

# Waste Minimisation Plan 17/18

## Progress April – June 2017



**West London Waste**  
*Let's be resourceful*  
[www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk)



Ref	Activity and Description	Measurements	Status
Fo1	Increase food waste recycling and decrease the amount of avoidable food waste.  Develop a food waste intervention program working in partnership with 3 boroughs.	We will agree and deliver a package of measures to separately capture food waste and measure those movements.	Green
			<b>Budget and spend to date</b>
			Budget: £150,000  Spend to 30/06/16: £0
<b>Aim – Reduce Cost &amp; Drive Change</b>			

## Progress

The 2017/18 Waste Minimisation Plan aims to work with three of the constituent boroughs to increase food waste recycling. London Borough of Brent and WLWA are working in partnership to increase capture and participation in the food waste service on selected collection rounds.

This project will build on the results and lessons learnt from WRAP food waste projects and the WLWA Resource London food waste interventions project which started in 2016/17.

### Over the next few months...

Pre-project monitoring is scheduled to begin in the early half of September with a focus on specified rounds. Plans should also be in place to start or finalise other food waste intervention projects with the other selected boroughs.

The pre-monitoring phase will be delivered towards the end of quarter 2. This will determine the number of households participating in kerbside recycling and food waste services. Results from this phase will be used to determine which type of intervention will work best on the selected trial rounds.

# T E X T I L E S

Ref	Activity and Description	Measurements	Status
T1	Develop a sharing and skills network for textile re-use, repair and recycling	<ul style="list-style-type: none"> <li>➤ Number of suitable champions to run skill-share events</li> <li>➤ Level of recommendation</li> <li>➤ Campaign engagement (participation and social media engagement)</li> </ul>	Green
T2	Spread awareness of the re-use options for textiles	<ul style="list-style-type: none"> <li>➤ Number of groups borrowing swishing kit</li> <li>➤ Number of 1<sup>st</sup> time attendees</li> <li>➤ Swish newsletter subscriber growth rate (30% target)</li> <li>➤ Swish newsletter open rate</li> <li>➤ Level of recommendation</li> <li>➤ Bring bank collection rates</li> </ul>	Budget: £5,500  Spend to 30/06/17: £0
<b>Aim – Reduce Cost &amp; Drive Change</b>			

## Progress

**T1** – Continuing from our work in 2016/17 to develop a west London sharing and skills repair network, we are currently working with community groups to schedule a number of repair workshops at multiple venues across our boroughs. We will be looking at a series of measurements in order to gauge resident interest, appetite and participation for these types of events.

- Number of suitable champions to run skill-share events – **none to date**
- Event recommendation – **none to date**
- Campaign engagement – Although no repair events were run this quarter, residents have been engaging with us via our website and social media channels. Our Get Swishing website saw a total of **664 visitors** between April and June while we had a total of **272 engagement actions** (retweets, likes, shares) across our social media platforms.

**T2** – Our Get Swishing textile campaign works to spread awareness of textile re-use options across west London. Through online engagement (website), social media (facebook & Instagram) and our regular swish events, we want all residents to be aware of the options for textiles to prevent them from ending up in rubbish bins.

- Number of groups borrowing swishing kit – **none to date**
- Number of swishes year to date – **2 (Hounslow and West Ealing)**
- Number of 1st time attendees year to date – **20 out of 55 total attendees (36%)**
- Swish newsletter subscriber growth rate – **150 subscribers added year to date**
- Swish newsletter open rate – **29% open rate**
- Event recommendation – **81% (net promoter score)**
- Bring bank collection rates – **n/a**

## Over the next few months...

There are currently 3 repair workshops scheduled to take part in early July in Hillingdon (4<sup>th</sup> July), Harrow (10<sup>th</sup> July) and Hounslow (10<sup>th</sup> July) boroughs.

There is also a swish scheduled for August held in collaboration with NCS 16-17 year old volunteers (National Citizen Service).



Ref	Activity and Description	Measurements	Status
<b>E1</b>	Divert small WEEE from waste and mixed recycling	<ul style="list-style-type: none"> <li>➤ Number of bring events</li> <li>➤ WEEE tonnage collected</li> <li>➤ Number of items collected</li> <li>➤ Campaign engagement</li> </ul>	Green
<b>E2</b>	Encourage the creation of small WEEE repair hubs in the local community	<ul style="list-style-type: none"> <li>➤ Number of repair workshops run by community groups</li> <li>➤ Number of groups borrowing repair kits for workshops</li> <li>➤ Number of items brought for repair</li> </ul>	<b>Budget and spend to date</b>  Budget: £2,000 Spend to 30/06/17: £0
<b>Aim – Drive Change</b>			

## Progress

**E1** – We want to encourage residents to send all small waste electrical items for recycling instead of throwing it in the bin by holding WEEE bring events and promoting borough recycling facilities online and face to face.

