

Report of the Director and Chief Technical Adviser

Waste Prevention – progress in 2013/14 and proposed action plan for 2014/15**SUMMARY**

This report provides an update on the activities being implemented this year, the results of the large-scale Love Food Hate Waste Campaign funded by Recycle for London in 2012/13 and presents the proposed action plan for 2014/15 for approval.

RECOMMENDATION(S)

The Authority is asked to:-

- 1) *Note the progress made so far against the action plan for 2013/14 (as at appendix 1)*
- 2) *Note the significant impact of the 2012/13 Love Food Hate Waste Campaign (as at appendix 2)*
- 3) *Agree the proposed action plan and budget for waste prevention in 2014/15 (as at appendix 3)*

- 1. Introduction** – The Authority has taken the lead role over the last three years as the Waste Minimisation (WM) Team delivers the campaigns agreed by the constituent boroughs in the yearly Waste Prevention Action Plans (WPAP) and Waste Prevention Strategy (2011 – 15). These target the 5 key waste streams of food, textiles, waste electrical and electronic equipment, furniture and nappies. The WM Team is also now responsible for the Authority's website, intranet, social media, and media communications.
- 2.** Regular meetings of Borough and Authority officers have taken place throughout the year and adaptations made to activities as required by progress and changing priorities. The information contained within the appendices of this report have been shared and discussed at these meetings and through consultation as part of the Authority's budget setting process.
- 3. Performance against the 2013/14 Action Plan** – Progress during the quarters 1 and 2 is very positive with the majority of actions on target or already successfully achieved, as shown in appendix 1. A few successes to highlight are:
 - Recruiting and training 28 school Let's Get Cooking Clubs with Love Food Hate Waste (LFHW) messages
 - Recruiting 5 schools to conduct food waste analysis and engagement with staff and parents
 - Speaking to 3845 people at 87 events between April and the end of September
 - Co-ordinating 6 compost giveaways where 985 people collected free compost
 - Re-designing and re-writing www.westlondonwaste.gov.uk and attracting 27,211 unique visits up to the end of September
 - Creating 956,310 opportunities to see messages on social media

4. The results of the 2012/13 large-scale LFHW campaign – Between October 2012 and March 2013 WLWA attracted external investment from Wrap (Waste and Resources Action Programme) and Recycle for London (RfL) to undertake a number of engagement and communications tasks to raise the profile of food waste and encourage behaviour change. A full list of the activities and their reach can be found in the case study in appendix 2, the full report¹ which contains a discussion of the methodology and explanation of why the results are statistically relevant is available on the [Wrap](#) website. The evaluation of the project was conducted to academic standards and peer reviewed before publishing, it involved a pre and post campaign waste composition analysis and attitudinal survey also funded by Wrap.

5. The headline results of the work are:

- A 15% reduction in total food waste (from the residual stream a 26% (or 0.31 kg/hh/wk) reduction and 6% (0.09 kg/hh/wk) from the food waste collections). In 1 year this reduction is equivalent 12,480² tonnes which would have cost £1.3 million if wholly sent to landfill, or £554,986 to in-vessel composting, or £871,977 to anaerobic digestion at PAYT rates for 2013/14.
- Of this reduction, avoidable food waste decreased by 5,250 tonnes which would have cost £559,125 to send to landfill or £189,472 to anaerobic digestion or £366,817 to in-vessel composting at PAYT rates for 2013/14.
- The attitudinal surveys showed that people who had enthusiastically engaged with the information and tips reduced their food waste by 0.7kg per week, a 43% reduction.
- For every £1 invested in communication and engagement activity a landfill disposal saving of £8 was made.
- The reduction in avoidable food waste saved the equivalent of 20,000 tonnes of CO₂ equivalent.
- The reduction will also have saved residents around £14 million in purchase costs.

6. The results of the survey suggest that whilst the work the Authority currently carries out is a positive contribution to the behavior changes, a wider campaign which provides people with greater opportunities to see the key messages using a wider variety of activities would generate more significant results. This learning and the evaluation of the different engagement methods chosen is reflected in the proposed WPAP for 2013/14.

7. Waste Prevention Action Plan 2014/15 – The detail of the proposed plan is shown in appendix 3. Paragraphs 8 to 14 of this report highlight a change in the focus of activities following the results detailed above and in appendix 2. The main changes are a change in staffing, greater expenditure on LFHW and greater capacity building with residents.

