

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011



Material change for
a better environment

Local Communications Support

FINAL CAMPAIGN REPORT

LOCAL AUTHORITY NAME: WEST LONDON WASTE PARTNERSHIP
PROJECT REFERENCE: LON 400-266-1

Final
Date: 18 January 2011

Written By: Sarah Dickinson
Waste Minimisation Coordinator
WLWA

A brown rectangular graphic with white and yellow text. The text reads "West London Waste" in a large, white, sans-serif font, and "Let's be resourceful" in a smaller, yellow, cursive font below it.

West London Waste
Let's be resourceful

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Distribution

This document has been distributed to:

Name	Job Title	Date Report Issued	Draft or Final?
Jim Brennan	Director WLWA	17 Jan 11 19 Jan 11	Draft Final
Jonathan Nulty	Assistant Director (Resources) – WLWA	07 Jan 11 17 Jan 11 19 Jan 11	Draft Draft Final
Tim McMahon	Waste Development Officer LB Brent	10 Jan 11 19 Jan 11	Draft Final
Catherina Pack	Acting Manager, Waste minimisation and recycling LB Ealing	10 Jan 11 19 Jan 11	Draft Final
Andrew Baker	Head of Climate Change LB Harrow	10 Jan 11 19 Jan 11	Draft Final
Nikki Purcell	Waste and Recycling Coordinator LB Hillingdon	10 Jan 11 19 Jan 11	Draft Final
Naomi Hawkins	Principal Waste and Recycling Officer (Waste) LB Hounslow	10 Jan 11 19 Jan 11	Draft Final
David Ingham	Assistant Deputy Recycling Manager LB Richmond-upon-Thames	10 Jan 11 19 Jan 11	Draft Final
Ella Clarke	Local Communications Advisor - WRAP	19 Jan 11	Final

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1. Campaign and Project Summary

1.1. Local authority name

West London Waste Partnership consisting of:

- LB Brent
- LB Ealing
- LB Harrow
- LB Hillingdon
- LB Harrow
- LB Richmond
- West London Waste Authority (WLWA)

1.2. Project reference

LON-400-266-1

1.3. Campaign start date

10 November 2010

1.4. Campaign end date

1 February 2011

1.5. Total WRAP funding awarded

£7,007.47

1.6. Total WRAP funding claimed by end of project

£7,007.47

1.7. Other funding received

The WLWA funded items in addition to those funded through Wrap. No other external sources of funding were received for this project.

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1.8. Name of local authority project manager

Sarah Dickinson, WLWA

1.9. Project team members

Representatives from each of the West London Boroughs:

- Tim McMahon (LB Brent)
- Caterina Pack (LB Ealing)
- Natalie Morgans and Andrew Baker (LB Harrow)
- Nikki Purcell (LB Hillingdon)
- Naomi Hawkins (LB Hounslow)
- David Ingham (LB Richmond upon Thames)

1.10. Amount expected to be claimed in the final quarter:

£7,007.47

1.11. Actual amount being claimed in the final quarter:

£7,007.47

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2. Local Authority Introduction

2.1. Total households in authority

Table 1

09/10	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond	Total
Population	263,464	300,948	206,814	243,006	212,341	172,335	1,398,908
Households	104,068	107,724	91,710	109,225	95,847	77,461	599,999

2.2. Type of authority / demographics / housing type

West London Waste Authority (WLWA) is the waste disposal authority for the six West London boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames. These boroughs operate the collection services for waste, recycling, organics and street cleansing and deliver the waste to the three transfer stations operated by WLWA.

Each borough has its own unique profile and issues to address. There are a particularly broad range of languages spoken in Brent and Ealing.

The ACORN profiles (shown in the table below) for each borough shows there are large variations in the populations between each borough.

Table 2: Acorn breakdown of West London population (supplied by CACI)

ACORN Category		Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond
1	Wealthy Achievers	2.6%	1.2%	16.0%	13.6%	1.8%	7.2%
2	Urban Prosperity	43.6%	51.4%	28.7%	17.3%	36.3%	64.0%
3	Comfortably Off	25.7%	19.6%	43.9%	39.5%	30.6%	19.7%
4	Moderate Means	8.2%	13.6%	3.4%	14.0%	10.0%	3.2%
5	Hard-Pressed	20%	14.1%	8.0%	15.6%	21.3%	5.9%
	Unclassified	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%

The housing types differ significantly between the boroughs. There are high numbers of flats in Brent, Ealing and Hounslow but the number is significantly less in Harrow, Hillingdon and Richmond upon Thames.

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2.3. Description of targeted area and households as part of this campaign

This campaign targeted residents responsible for buying and/or cooking of food in their households.

2.4. Waste and recycling scheme details at beginning and end of campaign

In 2008/09 735,000 tonnes of municipal waste was sent for disposal by the West London Waste Authority. Waste arisings overall are decreasing in the area but no one reason has been identified for the decrease.

Each borough operates their own household waste and recycling centres. There are nine within the West London area. WLWA transport and dispose of the residual waste from these locations and some green waste but the remaining materials are directed by borough contractors. Two of the HWRC are at transfer station locations, at these WLWA provide the staff and operate the site under an agency agreement with the collection authority.

Table 3: Performance details

	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond
NI 191 08/09	705.22kg	602.47kg	639.76kg	718.56kg	792.80kg	582.96kg
NI 192 08/09	28.21%	35.09%	43.11%	35.32%	23.60%	41.73%
BVPI 84 08/09	393	383	447	459	445	451
NI191 target for 2010/11	-	-	-	-	-	553kg
NI192 target for 2010/11	40%	40%	50%	42%	37%	-
Residual collection frequency	Weekly	Weekly	AWC	Weekly	Weekly	Weekly
Kerbside dry collection method	Kerbside sort	Kerbside sort	Comingled	Comingled	Kerbside sort	Twin stream
Garden waste collection	✓	✓	✓	✓	✓ alternate week with plastics	✓
Food waste collection	✓	✓	✓	x	✓	✓

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Table 4: Current Waste prevention initiatives

	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond
Home composting offers	✓	✓	✓ (on website only)	✓ (not publicised)	✓	✓
Previous LFHW initiatives	None	None	None	None	Some publicity and use of 6 of their own branded recipe cards	Have access to recipe cards, spaghetti measurers, bag clips and apple leaflets. Have previous carried out waste free picnics and some engagement with community groups.
Real Nappy subsidy	None	None	✓ - on website only, no applicants in the last year	None	✓ - part of Real Nappy for London	✓
Furniture reuse	Partial coverage by a project based in Hammersmith and Fulham	Partial coverage by two projects based outside the borough	Partially covered by a scheme based in Hillingdon	Have a well-developed furniture reuse project with two premises	Have a dedicated furniture project that has operated for over 10 years	Have a dedicated furniture project that has operated for over 20 years

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3. Project Review

3.1. Project Objectives

Table 5

Objective	Result
Launch a waste prevention website for West London residents at the beginning of EWR to give residents the tools to take action against waste and receive 1000 visits to the site.	Achieved 1400 visits to the website were recorded from 20 to 28 November 2010
To engage staff working in boroughs through the use of electronic mail-out to direct staff to the new WLWA website with the aim of completing 100 committed food waste reducer questionnaires.	Achieved Emails were sent to all staff at Brent, Ealing, Harrow, Hillingdon and Richmond. Results show that 564 people completing the questionnaire said they worked in West London: Brent = 245 Ealing = 45 Harrow = 98 Hillingdon = 23 Hounslow = 28 Richmond = 125
To engage with residents in 5 of the boroughs about food waste reduction, with a target of speaking to 500 residents, completing 200 committed food waste reducer questionnaires	Partially achieved LFHW events were held in 5 of the boroughs. At these events 122 questionnaires were completed. In total 535 of the completed questionnaires were from residents of the six boroughs. 340 residents were spoken to at these events

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To engage the local media in EWWR activities to obtain one article in each borough's local paper.	<i>Not achieved</i> Coverage was achieved in one printed newspaper (Hounslow Chronicle). However there was coverage in the online versions of local papers in Ealing, Hillingdon, Hounslow and Richmond.
To promote reuse of furniture through open days at two furniture reuse projects attracting 100 residents to the projects.	<i>Partially achieved</i> Open days were held at the Hounslow and Richmond projects attracting 40 residents.
To launch a furniture reuse project at the Brent HWRC by informing all visitors to the site about the scheme using signage and leaflets.	<i>Achieved</i> The scheme was launched with all partners present.
Run a swishing event to engage 50 Hounslow residents.	<i>Partially achieved</i> A swishing event was held at Hounslow Civic Centre but due to a printing error the Hounslow Chronicle advertised the wrong date so only 12 people attended.
Find new homes for 50 unwanted items brought to give and take events in Hillingdon.	<i>Not achieved</i> Only one give and take event took place. 19 items were given and 5 items were taken away. The second event was cancelled.
Train staff employed by all 7 partners how to effectively deliver LFHW messages.	<i>Achieved</i> 9 staff from the 7 partners were trained by a Wrap Waste Reduction Officer. All staff then got to deliver LFHW messages at the events during EWWR
To hold a partnership workshop to identify the barriers and solutions for working together in partnership on communications around waste prevention.	<i>Achieved</i> All partners attended a meeting facilitated by Wrap on 6 th December 2010

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3.2. Final summary of project

European Week for Waste Reduction ran from 20 – 28 November 2010. The West London partnership used this event to launch the start of its joined up activities on waste prevention issues. This is the first time that all the authorities had worked together on a project that intended to face the public. The aim was to raise awareness of waste prevention through personal communications during European Week for Waste Reduction, with a particular focus on Love Food Hate Waste

The resources purchased and the lessons learned during this week of activities will continue to be used to achieve the overall plan for promoting waste prevention. The partnership will build on the successes of the week to encourage positive changes to behaviour with the aim of wasting less and getting the most from items that are already made and in use.

Activities conducted

Table 6 outlines the activities that took place during EWWR as part of this campaign. Full details of these events including pictures can be found in Appendix 2. The outcomes listed in this table are shown in more detail in the appendix. When an outcome is described as a tool it refers to something that the people engaged or spoken to could use to make a positive change to their behaviour around food waste.

Table 6: Awareness raising activities during the campaign

Date	Activity	Outcomes and comments
Throughout week	Council wide emails (Appendix 3) to staff in: <ul style="list-style-type: none">▪ Brent▪ Ealing▪ Harrow▪ Hillingdon▪ Hounslow (did not get sent out due to a communication error)▪ Richmond	4000 emailed 3000 emailed 3066 emailed 3900 emailed 1900 emailed Total 15,866
20 November – 5 December	Competition to encourage residents to complete questionnaires. The details of this competition, the prize and terms and conditions can be found in appendix 4.	722 questionnaires were completed

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Date	Activity	Outcomes and comments
Friday 19 th	Swishing event at Teddington School, Richmond borough	Unknown – this was an event organised by the school
Saturday 20 th	Launch of www.westlondonwaste.gov.uk (appendix 5)	1400 visitors during the first week
Sunday 21 st	Launch of furniture and WEEE reuse at Brent HWRC	16 people spoken to in detail 1000 visitors to site saw displays
Sunday 21	Give and take event at New Years Green HWRC, Hillingdon	6 people spoken to and 5 items given new homes
Monday 22	LFHW information stall at Willesden Green library complex, Brent	43 people spoken to 56 tools given out
Monday 22	Swishing event at Hounslow Civic Centre	12 people engaged 31 items given new homes
Tuesday 23	LFHW information stall at Ealing customer service centre	31 people spoken to 38 tools given out
Tuesday 23	Stall and short presentation at Brent Climate Change action group	29 people spoken to 14 tools given out
Tuesday 23	Nappucino, Richmond	Event cancelled as no location could be confirmed.
Wednesday 24	LFHW information stall at Ealing Central library	44 people spoken to 92 tools given out
Wednesday 24	LFHW information stall at Hounslow Civic Centre	71 people spoken to 204 tools given out
Wednesday 24	Presentation at Brentford Recycling Action Group, Hounslow	25 people spoken to 2 tools given out
Thursday 25	LFHW information stall at	43 people spoken to

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Date	Activity	Outcomes and comments
	Harrow Civic Centre	99 tools given out
Friday 26	Residents email from Hillingdon Council about LFHW	Sent to 1800 Hillingdon emails
Friday 26	LFHW information stall at Sainsburys in Mortlake, Richmond	54 people spoken to 46 tools given out
Saturday 27	Give and take event, New Years Green Lane HWRC, Hillingdon	Event cancelled – gazebo broken
Saturday 27	Open day at Hounslow Furniture reuse project	30 visitors
Saturday 27	Open day at Richmond furniture reuse project	11 visitors 7 customers 3 donated items
The following week	Launch of Christmas leftovers competition	
Totals	19 actions	People spoken to = 374 Tools given out = 551 People interacted with = 20,103 Opportunities to see by others at the events = 12,000

Engagement resources

A key aspect of behaviour change is the need to make it easy and simple for people to make a change. After speaking to staff at the events residents could simply go home and not do anything differently. To make it easy resources were there for the people to take home to encourage them to do something differently straight away. Copies of the recipe cards and meal planner are in Appendix 6 and 7.

Table 7

Quantity	Description	Comments
1000	Recipe and tip cards – Sausage risotto/perfect portions	This recipe was quite popular.
1000	Recipe and tip cards – Jamaican vegetables, beans and	Not much demand for this recipe though the date label information

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Quantity	Description	Comments
	rice/date labels	was useful for a number of people.
1000	Recipe and tip cards – Nasi goreng/meat and fish	Not popular recipe
1000	Recipe and tip cards – Banana and peanut milkshake/dairy	Useful to explain the concept of making a smoothie or milkshake from overripe fruit but not many people liked this recipe.
1000	Recipe and tip cards – Banana yoghurt pancakes with apple and berry compote/fruit and vegetables	Only asked for because it was the only sweet recipe we had chosen.
1000	Recipe and tip cards – Vegetable lasagne/freezer	The most popular recipe.
Limited	Hounslow recipe cards Hounslow had previously designed 6 recipe cards for a previous campaign. These were used only at Hounslow events. <ul style="list-style-type: none"> ▪ Le pudding ▪ Cranberry brownie ▪ Christmas pudding ice cream ▪ Turkey noodle soup ▪ Vegetable cous cous ▪ Potato bites 	The recipes are from the LFHW website featuring a picture on the front and a recipe on the back. They are Hounslow branded and some featured seasonal recipes.
300	Green Kitchen guides Published and provided free of charge by INCPEN.	These contained information about how to use the freezer as well as recipes and stock cupboard essentials. They were given to people who were very engaged with reducing food waste and wanted more than the basic information.
5000	Spaghetti measurers Purchased by WLWA.	These proved to be a good talking point and an introduction to a conversation about rice and pasta portions.

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Quantity	Description	Comments
Unlimited	Meal planners A simple table with no branding. A copy was filled in and used as part of the resources on the stand to explain the benefits of planning meals in advance and showing how easy it could be.	A number of people were surprised as how useful this could be. Some said they'd always thought about it but didn't get round it to or couldn't work out how best to set it out.
Limited	Bag clips LB Richmond had already purchased these for a previous campaign. They were used at the stand in Richmond only.	These were popular with the people spoken to, some said they had bought these items because they recognised they were useful and others said they always meant to but had never gotten round to it.
Limited	T-towels LB Richmond had already purchased these for a previous campaign. They were used at the stand in Richmond only.	No comments were made about these items.

