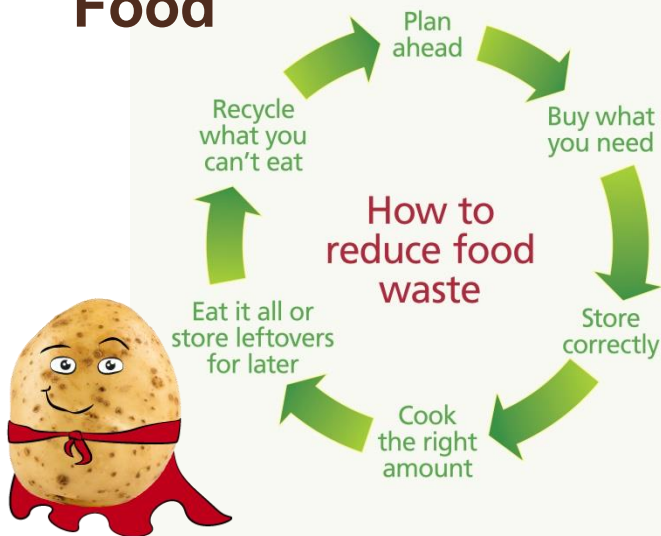


West London Waste

Let's be resourceful

Food



Waste Prevention Action Plan annual review April 2014 to March 2015

GET SWISHING

Textiles



Electricals



Furniture



Nappies



Foreword



Each year, West London Waste Authority (WLWA) in partnership with our six west London boroughs (Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames) have a programme of activities to inspire our residents to do something differently at home, work or school, to reduce the impact of their waste on the environment. They join us at events, and tell others about the many quick and easy things they can do to avoid putting things in their rubbish bin.

Our activities focus on 5 key materials – food, textiles, electrical items, furniture and nappies and what we do is set out in our annual Waste Prevention Action Plan. This year we continued to build on the different activities we've carried out over the last 4 years. You can read all about these plans and what we've done so far in the waste prevention section of our website www.westlondonwaste.gov.uk.

Throwing away items that can still be used or recycled in to something else costs us all money and is a terrible waste of resources. Disposing of all of the waste in west London cost the six councils and residents of west London over £47 million and there's the impact on the environment too. Between 2013/14 and 2014/15 the amount of rubbish the 622,000 homes in west London sent for disposal decreased by 1% - this 4,000 tonne reduction is a brilliant achievement and we know there will be even more done in the next year.

Our residents have taken an active part in our programme this year. They've shared their tips and actions with us and helped spread ideas far and wide. They've spoken to us at events, Swished their clothes with us, started using washable nappies and donated even more furniture for re-use. The team has visited a number of groups to give talks, supported others to put on their own events and been engaged by stories from people who are being resourceful.

We're very proud that this waste prevention programme has been selected as a finalist in the National Recycling Awards 2015. This is a testament to the hard work of the team and the enthusiasm our residents have shown for getting involved.

Congratulations to everyone who has been involved this year – remember you can take part at any time, just visit our website for details of events and lots of useful ideas.

Cllr Bassam Mahfouz

Chair
West London Waste Authority

Food

Having spoken to over 5000 residents in previous years we learned that everyone wants more tips and ideas to take in to their kitchens so we introduced our fridge-freezer superhero, and our food heroes Spud and Slice, which are the two most thrown away foods in the UK. 24 million slices of bread are thrown away from homes in the UK every day and 5.8 million potatoes.



Our campaign this year included a wide variety of different ways for people to see the information.

- Articles in council magazines – in the Autumn/Winter editions of The Brent Magazine, Around Ealing and Harrow People we gave a number of tips about how to keep food ready to eat for longer using the fridge and freezer. In the December editions of The Brent Magazine and Around Ealing our article included lots of ideas to reduce food thrown



away at Christmas. These reached approximately 1.1 million people.

