

West London Waste

Let's be resourceful

GET SWISHING

Textiles



Furniture



Electricals



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 15/16

Progress January – March 2016

Each quarter the Waste Minimisation Team reports on the work being carried out to deliver 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	Current 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.	<ul style="list-style-type: none"> 1 web article on WLWA website each month – Achieved 12 articles 250 tweets – Achieved 255 At least 6 second chance smoothie events interacting with 2,400 people – Achieved 7 events speaking to 3433 people 	<p style="background-color: #90EE90; padding: 5px;">Green</p> <p>Budget and spend to date</p> <p>Budget: £8,000 Spend to 31/03/16: £5,437.25</p>

Progress

In February 2016, we ran our first big food waste event in west London - Ready, Steady, Love Food Evening event at the Dominion Centre in Southall. Surplus foodstuff and ingredients from the food redistribution organisation FareShare were collected, prepared and used to create a number of tasty dishes on the night by chef Marie.

The event was aimed at bringing residents and local community groups together to learn and share knowledge about food waste in west London. Activities on the night included welcome and introductions by Councillor Bassam Mahfouz; a food waste presentation by WLWA Director, Jim Brennan; group activities to share food waste knowledge; community group networking and two chefs preparing dishes using surplus food that would have otherwise gone to waste.



Facilitation of the nights activities was co-ordinated by The Rubbish Diet, FareShare London, Ealing Council and chefs from Children's Food Trust and Bain Marie. By the end of the nights activities, residents and community groups came together to share each other's experiences of the food waste issue and eat the lovely food prepared by our chefs.



Ref	Activity and Description	Targets	Current Status
Fo2	Promote home composting at events giving away compost and providing composting expertise.	<ul style="list-style-type: none"> 4 compost giveaways, interacting with 300 people per event – Achieved 5 giveaways reaching 625 people 	<p>Amber</p> <p>Budget and spend to date</p> <p>Budget: £6,000 Spend to 31/03/16: £5,069</p>

Progress

The compost events took place in May and are described in our report for April to June 2015, for more details please read that [report](#).

Textiles

Ref	Activity and Description	Targets	Current Status
T1	<p>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</p> <ul style="list-style-type: none"> Support community groups and local organisations to run their own swishing events In addition, there will be 3 large-scale events involving local organisations and charities to promote swapping, repairing, upcycling and recycling of clothes. 	<ul style="list-style-type: none"> 10 swishes – Achieved 11 3 large scale events – Achieved 3 	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £6,000 Spend to 31/03/16: £2,433.67</p>

Progress

A total of 7 Swishes were held this quarter - 6 in libraries and one Little Big Swish event held at the Beck Theatre in Hillingdon borough. A combined total of 137 people visited our swishes overall and swapped **747 items** weighing approximately **263 kg**.

- Uxbridge Library - 16th January
- Wealdstone Library – 6th February
- Age UK Hounslow – 8th February
- Ham Library – 27th February
- Hounslow Library 12th March
- Little Big Swish @ Beck Theatre – 19th March
- Ealing Central Library – 26th March

For our third and final Little Big Swish of the year we changed location and did the event at the Beck Theatre in Hayes in the London Borough of Hillingdon. The format remained similar to our previous events and Gema, from fashion blog Sequins & Slippers, was invited back to hold another refashioning session.



In addition to the refashion session, a prize draw was also held on the night for one attendee to win an upcycled bag refashioned from a used coffee bean sack. The prize draw winner, Terri, was delighted to have won on the day and has been a regular attendee at a number of our swishing events.

The website we launched last year to give people all the information they need to run their own swishing events is still live and received **577 visitors** between January and the end of March.

GETSWISHING
Your 5 Step Swishing Guide

Furniture

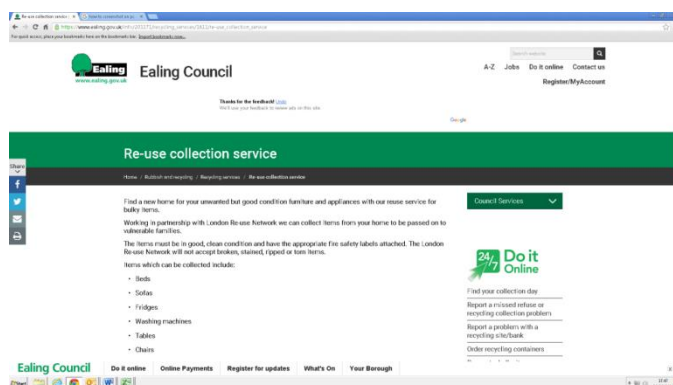
Ref	Activity and Description	Targets	Current Status
F1	Promotion of the Ealing Re-use hotline Develop and print leaflets/posters/adverts for use in boroughs. To get maximum value for the money the adverts will be standardised.	<ul style="list-style-type: none"> Increase collections/ re-use by 5% 	<p>Amber</p> <p>Budget and spend to date</p> <p>£5000</p> <p>Spend to 31/03/16: £4079.75</p>

Progress

Following the closure of the Re-use Hotline with London Reuse Network in September 2015, LB Ealing has now started a bespoke Re-use hotline that is co-ordinated and run by Furnish.