Merchandising material

It was important to attract people to the stands located in the public buildings chosen for the week by having an eye catching and attractive display. Wrap funded a number of resources to make sure this was the case. Details are shown in table 8 below. Pictures of these items are shown in use in Appendix 2.

Table 8

Quantity	Description	Comments
12	Indoor pull up banners All 8 food lover characters 2 x toast money saver images 2 x cheese money saver images	These were used in all locations. They were usually paired to avoid confusion about the messages being given out.
6	Zoom stands 4 x food lovers – potato, chicken, fish and egg	They are bright and colourful but these did not work as expected further work is needed with these.

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	1 x cheese money saver 1 x toast money saver	
2	Wheel of food Standard wheel of food game from Resources Futures	It was used to promote discussion at the BRAG meeting and was quite helpful keeping children entertained whilst their parents completed the questionnaire. However, the spinner is flimsy and is easily bent.
10	Fleeces Had the Let's be resourceful and the LFHW logo on them.	Proved very helpful because the weather was rather cold and some of the stall locations were close to outside doors.
1	Portions display This was made using empty containers.	Whilst not a professional tool like the perfect portions game you can buy, they were useful illustrating the size of expected portions of rice, pasta and cous cous. People were very surprised about the small size of the rice portion for one person.

Leftovers competition

Following the success of the North London Waste Authority competition to find the best recipes using leftovers it was decided to use this same competition in West London. As Christmas was approaching the competition was aimed at making another meal from the leftovers of Christmas dinner.

Residents were challenged to make another meal using two items of leftovers from Christmas dinner. As a prize they could choose whether to have a £100 voucher for one of three local restaurants or a hamper of goodies including measuring items, cookbooks and storage containers.

The competition launched at the beginning of December. Entries were to be received by 23rd January 2011. There will be follow up publicity when the winner is announced.

Details of the competition can be found in Appendices 8, 9 10 and 11.

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3.3. Monitoring and Evaluation Activity

3.2.1 Tonnage monitoring

Tonnage data will be reported quarterly to Wrap.

3.2.2 Participation monitoring (where applicable)

Participation monitoring is not applicable to this project.

3.2.3 Committed Food Reducer Survey (where applicable)

There is no existing data on committed food waste reducers for the West London Waste area. A key part of this project was to collect data to allow a change to be measured in future. A questionnaire (Appendix 4) was put together using the metric published in November 2010.

A number of questions were asked about food behaviours around the key messages of the LFHW campaign. The key results are:

- 40% of respondents claim they throw away hardly any or no food
- 91% make a list before going shopping
- 44% buy things not on their shopping list
- 29% decide what to eat on the day
- Bakery products are the item thrown away most
- Only 19% of leftovers are thrown away without trying to use them again

The results of the survey will feed into a longer term plan to undertake more work on food waste prevention in partnership with Wrap and the national LFHW campaign.

3.2.4 Capture Rate (where applicable)

This is not applicable for this project.

3.2.5 Contamination (where applicable)

This is not applicable for this project.

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3.4. Press and Media

This campaign was the first time that boroughs have worked together to promote the same message. In order to help this process, after consultation with the boroughs, WLWA contracted WasteWatch to generate a press pack (Appendix 9) containing 4 press releases that the borough press teams could customise and send out to their local media contacts. The pack included:

- A release including borough specific details about the amount of waste generated in each borough and explaining what EWWR was about;
- A general LFHW release including the events taking place and how residents could find out more to save money;
- A release for Brent to promote the launch of the furniture and WEEE reuse scheme
- A generic release launching a leftovers competition to encourage residents to make a meal from their Christmas dinner leftovers. Once the competition had been judged a fifth press release will be written for the borough where the winner lives.

Table 9: Use of the press releases

	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond
1: EWWR	Not used (1)	Put in general recycling press release on website	Not used	Not used	Put on website	Not used (3)
2: LFHW	Put on website Partially used in January Brent magazine	Not used	Not used	Not used (2)	Put on website	Not used (3)
3: Reuse	Re-written and put on website					
4: Leftovers	Put on website and put in Brent magazine	Distributed to local press by WasteWatch	Not used	Put on website	Put on website	Not used (3)

(1) Brent's local press have asked not to receive releases about generic weeks

(2) Hillingdon do not currently actively promote the LFHW campaign

(3) Richmond press team did not find the story to have enough of a local focus

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Copies of the press releases issued by each borough are in Appendix 10.

Table 10: Media coverage

Borough	Nature of coverage
Brent	<p>The Brent magazine (January 2011) News article: Share your leftovers recipes pg 5 Scope: Basic facts about the competition</p> <p>Article: Waste not want not pg 13 Scope: Includes a general LFHW message and figures from the general LFHW press release alongside details on the service change to alternate weekly collections occurring in Autumn 2011</p>
Ealing	<p>Ealing Gazette (18 11 2010) Online article: Ealing's Green credentials grow as recycling rates rise Scope: General article covering recycling rates, the recently announced reward scheme and EWR including the LFHW roadshow locations.</p> <p>Letsrecycle.com (19 11 2010) Online article: UK prepares for EWR Scope: Paragraph mentioning the activities in Ealing</p> <p>Hayes FM (17 12 2010) Interview: Cllr Mahfouz was interviewed at 19.40 Scope: Love Food Hate Waste and the leftovers competition</p>
Harrow	
Hillingdon	<p>Hillingdon and Uxbridge Times (09 12 2010) Online article: Hillingdon residents can share Christmas leftover tips and win a prize Scope: Full details of the competition</p>
Hounslow	<p>Hounslow Chronicle (19 11 2010) Online and print article: Clothes swap event in Hounslow Scope: Date and time of swishing event</p> <p>w.chiswickw4.com (07 12 2010) Online article: For a chance to win £100 to spend in a local sustainable restaurant</p>

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	Scope: Full details of competition Hounslow Chronicle (10 12 2010) Online and print article: Share tips for Christmas meal leftovers and win cash Scope: Outline of leftovers competition
Richmond	Richmond and Twickenham Times (09 12 2010) Online article: Win £100 by passing on your leftover tips in WLWA competition Scope: Outline of leftovers competition

Copies of the media coverage (except radio interview) are in Appendix 11.

In total we achieved 8 instances of positive coverage in 7 different publications. The leftovers competition proved to be the most acceptable to the press.

3.5. Public Feedback

Part of this project meant that it was necessary to identify relevant local groups. During the main week of activity representatives from Ealing and Hounslow FOE, Harrow Agenda 21 Group and Brentford Recycling Action Group were spoken to. All these organisation agreed that it was a great step forward for the West London councils to be actively promoting waste prevention activities and they wanted to support more activity like this in the future.

3.6. Campaign Successes

West London Waste website

The launch of the revamped West London Waste website was a highlight of the activities. As it site is focuses on all prevention activities and provides straightforward information and ways to reduce waste produced. Whilst the design of the site was funded by WLWA all the boroughs had plenty of opportunity to feed into the site and to influence the content.

During the week it was heavily promoted and received a high number of visitors. The number of visitors since that week is now steady at a decent level. Content is regularly being updated and more partners are now getting involved with the local furniture projects and community groups requesting their events and open days are included in

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the events section.

All partners are happy with the look, feel and content of the site and agree it is a useful resource for the partnership. Good feedback is being received from other waste authorities.

Leftovers competition

A similar competition in North London had been very successful. This also proved to be the most successful item for West London in terms of media coverage as it was picked up by the media in five of the boroughs. Lessons were also learned from Devon who found that the best prize was a hamper as residents preferred this option to more glamorous choices. However, we also chose to make links with local restaurants who wanted to reduce waste by approaching the Sustainable Restaurant Association.

Although the response from the restaurants was initially slow it was possible to partner with three enthusiastic restaurants willing to financially contribute to the prize and who appreciated the opportunity to show off their green credentials. These links will also be useful in the future.

3.7. Campaign Disappointments

Media engagement

Generally it proved very difficult to get media coverage of our activities. Whilst a central press pack was created this wasn't used to its full potential. There were a number of local issues which reduced the potential coverage of our activities including the government cuts which were announced in November and the impact on the authorities. A lot of coverage was dedicated to speculation about job losses and service cuts. In Brent there was also an issue around a consultation they'd recently run proposing alternate weekly collections.

Another influencing factor was the local relationships between the press teams and the local papers. Hounslow have very strong relations with the local press and achieved coverage of the swishing event and the leftovers competition. The relationship between other boroughs and their local media is not as co-operative.

To make future engagement more successful stronger links need to be built between all partners. The communications meeting on 6 December started this process but there is still work to be done.

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LFHW Information stands

It was difficult to find locations with high footfall for the information stands. The majority of locations were within council buildings because they were easy to book and convenient to staff. There was no consistency in the engagement in similar locations. In Ealing customer service centre it was difficult to engage with people because they were waiting for a number to appear on a screen and the numbers weren't in numerical order as it was filtered by type of enquiry, as a result they didn't want to lose their opportunity to get help. It was also very difficult at Sainsbury's because people just wanted to get their shopping done and saw no reason to talk to us. This stand was also located near the front door so was very cold which would also dissuade people.

For future engagement work a wider range of locations need to be identified and something more will be needed to draw attention. Engagement is also more likely to be focused during the summer months when it is warmer and less likely to rain.

3.8. Possible Case Studies / Good Practice

Once the partnership has developed further with joint communications this could prove to be a useful case study.

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

4. The Future

The meeting of all partners on 6th December identified a number of actions needed to carry out communications work as a partnership in the future. These actions will be addressed to provide solutions to perceived barriers and to devise a forward plan.

Following a West London wide waste composition analysis food waste has been identified as the second highest proportion of waste arisings. As a result there will be an increasing focus on prevention of food waste and further links with the Love Food Hate Waste campaign and resources.

There will also be further coordination of activities to tie in with national events including Composting Awareness Week in May 2011 and Recycle Week in June 2011.

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5. Appendices

Please note down details of any supporting material enclosed with your claim, for example Data Capture Spreadsheet, Activity Table, any Deliverables you have produced (e.g. copies of actual leaflet printed), and Photos of campaign (please send high resolution electronic photos with permissions obtained) etc.

Appendix	Description
1	Wrap data capture spreadsheet
2	Event details including pictures
3	Council staff emails
4	Food reducers questionnaire, briefing and terms and conditions
5	West London Waste website screen prints
6	Recipe cards
7	Meal planner
8	Leftovers competition details
9	Press pack
10	Borough press releases
11	Media coverage

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Appendix 1: Data capture spreadsheet

This spreadsheet is used by Wrap to monitor performance of the authority against targets set. It includes worksheets on tonnages and rate, amounts disposed, awareness, press coverage and events.

The majority of this information is in the body of the report.

Local Communications Support

West London waste Partnership LON 400-266-1

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Date: January 2011

Appendix 2: Event details

Event	Launch of reuse scheme at Brent HWRC
Date and time	Sunday 21 November, 09.00 to 16.00
Staffing	WLWA, DHL and Furnish



People spoken to

16

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Date: 21st^t November 2010 **Date:**

Location: New Years Green Lane CA site, Harefield **Time:** 10.30- 3.00pm

Description: Give or Take of various household items not WEEE

Number of people bringing items:

6

Number of items given:

19

Number of people taking items:

3

Number of items taken:

5

People spoken to:

6

Queries for further information:

LFHW

1

Other reuse

Borough recycling

1

Other borough query

Remaining items:

2 small bags of pipe insulation. Few books, teapot and a few saucepans. 4 holdall bags.

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Campaign Report

Date: January 2011

Event	LFHW stand Willesden Green Library complex
Date and time	Monday 22 November 2010, 10.00 to 16.00
Staffing	WLWA and Brent



People spoken to	43		
LFHW questionnaires completed	13		
Jamaican vegetable	13	Vegetable lasagne	15
Nasi Goreng	1	Sausage risotto	6
Banana milkshake	9	Pancakes	1
Meal planners	3		
Green Kitchen cookbooks	4		
Spaghetti measurers	4		

LFHW query		Borough recycling query	2
Other WP query		Other borough query	

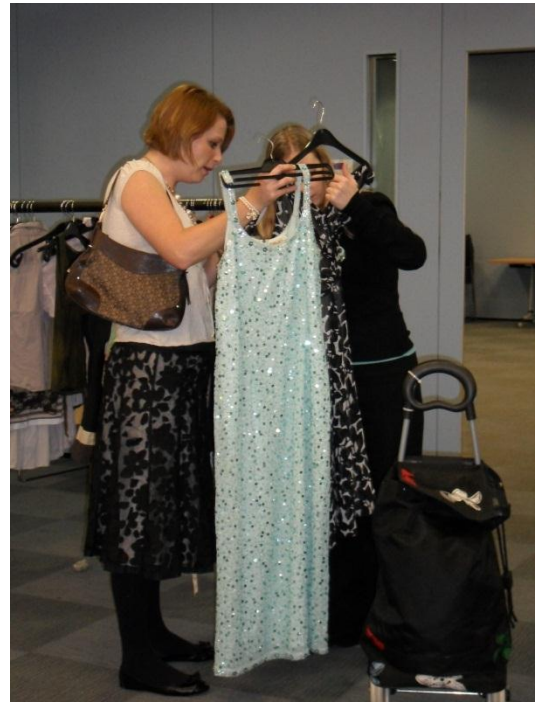
Local Communications Support

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Date: January 2011

Event	Hounslow Swish and Give and Take, Hounslow Civic Centre
Date and time	Monday 22 November 2010, 17.00 to 19.30
Staffing	Hounslow



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Campaign Report

Date: January 2011



People bringing items	12
People taking items	11
People spoken to	10
Number of items given	46
Number of items taken	31

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Campaign Report

Date: January 2011

Event	LFHW stand Ealing Customer Service Centre, Perceval House
Date and time	Tuesday 23 November, 10.00 – 16.00
Staffing	WLWA and Ealing



People spoken to	31		
LFHW questionnaires completed	11		
Jamaican vegetable	4	Vegetable lasagne	2
Nasi Goreng	4	Sausage risotto	6
Banana milkshake	2	Pancakes	4
Meal planners	4		
Green Kitchen cookbooks	3		
Spaghetti measurers	9		

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LFHW query		Borough recycling query	2
Other WP query		Other borough query	1

Event	Brent Climate Change Action Group – 2 minute talk
Date and time	Tuesday 23 November 2010, 19.30 to 21.30
Staffing	WLWA and Brent



Attendance	29		
LFHW questionnaires completed	1		
Jamaican vegetable	2	Vegetable lasagne	2
Nasi Goreng	4	Sausage risotto	2
Banana milkshake	1	Pancakes	1
Spaghetti measurers	1		

LFHW query		Borough recycling query	1
------------	--	-------------------------	---

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Date: January 2011

Event	LFHW stand – Hounslow Civic Centre
Date and time	Wednesday 24 November 2010, 10.00 to 14.30
Staffing	WLWA and Hounslow



People spoken to	71		
LFHW questionnaires completed	24		
Meal planners	1		
Green Kitchen cookbooks	9		
Spaghetti measurers	13		
Jamaican vegetable	20	Vegetable lasagne	30
Nasi Goreng	22	Sausage risotto	7
Banana milkshake	20	Pancakes	22
Cranberry brownie	7	Potato bites	5
Le Pudding	4	Veggie cous cous	23
Christmas pudding ice cream	13	Turkey noodle soup	5

LFHW query		Borough recycling query	1
Other WP query	2 (supermarkets)	Other borough query	