- Number of bring events – **2** (1 event each in Harrow and Richmond)
- Total WEEE tonnage collected – **280kg**
- Number of items collected – **72**
- Campaign engagement – **73 leaflets given out**

**E2** – We want to encourage and increase capacity for residents to create or attend repair hubs in their community. By supporting local groups to run their own events or putting on our own, residents should explore the option to repair their items or send for recycling if unable to repair.

- Number of repair workshops run by community groups – **none to date**
- Number of groups borrowing repair kits for workshops – **none to date**
- Number of items brought for repair – **none to date**

## Over the next few months...

There is a Restart Party repair hub being held at Our Lady Lourdes & St Michael Church in Uxbridge in the first week of July.

R<sub>1</sub> E<sub>1</sub> U<sub>1</sub> S<sub>1</sub> E<sub>1</sub>

Ref	Activity and Description	Measurements	Status
R1	Promotion of local re-use options	<ul style="list-style-type: none"> <li>➤ Number of items separated for redistribution</li> <li>➤ Types of items separated for redistribution</li> <li>➤ Weight of items separated for redistribution</li> </ul>	<div style="background-color: #FFD700; padding: 5px; text-align: center;"><b>Amber</b></div> <p><b>Budget and spend to date</b></p> <p>Budget: £1,500 Spend to 30/06/16: £0</p>
<b>Aim – Reduce Cost &amp; Improve Quality</b>			

### Progress

In April, a trial to understand the level of items that could be diverted for reuse was started at our Brent Household Reuse and Recycling Centre (HRRC). By separating and inspecting the bulky items brought in, their quality can be inspected which would give us a better understanding of whether or not they can be reused.

### Over the next few months...

Data will be analysed over the coming months to determine the next steps in the project.

N<sub>1</sub> A<sub>1</sub> P<sub>3</sub> P<sub>3</sub> I<sub>1</sub> E<sub>1</sub> S<sub>1</sub>

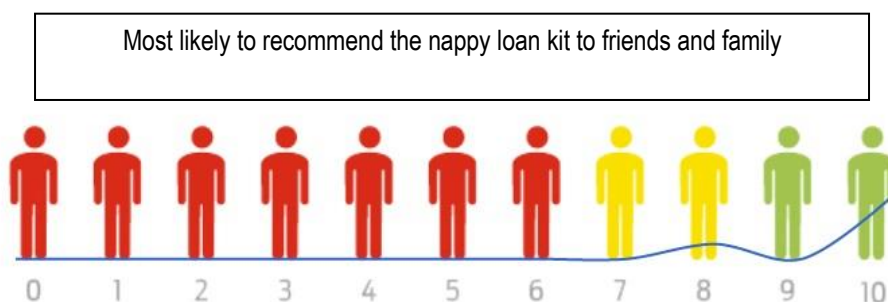
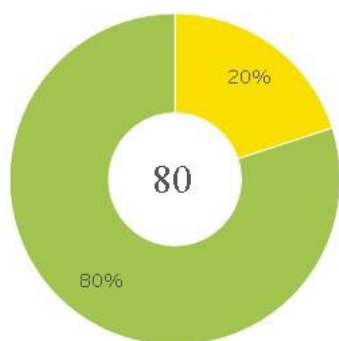
Ref	Activity and Description	Measurements	Status
N1	Raise awareness and promote the use of washable nappies to parents	<ul style="list-style-type: none"> <li>➤ Number of parents taking trial packs on loan</li> <li>➤ Campaign engagement</li> <li>➤ Trial pack recommendations</li> </ul>	<div style="background-color: #90EE90; padding: 5px; text-align: center;"><b>Green</b></div> <p><b>Budget and spend to date</b></p> <p>Budget: £0 Spend to 30/06/16: n/a</p>
<b>Aim – Reduce Cost &amp; Drive Change</b>			

## Progress

This year we will continue to promote the benefits of using washable nappies by offering west London parents the opportunity to trial a fully stocked washable nappy kit for 3 weeks.

Between April and June we received a total of **13 nappy pack loan applications** for nappies out of the **153 people** that visited our nappies website.

- Trial packs loaned – Since the scheme launched in Jan 2017 we have had **19 full applications** for a nappy loan kit. 13 of those applications occurred between April and June with **5 full loans** (taken & returned) in that time.
- Campaign engagement – So far there've been **6 events** where nappies had a focus. **70 people** took away our leaflet giving specific information about our nappy trial kit. **325 leaflets** were also delivered to children centres, churches and NCT groups who contacted us for information in Ealing, Harrow, Hounslow and Hillingdon.
- Trial pack recommendations – We have had a **100% feedback rate** for all the kits loaned this quarter. Of the 5 parents who took a nappy kit, **80%** (net promoter score) already have or are likely to recommend the pack to their friends and family.



