



West London Waste

Let's be resourceful

GETSWISHING

Textiles



Furniture



Electricals



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 16/17

Progress April – June 2016

Each quarter the Waste Minimisation Team reports on the work being carried out to fulfil the actions in the current Waste Prevention Action Plan. This report sets out what we've been doing and what we have booked or planned for the next few months.

If you have questions about anything we've done or want to work with us then please get in touch. We can be reached via email: info@westlondonwaste.gov.uk, by phone: 020 8825 9468, on Facebook: West London Waste Authority and on Twitter @WestLondonWaste.

What we do really is great fun and interesting, so please do get in touch today.

The Waste Minimisation Team



Food

Ref	Activity and Description	Targets	Status
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes. 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.	2 Ready Steady LFHW events delivered Follow up actions developed and completed with 10 community groups Implement a food waste challenge	Amber Budget and spend to date Budget: £10,000 Spend to 30/06/16: £688.18

Progress

The number of residents engaging with our LFHW (Love Food Hate Waste) promotion has continued to grow.

Our #secondchancesmoothie bike made its debut of the year at the Richmond May Fair on 14th May. It was a busy day in the sunshine as hundreds of residents sampled our smoothies made from fruit that would otherwise have gone to waste. More miles were pedalled at Hanwell Carnival and Pitshanger Party in the Park too.

This quarter we were invited by Chiswick WI and Friends of Twickenham Green to give their members more information about reducing waste.

- **Chiswick WI – presentation** (25th April) – As a result of them attending our LFHW Ready, Steady Love Food evening, they approached us to speak to their members about the food waste issue. In June the National Federation of Women’s Institutes passed a resolution about reducing food waste and food poverty so we’re looking forward to speaking to more WI’s and helping them implement actions locally.
- **Friends of Twickenham Green** – (7th June) – we gave a reduce, re-use, recycle talk around reducing food waste and waste in the local area.

As well as these talks, we were also involved in other food waste reduction awareness activities –

- A talk about food waste followed by a school food waste analysis with pupils on 20th April at ACS International School Hillingdon. The whole class measured the food waste from the dining hall and at the end of the day said what they were going to change at home to reduce food waste.
- Compost giveaways with Richmond (15th May) and Ealing (28th May) Council’s Waste & Recycling teams
- Hounslow Junior Citizen Scheme – we gave talks to year 6 classes from 11 schools (between 13- 24 June) about food waste at home and the children made smoothies on the day to help them understand about healthy eating too.



Across the three months from April to June we’ve attended 12 separate events, spoken to 1,696 people and given out 2,394 recipe cards, bag clips, spaghetti measurers, leaflets and stickers.

Over the next few months...

July sees the start of our Love Food Hate Waste Library Tour with visits to 7 libraries in July, 8 in August and 7 in September. The full list of libraries on our tour is in the events section on our website www.westlondonwaste.gov.uk/events.

There are confirmed smoothie bike events with another 3 community groups – Brentford Festival (4th September), Rotary Club of Pinner (10th September) and Queens Park Residents Association (18th September).

Ref	Activity and Description	Targets	Status
Fo2	Promote food waste recycling	Project with Resource London - introduce food waste recycling interventions in 6000 households across 4 boroughs.	Amber
			Budget and spend to date
			Budget: £60,000 Spend to 30/06/15: £573.00

Progress

To help make it even easier for residents to start using their food waste recycling service or to put a wider range of items in the caddies, our team is working with Resource London to deliver food waste recycling interventions in Brent, Ealing, Hounslow and Richmond upon Thames. These are designed to increase the number of residents opting to use their food waste recycling service as part of their normal waste and recycling routine while simultaneously reducing the amount of food waste ending up in the rubbish bin.

Between April and June we have:

- Coordinated the work program with borough's waste teams, contractors and communications teams
- Collated food waste collection data for May to give us a comparison month
- Sourced compostable caddy liners and organised printing of borough specific leaflets and stickers
- Mapped routes and schedules

In addition to 'no food waste' stickers placed on rubbish bins, each household in the target areas will receive a leaflet and six months' supply of caddy liners – based on an average of 3 liners used per week. After 6 months from initial delivery, more caddy liners will be delivered out to the same households to last another 6 months.

Over the next few months...

The table below details the deliveries scheduled to take place, the number of households and the interventions to be used in each of the boroughs. Delivery of the interventions in Ealing will commence in September 2016.

