

## Waste Prevention Action Plan 2014/15 – progress April to June 2014

Ref	Activity and description	Targets	Amount spent or committed	Status	Progress by WLWA and Boroughs	Progress by partners
Fo1	<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"> <li>▪ Editorial in borough magazines</li> <li>▪ Poster advertising</li> <li>▪ Adverts in buses</li> <li>▪ Digital advertising on local newspapers websites</li> <li>▪ Displays at 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</li> </ul>	<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>	£6520	Amber	<p><b>WLWA</b> Planning has begun for a number of the proposed activities.</p> <p>Each of the 6 councils has been given the opportunity to identify which activities they would like to see happening in their local areas. Due to changes resulting from the local elections the decisions have not yet been made. More work will happen in the next 3 months to confirm activities.</p> <p>WLWA have been talking to Wrap about our LFHW campaign. A retail partner is being sought through Wrap to add value. It has been decided not to use the standard LFHW artwork for the campaign, instead it will be based on Zero Waste Scotland posters giving tips about different food types.</p> <p>A design brief has been circulated to obtain quotes to appoint a designer for the adverts and the articles to go in the borough magazines. Quotes are to be returned by 4<sup>th</sup> July.</p> <ul style="list-style-type: none"> <li>▪ Bookings have been made for local</li> </ul>	

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	save money				<p>council magazines:</p> <ul style="list-style-type: none"> <li>▪ Brent – October 2014</li> <li>▪ Ealing – September and December 2014</li> <li>▪ Hounslow – October 2014</li> <li>▪ We weren't able to secure space in the Hillingdon People magazine.</li> <li>▪ The publication dates for Harrow People haven't been confirmed yet, we've expressed an interest in booking pages in September and December editions.</li> <li>▪ Three companies have been approached to provide quotes for poster advertising spaces.</li> <li>▪ The company with the contract for all London bus advertising has also been contacted to provide cost details for internal panels.</li> </ul> <p>WLWA have spoken to prospective partners to put together a programme of public facing events including looked at partnering with other local authorities. Work on this activity is still on-going.</p> <p>The team attended events in May and June to give out tips and information. For details see action C5.</p> <p>Two of the articles on our website have been about food and 31 tweets.</p>	
Fo2	<p>Plan, promote and staff compost giveaways during Compost Awareness Week.</p> <p>Each boroughs will co-ordinate and pay for</p>	<ul style="list-style-type: none"> <li>▪ Hold 1 compost giveaway in each borough.</li> </ul>		Green	<p>Compost giveaways took place during Compost Awareness Week (5 - 11 May) in Ealing and Hounslow boroughs.</p> <p><b>Ealing</b> The giveaway took place in Walpole Park on</p>	<p><b>Rubbish Diet - Harrow</b> The Harrow compost giveaway was organised by the Rubbish Diet. It was held on 14 June at Pinner Park School.</p>

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	<p>giveaway events in their own area.</p> <p>WLWA will co-ordinate the purchasing of compost and transport of compost on behalf of West London boroughs if requested.</p>				<p>Saturday 10 May. 22 Tonnes of compost was supplied by West London Composting. Over 300 residents came along to collect compost.</p> <p><b>Hounslow</b> 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.</p> <p>No compost giveaways were held in Brent, Hillingdon and Richmond this year.</p>	All 10 tonnes of compost was collected by over 100 residents.
T1	<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>	<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>	£0	Amber	<p><b>WLWA</b> At all the fairs and fetes WLWA attend all the community groups with stands are approached and introduced to the activities we do. A number of these have been contacted since the event to discuss Swishing.</p> <p>3 swishing events have been hosted by organisations during this period.</p> <p><b>Mulberry Centre Swish – 21 May</b> This was alongside their Pamper event to raise funds for the care they provide. An entry fee was charged for the event. 12 people attended and 128 items weighing 86kg were swapped. Remaining items were donated to the Princess Alice Hospice charity shops.</p> <p><b>Grena Road Children's Centre Swish – 19 June</b> This event for parents using the centre had 18 people taking part and 254 items</p>	

