

## Waste Prevention Action Plan 2014/15

Ref	Activity	Requested budget	Targets	Description	External Partners
<b>Food</b>					
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.	£100,000  For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ Issue 6 press releases to local media organisations</li> <li>▪ Get LFHW information into 24 community newsletters</li> <li>▪ 300 tweets</li> <li>▪ 1 web article a month</li> <li>▪ OTS of 12 million</li> </ul>	<p>We all love food but a surprising amount ends up in bins so the Love Food Hate Waste programme will be delivered at a local level including a range of activities:</p> <ul style="list-style-type: none"> <li>▪ Editorial in the Brent, Ealing, Harrow, Hillingdon and Hounslow magazines</li> <li>▪ Poster advertising at various locations including bus shelters, train stations and High Streets.</li> <li>▪ Adverts in buses</li> <li>▪ Digital advertising on the websites of 2 local newspapers</li> <li>▪ Display equipment for events and public buildings</li> <li>▪ Graphics for recycling, refuse and street cleansing vehicles</li> <li>▪ Information in Hounslow recycling leaflets.</li> <li>▪ Face to face engagement around cookery skills</li> <li>▪ Face to face engagement with residents to give them tips, hints and ideas to reduce food waste and save money at supermarkets, attendance at various appropriate council organised events and presentations to community groups.</li> </ul>	None

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Fo2	Plan, promote and staff compost giveaways during Compost Awareness Week.	£0 from the waste prevention budget.  For partial project management costs see action G2.	Hold 1 compost giveaway in each borough.	Each boroughs will co-ordinate and pay for giveaway events in their own area.  WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested.	West London Composting
	Total	£100,000			
<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.	£1,800  For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ Assist 12 community groups to host their own swishes</li> <li>▪ 400 people taking part</li> <li>▪ Produce a 'swishing guide' for local groups</li> </ul>	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. Budget for this activity will give us the ability to hire locations for willing groups to hold events and produce a professional looking guide that will be available for download from <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> .	Various community groups
	Total	£1,800			
<b>Furniture</b>					
Fu1	Supporting the Re-use Hotline in 3 boroughs – this will be a contribution to the start up costs for the introduction of the hotline into a borough. Subsequent years it should be self-financing.	£6,000	<ul style="list-style-type: none"> <li>▪ 3 boroughs agree to introduce the hotline</li> </ul>	WLW has had difficulty engaging with re-use projects, by contributing to hotline costs on behalf of 3 boroughs this helps enable boroughs and the furniture re-use projects to increase diversion.  The Hotline supports the investment into the west London Depot and the WEEE workshop there which is supported by DHL The funding will facilitate: <ul style="list-style-type: none"> <li>▪ Data collection particularly regarding the Hotline (calls/collections/ tonnage and product analysis).</li> </ul>	London Re-use Network

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				<ul style="list-style-type: none"> <li>Provision of information about re-use opportunities for residents of all boroughs as the hotline receives calls from a wider area, so could incorporate EEE and textile re-use too.</li> <li>Obtaining feedback from callers and customers on the service they receive.</li> </ul> <p>Boroughs will express an interest in this funding on a first come first served basis. WLWA to co-ordinate the bidding process.</p>	
	Total	£6,000			
<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		<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>	DHL Envirosolutions
	Total	£0			
<b>Nappies</b>					
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>	£5,000	<ul style="list-style-type: none"> <li>6 nappy natters per borough per year</li> </ul>	<p>A person will be employed to organise and run these events. They will be working 30 hours per month (Monday to Friday) for a year.</p> <p>This option is dependent on the results of the evaluation of nappy packs being undertaken in both Hounslow and Harrow in Nov/Dec 2013. If the results suggest residents are not that interested funding for a person will not be needed, though we will still support promotion at a very basic level within other staff resources.</p>	
	Total	£5,000			

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<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.	For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ 58,000 unique visitors to the website in 2014/15</li> <li>▪ Returning visitors to the website increase to 30%</li> <li>▪ Length of time on site per visit increases to 2 minutes 20 seconds</li> </ul>	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  For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ Increase the number of people signed up by 5%</li> </ul>	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 Waste Social Media presence	For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ Increase Twitter followers by a third</li> <li>▪ Increase Facebook likes by 20%</li> <li>▪ 30% of tweets to be re-tweeted</li> <li>▪ OTS 120,000</li> </ul>	Building on the success in 2013/14 we're going to create even more opportunities to see waste prevention messages.	

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			per month		
C4	The Rubbish Diet	£52,000  For project management costs see action G2 as WLW staff will be needed to assist with the inline Diet queries and customisation of information.	<ul style="list-style-type: none"> <li>▪ 500 Dieters</li> <li>▪ On-line challenge is all 6 boroughs in January 2015</li> <li>▪ 75 waste minimisation champions</li> </ul>	<p><b>Continuation of the Rubbish Diet in Harrow</b> 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><b>Introduction of Rubbish Diet to another borough</b> 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><b>In the other 4 boroughs</b> On-line Diet Challenge tailored to each borough and promoted through press and media</p>	Rubbish Diet
C5	Attendance at events to promote the reduce, re-use and recycle messaging	£1,500 for event fees  For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ 1500 people spoken to at events</li> <li>▪ Attend 50 events</li> </ul>	<p>During 2013/14 the Waste Minimisation Team has attended a wide range of 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>	
	<b>Total</b>	£53,650	▪		
	<b>General</b>				
G1	Respond to appropriate consultations encouraging prevention and re-use	For project management costs see action G2.	<ul style="list-style-type: none"> <li>▪ Respond to relevant consultations</li> </ul>	Responding to consultations is important to help shape policy.	
G2	Waste Minimisation Team staffing and Shared Expertise	Permanent positions	<ul style="list-style-type: none"> <li>▪ Revised structure in</li> </ul>	Maximum cost for staff including pension and NI contributions.	

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	programme.	£123,512  Shared Expertise £1,000	place at beginning April	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.	
G3	Team travel and H&S expenses  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.	£7,400		Includes casual car user mileage, van hire and fuel for 1 year Mileage - £1,200 Hire – £5000 Fuel – £1,200	
	<b>Totals</b>	<b>£131,912</b>			
	<b>Total Waste Minimisation spend</b>	<b>£298,362</b>			