

| Ref | | | | | | Action required | | | | | | |
|-------------------------------|--|--------------------|-----------------------|------------------------------|--|-----------------|--------|--------|------------|----------|----------------------|-------|
| | Activity | Timescale | Expected Cost in 2012 | Target for tonnage diversion | Comments | Brent | Ealing | Harrow | Hillingdon | Hounslow | Richmond upon Thames | WLMVA |
| | boroughs | | | | | | | | | | | |
| N2 | Promote the existence of washable nappies with display items at public locations throughout West London | Throughout 2012/13 | n/a | n/a | | | | | | | | ✓ |
| N3 | Provide literature to all stakeholders and pregnant women | February 2012 | n/a | 115 tonnes | | | | | | | | ✓ |
| N4 | Administer a system of washable nappy starter packs for residents in Harrow, Hounslow and Richmond. Cost of the packs would be met by the boroughs. | Throughout 2012/13 | £1,200 | 10 tonnes | There is scope to payback the value of this through hire charges. The boroughs could also add to the value of this work. | | | ✓ | | ✓ | ✓ | ✓ |
| General Communications | | | | | | | | | | | | |
| C1 | Continue developing www.westlondonwaste.gov.uk in to a complete information portal about reduce, reuse and recycle | Throughout 2012/13 | Time equivalent | n/a | | | | | | | | ✓ |
| C2 | Film 5 short food waste reduction video clips to link to the website around the key messages for waste reduction | September 2012 | £1000 | n/a | | | | | | | | ✓ |
| C3 | Attend or contribute to as many events as possible to raise awareness of prevention and reuse | Throughout 2012/13 | Time equivalent | n/a | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| C4 | Work in partnership with local groups to raise awareness of issues including giving information, | Throughout 2012/13 | Time equivalent | n/a | | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

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| | Activity | Timescale | Expected Cost in 2012 | Target for tonnage diversion | Comments | Brent | Ealing | Harrow | Hillingdon | Hounslow | Richmond upon Thames | WLWA |
| | tips, best practice and support | | | | | | | | | | | |
| C5 | Keep the details of community organisations and event locations up to date | Throughout 2012/13 | Time equivalent | n/a | | | | | | | | ✓ |
| General waste prevention | | | | | | | | | | | | |
| G1 | Respond to appropriate consultations encouraging prevention and reuse whenever possible | Throughout 2012/13 | Time equivalent | n/a | | | | | | | | ✓ |
| G2 | Collate opinions of residents about unnecessary waste | Throughout 2012/13 | Time equivalent | n/a | | | | | | | | ✓ |
| Staffing | | | | | | | | | | | | |
| S1 | Employee two Waste Minimisation Officers to carry out engagement work and support the activities in the work plan | One year post for 2012/12 | £50,000 | n/a | | | | | | | | ✓ |
| | Totals | | £140,500 | 1708.5 directly attributed | | | | | | | | |
| | | | | | | | | | | | | |

* The allocated budget for 2012/13 is £150,000.

** The waste prevention target for 2012/13 is an additional 4,700 tonnes following on from the tonnage savings from 2011/12. Following the difficulties in measurement identified in 2011/12 this year we are making the presumption that every person engaged, either in person or by a form of communication, will do something to reduce their waste arisings by 10kg per year (3% of total reusable/preventable waste identified in the waste composition analysis). As a result we need to engage with 470,000 people (or 33% of the West London population) during 2012/13. A number of the activities could generate further tonnages that we cannot measure, it is hoped that a reduction in waste collected will evidence this.