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					weighing 52kg swapped.  <b>Hounslow Council</b> Three Swishes have been held in the Civic Centre with a total of 87 attendees.	
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.  The Hotline supports the investment into the west London Depot and the WEEE workshop there which is supported by DHL	<ul style="list-style-type: none"> <li>3 boroughs agree to introduce the hotline</li> </ul>	£6000	Amber	Two of the boroughs have expressed an interest in this. An initial meeting has taken place with the London Re-use Network and the 2 councils.  Those councils now need to provide information to enable LRN to produce a project plan for implementation.	
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.  Activities to be agreed between DHL and WLW.		£0	Green	<b>WLWA</b> Several events have been organised and promotion has been carried out.  WEEE week @ Tricycle Theatre between 12 and 17 May saw 74 items of small electrical equipment brought in to be recycled.  At May Fair On The Green (3 <sup>rd</sup> May), Richmond May Fair (10 <sup>th</sup> May) and Kew Fete (21 June) information stalls promoted getting the most from unwanted and broken electrical items.  A total of 524 people were spoken to at these events.	<b>DHL</b> DHL hired the Global Action Plan energy bike for the three events. This provided wider messages about energy saving to residents too.

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					New promotional equipment has also been purchased by DHL. We have a large inflatable toaster to display messages and attract attention.																									
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"> <li>6 nappy natters per borough per year</li> </ul>	£0	Amber	<p><b>WLWA</b></p> <p>Our Nappy Natters Assistant, Anna, started work on 1<sup>st</sup> April. Between April and June she has organised or attended 7 nappy natters.</p> <p>Brent – 0 Ealing – 1 Harrow – 1 Hillingdon – 0 Hounslow – 4 Richmond – 1</p> <p>A total of 70 people were spoken to, 36 leaflets and 12 nappy kits have been given out at these events. Harrow nappy kits – 3 Hounslow nappy kits - 9</p> <p><b>Hounslow</b></p> <p>Three nappy natter events have been attended and 6 kits given out.</p>																									
C1	<p>Maximise the use of <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to bring engaging and interesting content to residents.</p>	<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</li> </ul>	£640	Green	<p>9 web articles have been published on our website between April and June.</p> <table border="1"> <thead> <tr> <th>Month</th> <th>Visits</th> <th>Return visits</th> <th>Time on site</th> </tr> </thead> <tbody> <tr> <td>April</td> <td>6296</td> <td>1785 (23%)</td> <td>1:44</td> </tr> <tr> <td>May</td> <td>6047</td> <td>1702 (23%)</td> <td>1:51</td> </tr> <tr> <td>June</td> <td>6391</td> <td>1864 (24%)</td> <td>1:36</td> </tr> <tr> <td>Total</td> <td>18,734</td> <td>5351</td> <td>1:43</td> </tr> <tr> <td><b>YTD</b></td> <td><b>18,734</b></td> <td></td> <td></td> </tr> </tbody> </table>	Month	Visits	Return visits	Time on site	April	6296	1785 (23%)	1:44	May	6047	1702 (23%)	1:51	June	6391	1864 (24%)	1:36	Total	18,734	5351	1:43	<b>YTD</b>	<b>18,734</b>			
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		time on site per visit increases 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"> <li>Increase the number of people signed up by 5%</li> </ul> <p>Target for 2014/15 – 214 subscribers</p>	£13.33	Green	<p><b>WLWA</b></p> <p>Newsletters were sent at the end of April, May and June. Copies can be viewed via the <a href="#">website</a>. 34 subscribers signed up in quarter 1.</p> <p>Total subscribers to date - 240</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"> <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 per month</li> </ul> <p>Target for followers for year ending 31<sup>st</sup> March 2014 = 1620</p>	£0	Green	<p><b>WLWA</b></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>Apr - 155</td> <td>1239</td> <td>81 (52%)</td> <td>247,311</td> </tr> <tr> <td>May - 164</td> <td>1260</td> <td>91 (55%)</td> <td>536,272</td> </tr> <tr> <td>Jun - 141</td> <td>1318</td> <td>71 (50%)</td> <td>312,453</td> </tr> <tr> <td>374</td> <td></td> <td>243 (52%)</td> <td>1,096,036</td> </tr> </tbody> </table> <p>374 tweets sent with 243 re-tweeted, giving a re-tweet rate of 52%</p> <p>Facebook Likes stand at 103 (Love Christmas Hate Waste 28)</p>	Tweets	Follow	Re-Tweets	Reach (OTS)	Apr - 155	1239	81 (52%)	247,311	May - 164	1260	91 (55%)	536,272	Jun - 141	1318	71 (50%)	312,453	374		243 (52%)	1,096,036	
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C4	<p><a href="#">The Rubbish Diet</a></p> <p><b>Continuation of the</b></p>	<ul style="list-style-type: none"> <li>500 Dieters</li> <li>On-line challenge is</li> </ul>	£52,000	Amber	<p><b>WLWA</b></p> <p>Expressions of interest were sought to</p>	<p><b>Rubbish Diet</b></p> <p>A second borough has</p>																				