8. Love Food Hate Waste - The results of the LFHW research project carried out by the Authority in partnership with Wrap during 2012/13 have demonstrated the potential savings when a large-scale campaign for LFHW is invested in. It identified that for every £1 spent a saving of £8 on disposal costs can be achieved. As a result during 2014/15 it is proposed to put in place a bigger campaign to achieve even greater savings, for an investment of £100,000 it should be possible to achieve disposal savings of around £800,000. Action Fo1 in the proposed plan

¹The full report and case study can be downloaded from <http://www.wrap.org.uk/content/west-london-food-waste-campaign>

² 0.4kg per week x 52 weeks x 600,000 households

(appendix 3) gives indicative costs for different types of advertising and includes an outline of the type of activities that could be included. Further work will be needed with the constituent boroughs to agree a detailed timetable. In addition to this, partnership working with other campaigns is being explored.

9. Partnership working – Contact has been made with our neighbouring Waste Disposal Authorities to understand if there are any opportunities for working together on waste prevention activities to achieve economies of scale benefits. Several have expressed an interest in exploring this further in the New Year once their own budget setting processes are more advanced.

10. Furthermore, Wrap have suggested they will assist in putting together proposals to private sector LFHW partners who may consider putting funding into a campaign in the Authority area. However, the Authority needs to decide its LFHW budget and proposed actions before this approach can be made.

11. Rubbish Diet - The Rubbish Diet is being introduced in Harrow in January 2014, the preliminary work is already generating a lot of interest from residents and it has received a mention on BBC radio, a full page in the Harrow Observer plus an online article. Results of the Harrow Rubbish Diet will be available in March 2014, if these show that residents have been able to divert over 50% from their residual waste bins it is proposed to continue the work in Harrow for another year, introduce the Rubbish Diet to another borough and provide an on-line diet to the remaining 4 boroughs.

12. Staffing - As the work undertaken by the WM Team has increased in complexity and scope, including planning and implementing the majority of the communications for the Authority the existing experience in the team will not be able to adapt to meet the needs of the work. The new proposed structure for 2014/15 includes posts with greater experience requirements and a wider range of skills to enable it to undertake more complex communications and commissioning work. Having the part-time staff will provide more flexibility over the summer period which is usually particularly busy with events.



13. The Waste Minimisation Co-ordinator post is the only full-time permanent position in the team. The budget for this post has been shown in the Corporate Services budget in previous years but from April 2014/15 it will be shown in the WM budget. It is proposed that the new Waste Minimisation Officer and Communications and Engagement Officer positions are both 22 month fixed term posts to ensure the role is attractive and mitigate the risk of lack of applicants with the appropriate skills and experience. Whereas the Events Assistant role will be for 21 hours a week mainly at weekends from April to September only (6 months) to cover the summer season with the fairs and festivals.

14. A further proposed addition to the structure is a Nappy Natter Assistant. The post is for 1 day a week for one year and will arrange, manage and report back on 6 nappy natters in each borough during 2014/15 to raise awareness and, in the boroughs with nappy trial packs, support their distribution. As more and more of the recyclable element of the residual waste stream is diverted into recycling collections the proportion of nappies will increase, this position will give us the opportunity to tackle this difficult waste stream.

15. Benchmarking – The table below highlights the budgets of the other SJWDA’s for waste prevention work. NLWA and Merseyside have both won awards for their work and have published waste prevention plans. NLWA, WRWA, Merseyside and Greater Manchester have campaigns integrating the reduce, re-use and recycle messaging.

Authority	WM Budget 2013/14	Detail
NLWA	£496,200	This budget is detailed in their 2013/14 waste prevention plan programme. The budget shown here does not include all staff costs for the team of 4 staff.
ELWA	Unknown	Included in PFI contract, unable to identify from publically available documents
WRWA	£213,000	There is no published waste prevention plan. Two part-time staff are currently employed to focus on work in schools for 40 weeks of the year. The budget papers from February 2013 suggest this figure also includes recycling promotion by the WDA because all 4 boroughs have the same recycling service. A contract with Waste Watch to deliver environmental education has recently been terminated, this was a long term contact that has been in operation for over 5 years.
Greater Manchester	Unknown	Included in PFI contract, unable to identify from publically available documents.
Merseyside	£248,000	In addition to the budget line for waste prevention they also spend £12,000 on an education and awareness programme, £5,000 on stakeholder engagement development, £20,000 on partner development, £50,000 in a community fund to enable them to undertake environmental projects and £18,000 on a PR agency.
WLWA	£150,000	As detailed in the Waste Prevention Action Plan 2013/14

16. Consultation with borough officers – Boroughs have contributed to the development of the proposed plan for next year and have identified priority actions. These are summarised in the table below.

