

**Waste Prevention Plan 2012-13**

**SUMMARY**

This report outlines progress to date on Waste Prevention and presents the 2012-13 Waste Prevention Plan for approval. It marks a change in focus for activities in the five key areas identified within the Waste Prevention Strategy.

**RECOMMENDATION(S)**

The Authority is asked to:-

- 1) Note the progress against the 2011-12 Waste Prevention Action Plan (as at Appendix I)
- 2) Approve the 2012-13 Waste Prevention Action Plan (as at Appendix II) and associated budget of £150,000
- 3) Agree the recruitment of two Waste Prevention Assistants, within existing budgets, on 12 month fixed term contracts, to start work in April 2012
- 4) Note the award of Defra Reward & Recognition Funding to the Authority for the Re-ward Club scheme promoting re-use behaviours

1. **Introduction** – Following the approval of the Authority's Waste Prevention Strategy in April 2011, it was agreed that annual action plans would be developed and agreed prior to each financial year. The financial impact of the targets within each plan feed into the Authority's Budget and MTFS.
2. **Background** – Regular meetings of Borough and Authority officers have taken place throughout the year and issues discussed there have formed the basis of the Waste Prevention Action Plan. The draft Action Plan has been reviewed and agreed by the Waste Minimisation Officers' Group and by the Recycling and Waste Managers' Group.
3. A Waste Prevention Strategy, with associated annual Action Plans was approved in 2010 and the 2011-12 Plan was the first of its kind for the Authority. In many ways, it took a wide approach to capture base data and trial different kinds of activities in several key areas. The intention was that following this starting point, more focused and refined Action Plans would be produced and implemented in subsequent years.
4. **Performance against the 2011-12 Action Plan** – Looking at progress against the objectives of the current Waste Prevention Action Plan (up to the end of December), there has been mixed success. Appendix I shows the 2011-12 Action Plan with analysis in more detail.

5. The Authority has made great moves forward in terms of collecting baseline data, contacts within West London, media presence and communications. The number of West London residents contacted as part of the Love Food Hate Waste activities and the subsequent pledges for food waste reduction have been among the best results seen for this kind of campaign in an urban environment – albeit falling short of the Authority’s original targets.
6. Some of the Action Plan’s targets have had to be dropped due to resource constraints and lack of involvement from partners.
7. Due to limited resources, both from an Authority perspective and from Boroughs, areas of work have been outsourced to contractors. This again has worked well in some cases, but not in others. The composting advice and promotion work is progressing well, although the Love Food Hate Waste campaign has struggled to meet its challenging targets.
8. **Defra’s Reward & Recognition Fund** – The Authority’s Re-ward Club scheme is one of 18 projects that have been awarded funding from Defra under this initiative. In fact, Re-ward Club achieved the highest award and over 15% of the funding available. This work is outside of the current plan, but is fully funded, covering all planned resources.
9. Re-ward Club is a unique and innovative loyalty card scheme to incentivise and encourage re-use behaviours. The scheme will be launched in April. Further details on the scheme are attached at Appendix II.
10. **Matched Funding** – The Waste Minimisation Coordinator has successfully bid for an additional £160,000 of funding for waste prevention initiatives, including EWWR work, the Defra award and other activities.
11. **The 2012-13 Action Plan** – The new plan (found at Appendix III) takes a slightly different approach from the last one, in that there is a more focused approach and there is an overall target for reduced tonnages, rather than tonnage figures for each action.
12. The five key areas to focus on remain the same, namely:
  - Food waste
  - Textiles
  - Furniture
  - Electrical items
  - Nappies

Recent waste composition analysis shows that these are still the most significant areas of residual waste where waste prevention activities can have a real impact and benefit.

