



International Compost Awareness Week 2013

Compost Giveaways in West London

West London Waste
Let's be resourceful

Introduction

Four West London Waste Authority (WLWA) boroughs participated in this year's Compost Awareness Week (CAW) compost giveaways. These were LB Brent, LB Ealing, LB Harrow and LB Hounslow (the Boroughs).

WLWA purchased compost from West London Composting based in Harefield, arranged and paid for the transport of the compost to the various collection sites and supplied staff resources to augment the Borough staff resources. WLWA compost resources were also used at every event - compost information sheets for distribution to residents collecting compost, outdoor display banners for use and 'how to' compost leaflets.

The Boroughs secured the compost giveaway locations, publicised the events, and provided staff resources.

The West London Compost Giveaways falls under Project Fo4 in the Waster Prevention Action Plan for 2013/14. Accordingly, the following targets were set:-

- WLWA to attend or support six events
- WLWA to engage with a total of 1,200 people
- To achieve coverage in 3 local papers
- To achieve social media coverage of 20,000 opportunities to see.

Summary

WLWA Project Target	Result	Target Achieved?
WLWA to attend or support six events	Six events attended and supported	Achieved
WLWA to engage with a total of 1,200 people	985 households collected compost over the six events. Most households (estimated 70%) collecting in pairs or groups, rather than singly, so at least 1,200 were spoken to	Achieved
To achieve coverage in 3 local papers	Pre-event coverage was achieved in three local press mediums:- http://www.kilburntimes.co.uk/news/brent_council_offers_free_compost_to_residents_1_2_157723 http://www.standard.co.uk/business/money/how-to-save-it-nailed-on-get-out-more-trim-down-expense-and-more-8597143.html Info advert placed in Hounslow Chronicle in April 19 th 2013 and April 26 th 2013 issues	Achieved
To achieve social media coverage of 20,000 opportunities to speak	A total social media reach of 55,717 was achieved	Achieved

The total cost of transport and compost was £910.

This is the third year that co-ordinated compost giveaways have taken place during Compost Awareness Week. The table above shows that we achieved all our targets for this year. Our key observations from this year are as follows:

- Last year we learned that Saturday mornings are the best time to hold the events, at the events on a Saturday this year the compost was given away very quickly.
- It was noted that where the compost was tipped out of the delivery container, such as in Walpole Park, Roxeth Recreation Ground and Kenton Recreation Grounds, the compost was more easily collected by residents since they had a larger area to take it from, rather than the narrow entrance of the container, which could only safely allow three residents at a time access. The compost in these locations was taken at a faster rate than in those locations where it was left in a container.
- Many people who came along had been previously. To reach a wider audience the publicity could be co-ordinated, start earlier and use a wider range of mediums.
- Ealing and Harrow councils were the only ones to promote their events via their Twitter feeds, which may explain why these boroughs achieved very high opportunities to reach people via social media (20,957 and 20,698 respectively).

LB Brent

Location	Twyford HRRC, Abbey Road
Date	Tues 7 th May 2013
Times	8:00am - 4:00pm
Amount of compost supplied	10 tonnes of compost
Compost remaining at the end of the event	About 2 tonnes
How compost supplied	Left in container (see Pictures 1 and 2)
Giveaway rules	Giveaway was strictly enforced to approx. 100 litres per household. A voucher was required from the Brent Magazine along with proof of residency.
Residents attending	Estimated 200 households (178 vouchers were counted, but some households did not have a voucher but provided proof of residency. Approximately two-thirds of collectors came in pairs/groups, so the individual reach was greater)
Staffing	WLWA – 1 staff with assistance from Brent HRRC staff LB Brent – 2 staff

Communications

The compost giveaway was publicised in a number of ways:

- Advert in the May issue (issue 132) of the Brent Magazine with the voucher (see picture 3)
- Event publicised on the council website (25th April 2013) www.brent.gov.uk/council-news/april-2013/compost-giveaway/
- Event listed on the Brent & Kilburn Times website (20th April) (see picture 4) www.kilburntimes.co.uk/news/brent_council_offers_free_compost_to_residents_1_2157723
- Article in the Evening Standard 30 April 2013 (see Picture 10) <http://www.standard.co.uk/business/money/how-to-save-it-nailed-on-get-out-more-trim-down-expense-and-more-8597143.html>