Action	Proposed budget	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond
Fo1 – LFHW	£100,000		✓	✓	✓	✓	
Fu1 - Supporting the Re-use Hotline in 3 boroughs	£6,000		✓	✓	✓	✓	
E1 - Electrical re-use and recycling services for residents	£0		✓	✓	✓		
C1 - Maximise the use of www.westlondonwaste.gov.uk	£0				✓		
C3 - Increase West London Waste Social Media presence	£0				✓		
C4 – The Rubbish Diet	£52,000			✓		✓	
C7 - Attendance at events	£1,500		✓	✓			
G2 – Staffing (note, there no actions from this list which do not require staff support)	£131,912		✓	✓		✓	

Additional comments received:

- Particularly support the love food hate waste element, which should be really successful given the evidence available
- The proposed budget is a reasonable amount to spend across the six boroughs
- As with all budgets, the waste prevention budget should be reduced

17. Financial Implications – The proposed Waste Prevention Action Plan for 2014/15 seeks a total budget of £298,362 and includes the transfer in of the staffing costs related to the Waste Minimisation Co-ordinator salary. This overall budget represents an increase of £103,000.

18. The investment of £100,000 in the LFHW campaign is a spend to save proposal, however the return on the investment will not be realised by the Authority, but will wholly benefit the boroughs through reduced PAYT costs. The evidence for LFHW suggests that the constituent boroughs could see a saving of at least £800,000.

19. It may be possible to seek and win grant funding in 2014/15. Currently there are no bidding opportunities available to fund this work. The National Waste Prevention Plan for England is due to be published before Christmas, however, the government has indicated that it will not be making any further funding available to support this plan and that resources will need to be found from existing budgets. When applying for grant funding, staffing resources will have to be carefully considered.

20. The majority of the WPAP will be delivered by the in-house team, establishment and recruitment of the team is a key step in delivering the plan. Where external resources are required these will be procured in accordance with the Authority's Tender and Contract Regulations.

21. Health and Safety implications - There are no significant health and safety risks arising from the WPAP, the Authority has in place procedures for lone working and staff working at third party events.

22. Risk Management - The principle risk associated with the proposed WPAP is the failure to achieve the £8 return on investment for the LFHW campaign. This risk can be managed in year by boroughs not budgeting for this level of return. If the WPAP does not deliver the savings anticipated it can be reviewed and amended for future years.

23. Legal implications – There are no current or anticipated statutory requirements in respect of waste prevention or minimisation.

24. Joint Waste Management Strategy Implications – Waste prevention activities are in line with the following policies:

Policy 7: The WLWA and constituent boroughs will seek to provide waste management services that offer good value. That provide customer satisfaction and that meet and exceed legislative requirements.

Policy 8: The WLWA and constituent boroughs will work together to achieve the aims of this strategy and are committed to share equitably the costs and rewards of achieving its aims.

Background papers	None
Contact Officers	Jim Brennan, Director 020 8814 3040 jimbrennan@westlondonwaste.gov.uk
	Keith Townsend, Chief Technical Advisor 020 8825 9551 keith.townsend@ealing.gov.uk
	Sarah Ellis, Waste Minimisation Co-ordinator 020 8814 9801 sarahellis@westlondonwaste.gov.uk

Waste Prevention Action Plan 2013/14 – progress July to September 2013

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
Fo1	<p>Let's Get Cooking Clubs Financial support during 2013/14 will be provided for the operation of the existing 30 Clubs in West London and provide them with further assistance to reach more local residents.</p> <p>Funding will also be provided to enable LFHW training to be given to 35 clubs from the programme of activities Children's Food Trust conduct within primary schools so they can promote LFHW messages as well as the healthy eating ones they are currently focused on.</p>	<ul style="list-style-type: none"> Provide operational funding for the existing 30 clubs 35 new clubs recruited 6450 people directly shown new skills 	£39,000	Green	This project is being delivered by Let's Get Cooking	<p>All the local Let's Get Cooking schools clubs have been contacted to let them know about the project.</p> <p>As of end of July, 28 schools have been recruited into the program so far.</p> <p>Brent – 0 Ealing – 7 Harrow – 8 Hillingdon – 6 Hounslow – 4 Richmond – 3</p> <p>Recruitment and contact with schools/organisations is ongoing.</p>
Fo2	Encouraging food waste reduction in schools	<ul style="list-style-type: none"> 4 new schools 	£0	Amber	<p>WLWA</p> <p>5 schools who have signed up to the Let's Get Cooking clubs have</p>	Not Applicable

