West London Waste

Let's be resourceful



Appendix 1 - Waste Prevention Action Plan 2014/15 - progress July to September 2014

Ref Activity and description	n Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
Fo1 Shout about the benefits planning, storage, understanding dates, perportions and lovely leftorecipes. This year we will deliver variety of activities incl: Editorial in borough magazines Poster advertising Adverts in buses Digital advertising of newspapers website Displays at events a public buildings Graphics for recyclir refuse and street cleansing vehicles Information in Houns recycling leaflets. Face to face engage around cookery skill Face to face engage with residents to give	releases to local media organisations Get LFHW information into 24 community newsletters 300 tweets 1 web article a month OTS of 12 million g, low ment ment		Amber	Borough magazines – a designer was procured to design 2 advertorials. The September editions of Around Ealing and Harrow People, and October editions of Brent Magazine and Hounslow Matters contained the advertorial' Your fridge and freezer are superheroes at reducing waste' (see picture right) Large-scale campaign – The design and slogan for this campaign were finalised in August. #saveaspud and #saveaslice (see images left) was launched in September. Advertising space on outdoor poster sites, inside buses and digital adverts on local newspaper websites were procured. The large poster sites went live in the last week of September, the other activities launch in October. Kitchen caddy stickers – Stickers featuring #saveaslice were printed and given out at events in September.	Take a look after reading this and see what you can find! If the UK 80,000 tomes of food, whele at 2 billion on shop babes, is thrown away from home because it not use in the work of the country of th









Amount

spent or

committed

Status



Progress by WLWA and Boroughs

Hounslow will be putting stickers on new food waste caddies when they're delivered.

Events - Over the summer period WLWA Authority attended a large number of events to promote the LFHW message (see activity C5 for full details).

Amongst these events were two successful large scale events incorporating the use of a Smoothie Bike. At these events surplus fruit that would've otherwise gone to waste was used to create the smoothies, showing residents that even if the fruit looks past its best it can still taste delicious. Residents were then encouraged to come over and pedal for their smoothie, or try a small sample and learn more about LFHW. The message was well received and at Brentford Festival we spoke to 364 people and gave out 500+smoothies. At Under One Sky we spoke to 297 people and again gave out 500+ smoothies. Chefs were also on hand to talk about cooking skills and answer questions about food and nutrition.

New website features – there are several new features on

<u>www.westlondonwaste.gov.uk</u> to support our food waste reduction campaign:

 An interactive fridge-freezer – it shows a number of items and storage tips to help people get the

Tell us what you do...

Progress by partners

How much food (excluding peelings) do you think is thrown away in your home?

A few bits here and there (63%, 5 Votes)

Quite a lot (25%, 2 Votes)

A small amount (13%, 1 Votes)

Nothing (0%, 0 Votes)

Total Voters: 8

Polls Archive





Home-made ready meals

Almost any meals you make can be frozen, make extra and freeze for home-made ready meals

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
	West London Waste Constitution of the constit	The partial of the content of the same of	AND SO PETROD DO		 A quiz function – we can ask questions and people get a score and rating about how well they've done 	Are you a food Superhero? Take this short quiz to see what you'd be in the race to save Spud and Slice Well done. Want to find out how to improve your score check out the pages in our food section. The original kitchen superhero I scored 23 Hero points Share it on Twitter! Tell us what you do -
Fo2	Plan, promote and staff compost giveaways during Compost Awareness Week. Each boroughs will coordinate and pay for giveaway	 Hold 1 compost giveaway in each borough. 		Green	Compost giveaways took place during Compost Awareness Week (5 - 11 May) in Ealing and Hounslow boroughs. Ealing The giveaway took place in Walpole Park	Rubbish Diet - Harrow The Harrow compost giveaway was organised by the Rubbish Diet. It was held on 14 June at Pinner Park School.