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Campaign Report

Date: January 2011

Event	LFHW Stand Ealing Central Library
Date and time	24 November 2010, 11.00 to 16.00
Staffing	Ealing



People spoken to	44		
LFHW questionnaires completed	21		
Jamaican vegetable	12	Vegetable lasagne	12
Nasi Goreng	15	Sausage risotto	10
Banana milkshake	16	Pancakes	13
Meal planners			
Green Kitchen cookbooks			
Spaghetti measurers	14		

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Campaign Report

Date: January 2011

Event	BRAG AGM – 20 minute presentation
Date and time	24 November 2010, 19.00 to 21.00
Staffing	WLWA and Hounslow



Attendance	25		
LFHW questionnaires completed	8		
Jamaican vegetable	1	Vegetable lasagne	1
Nasi Goreng		Sausage risotto	
Banana milkshake		Pancakes	

LFHW query		Borough recycling query	
Other WP query	1 (bicycle reuse)	Other borough query	

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West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Event	LFHW Stand Harrow Civic Centre
Date and time	Thursday 25 November 2010, 10.00 to 14.00
Staffing	WLWA and Harrow



People spoken to	43		
LFHW questionnaires completed	18		
Jamaican vegetable	13	Vegetable lasagne	14
Nasi Goreng	8	Sausage risotto	11
Banana milkshake	14	Pancakes	15
Meal planners	7		
Green Kitchen cookbooks	0		
Spaghetti measurers	17		

LFHW query		Borough recycling query	2
Other WP query	1 (furniture)	Other borough query	1

Local Communications Support

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Campaign Report

Date: January 2011

Event	LFHW stand Sainsbury's Supermarket, Richmond
Date and time	Friday 26 November 2010, 10.00 to 16.00
Staffing	WLWA and Richmond



People spoken to	54		
LFHW questionnaires completed	26		
Jamaican vegetable	0	Vegetable lasagne	7
Nasi Goreng	1	Sausage risotto	5
Banana milkshake	1	Pancakes	1
Anything goes Quesadilla	5		
Meal planners	0		
Green Kitchen cookbooks	0		
Spaghetti measurers	10		
Bag clips	16		
Tea towels	6		
LFHW query		Borough recycling query	1
Other WP query		Other borough query	

Local Communications Support

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Date: January 2011

Appendix 3: Council staff emails

Hillingdon

From: Recycling [mailto:Recycling@Hillingdon.Gov.UK]

Sent: 26 November 2010 13:45

Subject: It pays to be a food lover this Christmas

It pays to be a food lover this Christmas

This Christmas and every month in the new year you could save up to £50, simply by not throwing away food that could have been eaten.

According to research by the Love Food Hate Waste campaign, UK households needlessly throw away a staggering 8 million tonnes of food every year – enough to fill Wembley Stadium around 8 times over. This works out for the average family at about £50 worth of food in the bin every month. It's not just peelings and bones either. Most of this is good food like bread, meat, cheese and vegetables that we buy and don't get round to eating.

** Find out more - If you are having a LFHW stall add details of the event here so staff can attend if they wish.

Win a hamper

As well as saving money by preventing waste, you also have the chance to win a Christmas hamper worth £70. To enter, all you need to do is complete the Food lovers survey at www.westlondonwaste.gov.uk/lovefood between 20th November and 5th December.

The hamper contains food lover goodies such as; weighing scales, Good Food and Good Housekeeping cookery books, storage containers, fridge thermometer and measuring cups.

By using these items and following some simple steps, such as making a shopping list and eating tasty leftovers for lunch, you could enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

Did you know?

One of the main reasons we waste good food and drink is that we let food go off, either completely untouched, or opened/started but not finished, costing us £6.7 billion per year.

Hillingdon Council routinely monitors the content of emails sent and received via its network for the purposes of ensuring compliance with its policies and procedures. The contents of this message are for the attention and use of the intended addressee only. If you are not the intended recipient or addressee, or the person responsible for sending the message you may not copy, forward, disclose or otherwise use it or any part of it in any way. To do so may be unlawful. If you receive this email by mistake please advise the sender immediately. Where opinions are expressed they are not necessarily those of

Local Communications Support

West London waste Partnership LON 400-266-1

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Date: January 2011

the London Borough of Hillingdon. Service by email is not accepted unless by prior agreement.

Harrow

>>> Communications Communications 24/11/2010 17:44 >>>
Dear all,

This week is **European Waste Reduction Week**. To mark the week, there are many different events being held across West London.

According to research by the Love Food Hate Waste campaign, UK households needlessly throw away a staggering 8 million tonnes of food every year – enough to fill Wembley Stadium around eight times over. This works out for the average family at about £50 worth of food in the bin every month. It's not just peelings and bones either. Most of this is good food like bread, meat, cheese and vegetables that we buy and don't get round to eating.

Come along to the Love Food Hate Waste information stand in the One Stop Shop today between 10:00am and 2:00pm. Find out how to make the most of the food you buy and how to reduce the amount of food you throw away.

Win a hamper

As well as saving money by preventing waste, you also have the chance to win a Christmas hamper worth £70. To enter, all you need to do is complete the Food lovers survey at www.westlondonwaste.gov.uk/lovefood between before Sunday, 5 December 2010.

The hamper contains food lover goodies such as; weighing scales, Good Food and Good Housekeeping cookery books, storage containers, fridge thermometer and measuring cups.

By using these items and following some simple steps, such as making a shopping list and eating tasty leftovers for lunch, you could enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

Did you know?

One of the main reasons we waste good food and drink is that we let food go off, either completely untouched, or opened/started but not finished, costing us £6.7 billion per year.

Kind regards,

Communications Department

*

Mail FROM London Borough of Harrow:

Unencrypted electronic mail is not secure and may not be authentic, in whole or in part. You are advised to check directly with the sender before acting upon any e-mail received.

The information contained in this message and any attachments is confidential and is intended for receipt by the above named addressee(s) only. If you have otherwise encountered this message

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

please notify its originator via +44(0)20 8863 5611 at LONDON BOROUGH OF HARROW. The unauthorised use, disclosure, copying or alteration of this message is strictly forbidden. The views expressed within this message are those of the individual sender and not necessarily those of Harrow Council.

Mail TO London Borough of Harrow:

London Borough of Harrow monitors all electronic mail it receives for Policy compliance and to protect its systems including anti-spam and anti-virus measures.

Electronic mail does not guarantee delivery, nor notification of non-delivery. It is suggested you contact your intended recipient(s) by other means should confirmation of receipt be important.

All traffic may be subject to recording and/or monitoring in accordance with relevant legislation.

Richmond

From: Staff News

Sent: 22 November 2010 14:38

Subject: National Waste Reduction Week: Win a Hamper

National Waste Reduction Week: Win a Hamper

This week is national waste reduction week and the recycling team would like to take the opportunity to remind all staff about food wastage this Christmas.

This Christmas and every month in the new year you could save up to £50, simply by not throwing away food that could have been eaten.

According to research by the Love Food Hate Waste campaign, UK households needlessly throw away a staggering 8 million tonnes of food every year – enough to fill Wembley Stadium around 8 times over. This works out for the average family at about £50 worth of food in the bin every month. It's not just peelings and bones either. Most of this is good food like bread, meat, cheese and vegetables that we buy and don't get round to eating.

Find out more about making the best of your food at www.westlondonwaste.gov.uk/lovefood. Advice will also be available to visitors of the Manor Road Sainsbury's from 9am to 5am on the 26th November

As well as saving money by preventing waste, you also have the chance to win a Christmas hamper worth £70. To enter, all you need to do is complete the Food lovers survey at www.westlondonwaste.gov.uk/lovefood between 20th November and 5th December.

The hamper contains food lover goodies such as; weighing scales, Good Food and Good Housekeeping cookery books, storage containers, fridge thermometer and measuring cups.

By using these items and following some simple steps, such as making a shopping list and eating tasty leftovers for lunch, you could enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

All in One - Your borough, your say. This is your chance to tell the Council what your priorities are for your local area. Go to: www.richmond.gov.uk/all_in_one.

Local Communications Support

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Date: January 2011

If you have received this message in error you must not print, copy, use or disclose the contents, but must delete it from your system and inform the sender of the error. You should be aware that all emails received and sent by the London Borough of Richmond upon Thames may be stored or monitored, or disclosed to authorised third parties, in accordance with relevant legislation.

Brent

Dear All Brent Staff,

Brent Council has teamed up with West London Waste Authority and the constituent boroughs of Ealing, Harrow, Hillingdon, Hounslow and Richmond for European Week of Waste Reduction.

As part of the week we are giving all members of staff the opportunity to **win a food waste prevention hamper worth £70**. For your chance to win please take our quick Love Food Hate Waste questionnaire, which will help us understand how food is wasted in West London.

It pays to be a food lover this Christmas

This Christmas and every month in the new year you could save up to £50, simply by not throwing away food that could have been eaten.

According to research by the Love Food Hate Waste campaign, UK households needlessly throw away a staggering 8 million tonnes of food every year – enough to fill Wembley Stadium around 8 times over. This works out for the average family at about £50 worth of food in the bin every month. It's not just peelings and bones either. Most of this is good food like bread, meat, cheese and vegetables that we buy and don't get round to eating.

Win a hamper

As well as saving money by preventing waste, you also have the chance to win a Christmas hamper worth £70. To enter, all you need to do is complete the Food lovers survey at www.westlondonwaste.gov.uk/lovefood between 20th November and 5th December.

The hamper contains food lover goodies such as; weighing scales, Good Food and Good Housekeeping cookery books, storage containers, fridge thermometer and measuring cups.

By using these items and following some simple steps, such as making a shopping list and eating tasty leftovers for lunch, you could enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

Did you know?

One of the main reasons we waste good food and drink is that we let food go off, either completely untouched, or opened/started but not finished, costing us £6.7 billion per year.

Good Luck and Best Wishes, Tim.

--

The use of Brent Council's e-mail system may be monitored and communications read in order to secure effective operation of the system

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Hounslow

From: Communications
Sent: 22 December 2010 12:54
Subject: Weekly roundup of news

For all the latest news, visit: <http://intranet.hounslow.gov.uk/news>

This week:

[Consultation on charging for the staff car park](#)

Have your say on plans to introduce a charge for the use of the staff car park at the civic centre

[Love your leftovers this Christmas](#)

Hounslow residents can win £100 to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips

[Language skills required](#)

Can you help Community Services with launching the largest adult social care survey ever conducted in Hounslow?

[Employ agency staff?](#)

Roundup of news items including extending agency staff assignments and procedures for the Christmas shutdown

[Free yoga meditation lunchtime session](#)

Come along to a free, one off, yoga meditation lunchtime session in the new year!

[Christmas posting](#)

Last mail collections in the civic centre will be 10am on Christmas Eve

[Facing the future - Ask us anything!](#)

The next event, now open to ALL staff, is being held on Tuesday 11 January at 2.30pm, in the council chamber

[Snow and ice update](#)

Latest from the Met Office for the rest of the week

[Leader's Christmas message](#)

Cllr Jagdish Sharma, leader of the council thanks all staff for their hard work and commitment over the past year

[Voluntary redundancy - don't delay](#)

Applications will be considered early in the new year and those accepted will leave by 31 March

[Feeling informed?](#)

How well informed do you feel about the changes that are taking place in the council right now? Have your say by taking part in our quick poll

[ICT arrangements over Christmas](#)

ICT will not be monitoring or supporting any systems over the Christmas period

[Does your maths add up?](#)

Weekly business maths training available from January

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

To request a news item to be added to the news pages email:

communications@hounslow.gov.uk

Please see requirements for global emails before you request one:

http://intranet.hounslow.gov.uk/global_emails

To have your news item included in this email you will need to submit it by midday on Tuesday

Communications

Civic Centre

Lampton Road

Hounslow

TW3 4DN

E: Communications@hounslow.gov.uk

Please consider the environment before printing this message.

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This email has been scanned for viruses and inappropriate content.

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Ealing

Inside ealing news 24 November

Cabinet to consider budget reductions

The council's cabinet will review proposals for £49.5million of budget reductions on Tuesday 30 November.

http://inside-ealing.ealing.gov.uk/services/news/2010/nov10/budget_reductions.html

Redundancy talks underway

Consultations have started across the council with staff who have been identified at risk of redundancy as a result of budget reduction proposals. Read more here:

<http://inside-ealing.ealing.gov.uk/services/news/2010/nov10/redundancy.html>

Inside Ealing magazine - December

Out next week, this edition will include details of how staff savings suggestions are being implemented, and highlight key services being provided over Christmas.

Ealing's green credentials grow as recycling rate rises The borough's recycling rate has hit an all time high with approximately 40% of all waste currently being recycled.

http://www.ealing.gov.uk/press_releases/2010/november/pr241.html

Catering company cops it in court

A company that provided catering at two wedding receptions where 93 guests were poisoned has received a hefty fine, following an investigation by the council.

http://www.ealing.gov.uk/press_releases/2010/november/pr240.html

Ealing Council's Christmas Party

If your team is looking for a night out, then chose Friday 17 December, the council's annual Christmas party.

http://inside-ealing.ealing.gov.uk/services/news/2010/oct10/xmas_party.html

Love food but hate waste?

Today is the final day that officers from the recycling team will be giving out free recipe cards and spaghetti measurers to staff and residents to educate people about the national 'Love Food Hate Waste' campaign.

<http://inside-ealing.ealing.gov.uk/services/news/2010/nov10/lovefood.html>

Full text from above link:

Officers from the recycling team will be giving out free recipe cards and spaghetti measurers to staff and residents in a set of road shows designed to educate people about the national 'Love Food Hate Waste'

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campaign.

Taking place on Tuesday 23 November on the ground floor at Perceval House and on Wednesday 24 November at Ealing Central Library, the campaign aims to reduce the amount of food thrown away by households in the UK.

More than 8.3 million tonnes is destined for dustbins every year, which costs the average family with children £680 a year. There are also serious environmental implications as food waste usually ends up in landfill sites releasing powerful greenhouse gases such as methane.

Find out more about portion control, storage tips for food items and recipe ideas for leftovers by visiting www.lovefoodhatewaste.com

Win a hamper

You also have the chance to win a Christmas hamper worth £70. To enter, simply fill in the food lovers survey at www.westlondonwaste.gov.uk/lovefood between 20 November and 5 December.

Bogus delivery phoneline

As Christmas deliveries increase, beware of a postal scam from PDS (Parcel Delivery Service) which informs you that they were unable to deliver a parcel and that you need to contact them on a premium rate

number: 0906 6611911. If you call the number and you start to hear a recorded message you will already have been billed £15 for the phone call. If you receive a card with these details, please contact Royal Mail Fraud on 020 7239 6655.

Uzma Mohamedali
Internal Communications Officer
Marketing & Communications
Ealing Council

Tel: 020 8825 7315

Email: mohamedaliu@ealing.gov.uk

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Appendix 4: Food reducers questionnaire, briefing and terms and conditions

West London Waste
Let's be resourceful

Proud to
support
**LOVE
FOOD**
hate waste

Tell us about your love for food

You must answer all the questions to be entered in our competition to win a hamper of goodies worth £70. Included in the hamper are cookery books, bag clips, a fridge thermometer, weighing scales, assorted plastic storage containers and measuring spoons. All items will help you save up to £50 a month by making the most of the food you buy.