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	Working with local schools we will go in at lunch time to see what is being thrown away and work with the school, children and parents to help them get the most from their food.	<ul style="list-style-type: none"> 4 re-visits 			<p>expressed an interest 2 in Hillingdon, 2 in Richmond and 1 in Hounslow.</p> <p>One visit has been booked in for the school in Richmond in October.</p> <p>Revisit of Uxendon Manor School was completed in July.</p>	
Fo3	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes. We'll attend community events, speak to meetings, host drop-in sessions in public buildings or places of work and take games along to community groups to help our residents love their food and save money.	<ul style="list-style-type: none"> Speak to 5000 people at events Issue 6 press releases to local media organisations Get LFHW information into 20 community newsletters Send 300 tweets 5 residents send in leftovers recipes 	£0	Amber	<p>WLWA</p> <p>24 LFHW only events have been attended by the WP Team during this period</p> <p>Brent – 3 Ealing – 3 Harrow – 3 Hillingdon – 4 Hounslow – 8 Richmond – 3</p> <p>A total of 710 people were spoken to at these events.</p> <p>39 other events were attended where all our waste prevention target materials including LFHW were spoken about. A total of 1706 people were spoken to at these events.</p> <p>110 tweets about LFHW was published on @WestLondonWaste</p>	Not Applicable
Fo4	Compost Awareness Week	<ul style="list-style-type: none"> 6 events 	£910	Green	This activity is complete.	Not Applicable

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	We'll organise compost giveaways, advice sessions and workshops during April and May to help our residents get started in their garden this summer.	<ul style="list-style-type: none"> Speak to 1,200 people Coverage in 3 local papers Social media coverage of 20,000 OTS 			<p>6 events took place across West London.</p> <ul style="list-style-type: none"> 985 people collected compost 3 newspapers featured information – Brent and Kilburn Times, London Evening Standard <p>Twitter OTS was 55,717</p>	
Fo5	<p>Supporting Home composting We will provide advice and assistance to residents who want to start composting at home for the first time, want to re-start using their compost bin and experienced composters having problems.</p> <p>We'll procure local expertise and encourage residents to support each other with their composting and gardening questions.</p>	<ul style="list-style-type: none"> 2 compost training sessions per borough per year 2 compost champion training sessions in 2013/14 	£0	Red	No progress to date	
T1	Develop games to encourage greater re-use of textiles Working with Waste Buster we'll build on their successful work in schools by developing games and activities that can be used by teachers, children and	<ul style="list-style-type: none"> Development of an online quiz game platform 5 rounds of questions 	£12,000 allocated	Amber	<p>WLWA A specification has been produced outlining the game concept.</p>	<p>Following discussions with several companies Wastebuster have procured a company to develop the game.</p> <p>Wastebuster and DHL are</p>

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	<p>parents. Focusing on re-use these quizzes with encourage sharing of textiles, repair, buying second hand and up-cycling.</p>					<p>also providing funding for the game, based on the current specification the total amount being spent will be £21,000.</p>
T2	<p>Support community groups and local organisations to run their own swishing events Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.</p> <p>We'll support local groups to host their own swishes so they can fundraise for great activities and develop local relationships. We have all the equipment needed and will work with your group to hold a great event.</p>	<ul style="list-style-type: none"> ▪ Assist 12 community groups to host their own swishes ▪ 400 people taking part 	£0	Amber	<p>WLWA</p> <p>18 May – we swished with Curves Hampton. 21 people attended bringing along 212 items weighing 50kg.</p> <p>25 May – WLWA and LB Harrow swished with Gayton Library, Harrow. 22 people attended bringing along 159 items weighing 41kg.</p> <p>31st Aug - Hounslow Library Swish 41 people attended the event bringing along 241 items weighing 157kg.</p> <p>28th Sep – Whitton Children’s Swish. WLWA provided equipment only. 14 people attended and approx. £100 was raised for Macmillan.</p> <p>There are 2 more Swish events scheduled in for November – 20th and 30th.</p>	Not applicable

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
Fu1	<p>Promotion of local furniture re-use charities</p> <p>We'll provide funding to 1 local furniture re-use projects to develop a helpful and informative websites to make it really easy for residents to find out how to donate unwanted furniture and also to come along and buy.</p> <p>We'll also support a co-ordinated communications plan to increase the donations and sales to local projects.</p>	<ul style="list-style-type: none"> ▪ 1 revised website up and running ▪ Increase views of the websites by 1% each month ▪ 4 adverts ▪ 100 posters to promote projects put up in public buildings 	<p>£191</p> <p>Allocated £1984</p>	Amber	<p>WLWA</p> <p>Leaflet has been designed for the West London Re-use Centre and Furnish W12 shop.</p> <p>A meeting between Hounslow Furniture project and Coopa.Net occurred in July to discuss the design and functionality of the site. The current timetable for the website is end of November.</p>	
Fu2	<p>Work with the reuse projects to improve their capacity for reuse</p> <p>Provide staff time to support the local projects in ways they identify as important to them, this could be helping write funding applications, creating policies, sourcing advertising or helping them recruit volunteers,</p>	<ul style="list-style-type: none"> ▪ 	£0	Amber	<p>WLWA</p> <p>The local furniture re-use projects have been visited and are fully aware that we will support them, however, we are awaiting feedback from Re-use projects regarding what specific areas of support they need.</p>	
Fu3	<p>We're going to help residents who rent to realise the benefits of second-hand furniture and encourage the landlords and housing associations in West</p>	<ul style="list-style-type: none"> ▪ Meet with 3 housing associations 	£0	Red	No progress to date	

