



International Compost Awareness Week 2015

Compost Celebrations in West London

West London Waste
Let's be resourceful

Introduction

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, our contractor, 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.

The West London compost giveaways falls under project Fo2 in the Waste Prevention Action Plan (WPAP) 2015/16 with the following targets:-

- WLWA to attend or support 4 events
- WLWA to engage with a total of 300 people per event

The targets were based on the information provided by boroughs or collected by WLWA at previous similar events.

Summary

Co-ordinated compost giveaways in west London have taken place during previous Compost Awareness Weeks in [2011](#) and [2013](#). For full details of this year's events please continue reading, for every event there is a list of the relevant details including location, amount of compost, people attending and the communication methods and reach.

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.

WPAP 2015/16 action Fo2 target	Results	Achieved?
Support or attend 4 events	5 events were held	Yes
Engage with 300 people per event (=1200 in total)	625 people took compost from the 5 events	No
-	Coverage of the events in 4 newspapers/online newspapers	-
-	Twitter reach of at least 428,079	-
Budget = £6,000	Total spend = £5068 All the costs came from the WLWA WPAP budget, this boroughs did not have to meet any costs for their individual event. The cost per resident = £8 excl staffing costs	Yes

Unfortunately none of the events attracted the number of residents hoped for; there are a number of possible reasons for this including:

- Local Government communications restrictions (purdah) because of the general election were in place until 8th May. This meant that boroughs did not promote events until after this date, whereas ideally the events would have taken place during Compost Awareness Week week at the beginning of May they were delayed and had limited advertising. Promotion should have started at least 8 weeks before. After purdah it was expected that a lot of promotion would have taken place but that wasn't the case in many boroughs.
- To make it easier for residents to get to the compost (with vehicles and in larger numbers) a number of the locations for the events changed, this affected Brent, Harrow and Hounslow.
- Richmond's event was due to be held at the May Fair but was cancelled with less than 2 weeks' notice by the May Fair board and a new location had to be found quickly and re-organised to fit in around other already booked events. This left very little time to promote the event and the local paper was on strike which severely limited publicity.
- The dates chosen for the events in Brent, Hounslow and Harrow fell within half term. There were also two large sporting fixtures, FA Cup Final and Aviva Rugby Final, taking place on the day of Hounslow's event. It's hard to tell whether this effected attendance.
- In the past Brent has always advertised its event in the Brent Magazine but this time only advertised it on their website events section from 10 days before.
- In the past Hounslow has advertised the compost giveaway in the Hounslow Chronicle but this year the only promotion of the event was re-tweeting the WLWA tweets.

At each event we spoke to residents to ask for feedback and to find out whether they compost at home. The results of this are in the questionnaire feedback section of at the end of this report, but in brief they show that just over 50% of the people collecting compost had been to a compost giveaway before, almost three-quarters already composted at home and very few asked the experts anything or spoke to the community organisations with stalls.

The most successful event was in Harrow, whilst it didn't attract the largest number of people those who did attend interacted with the stallholders and were talking to each other about composting. The success of this event can largely be credited to the involvement of The Rubbish Diet. For the last 3 years WLWA have been funding their work in Harrow to build up a network of champions and residents who are reducing, re-using and recycling as much as they can. Rubbish Diet helped organise the location, the supporting stallholder and supported the event with staff and promotion.

The Hounslow event engaged community groups, working closely with the Community Partnerships Team and was very successful. It was a shame that the lack of publicity limited attendance.

Questionnaire Results

At every event we spoke to residents to find out whether they compost at home, if they'd been to a compost event before and if they'd asked the experts anything specific (every person was spoken to by a compost expert to encourage them to ask questions). A number of the attendees did not want to answer the feedback questions because they wanted to get home as quickly as possible. The table below shows a summary of the results.

Borough	Number of People Taking Compost	Approx. Number of People who spoke to Experts	TOTAL PEOPLE SPOKEN TO FROM FEEDBACK RESPONSES	Been to a giveaway event in the past			Compost at Home		
				Yes	No	Yes (not by WLWA)	Yes	No	Used to
Ealing	276	200 (handed guidance notes, very few wanted more information)	64	33 (52%)	31	1	46	11	-
Brent	39	11	11	6 (55%)	3	-	5	6	-
Hounslow	72	24	65	41 (63%)	24	-	46	18	-
Harrow	185	79	79	44 (56%)	35	-	47	18	(14 at Allotment)
Richmond	53	23	23	0	23	-	15	8	-
Totals	625	137	242	124	116		159	61	

The event feedback questionnaire shows:

- Approximately 51% of people had been to a compost giveaway event before.
- 72% of those spoken to already compost at home.
- Approximately 39% of people attending spoke to the compost experts. This figure excludes attendance at Ealing as this was recorded by guidance notes given out and not

conversations. Although feedback from the compost experts suggests that the number of residents spoken to was low.

- Only 9% of those attending took away information on 'why compost at home' and 13% on 'compost know how', suggesting that they already knew the information.

Recommendations for future years

The events are clearly enjoyed by the residents that attend. However as up to 50% of the residents attending had been to one before it is unclear whether they actually raise awareness of home composting, or help them to get more from the way they interact with their waste and recycling services.

The reluctance of residents attending the event to engage with staff, stallholders, compost experts and community organisations suggests that if these events are to be run in future there would need to be a lot more support from the boroughs in advertising the event and agreement for WLWA to do more promotion on behalf the boroughs and to make decisions about dates a lot further in advance.