All questionnaires fully completed between 20th November and 5th December will be entered into the prize draw. Full details of the competition including terms and conditions can be found at www.westlondonwaste.gov.uk/lovefood

Section 1: Your details

To be entered in the prize draw you must complete your details

Name

Address 1

Address 2

City

Postcode

Telephone number

Email

I am over 18

Yes

☐

No

☐

Local Communications Support

West London waste Partnership LON 400-266-1

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Date: January 2011

Do you live or work in West London?

	Live	Work
Brent	<input type="checkbox"/>	<input type="checkbox"/>
Ealing	<input type="checkbox"/>	<input type="checkbox"/>
Harrow	<input type="checkbox"/>	<input type="checkbox"/>
Hillingdon	<input type="checkbox"/>	<input type="checkbox"/>
Hounslow	<input type="checkbox"/>	<input type="checkbox"/>
Richmond	<input type="checkbox"/>	<input type="checkbox"/>

I am the main person buying food at home	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
I am the main person cooking meals at home	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>
I want to know more about how I can throw away less food. Please use my details to tell me more	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>

Section 2: Why food is thrown away

Question 1: Thinking generally, how much of the following food items do you throw away into the bin?

	Quite a lot	A reasonable amount	Some	A small amount	Hardly any	None	Don't eat it
Inedible food e.g. peelings and bones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fruit, vegetable or salad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

	Quite a lot	A reasonable amount	Some	A small amount	Hardly any	None	Don't eat it
Processed meat and fish e.g. sandwich ham	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bread and cakes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food left on the plate after the meal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food you cooked or prepared too much of but didn't serve up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raw or home cooked meat and fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ready meals or convenience foods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Take away food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheese and yoghurt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Question 2: Thinking about this, **how much uneaten food, overall, would you say you generally end up throwing away?**

Quite a lot	<input type="checkbox"/>
A reasonable amount	<input type="checkbox"/>
Some	<input type="checkbox"/>
A small amount	<input type="checkbox"/>
Hardly any	<input type="checkbox"/>
None	<input type="checkbox"/>
Don't know	<input type="checkbox"/>

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

Section 3: Plan ahead

I'd like you to think about the last time you did a main grocery shop. This could have been in a supermarket, grocery store or on-line.

Question 3: Thinking back to that shop, before that particular shop, did you check what you already had at home for any of the following items?

Tick ✓ **one** option for each food type.

	Yes	No	Don't know Can't remember	I don't buy this food
Fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vegetables	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bread	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh meat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fresh fish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Milk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ready meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tinned or dried food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frozen food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Local Communications Support

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Question 4: Do any of these statements describe what you did before that shopping trip? Please **TICK ✓ ALL statements that are true for you.**

- | | |
|--|--------------------------|
| a) I kept a "running list" during the week of things I needed to buy | <input type="checkbox"/> |
| b) I made a list to take to the shop with me | <input type="checkbox"/> |
| c) I had a very clear list in my head | <input type="checkbox"/> |
| d) I had some idea of the kind of things I wanted to buy | <input type="checkbox"/> |
| e) None of the above | <input type="checkbox"/> |
| f) Don't know / can't remember | <input type="checkbox"/> |

Question 5: Which of the following best describes what you did in the shop?

Please **TICK ✓ ONE statement ONLY**

- | | |
|---|--------------------------|
| a) I bought everything on my list | <input type="checkbox"/> |
| b) I bought most things on my list | <input type="checkbox"/> |
| c) I bought some things on my list | <input type="checkbox"/> |
| d) I bought some extra items not on my list | <input type="checkbox"/> |
| e) I bought quite a lot of extra items not on my list | <input type="checkbox"/> |
| f) I mostly decided what to buy as I did the shopping | <input type="checkbox"/> |
| g) I usually buy the same things each week | <input type="checkbox"/> |
| h) Don't know / can't remember | <input type="checkbox"/> |

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Question 6: To what extent do you decide what you are going to eat for main meals in advance? Please **TICK ✓ ONE** statement **ONLY**

I know what almost all of the main meals will be for the next week

☐

I know what most of the main meals will be for the next week

☐

I know what a few of the main meals will be for the next week

☐

I usually decide on the day

☐

Section 4: Savvy Storage

Question 7: Excluding food that was frozen when you bought it, which of the following items have you put into the freezer in the past week? Please **TICK ✓ ALL** statements that are true for you.

Uncooked fresh meat or fish

☐

An unfrozen ready-meal

☐

Fresh bakery products

☐

Any foods at or near their use by date

☐

Fresh milk

☐

Leftover cooked meat or fish

☐

Home-made meals

☐

Other items

☐

Nothing

☐

Do not have freezer or freezer compartment

☐

Can't remember / Don't know

☐

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Question 8: Think about the last time you went shopping and purchased fresh apples or carrots or potatoes. When you returned home, where did you store it? **Please TICK ✓ ALL statements that are true for you, for EACH food shown**

Apples

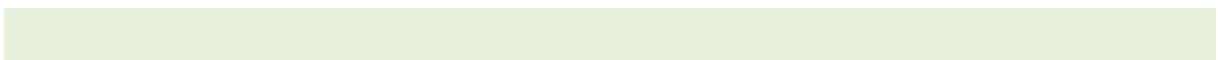
In a fruit bowl	<input type="checkbox"/>
In a cupboard	<input type="checkbox"/>
On shelf	<input type="checkbox"/>
On worktop	<input type="checkbox"/>
In fridge	<input type="checkbox"/>
Other	<input type="checkbox"/>
Don't know / can't remember	<input type="checkbox"/>
Don't buy / store fresh apples	<input type="checkbox"/>

Carrots

In a fruit bowl	<input type="checkbox"/>
In a cupboard	<input type="checkbox"/>
On shelf	<input type="checkbox"/>
On worktop	<input type="checkbox"/>
In fridge	<input type="checkbox"/>
Other	<input type="checkbox"/>
Don't know / can't remember	<input type="checkbox"/>
Don't buy / store fresh carrots	<input type="checkbox"/>

Potatoes

In a fruit bowl	<input type="checkbox"/>
In a cupboard	<input type="checkbox"/>
On shelf	<input type="checkbox"/>
On worktop	<input type="checkbox"/>
In fridge	<input type="checkbox"/>
Other	<input type="checkbox"/>
Don't know / can't remember	<input type="checkbox"/>
Don't buy / store fresh potatoes	<input type="checkbox"/>



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Section 5: Lovely Leftovers

Question 9: Over the past week have you thrown any of the following away because they have gone past the date on the packaging. Please **TICK** ✓ **ALL** statements that are true for you.

- | | |
|-----------------------------|--------------------------|
| Fresh meat | <input type="checkbox"/> |
| Precooked meats | <input type="checkbox"/> |
| Milk | <input type="checkbox"/> |
| Yoghurts | <input type="checkbox"/> |
| Ready meals | <input type="checkbox"/> |
| Fruit juices | <input type="checkbox"/> |
| Bread or other bakery items | <input type="checkbox"/> |
| Fresh fruit | <input type="checkbox"/> |
| Vegetables | <input type="checkbox"/> |
| Frozen items | <input type="checkbox"/> |
| Any other items | <input type="checkbox"/> |
| Don't know / can't remember | <input type="checkbox"/> |

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Question 10: Think about the last time you had leftovers or made more food than was needed. What happened to those leftovers? Please

TICK ✓ ALL statements that are true for you

Used as part of another meal

☐

Used as a meal in themselves

☐

Didn't get used and were thrown away

☐

Still being stored

☐

Other

☐

Don't Know / Can't Remember

☐

Thank you for your time

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Date: January 2011

Food lovers questionnaire – briefing

Aim: To establish a baseline for food behaviours in West London

The Questionnaire

Residents will be asked to answer a number of behaviour questions to help find out how they currently store food, use leftover, how much food they think they throw away. The questions have been tested by Wrap to ensure the information obtained is useful. The questions are part of the standard Wrap food behaviours questions developed to help monitor the amount of food wasted.

When

The questionnaire will be available through a link on www.westlondonwaste.gov.uk between 20th November and 5th December 2010.

Questionnaires will be available at all the Love Food Hate Waste events being held during European Week for Waste Reduction.

The winner will be contacted on 15 December 2010.

Who can win the prize

Residents of the West London Boroughs, Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames. People who work for any of these boroughs.

The prize

A hamper of items to help you reduce the amount of food thrown away by smart storage of food, ideas for using up your leftovers and making it easy to plan your meals. Items are worth up to £70 and include a fridge thermometer, weighing scales, a Good Food cookbook, a Good Housekeeping cookbook, bags clips, assorted plastic storage containers, measuring jug and spoons.

How to enter

Complete the full questionnaire at either www.westlondonwaste.gov.uk or at one of the events during European Week for Waste Reduction. Help will be available at all events to complete the questionnaires. Make sure all questions are completed to be eligible to enter the prize draw.

Full terms and conditions are available at www.westlondonwaste.gov.uk

If you would like a word document version of the questionnaire these can be requested by emailing: info@westlondonwaste.gov.uk.

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Food questionnaire prize draw - Terms and Conditions

1. Only questionnaires fully completed between 20 November 2010 and 5 December 2010 will be entered in to the prize draw. There is only one prize available.
2. The prize draw is open to anyone aged over 18 living or working in the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames, except for Waste and Recycling officers, Chief Officers and elected members for all 7 Local Authorities who will not be eligible for the prize.
3. Residents must fulfil the following criteria to be eligible for the prize draw:
 - a) Complete all questions in the questionnaire
 - b) Fill in their contact details
 - c) Consent to being entered into the prize draw
4. The Winner will be selected at random by sampling. If the selected questionnaire does not fulfil the above criteria, the random selection process will be repeated to find another questionnaire. This will be repeated until a questionnaire that satisfies the prize draw criteria is found.
5. Any challenges to the reward scheme or final decision will be considered as part of the Authority's normal complaints procedure.
6. The West London Waste Authority may require winners to participate in some promotional activity but will require their consent. No complete addresses will be disclosed publicly. The Authority will hold the copyright to any images taken as a result of any publicity and may reproduce these at any time to promote its services.
7. Winners be contacted directly by 15 December 2010 and published by 30 January 2011 on the Authority's website, www.westlondonwaste.gov.uk.





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Competition prize details





Item	Picture	Details	Bought from	Value
Good Food – Family Meal Planner		ISBN 978-1-846-07756-2 Random Books 2009	Foyles	£12.99
Good Housekeeping – Family meals for a fiver		ISBN 978-84340-537-5 Anova Books 2009	WHSmith	£14.99
Fridge thermometer			Wilkinson	£1.00
Bag clips			Wilkinson	£1.00

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Measuring cups				Asda	£1.99
Measuring spoons				Asda	£0.97
Assorted plastic storage containers				Wilkinson	£12.00
Ice packs				Robert Dyas	£2.48

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Kitchen timer				£2.75
Pyrex measuring jug				£2.00
Scales				£9.75



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Appendix 5: West London Waste website screen prints



Appendix 6: Recipe cards



Cook once, eat twice
Risottos are a fantastic way to use your leftover cooked rice and any sausages or other meat you have in the fridge.

sausage risotto

By Alison Jones, Aylesbury

Feeds 4
1 tablespoon oil
1 onion, peeled and finely chopped
1 carrot, peeled and finely chopped
2-3 leftover cooked sausages cut into small chunks
400g of leftover boiled rice – must be cooled quickly and stored in the fridge for no more than a day
400g tin chopped tomatoes
1 tablespoon tomato puree
Pinch mixed dried herbs
Grated Cheddar cheese and basil to serve

1. Heat the oil in a saucepan. Add the onions and carrot and cook until just soft. Add the sausages and rice and stir for a minute or so to drive off any excess moisture.
2. Tip in a tin of chopped tomatoes and tomato puree with the herbs. Stir together. Bring to the boil and simmer, and keep stirring for about 5 minutes, adding a little water if needed to thin.
3. Serve with grated cheese and sprinkle with basil leaves.

LOVE



Every year in the UK we throw away £12 billion worth of good food, costing the average family £50 a month. The good news is that there are some quick and easy things we can all do to reduce the amount of food we throw away. Here are a few of our favourites for measuring everyday portions.

Perfect Portions

Mug
A mug is handy for measuring uncooked rice.
4 adults = Full mug, 300ml
2 adults = Half a mug, 150ml

Tablespoon
Ideal for measuring child portions.
Use 2½ tablespoons for rice, beans or dried fruit.

Scales
Kitchen scales are great for measuring exact portions.

Spaghetti measurer
Stand bundles of uncooked spaghetti on our handy measurer to get perfect portions.

The portion calculator at lovefoodhatewaste.com removes the guesswork when it comes to portions, helping you cook and serve the right amount.

LOVE

Freezer

Every year in the UK we throw away £1.2 billion worth of good food, costing the average family £50 a month. Using the freezer more can help save time, money and effort so here are a few top tips for using the freezer – remember it's just a colder cupboard!

Top Tips

When shopping buy a combination of frozen and fresh foods for convenience and check to see if fresh foods can be frozen for later. Foods with use-by dates can be frozen right up to the end of that date.

When cooking save time by doubling up on family favourites such as lasagne, bolognese sauces and curries; eat one for dinner and freeze one for later.

Successful freezing

Keep a freezer list; note down items as you put them in the freezer and cross them off as you take them out.

There are lots of ways to save space in your freezer. Use the smallest possible containers, freeze liquids in bags (freeze them flat first) and remove any unnecessary packaging (cut out cooking instructions).

Label containers and bags with their contents and the date that you freeze them. Seal well and exclude air to prevent freezer burn.

Did you know?

Most things can be frozen, including tomatoes. Freeze them whole and use straight from the freezer to make tasty pasta sauces.

For handy tips and recipes to help reduce food waste, visit lovefoodhatewaste.com



Vegetable Lasagne

By Caroline Matson

Feeds 2 adults and 2 children

- 1 tablespoon olive oil
- 175g onions, peeled and finely chopped
- 2 small courgettes cut into 2.5cm dice
- 1 small pepper, cored and cut into 2.5cm squares
- 150g butternut squash, peeled and cut into chunks, optional
- 1 large leek, cut into discs, optional
- 1 garlic clove, peeled and crushed
- 400g tin chopped tomatoes
- 4 tablespoons tomato puree
- Salt and ground black pepper
- 300ml water or vegetable stock
- 225g pre-cooked lasagne

Cheese sauce

- 40g butter or margarine
- 35g plain flour
- 560ml milk
- 1/2 teaspoon mustard, English, Dijon

1. Preheat the oven to 180°C (350°F) gas mark 4. Grease a deep 30cm square ovenproof dish with a little oil.
2. In a frying pan heat the onions, courgettes, peppers and garlic in the remaining oil for a few minutes. Then add the tomatoes, tomato puree, seasoning and water or vegetable stock. Bubble for 10-15 minutes.
3. To make the cheese sauce, place all ingredients except the cheese and pumpkin seeds in a small saucepan and whisk continuously over a medium heat until the sauce begins to boil and thicken. Turn down the heat to its lowest and let the sauce cook for 2 minutes. Add half of the grated cheese.
4. Into the baking dish, pour one quarter of the sauce, followed by one third of the vegetable mixture. Sprinkle in a third of the cheese and follow this with a single layer of lasagne sheets. Repeat this process, ending up with a final layer of sauce, then a good sprinkling of cheese and the pumpkin seeds for added crunch.
5. Cook in the oven for 25-30 minutes or until golden and bubbling.



Date Labels

Every year in the UK we throw away £12 billion worth of good food, costing the average family £50 a month. The good news is that there are some quick and easy things we can all do to reduce the amount of food we throw away 'in date'.

