

West London Waste

Let's be resourceful



Waste Prevention Action Plan 2013/14

This plan will be delivered by the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames and the West London Waste Authority working in partnership.

Ref	Activity	Expected cost	Targets	Description	External Partners
Food					
Fo1	Let's Get Cooking Clubs	£39,000	<ul style="list-style-type: none"> Provide operational funding for the existing 30 clubs 35 new clubs recruited 6450 people directly shown new skills 	<p>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>	Children's Food Trust
Fo2	Encouraging food waste reduction in schools	Time equivalent	<ul style="list-style-type: none"> 4 new schools 4 re-visits 	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 food.	Local Schools

Ref	Activity	Expected cost	Targets	Description	External Partners
Fo3	Promotion of national Love Food Haste Waste messages	Time equivalent	<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 	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.	
Fo4	Compost Awareness Week	£3,000	<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 	We'll organise compost giveaways, advice sessions and workshops during April and May to help our residents get started in their garden this summer.	West London Composting
Fo5	Supporting Home composting	£6,000	<ul style="list-style-type: none"> ▪ 2 compost training sessions per borough per year ▪ 2 compost champion training sessions in 2013/14 	<p>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.</p> <p>We'll procure local expertise and encourage residents to support each other with their composting and gardening questions.</p>	

Textiles

Ref	Activity	Expected cost	Targets	Description	External Partners
T1	Develop games to encourage greater re-use of textiles	£12,000	<ul style="list-style-type: none"> Development of an online quiz game platform 5 rounds of questions 	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 will encourage sharing of textiles, repair, buying second hand and up-cycling.	Waste Buster
T2	Support community groups and local organisations to run their own swishing events	Time equivalent	<ul style="list-style-type: none"> Assist 12 community groups to host their own swishes 400 people taking part 	<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>	Local Community Groups

Furniture

Ref	Activity	Expected cost	Targets	Description	External Partners
Fu1	Promotion of local furniture re-use charities	£8,000	<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>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>	Furnish Hounslow Furniture Project Richmond Furniture Scheme Trinity Homeless Project William Wilberforce Trust

Ref	Activity	Expected cost	Targets	Description	External Partners
Fu2	Work with the reuse projects to improve their capacity for reuse	Time equivalent		Provide staff time to support the local projects in ways they identify as important to them, this could be helping write funding applications, creating policies, sourcing advertising or helping them recruit volunteers,	As Fu1
Fu3	Work with housing associations to help them encourage tenants to donate, swap and purchase reused furniture	Time equivalent	<ul style="list-style-type: none"> Meet with 3 housing associations 	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.	
Fu4	Investigate how each bulky waste collection service can help increase re-use of good quality furniture	Time equivalent	<ul style="list-style-type: none"> 	Let's find out how we can make links with the bulky waste collection services in order to deliver more furniture into re-use.	

Electrical Items

Ref	Activity	Expected cost	Targets	Description	External Partners
E1	Work with local re-use projects and the compliance scheme to promote re-use and repair of electrical items	Time equivalent	<ul style="list-style-type: none"> Engage with 500 residents during Recycle Week Open up a EEE re-use workshop in West London 	<p>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.</p> <p>Funding will also be used to develop the re-use infrastructure to increase the safety checking of equipment and making it ready for re-sale at affordable prices</p>	DHL EnviroSolutions London Re-use Limited

Nappies

Ref	Activity	Expected cost	Targets	Description	External Partners
N1	Support the promotion of washable nappies	Time equivalent	<ul style="list-style-type: none"> Attend 20 events 	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.	Local Nappy experts

Re-ward Club

RC1	On-going promotion and operation of Re-ward Club	Funded through Defra Reward and Recognition Fund round 1 and 2		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.	Local Charities and retailers
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General Communications

Ref	Activity	Expected cost	Targets	Description	External Partners
C1	Re-design www.westlondonwaste.gov.uk to increase accessibility and make the site interactive	£3,000	<ul style="list-style-type: none"> 3000 unique visitors to the website each month Returning visitors to the website increase to 25% Length of time on site per visit increases to 2 minutes 20 seconds 	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.	
C2	Monthly newsletters to engage with residents about waste prevention.	£1,000 for design and template set up, plus time	<ul style="list-style-type: none"> 300 people signing up to have the newsletter emailed to them 	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.	

Ref	Activity	Expected cost	Targets	Description	External Partners
C3	Attendance at events to promote waste prevention actions	£2,000	<ul style="list-style-type: none"> 100 events Speak to 5,000 people 	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.	
C4	Increase West London Waste Social Media presence	Time equivalent	<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 	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.	

General Waste Prevention

Ref	Activity	Expected cost	Targets	Description	External Partners
G1	Respond to appropriate consultations encouraging prevention and re-use	Time equivalent	<ul style="list-style-type: none"> Submit consultation responses to each stage of the development of a UK Waste Prevention Plan 	We will help shape policy and action whenever we have the opportunity.	
G2	Develop a network for local waste prevention champions	£10,000	<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 	<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>	

Team Resources					
Ref	Activity	Expected cost	Targets	Description	External Partners
S1	Waste Prevention Assistants and Shared Expertise programme	£55,000		Two Waste Prevention Assistants will be employed by WLWA to enable the delivery of all actions in this plan. 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.	
S2	Team travel and H&S expenses	£3,000		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.	
S3	Access to a van for large events	£2,000		A vehicle will be hired to assist with the transport of equipment to events.	
The total budget for Waste Prevention activities is £150,000. In this plan there is currently £6000 not allocated to specific projects giving us flexibility to respond to changes and new developments that occur during 2013/14 at both a local and national level.					

If you would like to find out more about the work West London Waste are undertaking on Waste Prevention or would like someone to come and present to a local group please get in touch, email info@westlondonwaste.gov.uk or call 020 8814 9801.