Given the amount of resource spent on organising these events, the low number of new people attending, the lack of desire to interact with other organisations present we do not feel that compost giveaway events in this format (or in the previous format - a giveaway and nothing else) offer good value for the very limited staff and financial resources available for waste minimisation and prevention.

LB Brent

Location	Roundwood Park
Date	Sunday 24 th May 2015
Times	10:00am - 2:00pm
Amount of compost supplied	10 tonnes of compost
Compost remaining at the end of the event	About 6 tonnes (which had been taken by the following day)
How compost supplied	Tipped on to a designated area
Giveaway rules	Limit of approximately 100 litres per household Unlike previous years no voucher was required from the Brent Magazine.
Residents attending	Estimated at 40
Staffing	WLWA – 2 staff LB Brent – 2 staff from Veolia 2 Compost Experts
Groups attending	Field to Fork

Communications

The compost giveaway was publicised in a number of ways:

- On the WLWA events page see
- Through WLWA Facebook and Twitter
- Event publicised on the events section of the Brent council website (from 14th May 2015)
<https://brent.gov.uk/events-and-whats-on-calendar/events/compost-giveaway-24-may-2015/>
- Article in Get West London on 22nd May 2015 after press release from WLWA
<http://www.getwestlondon.co.uk/news/local-news/free-compost-west-londoners-upcoming-9298609>

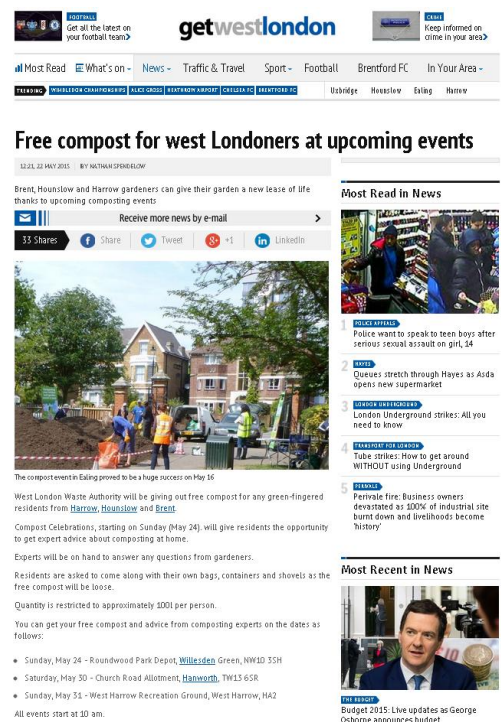
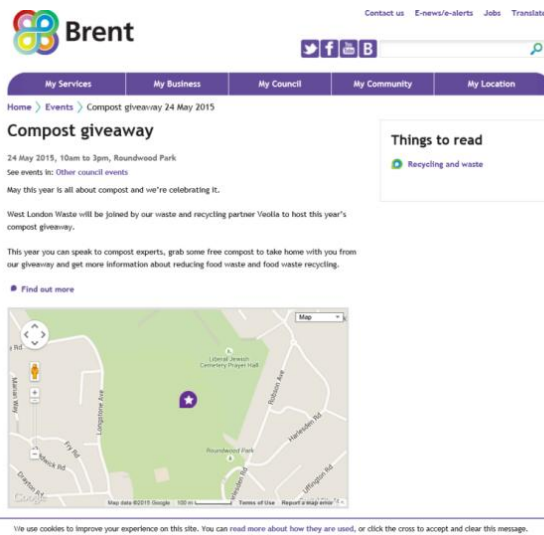


Compost Celebration & Giveaway – Brent

Date and time
Sunday 24 May 2015
10:00am - 3:00pm

Location
Roundwood Park
Willesden,
London

Description
May this year is all about compost – and we're celebrating it.
West London Waste will be joined by Brent Council's waste and recycling partner – Veolia to host this year's compost giveaway.
This year you can speak to compost experts, grab some free compost to take home with you from our giveaway and get more information about reducing food waste and food waste recycling.
We will have 10 tonnes of compost being delivered on the day and residents will be able to take home about 100 litres of free compost – please remember to bring your own bag and a spade.
As well as the compost giveaway, we will be answering any questions you may have about composting. Compost experts will be on hand to answer any queries you have and give information on how to start your own compost bin or heap, tips to maintain your compost and more. You'll also be able to find out how you can buy your own reduced price compost bin.
Field to Fork organics, a local co-operative based in north west London will also be joining us on the day. To find out more about



Social Media

WLWA	9 tweets, 8 of which were re-tweeted (89%) giving a total opportunity to see of 61,079
Brent Council	0 tweets, though re-tweeted 2 of the WLWA tweets
Other Twitter interaction	<p>There were 23 tweets from other organisations/people mentioning the event and @WestLondonWaste. @FindersEaters spent the day at the event tweeting comments, pictures and videos of residents and the composting experts.</p> <div data-bbox="496 1391 1217 1852" data-label="Image"> </div> <p>There were at least 19 organisations interacting with our tweets including @qpnel @LucyGarden @Cllrdaly</p> <p>@DonnaBookeisha @HarlesdenTT @Bernard_Collier @Farihaq1 @Hopkins_Alison @NW6GoodBadUgly @Riksmithuk @CathPG @GoodGymBrent @Field2ForkCoop @CllrLong @FindrsEaters @MindBodySoulEm @SufraNWLondon @time_giveaway</p>

	Keep Britain Tidy @KeepBritainTidy also tweeted twice about the event on May 18 and 22, and re-tweeted their compost expert being interviewed by @FindersEaters. This increased reach by around 45,000.
--	---

The most popular tweet was “Next week we're giving away more compost for @Brent_Council residents @ Roundwood Park, Willesden. Come get yours! <http://ow.ly/N0va9>”, 5 people re-tweeted it and it had a reach of 14,119.

