



**West London Waste**  
Let's be resourceful

GETSWISHING

Textiles



Furniture



**Nappies**

**Electricals**



[www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk)

# Waste Prevention Action Plan 15/16

## Progress April – June 2015

Each quarter the Waste Minimisation Team reports on the work being carried out to deliver the actions in the current Waste Prevention Action Plan. This report sets out what we've been doing and what we have booked or planned for the next few months.

If you have questions about anything we've done or want to work with us then please get in touch. We can be reached via email: [info@westlondonwaste.gov.uk](mailto:info@westlondonwaste.gov.uk), by phone: 020 8825 9468, on Facebook: West London Waste Authority and on Twitter @WestLondonWaste.

What we do really is great fun and interesting, so please do get in touch today.



The Waste Minimisation Team

# Food

Ref	Activity and Description	Targets	Current Status
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.  More #secondchancesmoothie events will be held. We'll aim for 1 in each borough if there is an appropriately large event and borough support available.	<ul style="list-style-type: none"> <li>1 web article on WLWA website each month</li> <li>250 tweets</li> <li>At least 6 second chance smoothie events interacting with 2,400 people</li> </ul>	<div>Green</div> <div><b>Budget and spend to date</b></div> <div>Budget: £8,000 Spend to 30/06/15: £624.68</div>

## Progress

We're off to a flying start talking about food. So far we've had Love Food Hate Waste information stalls or given talks at 17 events. This includes 2 #secondchancesmoothie events held at Richmond May Fair (9 May) and Hanwell Carnival (20 June).

Both smoothie events were successful with 600 people engaged at each. Most of the fruit used in the smoothies was reduced price fruit that would have gone in the bin if it hadn't been bought, the remaining items (e.g. tinned fruit and milk) are store cupboard staples that anyone can use to make the most of any fruit that looks a bit battered and bruised.

At these events

- we've spoken to 1528 people
- 141 of our new leaflets featuring the 7 top tips to reduce food waste and our Spud and Slice characters were given out
- 519 recipe cards have been taken home for use
- 209 spaghetti measurers have been given out
- 412 bag clips were given to people who spoke to us

As well as events we've been shouting about food and reducing food waste online as well. There were 4 web articles about food composting on [www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk) during May, 17 food tip tweets were sent and there have been 126 views of the saveaspud and saveaslice webpages featuring tips specifically to targeting bread and potato waste.



## Over the next few months...

There are 6 more #secondchancesmoothie events booked in for Greenford Carnival (4 July), St Margaret's Fair (11 July), Ealing Jazz Festival (1 August), at the screening of Cloudy with a Chance of Meatballs at Inwood Park (8 August), Brentford Festival (6 September) and Queens Park Day (12 September).

We are planning to have more food articles and tweets during August and September to fit with the growing season, holiday time and eating more on the go.

Ref	Activity and Description	Targets	Current Status
Fo2	Promote home composting at events giving away compost and providing composting expertise.	<ul style="list-style-type: none"> <li>4 compost giveaways, interacting with 300 people per event</li> </ul>	Amber
			Budget and spend to date
			Budget: £6,000 Spend to 30/06/15: £5,068

## Progress

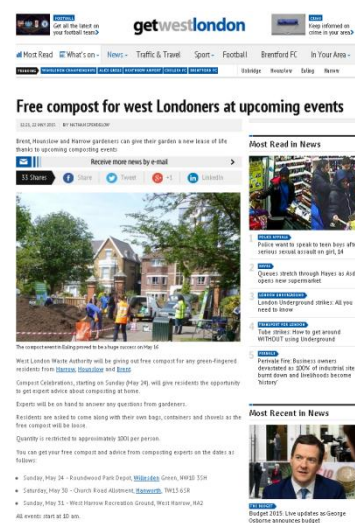
Five West London Waste Authority (WLWA) boroughs participated in this year's Compost Awareness Week (CAW) compost events. These were LB Brent, LB Ealing, LB Harrow, LB Hounslow and LB Richmond upon Thames (the Boroughs).

WLWA purchased compost from West London Composting based in Harefield, arranged and paid for the transport of the compost, secured two of the event locations and procured Keep Britain Tidy to provide composting experts. The Waste Minimisation Team attended all events to augment the Borough staff resources. WLWA compost resources were also used at every event - compost information sheets for distribution to residents collecting compost, outdoor display banners, compost bin sales leaflets and 'how to' compost leaflets.