As part of Real Nappy Week this year which ran from 24<sup>th</sup> – 29<sup>th</sup> April, we ran a free online competition.

The winner would walk away with a fully stocked nappy accessory kit and a £60 voucher towards the purchase of a set of their own reusable nappies.

## Over the next few months...

In the coming months, we will continue promoting the nappy loan kit at children centres, library stalls and other parent and child focused groups across our 6 boroughs. We will also request feedback from those who borrowed our kit to determine whether they have purchased reusable nappies since their initial loan.



# E V E N T S

Ref	Activity and Description	Measurements	Status
Ev1	Spread waste reduction messages through direct engagement with residents	<ul style="list-style-type: none"> <li>➤ Number of events (100)</li> <li>➤ Number of people engaged with events</li> <li>➤ Waste minimisation information given out at events</li> </ul>	Green
			<b>Budget and spend to date</b>  Budget: costs included within Resource Management
<b>Aim – Drive Change</b>			

## Progress

Our team have attended a number of different events across our boroughs with our activities engaging a wide section of residents interested in reducing their waste. Events already attended between April and June this year include large outdoor fairs, our West London Library Tour, WEEE bring events, compost giveaways, reusable nappy promotion events and food waste activities with local schools.

- Number of events – **25 events**
- Number of people engaged with at events – **2,755 people**
- Tools/information given out at events – **2,678 items** (includes, spaghetti measurers, bag clips, recipe cards, borough leaflets, food waste caddy liners and food waste caddies)

## Q1- Events by Borough

Brent	3 events	97 residents
Ealing	8 events	766 residents
Harrow	1 events	144 residents
Hillingdon	3 events	60 residents
Hounslow	5 events	147 residents
Richmond	5 events	1541 residents

## Over the next few months...

The team will be continuing with our Library Tour which will be visiting more venues across the next 3 months. There will also be sewing workshops happening in early July, swishes in August and Recycle Week roadshows in September.

# C O M M U N I C A T I O N S

Ref	Activity and Description	Measurements	Status
C1	Grow our online engagement & share our Reduce Re-Use Recycle messages with our followers	<ul style="list-style-type: none"> <li>➤ Number of unique website visitors</li> <li>➤ Returning visitors to our website</li> <li>➤ Page views</li> <li>➤ Newsletter subscriptions</li> <li>➤ Social media engagement across all platforms (twitter, facebook &amp; Instagram)</li> </ul>	Amber
C2	Create, develop and share re-use guides for organisations in west London	<ul style="list-style-type: none"> <li>➤ Number of downloads or page visits</li> <li>➤ Feedback</li> </ul>	<b>Budget and spend to date</b>  Budget: £25,560  Spend to 30/06/17: £95
C3	Run a large-scale partnership event focusing on specific waste streams	<ul style="list-style-type: none"> <li>➤ Measures to be agreed with partner organisations</li> </ul>	
<b>Aim – Drive Change &amp; Improve Quality</b>			

## Progress

### C1 - Website

Qtr	Unique website visitors	Returning website visitors	Page views
Q1	22,596	5,129	46,459
<b>Total</b>	<b>22,596</b>	<b>5,129</b>	<b>46,459</b>

### Newsletters

This quarter saw a total of **262 people** subscribe to our monthly newsletters. To view or sign up to our monthly newsletters, residents can visit [westlondonwaste.gov.uk/newsletter](http://westlondonwaste.gov.uk/newsletter)

### Social Media

Over the last 4 years, social media has allowed our team to spread our waste reduction messages far and wide to local residents, businesses and community groups nationally and internationally. We have built up a loyal online following of people who love sharing our messages and are keen to support, promote and contribute to what we do.

Moving forward, we want to not only increase the quality of our social media engagement but measure how engaged our followers are with us. By counting all the actions of our followers after a message goes out on our social media platforms, we can measure the number of people that interact with us whether they retweet, share, like, favourite or comment on what we say. We will be putting out engaging content and campaigns about waste and what we can do to reduce it.



<b>Quarter</b>	<b>Online Engagement (twitter, facebook &amp; instagram)</b>
Q1	1,975
<b>Total</b>	<b>1,975</b>

Campaigns over the last 3 months have included – an online competition to support the launch of our reusable nappy trial kit and to support [Real Nappy Week 2017](#) (Apr); a textile twitter chat and production of a video promoting textile repair and reuse for [Fashion Revolution Week](#) (Apr); [Compost Awareness Week](#) (May); team engagement in a [Six item Challenge](#) supporting *Labour Behind the Label's* awareness raising campaign on fast fashion's contribution to textile waste (May); the launch of Hounslow Council's [Recycling Refresh](#) rollout (Jun) and the start of our annual [West London Library Tour](#) (Jun).