Borough	Intervention tools	Approx. number of properties	Date of activity
Brent	Stickers, leaflets and compostable caddy liners	5500	5 th – 7 th July

Borough	Intervention tools	Approx. number of properties	Date of activity
Hounslow	Stickers, leaflets and compostable caddy liners	6000	11 th – 15 th July
Richmond upon Thames	Leaflets and compostable caddy liners only	5500	11 th – 20 th July
Ealing	Stickers, leaflets and compostable caddy liners	6000	12 th – 16 th September

Textiles

Ref	Activity and Description	Targets	Status
T1	Sew it On	Development of a project plan to investigate textile skills sharing in west London	Amber
			Budget and spend to date
			Budget: £3,000 Spend to 30/06/15: £0

Progress

We have begun identifying the local activities, organisations and educational resources around textiles. We have also been speaking to Resource London and WRAP's LYC (Love Your Clothes) team about activities as they will be launching a program of textile events promoting skills sharing across the wider London area. Once more is known about this we will put a plan together.

Over the next few months...

We will continue speaking to Resource London and WRAP's LYC (Love Your Clothes) team to investigate how we can work in collaboration with them.

Ref	Activity and Description	Targets	Status
T2	Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. 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	8 swishes	Amber
<ul style="list-style-type: none"> Support community groups and local organisations to run their own swishing events 			Budget and spend to date
			Budget: £0 Spend to 30/06/15: £0

Progress

Our only swish of the quarter took place on 16th April at Hounslow Library with 14 people turning up and swapping 77 different items. Hounslow Library have approached us and indicated that they wanted a guaranteed schedule of swishes for the year, so swishes have been scheduled in with them until March 2017.

Our GetSwishing website, created to give people all the information they need to run their own swishing events, is still live and received **476 visitors** for the quarter.

GETSWISHING
Your 5 Step Swishing Guide

More activity is taking place on the GetSwishing Facebook page with increased likes (to 116 at the end of June) and more people reading and replying to posts.

Over the next few months...

As well as our upcoming scheduled Hounslow Library swishes on 23rd July and 24th September, we are holding a swish in Ealing Central Library on 21st July in collaboration with NCS (National Citizens Service) as part of their overall summer programme.

Furniture

Ref	Activity and Description	Targets	Status
F1	Promotion of the Re-use and Upcycling Three organisations will be supported to deliver projects that will increase the profile of re-use. <ul style="list-style-type: none">▪ Accession CIC – creation of time lapse film▪ Hounslow Furniture Project – signage update and warehouse works▪ Develop resources for use by boroughs and contact centre staff to improve diversion of suitable furniture to reuse partners	Reuse targets to be agreed with each organisation.	Amber Budget and spend to date Budget: £8622 Spend to 30/06/16: £0

Progress

In April 2016, Accession CIC was dissolved as an organisation and is no longer trading, the WPAP will be revised to reflect this. Contact was made with Hounslow Furniture Project and they are looking at a programme of works so they can refresh their premises to encourage more customers to visit their re-use shop.

Over the next few months...

We will be looking to work with other re-use organisations to help promote re-use services across our boroughs and will revise this action now that Accession CIC no longer exists.

Electrical Items

Ref	Activity and Description	Targets	Status
E1	Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.	12 WEEE bring events Run a Recycle Week competition	Amber Budget and spend to date Funded through the WEEE compliance contract

Progress

Recycle Week usually happens in June every year but has been moved to September instead as it coincided with the week of the EU Referendum vote. Activities will be looked at nearer the time.

There was one WEEE Recycling bring event with the Harrow Recycling Team on the 19th May at Holy Trinity Church in Wealdstone. **80kg** of WEEE was collected on the day.

Over the next few months...

There is a WEEE Bring event in Harrow on the 20th July at Camrose Baptist Church in Wealdstone. Planning will also be taking place to run our annual New Year WEEE collection drive across the boroughs in January and February.

Nappies

Ref	Activity and Description	Targets	Status
N1	Support the promotion of washable nappies Development of a washable nappy trial kit to be used in west London It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth.	18 nappy natters 36 parents borrowing the trial kit	Amber Budget and spend to date Budget: £6000 Spend to 30/06/16: £0

Progress

A selection of washable nappies has been purchased in readiness for the trial kits. Pages for the website and the terms and conditions for the nappy trial kit are all currently being developed by the team.



Over the next few months...

We are currently looking for a launch of the nappy trial kits in quarter 3 this year.