USE BY
08 DEC '09

BEST BEFORE
03 MAY '09

Use-By
Food can be eaten or frozen right up to the end of this date. Follow storage instructions on packs. 'Use by' dates are usually found on chilled products such as meat, soft cheeses and dairy-based desserts.

Best Before
These dates refer to quality rather than food safety. Foods with a 'best before' date should be safe to eat after the 'best before' date, but they may no longer be at their best. One exception is eggs - never eat eggs after the 'best before' date. 'Best before' dates are usually found on items with long shelf lives such as frozen, tinned or dried foods, and pre-packed fruit and vegetables.

Display Until and Sell By
You can ignore these dates as they are for shop staff not for shoppers.

For handy tips and recipes to help reduce food waste, visit lovefoodhatewaste.com

LOVE

Jamaican Vegetables, Beans and Rice

By Caroline Manson

Feeds 4-6

- 75g streaky bacon, roughly chopped
- 1 onion, peeled and chopped
- 2 garlic cloves, peeled and crushed
- 2 x 400g tin kidney beans, drained and rinsed
- 400ml tin coconut milk
- 250g fatterham, sausage or Polish sausage cut into small pieces
- 1/2 teaspoon cayenne pepper
- 1/2 teaspoon dried thyme or a few sprigs of fresh thyme leaves
- 300ml long-grain rice (roughly a mug of uncooked rice)
- Leftover vegetables such as peppers, courgettes, broccoli
- Tabasco sauce or a hot sauce of your choice
- Sea salt and ground black pepper
- Coriander sprigs

1. In a non-stick medium pan, add the chopped bacon and cook until the fat is released. Then add the onion and garlic, and cook over a low heat until just soft.
2. Add the beans, coconut milk, ham or sausage, cayenne pepper and thyme, and bring to the boil. Allow it to cook, stirring for about 1 minute.
3. Add the rice and 450ml boiling water. Turn down the heat to barely a simmer, cover and leave undisturbed for about 25 minutes.
4. When the rice is tender, stir gently and add any leftover vegetables. Add the Tabasco and season to taste. Serve in bowls and garnish with coriander sprigs. Allow your guests to help themselves to extra hot sauce.

LOVE

Cook once, eat twice
This well-known Jamaican family dish was traditionally served on Mondays to use up the salty ham left over from Sunday's dinner.



Meat and Fish

Every year in the UK we throw away £12 billion worth of good food, costing the average family £50 a month. The good news is that there are some quick and easy things we can all do to reduce the amount of food we throw away. Here are a few of our favourites to make the most of your meat and fish.

Freeze for later

Buying large quantities of meat or fish can often be economical, just divide up the big packs into smaller portions and freeze.

For a quick supper, cut raw meat into thin strips or chunks before freezing. It will defrost in no time and is great for stir-frys and curries.

Lovely leftovers

Often small portions of meat are left over from last night's supper. Why not keep that odd portion of pie, curry or stew to have as a tasty lunch the next day.

Cooked meat and fish will keep for two days in the fridge, just cool quickly and wrap well.

Flake leftover fish into scrambled eggs for a delicious breakfast or mix with cream cheese or mayonnaise for a quick pâté.

Did you know?

If you defrost raw meat and then cook it thoroughly, you can freeze it again. Take care to defrost thoroughly and re-heat until piping hot.

For handy tips and recipes to help reduce food waste, visit lovefoodhatewaste.com



Nasi Goreng

By John Burton Race

Feeds 2 adults and 2 children

- 60ml sesame seed oil
- 2 onions, finely chopped
- 1 red chilli, de-seeded and finely chopped
- 2 garlic cloves, crushed
- 200g smoked streaky bacon, diced
- 100g cooked cold chicken
- 100g cooked prawns
- 2 eggs
- A little oil for frying
- 250g cooked rice
- 100g sweetcorn
- 2 tablespoons plum sauce
- 1 tablespoon soy sauce

1. Warm the oil in a large pan and gently cook the onions, chilli and garlic until soft.
2. Add the bacon, turn up the heat and cook quickly, stirring often. Then add the chicken and prawns. Cook quickly for 2 minutes, stirring continuously.
3. Heat a small frying pan, beat the eggs until smooth and, in a little oil, cook the eggs on a moderate heat like a big, flat pancake with little or no colour. Turn once, then turn out onto a table or board. When cooked, roll up like a Swiss roll and slice thinly.
4. Add the rice, sweetcorn, plum sauce and soy sauce to the meat and reheat well, tossing to mix together. Taste for seasoning and correct if required.
5. Serve with the shredded egg sprinkled on top.

Love Food Hate Waste



Rescue recipe

This recipe is great for using up any leftover yogurt and overripe bananas.

Banana Yogurt Pancakes with Apple and Berry Compote

By Caroline Watson

Feeds 2 adults

- 1 egg, lightly beaten
- 125ml milk
- 125ml natural yogurt
- 2 overripe bananas, washed with a fork
- 150g plain flour
- 2 teaspoons baking powder
- 1 tablespoon brown sugar
- Pinch of salt


Apple and Berry Compote





- 4 medium eating apples, peeled and cores removed
- 100ml orange or apple juice
- Pinch of cinnamon
- Handful of berries such as blueberries, raspberries, strawberries

1. Mix together the egg, milk, yogurt and bananas.
2. Sieve the flour with the baking powder into a large bowl, then stir in the 'wet' ingredients, sugar and salt. The batter will look a little lumpy. Transfer to a mixing jug and allow to stand for 10 minutes.
3. Heat a lightly oiled frying pan over a medium heat until smoking hot. Turn the heat down and pour small batches of batter into the pan. Cook on each side until golden, using a palette knife to flip.
4. Put onto a plate in a warm place until you finish cooking all the pancakes.
5. Serve with the Apple and Berry Compote (see below) and extra yogurt if you like.

Apple and Berry Compote

1. Put the apples, orange juice and cinnamon into a heavy-based pan and cook over a low heat for about 10 minutes or until just tender.
2. Stir in the berries and serve warm with the pancakes.





Every year in the UK we throw away £12 billion worth of good food, costing the average family £50 a month.

The good news is that there are some quick and easy things we can all do to reduce the amount of food we throw away. Here are a few of our favourites to make the most of your fruit and vegetables.

Fruit and Vegetables

Storage

Most fruit and vegetables will keep fresher for longer if stored in the fridge, in the bag or pack they came in.

Keep onions and potatoes in a cool dark place.

Store bananas out of the fridge and away from other fruit.

Top Tips

Over ripe fruit is great in a smoothie or crumble.

Use up fruit on cereal and in curries.

Tired vegetables are great in a stir-fry, soup, sauce or casserole.

Leftover vegetables are lovely added to pasta or rice dishes.

Don't forget!

Your vegetable peelings, unusable salad leaves and fruit scraps are perfect ingredients for your compost bin.

For handy tips and recipes to help reduce food waste, visit lovefoodhatewaste.com



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Appendix 7: Meal planner

West London Waste
Let's be resourceful

Meal Planner

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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Appendix 8: Leftovers competition details

It's not just leftovers competition briefing

Aim: To raise the profile of the Love Food Hate Waste campaign using the lovely leftovers message by offering a prize for entrants telling others about great ways to use Christmas dinner leftovers

The Competition (what)

Tell us how you use your Christmas dinner leftovers? Send in a recipe tell us how you will create another meal (starter, main meal or desert) using at least 2 items of leftovers from your Christmas dinner.

When

Launch: 29 November 2010

Closing date: 23 January 2011

Winner announced: Mid February 2011

Who can enter

Residents of the West London Boroughs, Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames are eligible to enter this competition

There are 1.4 million people in 600,000 households living in West London.

The Prize

The winner can choose between:

1. A hamper of items to help you reduce the amount of food throw away by smart storage of food, ideas for using up your leftovers and making it easy to plan your meals, worth up to £70
2. £100 to spend in one of the participating restaurants in West London. All the restaurants are members of the Sustainable Restaurant Association and have made a commitment to taking actions to reduce their negative impacts on the environment and society.

How to enter

Write out your recipe in full giving instructions on how to make the dish so our judges can try out the recipe idea. Send this along with your personal details including name and address, details of what you had for your Christmas dinner and a photograph of the meal you created with your leftovers (photograph is optional).

Residents should send their entries to the competition to:

Email: info@westlondonwaste.gov.uk

Post to: Waste Minimisation Coordinator

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WLWA,
Mogden Works
Modgen Lane
Isleworth
Middlesex
TW7 7LP

You will receive confirmation of your entry within 5 working days. If you do not receive this confirmation please contact WLWA on 020 8587 1770.

It's not just leftovers competition - Terms and Conditions

8. Only entries received by West London Waste Authority before 23 January 2011 will be entered into the competition. There is only one prize available.
9. The competition is open to anyone aged over 18 living in the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames, except for Council Waste and Recycling officers, Chief Officers and elected members from all 7 Local Authorities, who will not be eligible for the prize.
10. Residents must fulfil the following criteria to be eligible for the prize:
 - d) The recipe must include at least 2 items of leftovers from the entrants Christmas dinner
 - e) The recipe must include full instructions so another person can re-create the dish
 - f) The recipe should not be copied directly from another published source such as a cookery book or website
11. The Winner will be selected by a panel of 3 judges, from the seven West London Local Authorities including Officers and Councillors.
12. Anyone found to be contacting any of the judges to influence the decision will be disqualified from the competition.
13. Any challenges to the final decision will be considered as part of the Authority's normal complaints procedure.
14. The West London Waste Authority may require winners to participate in some promotional activity but will require their consent. No complete addresses will be disclosed publicly. The Authority will hold the copyright to any images taken as a result of any publicity and may reproduce these at any time to promote its services.

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15. Winner to be contacted directly by 11 February 2011. The winning recipe and name of the winner will be published by 1 March 2011 on the Authority's website, www.westlondonwaste.gov.uk. Other recipes may also be published.
16. The winner must choose one of the prizes offered in the initial advertising of the competition. Every effort will be made to ensure availability of the restaurants advertised but entrants should be aware that availability at restaurants may vary or change due to external circumstances.
17. There is no cash equivalent prize. You need to use the full value of the voucher in one visit to the restaurant of your choice.
18. WLWA do not accept liability for items lost in the post or blocked by our email filter.

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Appendix 9: Press pack

West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Brent residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Brent households created almost 105,000 tonnes of rubbish in 2009/10 – enough to fill 49 Olympic-sized swimming pools.

Brent residents managed to reduce their household waste by two percent last year, but on average each of us generated 386 kg of rubbish – that's about 19 times heavier than the luggage allowance for a flight – and although 29% was recycled, most ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions. Brent will be holding its own public events during the week, including:

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Sunday 21 November 8 am – 4 pm	Launch of furniture and WEEE reuse project at Brent HWRC site.	Brent HWRC, Abbey Road NW10 7JT
Monday 22 November 10 am – 5 pm	Love Food Hate Waste roadshow –pick up freebies and tips to make the most of the food you buy.	Willesden Green library complex
Tuesday 23 November 7.30 pm	Stall and food waste presentation at Brent Climate Change action group.	Willesden Green library complex

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Brent are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

1. The European Week for Waste Reduction is a three-year project supported by the LIFE+ Programme of the European Commission until 2011. The Week takes place from the 20th to the 28th November 2010. To find out more visit www.ewwr.eu.
2. The West London Waste Authority West London Waste Authority (WLWA) is a local authority responsible for disposing of the waste collected by the following West London boroughs and delivered to WLWA's three waste transfer stations.
 - London Borough of Brent
 - London Borough of Ealing
 - London Borough of Harrow
 - London Borough of Hillingdon
 - London Borough of Hounslow
 - London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

Local Communications Support

West London waste Partnership LON 400-266-1

Campaign Report

Date: January 2011

3. Brent Council [insert council blurb]

West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Ealing residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Ealing households created almost 108,000 tonnes of rubbish in 2009/10 – enough to fill 51 Olympic-sized swimming pools.

Ealing residents managed to reduce their household waste by an impressive eight percent last year (the eighth largest reduction in the country). But, on average, each of us generated 352 kg of rubbish – that's about 18 times heavier than the luggage allowance for a flight – and although 37.6% was recycled, most still ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions. Ealing will be holding its own public events during the week, including:

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Tuesday 23 November 10 am – 5 pm	Love Food Hate Waste roadshow –pick up freebies and tips to make the most of the food you buy.	Ealing Customer Services Centre, Perceval House, 14-16 Uxbridge Road, London W5 2HL
Wednesday 24 November 11 am – 4 pm	Love Food Hate Waste roadshow.	Ealing main library 103 Ealing Broadway Centre, The Broadway, London, W5 5JY

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Ealing are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

4. The European Week for Waste Reduction is a three-year project supported by the LIFE+ Programme of the European Commission until 2011. The Week takes place from the 20th to the 28th November 2010. To find out more visit www.ewwr.eu.
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 - London Borough of Hillingdon
 - London Borough of Hounslow
 - London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

6. Ealing Council [insert council blurb]

Local Communications Support

West London waste Partnership LON 400-266-1

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West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Harrow residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Harrow households created almost 92,000 tonnes of rubbish in 2009/10 – enough to fill 43 Olympic-sized swimming pools.

Harrow residents managed to reduce their household waste by 4.5 percent last year. But, on average, each of us generated 427 kg of rubbish – that's about 21 times heavier than the luggage allowance for a flight – and although an impressive 46% was recycled, reused or composted, about half still ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions.

Harrow will be holding its own public events during the week, including a Love Food Hate Waste roadshow on Thursday 25 November (10am – 2pm) at Harrow Civic Centre, where residents will be able to pick up

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freebies and tips to help them make the most of food.

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Harrow are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

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 - London Borough of Hillingdon
 - London Borough of Hounslow
 - London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

9. Harrow Council [insert council blurb]

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West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Hillingdon residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Hillingdon households created over 109,000 tonnes of rubbish in 2009/10 – enough to fill 51 Olympic-sized swimming pools.

Hillingdon residents managed to reduce their household waste by an impressive five percent last year. But, on average, each of us generated 436 kg of rubbish – that's about 22 times heavier than the luggage allowance for a flight – and although 41% was recycled, reused or composted, most still ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions. Hillingdon will be holding its own public events during the week, including:

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Sunday 21 November and Saturday 27 November 8 am – 4 pm	Give and Take Days – residents can bring items they no longer need or want that are still working and take away items that someone else has given.	New Years Green HWRC New Years Green Lane Harefield, Middlesex UB9 6LX
Saturday 27 November 9 am – 5 pm	Furniture Project Open Days – support your local furniture reuse shop, go and shop or donate unwanted items that others can benefit from. Learn about what they do and the people they help.	Redford House, Redford Way, Uxbridge, UB8 1SZ and 3-7 Willow Tree Lane, Hayes, Middlesex, UB4 9BB

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Hillingdon are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

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- London Borough of Ealing
- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

12. Hillingdon Council [insert council blurb]

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West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Hounslow residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Hounslow households created almost 96,000 tonnes of rubbish in 2009/10 – enough to fill 45 Olympic-sized swimming pools.