- Saveaspud.co.uk and saveasplince.co.uk webpages – these pages have lots of ideas about how to get the most from potatoes and bread. There were over 3,000 webpage views between September and March.
- **On street posters** – displayed across the 6 boroughs at 80 sites for 4 weeks between September 22 – October 19 and again from January 12th and February 8th with an estimated reach of 3.3 million people.
- **Interior bus panels** – 830 interior Spud and Slice bus panels placed in buses travelling on a street near you from the end of September. Heading out from 5 depots across west London – Alperton, Uxbridge, Greenford, Hounslow and Hampton the posters were only removed from the buses when they were replaced by other adverts. No other substantial bookings for the following 4 weeks meant that all the panels had an additional 4 weeks of exposure time after the initial 4 week period – totalling 8 weeks for all panels. We estimate that 50% of the panels were still available to view for a further 4 weeks after that. As a minimum, at least 50% of the bus panels were visible between October – December. These were probably seen 7.5 million times.
- **Rubbish truck panels** – there are 34 panels featuring Spud and Slice on vehicles in Harrow and Richmond. They will be on the vehicles for around 6 months and were a continuing reminder to anyone who saw these vehicles.



- **Kitchen caddy stickers** – Stickers featuring #saveaslice were printed and given out at events in September. Hounslow and Richmond councils put the stickers on new food waste caddies when they were delivered. We also gave them out at events throughout the year.
- **Newspaper adverts** – Spud and Slice banner adverts were run

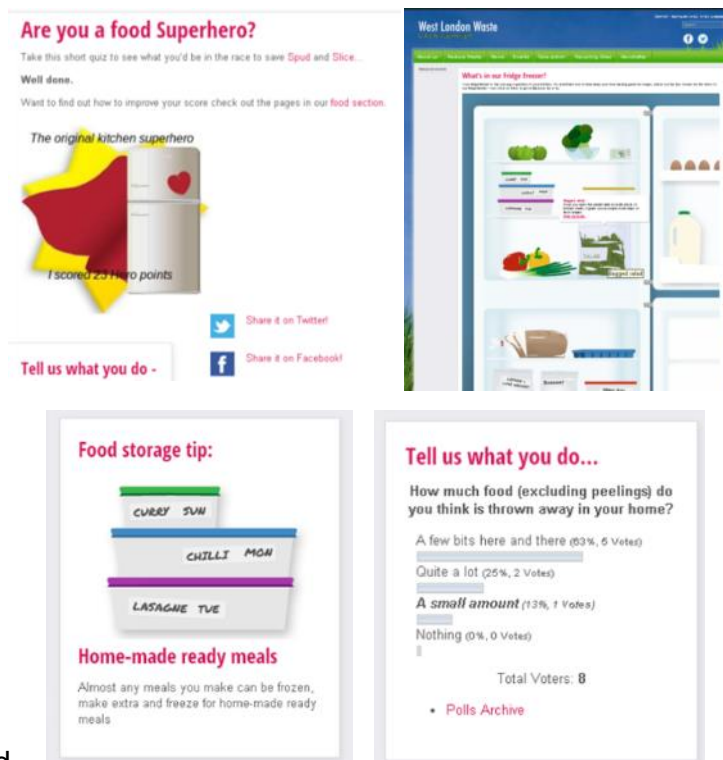


on Richmond and Twickenham Times online and on the Get West London website. These resulted in around 79,000 views. In addition to this there was a full page article with Spud/Slice advert in the Uxbridge Gazette providing an additional 40,000 opportunities for people to see the information.

- **New leaflet** – a new general food waste leaflet featuring Spud and Slice, and 7 general tips for

reducing food waste started being used in February 2015. The inside page of the leaflet is now being used as our main food waste [webpage](#) and is available to download.

- **New website features** – there are several new features on www.westlondonwaste.gov.uk to support our food waste reduction campaign. We have an interactive fridge-freezer – it shows a number of items and storage tips to help people get the most from this superhero in their kitchen. We can set up surveys to ask what people do at home to reduce food waste, there are 30 rotating storage tips on the home page of the website and a quiz function so we can ask questions and give a ranking based on their answers.
- **Recipe cards** – in partnership with the Children's Food Trust we developed 2 new recipe cards – Bread and Butter Pudding and Potato Gnocchi, they feature Spud and Slice and will be given out at events over the next year.



