

Waste Prevention Action Plan 2013/14 – progress April to June 2013

Ref	Activity and description	Targets	Amount spent / ordered 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>Training has been booked for 3 dates in July.</p>
Fo2	<p>Encouraging food waste reduction in schools</p> <p>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</p>	<ul style="list-style-type: none"> 4 new schools 4 re-visits 	£0	Amber	<p>WLWA</p> <p>The re-visit for Uxendon Manor school has now been booked in for July. Schools signing up to Let's Get Cooking will be approached with this project.</p>	Not applicable

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	help them get the most from their food.					
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 14 <i>LFHW only</i> events have been attended by the Waste Prevention Team Brent - 1 Ealing – 2 Harrow – 1 Hillingdon – 3 Hounslow – 6 Richmond - 1</p> <p>A total of 272 people have been spoken to at these events.</p> <p>17 other events were attended where all our waste prevention target materials including LFHW were used. At these events 950 people were spoken to.</p> <p>44 tweets about LFHW have been published on @westlondonwaste</p>	Not applicable
Fo4	Compost Awareness Week 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"> ▪ 6 events ▪ Speak to 1,200 people ▪ Coverage in 3 local papers ▪ Social media coverage of 20,000 OTS 	£910	Green	6 events took place across West London. <ul style="list-style-type: none"> ▪ 985 people collected compost ▪ 3 newspapers featured information – Brent and Kilburn Times, London Evening Standard ▪ Twitter OTS was 55,717 	Not applicable
Fo5	Supporting Home composting We will provide advice and	<ul style="list-style-type: none"> ▪ 2 compost training 	£0	Red	No progress to date	Not applicable

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	<p>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>	<p>sessions per borough per year</p> <ul style="list-style-type: none"> 2 compost champion training sessions in 2013/14 				
T1	<p>Develop games to encourage greater re-use of textiles</p> <p>Working with Wastebuster we'll build on their successful work in schools by developing games and activities that can be used by teachers, children and parents. Focusing on re-use these quizzes with encourage sharing of textiles, repair, buying second hand and up-cycling.</p>	<ul style="list-style-type: none"> Development of an online quiz game platform 5 rounds of questions 	£0	Amber	<p>WLWA</p> <p>Initial discussions about the format of the game have taken place between WLWA and Wastebuster.</p> <p>Further discussions are needed to put together a detailed specification.</p>	Wastebuster have been discussing options with WLWA.
T2	<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> <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</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</p> <p>25 May – WLWA and LB Harrow swished with Gayton Library, Harrow</p> <p>43 people attended the 2 events, bringing 91kg of clothes.</p> <p>Another swish is booked for 31 August at Hounslow Library.</p>	Not applicable

Ref	Activity and description	Targets	Amount spent / ordered YTD	Status	Progress by WLWA and Boroughs	Progress by partners
	great event.					
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 	£0	Amber	<p>A leaflet has been designed for the West London Re-use Centre. It's waiting approval by Furnish.</p> <p>A meeting is scheduled in July with the Hounslow Furniture Project who will be benefiting from a new website.</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>		n/a	Amber	<p>Projects are aware of this support, visits are taking place in July to see if they've identified specific areas for support.</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 London to donate unwanted good-quality furniture and to buy second-hand too.</p>	<ul style="list-style-type: none"> ▪ Meet with 3 housing associations 	n/a	Red	<p>No progress has been made</p>	

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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>		n/a	Red	<p>Ealing Are investigating links with the West London Re-use Centre</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 safety checking of equipment and making it ready for re-sale at affordable prices</p>	<ul style="list-style-type: none"> ▪ Engage with 500 residents during Recycle Week ▪ Open up a EEE re-use workshop in West London 	n/a	Amber	<p>Recycle Week took place from 17 – 23 June.</p> <p>2060kg of electrical items were collected from 13 locations across West London.</p> <p>WLWA Attended 1 WEEE engagement roadshow speaking to 20 people.</p> <p>Hounslow Arranged 3 WEEE engagement roadshows at locations across the borough. They spoke to 223 people.</p>	<p>Furnish and Groundwork have commenced the work for the workshop. Contractors have been appointed. The main building work is scheduled to be completed at the end of July and the workshop ready for use at the beginning of September.</p> <p>The workshop is being funded by DHL and Wrap.</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 14 events (antenatal groups, mothercare and events during real nappy week) have been attended and 170 people spoken to.</p> <p>Harrow 9 nappy packs given out.</p> <p>Hounslow 16 nappy packs given out.</p>	<p>Saffys Nappies Holds 3 nappy natters in Hounslow every month and 1 nappuccino in Richmond.</p> <p>Hillingdon Nappy Library Organised a number of events during Real Nappy Week in April.</p>