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
	events in their own area. WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested.		Committed		on Saturday 10 May. 22 Tonnes of compost was supplied by West London Composting. Over 300 residents came along to collect compost. Hounslow The giveaway took place on 10 May at Hounslow Heath. 10 Tonnes of compost supplied by West London Composting was available for residents to collect. No compost giveaways were held in Brent, Hillingdon and Richmond this year.	All 10 tonnes of compost was collected by over 100 residents.
T1	Support community groups and local organisations to run their own swishing events Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.	 Assist 12 community groups to host their own swishes 400 people taking part Produce a 'swishing guide' for local groups 	£0	Amber	WLWA At all the fairs and fetes WLWA attend all the community groups with stands are approached and introduced to the activities we do. A number of these have been contacted since the event to discuss Swishing. 2 swishing events have been hosted by organisations during this period. Silver House Charity Swish – 6 th September This event was run in partnership with the Rubbish Diet. 21 people attended and brought with them 285 items of which 149 were swapped. Remaining items were donated to the Silver House Charity. Hounslow Library Swish – 13 th September	

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
					28 people attended and brought with them 205 items weighing 59kg. 134 items were swapped and the remaining was donated to the British Heart Foundation. The text for the Swishing Guide has been completed and WLWA are now about to go out for quotes. Once the project has been awarded we are looking to complete the guide by mid – November.	
Fu1	Supporting the Re-use Hotline in 3 boroughs – this will be a contribution to the start up costs for the introduction of the hotline into a borough. Subsequent years it should be self- financing. The Hotline supports the investment into the west London Depot and the WEEE workshop there which is supported by DHL	3 boroughs agree to introduce the hotline	£6000	Amber	Harrow and Hounslow have expressed an interest in implementing the hotline. The initial meeting between London Re-use Network and the 2 councils has taken place. Details about the implementation of the service will be worked out between LRN and the councils. The target for implementation is during quarter 4.	
E1	Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme. Various activities to encourage residents to recycle more, dispose of		£0	Green	WLWA Several events have been organised and promotion has been carried out. At Roe Green Village Fair (5 th July), St Margaret's Fair(12 th July) and Street Meet @ Great West Quarter (21 st June) information stalls promoted getting the most from unwanted and broken electrical	DHL DHL hired the Global Action Plan energy bike for one of the events. This provided wider messages about energy saving to residents too.

			Amount		
Ref	Activity and description	Targets	spent or committed	Status	Progress by WLWA and Boroughs Progress by partners
	properly, donate large items for re-use and buy secondhand. Activities to be agreed between DHL and WLW.				A total of 148 people were spoken to at these events.
N1	Support the promotion of washable nappies 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.	6 nappy natters per borough per year	£0	Amber	WLWA Between July and September Anna has organised or attended 14 nappy natters. Brent – 2 Ealing – 2 Harrow – 1 Hillingdon – 0 Hounslow – 6 Richmond – 3 A total of 197 people were spoken to, 251 leaflets and 19 nappy kits have been given out at these events. Harrow nappy kits – 4 Hounslow nappy kits – 15
C1	Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents.	 58,000 unique visitors to the website in 2014/15 Returning visitors to the website increase to 30% Length of time on site 	£640	Green	13 web articles have been published on our website between July and September. Month Visits Return Time on visits site

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress	s by WL\	WA and Bo	roughs	Progress by partners
		per visit increases to 2 minutes 20 seconds							
C2	Monthly newsletters to engage with residents about waste prevention. We're going to make it even easier for others to find out what we're doing by continuing to produce newsletters that residents can sign up to and boroughs can promote.	 Increase the number of people signed up by 5% Target for 2014/15 – 214 subscribers 	£22.48	Green	and Augu Septemb early Oct viewed vi (www.we 10 new s person u	ust. A dou er and O ober. Pre ia our we estlondon ubscribe nsubscrib	ctober was evious copie bsite waste.gov.u	nat covered sent out in es can be uk/newsletter) ned up with 1	
C3	Increase West London Waste	Increase	£0	Green	WLWA				
	Social Media presence	Twitter followers by			Tweets	Follow	Re- Tweets	Reach (OTS)	
	Building on the success in 2013/14 we're going to create	a third Increase			Jul - 126	1347	45 (36%)	269,543	
	even more opportunities to see waste prevention	Facebook likes by 20%			Aug - 235	1382	48 (39%)	234,333	
	messages.	■ 30% of tweets to be			Sep - 129	1431	131 (56%)	571,888	
		re-tweeted			490		224 (46%)	1,075,764	
		OTS 120,000 per month					rith 224 re-to ate of 46%	weeted,	
		Target for followers for year ending 31 st March 2015 = 1620			Faceboo Likes sta (Love Ch	nd at 120) Hate Waste	28)	