Picture 1



Picture 2

Free compost offer

We are offering free compost at The Brent Council Reuse and Recycling Centre, Abbey Road, London NW10 7TJ on 7 May. The compost is provided by West London Composting, where all food and garden waste collected in Brent is taken to. Fill in the voucher on this page and take it to the Reuse and Recycling Centre to claim your free compost. Please bring your own bags and note that compost will be provided on a first come first serve basis and the offer is only open while stocks last.

Name

Address

Postcode

Only one voucher per Brent household. Please show proof of your address. 020 8937 5050 • www.brent.gov.uk/recyclemore

Picture 3

Brent & Kilburn Times

Advanced search

Home News Sport QPR What's on Buy and sell

News Crime & Court Weather ...more London news

Brent Council offers free compost to residents

Lorraine King
Saturday, April 20, 2013
8:00 PM

[Recommend](#) 0 [Tweet](#) 4

[+1](#) Recommend this on Google

Giveaway will take place on May 7 at the Reuse and Recycling Centre in Abbey Road, Park Royal.

[Comments](#) [Email](#) [Print](#)

Brent Council are giving away free compost to residents on May 7.

Anyone who lives in the borough can take up the offer by filling out a voucher printed in the latest edition of The Brent Magazine.

The compost is provided by West London Composting at the Reuse and Recycling Centre in Abbey Road, Park Royal, where all food and garden waste collected in borough is taken to.

The offer is on a first come first serve basis and is only open while stocks last.

Residents must bring their own bag and produce proof of address.

One voucher per household.

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0 comments

Picture 4

Social Media

Tweeter	Date/Time	Re-tweeted	Total reach	Tweet
WLWA 841	7 th May 12:20am	0 times	841	#Compost giveaway in Brent today, remember your voucher from the #BrentMagazine. @Reward_Club will be there too http://ow.ly/kM5rt
WLWA 841	7 th May 4:31am	0 times	841	The @Brent_Council compost giveaway is going really well, get down there quickly as there's not much left... pic.twitter.com/PVtVLMVhSN

Tweeter	Date/ Time	Re-tweeted	Total reach	Tweet
WLWA 841	7 th May 4:43am	3 times:- @BXcoalition 278 @bktimes 1,736 @Brent_Council 5,095	7,950	The @Brent_Council compost giveaway is going really well, get down there quickly as there's not much left... http://ow.ly/kM592 #CAW2013
Reward Club 165	7 th May 12:01am	0 times	165	Calling all #Brent Re-ward Club members - there's a compost giveaway for #Brent residents today, here's the details http://ow.ly/kM592
@stacie deal 1,694	21 st April 4:50am	0 times	1,694	Brent Council offers free compost to residents: Brent Council are giving away free compost to residents on May... http://bit.ly/11zb1G6
Brent & Kilburn Times 1,736	21 st April 12:15am	1 time:- @ttk2k 214	1,950	Residents in #Brent are being offered free compost by @brent_council http://bit.ly/17Duk4A
Elektra Gaines 2,126	20 th April 12:43am	0 times	2,126	Brent Council offers free compost to residents: The compost is provided by West London Composting at the Reuse... http://bit.ly/11SKpm5
Total			15,567	7

LB Ealing

Location	Walpole Park
Date	Sat 11 th May 2013
Times	09:00am -3:00pm
Amount of compost supplied	10 tonnes of compost
Compost remaining at the end of the event	None (all the compost was gone by 10:15am) (See Picture 7, taken at approx. 10am)
How compost supplied	Tipped onto tarpaulin (see Pictures 5 and 7)
Giveaway rules	Giveaway was enforced to approx. 100 litres per household.
Residents attending	Estimated 200 households (most of the collectors came in pairs/ groups, so the individual reach was greater)
Staffing	WLWA – 1 staff LB Ealing – 2 staff



