

Waste Prevention Action Plan 2013/14 – progress October to December 2013

Ref	Activity and description	Targets	Amount spent 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	Recruitment and contact with schools/organisations is ongoing. No further progress to report for quarter 3.
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 help them get the most from their</p>	<ul style="list-style-type: none"> 4 new schools 4 re-visits 	£1.67	Green	<p>WLWA Analysis has occurred in 4 schools and reports sent to them for consideration of further actions:</p> <ul style="list-style-type: none"> Hillside Infant School (Hillingdon) St Mary Magdalen's Catholic Primary School (Richmond) 	Not Applicable

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	food.				<ul style="list-style-type: none"> ▪ Whitehall Junior School (Hillingdon) ▪ Grove Road Primary (Hounslow) <p>An analysis at Orleans Park Senior School is booked for January.</p> <p>It's not possible to carry out 4 re-visits as 4 schools haven't been visited previously.</p>	
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 	£33.77	Amber	<p>WLWA</p> <p>6 LFHW only events have been attended by the WP Team during this period</p> <p>Brent – 2 Ealing – 2 Harrow – 0 Hillingdon – 0 Hounslow – 1 Richmond – 1</p> <p>A total of 170 people were spoken to at these events. YTD almost 900.</p> <p>19 other events were attended where all our waste prevention target materials including LFHW were spoken to. A total of 961 people were spoken to at these events.</p> <p>73 tweets about LFHW or LCHW/Food was published on</p>	Not Applicable

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					@WestLondonWaste	
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	This activity is complete. For details see the 2013/14 quarter 1 report.	Not Applicable
Fo5	Supporting Home composting We will provide advice and 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. We'll procure local expertise and encourage residents to support each other with their composting and gardening questions.	<ul style="list-style-type: none"> 2 compost training sessions per borough per year 2 compost champion training sessions in 2013/14 	£0	Amber	An information campaign has been drafted for the Spring	
T1	Develop games to encourage greater re-use of textiles Working with Waste Buster 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.	<ul style="list-style-type: none"> Development of an online quiz game platform 5 rounds of questions 	£12,000 allocated £6,000 spent	Amber	WLWA Has been working with Wastebuster to write text and quiz questions and obtain facts to use in the game.	Wastebuster Design of the game has started, Wastebuster Universe now has an initial design. The Universe has 5 worlds focusing on organics, textiles, re-use, bin and WEEE.
T2	Support community groups and local organisations to run their own swishing events	<ul style="list-style-type: none"> Assist 12 community groups to host 	£49.50	Amber	WLWA 20 th Oct – Look Good Feel Great	Not applicable

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	<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 great event.</p>	<p>their own swishes</p> <ul style="list-style-type: none"> 400 people taking part 			<p>Swish</p> <p>8 people attended the vent.</p> <p>20th Nov – Mulberry Centre Swish and Pamper Evening. 16 people attended with £1300 raised for the Centre.</p> <p>30th Nov – St Peters Church Swish. 31 people attended the event.</p> <p>YTD 7 events held with 143 people taking part</p>	
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 	<p>£191</p> <p>Allocated £1984</p>	Amber	<p>WLWA</p> <p>The website for Hounslow Furniture Project has been commissioned, an initial design has been created and revisions are under way. Timetable has slipped to February launch following other commitments at the furniture project.</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,</p>	<ul style="list-style-type: none"> 	£0	Amber	<p>WLWA</p> <p>The local furniture re-use projects have been visited and are fully aware that we will support them, however, we are awaiting feedback from Re-use projects regarding what specific areas of support they</p>	

