

West London Waste



Let's be resourceful



Waste Prevention Action Plan 2014/15 – progress October to December 2014

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs
Fo 1	<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.</p> <p>This year we will deliver a variety of activities incl:</p> <ul style="list-style-type: none"> Editorial in borough magazines Poster advertising Adverts in buses Digital advertising on local newspapers websites Displays at events and public buildings Graphics for recycling, refuse and street cleansing vehicles Information in Hounslow recycling leaflets. Face to face engagement around cookery skills Face to face 	<ul style="list-style-type: none"> Issue 6 press releases to local media organisations Get LFHW information into 24 community newsletters 300 tweets 1 web article a month OTS of 12 million 	£64,967	Green	<p>WLWA</p> <p>The media campaign for LFHW launched in September was continued into this quarter.</p> <p>From October, we ran a media campaign across the boroughs:</p> <ul style="list-style-type: none"> Six Sheet posters – ran across the 6 boroughs at 80 sites for 4 weeks between September 22 – October 19. They had an opportunity to see (OTS) of approximately 1.6 million. Borough magazines – a new print advert was produced and was sent out with the Autumn/Winter editions of 3 boroughs (Brent, Ealing and Harrow). OTS – approx. 890,000. Interior bus panels – 830 interior Spud and Slice bus panels ran in buses from 5 depots across west London – Alperton, Uxbridge, Greenford, Hounslow and Hampton. Panels are only removed from the buses when they are replaced by other panels. No substantial bookings for at least a further 4 weeks meant that all



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	<p>engagement with residents to give them tips, hints and ideas to reduce food waste and save money</p> 				<p>the panels had an additional 4 weeks of exposure time after the initial 4 week period – totalling 8 weeks for all panels. An estimation of 50% of the panels were still available to view for a further 4 weeks after that. As a minimum, at least 50% of the bus panels were visible between October – December. It is believed these had a OTS of approx. 7.5 million.</p> <ul style="list-style-type: none"> ▪ Newspaper adverts – Spud and Slice banner ads were run on Richmond and Twickenham Times online and on the Get West London website. This gave a minimum OTS – 79,000. In addition to this there was a full page article with Spud/Slice advert in the Uxbridge Gazette providing an additional 40,000 OTS. ▪ Social media – Twitter and Facebook continued to be used extensively to promote our Spud and Slice LFHW campaigns to signpost people to our pages on the website saveaspud.co.uk and saveaslice.co.uk. ▪ Rubbish truck panels – these started circulating around Harrow borough from December 2014. OTS – approx. 300,000 ▪ Events – Planning has begun for a #FlippinFoodWaste event working with Hubbub. The event will be held near Shrove Tuesday. ▪ The saveaspud.co.uk and saveaslice.co.uk webpages had just under 600 views in this quarter. 	

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Fo 2	<p>Plan, promote and staff compost giveaways during Compost Awareness Week.</p> <p>Each boroughs will co-ordinate and pay for giveaway events in their own area.</p> <p>WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested.</p>	<ul style="list-style-type: none"> Hold 1 compost giveaway in each borough. 		Green	<p>Compost giveaways took place during Compost Awareness Week (5 - 11 May) in Ealing and Hounslow boroughs.</p> <p>Ealing The giveaway took place in Walpole Park on Saturday 10 May. 22 Tonnes of compost was supplied by West London Composting. Over 300 residents came along to collect compost.</p> <p>Hounslow The giveaway took place on 10 May at Hounslow Heath. 10 Tonnes of compost supplied by West London Composting was available for residents to collect.</p> <p>No compost giveaways were held in Brent, Hillingdon and Richmond this year.</p>	<p>Rubbish Diet - Harrow The Harrow compost giveaway was organised by the Rubbish Diet. It was held on 14 June at Pinner Park School.</p> <p>All 10 tonnes of compost was collected by over 100 residents.</p>
T1	<p>Support community groups and local organisations to run their own swishing events</p> <p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.</p>	<ul style="list-style-type: none"> Assist 12 community groups to host their own swishes 400 people taking part Produce a 'swishing 	£1754	Amber	<p>WLWA</p> <p>A new online swishing guide – www.getswishing.com – was developed and brought online in November to provide a free resource so individuals and community groups can run their own swishes. 100 users viewed the site until 31 December, 39% of them returned to view the site.</p> <p>There were 3 swishes held this quarter supported by WLW:</p> <ul style="list-style-type: none"> Baby Clothes Swish & Nappy Natter – 06th Oct - This event was a combined baby clothes swish and nappy natter at the Nest, Harrow Ealing Council – Ealing organised a swish at the town hall 	