Date	Tweet
29/04/2015	Calling @Brent_Council residents! Get your free compost at our #compostcelebration on 24th May in Willesden http://ow.ly/Mf49O
02/05/2015	Roundwood Park in Willesden - our venue for a compost giveaway for @Brent_Council residents on 24 May http://ow.ly/MolhW
02/05/2015	Roundwood Park in Willesden - our venue for a compost giveaway for @Brent_Council residents on 24 May http://ow.ly/MolhW
17/05/2015	Next week we're giving away more compost for @Brent_Council residents @ Roundwood Park, Willesden. Come get yours! http://ow.ly/N0va9
17/05/2015	@WestLondonWaste @Brent_Council if anyone needs a hand shifting compost into beds / gardens / community projects, we can help! #useyourrun
19/05/2015	Will you be there on Sunday at the #Brent compost celebration with compost experts & free compost to take home? http://westlondonwaste.gov.uk/events/compost-celebration-giveaway-brent/
19/05/2015	@GoodGymBrent will certainly keep you in mind if we need volunteers!
19/05/2015	The London Borough of Brent Daily is out! paper.li/Londonworldres... Stories via @WestLondonWaste @MinkiesDeli@k2kfruiharvest
21/05/2015	Is the garden needing a boost this spring? Get some free compost at our giveaway Sun 24th in Willesden @Brent_Council http://ow.ly/NeFBZ
21/05/2015	@WestLondonWaste @Brent_Council great news but please do this in Barham Park too - or somewhere else that's nearer my garden!
22/05/2015	The London Borough of Brent Daily is out! paper.li/Londonworldres... Stories via @NW10KTRA @WestLondonWaste@Krupesh4Brent
22/05/2015	Free compost + Field to Fork stall = great Bank Holiday Sunday! Roundwood Park. 10-2. Be there! Thx@WestLondonWaste
22/05/2015	Free compost + Field to Fork stall = great Bank Holiday Sunday! Roundwood Park. 10-2. Be there! Thx@WestLondonWaste
22/05/2015	@LucyGarden @Brent_Council I wish we had compost to give away across more parks!
23/05/2015	Just one more sleep before @Brent_Council residents get their free compost on Sun 24 May from 10am! http://ow.ly/NhLYi
24/05/2015	Heading down today to give away 10 tonnes of free compost to @Brent_Council residents @ Roundwood Park! http://ow.ly/NhZQ1
24/05/2015	Let the shovelling commence! Free compost for @Brent_Council residents @ Roundwood Park.
24/05/2015	Just returned home from Roundwood Park with some free compost courtesy of @WestLondonWaste Its going fast, especially with the car drivers
24/05/2015	Just returned home from Roundwood Park with some free compost courtesy of @WestLondonWaste Its going fast, especially with the car drivers

Date	Tweet
24/05/2015	Today we're live blogging from @WestLondonWaste compost celebration and giveaway in Willesden bit.ly/1ArQk6D#CompostMonth ^Hollie
24/05/2015	Today we're live blogging from @WestLondonWaste compost celebration and giveaway in Willesden bit.ly/1ArQk6D#CompostMonth ^Hollie
24/05/2015	Mohamed and his family are taking home their compost @WestLondonWaste #CompostMonth^Hollie
24/05/2015	Mohamed and his family are taking home their compost @WestLondonWaste #CompostMonth^Hollie
24/05/2015	Come down to Roundwood Park to get your free compost this afternoon @WestLondonWaste#CompostMonth ^Hollie
24/05/2015	TIP 1: Mix your greens and browns 50:50 to get a good balanced #compost @KeepBritainTidy@WestLondonWaste -SH
24/05/2015	But too much greens will make your #composts muddy @KeepBritainTidy @WestLondonWaste SH
24/05/2015	Browns include shredded paper and woodshavings. Their air pockets give structure to your #compost @KeepBritainTidy@WestLondonWaste SH
24/05/2015	But with too much browns, it won't turn into #compost @KeepBritainTidy@WestLondonWaste. SH
24/05/2015	There's 10 tons of compost today. The giveaway will be in Harrow and Hounslow next weekend @Brent_Council @WestLondonWaste@KeepBritainTidy
24/05/2015	Last week a lot of ppl from allotment society queued up for #CompostGiveaway@WestLondonWaste SH
24/05/2015	There are 3 allotments near Roundwood Park.#CompostGiveaway @WestLondonWaste@Brent_Council @KeepBritainTidy. SH
24/05/2015	Compost today has been produced by West London Composting, at a large facility at Harefield. @Brent_Council @WestLondonWaste. SH
24/05/2015	People can grab as much compost as they want.#CompostGiveaway @WestLondonWaste@KeepBritainTidy @brent_cou...
24/05/2015	Ute's top tip: add crumpled up newspaper to your compost at home #CompostMonth@WestLondonWaste ^Hollie
24/05/2015	People have been bringing boxes and bin bags for#CompostGiveaway @WestLondonWaste@Brent_Council @keepbrit...
24/05/2015	Still lots to go! @WestLondonWaste's Alex estimates 8 tonnes of free compost still up for grabs #CompostMonth ^Hollie
24/05/2015	Composter Mohamed from North West London says today's compost celebration is a 'positive thing' for the community @WestLondonWaste^Hollie
24/05/2015	The Birrell's from Kensal Rise are out collecting their free compost @WestLondonWaste#CompostMonth ^Hollie
24/05/2015	Interview: @WestLondonWaste's Lara Smith#compostmonth ^Hollieaudioboom.com/boos/3212527