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
C4	Continuation of the Rubbish Diet in Harrow 4 Diet campaigns (Spring Clean, Zero Waste Week, New Year's Resolution) 300+ New Dieters 50+ new potential champions Champions empowered to share the Diet and taking other actions on waste	 500 Dieters On-line challenge is all 6 boroughs in January 2015 75 waste minimisation champions 	£52,000	Amber	WLWA We have assisted with a number of events RD has held in their harrow hub. As well as providing space for them at a number of events we have been attending. Work has begun on the new campaign to promote shortening the waste train. WLWA have facilitated this by providing relevant information, advice and access to the train for filming purposes.	Following participant feedback the diet now has 2 steps instead of 5. The same content will be covered and there is a focus on recycling and food waste. A new campaign has also been launched. Residents are being asked to
	Introduction of Rubbish Diet to another borough New Year's Resolution Diet campaign 150+ New Dieters 25+ new potential champions Champions empowered to share the Diet and taking other actions on waste In the other 4 boroughs On-line Diet Challenge tailored to each borough and	THE RESERVE OF THE PERSON NAMED IN	This is the aving Londo	#getonboard to reduce the Waste Train. Hounslow 37 residents have signed up to take the Rubbish Diet since the launch at the beginning of September. A number of events have been attended including the Brentford Festival and Library Swish.		
	promoted through press and media	Get on	nuch more co	us shrink '	West London's Waste —	Information about the Rubbish Diet will be included with the information about wheeled bins sent to residents in October and November. Harrow 219 residents have signed up to take the Rubbish Diet since

			Amount			
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	1/3 Mile Long Week Have Recy	ould Been Cled				April. A number of events have been attended including Roxeth Show, Harrow Arts Centre Family Fun Day, Stanmore Fun Day, Under One Sky and Pinner Village Show. The #Askthebindr tweetchat has been changed to #talkrubbish and is running at a more popular time of 9-10pm on Wednesdays. The temporary Rubbish Diet Hub at an empty building in south Harrow was launched in July and held 5 events before it closed in September due to demolition.
C5	Attendance at events to promote the reduce, re-use and recycle messaging During 2013/14 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages. During 2014/15 we want this to continue and focus on	 1500 people spoken to at events Attend 50 events 	£875	Green	WLWA Between July and September the Waste Prevention Team have attended 37 events and spoken to 1600 people. If the Swishes (T1) and nappy events (N1) are removed from that, 21 events were attended and 1354 people were spoken to. Events by borough Brent – 9	Rubbish Diet Provided staff support at 6 events.

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
	attending fewer big events but having a bigger presence to speak to more people.				 Roe Green Village Fair Brent Nappy Natter- Nearly New Sale Salsbury Primary School Brent Housing Partnership Events x5 Queens Park Day Brent Nappy Natter- Nearly New Sale Salsbury Primary School Ealing – 4 Ealing Nappy Natter – Nearly New Sale at Hanwell Community Centre Cleveland Park Fair Yummy Mummy and Baby Extravaganza ELATT Welcome West London Talk 	
					Harrow – 8 Roxeth Show Stanmore Community Fun Day Baby Clothes Swish and Nappy Natter Harrow in Leaf Best Before Picnic With Rubbish Dieters Bring and Share Swish Silver House Charity Clothes Swap Pinner Show Harrow Under One Sky Hillingdon – 3 Com Café fair and picnic Yiewsley & West Drayton Action Group talk	

Ref	Activity and description	Targets	Amount spent or	Status	Progress by WLWA and Boroughs	Progress by partners
			committed		Yiewsley Hounslow – 9 Nappy Natter – South Isleworth Children's Centre Nappy Natter- South Isleworth Children's Centre Nappy Natter- Lampton Road Children's Centre Street Meet @ Great West Quarter Nappy Natter- Lampton Road Children's Centre Nappy Natter- South Isleworth Children's Centre Nappy Natter- South Isleworth Children's Centre Repentford Festival Nappy Natter- Lampton Road Children's Centre Hounslow Library swish Richmond – 4 St Margarets Fair Ham Childrens Centre Richmond Nappy Natter - Mothercare Kew Richmond Nappy Natter - Grena Road Nursery NCT Bumps & Babies YTD total events attended – 58 YTD total people spoken to – 2555 YTD events (excluding swishes and nappy events) – 33 YTD people spoken to (excluding swishes and nappy events) – 2209	

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
G1	Respond to appropriate consultations encouraging prevention and re-use Responding to consultations is important to help shape policy.	 Respond to relevant consultations 	£0	Green	There have been no relevant consultations to respond to.	
G2	Waste Minimisation Team staffing and Shared Expertise programme. 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.	Revised structure in place at beginning April	£124,512	Green	There are two full-time Waste Minimisation Officers in post, one part- time Events Assistant and the part-time Nappy Natters Assistant. Shared expertise staff has been used at 3 event.	
G3	Team travel and H&S expenses 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. Includes casual car user mileage, van hire and fuel for 1 year Mileage - £1,200 Hire - £5000 Fuel -£1,200		£1792.60	Green	Travel and mileage expenses have been paid to the team for travel to and from events. A van has been hired for use at 5 events during this period. YTD - 11	