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	London to donate unwanted good-quality furniture and to buy second-hand too.					
Fu4	<p>Investigate how each bulky waste collection service can help increase re-use of good quality furniture</p> <p>Let's find out how we can make links with the bulky waste collection services in order to deliver more furniture into re-use.</p>		£0	Green	<p>Ealing After discussions with LRN and a report to committee, a bulky re-use service began operating in September.</p> <p>Since the service has started, 31 collections have been made in Ealing borough with a total of 102 items weighing 874kg.</p> <p>Further data will be added as it becomes available in future.</p>	
E1	<p>Work with local re-use projects and the compliance scheme to promote re-use and repair of electrical items</p> <p>DHL are providing funding to promote re-use and recycling of electrical equipment. We'll hold a week of activities during Recycle Week in June 2013 including bring events and advertising of services.</p> <p>Funding will also be used to develop the re-use infrastructure to increase the</p>	<ul style="list-style-type: none"> ▪ Engage with 500 residents during Recycle Week ▪ Open up a EEE re-use workshop in West London 	£0	Amber	<p>A total of 615 people have been spoken to at events between April and September.</p> <p>No events were held during Recycle Week (17 – 23 June) but 2060kg of electrical items were collected from 13 locations across West London.</p> <p>WLWA Attended 1 WEEE engagement roadshow speaking to 20 people and 1 event in Brent (53 people)</p>	<p>Furnish and Groundwork Workshop has now been completed. The T1 exemption has been received and they are currently awaiting AATF certification.</p> <p>Furnish are awaiting sign off on this before commencing intake of EEE into the workshop</p> <p>The workshop is being funded by DHL and Wrap.</p>

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	safety checking of equipment and making it ready for re-sale at affordable prices				<p>Hillingdon Enviromall events – spoke to 562 people over 5 days in April.</p> <p>Hounslow Arranged 3 WEEE engagement roadshows at locations across the borough.They spoke to 223 people.</p> <p>BRAG 1 event at Brentford Festival – figures unavailable</p>	
N1	<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"> Attend 20 events 	£0	Green	<p>WLWA 23 events attended YTD (antenatal groups, mothercare and events during real nappy week) have been attended with 80 people spoken to. OTS 1064</p> <p>Harrow 12 nappy packs given out YTD.</p> <p>Hounslow 30 nappy packs given out YTD.</p>	
RC1	<p>On-going promotion and operation of Re-ward Club</p> <p>It's always Re-warding when you don't buy new. We'll continue to promote this unique</p>		£0	Project ending	<p>Official end of Re-ward Club is 1st November. Residents and retailers advised of project being ended due to cessation of funding by DEFRA. Any outstanding tokens held on</p>	Not applicable

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	loyalty card which gives money for sustainable buying choices.				member accounts will attract a rate of 50p each and donated to community groups accordingly. Outstanding vouchers redeemed by residents will be paid to retailers by end of November.																																	
C1	<p>Re-design www.westlondonwaste.gov.uk to increase accessibility and make the site interactive</p> <p>It's time to bring our resourceful website in to 2013. We'll re-vamp the site with a new page format, a question of the week, social media elements and lots of interactive content to engage and excite.</p>	<ul style="list-style-type: none"> 3000 unique visitors to the website each month Returning visitors to the website increase to 25% Length of time on site per visit increases to 2 minutes 20 seconds 	£3040	Green	<p>Revamped website was soft launched on 27th September.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Visits</th> <th>Return visits</th> <th>Time on site</th> </tr> </thead> <tbody> <tr> <td>April</td> <td>4477</td> <td>-</td> <td>-</td> </tr> <tr> <td>May</td> <td>4785</td> <td>-</td> <td>-</td> </tr> <tr> <td>June</td> <td>4109</td> <td>-</td> <td>-</td> </tr> <tr> <td>July</td> <td>4502</td> <td>1007</td> <td>1:19</td> </tr> <tr> <td>August</td> <td>4939</td> <td>1276</td> <td>1:25</td> </tr> <tr> <td>September</td> <td>4399</td> <td>1182</td> <td>1:39</td> </tr> <tr> <td>YTD</td> <td>27,211</td> <td></td> <td></td> </tr> </tbody> </table>	Month	Visits	Return visits	Time on site	April	4477	-	-	May	4785	-	-	June	4109	-	-	July	4502	1007	1:19	August	4939	1276	1:25	September	4399	1182	1:39	YTD	27,211			
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C2	<p>Monthly newsletters to engage with residents about waste prevention.</p> <p>We're going to make it even easier for others to find out what we're doing. Learning from the Re-ward Club newsletters and other local authorities the WLWA will develop regular newsletters to encourage reducing and re-using.</p>	<ul style="list-style-type: none"> 300 people signing up to have the newsletter emailed to them 	£256	Amber	<p>WLWA</p> <p>A newsletter provider has been identified and a template has been ordered.</p>																																	
C3	Attendance at events to	<ul style="list-style-type: none"> 100 events Speak to 	£767.32	Green	WLWA																																	