Communications

The compost giveaway was publicised in a number of ways:

- Article in the Evening Standard 30 April 2013 (see Picture 10)
<http://www.standard.co.uk/business/money/how-to-save-it-nailed-on-get-out-more-trim-down-expense-and-more-8597143.html>
- Article in Around Ealing, page 10 magazine May 2013
- Event publicised on the Ealing Council website (on 2nd and 9th May)
http://www.ealing.gov.uk/info/200489/recycling_rubbish_and_waste/289/composting
http://www.ealing.gov.uk/news/article/669/the_big_compost_giveaway
- Event publicised on Cllr Mahfouz's website (9th May)
<http://bassammahfouz.wordpress.com/2013/05/09/the-big-compost-giveaway/>

Social Media

Tweeter	Date/Time	Re-tweeted	Total reach	Tweet
Ealing Council 4,241	9 th May 8:37am	6 times:- @suke60_susan 22 @TheBestofEaling 1,823 @ealingtodaycouk 3,913 @Shamalkumal 742 @ealingcooking 0	10,741	Calling keen gardeners...come out for the free compost giveaway at Walpole Park this Saturday: http://www.ealing.gov.uk/news/article/669/the_big_compost_giveaway ...
WLWA 841	9 th May 9:25am	1 time:- @BXcoalition 278	1,119	Lots of events happening this weekend - compost giveaways in Ealing and Harrow and the Richmond May Fair. We'll be at all of them!
Cllr Bassam Mahfouz 737	10 th May 11:08am	2 times:- @nikki 1,616 @ChrisHJGilson 364	2,717	Fill your boots ... FREE Compost Giveaway TOMORROW in Walpole Park. Ok, perhaps you'll want to fill some sacks. http://www.bit.ly/Ba55am
WLWA 841	10 th May 11:17am	0 times	841	@WalpoleFriends hope to see you at the #compost giveaway in #WalpolePark 2moro http://ow.ly/kUD0s #CAW2013
WLWA 841	10 th May 12:10pm	4 times:- @MFM_Ealing 811 @NCTEaling 1,023 @watchyourwaste 93 @marriannesherlo 40	1,274	Start the kids growing things in free compost from the giveaway #WalpolePark 2moro http://ow.ly/kUBBL #CAW2013 @FamiliesWest @Ealing135 @MFM_Ealing @NCTEaling
WLWA 841	10 th May 11:05am	1 time: @BassamMahfouz 737	1,578	@BassamMahfouz what will you be growing in your free compost from the giveaway at #WalpolePark tomorrow? http://ow.ly/kUBBL #CAW2013
WLWA 841	10 th May 12:40pm	0 times	841	Are you coming to the #compost giveaway in #WalpolePark 2moro http://ow.ly/kUDZY #CAW2013 @PeopleofEaling @WENeighbours @EalingVillage?

Tweeter	Date/ Time	Re-tweeted	Total reach	Tweet
Mikey Varellas	11 th May 10:16am	0 times	17	@WestLondonWaste @EalingCouncil within 1hr, our 10tn delivery of free compost at Walpole Park is almost gone! Amazing pic.twitter.com/jS3EFq49Rh
WLWA 841	11 th May 1:10am	4 times:- @DrAyshaRaza 277 @potterkatiehook 269 @ealingcooking 0 @HappyHarrow 442	1,829	Well, we wanted sunshine for the #compostgiveaways in Ealing and Harrow today... http://ow.ly/kUE7d
Total			20,957	9

LB Harrow

Harrow organised three giveaways, at different locations on different days.