### **C2 – WLWA Reuse Guide**

The team are looking to design a general re-use guide that could be used by organisations across our WLWA boroughs. The guide will aim to provide a cross-borough signposting service of information about which organisations provide valuable re-use options for residents

From September, the team will be looking to engage the various re-use organisations, those who could benefit (e.g. landlords, housing associations, residents) and the various departments within our borough partners (i.e. housing).

### **C3 – Partnership Event**

The team hope to collaborate with multiple organisations to hold a large scale 'Fashion & Food' event in February 2018. We will be working with a number of sustainable fashion organisations and food awareness-raising charities to engage the residents of our west London boroughs.

### **Over the next few months...**

The team will continue to monitor engagement across our digital platforms and release engaging content to encourage residents not only to reduce their waste but to also view it as a valuable resource.

More work will begin in the third quarter of this year towards the creation of our re-use guide and the organisation of our large scale partnership event.

R<sub>1</sub> E<sub>1</sub> S<sub>1</sub> O<sub>1</sub> U<sub>1</sub> R<sub>1</sub> C<sub>3</sub> E<sub>1</sub>

M<sub>3</sub> A<sub>1</sub> N<sub>1</sub> A<sub>1</sub> G<sub>2</sub> E<sub>1</sub> M<sub>3</sub> E<sub>1</sub> N<sub>1</sub> T<sub>1</sub>

Ref	Activity and Description	Measurements	Status
RM1	Using a variety of interventions to help residents and businesses to reduce, re-use and recycle more.	Includes all costs for staffing, training, travel and all fees and materials associated with events	Green
RM2	Actively seeking out potential funding opportunities and/or commercial partnerships		<b>Budget and spend to date</b>
RM3	Waste Minimisation Team staffing, training and travel.		Budget: £195,682  The whole of the budget has been allocated
<b>Aim – Reduce Cost, Improve Quality &amp; Drive Change</b>			

## Progress

Recruitment for a new part time Events Assistant position was filled in June to help us carry out the actions in the 2017/18 Waste Minimisation Plan.

No funding opportunities were available to us between April and June this year.

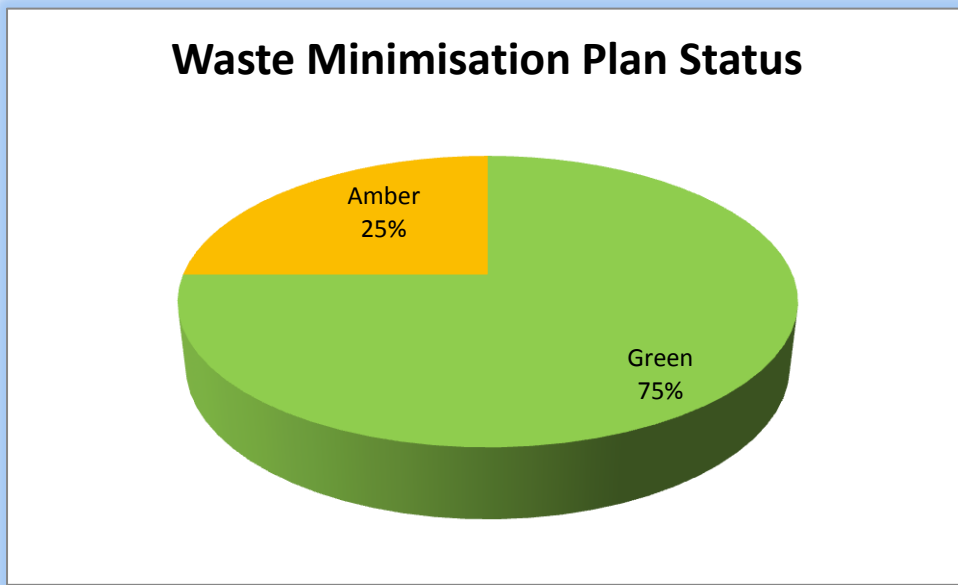
## Over the next few months...

Recruitment for a Communications Officer took place throughout July with the position due to be filled by September 2017.

The team will continue to look out for any possible funding opportunities that may become available during the year.

S<sub>1</sub> U<sub>1</sub> M<sub>3</sub> M<sub>3</sub> A<sub>1</sub> R<sub>1</sub> Y<sub>4</sub>

There are 8 sections within the Waste Prevention Action Plan relating to our priority materials and focus for the year. The overall status for the plan is indicated by the pie chart below.



The total budget for the activities outlined in this progress report is **£380,242**. The total spent to date is on track to be within this budget.