Hounslow residents managed to reduce their household waste by 2.5 percent last year, but on average each of us generated 434 kg of rubbish – that's about 22 times heavier than the luggage allowance for a flight – and although 33% was recycled, most ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions. Hounslow will be holding its own public events during the week, including:

Monday 22 November	Swishing event – residents can swap	Hounslow Civic Centre
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5.30 pm – 7.30 pm	clothes they no longer want for ones they do, all for free.	Lampton Road, Hounslow, TW3 4DN
Wednesday 24 November 12 pm – 2 pm	Love Food Hate Waste roadshow – pick up freebies and tips to make the most of food.	Hounslow Civic Centre Lampton Road, Hounslow, TW3 4DN
Wednesday 24 November 7 pm	Presentation at Brentford Recycling Action Group about preventing waste, followed by a Give and Take event.	Age UK, Alexandra House, Albany Road, BRENTFORD, TW8 0NE
Saturday 27 November 10am – 4 pm	Open day at Hounslow Furniture reuse project – support your local furniture reuse shop, go and shop or donate unwanted items that others can benefit from. Learn about what they do and the people they help.	Carnegie Hall, Northcote Ave, Isleworth, TW7 7JQ

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Hounslow are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

13. The European Week for Waste Reduction is a three-year project supported by the LIFE+ Programme of the European Commission until 2011. The Week takes place from the 20th to the 28th November 2010. To find out more visit www.ewwr.eu.

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- London Borough of Brent
- London Borough of Ealing

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- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

15. Hounslow Council [insert council blurb]

West London Waste
Let's be resourceful



Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

Richmond residents urged to shrink their bins

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Richmond households created almost 77,500 tonnes of rubbish in 2009/10 – enough to fill 36 Olympic-sized swimming pools.

Richmond residents managed to reduce their household waste by an impressive 4.5 percent last year. But, on average, each of us generated 430 kg of rubbish – that's about 22 times heavier than the luggage allowance for a flight – and although 43% was recycled or composted, most still ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

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The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions. Richmond will be holding its own public events during the week, including:

Friday 19 November 6 pm – 10 pm	New School New You is a sale of nearly new clothing and accessories (Womens, Teen (11+) and Mens). It features a catwalk show, makeovers, refreshments and a range of complimentary beauty and health treatments. Entrance is £5 for adults and £2 for students, including a welcome drink and raffle ticket.	Teddington School Broom Road, Teddington TW11 9PJ
Friday 26 November 9 am – 5 pm	Love Food Hate Waste roadshow –pick up freebies and tips to make the most of the food you buy.	Sainsburys Lower Richmond Road Richmond TW9 1YB
Saturday 27 November 10 am – 1 pm	Open Day at Richmond furniture reuse project – support your local furniture reuse shop, go and shop or donate unwanted items that others can benefit from. Learn about what they do and the people they help.	1a Fortescue Avenue Twickenham Middlesex TW2 5LS

[insert name of spokesperson] said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Richmond are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit **www.westlondonwaste.gov.uk** (from 22 November).

ENDS

Contact:

[Insert press office details]

Editor's notes

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- London Borough of Brent
- London Borough of Ealing
- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

18. Richmond upon Thames Council [insert council blurb]

West London Waste
Let's be resourceful

Insert borough logo here

NEWS RELEASE

22 November 2010
Immediate release

Brent residents choose to reuse

Last Sunday, a new community-led reuse project was launched with an unusual tea party at the Brent Household Waste and Recycling Centre (HWRC) in Abbey Road.

The initiative has been set up to keep the mountain of furniture and domestic appliances that are thrown out each year out of landfill, while at the same time benefitting the local community by helping families on a budget furnish their homes.

From now on, residents bringing furniture and electrical items to the HWRC site will be able to separate their items for reuse in new containers. Working electrical items will be taken away by local company Sanek Ventures to be tested for safety and functionality before being made available to the public, while those

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that cannot be used will be recycled.

Good quality reusable furniture will be taken by Furnish, a reuse charity linked with the Shepherd's Bush Housing Association. Through their warehouse, furniture will be made available to people on low incomes and recent home-movers living in social housing. Furniture made from wood or metal that cannot be reused will be recycled.

One satisfied customer, Mr. Aguiar, said: "We had nothing when we arrived in our Council flat. Furnish allowed our three children to have a bed and not to feel like we lived in poverty. Without this, we would have slept on the floor until we had got enough money to buy beds".

As well as providing affordable furniture, the scheme also offers training and volunteering opportunities to local people. Barbra, who is a volunteer at Furnish, said: "This is a great opportunity to get some skills and work experience when hunting for a job. It is really rewarding to work on a project that helps so many people in need to turn their houses into homes, while diverting tonnes of furniture from damaging landfill".

To find out more about the project and to see how you can reduce and reuse your waste, visit **www.westlondonwaste.gov.uk**.

ENDS

Contact:

[Insert press office details]

Editor's notes

19. Furnish collects donated furniture and redistributes it to vulnerable and homeless people referred to them by a wide range of agencies such as the Citizens Advice Bureau. In the past year Furnish collected 170 tonnes of furniture, made 1,537 collections of donated furniture and delivered to over 800 homes.
20. The West London Waste Authority West London Waste Authority (WLWA) is a local authority responsible for disposing of the waste collected by the following West London boroughs and delivered to WLWA's three waste transfer stations.
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 - London Borough of Ealing
 - London Borough of Harrow

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- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

21. Brent Council [insert council blurb]



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West London Waste
Let's be resourceful

**LOVE
FOOD
hate waste**

Insert borough logo here

NEWS RELEASE

15 November 2010
Immediate release

It pays to be a food lover this Christmas

This Christmas residents in [insert borough] could save up to £50, simply by not throwing away food that could have been eaten.

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According to research by the Love Food Hate Waste campaign, UK households needlessly chuck out a staggering eight million tonnes of food every year – enough to fill Wembley Stadium around eight times over. This works out for the average family at about £50 worth of food in the bin every month. And it's not just peelings and bones either. Most of this is good food, like bread, meat, cheese and vegetables that we buy, but don't get round to eating.

But by following some simple steps, such as making a shopping list, storing food properly, planning portions and eating up tasty leftovers for lunch, we could all enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

As well as saving money by preventing waste, residents also have the chance to win a Christmas hamper worth £70, containing food lover goodies such as; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

To enter, all you need to do is visit www.westlondonwaste.gov.uk, or one of the roadshows taking place across West London (see dates below), and complete a short food lover questionnaire between 20 November and 5 December 2010.

Love Food Hate Waste roadshow dates:

Monday 22 November 10 am – 5 pm	Willesden Green library complex 95 High Road, Willesden, NW10 2SF
Tuesday 23 November 10 am – 5 pm	Ealing Customer Services Reception Perceval House, 14-16 Uxbridge Road, W5 2HL
Wednesday 24 November 11 am – 4 pm	Ealing main library 103 Ealing Broadway Centre, The Broadway, W5 5JY
Wednesday 24 November 12 pm – 2 pm	Hounslow Civic Centre Lampton Road, Hounslow, TW3 4DN
Thursday 25 November 10 am – 2 pm	Harrow Civic Centre Station Road Harrow HA1 2XY
Friday 26 November 9 am – 5 pm	Sainsburys Lower Richmond Road, Richmond, TW9 1YB

To find out more and to see how you can reduce waste this Christmas, visit
www.westlondonwaste.gov.uk

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ENDS

Contact:

[Insert press office details]

Editor's notes

22. Five festive food tips

1. Turkey doesn't have to be just for Christmas. Carve it all up on Christmas day and freeze any leftovers to use for pies, stir fry, curry or stroganoff.
2. If you're catering for extra people why not try the Perfect Portion calculator at lovefoodhatewaste.com/perfect_portions to remove the guess work?
3. As many of us don't want to even think about going to the shops over Christmas, milk and bread are both ideal basics for storing in the freezer. Leftover hard cheeses, such as stilton and cheddar, are also perfect for freezing and can be dropped straight into soups and sauces for extra flavour.
4. The most important date to remember at Christmas is the use-by date – you can eat or freeze foods right up to the end of the use-by date. Best before dates are for quality; you can eat foods after this date but they may no longer be at their best.
5. You can also find stocking filler ideas for foodie friends on lovefoodhatewaste.com to save money and make more of your food!

For more tips and advice, visit www.westlondonwaste.gov.uk and www.lovefoodhatewaste.com

23. The food lover competition is open to residents aged 18 or over who live or work in the boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow or Richmond upon Thames. The competition runs from 20 November to 5 December 2010. The winner will be contacted by 15 December 2010. For full terms and conditions, visit www.westlondonwaste.gov.uk

24. The West London Waste Authority (WLWA) is a local authority responsible for disposing of the waste collected by the following West London boroughs and delivered to WLWA's three waste transfer stations.

- London Borough of Brent
- London Borough of Ealing
- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

25. [insert council blurb]

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West London Waste
Let's be resourceful

LOVE
FOOD
hate waste

Insert borough logo here

NEWS RELEASE

1 December 2010
Immediate release

Love your leftovers this Christmas

This Christmas, residents in [insert borough] can win £100 to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips.

We all know how much food we can end up wasting at Christmas – all those soggy sprouts and turkey trimmings we never get round to eating. In fact, it's estimated that residents in West London will throw out a whopping 16,500 tonnes of perfectly edible food over the festive period costing each household around £50.

That's why the West London Waste Authority has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner. A panel of judges will then pick the tastiest recipe that uses leftovers most creatively.

The prize, which the winner can choose, is either a £100 voucher to spend in one of three local restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

The closing date for entries is **23 January 2011**. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP. Make sure you also include:

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- your name,
- your address and contact details,
- what you had for Christmas dinner, and
- a photo of you with your leftovers meal (optional).

Visit www.westlondonwaste.gov.uk for competition terms and conditions or to find out more about reducing food waste this Christmas.

ENDS

Contact:

[Insert press office details]

Editor's notes

26. Lovely Leftovers – make the most of your festive foods with our ten top tips:

1. Use the Christmas dinner portion planner to prepare just the right amount of food for your guests – www.lovefoodhatewaste.com/christmas_portion_planner
2. There aren't many festive foods that can't be frozen for later – keep freezer bags and pens to hand, label foods with the contents and the date before freezing.
3. Freeze any cold meats leftover after Boxing Day; they'll be ideal for sandwiches when we're back to work in the New Year.
4. Use up the last of the Christmas pudding by mixing with vanilla ice cream for a delicious dessert second time around – try the Christmas Pudding Ice Cream from lovefoodhatewaste.com
5. The cheeses that didn't get eaten over Christmas, such as stilton and cheddar, are perfect for freezing. Even the smallest portions can be frozen – they're perfect for dropping straight into soups and sauces for extra flavour.
6. Leftover turkey just doesn't just have to mean sandwiches, spice things up this year with Turkey, Chickpea and Coconut Curry from lovefoodhatewaste.com or use up those leftover veggies with the Mixed Vegetable Curry.
7. If there's an abundance of Christmas cake over the festivities, freeze in slices and defrost in the New Year as a treat at the end of a busy week.
8. Use up the smoked salmon from Christmas Day in a hearty Boxing Day breakfast - mix with scrambled eggs and pile on top of toast or a bagel!
9. Keep an eye on the dates on your festive foods – you can eat or freeze foods right up the end of the use by date. Best before dates are for quality you can eat foods after this date but they may no longer be at their best.
10. Party foods that didn't get eaten, such as quiches and sausage rolls are perfect for freezing and use in packed lunches when we're back to work, or school.

For more tips and advice, visit www.westlondonwaste.gov.uk and www.lovefoodhatewaste.com

2. The leftovers competition is open to residents aged 18 or over who live or work in the boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow or Richmond upon Thames. The competition runs from 29 November to 23 January 2011. The winner will be contacted by 11 February 2011. For full terms and conditions, visit www.westlondonwaste.gov.uk

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- London Borough of Ealing
- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

To find out more visit www.westlondonwaste.gov.uk

4. [insert council blurb]

5. Below is a description of each of the participating restaurants.

Sam's Brasserie and Bar

Sam's Brasserie & Bar is an informal, all-day neighbourhood restaurant serving award winning, modern European cuisine. With the use of fresh, seasonal ingredients coupled with a warm all-day feel, Sam's is a destination not only for locals but for diners throughout London. Sam's Brasserie and Bar joined the Sustainable Restaurant Association because we strongly believe in our responsibility to sustainability and know that we may well be judged on our social and environmental performance. Both our restaurants are true independent local establishments and therefore we have a sustainable role to play in the local community. There are many issues for us to look at and slowly with the help of the Sustainable Restaurant Association, we are trying to tackle as many as we can.

11 Barley Mow Passage
Chiswick, London W4 4PH
020 8987 0555
www.samsbrasserie.co.uk

Charlotte's Bistro

Charlotte's Bistro is an informal neighbourhood bar and restaurant which opened in February 2010, and is the sister to Charlotte's Place in Ealing which was originally founded in 1984. We are proud to be independent and local family owned to this day.

As part of our commitment to sustainability and local produce we source only high quality English and Welsh meat, our fish is delivered daily direct from Cornwall and most of our fruit and veg comes from Andreas over the road.

6 Turnham Green Terrace,
Chiswick, W4 1QP
020 8742 3590
www.charlottes.co.uk/bistro/index.html

Charlotte's Place

Charlotte's Place celebrated its 25th anniversary in 2009 and continues to draw locals in their droves week in week out. This hidden gem is tucked away on a quiet corner of Ealing Common so relies heavily on word

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of mouth and recommendation from those 'in the know'. There is real sense of welcome here coupled with care and attention to detail in the food. It is easy to see why so many of the patrons faithfully return week after week, year after year.

Chef Greg Martin sources his ingredients with great care and is always committed to using seasonal and local British produce. Drawing on mainly British, French and Italian influences you will find modern & traditional cooking in equal measure on the monthly changing menu.

16 St Matthew's Rd, Ealing, London, W5 3JT

020 8567 7541

www.charlottes.co.uk/place/index.html

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Appendix 10: Borough press releases

<http://www.brent.gov.uk/pressreleases.nsf/News/LBB-1462>

PRESS RELEASE

Food wasted in Brent at 50 tonnes per day

15/11/2010

In Britain we throw away over eight million tonnes of food each year, with Christmas one of the top triggers for over-shopping. On Monday 22 November Willesden Green Library will host 'Love Food, Hate Waste' to help people save money by wasting less food this Christmas and New Year.

In Brent, food waste accounts for 18 per cent of total waste, that's 18,720 tonnes of food waste annually; around 50 tonnes every day.

Since 'Love Food, Hate Waste' launched in November 2007, more than two million people have made changes to the way they shop, prepare, store and use food. The scheme also reduces the amount of material going to landfill saving local authorities at least £22 million in landfill charges.

Councillor James Powney, Lead Member for Environment and Planning, said: "We can all save money and reduce waste by not buying more than we need and taking more care over what we throw away. Use-by dates should always be observed. However, date marks such as 'display until' or 'sell by' often appear near the 'best before' or 'use by' date. The former are used by shops to help with stock control and are instructions for staff, not guidance for shoppers.

"So this year don't buy more food than you need in the first place. Don't bin food items that are still OK to eat and use your freezer to preserve food approaching its 'sell by' date rather than throwing it away."

Over the past three years 670,000 tonnes (that's over £1.5 billion) of food waste has been diverted from landfill and the reduction in carbon dioxide emissions is approximately three million tonnes. Research suggests £12 billion worth of food and drink waste could be avoided each year through better use of fridges and freezers.

Love Food, Hate Waste will be at Willesden Green Library foyer on Monday 22 November from 9am until 5pm providing advice on how to save money and reduce landfill. For more information visit <http://www.lovefoodhatewaste.com/> or www.brent.gov.uk/waste.