Second Chance Smoothie Events

Working with PlanZHeroes and Western International Market we sourced fruit that would otherwise have been thrown away to make smoothies at two events in September. The mix of fruits which included peaches, plums, bananas and apples were prepared by professional chefs and nutritionists from the Children's Food



Trust who were on hand to answer food questions too.

People attending the event were encouraged to come over and pedal for their smoothie, or try a small sample and learn more about Love Food Hate Waste. It only takes 1 minute to make a smoothie on the bike. These events showed just how easy it was to make a delicious smoothie from something that would otherwise have been thrown away. The message was well received and at Brentford Festival we spoke to 364 people and gave away over 500 smoothies. At Under One Sky we spoke to 297 people and gave away over 500 smoothies.



We also did a third smoothie event with a normal household blender at Hounslow Civic Centre for 779 women at their International Women's Day conference in March.

#FlippinFoodWaste

During Lent we contracted the charity Hubbub to organise an event to show how great leftovers tasted in pancakes. They encouraged residents to give up food waste for Lent. They put together 50 pancake recipes from local and celebrity chefs as well as food waste enthusiasts showcasing different types of pancake from around the world and the wide range of ingredients that could be used.

Using a range of media channels there were 18 online articles/blogs/newsletters with a reach of over 391,000 people. There were contributions from 213 different people on Twitter reaching 504,000 people and nearly 2000 people used the Hubbub Flippin' Food Waste website resources.



There were 5 food waste sessions run in local schools. The purpose of the sessions was to explain why it's important not to waste food and give the kids the confidence to 'freestyle' with whatever needs using up when making pancakes. The 75 children taking part enjoyed the activity with one from Ealing commenting 'This is better than playing video games'.

On 22nd February West London Waste and Hubbub held a pancake cook off on St George's Street, Richmond. Local restaurants and food waste interest groups including Petersham Nurseries, Chez Lindsay, Plan Zheroes, Les Deux Amies and Food Cycle completed to make the best pancakes as voted by the public. There was also a food waste confessions booth and a Food Surplus Sumptuous Cake Stall, with proceeds going to Richmond Food Bank. Over 100 people were spoken with at this event.

Other Food Events

During this year the team attended 21 other events about food. We spoke to 660 people, giving them tips, ideas and information so they could go home and look at their food differently. Events included talks to local groups, supporting Disco Soupe in Kilburn and stalls at supermarkets.

In total **we spoke to 1,381 people** at the events focused just on reducing the amount of food thrown away. Leaflets about Love Food Hate Waste were taken home from our events by 950 people and delivered to around 12,000 households with their new food recycling services in Brent and Hounslow.

The tips for reducing bread and potato waste were **seen over 12 million times** during the various advertising campaigns we ran and there was wide spread exposure on twitter.

Compost

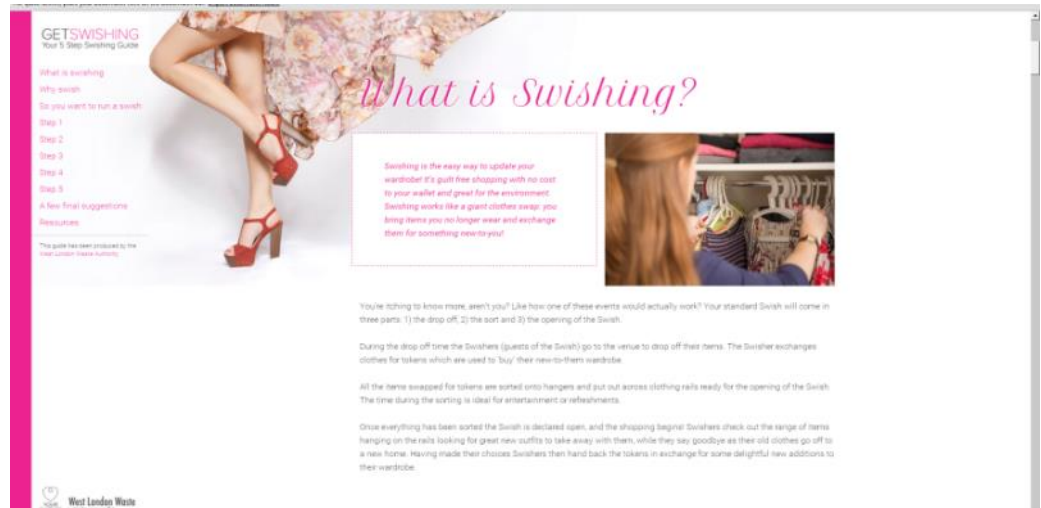
In the spring there were 3 compost giveaways in west London. More than 500 residents collected compost at events held in Ealing, Harrow and Hounslow.