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	<p>promote waste prevention actions</p> <p>Where will you find us? We're going to support local events and will contribute to the cost of putting on events vital for the community.</p>	5,000 people			<p>Between July and September the WP Team have attended 92 events and spoken to 3859 people.</p> <p>Events by borough Brent - 5 Ealing – 9 Harrow – 14 Hillingdon – 11 Hounslow – 21 Richmond – 28 Cross borough – 4</p> <p>If the swishes and nappy events are removed from that, 37 events were attended and 1954 people were spoken to.</p> <p>Harrow Provided staff support at 4 events</p> <p>Hounslow Provided a van for use at 2 events</p> <p>Richmond Provided staff support at 2 events</p>	
C4	<p>Increase West London Waste Social Media presence</p> <p>This year we started using</p>	<ul style="list-style-type: none"> ▪ Increase Twitter followers by a third ▪ Increase 	£0	Green	<p>WLWA @WestLondonWaste target for followers for year ending 31st March 2014 = 1051</p>	

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	twitter and we're finding that organisations are really engaging with us so during 2013/14 we're going to create more of a social media presence.	<ul style="list-style-type: none"> Facebook likes to 80 20% of tweets to be re-tweeted 2 videos available on-line 			<table border="1"> <thead> <tr> <th>Tweets</th> <th>Follow</th> <th>Re-Tweets</th> <th>Reach</th> </tr> </thead> <tbody> <tr> <td>A – 42</td> <td>838</td> <td>9 (21%)</td> <td>53,256</td> </tr> <tr> <td>M – 87</td> <td>865</td> <td>47 (54%)</td> <td>151,892</td> </tr> <tr> <td>J – 69</td> <td>905</td> <td>22 (32%)</td> <td>153,980</td> </tr> <tr> <td>J – 47</td> <td>926</td> <td>25 (53%)</td> <td>105,632</td> </tr> <tr> <td>A – 75</td> <td>965</td> <td>39 (52%)</td> <td>374,001</td> </tr> <tr> <td>S – 66</td> <td>1000</td> <td>28 (42%)</td> <td>117,549</td> </tr> <tr> <td>Totals 386</td> <td></td> <td>170 (45%)</td> <td>956,310</td> </tr> </tbody> </table> <p>Facebook Likes stand at 77 No videos online to date</p>	Tweets	Follow	Re-Tweets	Reach	A – 42	838	9 (21%)	53,256	M – 87	865	47 (54%)	151,892	J – 69	905	22 (32%)	153,980	J – 47	926	25 (53%)	105,632	A – 75	965	39 (52%)	374,001	S – 66	1000	28 (42%)	117,549	Totals 386		170 (45%)	956,310	
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G1	<p>Respond to appropriate consultations encouraging prevention and re-use</p> <p>We will help shape policy and action whenever we have the opportunity.</p>	<ul style="list-style-type: none"> Submit consultation responses to each stage of the development of a UK Waste Prevention Plan 	£0	Green	A response was submitted to the National Waste Prevention Plan consultation which closed on 23 September																																	
G2	<p>Develop a network for local waste prevention champions</p> <p>We will provide support for the LFHW champions living in West London however they wish to continue being involved with reduce food waste.</p> <p>In addition to this we will work</p>	<ul style="list-style-type: none"> Support the LFHW champions recruited by RfL Recruit and support 50 reduce and re-use champions to carry out at 	£0	Amber	<p>WLWA</p> <p>At the Waste Minimisation meeting in August it was decided to introduce the Rubbish Diet to raise awareness and create bin champions who reduce, re-use and recycle.</p> <p>Harrow is the borough where the Rubbish Diet will be tried.</p>	<p>Rubbish Diet</p> <p>A Bin Doctor is currently being recruited. Interviews at the end of October.</p> <p>A bin doctor was recruited and is currently being trained by the RD team</p>																																