LB Ealing

Location	Walpole Park
Date	Saturday 16th May 2015
Times	09:00am -4:00pm
Amount of compost supplied	20 tonnes of compost
Compost remaining at the end of the event	None
How compost supplied	Tipped onto tarpaulin
Giveaway rules	Giveaway limit 100 litres was enforced initially but residents were told they could come back later to collect more.
Residents attending	Estimated at 270
Staffing	WLWA – 3 staff LB Ealing – 3 staff 2 Compost Experts
Groups Attending	None

Communications

The compost giveaway was publicised in a number of ways:

- On the WLWA events page and Facebook.
- Promoted through WLWA, Keep Britain Tidy and Ealing Councils Twitter
- Article in Get West London 9th May
<http://www.getwestlondon.co.uk/lifestyle/good-news-gardeners-great-compost-9188043>
- Event publicised on the news section of the Ealing Council website (on 5th May)
http://www.ealing.gov.uk/news/article/1237/ealings_compost_giveaway
- Article in Chiswick Herald 5th May
- Promoted through Councils internal newsletter and Green Redeem

A to Z | **Top tasks** | **Popular pages** | **About us** | **Contact us** | **Jobs** | **Register** | **Sign in**

Home > Latest news > Ealing's compost giveaway

Council services ▶ **Ealing's compost giveaway**

Published 5 May 2015

Gardening enthusiasts will be able to get their hands on some free compost as part of Ealing Council's annual giveaway in Walpole Park on Saturday, 16 May.

The event begins at 8.30am and runs to 4pm or until the 20 tonnes of free compost is all gone. The giveaway comes at the end of Compost Awareness Week which, this year, is from 4-10 May.


Residents are asked to come along with their own bags, containers and shovels as the compost will be loose. There will be a restriction on the quantity that can be taken by each person - approximately 100 litres. It is advised to arrive early to get a share.

The compost is made from recycled food and garden waste collected from homes across west London. Staff from the council's recycling team and West London Waste Authority, which is responsible for disposing of the waste collected by six London boroughs including Ealing, will also be on hand with information and advice on composting.

Residents will need to park and enter on foot using the Mattock Lane entrance, and should check local parking restrictions when they arrive.

Keith Townsend, executive director of environment and leisure said: "Using compost in your garden is a cheap and environmentally friendly way to give your plants the nutrients they need. I encourage all gardeners to come along to our giveaway this May.

"If you'd like to start making your own compost, there are reduced prices on compost bins for residents."




[Print this page](#)


Compost Celebration & Giveaway – Ealing

Date and time
Saturday 16 May 2015
9:00am - 3:00pm

Location
Walpole Park
Mattock Lane,
Ealing
London
W5 5BH



Description
May this year is all about compost – and we're celebrating it.
West London Waste will be joined by Ealing Council's Recycling Team to host this year's compost giveaway. This year you can speak to compost experts, grab some free compost to take home with you from our giveaway and get more information about reducing food waste and food waste recycling.
We will have 20 tonnes of compost being delivered on the day and residents will be able to take home about 100 litres of free compost – please remember to bring your own bag and a spade.
As well as a compost giveaway, we will be answering any questions you may have about composting. Compost experts will be on hand to answer any queries you have and give information on how to start your own compost bin or heap, tips to maintain your compost and more. You'll also be able to find out how you can buy your own reduced price compost bin.
For more information about the event, contact West London Waste on 020 8825 9468 or via email on info@westlondonwaste.gov.uk



Good news for gardeners as great compost giveaway returns to Ealing

11.07, 9 MAY 2015 BY GOOLISTAN COOPER

20 tonnes of compost is available free as part of Compost Awareness Week

Receive more news by e-mail

93 Shares



Share



Tweet



+1



LinkedIn



Gardening enthusiasts will be able to get their hands on some free compost as part of Ealing Council's annual giveaway in Walpole Park on May 16.

The event begins at 8.30am and runs to 4pm or until the 20 tonnes of free compost is all gone. It comes at the end of Compost Awareness Week which ran earlier this month.

Most Read in Lifestyle



- LIFESTYLE**
Revealed: Top 10 names and jobs for dating in London
- QUEEN'S PARK RANGERS FC**
Ex-QPR footballer in the running for Mr England title
- COMBUSTIONS**
Win: Brighten your home with £250 B&Q Vouchers!
- ROYAL ASCOT**
Royal Ascot: Chelsea & Kensington's 'most respected faces' turn heads in hats
- WESTFIELD**
Win family pass to KidZania at Westfield White City



Ealing's compost giveaway

Gardening enthusiasts will be able to get their hands on some free compost as part of Ealing Council's annual giveaway in Walpole Park on Saturday, 16 May.

The event begins at 8.30am and runs to 4pm or until the 20 tonnes of free compost is all gone. The giveaway comes at the end of Compost Awareness Week which, this year, is from 4-10 May.

Residents are asked to come along with their own bags, containers and shovels as the compost will be loose. There will be a restriction on the quantity that can be taken by each person - approximately 100 litres. It is advised to arrive early to get a share.

The compost is made from recycled food and garden waste collected from homes across west London. Staff from the council's recycling team and West London Waste Authority, which is responsible for disposing of the waste collected by six London boroughs including Ealing, will also be on hand with information and advice on composting.