Reduced price compost bins continued to be available for residents living in the boroughs of Brent, Ealing, Harrow, Hounslow and Richmond. Almost 300 bins have been purchased by residents in the past year.



Get Swishing.com – a guide to organising and running a swishing event

In November we launched our new website guide getswishing.com. It takes you through the 5 steps you need to think about to organise and run your own swishing event. Whether it's a small event for just family and friends or to bring together people in your community. The guide answers all your questions and has helpful downloads to make planning really easy.



We also have all the equipment needed to run a community swishing event. Groups can ask the Waste Minimisation Team to help them with their events or just simply borrow the kit.

Since its launch at the end of November **329 visitors** have used the guide on the website.

15 Swishing events

We have assisted at or lent equipment for **15 swishing events with 12 different groups** over the year. The events range in size and take place in a variety of locations

- **The Mulberry Centre Swish** – This was alongside their Pamper event to raise funds for the care they provide. An entry fee was charged to raise money for the hospice. Remaining items were donated to the Princess Alice Hospice charity shops.
- **Grena Road Children's Centre Swish** – This event was for parents using the centre.
- **Silver House Charity Swish** – This event was run in partnership with The Rubbish Diet. Remaining items were donated to the Silver House Charity.
- **Hounslow Library Swishes (September and March)** - 55 people attended and brought 205 items with them. Remaining items from the swish were donated to the British Heart Foundation.



- **Baby Clothes Swish & Nappy Natter (October and January)** - These events were a combined baby clothes swish and nappy natter at the Nest, Harrow. At the first event 37 items weighing almost 13kg were swished.
- **Ealing Town Hall** – Organised by Ealing Council, 56 people attended this event which also included sewing tips, alteration guidance and style help. 384 items were brought along, weighing 97kg.
- **Parish of Brentford** – We supplied the equipment to the church to run this event.
- **Swish and talk at West Ealing Women's Institute** – for members only this Swish was accompanied by a talk about where the rubbish from west London goes and steps that can be taken to reduce, re-use and recycle more.
- **Stanmore Library** – organised by The Rubbish Diet and supported by one of their champions this event included a talk by the textile recycling charity TRAIID about the environmental impact of waste textiles.
- **Twickenham Library** – our first swish in Richmond this event attracted 15 people bringing almost 100 items of clothing.
- **Harrow College** – run as part of their sustainability week the college staff took part in this event.



Furniture

Despite a positive start at the beginning of the year and interest expressed by two boroughs to introduce the re-use hotline in their areas, neither was able to complete the process to sign up to the hotline and introduce its services.

Ealing London Re-use Hotline

However, during this year Ealing Council continued with its re-use hotline. Collections were made from 321 homes and **1561 items sent for re-use**. These items weighed 39.4 tonnes.



Electricals

Promotional Events

We ran information stands at 4 events focusing on encouraging people to re-use, repair and recycle electrical items. We spoke with **561 people** and 121 'Switch on to Electricals' leaflets given out. The events were:

- May Fair On The Green in Hillingdon
- Richmond May Fair
- Kew Fete
- Street Meet @ Great West Quarter with A2Dominion



Recycling Bring Events

We ran 10 electrical items 'Don't bin it, Bring it' events to make it really easy for residents to recycle their small electrical items.