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	with local volunteer centres to recruit and promote opportunities to become Reduce or Re-use Champions. We'll involve our Champions in a yearly event to say thank you, appropriate training, a Champion pack, website discussion forum and Facebook group.	least one activity that promotes reduce and re-use to others			The RfL champions have been contacted by RfL to let them know we can continue to support them. So far these champions haven't requested support.	
S1	<p>Waste Prevention Assistants and Shared Expertise programme</p> <p>Two Waste Prevention Assistants will be employed by WLWA to enable the delivery of all actions in this plan.</p> <p>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.</p>		£26,159	Green	<p>WLWA</p> <p>There are 2 full-time Waste Prevention assistants in post.</p> <p>Shared expertise staff have been used to support a number of events so far this year. A volunteer was also used as support for two events (Brentford Festival and Pinner Village Fete)</p>	
S2	<p>Team travel and H&S expenses</p> <p>The team will need to travel within the area of the partnership and need access to appropriate equipment to ensure we can work at outdoor</p>		£4,353	Green	Travel and mileage expenses have been paid to the team for travel to and from events.	

Ref	Activity and description	Targets	Amount spent YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	events and outside working hours.					
S3	Access to a van for large events A vehicle will be hired to assist with the transport of equipment to events.		£0	Green	WLWA No vans have been hired. Hounslow have provided a van for use at several events in their borough.	
	Totals		£88,662	R = 2 A = 9 G = 11		

This page is intentionally blank, please turn over for the impact of Love Food Hate Waste case study.

<http://www.wrap.org.uk/content/west-london-food-waste-campaign>



Proposed Waste Prevention Action Plan 2014/15

Ref	Activity	Requested budget	Targets	Description	External Partners															
Food																				
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.	£100,000 For project management costs see action G2.	<ul style="list-style-type: none"> ▪ Issue 6 press releases to local media organisations ▪ Get LFHW information into 24 community newsletters ▪ Send 300 tweets ▪ 1 web article a month ▪ OTS of 12 million 	<p>A full plan will be worked up including 6-sheet locations, train stations, buses, advertising in borough magazines, newspaper websites, attendance at events and social media.</p> <p>Indicative costs</p> <p><u>6-sheet advertising locations</u> (additional artwork costs apply)</p> <table border="1"> <tr> <td>No. panels</td> <td>2 periods of 4 weeks each</td> <td>1 period of 4 weeks</td> </tr> <tr> <td>20 Panels</td> <td>£20,000</td> <td>£11,400</td> </tr> <tr> <td>30 panels</td> <td>£24,000</td> <td>£15,000</td> </tr> <tr> <td>50 panels</td> <td>£35,000</td> <td>£20,000</td> </tr> </table> <p><u>Borough magazines</u> (additional artwork costs apply) If we bought 1 page in every borough magazine it would cost £8021, up to 4 editions would be bought.</p> <p><u>Buses – internal passenger panels</u></p> <table border="1"> <tr> <td>No. panels</td> <td>2 periods of 6</td> <td>1 period of 6</td> </tr> </table>	No. panels	2 periods of 4 weeks each	1 period of 4 weeks	20 Panels	£20,000	£11,400	30 panels	£24,000	£15,000	50 panels	£35,000	£20,000	No. panels	2 periods of 6	1 period of 6	None
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Fo2	Plan, promote and staff compost giveaways during Compost Awareness Week.	£0 from the waste prevention budget. For partial project management costs see action G2.	Hold 1 compost giveaway in each borough.	Each boroughs will co-ordinate and pay for giveaway events in their own area. WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested.	West London Composting
	Total	£100,000			
Textiles					
T1	Support community groups and local organisations to run their own swishing events Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.	£1,800 For project management costs see action G2.	<ul style="list-style-type: none"> ▪ Assist 12 community groups to host their own swishes ▪ 400 people taking part ▪ Produce a 'swishing guide' for local groups 	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. Budget for this activity will give us the ability to hire locations for willing groups to hold events and produce a professional looking guide that will be available for download from www.westlondonwaste.gov.uk .	Various community groups
	Total	£1,800			
Furniture					
Fu1	Supporting the Re-use Hotline in 3 boroughs – this will be a contribution to the start up costs for the introduction of the hotline into a borough. Subsequent years it should be self-financing.	£6,000	<ul style="list-style-type: none"> ▪ 3 boroughs agree to introduce the hotline 	WLW has had difficulty engaging with re-use projects, by contributing to hotline costs on behalf of 3 boroughs this helps enable boroughs and the furniture re-use projects to increase diversion. The Hotline supports the investment into the west London Depot and the WEEE workshop there which is supported by DHL	London Re-use Network

