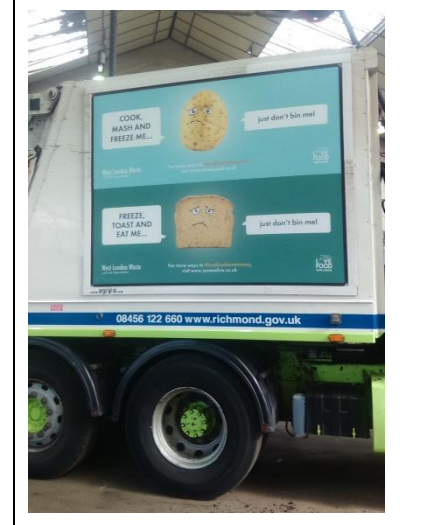











Waste Prevention Action Plan 2014/15 – progress January to March 2015

| 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 | £71,576 | Green | <p>WLWA</p> <p>The media campaign for LFHW launched in September was continued into this quarter.</p> <ul style="list-style-type: none"> ▪ Six Sheet posters – ran across the 6 boroughs at 80 sites for 4 weeks between January 12th and February 8th. They had an opportunity to see (OTS) of approximately 1.64 million. ▪ Interior bus panels – Some of the 830 interior Spud and Slice bus panels continued running in this period. ▪ 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 – 18 panels are now on Richmond vehicles, these started circulating in March and will give a weekly OTS of around 30,000 |



| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners |
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| | <p>engagement with residents to give them tips, hints and ideas to reduce food waste and save money</p>      | | | | <ul style="list-style-type: none"> Events – The #FlippinFoodWaste event took place on 21 February. Working with Hubbub the event encouraged people to use up leftovers in pancakes. 50 food waste recipes for pancakes were collected from celebrity chefs and food waste enthusiasts, 75 children took part in 5 food waste sessions in schools, more than 150 people were spoken to at the event with hundreds walking past, over 504,000 people were reached on Twitter and a video made of the event. In addition to this 5 other events were attended and 233 people spoken to about food.   |  |

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| |  | <ul style="list-style-type: none"> Hold 1 compost giveaway in each borough. | £0 | Green | <ul style="list-style-type: none"> New leaflet – a new general food waste leaflet featuring Spud and Slice and 7 general tips for reducing food waste started being used at the #FlippinFoodWaste event. The inside page of the leaflet is now being used as our main food waste webpage and will be available to download. Recipe cards – in partnership with the Children’s Food Trust we developed 2 new recipe cards – Bread and Butter Pudding and Potato Gnocchi, they feature Spud and Slice. Posters – A4 posters of Spud and Slice are now available to put up in public locations including libraries, The saveaspud.co.uk and saveaslice.co.uk webpages had just under 1100 views in this quarter. | <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> |
| 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</p> | | | | <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.</p> | |

| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners |
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| | own area. WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested. | | | | Over 300 residents came along to collect compost. 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. No compost giveaways were held in Brent, Hillingdon and Richmond this year. | |
| 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. | <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 | £2,244 | Green | WLWA There are continuing views of the online swishing guide, www.getswishing.com , in this quarter 229 users viewed the site with 12% returning to view the site. There were 6 swishes held this quarter supported by WLW with 98 people taking part: <ul style="list-style-type: none"> ▪ Baby Clothes Swish and Nappy Natter, Harrow ▪ Swish and talk at West Ealing WI ▪ Swish at Stanmore Library ▪ Swish at Twickenham Library ▪ Swish at Harrow College ▪ Swish at Hounslow Library Fifteen swishes with 12 different organisations have taken place this year. | |
| Fu 1 | Supporting the Re-use Hotline in 3 boroughs – this will be a contribution to the start up costs for the introduction of the hotline | <ul style="list-style-type: none"> ▪ 3 boroughs agree to introduce the hotline | £0 | Red | Whilst both Harrow and Hounslow had intended to implement the hotline, a number of factors have meant that both boroughs have decided not to go ahead. | |

GETSWISHING
Your 5 Step Swishing Guide

| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------------------|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| | <p>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> | | | | | |
| 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>This quarter there have been 8 WEEE collections held at public locations:</p> <ul style="list-style-type: none"> ▪ Tricycle Theatre - 5 to 12 January ▪ Harrow Civic Centre - 12 January ▪ Chiswick Library - 2 to 7 February ▪ Hounslow Library - 9 to 15 February ▪ Heston Library - 16 to 21 February ▪ Feltham Library – 23 to 28 February ▪ Hatch End library- 12 March ▪ Richmond Civic Centre – 23 to 27 March <p>These events resulted in the collection of 1473 items weighing 1.8 tonnes</p> <p>There have been 11 WEEE collection events this year and 4 events promoting reuse and recycling of electrical items.</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</p> | <ul style="list-style-type: none"> ▪ 6 nappy natters per borough per year | £0 | Green | <p>WLWA</p> <p>Between January and March, Anna has organised and/or attended 7 nappy natters.</p> <p>Brent – 1 Ealing – 1 Harrow – 1</p> | |