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					<ul style="list-style-type: none"> ▪ Parish of Brentford – We supplied the equipment to the church to run this event (we do not have attendance figures for this event) <p>Eight swishes, with seven different organisations, have been held so far this year with 164 people taking part.</p>	
Fu 1	<p>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.</p> <p>The Hotline supports the investment into the west London Depot and the WEEE workshop there which is supported by DHL</p>	<ul style="list-style-type: none"> ▪ 3 boroughs agree to introduce the hotline 	£6000	Amber	<p>Harrow has begun to move forward with the process to implement the hotline. Hounslow will begin work on the process during quarter 4.</p> <p>Details about the implementation of the service will be worked out between LRN and the councils. The target for implementation is during quarter 4.</p>	
E1	<p>Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme.</p> <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>		£0	Green	<p>WLWA</p> <p>There were no specific electrical events this quarter.</p>	<p>Rubbish Diet</p> <p>The Rubbish Diet had a Restart Party organised for the 25th Oct but due to the loss of their hub in South Harrow, all events at the premises were cancelled at the end of September 2014.</p>

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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"> 6 nappy natters per borough per year 	£0	Green	<p>WLWA</p> <p>Between October and December, Anna has organised or attended 12 nappy natters.</p> <p>Brent – 1 Ealing – 3 Harrow – 1 Hillingdon – 1 Hounslow – 4 Richmond – 2</p> <p>A total of 266 people were spoken to, 421 leaflets and 12 nappy kits have been given out at these events. Harrow nappy kits – 0 (there is now only 1 kit remaining) Hounslow nappy kits – 12</p> <p>Year to date</p> <p>33 nappy natters have been held so far this year. Brent – 3 Ealing – 6 Harrow – 3 Hillingdon – 1 Hounslow – 14 Richmond – 6</p> <p>533 people have been spoken to about nappies this year and 43 trial kits given out.</p>	
C1	<p>Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents.</p>	<ul style="list-style-type: none"> 58,000 unique visitors to the website in 	£960	Green	<p>15 web articles have been published on our website between October and December.</p>	

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					Month	Visits	Return visits	Time on site																							
		2014/15 <ul style="list-style-type: none"> Returning visitors to the website increase to 30% Length of time on site per visit increases to 2 minutes 20 seconds 			<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>Oct</td> <td>5157</td> <td>1344 (22%)</td> <td>1:38</td> </tr> <tr> <td>Nov</td> <td>4570</td> <td>1207 (22%)</td> <td>1:41</td> </tr> <tr> <td>Dec</td> <td>4370</td> <td>1292 (24%)</td> <td>1:53</td> </tr> <tr> <td>Total</td> <td>14,097</td> <td>3843 (22%)</td> <td>1:44</td> </tr> <tr> <td>YTD</td> <td>50,697</td> <td></td> <td></td> </tr> </tbody> </table> <p>In December we changed the background picture of the website to reflect a winter theme.</p>	Month	Visits	Return visits	Time on site	Oct	5157	1344 (22%)	1:38	Nov	4570	1207 (22%)	1:41	Dec	4370	1292 (24%)	1:53	Total	14,097	3843 (22%)	1:44	YTD	50,697				
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C2	Monthly newsletters to engage with residents about waste prevention. We're going to make it even easier for others to find out what we're doing by continuing to produce newsletters that residents can sign up to and boroughs can promote.	<ul style="list-style-type: none"> Increase the number of people signed up by 5% Target for 2014/15 – 214 subscribers	£237.15	Green	WLWA A double issue that covered September and October was sent out in early October. Issues were sent out in November and December. Previous copies can be viewed via our website (www.westlondonwaste.gov.uk/newsletter) 27 subscribers have signed up with 10 people unsubscribed for qtr 3. Total subscribers to date - 261																										
C3	Increase West London Waste Social Media presence Building on the success in 2013/14 we're going to create even more opportunities to see waste prevention messages.	<ul style="list-style-type: none"> Increase Twitter followers by a third Increase Facebook likes by 20% 30% of tweets to 	£334.17	Green	WLWA <table border="1"> <thead> <tr> <th>Tweets</th> <th>Follow</th> <th>Re-Tweets</th> <th>Reach (OTS)</th> </tr> </thead> <tbody> <tr> <td>Oct - 129</td> <td>1447</td> <td>65 (50%)</td> <td>257,641</td> </tr> <tr> <td>Nov - 133</td> <td>1480</td> <td>61 (46%)</td> <td>280,344</td> </tr> <tr> <td>Dec - 162</td> <td>1510</td> <td>91 (56%)</td> <td>505,885</td> </tr> </tbody> </table>	Tweets	Follow	Re-Tweets	Reach (OTS)	Oct - 129	1447	65 (50%)	257,641	Nov - 133	1480	61 (46%)	280,344	Dec - 162	1510	91 (56%)	505,885										
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		<p>be re-tweeted</p> <ul style="list-style-type: none"> ▪ OTS 120,000 per month <p>Target for followers for year ending 31st March 2015 = 1620</p>			<table border="1" data-bbox="1108 197 1702 236"> <tr> <td data-bbox="1108 197 1245 236">424</td> <td data-bbox="1245 197 1361 236"></td> <td data-bbox="1361 197 1547 236">217 (51%)</td> <td data-bbox="1547 197 1702 236">1,043,870</td> </tr> </table> <p>424 tweets sent with 217 re-tweeted, giving a re-tweet rate of 51%.</p> <p>Year to date So far 1368 tweets have been sent, we have an average re-tweet rate of 49% and have a reach of 3,215,670</p> <p>Facebook Likes stand at 129 (Love Christmas Hate Waste 28)</p> <p>12 days of Christmas film In December WLWA and our partner boroughs made a 12 waste-free days of Christmas film. It received 484 views on YouTube and an additional 441 on Facebook. The whole song can be viewed on our website.</p>	424		217 (51%)	1,043,870	
424		217 (51%)	1,043,870							
C4	<p>The Rubbish Diet</p> <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>	<ul style="list-style-type: none"> ▪ 500 Dieters ▪ On-line challenge is all 6 boroughs in January 2015 ▪ 75 waste minimisation champion 	£52,000	Amber	<p>WLWA</p> <p>We have supported a number of events run by Rubbish Diet including the Supporting You Event and our nappy natter and swish at the Nest.</p>	<p>Rubbish Diet</p> <p>Harrow 251 residents have signed up to take the diet since April. 35 of them are going to take the reduce, re-use and recycle messages out in to their community.</p> <p>So far they've spoken to 505 Harrow residents. They've given various talks this quarter</p>				