Residents will need to park and enter on foot using the Mattock Lane entrance, and should check local parking restrictions when they arrive.

Keith Townsend, executive director of environment and leisure said: "Using compost in your garden is a cheap and environmentally friendly way to give your plants the nutri-

ents they need. I encourage all gardeners to come along to our giveaway this May.


"If you'd like to start making your own compost there are reduced prices on compost bins for residents."

Compost can easily be made at home using garden waste, as well as everyday waste items such as peelings, teabags, coffee grounds, filter paper and crumpled up newspaper and cardboard.

For further information on composting visit: www.ealing.gov.uk/recycling, or www.ealing.gov.uk/gardenwaste to learn more about the council's garden waste collection service.



WLWA	15 tweets, 12 of which were re-tweeted (80%) giving a total opportunity to see of 119,752
Ealing Council	<p>4 tweets, also re-tweeted 3 of the WLWA tweets</p> <p>@EalingCouncil May 15 Get a bag or container ready & come down to Walpole Park from 8.30am tomorrow for free compost. Get in quick! http://bit.ly/1JNUhWu</p> <p>@EalingCouncil May 15 We're giving away 20 tonnes of compost tomorrow! Come down to Walpole Park from 8.30am & get composting. http://bit.ly/1JNUhWu (3 re-tweets)</p> <p>@ EalingCouncil May 12 Get your hands on some free compost at our annual compost giveaway this Sat! Find out more: http://bit.ly/1JNUhWu (8 re-tweets)</p> <p>@EalingCouncil May 5 Gardeners, green fingers at the ready for some free compost at the annual giveaway in Walpole Park on Sat, 16 May: http://bit.ly/1JNUhWu (4 re-tweets)</p>

<p>Other Twitter interaction</p>	<p>There were 2 tweets from other organisations/people mentioning the event and @WestLondonWaste together. Keep Britain Tidy also tweeted about the event twice, increasing reach by around 30,000.</p> <p>There were at least 15 people/organisations interacting with our tweets including @VisTrain @M1randa @CathPG @LondonBikehub @DonnaBookeisha @davidarodgers @Barnabites @Philo2u @ilanabananana @GeorgiaHCRfm @EcoFlap @wscharleshouse @weddingdjpro @schmolik @mantejd @BassamMahfouz</p> <p>This tweet by @BassamMahfouz was re-tweeted by 7 people/organisations including WLW.</p> <p>BassamMahfouz May 16, 9:39am via Twitter for Android Mega busy this morning as @WestLondonWaste & @EalingCouncil come together to give away compost in Walpole Park.</p> 
---	---

Date	Tweet
29/04/2015	Calling @EalingCouncil residents! Get your free compost at our #compostcelebration on 16th May in Walpole Park http://ow.ly/Mf3tJ
01/02/2015	Join our #compostcelebration @ Walpole Park in Ealing on 16th May! Free compost for residents! http://ow.ly/Mkb6S
06/05/2015	16th May is our @EalingCouncil compost giveaway at Walpole Park. Come and get yours! ow.ly/MAfS8
09/05/2015	Our compost events start next sat 16th in Ealing! Come down for free compost and info on how you can compost at home http://ow.ly/MHKJq
11/05/2015	Our compost events start this coming Sat 16th at Walpole Park in Ealing.#compostcelebration ow.ly/MLZu4
11/05/2015	Walpole Park gets another mention:sch.mp/1jYvaV - RT @WestLondonWaste Our compost events start this coming Sat 16th at Walpole...
12/05/2015	Compost celebration starts 9am in #WalpolePark Saturday 16 May. Ask the experts & take compost home @EalingCouncil http://westlondonwaste.gov.uk/events/compost-celebration-giveaway-ealing/

Date	Tweet
12/05/2015	Get your compost qu's answered & free compost in Ealing this Saturday @FamiliesWest @LDN_W5 @MFM_Ealing @NCTEaling http://westlondonwaste.gov.uk/events/compost-celebration-giveaway-ealing/
15/05/2015	One more sleep before the @EalingCouncilCompost Giveaway @ Walpole Park tomorrow from 9.30 ow.ly/MZjio
16/05/2015	Walpole Park in Ealing - 1st compost giveaway this month happening today from 9am #compostcelebration @EalingCouncil http://ow.ly/N0rbQ
16/05/2015	Come down and get your free compost at Walpole Park with @EalingCouncil #compostcelebration
16/05/2015	There's still plenty of compost so grab your shovel and get down to Walpole Park with @EalingCouncil
16/05/2015	We can't stand here all day come down and get your free compost at Walpole Park with @EalingCouncil
16/05/2015	Final call for compost! Get yourself down to Walpole Park with @EalingCouncil
16/05/2015	Dregs of compost left and it's going fast...#compostcelebration
16/05/2015	What's left of 20 tonnes of compost @EalingCouncil #compostcelebrations

LB Harrow

Location	West Harrow Recreation Ground
Date	Sunday 31 st May 2015
Times	10:00am-3:00pm
Amount of compost supplied	10 tonnes of compost
Compost remaining at the end of the event	None
How compost supplied	Tipped on to a designated area
Giveaway rules	Giveaway amounts were not strictly enforced but generally limited to 100 litres per person.
Residents attending	Estimated at 185
Staffing	WLWA – 2 staff LB Harrow – 4 staff Rubbish Diet – 2 staff 2 Compost Experts
Groups attending	Harrow in Leaf

Communications

- On the WLWA events page
- Through WLWA Facebook and Twitter
- Publicised through Rubbish Diet Newsletter and Twitter
- Article in Get West London on 22nd May 2015 after press release from WLWA (shown in LB Brent section earlier)

<http://www.getwestlondon.co.uk/news/local-news/free-compost-west-londoners-upcoming-9298609>

- Article in Harrow Times on 25th May 2015
http://www.harrowtimes.co.uk/news/12958586.Gardeners_celebrate_free_dirty_weekend/
- Publicised on Harrow in Leaf website
<http://www.harrowinleaf.org.uk/>

Compost Celebration at West Harrow Recreation Ground on 31st May

100 litres of FREE COMPOST!