In previous years residents have just taken away free compost. This year to try and generate more value for the expense of the compost, transport and organisation the format was changed to encourage greater interaction with the councils and to speak to residents about services, composting and preventing waste. Instead of just giving something away we wanted to have multiple stalls, providing information on our other campaigns and providing the opportunity for local groups to join us to make the most of the engagement opportunity available. Alongside which compost experts were sourced to answer any questions residents may have about home composting.

In addition to these events WLWA promoted composting at home with #compostwatch on both Twitter and Facebook following the development of a compost heap. There was also series of web articles looking at getting started and getting the most from your compost including dealing with common problems.

- 5 events were held
- 625 people took compost from the 5 events
- Coverage of the events in 4 newspapers/online newspapers
- Twitter reach of at least 428,079
- All the costs came from the WPAP budget, this boroughs did not have to meet any costs for their individual event



For a full breakdown of activities and evaluation of the events please read the Compost Awareness Week 2015 report (this will be available on [www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk) when it has been finalised).

### Over the next few months...

We currently have no plans for further compost events. If there are any changes in the food and garden waste collection services during this year we may organise further events. The compost bin reduced price offer leaflets we purchased will be distributed to public buildings in the area.

## Textiles

Ref	Activity and Description	Targets	Current Status
T1	<p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. We will continue to encourage greater swapping of clothes by building capacity in the local community and helping them to host their own swishing events. Using the guide developed in 2014 and our equipment which can be borrowed by groups</p> <ul style="list-style-type: none"><li>Support community groups and local organisations to run their own swishing events</li><li>In addition, there will be 3 large-scale events involving local organisations and charities to promote swapping, repairing, upcycling and recycling of clothes.</li></ul>	<ul style="list-style-type: none"><li>10 swishes</li><li>3 large scale events</li></ul>	<div>Amber</div> <div>Budget and spend to date</div> <div>Budget: £6,000</div> <div>Spend to 30/06/15: £383</div>

### Progress

Our first swish of the year took place on 30<sup>th</sup> June at Twickenham Library. It's the second swishing event that has been held in the Library, and had a reasonable turnout of 14 people. There were 96 items swished which weighed approximately 34kg. It would have been nice if turnout had been a little higher but it's worth mentioning that those that did attend were very enthused by the idea. They gave suggestions on different advertising routes for future events to help increase turnout, as they would like to see it continue. Their suggestions will be put in to action.

We have been planning for our first big swish event which is due to take place on 2 July. The idea of these big scale events will be to not only offer swishing but to try and educate residents about textile waste and alternative ways to reuse clothes, practical advice that they can try at home. For the first in the series we have a guest blogger booked in, Gema Ensenat from Sequins and Slippers. Gema will be running a session on refashioning, where she will be talking about how easy it is to update clothes that you might otherwise throw out with a few nifty tricks.

Sourcing an appropriate venue for a Big Swish has been very difficult. There are few locations that are large enough and do not have regular weekly events booked in. As a result we revised the format and scale of the event, we are going to have more Little Big Swishes. The venue being used is the New Inn Pub, Ealing. It's been decided to try a swish out in a more relaxed environment on a Thursday evening, where it is hoped residents will have less planned than at a weekend but will still be open to getting out the house. This will hopefully make the events accessible to different people than may attend the weekend events.

Promotions have started. The Swish has been posted in the events listings of many local web sites. Posters have been put up around the area, in any shop/café that would allow it. Roughly 800 flyers have been distributed in letterboxes, hair salons, staff rooms across Ealing (see right). Two emails have been sent out to our Swishing mailing list and a press release has been sent to local papers. There will be ongoing Twitter and Facebook coverage up until the event.

**IT'S LIKE SHOPPING, BUT FREE!**

- Each person must bring at least one good quality item of clothing, shoes or accessories to take part - maximum 6 please
- As you arrive exchange your items for Swishing tokens (1 item = 1 token)
- Nightwear, swimwear and underwear including socks will not be accepted
- All items must be in a good condition - something that has shrunk, is stained or needs repairing (e.g. missing buttons, broken zips, loose sequins or beading, rips, tears, fabric pulls or holes, bobble bits, disintegrating seams or hems, lint or fluff) will not be accepted
- Guests are asked not to browse the rails whilst items are being prepared for Swishing
- When the Swish is declared open clothes can be taken on a first come first served basis. But please no biting, scratching or hair pulling!
- Tokens are then returned in payment as clothes are taken from the event.
- Swishing credits from previous events will be accepted

For information and event updates join the Facebook event Little Big Swish - Ealing See you there!