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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 loyalty card which gives money for sustainable buying choices.</p>		n/a	Project ending	<p>The aim of our pioneering scheme was geared towards changing attitudes and views by encouraging the use of reused, repaired or recycled products in West London. By incentivising our residents for a small Re-ward, we hoped to start a growing trend with more and more residents seeing the value of buying second hand, repairing and hiring what they need instead of buying new. The results so far suggest we haven't been as successful at this as we'd hoped. Despite positive feedback in the results as well as suggestions to improve the scheme the recent research has contributed to a decision by Defra to discontinue funding for Re-ward Club. As a grant funded scheme, Re-ward Club is totally reliant on the government funding from Defra to keep it running. We have investigated various options to keep Re-ward Club operational, unfortunately with no alternative funding sources available we have no choice but to close down Re-ward Club.</p>	
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 	£0	Amber	<p>Boroughs have been asked to provide comments and suggestions. An internal wish list has been drawn up.</p>	n/a
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</p>	<ul style="list-style-type: none"> ▪ 300 people signing up to have the newsletter emailed to 	£0	Red	No progress has been made	

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	doing. Learning from the Re-ward Club newsletters and other local authorities the WLWA will develop regular newsletters to encourage reducing and re-using.	them				
C3	Attendance at events to promote waste prevention actions 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.	<ul style="list-style-type: none"> ▪ 100 events ▪ Speak to 5,000 people 	£687.32	Green	<p>WLWA Between April and June the WP Team have attended 60 events and spoken to 2651 people.</p> <p>Events by borough Brent - 2 Ealing – 5 Harrow – 7 Hillingdon – 10 Hounslow – 15 Richmond – 18 Cross borough – 3</p> <p>If the swishes and nappy events are removed from that, 37 events and 1789 people have been spoken to.</p> <p>Harrow Staff from the Collection and Climate Change teams have attended events alongside WLWA staff.</p> <p>Hounslow Use of a van has been provided for events in Hounslow. The WLWA WP Team have been invited to events organised by the Recycling Team.</p> <p>Richmond</p>	n/a

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					Staff from the Recycling Team have attended events alongside WLWA staff. A gazebo and use of a van has been provided for some events.																					
C4	<p>Increase West London Waste Social Media presence</p> <p>This year we started using 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.</p>	<ul style="list-style-type: none"> ▪ Increase Twitter followers by a third ▪ Increase Facebook likes to 80 ▪ 20% of tweets to be re-tweeted ▪ 2 videos available on-line 	n/a	Green	<p>On 1st April the number of followers @WestLondonWaste had on twitter was 793. This gives us a target of 1005 followers on 31 March 2014.</p> <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 - 65</td> <td>905</td> <td>22 (34%)</td> <td>153,980</td> </tr> <tr> <td>272</td> <td></td> <td>78 (29%)</td> <td>359,128</td> </tr> </tbody> </table> <p>78 tweets have been re-tweeted, giving a re-tweet rate of 29%.</p> <p>Facebook Likes stand at 72</p>	Tweets	Follow	Re-Tweets	Reach	A - 42	838	9 (21%)	53,256	M - 87	865	47 (54%)	151,892	J - 65	905	22 (34%)	153,980	272		78 (29%)	359,128	
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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 	n/a	Green	<p>A response was submitted to the call for evidence for the national Waste Prevention Plan.</p>																					
G2	Develop a network for local waste prevention champions	<ul style="list-style-type: none"> ▪ Support the LFHW champions 	£0	Amber	<p>WLWA</p> <p>A couple of local volunteering organisations have been spoken to</p>																					

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	<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 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.</p>	<p>recruited by RfL</p> <ul style="list-style-type: none"> Recruit and support 50 reduce and re-use champions to carry out at least one activity that promotes reduce and re-use to others 			about this to try to understand what other organisations are doing.	
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>		£13,273	Green	<p>There are 2 Waste Prevention Assistants in post.</p> <p>Shared expertise staff have been used to support a number of events so far this year.</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</p>		£890.14	Green	The WP Team have travelled across West London to deliver the actions in the Waste Prevention plan.	

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	at outdoor 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	So far the only times a van has been needed one has been supplied by a borough or one of our partners.	
	Totals		£54,760.68			