The Rubbish Diet, an initiative of West London Waste Authority, held a "celebration of compost" on Sunday 31st May at the West Harrow Recreation Ground, HA1 4EA.



R This successful event started at 10am and ran to about 2pm when the compost had all gone, approximately 4 hours.

The event was to celebrate "Compost Awareness Week" and to help raise awareness of the benefits of home composting.

Harrow residents were able to collect up to 100 litres of free compost made from their food and garden waste gathered from their brown bins. Bringing their own strong bag(s) or wheelbarrows! It was expected that local growers and community groups will hold stalls to promote their services or sell goods, alongside the council who will be promoting their collection schemes. There was also a compost expert and recycling experts there on the day offering advice and answering any composting questions residents may have.



Harrow in LEAF had a table at this event with information, selling plants and possibility to join/renew Individual Memberships. We can say that it was our best ever Compost Celebration Day ever!

Would you like a Free table at another event? There are normally around 200 + visitors attending. Groups will get the extra publicity of being listed in the on-line promotions, once attendance is confirmed. If you are interested in having a table for your own group then contact Sarah Kersey, West London Project Manager of The Rubbish Diet via e-mail: sarahk@therubbishdiet.org.uk

This is good quality compost or soil enhancer so go along and enjoy an hour or so shovelling.....

NEVER FORGET TO TAKE YOUR OWN STRONG BAGS FOR THE COMPOST!



Compost giveaway

Did you know that every year West London Waste Authority arranges to give back tonnes of compost made from food waste collected from the West London Boroughs? Debs and Sarah helped giveaway heaps of compost in Harrow last year. Don't miss out!

[Find a compost giveaway near you](#)

Join us on [facebook](#) or [twitter](#) and share your story. Or email us [here](#) - we'd love to hear from you, whether it's your top tip, a question or your own Rubbish news.

Sarah

Copyright © 2015 Rubbish Diet, All rights reserved.

[unsubscribe from this list](#) [update subscription preferences](#)



The Harrow event had a positive community feel to it. Residents were genuinely interested in talking to the experts, visiting the stall and the purpose of the event; as shown by the quote one of the residents gave.

Three residents from St John Lambs Court in Harrow Weald (in the picture above) came to get some compost to help them spruce up their sheltered housing block for their entry into the Harrow in Bloom competition. Peggy Addo from St Johns said *“A lot of people don’t know where their waste goes after they put it in their brown bin, giving this compost giveaway is great idea because it helps people know and realise how important it is to put the food in the right bin, seeing this for me has been such a good experience”*.



WLWA	13 tweets, 8 of which were re-tweeted (62%) giving a total opportunity to see of 38,096
Harrow Council	0 tweets, though re-tweeted 2 of the WLWA tweets
Other Twitter interaction	<p>There were 4 tweets from other organisations/people mentioning the event and @WestLondonWaste together, with a reach of around 10,400. Keep Britain Tidy also tweeted about the event once, increasing reach by around 15,000.</p> <p>There were at least 11 people/organisations interacting with our tweets including @CathPG @RubbishDietWL @VOliphantTimes @adam01966 @ShawandCo @HappyHarrow @Bodiceasmith @WhatsoninHarrow @GT_recycling @AbundanceLondon @HarrowFOE</p>

Date	Tweet
29/04/2015	Calling @harrow_council residents! Get your free compost at our #compostcelebration on 31st May at West Harrow Rec http://ow.ly/Mf4w2
03/05/2015	@Harrow_Council residents get their turn for free compost and advice on 31 May @ West Harrow Rec Ground http://ow.ly/Moncr
26/05/2015	.local_london is billing the #compostcelebration in #Harrow on Sunday as a free dirty weekend. Love it! http://www.thisislocallondon.co.uk/news/londonnews/12958586.Gardeners_celebrate_free_dirty_weekend/
27/05/2015	Not forgetting our @Harrow_Council residents. Your compost giveaway is on Sun 31st May. Get your spade ready! http://ow.ly/Niovl

Date	Tweet
28/05/2015	.@Harrow_Council residents can collect their free compost @ West Harrow Rec ground 31st May. Make sure you get yours! http://ow.ly/NiVTI
28/05/2015	@LBofHounslow @harrow_council don't forget to bring your shovel and a bag when you collect your free compost at this weekends giveaways!
30/05/2015	.Harrow_Council @RubbishdietWL @KeepBritainTidy, Sure Trust & Harrow in Leaf are all at the #compostcelebration 2moro http://t.co/rBJ1LWZ43Q
31/05/2015	Are you ready for the #compostcelebration at West Harrow Rec? Beat you there @Harrow_Council & @RubbishdietWL! http://t.co/rBJ1LWZ43Q
31/05/2015	The compost is here! Come down to West Harrow Recreation Ground to get yours! With @RubbishdietWL @harrow_council
31/05/2015	It may be rainy but that's not stopping Harrow residents from getting their free compost!!#compostcelebration
31/05/2015	Bring your bucket & spade! We're not making sand castles! @WestLondonWaste giving away compost at West #Harrow Park!
31/05/2015	RT @WestLondonWaste: compost is here! West Harrow Recreation Ground to get yours! @RubbishdietWL @harrow_council
31/05/2015	The compost pile is going quick! Grab your shovel and get down to West Harrow Rec before its gone! @harrow_council
31/05/2015	Last of the compost being snapped up!Thanks to everyone that came down @RubbishdietWL@harrow_council Harrow in Leaf
31/05/2015	Bring a broom, last bag which could be swept up. Fun day celebrating compost with @WestLondonWaste @harrow_council
31/05/2015	Thanks so much for the compost @WestLondonWaste @RubbishdietWL@harrow_council! We're putting it to good use on @philipwealthy's allotment!
31/05/2015	Did you bag yourself some compost today @WestLondonWaste @harrow_council#CompostCelebration West #Harrow Park?