The website we launched last year to give people all the information they need to run their own swishing events is still live and received 116 visitors between April and June, we haven't publicised this website during that time.

**GETSWISHING**  
Your 5 Step Swishing Guide

### Over the next few months...

Our first Little Big Swish takes place on 2 July at The New Inn public house. There is a swish at Stanmore Library on 15 August and we're in the process of booking in a series of swishes at various venues to ensure that there are regular events to build up awareness of swishing and to give people a better chance of finding more items they want to wear.

## Furniture

Ref	Activity and Description	Targets	Current Status
F1	Promotion of the Ealing Re-use hotline Develop and print leaflets/posters/adverts for use in boroughs. To get maximum value for the money the adverts will be standardised.	<ul style="list-style-type: none"> <li>Increase collections/ re-use by 5%</li> </ul>	<div>Amber</div> <div>Budget and spend to date</div> <div>£5000</div> <div>Spend to 30/06/15: £0</div>

### Progress

The number of collections made has decreased in the last 3 months compared to the same period last year. A total of 68 collections were made and 301 items sent for re-use weighing 9.68 tonnes. We have not begun talking to Ealing about the promotion of the service yet.

# Electrical Items

Ref	Activity and Description	Targets	Current Status
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 properly, donate large items for re-use and buy second-hand.	<ul style="list-style-type: none"> <li>14 WEEE bring events</li> </ul>	<div>Green</div> <div>Budget and spend to date</div> <div>Funded through the WEEE compliance contract</div>

## Progress

There have been several different activities so far this year:

- We turned Recycle Week 2015 (22 – 28 June) in to Recycle WEEEk where we encouraged electrical recycling, during this week over 1 tonne of unwanted WEEE was collected
- There has been 1 other WEEE bring event on 18/05/2015 at Carose Baptist Church, Harrow which collected 182 items weighing 480kg

## Recycle WEEEk

We ran a competition for schools in west London to collect WEEE for recycling. The schools could win £500 to spend in the Wastebuster exchange store on school equipment and £100 to give to a charity of their choice. The school that collected the highest weight of electrical items per pupil would win the prize.

All the school needed to do was book a recycling collection for electrical items during Recycle Week. We provided them with:

- Information leaflets about the competition and collection for every pupil and teacher and sacks for them to take home and fill (including extra sacks to give to friends and neighbours)
- Messages for newsletters, your website/Facebook page and text messages to send to parents
- Educational resources about recycling electrical items using the Walter WEEE character, a friend of Captain Busta



Four schools entered the competition, 2 in Richmond and 2 in Hillingdon:

Harefield Infant School	304 pupils	190kg
Bourne Primary School	202 pupils	140kg
Stanley Primary School	800 pupils	790kg
St Richards CE Primary School	250 pupils	150kg
<b>Total</b>		<b>1270kg</b>

A certificate and voucher were presented to the winning school, Stanley Primary School, on 21 July in a school assembly.

In addition to the competition there were 2 bring events held that week:

- 23/06/2015 Alexandra Park, Harrow Bring Event (25 items weighing 40kg)
- 22-28/06/15 Richmond WEEE Bring event at Civic Centre (weights currently unavailable)



### Over the next few months...

At the beginning of July there was a week-long bring event held at the Tricycle Theatre in Kilburn. No other events have been planned yet.

## Nappies

Ref	Activity and Description	Targets	Current Status
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. Information about washable nappies will be provided on <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> , and information will be taken to events. Where possible events organised by local groups will be supported.	<ul style="list-style-type: none"> <li>▪ 2 web articles per year</li> </ul>	Amber
			<b>Budget and spend to date</b>
			£0

### Progress

Articles about nappies are currently scheduled for September and February.

# Communications

Ref	Activity and Description	Targets	Current Status
C1	Maximise the use of <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to bring engaging and interesting content to residents.  Pages to be kept up to date and a new web article added each week	10% increase in unique visitors to the website – 63,800  Returning visitors to the website increase by 4%	Green
			<b>Budget and spend to date</b>
			Budget: £1280 Spend to 30/06/15: £0

## Progress

Since April we have published 12 web articles on a variety of topics including mattress recycling, Recycle WEEEk, composting at home, what happens to the food waste recycling, carpet recycling and the results of the 2014/15 WPAP.

Month	Number of unique visitors	Returning visitors	Total page views
April	5,278	1369	6389
May	6,266	1701	7619
June	5,619	1386	6690
Totals	17,163	4456	20,698

This figure is currently lower than the figure for the same period last year, but is not a concern at the moment as if every quarter is around the same we will still hit this year's target.