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| | parents to consider choosing to use cloth. Working with nappy trial packs and the local mums we'll give presentations and help build networks. | | | | Hillingdon – 0 Hounslow – 3 Richmond – 1 A total of 165 people were spoken to, 289 leaflets and 7 nappy kits have been given out at these events. Harrow nappy kits – 1 there are no more kits remaining Hounslow nappy kits – 6 Year to date 40 nappy natters have been held this year. Brent – 4 Ealing – 7 Harrow – 4 Hillingdon – 1 Hounslow – 17 Richmond – 7 698 people have been spoken to about nappies this year and 50 trial kits given out. | | | | | | | | | | | | | | | | | | | | | | | | | |
| C1 | Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents. | <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 | £208 | Green | 10 web articles have been published on our website between January and March. <table border="1" data-bbox="1108 1150 1702 1377"> <thead> <tr> <th>Month</th> <th>Visits</th> <th>Return visits</th> <th>Time on site</th> </tr> </thead> <tbody> <tr> <td>Jan</td> <td>5084</td> <td>1406 (22.7%)</td> <td>1:41</td> </tr> <tr> <td>Feb</td> <td>4509</td> <td>1275 (23.1%)</td> <td>1:37</td> </tr> <tr> <td>Mar</td> <td>4913</td> <td>1281 (21.5%)</td> <td>1:33</td> </tr> <tr> <td>Total</td> <td>14,506</td> <td>-</td> <td>-</td> </tr> <tr> <td>YTD</td> <td>65,203</td> <td></td> <td></td> </tr> </tbody> </table> | Month | Visits | Return visits | Time on site | Jan | 5084 | 1406 (22.7%) | 1:41 | Feb | 4509 | 1275 (23.1%) | 1:37 | Mar | 4913 | 1281 (21.5%) | 1:33 | Total | 14,506 | - | - | YTD | 65,203 | | | |
| Month | Visits | Return visits | Time on site | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Jan | 5084 | 1406 (22.7%) | 1:41 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Feb | 4509 | 1275 (23.1%) | 1:37 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Mar | 4913 | 1281 (21.5%) | 1:33 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 14,506 | - | - | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| YTD | 65,203 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners | | | | | | | | | | | | | | | | | | | | |
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| | | to 2 minutes 20 seconds | | | | | | | | | | | | | | | | | | | | | | | | |
| 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 by continuing to produce newsletters that residents can sign up to and boroughs can promote.</p> | <ul style="list-style-type: none"> Increase the number of people signed up by 5% <p>Target for 2014/15 – 214 subscribers</p> | £565 | Green | <p>WLWA 3 newsletters were sent out, copies can be viewed via our website (www.westlondonwaste.gov.uk/newsletter)</p> <p>115 subscribers have signed up with 7 people unsubscribing in quarter 4.</p> <p>Total subscribers to date – 367.</p> | | | | | | | | | | | | | | | | | | | | | |
| C3 | <p>Increase West London Waste Social Media presence</p> <p>Building on the success in 2013/14 we're going to create even more opportunities to see waste prevention messages.</p> | <ul style="list-style-type: none"> Increase Twitter followers by a third Increase Facebook likes by 20% 30% of tweets to be re-tweeted OTS 120,000 per month <p>Target for followers for year ending 31st March 2015 = 1620</p> | £335 | Green | <p>WLWA</p> <table border="1"> <thead> <tr> <th>Tweets</th> <th>Follow</th> <th>Re-Tweets</th> <th>Reach (OTS)</th> </tr> </thead> <tbody> <tr> <td>Jan – 221</td> <td>1570</td> <td>142 (64%)</td> <td>818,684</td> </tr> <tr> <td>Feb – 210</td> <td>1610</td> <td>140 (67%)</td> <td>667,701</td> </tr> <tr> <td>Mar - 87</td> <td>1644</td> <td>50 (57%)</td> <td>298,036</td> </tr> <tr> <td>518</td> <td></td> <td>332 (64%)</td> <td>1,043,870</td> </tr> </tbody> </table> <p>518 tweets sent with 332 re-tweeted, giving a re-tweet rate of 64%.</p> <p>Year to date We sent 1887 tweets, we have an average re-tweet rate of 52% and have a reach of 5,000,091</p> <p>Facebook Likes stand at 144 (Love Christmas Hate Waste 28)</p> | Tweets | Follow | Re-Tweets | Reach (OTS) | Jan – 221 | 1570 | 142 (64%) | 818,684 | Feb – 210 | 1610 | 140 (67%) | 667,701 | Mar - 87 | 1644 | 50 (57%) | 298,036 | 518 | | 332 (64%) | 1,043,870 | |
| Tweets | Follow | Re-Tweets | Reach (OTS) | | | | | | | | | | | | | | | | | | | | | | | |
| Jan – 221 | 1570 | 142 (64%) | 818,684 | | | | | | | | | | | | | | | | | | | | | | | |
| Feb – 210 | 1610 | 140 (67%) | 667,701 | | | | | | | | | | | | | | | | | | | | | | | |
| Mar - 87 | 1644 | 50 (57%) | 298,036 | | | | | | | | | | | | | | | | | | | | | | | |
| 518 | | 332 (64%) | 1,043,870 | | | | | | | | | | | | | | | | | | | | | | | |