Location	Kenton Recreation Ground
Date	Thurs 9 th May 2013
Times	9:30am-12:30pm
Amount of compost supplied	5 tonnes of compost
Compost remaining at the end of the event	About 2 tonnes
How compost supplied	Tipped on ground (see picture 8)
Giveaway rules	Giveaway amounts were not strictly enforced but generally limited to 100 litres per person.
Residents attending	Estimated 45 households (most households collected in pairs or groups, so the individual reach was greater)
Staffing	WLWA – 1 staff LB Harrow – 2 staff



Picture 8

Location	Roxeth Recreation Ground
Date	Fri 10 th May 2013
Times	9:30am-12:30pm
Amount of compost supplied	5 tonnes of compost
Compost remaining at the end of the event	About 1.5 tonnes
How compost supplied	Tipped on ground
Giveaway rules	Giveaway amounts were strictly enforced to approx. 100 litres per person.
Residents attending	Estimated 60 households (most households collected in pairs or groups, so the individual reach was greater)
Staffing	WLWA – 1 staff LB Harrow – 1 staff

Location	Harrow Civic Centre
Date	Sat 11 th May 2013
Times	9:30am-12:30pm
Amount of compost supplied	10 tonnes of compost
Compost remaining at the end of the event	About 3 tonnes
How compost supplied	Left in container (see Picture 9)
Giveaway rules	Giveaway amounts were strictly enforced to approx. 100 litres per person.
Residents attending	130 households (most households collected in pairs or groups, so the individual reach was greater)
Staffing	WLWA – 2 staff LB Harrow – 1 staff

A survey was also undertaken to ascertain where people had heard about the Civic Centre compost giveaway :-

Harrow in LEAF	10	Harrow Observer	28
FreeCycle website	3	Harrow Times	2
Word of mouth	22	Evening Standard	3
Passing by	2	Harrow website	10
Council employee	15	Twitter	2
Allotment	6	Harrow email	2
Rep at Gordon Court	1	Roxbourne nursery	1



Picture 9

London Evening Standard

Lucy Tobin



30 April 2013

Heaps of savings

Good news for gardeners: next week is Compost Awareness Week (what, you mean you hadn't already booked a venue and hired a caterer to celebrate?) and to help Londoners get back into their garden, councils across west London are offering free compost and personalised composting advice. There are six compost giveaways between 7 and 11 May. But warning: the compost will be loose, so residents need to come prepared, with a shovel and their own bags to take the compost home. But it could save fervent gardeners a lot of cash. Next Tuesday, the compost is available from 8am to 4pm, or until it runs out, at Brent Household Reuse and Recycling Centre, Abbey Road; on Saturday 11 May it's in Ealing, and there are three events in Harrow with locations to be decided: visit tinyurl.com/freecompost to find out more. Or those elsewhere in London can visit getcomposting.com or call 0844 571 4444 and say the name of your council to see offers in your area.

Picture 10

Communications

The compost giveaway was publicised in a number of ways:

- Article in the Evening Standard 30 April 2013 (see Picture 10)
<http://www.standard.co.uk/business/money/how-to-save-it-nailed-on-get-out-more-trim-down-expense-and-more-8597143.html>
- Publicised on the council website
www.harrow.gov.uk/info/200084/recycling_rubbish_and_waste/715/home_composting/7
- Publicised on the localnews.co.uk website (30th April)
- Publicised on the iharrow.com website (1st May) iharrow.com/council/free-compost-giveaway-may-9-11-2013/
- Publicised on the harrowinleaf.org.uk website (6th April)
www.harrowinleaf.org.uk/index_2013.html#free_compost
- Publicised on the in-harrow.co.uk website (11th May)
- Publicised on the Harrow Civic Residents Association website (4th April)
www.hcra.org.uk/2013/04/04/free-compost/
- Publicised on the communitybuzz.co.uk website www.communitybuzz.co.uk/harrow-council-holds-compost-giveaway-to-celebrate-international-compost-awareness-week/ (30th April).