- Tricycle Theatre – 12 to 19 May 2014 and 5 to 12 January 2015
- Roe Green Fair WEEE collection – 4 July
- Harrow Civic Centre - 12 January 2015
- Chiswick Library - 2 to 7 February 2015
- Hounslow Library - 9 to 15 February 2015
- Heston Library - 16 to 21 February 2015
- Feltham Library – 23 to 28 February 2015
- Hatch End library - 12 March 2015
- Richmond Civic Centre – 23 to 27 March 2015



These events resulted in the collection of **1,547 items weighing just over 2 tonnes**.



Nappies

Our nappy natters have been very successful this year. With a dedicated Nappy Natters Assistant 40 events were organised. **698 people** have been encouraged to consider washable nappies this year and **50 trial kits** were given out, 9 kits in Harrow and 41 in Hounslow. We also gave out 190 leaflets for parents to follow up with either the Hillingdon nappy library, the supplier of the nappy packs or a general leaflet about washable nappies.

There were events in all 6 boroughs but, where the nappy kits were available it was easier to get interest from local venues which is why there were more events in Hounslow than the other boroughs.



Number of events by borough:

- Brent – 4
- Ealing – 7
- Harrow – 4
- Hillingdon – 1
- Hounslow – 17
- Richmond – 7

It would not have been possible to run this many events without the co-operation and support of

- Mothercare Kew,
- Baby and Children's Market (Brent and Ealing),
- The Nest in Harrow,
- NCT Hillingdon, Ealing and Richmond
- Lampton Road and South Isleworth Children's Centres in Hounslow



The Rubbish Diet

Following on from the success of the Rubbish Diet in Harrow during 2013/14 we extended the programme this year. It continued in Harrow, was introduced to Hounslow in September and an online version for the boroughs of Brent, Ealing, Hillingdon and Richmond was developed.

Following extensive evaluation work with the people taking the Rubbish Diet across the country Cwm Harry (who run Rubbish Diet) re-vamped the format of the programme to meet the needs of the people taking it. The revised shorter Rubbish Diet focused on using local recycling services and reducing food waste. There is also information about other ways to reduce and re-use. Sign up at www.therubbishdiet.org.uk.



The Rubbish Diet also undertook 4 campaigns:

- Spring Clean (April 2014) – a declutter challenge
- Beyond the Bin – Dieters attended events to show them what happens after things are put in the bin, this included a visit to Closed Loop Recycling and the Science Museum's Rubbish Collection.
- The Waste Train – the facts and figures behind west London's waste
- Love Your Bin – the new year's resolutions campaign

The Rubbish Diet in 2014/15

877 residents put their bins on a diet this year, with an average **reduction of 34%** which is the **equivalent to 115 tonnes** of avoided waste. The bins stayed slim though as residents changed their habits, they planned meals and bought more items looking at the type and quantity of packaging or whatever worked for their lifestyle. There were 84 people who wanted to do more, they wanted to share what they've learned with their friends and neighbours so have become community champions.

The Rubbish Diet team attended 84 events (14 of which they hosted) and spoke with **1743 people**. The diet was promoted in 13 news articles in local papers and 485 people now receive the extra newsletters giving even more hints, tips and ideas to reduce waste.



People taking the Rubbish Diet were asked whether they'd recommend it to a friend, the average response was 8 of out 10. Here's why they gave a high rating:

"We already recycled a lot and still were able to improve – I think this would apply to anyone"

"It was fun, motivational and made a difference without being an onerous chore"

"Pretty much common sense...so it's embarrassing that we didn't do it before!"

Harrow

From July to September Rubbish Diet were given temporary use of an office building in South Harrow to be a hub for their events. Before it was demolished they ran 7 events including a Best Before date picnic, a film night, Restart Party and a 'Swish and Sewing' party.

In total there were 35 events in Harrow where residents could sign up, find out more and share their ideas and successes. These included major events like Pinner Village Show, talks to groups including Saathi Friendship Group and other events such as Stanmore Fun Day. Rubbish Diet also organised the Harrow compost giveaway.