To promote the new hotline and service 140,000 leaflets were printed and sent out in the winter issue of Ealing Council's borough magazine – Around Ealing.

Year to date a total of **246 collections** have been made with **861 items** sent for re-use weighing **20.02 tonnes**.



Don't throw it out
Let us pick it up
Donate your unwanted furniture,
appliances and household items



Electrical Items

Ref	Activity and Description	Targets	Current 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.	<ul style="list-style-type: none"> 14 WEEE bring events – Achieved 17 	<p style="background-color: #92d050; padding: 5px;">Green</p> <p>Budget and spend to date</p> <p>Funded through the WEEE compliance contract</p>

Progress

This quarter saw the bulk of our events happen as part of our annual new year focus on small WEEE recycling. The events that took place included:

- Hounslow Libraries (Feltham, Heston, Chiswick and Hounslow Central) – Jan 2016
- Ealing Libraries (Ealing Central and West Ealing) - Jan 2016
- Gayton Library (Harrow) – Feb 2016
- Civic Centre (Harrow) – Feb 2016
- Environmental Awareness Week (Harrow College - Wealdstone & Harrow on the Hill campuses) – Feb 2016
- Civic Centre (Richmond) – Mar 2016

As well as bring events, the team ran a schools WEEE collection competition during Waste Week – (7th – 11th March 2016). Run in conjunction with Wastebuster and EDF Energy’s education arm, The Pod, primary schools were contacted across our west London boroughs and encouraged to sign up for a free collection during Waste Week.



We had a fantastic response with 11 schools taking part. Children were given free bags to take home and collect as much small WEEE in the bags and bring it back in to school during Waste Week. The bags were collected and each school had their collected WEEE weighed up with a prize going to the school who had the most WEEE collected per pupil.



St Edmunds Catholic Primary School in Twickenham, Richmond upon Thames were the overall winners collecting an amazing **91kg per pupil** as a school.

The school won £500 worth of vouchers to spend on school or sports equipment in the Wastebuster online store.

Nappies

Ref	Activity and Description	Targets	Current Status
N1	Support the promotion of washable nappies It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth. Information about washable nappies will be provided on www.westlondonwaste.gov.uk , and information will be taken to events. Where possible events organised by local groups will be supported.	<ul style="list-style-type: none"> 2 web articles per year 	<div style="background-color: #92d050; padding: 5px; text-align: center;">Green</div> <hr/> Budget and spend to date £0

Progress

Two dedicated nappy articles were published on our website in January.

Communications

Ref	Activity and Description	Targets	Current 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	<ul style="list-style-type: none"> 10% increase in unique visitors to the website to 63,800 – Achieved 65,203 Returning visitors to the website increase by 4% - Achieved 2.5% 	<div style="background-color: #ffc107; padding: 5px; text-align: center;">Amber</div> <hr/> Budget and spend to date Budget: £1280 Spend to 31/03/16: £51

Progress

Between January and March, 10 web articles were published on the news section of our website. Topics included promotion of washable nappies, our small WEEE new year bring events and our Ready, Steady, Love Food Evening event.

Month	Number of unique visitors	Returning visitors	Total page views
January	5,141	1,328	11,483
February	6,081	1,451	12,619
March	6,269	1,529	13,164
Totals	17,491	4,308	37,266

Ref	Activity and Description	Targets	Current 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	<ul style="list-style-type: none"> Increase the number of people signed up by 10% making 404 – Achieved 644 	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £150 for e-distribution Spend to 31/03/16: £92</p>

Progress

Copies of our monthly newsletter can be viewed on our [website](#). In February, additional security sign in safeguards were added for individuals signing up to our newsletter. As part of the security upgrade, some unknown subscribers were removed from our subscriber base and this quarter saw a dip in overall subscribers.

A newsletter was not produced for March but a combined March/April issue will be done in April 2016 as part of next year's activities.

Over the next few months...

No new activities have been planned in.

Ref	Activity and Description	Targets	Current Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> Increase Twitter followers by 20% to 1969 – Achieved 1996 so far 35% of tweets to be re-tweeted – Achieved 66% OTS 300,000 per month – Achieved an average of 734,000 per month 	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £90 Spend to 31/03/16: £0</p>

Progress

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

The reach on Twitter so far this year has been really positive. We have significantly exceeded our monthly reach targets so far and are very pleased with the fact our followers are choosing to share our information with others. Our total reach year to date since April 2015 hit just over 8.4 million.

