)*</li> </ul> <p>*Only 1 week of analysis occurred</p>	
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>	£33.77	Amber	<p><b>WLWA</b></p> <p>16 LFHW only events have been attended by the WP Team during this period</p> <p>Brent – 1 Ealing – 3 Harrow – 4 Hillingdon – 5 Hounslow – 1 Richmond – 2</p> <p>A total of 517 people were spoken to at these events. YTD over 1400 people.</p> <p>10 other events were attended where all our waste prevention target materials including LFHW were spoken to. A total of 623 people were spoken to at these events.</p> <p>34 tweets about LFHW or LCHW/Food was published on @WestLondonWaste</p>	Not Applicable
Fo4	Compost Awareness Week	<ul style="list-style-type: none"> <li>▪ 6 events</li> </ul>	£753.20	Green	This activity is complete. For details	Not Applicable

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	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>Speak to 1,200 people</li> <li>Coverage in 3 local papers</li> <li>Social media coverage of 20,000 OTS</li> </ul>			see the 2013/14 quarter 1 report.	
Fo5	<p>Supporting Home composting We will provide advice and assistance to residents who want 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>	<ul style="list-style-type: none"> <li>2 compost training sessions per borough per year</li> <li>2 compost champion training sessions in 2013/14</li> </ul>	£0	Red	No progress has been made on this activity. Instead time and effort has been spent on delivering LFHW benefits.	
T1	<p>Develop games to encourage greater re-use of textiles 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	Amber	<p><b>WLWA</b> Text, questions and the flow of the game has now been finalised with Wastebuster.</p>	<p><b>Wastebuster</b> Work has continued to build Wastebuster Universe. 4 worlds have now been programmed and the Universe now needs integrating with scoring and log-in technology. Launch is anticipated at the schools Earth Summit at the end of June 2014.</p>
T2	<p>Support community groups and local organisations to run their own swishing events Swishing is a fantastic way to meet your local community and</p>	<ul style="list-style-type: none"> <li>Assist 12 community groups to host their own swishes</li> </ul>	£49.50	Amber	<p><b>WLWA</b> WLW worked with Harrow College to host a swish during their Sustainability Week in March.</p>	n/a

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	<p>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>400 people taking part</li> </ul>			<p>Hounslow – In March, the team provided support for an employee-only swish held in Hounslow Civic Centre.</p> <p>YTD 10 events held with over 150 people taking part</p>	
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>	£2,175	Green	<p><b>WLWA</b></p> <p>No further progress needed.</p>	<p><b>Hounslow Furniture Project</b></p> <p>The new website design and content was signed off at the end of February.</p> <p>During the first month over 300 people visited to find out information.</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	Green	<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</p>	<ul style="list-style-type: none"> <li>Meet with 3 housing</li> </ul>	£0	Amber	<p>After meeting with A2Dominion, a decision was made to work together</p>	<p>A2Dominion will invite WLW to any future events in their</p>

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	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.	associations			at events for new residents.  12 <sup>th</sup> Feb - WLW held a stall at an event for new residents moving into a redeveloped estate in Ealing. The team spoke to housing association residents about LFHW, re-use and general recycling information for the borough.	housing developments across WLW boroughs.
Fu4	Investigate how each bulky waste collection service can help increase re-use of good quality furniture  Let's find out how we can make links with the bulky waste collection services in order to deliver more furniture into re-use.		£0	Green	<b>Ealing</b> After discussions with LRN and a report to committee, a bulky re-use service began operating in September.  In Qtr 4, there was a total of 82 items sent for re-use. A total of 200 items were collected weighing 9.4 tonnes.	
E1	Work with local re-use projects and the compliance scheme to promote re-use and repair of electrical items  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.  Funding will also be used to develop the re-use infrastructure to increase the safety checking of	<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	Green	Recycle Week took place from 17 – 23 June. See the quarter 1 report for details.  <b>WLWA</b> Tricycle Theatre (Brent) held a week long WEEE bring event from 2 <sup>nd</sup> – 8 <sup>th</sup> Jan. 82 items were collected  Bridge Park Community Leisure Centre and Vale Farm Sports Centre held a month long WEEE event in Jan 2014 from the 10 <sup>th</sup> to 31 <sup>st</sup> . 140 and 13 items were collected from the respective centres.	<b>DHL</b>  DHL supported the collection of WEEE from all 3 events in Brent borough.  The EEE re-use workshop is up and running.