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	creating policies, sourcing advertising or helping them recruit volunteers,				need.	
Fu3	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.	<ul style="list-style-type: none"> Meet with 3 housing associations 	£0	Amber	Contact has been made with a number of housing associations, a meeting with A2Dominion is booked in for January.	
Fu4	Investigate how each bulky waste collection service can help increase re-use of good quality furniture Let's find out how we can make links with the bulky waste collection services in order to deliver more furniture into re-use.		£0	Green	<p>Ealing After discussions with LRN and a report to committee, a bulky re-use service began operating in September.</p> <p>From the start of the service to December 31st, 1750 collections have been made in the borough by Enterprise.</p> <p>Further data will be added as it becomes available in future.</p>	
E1	Work with local re-use projects and the compliance scheme to promote re-use and repair of electrical items 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. Funding will also be used to	<ul style="list-style-type: none"> Engage with 500 residents during Recycle Week Open up a EEE re-use workshop in West London 	£0	Amber	<p>Recycle Week took place from 17 – 23 June. See the quarter 1 report for details.</p> <p>WLWA Provided support on the Gadget Show stand.</p> <p>3 WEEE recycling bring events are planned for January in Brent.</p>	<p>DHL A stand about WEEE was at the 3 days of Gadget Show in Earls Court.</p> <p>No figures available to date</p>

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	develop the re-use infrastructure to increase the safety checking of equipment and making it ready for re-sale at affordable prices													
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 9 events (antenatal groups, mothercare and events during real nappy week) have been attended with 119 people spoken to. OTS 1064</p> <p>32 events attended and 369 people spoken to YTD.</p> <p>Harrow 0 nappy packs given out</p> <p>Hounslow No information available at present</p>									
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>		£0	Project ended	<p>Official end of Re-ward Club is 1st November.</p> <p>Residents and retailers advised of project being ended due to cessation of funding by DEFRA. All tokens were collated and converted into donations to 3 organisations/charities. All retailers who returned vouchers have now been reimbursed.</p>	Not applicable								
C1	<p>Re-design www.westlondonwaste.gov.uk to increase accessibility and make the site interactive</p>	<ul style="list-style-type: none"> 3000 unique visitors to the website each month 	£3040	Green	<p>Revamped website was soft launched on 27th September.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Visits</th> <th>Return</th> <th>Time</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Month	Visits	Return	Time					
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	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.	<ul style="list-style-type: none"> Returning visitors to the website increase to 25% Length of time on site per visit increases to 2 minutes 20 seconds 			<table border="1"> <thead> <tr> <th></th> <th></th> <th>visits</th> <th>on site</th> </tr> </thead> <tbody> <tr> <td>October</td> <td>4082</td> <td>1014</td> <td>1:57</td> </tr> <tr> <td>November</td> <td>3809</td> <td>892</td> <td>1:48</td> </tr> <tr> <td>December</td> <td>3867</td> <td>946</td> <td>1:45</td> </tr> <tr> <td>Total</td> <td>11,758</td> <td>2852</td> <td>1:50</td> </tr> <tr> <td>YTD</td> <td>38,969</td> <td></td> <td></td> </tr> </tbody> </table>			visits	on site	October	4082	1014	1:57	November	3809	892	1:48	December	3867	946	1:45	Total	11,758	2852	1:50	YTD	38,969			
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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. Learning from the Re-ward Club newsletters and other local authorities the WLWA will develop regular newsletters to encourage reducing and re-using.</p>	<ul style="list-style-type: none"> 300 people signing up to have the newsletter emailed to them 	£348	Amber	<p>WLWA</p> <p>CampaignMonitor has been selected as the format for the newsletter and a template has been set up.</p> <p>Newsletter due to go out by end of Jan 2014</p>																									
C3	<p>Attendance at events to promote waste prevention actions</p> <p>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.</p>	<ul style="list-style-type: none"> 100 events Speak to 5,000 people 	£778.32	Green	<p>WLWA</p> <p>Between October and December the WP Team have attended 29 events and spoken to 990 people</p> <p>Events by borough</p> <p>Brent - 2</p> <p>Ealing – 4</p> <p>Harrow – 5</p> <p>Hillingdon – 1</p> <p>Hounslow – 4</p> <p>Richmond – 12</p> <p>Cross borough – 1</p> <p>If the swishes and nappy events are removed from that, 17 events were</p>																									