610 people came and spoke to the Bin Doctors, 325 people put their bin on a diet and 50 residents are committed to being community champions.

Hounslow

Information about the Rubbish Diet was included with the information about the new wheeled bins being used in Hounslow for rubbish collection. There were 18 events for residents to find out more including Brentford Festival, the Isleworth Christmas Fayre, stalls at Asda in Hounslow and Feltham and attending Brentford market with Brentford Recycling Action Group (BRAG).

There are now 152 bins in Hounslow on a diet, 463 people heard about it at events and 25 want to tell their friends, families and local community.

The Online Diet

The online diet was promoted via email to a number of west London groups. The bloggers West London Mum and Family Four Fun also promoted it. Rubbish Diet also spoke to 670 people at various groups and stall locations. They were invited to Brent Multifaith Forum, Kensal Green Streets, Wembley Stadium and Field 2 Fork Co-operative.

The Waste Train

More than 200 community groups were asked to 'get on board' the Waste Train. The campaign was spread online through 20 groups including For Sanity's Sake, Freecycle and Streetbank reaching almost 57,000 people. Up to the end of March 477 people had watched the Waste Train video.





Community Champions

A community champion is someone who has committed to taking an extra action on waste over and above taking the Rubbish Diet themselves. These 84 champions are linked together through a monthly newsletter, meetings and events.

The actions they've taken so far include:

- 17 volunteering at events including the Swish and Restart parties
- 30 shared the Diet with friends or put up posters or put something in a newsletter
- 2 people have set up waste reduction activities including collecting 810 videos for recycling



Spreading the word

Our website

In the last year the number of visitors to our website, westlondonwaste.gov.uk has **increased by 26%**. Each week a new article is featured, there are pages taking you through lots of different ways to reduce, reuse and recycle and we have an events section listing all the events we attend or other ones that could be of interest to our residents.

This year we've added an interactive fridge freezer, a new food page with the 7 easy steps to reducing food waste and poll/quiz functionality.

Whilst we increased visitor numbers we still need to work on encouraging people to return again to read a little more.

Month	Visits
April	6296
May	6047
June	6391
July	6336
August	5986
September	5544
October	5157
November	4570
December	4370
January	5084
February	4509
March	4913
Total	65,203

Newsletters

11 newsletters were sent out this year with a bumper edition for September and October. Copies can be viewed via our [website](#). In April 2014 there were 217 subscribers, by March 2015 this had increased to 367.

Month	Tweets	Followers	Re-Tweets	Reach (OTS)
April	155	1239	81 (52%)	247,311
May	164	1260	91 (55%)	536,272
June	141	1318	71 (50%)	312,453
July	126	1347	45 (36%)	269,543
August	235	1382	48 (39%)	234,333
September	129	1431	131 (56%)	571,888
October	129	1447	65 (50%)	257,641
November	133	1480	61 (46%)	280,344
December	162	1510	91 (56%)	505,885
January	221	1570	142 (64%)	818,684
February	210	1610	140 (67%)	667,701
March	87	1644	50 (57%)	298,036
Total	518			5,000,091

Social Media

The social media targets for the year have been exceeded. The number of organisations/people following @WestLondonWaste on Twitter increased by more than a third. They also like what they read as our re-tweet rate for the year is 52% with an overall potential **reach of 5,000,091**.

On Facebook the last quarter of the year saw a big increase in the number of people liking our page and seeing our information in their news feed. It

increased from 96 at the beginning of the year to 144.

At Christmas all the boroughs and organisations we work closely with contributed to our **12 days of Christmas** campaign.

On each of the 12 days we gave out information about an aspect of what we do and how waste can be reduced.



The video of everyone singing proved very popular with over 925 views on YouTube and through Facebook.

Events

Speaking to people face to face is very important to us, having conversations helps us understand what our residents are thinking and gives us the opportunity to tell them some of the many tips, hints and ideas that we know and that others tell us.