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	<p><b>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>	<p>all 6 boroughs in January 2015</p> <ul style="list-style-type: none"> <li>▪ 75 waste minimisation champions</li> </ul>			<p>identify the second borough to have a Bin Doctor and run a full programme.</p> <p>We have been working with Rubbish Diet to customise the tip sheets, review the content and plan the schedule of publicity.</p> <p>WLWA also hosted the interview for the new west London project manager and the job description was publicised via our website.</p>	<p>expressed an interest in having the Diet running in their area and an initial meeting has taken place.</p> <p>Localised tip sheets have been created and sent to each council to check the information is correct.</p> <p><b>Harrow</b> 139 residents have signed up to take the Rubbish Diet since April.</p> <p>The compost giveaway was organised and publicised and a number of other events have been attended, including Harrow Carers coffee mornings, Longfield School Fete and Stanmore Day of Action.</p> <p>An #Askthebindr tweetchat happens on Monday's from 11-12pm</p> <p>A partnership has been created with Healthy Planet to hold community events in a south Harrow building.</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</p>	<ul style="list-style-type: none"> <li>▪ 1500 people spoken to at events</li> <li>▪ Attend 50 events</li> </ul>	£790.04	Green	<p><b>WLWA</b></p> <p>Between April and June the Waste Prevention Team have attended 21 events and spoken to 955 people. If the Swishes (T1) and nappy events (N1) are removed</p>	<p><b>Rubbish Diet</b></p> <p>Provided staff support at 3 events.</p>

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	<p>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>				<p>from that, 12 events were attended and 855 people were spoken to.</p> <p><b>Events by borough</b></p> <p>Ealing – 4</p> <ul style="list-style-type: none"> <li>▪ Ealing Nappy Natter- Ealing NCT Babies and Bumps St. Mary's Church</li> <li>▪ Islip Manor Community Centre talk</li> <li>▪ Viking Community Centre talk</li> <li>▪ Season Up Your Street</li> </ul> <p>Harrow – 3</p> <ul style="list-style-type: none"> <li>▪ Day of Action - Harrow Town Centre</li> <li>▪ Harrow Nappy Natter at The Nest</li> <li>▪ Greenhill Manor Residents Association</li> </ul> <p>Hillingdon – 2</p> <ul style="list-style-type: none"> <li>▪ Iver WI</li> <li>▪ May Fair On The Green</li> </ul> <p>Hounslow – 5</p> <ul style="list-style-type: none"> <li>▪ Nappy Natter- Brentford Children's Centre</li> <li>▪ Nappy Natter- Lampton Road Children's Centre</li> <li>▪ Mulberry Centre Swish</li> <li>▪ Nappy Natter- Lampton Road Children's Centre</li> <li>▪ Nappy Natter - North Isleworth Children's Centre</li> </ul> <p>Richmond – 6</p> <ul style="list-style-type: none"> <li>▪ Richmond May Fair</li> <li>▪ RHP Hampton youth centre</li> <li>▪ Ham Fair</li> </ul>	