Communications

Ref	Activity and Description	Targets	Status
C1	Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents. Pages to be kept up to date and a new web article added each week	10% increase in unique visitors to the website – 71,361	Green
			Budget and spend to date
			Budget: £1280 Spend to 30/06/15: £382

Progress

Since April we have published 12 web articles on a variety of topics including food waste recycling, home composting and National Composting week, Real Nappy Week, encouraging furniture reuse and Love Food Hate Waste.

Month	Number of unique visitors	Returning visitors	Total page views
April	5,998	1417 (20%)	7415
May	7055	1708 (20%)	8763
June	5294	1121 (18%)	6415
Totals	17,971	4246 (20%)	22,217

Over the next few months...

The schedule of web articles will continue and all the information on our website will be reviewed and updated where it's needed.

Ref	Activity and Description	Targets	Status
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	Increase the number of people signed up by 10% - 709	Green
			Budget and spend to date
			Budget: £180 for e-distribution Spend to 30/06/15: £25

Progress

A combined newsletter was sent out for March/April and individual ones for May and June. Copies can be viewed on our [website](#). There are currently 636 subscribers to our monthly newsletter.

Over the next few months...

Newsletters will continue to be sent out each month for subscribers to keep up with all our activities across west London.

Ref	Activity and Description	Targets	Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> ▪ Increase Twitter followers by 5% to 2231 ▪ 45% of tweets to be re-tweeted ▪ OTS 8 million per year 	<div style="background-color: #92d050; padding: 2px;">Green</div> <div style="border: 1px solid black; padding: 2px;">Budget and spend to date</div> Budget: £90 Spend to 30/06/15: £0

Progress

We are continuing to use social media to promote all the work we do and to send out ideas and tips.

Month	Followers	No. of Tweets sent	Re-tweets	Facebook Reach	Overall Reach OTS
April	2172	144	82 (57%)	846	477,172
May	2204	137	81 (59%)	457	553,586
June	2261	88	57 (65%)	350	269,018
Total		369		1653	1,299,776

Our overall online reach has continued to increase and as a result, our online engagement is continually surpassing all expectations.

Over the next few months...

Since July there have been changes in the way our social media channels are measured and tracked due to changes with the way Twitter works. We will continue to promote all our events via social media and we are reviewing our use of Facebook to increase interaction with local residents and attract more people to our events.

Ref	Activity and Description	Targets	Status
C4	The Rubbish Diet	500 sign ups for an online Diet for all boroughs	N/A
	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.		Budget and spend to date
			Budget: £7,400 Spend to 30/06/15: £0

Progress

Following review and discussions with our partners we are sad to say we're not able to continue with this project this year.

Ref	Activity and Description	Targets	Status
C5	Attendance at events to promote the reduce, re-use and recycle messaging In addition, each borough will receive 36 hours of team support at events they organise e.g. service change roadshows.	5000 people spoken to at events Attend 40 events	Green Budget and spend to date Budget: £2,500 Spend to 30/06/15: £602

Progress

So far this year our team have attended **18 events** and engaged with **1882 people** across 5 boroughs.

- Ealing 8 events 677 residents engaged with
- Harrow 3 events 134
- Hillingdon 1 event 35
- Hounslow 3 events 392
- Richmond 3 events 644

Date	Borough	Type	Event name	Spoken to
15/04/2016	Ealing	Food	Recycling Roadshow - Acton Morrisons	38
16/04/2016	Hounslow	Textiles	Hounslow Swish	14
20/04/2016	Hillingdon	Food	Food Waste Assembly - ACS International School	35
21/04/2016	Ealing	Food	Recycling Roadshow - Greenford Broadway	43
25/04/2016	Hounslow	Food/3Rs	Women's Institute Talk - Chiswick	33
26/04/2016	Ealing	Food	Recycling Roadshow - Hanwell Waitrose	52
01/05/2016	Harrow	Food/WEEE	Harrow-on-the-Hill May Festival	124
03/05/2016	Ealing	Food	Recycling Roadshow - Perivale, Tesco	43
14/05/2016	Richmond	Food	Richmond May Fair	500
15/05/2016	Richmond	Compost	Compost Giveaway Day	130
19/05/2016	Harrow	WEEE	Harrow WEEE day - Holy Trinity Church	10
23/05/2016 - 28/5/2016	Harrow	WEEE	Harrow College – Week long WEEE collections at Harrow Weald and Harrow on the Hill campuses	0
25/05/2016	Ealing	Food	LFHW talk @ Ravenor Primary	4
28/05/2016	Ealing	Compost	Ealing Compost Giveaway	100
07/06/2016	Richmond	Food/3R's	Talk to Friends of Twickenham Green	14
13/06/2016 to 24/06/2016	Hounslow	Food	Junior Citizen Scheme	345
18/06/2016	Ealing	Food	Hanwell Carnival	130

Over the next few months...