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	equipment and making it ready for re-sale at affordable prices																													
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 give presentations and help build networks.</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 66 people spoken to during this quarter.</p> <p><b>Harrow</b> 0 nappy packs given out</p> <p><b>Hounslow</b> 7 nappy packs given out</p>																									
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 ended	<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. All tokens were collated and converted into donations to 3 organisations/charities. All retailers who returned vouchers have now been reimbursed.</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</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</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>January</td> <td>3883</td> <td>1278</td> <td>2:08</td> </tr> <tr> <td>February</td> <td>4121</td> <td>1362</td> <td>1:58</td> </tr> <tr> <td>March</td> <td>6986</td> <td>1978</td> <td>1:41</td> </tr> <tr> <td>Total</td> <td>14,990</td> <td>4618</td> <td>1:53</td> </tr> <tr> <td><b>YTD</b></td> <td><b>51,718</b></td> <td></td> <td></td> </tr> </tbody> </table>	Month	Visits	Return visits	Time on site	January	3883	1278	2:08	February	4121	1362	1:58	March	6986	1978	1:41	Total	14,990	4618	1:53	<b>YTD</b>	<b>51,718</b>			
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	interactive content to engage and excite.	time on site per visit increases to 2 minutes 20 seconds			Target for year 2013/14 – 48,000 visits.	
C2	<p>Monthly newsletters to engage with residents about waste prevention.</p> <p>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.</p>	<ul style="list-style-type: none"> <li>300 people signing up to have the newsletter emailed to them</li> </ul>	£348	Amber	<p><b>WLWA</b> Our West London Waste newsletter was launched in February 2014 using Campaign Monitor. Please see the links for the issues emailed this quarter - <a href="#">February</a> and <a href="#">March</a> 2014. There will be a newsletter issued once every month going forward to our subscribers.</p> <p>There were 217 people subscribed to our newsletter as of March 31<sup>st</sup> 2014.</p>	
C3	<p>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.</p>	<ul style="list-style-type: none"> <li>100 events</li> <li>Speak to 5,000 people</li> </ul>	£1087.12	Green	<p><b>WLWA</b> Between January and March the WP Team have attended 27 events and spoken to 623 people Events by borough Brent - 1 Ealing – 4 Harrow – 6 Hillingdon – 5 Hounslow – 2 Richmond – 9 Cross borough – 0</p> <p>If the swishes and nappy events are removed from that, 17 events were</p>	

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					attended and 533 people were spoken to. Final YTD figures will be in the end of year report																					
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 - 152</td> <td>1132</td> <td>96 (63%)</td> <td>364,981</td> </tr> <tr> <td>F - 120</td> <td>1177</td> <td>64 (53%)</td> <td>308,757</td> </tr> <tr> <td>M - 102</td> <td>1096</td> <td>57 (56%)</td> <td>229,130</td> </tr> <tr> <td>374</td> <td>1215</td> <td>217 (57%)</td> <td>902,868</td> </tr> </tbody> </table> <p>QTR 3 Summary – 376 tweets sent with 217 re-tweeted, giving a re-tweet rate of 57%</p> <p>YTD – figures available in end of year update</p> <p>Facebook Likes stand at 95 (LCHW 28) No videos online to date</p>	Tweets	Follow	Re-Tweets	Reach	J - 152	1132	96 (63%)	364,981	F - 120	1177	64 (53%)	308,757	M - 102	1096	57 (56%)	229,130	374	1215	217 (57%)	902,868	
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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	There have been no relevant consultations to respond to.																					
G2	Develop a network for local waste	<ul style="list-style-type: none"> <li>▪ Support the</li> </ul>	£10,000	Amber	<b>WLWA</b>	<b>Rubbish Diet</b>																				



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	<p>prevention champions</p> <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>LFHW champions 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>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 Rubbish Diet launched in Harrow and ran over a 4 week period in Jan/Feb 2014.</p> <p>WLW supported events during the weeks with a LFHW stall at a café during the second week of the diet and a Nappy Natter session during the third week.</p> <p>The Waste Prevention Team have also taken part in radio interviews about where Harrow's waste goes, and washable nappies.</p>	<p>A bin doctor for Harrow was recruited in November and has been meeting local groups and signing up residents in Harrow.</p> <p>Over 150 Harrow residents signed up to take the Diet and during each of the 4 weeks there was coverage on Harrow Community Radio on a Monday evening and participants tweeted, posted on Facebook and used their website.</p> <p>Debra, the Harrow Bin Doctor also attended a number of events and spoke to groups about the Rubbish Diet.</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>		£61,770.88	Green	<p><b>WLWA</b></p> <p>There are 2 full-time Waste Prevention assistants in post and one part-time.</p>	
S2	Team travel and H&S expenses		£5,454.03	Green	Travel and mileage expenses have	

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	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 working hours.				been paid to the team for travel to and from events.	
S3	Access to a van for large events  A vehicle will be hired to assist with the transport of equipment to events.		£0	Green	<b>WLWA</b> No vans have been hired.	
	Totals		£135,713.17	R = 1 A = 6 G = 15		