ENDS

Updated 15/11/2010 12:34:46

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<http://www.brent.gov.uk/pressreleases.nsf/News/LBB-1468>

PRESS RELEASE

Choose to reuse

22/11/2010

On Sunday (21 November 2010), a project to reuse furniture was launched at the Brent Household Waste and Recycling Centre (HWRC) at Abbey Road.

The new service for residents has been set up to keep the mountain of furniture and domestic appliances that are thrown out each year out of landfill, while at the same time benefitting the community by helping people to furnish their homes for less.

From now on, residents bringing furniture and electrical items to the HRWC site will be able to put their items for reuse into new containers. Working electrical items will be taken away by local company, Sanak Ventures, to be tested for safety before being made available for sale. Those that cannot be reused will be recycled.

Good quality reusable furniture will be taken by Furnish, a furniture reuse charity that is part of Shepherd's Bush Housing Group. Through their warehouse, furniture will be made available to people on low incomes and recent home-movers living in social housing. Furniture made from wood or metal that cannot be reused will be recycled.

Cllr James Powney, Lead Member for Environment and Planning, said; "Recycling helps to reduce the amount of waste sent for disposal but it will not solve the problem of the amount of waste that is being produced. This great scheme helps people on lower incomes and reduces waste so I'm very pleased that Brent is hosting it."

One satisfied customer, Mr. Aguiar, said: "We had nothing when we arrived in our flat. Furnish allowed our three children to have a bed. Without this service, we would have slept on the floor until we had got enough money to buy beds."

As well as providing affordable furniture, the scheme also offers training and volunteering opportunities to local people. Barbra, a volunteer at Furnish, said: "This is a great opportunity to get new skills and work experience while I look for a job. It is really satisfying to work on a project that helps people turn houses into homes, and it's good for the environment by reducing waste."

To find out more about the project and to see how you can reduce and reuse your waste, visit www.brent.gov.uk/waste or www.westlondonwaste.gov.uk .

ENDS

Updated 22/11/2010 10:41:15

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<http://www.brent.gov.uk/home.nsf/news/LBB-1303>

Share your leftover recipe and win a prize

22/12/2010

If you have a brilliant leftover food recipe from Christmas, why not enter into Waste Management's recipe competition?

First prize is either £100 to spend in a choice of three of west London's most sustainable restaurants or a hamper packed with foodie goodies including:

- weighing scales,
- storage containers
- Good Food and Good Housekeeping cookbooks
- bag clips
- a fridge thermometer
- measuring jug and spoons

How to Enter

All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner.

Go to www.westlondonwaste.gov.uk for more details and terms and conditions of how to enter. Closing date **23 January 2011**.

Updated 22/12/2010 14:41:35

http://www.ealing.gov.uk/press_releases/2010/november/pr241.html

Press Releases

Ealing's green credentials grow as recycling rate rises (PR 241)

Ealing's recycling rate has hit an all time high with approximately 40% of all waste currently being recycled.

The rate was 37% at the same time last year and the increase is in part due to an increase in participation in food waste recycling.

Forty-two percent of households in Ealing are now participating in the food waste service – up from 34% in March. This is largely because of Ealing Council's introduction of the kitchen caddy

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in July.

In the last year 38,193 tonnes of waste from across the borough has been recycled and saved from landfill - enough waste to fill 18 Olympic sized pools.

The total tonnage recycled is down from last year because of a general reduction in waste attributed to factors like manufacturers using more sophisticated or lighter weight packaging and changes in consumer habits. More residents are also taking steps to reduce their waste and reuse what they can. Across the borough household waste was reduced by an impressive 8% last year – the eighth largest reduction in the country.

This month also marks the first anniversary of the expansion of the flats recycling service, which enabled thousands more households to join in with recycling. This has been a great success with 478 tonnes of rubbish collected through this service.

Councillor Bassam Mahfouz, cabinet member for Transport and Environment, said: "It's great that Ealing residents have got the recycling bug and are using all of the services so effectively.

Diverting this waste from landfill has saved the taxpayer money - approximately £88 per tonne of landfill tax. However we cannot afford to be complacent - we must keep driving the participation rates up. The key to increasing recycling figures over the coming years will be to encourage more people to take up recycling. It is because of this that we recently launched our Recycling Rewards competition that offers a cash incentive to the wards that show the greatest improvements as well as the best overall recycling participation rates. I would encourage everyone to keep up the good work and continue recycling as much as possible as well as to spread the recycling message to friends and neighbours."

To help residents find out more about reducing waste, during European Week for Waste Reduction (20 – 28 November), Ealing Council is hosting two Love Food Hate Waste roadshows. At these free events you can pick up freebies and tips to make the most of the food you buy. They are being held on Tuesday, 23 November between 10am and 5pm at Ealing Customer Service Centre, Perceval House, and on Wednesday, 24 November, between 11am and 6pm at Ealing Central Library, in the Ealing Broadway Centre.

For more information about general recycling and Recycling Rewards, visit www.ealing.gov.uk/recycling.

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Date: January 2011

Residents invited to give and take

News release: 16 November 2010

Hillingdon residents are being encouraged to swap their trash for treasure to reduce the number of useful items ending up in landfill sites.

Hillingdon Council is holding Give or Take days where people can give away unwanted household goods, or pick up something someone else no longer needs for free.

The events will take place at Harefield Civic Amenity Site, New Years Green Lane, Harefield on Sunday 21 and Saturday 27 November from 10.30am-3pm.

Councillor Keith Burrows, Cabinet Member for Planning, Transportation and Recycling, said: "One man's trash is very often another man's treasure. This is a great way to pick up something useful and clear out all your unwanted items. Recycling rates in the borough continue to be among the highest in London and I think this kind of scheme will prove very popular among residents."

Electrical appliances, knives, very large pieces of furniture or any items that are in a poor condition will not be accepted.

For more information about refuse and recycling visit www.hillingdon.gov.uk/recycling

<http://www.hillingdon.gov.uk/index.jsp?articleid=22039>

Love your leftovers this Christmas

News release: 09 December 2010



This Christmas, residents in Hillingdon can win 100 pounds to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips.

We all know how much food we can end up wasting at Christmas – all those soggy sprouts and turkey trimmings we never get round to eating. In fact, it's estimated that residents in

West London will throw out a whopping 16,500 tonnes of perfectly edible food over the festive period costing each household around £50.

That's why the West London Waste Authority has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner. A panel of judges will then pick the tastiest recipe that uses leftovers most creatively.

The prize, which the winner can choose, is either a £100 voucher to spend in one of three local

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restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

The closing date for entries is 23 January 2011. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP. Make sure you also include:

- your name,
- your address and contact details,
- what you had for Christmas dinner, and
- a photo of you with your leftovers meal (optional).

Visit www.westlondonwaste.gov.uk for competition terms and conditions or to find out more about reducing food waste this Christmas.

Further information:

1. Lovely Leftovers – make the most of your festive foods with our ten top tips:

1. Use the Christmas dinner portion planner to prepare just the right amount of food for your guests – www.lovefoodhatewaste.com/christmas_portion_planner
2. There aren't many festive foods that can't be frozen for later – keep freezer bags and pens to hand, label foods with the contents and the date before freezing.
3. Freeze any cold meats leftover after Boxing Day; they'll be ideal for sandwiches when we're back to work in the New Year.
4. Use up the last of the Christmas pudding by mixing with vanilla ice cream for a delicious dessert second time around – try the Christmas Pudding Ice Cream from www.lovefoodhatewaste.com
5. The cheeses that didn't get eaten over Christmas, such as stilton and cheddar, are perfect for freezing. Even the smallest portions can be frozen – they're perfect for dropping straight into soups and sauces for extra flavour.
6. Leftover turkey just doesn't just have to mean sandwiches, spice things up this year with Turkey, Chickpea and Coconut Curry from

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lovefoodhatewaste.com or use up those leftover veggies with the Mixed Vegetable Curry.

7. If there's an abundance of Christmas cake over the festivities, freeze in slices and defrost in the New Year as a treat at the end of a busy week.
8. Use up the smoked salmon from Christmas Day in a hearty Boxing Day breakfast - mix with scrambled eggs and pile on top of toast or a bagel!
9. Keep an eye on the dates on your festive foods – you can eat or freeze foods right up to the end of the use by date. Best before dates are for quality you can eat foods after this date but they may no longer be at their best.
10. Party foods that didn't get eaten, such as quiches and sausage rolls are perfect for freezing and use in packed lunches when we're back to work, or school.

For more tips and advice, visit www.westlondonwaste.gov.uk and www.lovefoodhatewaste.com.

2. The leftovers competition is open to residents aged 18 or over who live or work in the boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow or Richmond upon Thames. The competition runs from 29 November to 23 January 2011. The winner will be contacted by 11 February 2011. For full terms and conditions, visit www.westlondonwaste.gov.uk.

3. The West London Waste Authority West London Waste Authority (WLWA) is a local authority responsible for disposing of the waste collected by the following West London boroughs and delivered to WLWA's three waste transfer stations.

- London Borough of Brent
- London Borough of Ealing
- London Borough of Harrow
- London Borough of Hillingdon
- London Borough of Hounslow
- London Borough of Richmond upon Thames

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http://www.hounslow.gov.uk/news_mod_home/news_mod_year/news_mod_month/news_mod_s how?year1=2010&month1=11&NewsID=44249

Hounslow residents urged to shrink their bins **Wed, 17 November 2010**

Residents are being encouraged to shrink their bins during European Week for Waste Reduction (20 – 28 November 2010) as recently released government figures reveal that Hounslow households created almost 96,000 tonnes of rubbish in 2009/10 – enough to fill 45 Olympic-sized swimming pools.

Hounslow residents managed to reduce their household waste by 2.5 percent last year, but on average each of us generated 434 kg of rubbish – that's about 22 times heavier than the luggage allowance for a flight – and although 33% was recycled, most ended up in landfill.

The waste-saving week will highlight the many things local residents can do to further shrink their bins, such as: reusing, swapping, repairing, sharing, and only buying what you need. And on Sunday 21 November, West London Waste Authority will launch a new website – www.westlondonwaste.gov.uk – to help residents reduce, reuse and recycle everything from batteries and books to paint, plastic packaging and toys.

The initiative will see citizens across Europe take action to reduce waste and prevent precious resources from being needlessly thrown away. Last year 2,670 actions took place across 14 European countries. This year, over 40 events are planned across London alone, from recycled fashion shows to school competitions.

Hounslow will be holding its own public events during the week, including:

Date and time: Monday 22 November - 5.30 pm – 7.30pm

Details: Swishing event – residents can swap clothes they no longer want for ones they do, all for free.

Address: Hounslow Civic Centre, Lampton Road, Hounslow, TW3 4DN

Date and time: Wednesday 24 November -12pm – 2pm

Details: Love Food Hate Waste roadshow – pick up freebies and tips to make the most of food.

Address: Hounslow Civic Centre, Lampton Road, Hounslow, TW3 4DN

Date and time: Wednesday 24 November - 7pm

Details: Presentation at Brentford Recycling Action Group about preventing waste, followed by a Give and Take event.

Address: Age UK, Alexandra House, Albany Road, Brentford, TW8 0NE

Date and time: Saturday 27 November - 10am – 4pm

Details: Open day at Hounslow Furniture reuse project – support your local furniture reuse shop, go and shop or donate unwanted items that others can benefit from. Learn about what they do and the people they help.

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Address: Carnegie Hall, Northcote Ave, Isleworth, TW7 7JQ

Cllr Corinna Smart, Hounslow's executive member for the environment said: "This is a great opportunity for us all to redouble our efforts to prevent tonnes of rubbish going to landfill. Even recycling uses energy and resources, so it's best to try to reduce the amount of waste we produce in the first place. The events taking place across the capital and in Hounslow are all about inspiring people to help prevent waste, protect the environment and save money, energy and natural resources."

To find out more about the week and to see how you can reduce your waste, visit www.westlondonwaste.gov.uk (from 21 November).

http://www.hounslow.gov.uk/news_mod_home/news_mod_year/news_mod_month/news_mod_s how?year1=2010&month1=11&NewsID=44253

It pays to be a food lover this Christmas

Wed, 17 November 2010

This Christmas residents in Hounslow could save up to £50, simply by not throwing away food that could have been eaten.

According to research by the Love Food Hate Waste campaign, UK households needlessly chuck out a staggering eight million tonnes of food every year – enough to fill Wembley Stadium around eight times over. This works out for the average family at about £50 worth of food in the bin every month. And it's not just peelings and bones either. Most of this is good food, like bread, meat, cheese and vegetables that we buy, but don't get round to eating.

But by following some simple steps, such as making a shopping list, storing food properly, planning portions and eating up tasty leftovers for lunch, we could all enjoy an extra bit of cash in the run up to Christmas and reduce the amount of food ending up in landfill.

As well as saving money by preventing waste, residents also have the chance to win a Christmas hamper worth £70, containing food lover goodies such as; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

To enter, all you need to do is visit www.westlondonwaste.gov.uk, or one of the roadshows taking place across West London (see dates below), and complete a short food lover questionnaire between 20 November and 5 December 2010.

Love Food Hate Waste roadshow dates:

Monday 22 November from 10am to 5pm

Willesden Green library complex
95 High Road
Willesden
NW10 2SF

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Tuesday 23 November from 10am to 5pm

Ealing Customer Services Reception
Perceval House
14-16 Uxbridge Road
W5 2HL

Wednesday 24 November from 11am to 4pm

Ealing main library
103 Ealing Broadway Centre
The Broadway
W5 5JY

Wednesday 24 November from 12pm to 2pm

Hounslow Civic Centre
Lampton Road
Hounslow
TW3 4DN

Thursday 25 November from 10am to 2pm

Harrow Civic Centre
Station Road
Harrow
HA1 2XY

Friday 26 November from 9am to 5pm

Sainsburys
Lower Richmond Road
Richmond
TW9 1YB

To find out more and to see how you can reduce waste this Christmas, visit
www.westlondonwaste.gov.uk

http://www.hounslow.gov.uk/news_mod_home/news_mod_year/news_mod_month/news_mod_s/how?year1=2010&month1=12&NewsID=44505

Love your leftovers this Christmas

Wed, 08 December 2010

This Christmas, residents in Hounslow can win £100 to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips.

We all know how much food we can end up wasting at Christmas – all those soggy sprouts and turkey trimmings we never get round to eating. In fact, it's estimated that residents in West London will throw out a whopping 16,500 tonnes of perfectly edible food over the festive period costing each household around £50.

That's why the West London Waste Authority has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner. A panel of judges will then pick the tastiest recipe that uses leftovers most

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creatively.

The prize, which the winner can choose, is either a £100 voucher to spend in one of three local restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

Cllr Corinna Smart, Hounslow's lead member for the environment said:

"Everyone has leftover food from the Christmas period – this is a great incentive for the people of Hounslow to use their imagination and win a prize to boot.

Waste food costs not only the council money to dispose of, but also residents, to the tune of £50 per household. Being creative and finding a way to turn leftovers into something delicious is definitely something we support."

The closing date for entries is 23 January 2011.

Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP.

Make sure you also include:

- your name,
- your address and contact details,
- what you had for Christmas dinner, and
- a photo of you with your leftovers meal (optional).

Visit the [West London Website](#) for competition terms and conditions or to find out more about reducing food waste this Christmas.