Social Media

Tweeter	Date/Time	Re-tweeted	Total reach	Tweet
Mikey Varellas 17	11 th May 6:04am	0 times	17	@WestLondonWaste @harrow_council Look what grows in our lovely compost , made from household garden and food waste. pic.twitter.com/hfegvkhTLE

Tweeter	Date/ Time	Re-tweeted	Total reach	Tweet
Mikey Varellas 17	11 th May 4:07am	0 times	17	@WestLondonWaste @harrow_council waiting in line for their free compost at Harrow Civic Centre. #compostawarenessweek pic.twitter.com/5hkk3mCw58
Mikey Varellas 17	11 th May 3:31am	0 times	17	@WestLondonWaste @harrow_council The compost is here ready to be collected by you! Harrow Civic Centre VisitorCarPark pic.twitter.com/wXm3NqevmD
WLWA 841	11 th May 1:10am	4 times:- @DrAyshaRaza 277 @potterkatiehook 269 @ealingcooking 0 @HappyHarrow 442	1,829	Well, we wanted sunshine for the #compostgiveaways in Ealing and Harrow today... http://ow.ly/kUE7d
WLWA 841	10 th May 11:45am	1 time:- @HappyHarrow 442	1,283	Get growing with free compost 2moro at #Harrow Civic Centre http://ow.ly/kUtIG #CAW2013 pls RT @HCRfm_Harrow @HarrowDirect @HappyHarrow
WLWA 841	10 th May 12:00pm	0 times	841	@wi_ha5 it would be great to see you at the compost giveaway @harrow_council civic centre 2moro http://ow.ly/kUBlw #CAW2013
WLWA 841	10 th May 10:45am	1 time:- @BXcoalition 278	1,119	Start the kids growing things in free compost from the giveaway in Harrow 2moro @HarrowTwinsClub @NCTHarrow http://ow.ly/kUtIG #CAW2013
WLWA 841	10 th May 10:30am	1 time:- @BXcoalition 278	1,119	Are you coming to the # compost giveaway @harrow_council 2moro @harrowfoe http://ow.ly/kUvux #CAW2013
WLWA 841	10 th May 10:20am	1 time:- @susbrent 196	1,037	Who doesn't love a bit of free compost ? @harrow_council compost giveaway 2moro from noon until it runs out http://ow.ly/kUtIG #CAW2013
Harrow Council 3,007	9 th May 2:21am	3 times:- @whatsoninharrow 841 @TOTPlops 46 @StAnnsShopping 305	4,199	Don't forget that we're giving away FREE compost at Roxeth Recreation Ground tomorrow between 9.30am-12pm #ICAW http://www.harrow.gov.uk/news/article/805/harrow_council_holds_compost_giveaway_to_celebrate_international_compost_awareness_week...
Harrow Council 3,007	7 th May 2:21am	0 times	3,007	It's International Compost Awareness Week! We're giving away free compost , so pick some up and get growing! #ICAW http://www.harrow.gov.uk/news/article/805/harrow_council_holds_compost_giveaway_to_celebrate_international_compost_awareness_week...
West London News 180	30 th April 3:52am	0 times	180	#Harrow Harrow Council holds compost giveaway to celebrate International Compost Awareness Week: Harrow Council... http://bit.ly/12O9NtI

Tweeter	Date/ Time	Re-tweeted	Total reach	Tweet
Harrow Council 3,007	30 th April 3:41am	6 times:- @londonlime 254 @szdar 236 @cllrSimonwill 118 @AnnaSurgenor 173 @annabellrthomas 25 @StJohnsStanmore 344	4,157	Calling all planters and gardeners - we are giving away free compost next week - come and get yours! http://www.harrow.gov.uk/news/article/805/harrow_council_holds_compost_giveaway_to_celebrate_international_compost_awareness_week...
Our Harrow 1,236	30 th April 3:13am	0 times	1,236	Harrow Council holds compost giveaway to celebrate International Compost Awareness Week Harrow Council will be g... http://bit.ly/11U5FH6
Middlessex News 640	30 th April 3:52am	0 times	640	Harrow Council holds compost giveaway to celebrate International Compost Awareness Week: Harrow Cou... http://bit.ly/12O9Ndm #Middlesex
Total			15,575	15

LB Hounslow

Location	Hounslow Heath
Date	Sat 27 th April 2013
Times	10:00am-2:00pm
Amount of compost supplied	10 tonnes
Compost remaining at the end of the event	All the compost was taken by 12:15pm
How compost supplied	Left in container (see Picture 3)
Giveaway rules	Giveaway was strictly enforced to approx. 100 litres per household. LB Hounslow staff undertook all the shovelling of compost.
Residents attending	350 households (some of these were in pairs/ groups and some collected for other, non-attending residents, so the individual reach was greater).
Staffing	LB Hounslow – 9 staff