## Over the next few months...

All the information on our website will be reviewed and updated where it's needed.

Ref	Activity and Description	Targets	Current Status
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 10% - making 404	Green - complete
			<b>Budget and spend to date</b>
			Budget: £150 for e-distribution Spend to 30/06/15: £19.89

## Progress

Newsletters have been sent out in April, May and June. Copies can be viewed on our [website](#). The number of subscribers to the newsletter has already exceeded our expectations, as of the end of June there were 539 subscribers.

## Over the next few months...

Newsletters will continue to be sent out each month.

Ref	Activity and Description	Targets	Current Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> <li>▪ Increase Twitter followers by 20% to 1969</li> <li>▪ 35% of tweets to be re-tweeted</li> <li>▪ OTS 300,000 per month</li> </ul>	<div>Green</div> <div><b>Budget and spend to date</b></div> <div>Budget: £90 Spend to 30/06/15: £0</div>

## Progress

We are continuing to use social media to promote all the work we do and to send out ideas and tips.

Month	Followers	No. of Tweets sent	Re-tweets	Reach (OTS)	Facebook Likes
April	1674	100	67 (67%)	1,386,953	147
May	1726	272	205 (75%)	694,262	150
June	1764	155	101 (65%)	806,411	158
Total		527		2,887,626	

The reach on Twitter so far this year has been really positive, we have significantly exceeded our monthly reach targets so far and are very pleased with the fact our followers are choosing to share our information with others.

## Over the next few months...

We will continue promote all our events via social media and are reviewing how we use Facebook to increase interaction with local residents and attract more people to our stand alone events.

Ref	Activity and Description	Targets	Current Status
C4	The Rubbish Diet <ul style="list-style-type: none"> <li>▪ Rubbish Diet will support all residents who sign up, they'll respond to their questions and link people and groups to resources available from WLWA including our talks and events.</li> <li>▪ They'll also do grassroots communications about waste. Weekly posts about West London waste reduction action and Dieter's stories on their website and Facebook and seek regular press coverage. A monthly newsletter will be send to all local Dieters and quarterly waste campaigns will run in the press. The WLWA team promote the Diet at events they attend.</li> </ul>	500 sign ups for an online Diet for all boroughs  80 active community champions	<div>Amber</div> <div><b>Budget and spend to date</b></div> <div>Budget: £30,000 Spend to 30/06/15: All money allocated</div>

## Progress

Rubbish Diet have attended 4 events with the Waste Minimisation Team and spoken to 111 people. A visit to West London Composting was organised for dieters to see what happens to their organic waste and the write up of the trip was published on the Harrow Times website. So far this new 41 new dieters have signed up to slim their bins and 8 champions have carried out actions including:

- S from Hounslow attended the Beyond the Bin trip to WLC Ltd and shared the Rubbish Diet blog post with friends on Facebook.
- P from Harrow who attended the Rubbish Diet trip shared his photos of the Beyond the Bin trip with 6 people he knows living locally including his street Community Champion.
- P from Ealing actively promoted Recycle Week WEEE collections and WLWA School competition. She is regularly posting Rubbish Diet blog posts as examples of positive recycling news and promoting recycling on local news site Ealingtoday.com
- T from Ealing shared LFHW recipe cards with 8 ladies at her knitting group and is actively encouraging swapping left-over recipe ideas during the fortnightly knit and natter sessions which she hosts.

One of the champions works for Harrow Libraries and is championing the development of a fixing hub in the libraries. Senior Managers have agreed this and 3 Restart Parties have been scheduled. They are also looking at putting together a dedicated section for books relating to repairing.

### Over the next few months...

Restart Parties have been scheduled for 25th July 12-3pm, 10th October 11am-2pm and December 12th 11am-2pm. The July Restart Party will include a WEEE collection point. A bike fixing event will take place at Kenton Library on 5th September times TBC.

Ref	Activity and Description	Targets	Current Status
C5	Attendance at events to promote the reduce, re-use and recycle messaging	1000 people spoken to at events	Green
	During 2014/15 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.	Attend 25 events	<b>Budget and spend to date</b>
			Budget: £3,000 Spend to 30/06/15:

### Progress

The year has started with a lot of events with 27 events attended and organised, some of our events have already been mentioned earlier in this update including second chance smoothies, compost celebrations, Swishes and WEEE bring events. The ones listed below are the 'other' events we've taken part in.