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Appendix 11: Media coverage

<http://www.ealinggazette.co.uk/ealing-news/local-ealing-news/2010/11/18/ealing-s-green-credentials-grow-as-recycling-rate-rises-64767-27673872/>

Ealing's green credentials grow as recycling rate rises

[Nov 18 2010](#)

Ealing's recycling rate has hit an all time high with approximately 40% of all waste currently being recycled.

The rate was 37% at the same time last year and the increase is in part due to an increase in participation in food waste recycling.

Forty-two percent of households in Ealing are now participating in the food waste service – up from 34% in March. This is largely because of Ealing Council's introduction of the kitchen caddy in July.

In the last year 38,193 tonnes of waste from across the borough has been recycled and saved from landfill - enough waste to fill 18 Olympic sized pools.

The total tonnage recycled is down from last year because of a general reduction in waste attributed to factors like manufacturers using more sophisticated or lighter weight packaging and changes in consumer habits. More residents are also taking steps to reduce their waste and reuse what they can. Across the borough household waste was reduced by an impressive 8% last year – the eighth largest reduction in the country.

This month also marks the first anniversary of the expansion of the flats recycling service, which enabled thousands more households to join in with recycling. This has been a great success with 478 tonnes of rubbish collected through this service.

Councillor Bassam Mahfouz, cabinet member for Transport and Environment, said: "It's great that Ealing residents have got the recycling bug and are using all of the services so effectively. Diverting this waste from landfill has saved the taxpayer money - approximately £88 per tonne of landfill tax.

"However we cannot afford to be complacent - we must keep driving the participation rates up. The key to increasing recycling figures over the coming years will be to encourage more people to take up recycling. It is because of this that we recently launched our Recycling Rewards competition that offers a cash incentive to the wards that show the greatest improvements as well as the best overall recycling participation rates.

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"I would encourage everyone to keep up the good work and continue recycling as much as possible as well as to spread the recycling message to friends and neighbours." To help residents find out more about reducing waste, during European Week for Waste Reduction (20 – 28 November), Ealing Council is hosting two Love Food Hate Waste roadshows. At these free events you can pick up freebies and tips to make the most of the food you buy. They are being held on Tuesday, 23 November between 10am and 5pm at Ealing Customer Service Centre, Perceval House, and on Wednesday, 24 November, between 11am and 6pm at Ealing Central Library, in the Ealing Broadway Centre.

For more information about general recycling and Recycling Rewards, visit www.ealing.gov.uk/recycling.

http://www.letsrecycle.com/do/ecco.py/view_item?listid=37&listcatid=217&listitemid=56733

UK prepares for European waste reduction week

Friday 19 November 2010 Waste Management News
By Chris Soley

Six UK regions have signed up to the second European Week for Waste Reduction, which will see over 4,000 waste reduction initiatives carried out in 17 countries as part of a week-long event starting tomorrow (November 20).



The EWWR event is designed to promote waste prevention and raise awareness of the need to limit waste to landfill

The European Week for Waste Reduction (EWWR) is aimed at encouraging businesses, local authorities, residents and public organisations to undertake concerted efforts to cut waste generation at source between November 20 and November 28.

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The scheme was launched in Brussels last year ([see letsrecycle.com story](#)), where 2,672 'actions' were carried out at both national and regional levels. This number has almost doubled in 2010, with 4,231 initiatives set to take place across the week.

And, the UK will look to build on its efforts in 2009, which saw 141 actions undertaken. Six regions will be involved in the scheme, which includes international efforts by Wales and Scotland as well as regional initiatives in London, Belfast, Warrington, the East of England and Buckinghamshire.

Campaign

The three-year campaign has support from the European Commission's Life+ Programme and is set to take place across the continent, with additional efforts being welcomed in the Brazilian region of Minas Gerais. In total, 19 of the 20 organisers from 2009 have returned, while 13 new organisers have also joined the festivities.

The week was conceived as a means of placing increased emphasis on waste prevention, which is at the top of the waste hierarchy and is an important pillar in the revised Waste Framework Directive. The Directive sets the ground rules for waste across Europe and is due to be implemented into UK law by December 12, 2010.

The directive requires EU Member States to design and produce waste prevention programmes by December 12 2013 and also puts the waste hierarchy into law ([see letsrecycle.com story](#)).

Efforts

European Week for Waste Reduction is a unique opportunity for everyone across Scotland to highlight their commitment to wasting less and recycling and reusing goods

Belfast city council has joined the European Week of Waste Reduction for the first time and intends to use social media to highlight different initiatives and efforts. Through the council's website, Facebook and Twitter pages, Belfast will promote different schemes and also offer residents the opportunity to win free items through participating.

In total, 41 businesses, schools and community groups have signed up to the Belfast scheme and the city council will formally mark its involvement in the EWWR with a launch ceremony at Corn Market in Belfast city centre tomorrow. The free event will feature the Beatndrum and the Really Rubbish Orchestra.

In Scotland, over 90 waste reduction actions are being coordinated by Zero Waste Scotland, ranging from a furniture reuse event at Inverness recycling centre to a waste minimisation essay competition being held at secondary schools across Perth & Kinross.

Commenting on Scotland's EWWR 2010, Betsy Reed, campaigns manager for Zero Waste Scotland said: "European Week for Waste Reduction is a unique opportunity for everyone across Scotland to highlight their commitment to wasting less and recycling and reusing goods to both save ourselves money and reduce our carbon footprint."

London

In London, efforts are taking place across the capital under the Recycle for London campaign. At the forefront of London's involvement is a focus on textile recycling through 'clothes swap parties', otherwise known as 'swishing' events.

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Organised in conjunction with London-based clothes recycling charity TRAIID and is based on members of the public bringing unwanted items of clothing to events over the week that can be taken away by TRAIID for resale in its charity shops.

The event formally kicks off in Hammersmith tomorrow, which will also feature TRAIID's 'Sew Good' workshop, which teaches participants basic sewing, mending and customising skills.

Commending the project, London Mayor Boris Johnson said: "We live in a throwaway society, in London alone 20 million black bin bags of clothes get dumped in landfill each year, creating greenhouse gases and harming our environment. These events are a fantastic way of recycling clothes that are in good condition and saving them from the landfill site."

Also in London, the North London Waste Authority - which represents seven North London boroughs - has launched a poster campaign, which has seen youngsters in the area produce posters raising awareness about waste reduction. Residents are able to vote for their favourite poster at the NLWA's website.

In addition, the NLWA is holding a plastic bags amnesty in Hackney, holding 'Give and Take' events in Camden and a 'Nappuccino' at Hackney City Farm - which will see it give away £54 worth of real nappies to residents who download a voucher from the NLWA and bring with proof of identity with them to the event.

Also at a local level, the London borough of Ealing - in the west of the city - is hosting two Love Food Hate Waste road shows, where the council will be offering free items and tips to make the most of the food you buy and avoid food waste.

The events are being held on Tuesday November 23 between 10am and 5pm at Ealing customer service centre, Perceval House, and on Wednesday November 24 between 11am and 6pm at Ealing central library in the Ealing Broadway Centre.

[http://www.hillingdontimes.co.uk/news/localnews/8729523.Share Christmas leftover tips and win a prize/](http://www.hillingdontimes.co.uk/news/localnews/8729523.Share_Christmas_leftover_tips_and_win_a_prize/)

Hillingdon residents can share Christmas leftover tips and win a prize

1:17pm Thursday 9th December 2010

RESIDENTS in Hillingdon can win £100 to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips. It is estimated that residents in West London will throw out a whopping 16,500 tonnes of perfectly edible food over the festive period costing each household around £50.

That's why the West London Waste Authority supported by Hillingdon Council has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner.

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Date: January 2011

A panel of judges will then pick the tastiest recipe that uses leftovers most creatively. The prize, which the winner can choose, is either a £100 voucher to spend in one of three local restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

The closing date for entries is 23 January 2011. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP.

You should include: your name, your address and contact details, what you had for Christmas dinner, and a photo of you with your leftovers meal (optional).

Visit www.westlondonwaste.gov.uk for competition terms and conditions or to find out more about reducing food waste this Christmas.

<http://www.hounslowchronicle.co.uk/west-london-news/local-hounslow-news/2010/11/19/clothes-swap-event-in-hounslow-109642-27680447/>

Clothes swap event in Hounslow

[Nov 19 2010](#) By Robert Cumber



Hounslow Civic Centre

A CLOTHES-SWAPPING party will take place in Hounslow on Monday.

Anyone is welcome to attend the event, at the Civic Centre, in Lampton Road, where they will be invited to exchange clothes with strangers.

The practice, known as swishing, is part of a London-wide effort to reduce the amount of clothes ending up in landfill sites.

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Visitors are asked to bring up to five items of clothing, including shoes, bags and accessories, which must be clean and in good condition. They will be able to swap them for anything that takes their fancy.

Items can be dropped off from 4.30-5.30pm, with the free clothes swap party itself running from 5.45-7pm.

Londoners throw away an estimated 20 million black bin bags of fabrics every year, 95 per cent of which could be re-used or recycled.

For more information on the party, and other swishing events across the capital, visit www.swishing.com/events.

<http://www.hounslowchronicle.co.uk/west-london-news/local-hounslow-news/2010/12/10/share-tips-for-christmas-meal-leftovers-and-win-cash-109642-27804286/>

Share tips for Christmas meal leftovers and win cash

[Dec 10 2010](#)

PEOPLE are being asked to share Christmas leftover tips to help reduce the estimated 16,500 tonnes of waste food that west Londoners will throw out during the festive period.

The West London Waste Authority has launched a competition for residents to swap their best recipes for leftovers, with prizes of up to £100 to spend in a sustainable restaurant or a hamper full of eco goodies up for grabs.

To take part, send in a recipe for either a starter, main meal or dessert using at least two items of Christmas dinner leftovers.

The closing date for entries is January 23, 2011.

Recipes with full instructions can be sent to info@westlondonwaste.gov.uk or by post to Waste Minimisation Co-ordinator, WLWA, Mogden Works, Mogden Lane, Isleworth, Middlesex TW7 7LP.

Entries should include your name, address and contact information, details of what you had for Christmas dinner, and a photo of you with your leftovers meal (optional).

Visit www.westlondonwaste.gov.uk for competition terms and conditions.

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Date: January 2011

<http://www.chiswickw4.com/default.asp?section=leisure&link=http://nnet-server.com/server/common/conrecycle122.htm>

Share Your Love of Leftovers This Christmas

For a chance to win £100 to spend in a local sustainable restaurant

This Christmas, residents in Hounslow can win £100 to spend in a local sustainable restaurant or a hamper full of eco goodies, simply by sharing their best Christmas leftover tips.

We all know how much food we can end up wasting at Christmas – all those soggy sprouts and turkey trimmings we never get round to eating. In fact, it's estimated that residents in West London will throw out a whopping 16,500 tonnes of perfectly edible food over the festive period costing each household around £50.

That's why the West London Waste Authority has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. All you need to do is send in a recipe for either a starter, main meal or desert using at least two items of leftovers from your Christmas dinner. A panel of judges will then pick the tastiest recipe that uses leftovers most creatively.

The prize, which the winner can choose, is either a £100 voucher to spend in one of three local restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including; weighing scales, storage containers, Good Food and Good Housekeeping cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

Cllr Corinna Smart, Hounslow's lead member for the environment said: "Everyone has leftover food from the Christmas period – this is a great incentive for the people of Hounslow to use their imagination and win a prize to boot.

Waste food costs not only the council money to dispose of, but also residents, to the tune of £50 per household. Being creative and finding a way to turn leftovers into something delicious is definitely something we support."

The closing date for entries is 23 January 2011. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP. Make sure you also include:

- your name,
- your address and contact details,
- what you had for Christmas dinner, and
- a photo of you with your leftovers meal (optional).

Visit www.westlondonwaste.gov.uk for competition terms and conditions or to find out more about reducing food waste this Christmas.

December 7, 2010

Participating Restaurants

[Sam's Brasserie and Bar](#) joined the Sustainable Restaurant Association because we strongly believe in our responsibility to sustainability and know that we may well be judged on our social and environmental performance.

[Charlotte's Bistro](#) is proud to be independent and local family owned to this day. As part of our commitment to sustainability and local produce we source only high quality English and Welsh meat, our fish is delivered daily direct from Cornwall and most of our fruit and veg comes from Andreas over the road.

[Charlotte's Place](#) celebrated its 25th anniversary in 2009 and continues to draw locals in their droves week in week out. Chef Greg Martin sources his ingredients with great care and is always committed to using seasonal and local British produce. Drawing on mainly British, French and Italian influences you will find modern & traditional cooking in equal measure on the monthly changing menu.

Participate

Sign up for a free newsletter from ChiswickW4.com and BrentfordTW8.com

Local Communications Support

West London waste Partnership LON 400-266-1

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Date: January 2011

http://www.richmondandtwickenhamtimes.co.uk/news/8725382.Win_100_by_passing_on_your_Christmas_leftover_tips/

Win £100 by passing on your Christmas leftover tips in West London Waste Authority competition

7:00am Thursday 9th December 2010

[By Joanna Kilvington »](#)

Eco-friendly Richmond residents could win £100 to spend in a sustainable restaurant or a hamper full of eco-goodies by sharing their best Christmas leftover tips.

It is estimated west London residents will throw out 16,500 tons of perfectly edible food over the festive period, costing each household about £50.

The West London Waste Authority has launched a competition for residents to swap their best recipes for making the most of their leftovers.

All you need to do is send in a recipe using at least two items of leftovers from your Christmas dinner. A panel of judges will then pick the best recipe.

The prize winner can choose either a £100 voucher to spend in one of three restaurants that are members of the Sustainable Restaurant Association, or a hamper packed with foodie goodies including weighing scales, storage containers, cookbooks, bag clips, a fridge thermometer, measuring jug and spoons.

The closing date for entries is January 23. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP. Make sure you also include your name, address and contact details, what you had for Christmas dinner, and a photo of you with your leftovers meal (optional). Visit westlondonwaste.gov.uk for competition terms and conditions or to find out more about reducing food waste this Christmas.

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Share your leftovers recipes The Brent Magazine January 2011

consider if any action is to be taken and post its response on the website. www.brent.gov.uk/epetitions

marketing sessions. Register your details on www.theseer.info Visit www.brent.gov.uk/brentbounce



Brent band goes platinum

Brent Concert Band won a Platinum Award at the Regional Concert Band Festival in Northampton in November.

Following their success, they now face the challenge of raising £10,000 to take the band to the

National Concert Band Festival in Glasgow in Spring 2011.

They will be holding a number of fundraising events from January in the hope of reaching their target. For more information call 020 8204 8096.



Brent concert band with their award

Share your leftover recipes

This festive period, residents in Brent can win £100 to spend on a hamper full of eco goodies, simply by sharing their best Christmas leftover tips.

Brent Council and West London Waste Authority has launched a fantastic competition for residents to swap their best recipes for making the most of their lovely leftovers. The prize is a £100 voucher to spend on a hamper packed with foodie goodies including weighing

scales, cookbooks and more.

Closing date is 23 January 2011. Send your recipe (with full instructions) to info@westlondonwaste.gov.uk or by post to Waste Minimisation Coordinator, WLWA, Mogden Works, Modgen Lane, Isleworth, Middlesex, TW7 7LP. Include name and address, plus a photo of the meal and what you had for Christmas dinner. Visit www.westlondonwaste.gov.uk for competition terms and conditions.

JANUARY 2011 THE BRENT MAGAZINE

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Update

2 for 1 Masters Snooker tickets

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The Brent Magazine 2011