Communications

The compost giveaway was publicised in a number of ways:

- An advert in Hounslow Chronicle for the two Friday's before the giveaway day (see Picture 11)
- The advert was also placed on the council website and on the intranet page
- The advert was also printed and distributed around the Civic Centre
- A web article publicising the event appeared in the chiswickw4.com website (26th April)
www.chiswickw4.com/shared/hounscoun202.htm
- An article publicising the event appeared in the Hounslow What's On Guide April/May 2013
- A web article publicising the event appeared on hounslow.info



London Borough
of Hounslow

Free compost giveaway day!



Celebrate Compost Awareness Week and give your garden a green boost by picking up some FREE compost at the London Borough of Hounslow's compost giveaway day on Saturday 27th April 2013.

Come along and pick up your FREE compost at Hounslow Heath Nature Reserve car park in Frampton Road, Hounslow, TW4 5RB from 10am-2pm.

Please bring a shovel and some containers, bags, boxes or whatever you can find to carry your compost home in.

There will be a maximum of 4 bags per visit or at our discretion.

Compost helps to improve soil structure and has everything plants need to help them grow. It is also good for the environment.

On the day you will also be able to:

- Find out more about home composting

- Bring the children along and meet Composting Claire
- Sign up to the official launch of the Re-ward Club! - The incentive scheme that re-wards you for not buying new. Residents are also able to vote for who they want to be Community Partners when they sign up to the scheme for free. For more information visit www.re-ward.me.



Rewarding you
for not buying new

For further information
about the day please email:
recycling@hounslow.gov.uk

Picture 11



Picture 12



Picture 13

The following post publicity was generated in the council's internal *7 Days* e-zine on 1st May 2013.



Compost giveaway day To celebrate Compost Awareness Week last week, the waste and recycling team gave local residents the opportunity to pick up free compost on Saturday 27 April.

Many residents brought along a shovel, some containers, bags, boxes or whatever they could find to take home their compost. The West London Waste Authority also launched their [Re-ward Club scheme](#). If you're a Hounslow resident, you can sign up to the incentive scheme that rewards you for not buying anything new!

Social Media

Picture 14

Tweeter	Date/ Time	Re-tweeted	Total reach	Tweet
Reward Club 165	26 th April 3:50am	0 times	165	Our Hounslow launch and the @LBofHounslow compost giveaway is tomorrow. Furniture arrives at 9am, compost from 10 http://ow.ly/knn1i
WLWA 822	25 th April 12:00am	2 times:- @ShawandCo 298 @FelthamLocal 65	1,185	Want to get your gardening off to a great start this spring? Collect free compost @LBofHounslow giveaway on Saturday http://ow.ly/knlI3
Reward Club 165	24 th April 9:50am	0 times	165	See the great furniture u could buy from @WWTwarehouse if you come to the @LBofHounslow compost giveaway on Saturday http://ow.ly/knlUw
WLWA 822	24 th April 7:15am	1 time:- @WWTwarehouse 226	1,048	See the great furniture u could buy from @WWTwarehouse if you come to the @LBofHounslow compost giveaway on Saturday http://ow.ly/knm6U
WLWA 822	23 rd April 12:25pm	0 times	822	Compost giveaway & @Reward_Club launch at Hounslow Heath this weekend, want to come? @LBofHounslow @HounslowChron http://ow.ly/klAAf
Reward Club 165	23 April 11:03am	0 times	165	We're launching in #Hounslow this weekend #tooexcitedtositstill! As well as signing up you can collect free compost http://ow.ly/klxB9
Jacqueline's Treats 68	19 th April 9:24am	0 times	68	@TCVHounslow have you seen this hounslow chronicle #free compost #27th April #gardenchat pic.twitter.com/3j92opFmYe
Total			3,618	7