LB Hounslow

Location	Church Road Allotments
Date	Saturday 30 th May
Times	10:00am-3:00pm
Amount of compost supplied	10 tonnes
Compost remaining at the end of the event	Remaining compost taken by allotment holders
How compost supplied	Tipped on to a designated area
Giveaway rules	Giveaway amounts were not strictly enforced to 100 litre household.
Residents attending	Estimated at 75
Staffing	LB Hounslow – 5 staff WLWA – 2 staff 2 Compost Experts
Groups attending	Groundworks, Streetbank, Hatecrime, Cultivate

Communications

The compost giveaway was publicised in a number of ways:

- On the WLWA events page
- Through WLWA Facebook and Twitter
- Article in Get West London on 22nd May 2015 after press release from WLWA (shown in LB Brent section earlier in report)
<http://www.getwestlondon.co.uk/news/local-news/free-compost-west-londoners-upcoming-9298609>
- Publicised on Church Road Allotments website
- Posters put up in local area
- Advert in 7 days (the Hounslow Council internal email)



Compost Celebration & Giveaway – Hounslow

Date and time
Saturday 30 May 2015
10:00am - 3:00pm

Location
Church Road Allotment
Church Road,
Hounslow,
London
TW1 3

Description
May this year is all about compost – and we're celebrating it.
West London Waste will be joined by Hounslow Council's Recycling Team to host this year's compost giveaway. This year you can speak to compost experts, grab some free compost to take home with you from our giveaway and get more information about reducing food waste and food waste recycling.
We will have 10 tonnes of compost being delivered on the day and residents will be able to take home about 100 litres of free compost – please remember to bring your own bag and a spade.
As well as a compost giveaway, we will be answering any questions you may have about composting. Compost experts will be on hand to answer any queries you have and give information on how to start your own compost bin or heap, tips to maintain your compost and more. You'll also be able to find out how you can buy your own reduced price compost bin.
Also joining us on the day will be Groundwork London, Cultivate London, Riana Community Network and others.
The allotments will also be holding an Open Day at the same time so local residents can come along and speak to current members and plot holders to find out all you need to know about having your own allotment space. For more information about the Open Day or the allotments visit the Church Road Allotment Association website or email info@churchroadallotments.co.uk
For more information about the event, contact West London Waste on 020 8825 9488 or via email on info@westlondonwaste.gov.uk

London Borough of Hounslow

MAY 30 2015
10:00 AM

WLWA	10 tweets, 9 of which were re-tweeted (90%) giving a total opportunity to see of 40,833
Hounslow Council	0 tweets, though re-tweeted 5 of the WLWA tweets
Other Twitter interaction	<p>There was 1 tweet from other organisation mentioning the event and @WestLondonWaste together, with a reach of around 1,700. Keep Britain Tidy also tweeted about the event once, increasing reach by around 15,000.</p> <p>There were at least 9 people/organisations interacting with our tweets including @CathPG @RubbishDietWL @theRubbishDiet @SITAUk @RHP_UK @DonnaBookeisha @ BritishBinsLtd @CatSweet13 @Ellieonresearch @TTeerandaz</p>

Date	Tweet
29/04/2015	Calling @LBofHounslow residents! Get your free compost at our #compostcelebration on 30th May at Church Rd Allotments http://ow.ly/Mf3Qf
04/05/2015	.@LBofHounslow residents get their turn for free compost on 30 May at the Church Road allotments. Come & get yours http://ow.ly/MophT
27/05/2015	This Sat 30th, its @LBofHounslow residents turn to bag some free compost @ Church Road allotments. Come get yours! http://ow.ly/NinTo
28/05/2015	Your free compost is waiting for you at our giveaway this Sat 30th. Spruce your garden up this spring! http://ow.ly/NiUFL @LBofHounslow
28/05/2015	RT @WestLondonWaste: Free compost is waiting for you at our giveaway on Sat 30th. Spruce up your garden ow.ly/NiUFL @LBofHounslow
29/05/2015	We're a bit busy this weekend! #compostcelebration in both# Hounslow http://t.co/ILxsKO0M6H & #Harrow http://t.co/rBJ1LWZ43Q #workinghard
29/05/2015	RT @WestLondonWaste: @LBofHounslow don't forget to bring a shovel and a bag to collect your free compost at this weekend's giveaway!
29/05/2015	See what it's like having your own allotment at the #Hounslow #compostcelebration on Saturday http://t.co/ILxsKO0M6H @LBofHounslow
29/05/2015	RT @WestLondonWaste: See what it's like having your own allotment #Hounslow#compostcelebration, Sat 30 ow.ly/NiUFL @LBofHounslow
29/05/2015	#Hounslow allotment open day tomorrow Sat 30th 10 - 3 with @WestLondonWaste@GroundworkLON @Cultiv8London. twitter.com/ddermondy/stat...
30/05/2015	Heading to Church Road for a day of fun at the #Hounslow #compostcelebration with @LBofHounslow http://t.co/ILxsKO0M6H . Everyone is welcome
30/05/2015	Come see us and @LBofHounslow at Church Road Allotments to get your free compost before its all gone! Don't forget your bag and shovel!
30/05/2015	There's still time to come get your compost from Church Road Allotments with @LBofHounslow
30/05/2015	Last chance to come grab some Free Compost from Church Road Allotments!