The monthly figures for our social media reach is included in the table below -

Month	Followers	No. of Tweets sent	Re-tweets	Reach (OTS)	Facebook Likes
January	2030	116	134 (116%)	609,581	184
February	2078	142	212 (149%)	615,796	188
March	2124	148	147 (99%)	646,204	191
Total		406	121%	1,871,581	

Ref	Activity and Description	Targets	Current Status
C4	<p>The Rubbish Diet</p> <ul style="list-style-type: none"> 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. They'll also do grassroots communications about waste. Weekly posts about West London waste reduction action and Dieter's stories on their website and Facebook and seek regular press coverage. A monthly newsletter will be send to all local Dieters and quarterly waste campaigns will run in the press. The WLWA team promote the Diet at events they attend. 	<ul style="list-style-type: none"> 500 sign-ups for an online Diet for all boroughs – Achieved 489 80 active community champions – Achieved 79 	<p style="background-color: #FFC000; padding: 5px;">Amber</p> <p>Budget and spend to date</p> <p>Budget: £30,000 Spend to 31/03/16: All money allocated</p>

Progress

Rubbish Diet activities this quarter included –

- Wasu Medical Surgery – 12th Jan
- Duckpond Market (Ruislip) – 7th Feb
- Age UK Hounslow swish – 8th Feb
- ASDA Park Royal – 16th Feb
- Duckpond Market (Richmond) 21st Feb
- Love Food Event – 25th Feb

Most of the engagement this quarter centred around their New Year declutter campaign which was mainly online.

Ref	Activity and Description	Targets	Current Status
C5	<p>Attendance at events to promote the reduce, re-use and recycle messaging</p> <p>During 2014/15 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.</p>	<ul style="list-style-type: none"> 1000 people spoken to at events – Achieved 6006 Attend 25 events – Achieved 94 	<p style="background-color: #90EE90; padding: 5px;">Green</p> <p>Budget and spend to date</p> <p>Budget: £3,000 Spend to 31/03/16: £639</p>

Progress

The team attended a total of **19 events** this quarter, engaging with **215 residents** overall.

- Brent 1 event 0 residents engaged with (non-manned WEEE bring event)
- Ealing 4 events 56 residents engaged with
- Harrow 4 events 50 residents engaged with
- Hillingdon 2 events 50 residents engaged with
- Hounslow 6 events 39 residents engaged with
- Richmond 2 event 20 residents engaged with

Detail of events that happened in each borough is shown in the table below

Date	Borough	Type	Event name	Spoken to
04/01/2016 - 10/01/2016	Brent	WEEE	Bring Event at Tricycle Theatre	n/a
04/01/2016 - 10/01/2016	Hounslow	WEEE	Bring Event at Hounslow Library	n/a
11/01/2016 - 26/01/2016	Ealing	WEEE	Bring Event at Ealing Central Library	n/a
11/01/2016 - 17/01/2016	Hounslow	WEEE	Bring Event at Feltham Library	n/a
16/01/2016	Hillingdon	Textiles	Swish at Uxbridge Library	26
18/01/2016 - 24/01/2016	Hounslow	WEEE	Bring Event at Heston Library	n/a
25/1/2016 - 31/01/2016	Hounslow	WEEE	Bring Event at Chiswick Library	n/a
26/01/2016 - 1/02/2016	Ealing	WEEE	Bring Event at West Ealing Library	n/a
06/02/2016	Harrow	Textiles	Swish at Wealdstone Library	10
08/02/2016	Hounslow	Textiles	Swish at Age UK (with RubbishDiet)	15
15/02/2016 - 21/02/2016	Harrow	WEEE	Bring Event at Gayton Library	n/a
25/02/2016	Harrow	WEEE	Bring Event at Harrow Civic Centre	n/a
25/02/2016	Ealing	Food	Ready, Steady Love Food Hate Waste	38
27/02/2016	Richmond	Textiles	Swish at Ham Library	20
29/02/2016	Harrow	WEEE	Harrow College - Environmental Awareness Week	40
7/03/2016 - 11/03/2016	All	WEEE	Waste Week Schools Bring Competition	n/a
7/03/2016 - 11/03/2016	Richmond	WEEE	Richmond Civic Centre Collection Week	n/a
12/03/2016	Hounslow	Textiles	Swish at Hounslow Library	24
19/03/2016	Hillingdon	Textiles	Little Big Swish at Beck Theatre	24
26/03/2016	Ealing	Textiles	Swish at Ealing Central Library	18

Ref	Activity and Description	Targets	Current 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

No consultations were available to respond to.

Ref	Activity and Description	Targets	Current 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: £141,402
			Spend to 31/12/15: The whole of the budget is allocated

Progress

There were no other staff changes during this quarter.

Summary

A large amount of work has been carried out this year so far. There are 11 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:

Red 0 actions
Amber 4 actions
Green 7 actions

The total budget for the activities outlined in this progress report is £200,960.00 and the total spent to date is on track to be within this budget.