The five staff in the team attended **123 events** this year and as a result **spoke to 4031 people**.



The events include a wide variety of community group talks about reduce, re-use and recycle, re-use sessions with scouts, community days and large fair and fete events.

Working Together

West London Waste's waste prevention team during 2014/15 had 5 members. The full-time Waste Minimisation Co-ordinator leads the team, there are two full-time Waste Minimisation Officers, the Nappy Natters Assistant works one day a week and from April until October an Events Assistant worked 21 hours a week.

The team works closely with Recycling Officers from the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond, as well as Veolia Brent. Delivering the activities in the yearly Waste Prevention Action Plan is far more successful when working together.

The team have also built relationships with many local groups and organisations. We are looking forward to working with even more people in the future.

Continuing in 2015-16

This year we spent £264,223 on the activities you've been reading about. A new action plan has been agreed for next year with a budget of £200,000. Next year you'll be seeing more second chance smoothie events at fairs over the summer, there will be three giant swishing events and lots more electrical recycling events coming to locations near you.

We'll also still be out there on Facebook, Twitter, our website will have more information on it and you can sign up to receive our newsletter too. To see the full plan visit the [waste prevention page](#) on our website.

Summary of 2014/15 targets and activities

Food	Status: ACHIEVED	
<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes. This year we will deliver a variety of activities to give residents 12 million opportunities to see (OTS) the information, including:</p> <ul style="list-style-type: none"> ▪ Editorial in borough magazines ▪ Poster advertising ▪ Adverts in buses ▪ Digital advertising on local newspapers websites ▪ Displays at events and public buildings ▪ Graphics for recycling, refuse and street cleansing vehicles ▪ Information in Hounslow recycling leaflets. ▪ Face to face engagement around cookery skills ▪ Face to face engagement with residents to give them tips, hints and ideas to reduce food waste and save money 		Total cost: £71,576
Plan, promote and staff compost giveaways during Compost Awareness Week.		£0
Textiles	Status: ACHIEVED	
<p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. We are going to support community groups and local organisations to run their own swishing events</p> <ul style="list-style-type: none"> ▪ Assist 12 community groups to host their own swishes ▪ Produce a 'swishing guide' for local groups 		Total cost: £2,244
Furniture Re-use	Status: NOT ACHIEVED	
WLWA will make a financial contribution for up to 3 boroughs to introduce the London Re-use Network hotline to ensure more items or furniture and large electrical appliances are made ready for re-use.		Total cost: £0
Electricals	Status: ACHIEVED	
<p>Promote local re-use and recycling services for residents in conjunction with DHL EnviroSolutions, our WEEE compliance scheme partner.</p> <p>Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.</p>		Total cost: £0
Nappies	Status: ACHIEVED	
<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"> ▪ Hold 36 nappy natters 		Total cost: £0

Rubbish Diet	Status: ACHIEVED	
4 Diet campaigns (Spring Clean, Zero Waste Week , New Year's Resolution) Continuation of the Rubbish Diet in Harrow <ul style="list-style-type: none"> 300+ New Dieters 50+ new potential champions Champions empowered to share the Diet and taking other actions on waste Introduction of Rubbish Diet to Hounslow from September <ul style="list-style-type: none"> 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 of the 4 other boroughs <ul style="list-style-type: none"> 500 Dieters 		Total cost: £52,000
Communicating with our residents	Status: ACHIEVED	
We're going to make it even easier and interesting for others to find out what we're doing: <ul style="list-style-type: none"> A target of 58,000 unique visitors to the website in 2014/15, increase returning visitors to the website increase to 30% and the length of time they spend on the site Send out a monthly newsletter – we want 214 subscribers at the end of the year Increase our social media presence <ul style="list-style-type: none"> ➢ Increase Twitter followers by a third to 1620 ➢ Increase Facebook likes by 20% ➢ 30% of tweets to be re-tweeted ➢ OTS 120,000 per month We're going to attend events to promote the reduce, re-use and recycle messaging, our targets are to speak to 1500 people and attend 50 events 		Total cost: £4,604