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
			£185,842.08	R = 0		
				A = 5		
				G = 9		

Updates about activities in previous Waste Prevention Action Plans

Year	Activity	Progress
2013/14	Textiles 1 - Develop a	The game was soft-launched at the end of September, it will be promoted to schools in October and open to the
	computer game to encourage	public to sign up from October half-term. Go to www.wastebuster.co.uk/universe to sign up and start playing.
	great re-use of textiles and	







2013/14	Furniture 1 – Hounslow
	Furniture Project new website

WLWA funded a new website for Hounslow Furniture Project. It went live in February 2014.

From 1st April to 30 June 2014 899 unique users visited the site to get information about their services. 79% were new visitors and there were a total of 2658 page views.

Year	Activity	Progress	
		In quarter 2 (1 July to 30 September) 1177 unique users visited the site. Over 80% were new visitors and a total of 2958 page views.	
2013/14	Furniture 4 – Bulky waste collection services increasing	Ealing introduced the re-use hotline in September 2013.	
	the re-use of good quality furniture	In July, August and September a total of 86 collections were made, 445 items collected weighing 11.35 tonnes sent for re-use.	

Links with other waste prevention activities

The activities described below are not covered by this Action Plan and run by Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond Councils.

Borough	Activities July to September 2014	Proposed activities later in the year
Brent	 A roll out of a food waste recycling service to 22,000 flats was completed. Householders were provided with 5 litre food caddy's and a year's supply of caddy liners to use indoors and 240L recycling bins for outside the blocks. There were a number of local resident association roadshows/clean-up days supported by Veolia. Time banded collections on 19 High Roads in Brent began, residents and traders were given time slots to put out their waste for collection. The Veolia education team has also been holding waste & recycling assemblies and workshops at a number of local schools. 	 A new garden waste service will begin in the new year at a cost of £40 pound a year to local residents. More local resident association roadshows and any other community events will be supported. More assemblies and workshops at local schools will be carried out Areas in the borough where we have found low recycling levels will be targeted to increase the amount of recycling collected.
Ealing	Textile recycling was promoted at two events over the summer.	 A community tree made from plastic bottles will be going up in Southall. This year it is pink/purple and is in Southall, the main messages being recycle more, recycle right and recycle for Southall A Swish will be held on 26 November at Ealing Town Hall 14 new textile banks were installed in October There will be a leaflet drop to 5500 Southall properties about recycling, with emphasis on food waste, over Diwali. The Interactive House will be updated with Christmas / winter theme and attached game Good news stories about bulky waste collections were released during September Signage at Greenford and Acton HRRCs will be refreshed soon and new containers installed to make the site look smarter.
Harrow	Harrow's reuse, recycling or composting rate for April to June has been confirmed as being slightly higher than the 2013/14 rate of 49.15% which earned Harrow the rank of 3 rd best performing borough in London, only outperformed by Bromley and Bexley. Harrow ranked 10th for Residual household waste per household	 Harrow has bid for the DCLG Recycling Rewards funding, this was supported by WLWA. The outcome of the bid is expected in December/January. We will be rolling out the London Reuse Hotline this financial year from funds received by WLWA. Harrow have 2 new Recycling Officers, they will continue engaging

Borough	Activities July to September 2014	Proposed activities later in the year
	 (kg/household) in and 14th for collected household waste per person (kg) in London. We have recently consulted on a separate garden waste service and will be reviewing this at the end of the year. There have been multiple sightings of the Save a Spud and Save a Slice campaign in Harrow on 6-sheets and on buses. Harrow has supported press coverage of the Wastebuster game and the waste train. 	with residents
Hounslow	 Preparation work took place for the service changes happening later in the year 	 Wheeled bins will be delivered to more homes in November ready for use at the end of November, the use of wheeled bins will help keeps the streets cleaner A team will be knocking on doors in October/November to encourage greater use of the food waste recycling service
Richmond	 Work has been taking place on the tender for the new waste and recycling services 	 In December a decision will be made about the provider of the waste and recycling services after April 2015 A give and take event will take place for council staff on 2 December