The team is booked to attend a number of events over the next few months. We're happy to attend more though, so if you're putting on an event please get in touch to see how we can be part of it.

Ref	Activity and Description	Targets	Status
C6	Wastebuster Universe This action will support activity planned in the summer term 2016 by Wastebuster under their contract of work with DHL Enviroolutions	200 individuals playing	N/A
			Budget and spend to date
			Budget: £0

Progress

Interaction with the game by the Wastebuster schools has been low in this quarter. It is hoped that planned competitions for schools in the Summer Term will increase this.

Over the next few months...

The contract of work with Wastebuster finishes at the end of the Summer term and as a result so will this activity.

Ref	Activity and Description	Targets	Status
C7	Developing resources for the new education centre at Victoria Road Waste Transfer Station		N/A
			Budget and spend to date
			Budget: £4,000

Progress

Suez are currently undertaking further work to investigate the suitability of the existing building at Victoria Road as an education centre for children and adults. Until these checks are complete and the potential costs of adaptations are understood this activity is on hold.

Over the next few months...

Once the report has been received we may revise this activity to see what resources can be developed to support the talks and presentations we give to make our talks even more interesting if the education centre is not feasible.

General

Ref	Activity and Description	Targets	Status
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships		Green
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.		
G3	Respond to appropriate consultations encouraging prevention and re-use	Responding to consultations	£0

Progress

Funding has been secured from Resource London, in collaboration with Biogen, Countrystyle, LB of Hounslow and LB of Ealing to roll out a package of food waste interventions. The package (consisting of leaflets, bin stickers and compostable caddy liners) will be distributed to a limited number of households in Brent, Ealing, Hounslow and Richmond upon Thames – totalling 24,000 households. More details are shown under activity Fo2 earlier in this report.

There haven't been any appropriate consultations to respond to yet this year.

Ref	Activity and Description	Targets	Status
G4	Waste Minimisation Team staffing and Shared Expertise programme. <ul style="list-style-type: none"> ▪ 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 partnership working and development of staff for each of the local authorities. 		Green
			Budget and spend to date Budget: £168,695 Spend to 30/06/16: The whole of the budget is allocated

Progress

Recruitment took place in April/May and there is a full team in place to carry out the actions in this year's WPAP.

Summary

There are 14 activities in the Waste Prevention Action Plan relating to our priority materials, the status for each is shown in this report and a summary is below:

Green	5 actions
Amber	6 actions
Red	0 actions
Grey	3 actions

The total budget for the activities outlined in this progress report is **£217,960**. The total spent to date is on track to be within this budget.

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	April to June 2016	Over the next few months
Brent	<p>Veolia Brent have organised/attended a number of events:</p> <p>Olive Road street festival.</p> <p>Stonebridge Park community day.</p> <p>Harlesden town centre litter pick.</p> <p>Village Way clean up day.</p> <p>Willesden Green garden party.</p>	<p>More events are planned:</p> <p>July - Kings Drive estate clean up day, Swaminarayan School litter pick, Neasden Town festival, Chalk Hill estate litter pick</p> <p>August - Fryent country park festival, Braemar avenue clean up day, Fryent country park festival and Queens park day.</p>
Ealing	<p>Recycling roadshows took place throughout April/May to promote launch of new alternate weekly service for recycling and rubbish.</p> <p>12th April – Ealing Broadway</p> <p>15th April – Acton</p> <p>21st April – Greenford</p> <p>23rd April – Northolt</p> <p>25th April – Ealing Town Hall</p> <p>26th April – West Ealing</p> <p>28th April – Southall</p> <p>3rd May – Perivale</p> <p>7th May – Ealing Broadway</p>	
Harrow	<p>The Recycling Team have run 7 Pop up Road Shows in April and 5 in May.</p>	<p>More events will be attended including Harrow Housing Fair, 3 Estate Action Events, 3 days of action and Pinner Village Show.</p>
Hounslow		<p>Recycling roadshows at various locations throughout July.</p>