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					<ul style="list-style-type: none"> <li>▪ Grena Road Childrens Swish</li> <li>▪ Kew Fete</li> <li>▪ MotherCare Kew Baby &amp; Me - Nappy Natter Richmond</li> </ul> <p>Cross borough – 1</p> <ul style="list-style-type: none"> <li>▪ Green Days @ Bedford Park Festival</li> </ul>	
G1	<p>Respond to appropriate consultations encouraging prevention and re-use</p> <p>Responding to consultations is important to help shape policy.</p>	<ul style="list-style-type: none"> <li>▪ Respond to relevant consultations</li> </ul>	£0	Green	There have been no relevant consultations to respond to.	
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"> <li>▪ Revised structure in place at beginning April</li> </ul>	£124,512	Green	<p>There is one full-time Waste Minimisation Officer in post, one part-time Events Assistant and the part-time Nappy Natters Assistant.</p> <p>The other member of the team, a full-time Waste Minimisation Officer will be starting on 4<sup>th</sup> July.</p> <p>Shared expertise staff has been used at 1 event.</p>	
G3	<p>Team travel and H&amp;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>		£1,793.62	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 6 events.</p>	

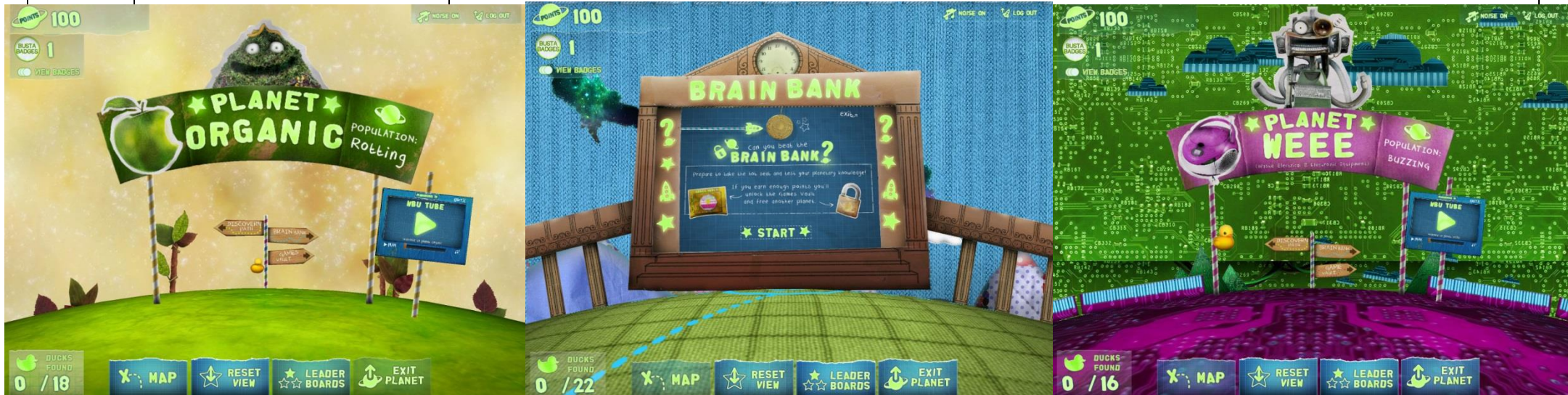
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	Includes casual car user mileage, van hire and fuel for 1 year Mileage - £1,200 Hire – £5000 Fuel –£1,200					
			£185,748.99	R = 0 A = 5 G = 9		

## Updates about activities in previous Waste Prevention Action Plans

Year	Activity	Progress
2013/14	<b>Textiles 1</b> - Develop a computer game to encourage great re-use of textiles and other waste prevention activities	The development of the game has taken longer than expected as the topics covered and the content is a lot more detailed than it was originally scoped. Funding has been received from other organisations to make this enlarged game possible. These screen shots from the game show the character and fantastic environment the game has created.



There are still some technical issues to work out with the coding behind the game. It is currently in the process of being tested to see how children respond to it.



2013/14	Furniture 1 – Hounslow Furniture Project new website	<p>WLWA funded a new website for <a href="#">Hounslow Furniture Project</a>. It went live in February 2014.</p> <p>From 1<sup>st</sup> April to 30 June 2014 899 unique users visited the site to get information about their services. 79% were new visitors and there were a total of 2658 page views.</p>
2013/14	Furniture 4 – Bulky waste collection services increasing the re-use of good quality furniture	<p>Ealing introduced the re-use hotline in September 2013.</p> <p>In April, May and June a total of 58 collections were made and 11.56 tonnes sent for re-use</p>