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	<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>	s				<p>including to Harrow Community Choir.</p> <p>Events attended include:</p> <ul style="list-style-type: none"> ▪ Harrow days of action ▪ Harrow Council Supporting You event ▪ A visit for Rubbish Dieters to Closed Loop Recycling in east London. <p>Hounslow Information about the Rubbish Diet was included in the letters issued for the delivery of wheeled bins to more areas in Hounslow.</p> <p>61 residents have signed up to take the diet since September. 11 of them are going to take the reduce, re-use and recycle messages out in to their community.</p> <p>So far they've spoken to 175 Hounslow residents and been to 10 events. They've given a talk to Brentford Recycling Action Group</p> <p>Events attended include:</p> <ul style="list-style-type: none"> ▪ Isleworth Christmas Market <p>Online 128 people have signed up</p>

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						<p>from the other 4 boroughs.</p> <p>They have been contacted local groups and encouraging them to include the Rubbish Diet in their newsletters.</p> <p>They've given various talks this quarter including to:</p> <ul style="list-style-type: none"> ▪ Kensal Green Streets ▪ Wembley Stadium ▪ Brent multi-faith forum ▪ Ealing Transition ▪ Ealing Mum's in business <p>Events attended include:</p> <ul style="list-style-type: none"> ▪ 2 Bin Doctor sessions in TRAIID shops during #secondhandfirst week ▪ National citizens service challenge event
C5	<p>Attendance at events to promote the reduce, re-use and recycle messaging</p> <p>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.</p> <p>During 2014/15 we want this to continue and focus on attending fewer big events but having a bigger</p>	<ul style="list-style-type: none"> ▪ 1500 people spoken to at events ▪ Attend 50 events 	£1003	Green	<p>WLWA</p> <p>Between October and December, the Waste Minimisation Team attended 24 events and spoke to 747 people. If the Swishes (T1) and nappy events (N1) are removed from that, 13 events were attended and 440 people were spoken to.</p> <p>Events by borough</p> <p>Brent – 1</p> <ul style="list-style-type: none"> ▪ Brent Nappy Natter- Nearly New Sale Salusbury Primary School 	<p>Harrow Council</p> <p>We assisted Recycling Officers at Harrow Day of Action in December.</p>