LB Richmond Upon Thames

Location	Palewell Common
Date	Saturday 6 June
Times	10:00am-3:00pm
Amount of compost supplied	10 tonnes
Compost remaining at the end of the event	Remaining compost taken by allotment holders
How compost supplied	Tipped on to designated area
Giveaway rules	Giveaway amounts were not strictly enforced.
Residents attending	Estimated at 50
Staffing	LB Richmond – 1 staff WLWA – 3 staff 2 Compost Experts
Groups attending	None

The compost giveaway was publicised in a number of ways:

- On the WLWA events page and Facebook
- Through WLWA and Richmond Council Twitter
- Event publicised in the news section of the Richmond Council website (on 27th May)
http://www.richmond.gov.uk/home/council/news/press_office/older_news/may_2015/dig_deep_at_compost_celebration.htm
- Posters put up in local Libraries

Richmond.gov.uk
Sign up

Services
The Council
My Richmond
Search website

The Council / News / Press office / Press release archive / May 2015 / Dig deep at compost celebration

Dig deep at compost celebration

Release Date: 27/05/2015

Keen gardeners across the borough can get their hands on some free compost during a one-off event next month as part of the great 'Compost Giveaway'.

West London Waste and Richmond Council's Recycling Team are holding the compost celebration event on Saturday 6 June from 10am to 2pm at Palewell Common in East Sheen.

At the event, attendees will be able to speak to compost experts, get information about how to reduce food waste and take home free, nutrient-rich compost.

There will be 10 tonnes up for grabs on the day. Each resident can take home up to 100 litres of compost – just remember to bring your own bag and a spade.

Compost experts will be on hand to answer your queries and give you information on how to start your own compost bin or heap as well as tips to maintain your compost. You can also find out how to buy a compost bin at a

Compost Celebration & Giveaway – Richmond

JUN 06 2015 10:00 am

Date and time
Saturday 06 June 2015
10:00am - 2:00pm

Location
Palewell Common
Enmore Gardens
London
SW14 8RF

Description
May (and now early June because we ran out of May weekends) this year is all about compost – and we're celebrating it.
West London Waste will be joined by Richmond Council's Recycling Team to host this year's compost giveaway.
This year you can speak to compost experts, grab some free compost to take home with you from our giveaway and get more information about reducing food waste and food waste recycling.
We will have 10 tonnes of compost being delivered on the day and residents will be able to take home about 100 litres of free compost – please remember to bring your own bag and a spade.
As well as the compost giveaway, we will be answering any questions you may have about composting. Compost experts will be on hand to answer any queries you have and give information on how to start your own compost bin or heap, tips to maintain your compost and more. You'll also be able to find out how you can buy your own reduced price compost bin.
For more information about the event, contact West London Waste on 020 8825 9468 or via email on info@westlondonwaste.gov.uk



WLWA	10 tweets, 4 of which were re-tweeted (40%) giving a total opportunity to see of 51,219
Richmond Council	2 tweets, re-tweeted 3 of the WLWA tweets
Other Twitter interaction	<p>There was 1 tweet from other organisation mentioning the event and @WestLondonWaste together, with a reach of around 1,700.</p> <p>There were at least 4 people/organisations interacting with our tweets including @RichEnvironment @DonnaBookeisha @StLukeKew @CathPG</p>

Date	Tweet
13/05/2015	@WestLondonWaste hi are u doing a compost giveaway in @LBRUT area?
13/05/2015	@richenvironment @LBRUT we are working on something but it's not concrete at the minute. Will let you know if it gets finalised!
27/05/2015	BREAKING NEWS: New #compostcelebrationevent added. 6 June at Palewell Common#Richmond with @LBRUTwestlondonwaste.gov.uk/events/compost...
30/05/2015	Have we mentioned there's another #compostcelebration? Coming to #Richmond on 6 June http://t.co/SaRI6R6Lqc @LBRUT
01/06/2015	Our #compostcelebration month has been extended, there's a new event next weekend in Richmond with @LBRUT Come along! http://t.co/SaRI6R6Lqc
02/06/2015	One more weekend of free compost on Sat 6th June for @LBRUT residents at Palewell Common #compostcelebration ow.ly/NIOlr
05/06/2015	Final compost giveaway tomorrow @ Palewell Common in Richmond! Make sure you come get yours! ow.ly/NWeK1
06/06/2015	On our way down to Palewell Common in Richmond for our final compost giveaway ow.ly/NWg8v #compostcelebration
06/06/2015	Compost on the ground and raring to go! digging has already started at Palewell Common. Its free #compostcelebration
06/06/2015	Still lots of compost available....its our last for this year! ow.ly/NWgpp #freecompost @LBRUT
06/06/2015	More families turning up to grab their free compost. Have you grabbed yours yet?
06/06/2015	They are driving up their cars now and shovelling straight into the boot!