## 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 April to June 2014	Proposed activities later in the year
Brent	Veolia Brent have attended a number of roadshows, in June they attended a residents association walkabout hitting fly tipping hotspots in Kenton, Mora Road Faith School where they spoke to local people about how to recycle properly and Capital City Academy to promote recycling and good waste management to the pupils.	A number of events will be attended by Veolia including at Leopold Faith School, Sudbury & Wembley week of action and Willesden Green clean-up day. Working on time-banded collections on Kilburn High Road will also take place.
Ealing	<ul style="list-style-type: none"> <li>▪ In May Ealing updated and re-structured their webpages to make it easier to navigate and to give clearer &amp; more concise information</li> <li>▪ Upcycling textiles events in June and July, at Greenford Carnival, the Jazz festival in Walpole Park. engaged with 600 people. The network of textile recycling banks was increased by 10 in June/July too, In June 2.88 tonnes of textiles were collected, in July the tonnage was 9.76.</li> <li>▪ Working with WRAP and their 'Love your Clothes' campaign</li> </ul>	<ul style="list-style-type: none"> <li>▪ In July there was a reuse and recycling campaign on Twitter, the Ealing website and Inside Ealing. New banners and leaflets were also produced</li> <li>▪ In August there was bulky waste promotion, AGRIPA panels on collection vehicles and information distributed via street talkers, twitter and Inside Ealing</li> <li>▪ On 26th November there will be a Little Black Dress event where people can swap their dresses/ accessories before Christmas season starts</li> </ul>
Harrow	<ul style="list-style-type: none"> <li>▪ Recycling has been promoted at 3 Days of Action events, with kitchen caddies also being distributed at these events.</li> <li>▪ 21 tweets have been sent out through the official @harrow_council twitter feed regarding composting, recycling and waste.</li> <li>▪ Events such as the compost giveaway have received promotion on the Harrow Council website at <a href="http://www.harrow.gov.uk/events">www.harrow.gov.uk/events</a>.</li> <li>▪ Promotion of compost give away on Harrow's website, via MyHarrow newsletters and to the press</li> </ul>	<ul style="list-style-type: none"> <li>▪ Future events which encourage recycling, swishing, waste minimisation and composting will be promoted via <a href="http://www.harrow.gov.uk/events">www.harrow.gov.uk/events</a>.</li> <li>▪ The van policy for Forward Drive is currently being reviewed</li> <li>▪ The London Reuse Hotline will be introduced this financial year and internal processes to secure authorisation for this will be underway once further details and a business case is received from LRN (Fu1)</li> <li>▪ Harrow will continue to incorporate recycling and waste elements into its Community Champions training</li> <li>▪ Harrow will promote the Wastebuster game to schools and investigate any further overlaps that can be made</li> </ul>
Hillingdon	Held their annual 'duvet day for dogs' at the beginning of June. 800 duvets went from Brunel University to the Dogs Trust, Harefield and a further 300 duvets to the Battersea Dogs & Cats Home (Windsor branch).	None planned at the moment
Hounslow	Hounslow organised their compost giveaway, the 3 swishes, 3 nappy sessions and supported a Brentford community group in the production and distribution of a newsletter	<ul style="list-style-type: none"> <li>▪ Following approval by Cabinet on 1<sup>st</sup> July the current trial of wheeled bins is being extended to an additional 22,000 homes in the borough. Waste minimisation messages will be included in the</li> </ul>

	<p>containing information on waste minimisation and assisted with the production of cloth reusable bags.</p> <p>On 22nd of April the team took part in Love Food Hate Waste Pass It On training about key Love Food Hate Waste messages and how to disseminate them.</p>	<p>communications provided before bins are delivered and also with the bins. Once wheeled bins have been delivered the amount of residual waste collected from each home will be limited to the content of the bin, no additional side waste will be taken.</p> <ul style="list-style-type: none"><li>▪ Entries for Hounslow's <a href="#">wonky vegetable competition</a> close on 30<sup>th</sup> September, residents are encouraged to send in pictures of veg they've grown and harvested between January and end of September.</li><li>▪ The LRN re-use hotline will be introduced in Hounslow (Fu1)</li><li>▪ The Rubbish Diet will start in Hounslow in September, it will be integrated in to the wheeled bin trial communication materials and will help residents who need to reduce the amount of waste they generate to avoid creating side waste.</li></ul>
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