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	presence to speak to more people.				<p>Ealing – 7</p> <ul style="list-style-type: none"> ▪ Ealing Nappy Natter – Nearly New Sale at Kingsdown Methodist Church ▪ LFHW @ Green Man Lane Café – A2 Dominion ▪ Ealing Nappy Natter – Nearly New Sale at Kingsdown Methodist Church ▪ LFHW Talk @ Giffard Primary School ▪ LFHW Talk @ Rectory Park Community Centre ▪ Nappy Natter - North Ealing Children Centre ▪ LFHW Stall – North Ealing Children Centre <p>Harrow – 3</p> <ul style="list-style-type: none"> ▪ Baby Clothes Swish & Nappy Natter ▪ Supporting You Event ▪ Harrow Day of Action <p>Hillingdon – 4</p> <ul style="list-style-type: none"> ▪ Hillingdon Nappy Natter – NCT Nearly New Sale ▪ Wellbeing Day – Harefield ▪ The Tuesday Club 3R's Talk ▪ Ickenham Townswomen Guild 3R's Talk <p>Hounslow – 5</p> <ul style="list-style-type: none"> ▪ Nappy Natter- Lampton Road Children's Centre ▪ 2 Cool 4 School Playgroup – Brentford ▪ Nappy Natter – South Isleworth Children Centre ▪ Nappy Natter – Lampton Road Children Centre 	

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					<ul style="list-style-type: none"> ▪ Nappy Natter – Lampton Road Children Centre <p>Richmond – 4</p> <ul style="list-style-type: none"> ▪ Full of Life Fair ▪ Richmond Nappy Natter – Kew Mothercare ▪ Petersham & Ham Sea Scouts (Beavers Session) ▪ Richmond Nappy Natter – Kew Mothercare <p>YTD total events attended – 89 YTD total people spoken to – 3315 YTD events (excluding swishes and nappy events) – 53 YTD people spoken to (excluding swishes and nappy events) – 2739</p>	
G1	<p>Respond to appropriate consultations encouraging prevention and re-use</p> <p>Responding to consultations is important to help shape policy.</p>	<ul style="list-style-type: none"> ▪ Respond to relevant consultations 	£0	Green	There have been no relevant consultations to respond to.	
G2	<p>Waste Minimisation Team staffing and Shared Expertise programme.</p> <p>We will also continue to support the Shared Expertise programme which allows the further partnership working and</p>	<ul style="list-style-type: none"> ▪ Revised structure in place at beginning April 	£124,512	Green	<p>There are two full-time Waste Minimisation Officers in post, one part-time Events Assistant and the part-time Nappy Natters Assistant.</p> <p>Shared expertise staff has been used at 1 event.</p>	

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	development of staff for each of the local authorities.					
G3	<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 events and outside working hours.</p> <p>Includes casual car user mileage, van hire and fuel for 1 year Mileage - £1,200 Hire – £5000 Fuel –£1,200</p>		£2692	Green	<p>Travel and mileage expenses have been paid to the team for travel to and from events.</p> <p>A van has been hired for use at 0 events during this period.</p> <p>YTD - 11</p>	
			£189,492.32	R = 0 A = 3 G = 11		

Updates about activities in previous Waste Prevention Action Plans

Year	Activity	Progress
2013/14	Furniture 1 – Hounslow Furniture Project new website	WLWA funded a new website for Hounslow Furniture Project . It went live in February 2014. From 1 st October to 31 December 2014 1264 unique users visited the site to get information about their services. 82% were new visitors and there were a total of 3113 page views. The website has seen a continuing increase in the number of visitors since it went live
2013/14	Furniture 4 – Bulky waste collection services increasing the re-use of good quality furniture	Ealing introduced the re-use hotline in September 2013. In October, November and December 74 collections were made, 379 items were collected and 8.4 tonnes sent for re-use

Links with other waste prevention activities

The activities described below are not covered by this Action Plan and run by Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond Councils.

Borough	Activities October to December 2014	Proposed activities later in the year
Brent	<ul style="list-style-type: none"> ▪ In October a number of locations were visited and roadshows held to support the introduction of food waste services to flats ▪ In December cash rewards were used to incentivise blocks of flats to recycle more, roadshows were held to promote this initiative ▪ Litter picking a bulb planting took place in several areas to help encourage local residents to be more active in their local areas to improve the environment ▪ There have been further assemblies in schools to promote waste and recycling 	<ul style="list-style-type: none"> ▪ A chargeable garden waste service is being introduced in April 2015, work is ongoing to ensure Brent is ready for the service change ▪ There will be more assemblies in schools and on-going waste and recycling roadshows
Harrow	<ul style="list-style-type: none"> ▪ Door knocking has continued this quarter with a large number of properties visited to explain the recycling services and help reduce contamination ▪ Visits to schools have also taken place to promote recycling 	<ul style="list-style-type: none"> ▪ There will be further door knocking and visits to schools ▪ There's a WEEE bring event at the Civic Centre on 12th January with the WLWA team

Borough	Activities October to December 2014	Proposed activities later in the year
	<ul style="list-style-type: none"><li data-bbox="412 140 1182 244">▪ A Day of Action took place on 12th December in Harrow with a number of residents spoken to and kitchen caddies given out	