

## Waste Prevention Action Plan 2015/16

\*All boroughs will be covered; this column lists any boroughs who have specially requested support in their boroughs

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
<b>Food</b>						
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.	£8,000  Project management costs included in action G4	1 web article on WLWA website each month 250 tweets  At least 6 second chance smoothie events interacting with 2,400 people	Building on the campaign we began in September 2014 we'll continue to promote simple tips and ideas to inspire residents to reduce their food waste. As a new feature we'll promote local food waste recycling services too.  More #secondchancesmoothie events will be held. We'll aim for 1 in each borough if there is an appropriately large event and borough support available.		None
Fo2	Promote home composting	£6,000  Project management costs included in action G4	4 compost giveaways, interacting with 300 people per event	Each borough will co-ordinate and pay for compost for the giveaway events as well as contributing to the transport cost in their own area.  WLWA will co-ordinate the purchasing of	Brent Ealing Harrow Hounslow	

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
				compost and transport of compost on behalf of West London boroughs if requested.  WLWA will source a composting expert to be present at events, boroughs to pay towards this expertise if they wish to use it.		
	Total	£14,000				
<b>Textiles</b>						
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.	£6,000  Project management costs included in action G4	10 swishes  3 large scale events	We will continue to encourage greater swapping of clothes by building capacity in the local community and helping them to host their own swishing events. Using the guide developed in 2014 and our equipment which can be borrowed by groups  In addition, there will be 3 large-scale events involving local organisations and charities to promote swapping, repairing, upcycling and recycling of clothes.	Ealing Harrow Hounslow	Various community groups
	Total	£6000				
<b>Furniture</b>						
Fu1	Promotion of Re-use hotlines	£5000	Increase collections/ re-use by 5%	Develop and print leaflets/posters/adverts for use in boroughs. To get maximum value for the money the adverts will be standardised.	Ealing Harrow Hounslow	London Re-use Network
	Total	£5000				
<b>Electrical Items</b>						
E1	Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme.	Funded through the WEEE compliance contract  Project management	14 WEEE bring events	Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.	Brent	DHL Envirosolutions

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
		costs included in action G4				
	Total	£0				
<b>Nappies</b>						
N1	Support the promotion of washable nappies  It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth.	£0	2 web articles per year	Information about washable nappies will be provided on <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> , and information will be taken to events. Where possible events organised by local groups will be supported.	Hounslow	
	Total	£0				
<b>Communications</b>						
C1	Maximise the use of <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to bring engaging and interesting content to residents.	Project management costs included in action G4  £1280 (20 hours) of time to design new graphics	10% increase in unique visitors to the website  Returning visitors to the website increase by 4%	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  Project management costs included in action G4	Increase the number of people signed up by 10%	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	\$144 ~ £90	Increase			

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
	Waste Social Media presence	For system to record data to save staff time  Project management costs included in action G4	Twitter followers by 20% to 1969  35% of tweets to be re-tweeted  OTS 300,000 per month			
C4	The Rubbish Diet	£30,000  Project management costs included in action G4.	500 sign ups for an online Diet for all boroughs  80 active community champions	Rubbish Diet will support all residents who sign up, they'll respond to their questions and link people and groups to resources available from WLWA including our talks and events.  They'll also do grassroots communications about waste. Weekly posts about West London waste reduction action and Dieter's stories on their website and Facebook and seek regular press coverage. A monthly newsletter will be send to all local Dieters and quarterly waste campaigns will run in the press. The WLWA team promote the Diet at events they attend.  The results of this year won't be ready until after the budget is agreed, if the targets for this year are not met then the action will be removed from the plan.		Rubbish Diet
C5	Attendance at events to promote the reduce, re-use and recycle messaging	£1,500 for event fees  £1,500 to buy a sturdy marquee	1000 people spoken to at events  Attend 25	During 2014/15 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.	Ealing Harrow	

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
		Staff will attend the events and they need to spent time preparing and booking them. Project management costs included in action G4	events			
	<b>Total</b>	<b>£34,520</b>				
<b>General</b>						
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships	Project management costs included in action G4		The Team will look out for government funding opportunities and well as possible links with other organisations and companies.		
G2	Helping people to find a way to reduce, re-use and recycle that meets their needs and means they do at least one thing differently.	Project management costs included in action G4		The actions in this plan and good practice elsewhere concerning will be reviewed, monitored, evaluated and reported to enable the programme to help the team identify what we need to be doing to help our residents reduce, re-use and recycle.		
G3	Respond to appropriate consultations encouraging prevention and re-use	Project management costs included in action G4	Respond to relevant consultations	Responding to consultations is important to help shape policy.		
G4	Waste Minimisation Team staffing and Shared Expertise programme.	Permanent positions £140,402		Maximum cost for staff including pension and NI contributions. Includes travel.  We will also continue to support the Shared Expertise programme which allows the further		

Ref	Activity	Proposed budget 2015-16	Targets	Description	Specific Partner Boroughs*	External Partners
		Shared Expertise £1000		partnership working and development of staff for each of the local authorities.		
	<b>Totals</b>	<b>£141,402</b>				
	<b>Total Waste Minimisation spend</b>	<b>£200,960</b>				