Ref	Activity	Requested budget	Targets	Description	External Partners
				<p>The funding will facilitate:</p> <ul style="list-style-type: none"> ▪ Data collection particularly regarding the Hotline (calls/collections/ tonnage and product analysis). ▪ Provision of information about re-use opportunities for residents of all boroughs as the hotline receives calls from a wider area, so could incorporate EEE and textile re-use too. ▪ Obtaining feedback from callers and customers on the service they receive. <p>Boroughs will express an interest in this funding on a first come first served basis. WLWA to co-ordinate the bidding process.</p>	
	Total	£6,000			
Electrical Items					
E1	Promote local re-use and recycling services for residents in conjunction with DHL EnviroSolutions, our compliance scheme.	Funded through the WEEE compliance contract		<p>Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.</p> <p>Activities to be agreed between DHL and WLW.</p>	DHL EnviroSolutions
	Total	£0			
Nappies					
N1	<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</p>	£5,000	<ul style="list-style-type: none"> ▪ 6 nappy natters per borough per year 	<p>A person will be employed to organise and run these events. They will be working 30 hours per month (Monday to Friday) for a year.</p> <p>This option is dependent on the results of the evaluation of nappy packs being undertaken in both Hounslow and Harrow in Nov/Dec 2013. If the results suggest residents are not that interested funding for a person will not be</p>	

Ref	Activity	Requested budget	Targets	Description	External Partners
	packs and the local mums we'll give presentations and help build networks.			needed, though we will still support promotion at a very basic level within other staff resources.	
	Total	£5,000			

Communications

C1	Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents.	For project management costs see action G2.	<ul style="list-style-type: none"> ▪ 58,000 unique visitors to the website in 2014/15 ▪ Returning visitors to the website increase to 30% ▪ Length of time on site per visit increases to 2 minutes 20 seconds 	Pages to be kept up to date and a new web article added each week	
C2	Monthly newsletters to engage with residents about waste prevention.	£150 for e-distribution For project management costs see action G2.	<ul style="list-style-type: none"> ▪ Increase the number of people signed up to 5% 	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.	
C3	Increase West London Waste Social Media presence	For project management costs see action G2.	<ul style="list-style-type: none"> ▪ Increase Twitter followers by a third ▪ Increase Facebook 	Building on the success in 2013/14 we're going to create even more opportunities to see waste prevention messages.	

Ref	Activity	Requested budget	Targets	Description	External Partners
			<ul style="list-style-type: none"> likes by 20% ▪ 30% of tweets to be re-tweeted ▪ OTS 120,000 per month 		
C4	The Rubbish Diet	<p>£52,000</p> <p>For project management costs see action G2 as WLW staff will be needed to assist with the inline Diet queries and customisation of information.</p>	<ul style="list-style-type: none"> ▪ 500 Dieters ▪ On-line challenge is all 6 boroughs in January 2015 ▪ 75 waste minimisation champions 	<p>Continuation of the Rubbish Diet in Harrow 4 Diet campaigns (Spring Clean, Zero Waste Week , New Year's Resolution) 300+ New Dieters 50+ new potential champions Champions empowered to share the Diet and taking other actions on waste</p> <p>Introduction of Rubbish Diet to another borough New Year's Resolution Diet campaign 150+ New Dieters 25+ new potential champions Champions empowered to share the Diet and taking other actions on waste</p> <p>In the other 4 boroughs On-line Diet Challenge tailored to each borough and promoted through press and media</p>	Rubbish Diet
C5	Attendance at events to promote the reduce, re-use and recycle messaging	<p>£1,500 for event fees</p> <p>For project management</p>	<ul style="list-style-type: none"> ▪ 1500 people spoken to at events ▪ Attend 50 events 	During 2013/14 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.	

Ref	Activity	Requested budget	Targets	Description	External Partners
		costs see action G2.		During 2014/15 we want this to continue and focus on attending fewer big events but having a bigger presence to speak to more people.	
	Total	£53,650	▪		
	General				
G1	Respond to appropriate consultations encouraging prevention and re-use	For project management costs see action G2.	▪ Respond to relevant consultations	Responding to consultations is important to help shape policy.	
G2	Waste Minimisation Team staffing and Shared Expertise programme.	Permanent positions £123,512 Shared Expertise £1,000	▪ Revised structure in place at beginning April	Maximum cost for staff including pension and NI contributions. 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.	
G3	Team travel and H&S expenses The team will need to travel within the area of the partnership and need access to appropriate equipment to ensure we can work at outdoor events and outside working hours.	£7,400		Includes casual car user mileage, van hire and fuel for 1 year Mileage - £1,200 Hire – £5000 Fuel – £1,200	
	Totals	£131,912			
	Total Waste Minimisation spend	£298,362			