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					<p>attended and 816 people were spoken to.</p> <p>YTD People spoken to = 4849 Events attended = 116</p> <p>Harrow Provided staff support at 3 events</p> <p>Hounslow Provided staff support at 1 event</p>																					
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 	£0	Green	<p>WLWA @WestLondonWaste target for followers for year ending 31st March 2014 = 1051</p> <table border="1"> <thead> <tr> <th>Tweets</th> <th>Follow</th> <th>Re-Tweets</th> <th>Reach</th> </tr> </thead> <tbody> <tr> <td>O - 66</td> <td>1023</td> <td>31 (47%)</td> <td>115,573</td> </tr> <tr> <td>N - 138</td> <td>1057</td> <td>91 (66%)</td> <td>322,017</td> </tr> <tr> <td>D - 165</td> <td>1096</td> <td>82 (50%)</td> <td>334,321</td> </tr> <tr> <td>369</td> <td></td> <td>204 (54%)</td> <td>771,911</td> </tr> </tbody> </table> <p>QTR 3 Summary – 369 tweets sent with 204 re-tweeted, giving a re-tweet rate of 54%</p> <p>YTD – 755 tweets OTS – 1.7 million</p> <p>Facebook Likes stand at 86 (LCHW 28)</p>	Tweets	Follow	Re-Tweets	Reach	O - 66	1023	31 (47%)	115,573	N - 138	1057	91 (66%)	322,017	D - 165	1096	82 (50%)	334,321	369		204 (54%)	771,911	
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					No videos online to date	
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 	£0	Green	<p>There have been no relevant consultations to respond to.</p>	
G2	<p>Develop a network for local waste prevention champions</p> <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>	<ul style="list-style-type: none"> Support the LFHW champions recruited by RfL Recruit and support 50 reduce and re-use champions to carry out at least one activity that promotes reduce and re-use to others 	£0	Amber	<p>WLWA</p> <p>The RfL champions have been contacted by RfL to let them know we can continue to support them. So far these champions haven't requested support.</p> <p>The Rubbish Diet will launch in Harrow and will run over a 4 week period in Jan/Feb 2014. There are currently 50 signups for Harrow but support will also be provided for residents wishing to do the RD from our other constituent boroughs.</p> <p>WLW support during the weeks will be provided by a LFHW stall at a café during the second week of the diet and a Nappy Natter session during the third week.</p> <p>The Waste Prevention Team have also taken part in radio interviews about where Harrow's waste goes, and washable nappies.</p>	<p>Rubbish Diet</p> <p>A bin doctor for Harrow was recruited in November and has been meeting local groups and signing up residents in Harrow.</p> <p>Rubbish Diet have also provided support for other West London boroughs through their website.</p> <p>RD team and Harrow Bin Doctor will provide social media updates for Harrow and other West London residents who take the RD through their website.</p> <p>Publicity for the RD has come in the form of a news/online article in Harrow Observer and on getwestlondon.co.uk. Other online/print articles to follow in Jan 2014.</p> <p>There is also radio support from</p>

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						Harrow Community Radio (HCRFM) who have recorded RD promos and will be following one RDieter through the 4 weeks and providing weekly updates. There will also be recordings from the LFHW stall during week 2 of the diet to be aired at a later date.
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>		£46,690	Green	<p>WLWA</p> <p>There are 2 full-time Waste Prevention assistants in post and one part-time.</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 at outdoor events and outside working hours.</p>		£4,873	Green	Travel and mileage expenses have been paid to the team for travel to and from events.	
S3	<p>Access to a van for large events</p> <p>A vehicle will be hired to assist with the transport of equipment to events.</p>		£0	Green	<p>WLWA</p> <p>No vans have been hired. Hounslow have provided a van for use at several events in their borough.</p>	

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	Totals		£109,899	R = 0 A = 10 G = 13		