Including the events already mentioned there have been:

- |              |           |                            |
|--------------|-----------|----------------------------|
| ▪ Brent      | 2 events  | 65 residents engaged with  |
| ▪ Ealing     | 4 events  | 964 residents engaged with |
| ▪ Harrow     | 4 events  | 257                        |
| ▪ Hillingdon | 1 event   | 41                         |
| ▪ Hounslow   | 10 events | 221                        |
| ▪ Richmond   | 5 events  | 683                        |

In total we've engaged with 2231 people at events so far this year.

Date	Borough	Type	Event name	Spoken to
12/05/2015	Harrow	All	Talk to Star Friends group	38
16/05/2015	Ealing	Food	LFHW Stall @ Ealing compost celebration	71
24/05/2015	Brent	Food	LFHW Stall@ Brent compost celebration	26

Date	Borough	Type	Event name	Spoken to
27/05/2015	Hounslow	Food	Brentford Food Festival - Love Food Hate Waste Stall	28
28/05/2015	Hounslow	Food	Talk at Brentford Food Festival about LFHW	2
30/05/2015	Hounslow	Food	LFHW Stall @ Hounslow compost celebration	26
31/05/2015	Harrow	Food	LFHW Stall @ Harrow compost celebration	34
02/06/2015	Hillingdon	Food	Older persons wellbeing day	41
06/06/2015	Richmond	Food	LFHW Stall @Richmond compost celebration	16
09/06/2015	Hounslow	All	3R's talk at Wellington Day Centre	9
17/06/2015	Ealing	Food	LFHW talk to Greenford Northolt and Perivale (GNP) Community Federation	17
22/06/2015	Hounslow	Food	Recycle Week: LFHW and recycling at Feltham Tesco	13
23/06/2015	Hounslow	Food	Recycle Week: LFHW and recycling at Chiswick Library	16
24/06/2015	Hounslow	Food	Recycle Week: LFHW and recycling at Morrisons Brentford	
25/06/2015	Hounslow	Food	Recycle Week: LFHW and recycling at Civic Centre	34
26/06/2015	Hounslow	Food	Recycle Week: LFHW and recycling at Treaty Centre	21

### Over the next few months...

We have around 20 LFHW information stands in libraries over the next 3 months. We are already booked in to some large community events including Brentford Festival and Queens Park Day. The team are available to give talks to community groups at evening meetings.

Ref	Activity and Description	Targets	Current Status
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships		Amber
G2	Helping people to find a way to reduce, re-use and recycle that meets their needs and means they do at least one thing differently.		Budget and spend to date
G3	Respond to appropriate consultations encouraging prevention and re-use	Responding to consultations	£0

### Progress

So far this year there haven't been any potential funding opportunities we've been eligible to bid for, though we have supported the bids to Resource London for Recycle Week funding submitted by both Ealing and Hounslow. Our team attended events with borough recycling officers to help them meet their obligations for the funding.

There haven't been any consultations to respond to yet this year.

Ref	Activity and Description	Targets	Current Status
G4	Waste Minimisation Team staffing and Shared Expertise programme.		Green

<ul style="list-style-type: none"> <li>Maximum cost for staff including pension and NI contributions. Includes travel.</li> <li>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.</li> </ul>		<b>Budget and spend to date</b>
		Budget: £141,402  Spend to 30/06/15: The whole of the budget is allocated

## Progress

There is a full team in place. A large number of activities have been carried out with the support of 3 shared expertise staff at 10 events.

## Summary

A large amount of work has been carried out over this 3 months. There are 11 activities in the Waste Prevention Action Plan relating to our priority materials, the status for each is shown in this report and a summary is below:

Red	0 actions
Amber	5 actions
Green	6 actions

The total budget for the activities outlined in this progress report is £200,960, at the moment the total spent to date is on track to be within this budget.

## 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	April to June 2015	Over the next few months
Brent	A number of events have been held to raise awareness about waste and recycling issues. These include attending 5 events with information stalls and organising 2 clean up events.	Further awareness raising events are planned
Harrow	The Recycling Officers have had an intense programme of activities. So far: <ul style="list-style-type: none"> <li>door knocking has been completed on 9 roads</li> <li>9 school recycling assemblies and awareness days have been delivered</li> <li>2 days of action on estates</li> <li>3 days of action in neighbourhoods</li> </ul>	There is a service change for food and garden waste planned in Harrow, this will be the focus of the Recycling Team for the next few months.
Hillingdon	The annual doggie duvet day collection was carried out at Brunel University. 1,100 duvets were taken to the Dogs Trust at Harefield and 300 to Battersea Dogs Home in Windsor.	There are no plans to report.