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| 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> <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> | <ul style="list-style-type: none"> ▪ 500 Dieters ▪ On-line challenge is all 6 boroughs in January 2015 ▪ 75 waste minimisation champions | £52,000 | Green | | <p>Rubbish Diet</p> <p>Harrow 325 residents have signed up to take the diet since April. 50 of them are going to take the reduce, re-use and recycle messages out in to their community.</p> <p>Over 600 Harrow residents have been spoken to at events.</p> <p>Hounslow 152 residents have signed up to take the Rubbish Diet. Almost 500 people were spoken to at events and 25 people are going to take the reduce, re-use and recycle messages out in to their community.</p> <p>Online 400 people have signed up from the other 4 boroughs.</p> |
| 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</p> | <ul style="list-style-type: none"> ▪ 1500 people spoken to at events ▪ Attend 50 events | £3,035 | Green | <p>WLWA</p> <p>Between January and March, the Waste Minimisation Team attended 32 events and spoke to 674 people. If the Swishes (T1) and nappy events (N1) are removed from that, 21 events were attended and 449 people were</p> | |

| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners |
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| | <p>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 presence to speak to more people.</p> | | | | <p>spoken to.</p> <p>Events by borough</p> <p>Brent – 3</p> <ul style="list-style-type: none"> ▪ WEEE week @ Tricycle Theatre ▪ Disco Soupe ▪ Brent Nappy Natter- Nearly New Sale Salsbury Primary School <p>Ealing – 3</p> <ul style="list-style-type: none"> ▪ Swish and 3R's talk at West Ealing WI ▪ Ealing Nappy Natter- Baby and Children's Sale Kingsdown Methodist Church ▪ LFHW stall at Log Cabin Childrens Centre <p>Harrow – 8</p> <ul style="list-style-type: none"> ▪ WEEE recycling day at Harrow Civic Centre ▪ Talk to Christ Church Women's Fellowship, Roxeth ▪ Baby Clothes Swish and Nappy Natter ▪ Swish at Stanmore Library ▪ Waverley Road Residents Group ▪ WEEE collection day at Hatch End library ▪ Stall at Harrow College - Sustainability Week ▪ Swish at Harrow College <p>Hillingdon – 3</p> <ul style="list-style-type: none"> ▪ Older Peoples Wellbeing Event ▪ Stall at Waitrose ▪ LFHW talk at Hillingdon ACS school | |

| Ref | Activity and description | Targets | Amount spent or committed | Status | Progress by WLWA and Boroughs | Progress by partners |
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| | | | | | <p>Hounslow – 9</p> <ul style="list-style-type: none"> ▪ Hounslow Nappy Natter- South Isleworth Children's Centre ▪ Hounslow Nappy Natter- Lampton Road Children's Centre ▪ WEEE collections @ Chiswick Library ▪ WEEE collections @ Hounslow Library ▪ Hounslow Napp Natter- Lampton Road Children's Centre ▪ WEEE collections @ Heston Library ▪ WEEE collections @ Feltham Library ▪ International Womens Day event ▪ Swish at Hounslow Library <p>Richmond – 6</p> <ul style="list-style-type: none"> ▪ 3R's session at Petersham and Ham Scouts ▪ Swish at Twickenham Library ▪ #FlippinFoodWaste ▪ Richmond Nappy Natter- My Mothercare event ▪ 3R's session at Petersham and Ham Scouts ▪ WEEE collections @ Richmond Civic Centre <p>YTD total events attended – 123 YTD total people spoken to – 4031 YTD events (excluding swishes and nappy events) – 73 YTD people spoken to (excluding swishes and nappy events) – 3174</p> | |
| G1 | Respond to appropriate consultations encouraging prevention and re-use | <ul style="list-style-type: none"> ▪ Respond to relevant consultatio | £0 | Green | There have been no relevant consultations to respond to. | |

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| | Responding to consultations is important to help shape policy. | ns | | | | |
| 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 development of staff for each of the local authorities.</p> | <ul style="list-style-type: none"> Revised structure in place at beginning April | £130,314 | 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> | |
| 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> | | £3,508 | 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> | |
| | | | £263,785.00 | Red = 1, Amber = 0, Green = 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 January to 31 March 2015 1817 unique users visited the site to get information about their services. 82% were new visitors and there were a total of 4465 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 January, February and March 98 collections were made, 433 items were collected and 12.4 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 January to March 2015 |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Brent | <ul style="list-style-type: none"> ▪ The Veolia Brent put on 7 assemblies and 5 workshops in schools to tell the pupils about waste and recycling. There were also 3 clean up days on estates and they gave 2 talks |
| Harrow | <ul style="list-style-type: none"> ▪ A recycling awareness day was held at Waitrose South Harrow ▪ 12 primary schools have been visited to educate children regarding recycling, some visits were for a day others were over a number of days ▪ 2 WEEE collection events at the Civic Centre and Hatch End Library have been support ▪ A day of action took place at Mollison Way ▪ There was a recycling awareness day at Stanmore Children Centre ▪ Door knocking continued across the borough to promote recycling within Harrow |