13. A number of activities have been carried forward from the 2011-12 Action Plan as they have not been fully achieved this year, or have been deferred due to more pressing priorities. However, there are also some new initiatives, particularly in the area of food waste.
14. One key action is the introduction of 20 “Let’s Get Cooking” clubs – running courses that focus on learning to cook and the benefits of healthy eating. The courses have been tailored to also include messages around reducing and preventing food waste, such as planning meals and shopping, making use of leftovers, storing solutions, etc.
15. Whilst the cost per tonne of running such clubs using just Authority funding is higher than the potential direct landfill saving, this can be reduced by sourcing funding partners (such as

NHS teams, charities, etc), since the course outcomes are far wider than just waste education.

16. Other key areas of focus in the Plan are innovative media communications, including tailor-made short films, swishing and WEEE events.
17. The way that waste prevention messages are communicated will also be amended with a greater focus on larger events (with high footfall) and maximising use of social media. There is also a contingency amount to “future proof” the Action Plan to an extent, since the Government are due release their National Waste Prevention strategy later this year. This could give some new ideas and fresh impetus to the Authority’s activities.
18. The pattern of spending across the five key areas is shown in the table below and reflects the effect that reducing these kinds of waste can have on residual waste:

Area	Budgeted in Plan (£)
Food Waste (including composting)	74,000
Textiles	6,000
Furniture	7,000
Electrical Items	1,000
Nappies	2,700
Communications	1,300
<b>Activities Total</b>	<b>92,000</b>
Dedicated staffing and contingencies	58,000
<b>Total</b>	<b>150,000</b>

19. **Impact on Waste Tonnages and savings** – Rather than target tonnages linked to each action within the Plan (as per the 2011-12 Plan), an overall waste tonnage reduction target of 10kg per person that has received waste prevention messages has been established. With the Plan projecting 470,000 people receiving these communications through its activities (roughly one third of West London’s population), an anticipated 4,700 tonnes of waste will be avoided. Assuming that this would have ended up in landfill, this has an associated financial impact of £437,100 cost savings (factored into the Authority’s MTFS).
20. As had been mentioned on previous occasions, proving that Waste Prevention activities contribute directly to reduced waste tonnages is extremely difficult (especially in times of economic recession!), but through close working with WRAP and other partners, robust monitoring and evaluation of the activities outlined in the Action Plan will help with this.

- 21. Contracting out vs. in-house provision** – The experiences of waste prevention contracts procured and awarded through 2011-12 have been mixed. For the activities proposed in the 2012-13 Action Plan, in-house provision represents better value for money than seeking contractors to deliver objectives. With the Waste Minimisation Coordinator already fully stretched, the fixed-term employment of additional in-house resources will aid delivery and can be funded from the Waste Prevention activities budget.
- 22.** It is proposed to recruit two full-time Waste Prevention Assistants, in posts graded as NJC Scale 5, for a contract period of up to 12 months. If in-house provision proves effective, then these contracts can be extended if required. A draft job description for the roles is attached at Appendix IV.
- 23.** The benefits of in-house provision over outsourcing include:
- Improved control and management
  - Flexibility
  - Improved knowledge transfer, IP and legacy
- 24. Financial considerations** - The financial impact of these new posts would be £29,000 per post (salary and on-costs). This gives a total cost of £58,000 – roughly one third of the Waste Prevention activities budget of £150,000. To put this in context, the Love Food Hate Waste campaign contract was £65,000 in 2011-12.
- 25.** With a dedicated team of three, supported by Borough officers and key contractors, the actions outlined in the Plan should be delivered in a cost-effective manner, with flexibility to change focus or latch onto key opportunities as they arise (as happened with the Re-ward Club scheme).
- 26.** In the course of just over 18 months, the Authority has gone from having no Waste Prevention function to being recognised as a front-runner in communicating the message that moving further up the waste hierarchy can have positive benefits in social, environmental and financial terms.
- 27. Impact on Joint Waste Management Strategy** – Waste prevention activities are in line with the following policies:
- Policy 7:** The West London Waste Authority and constituent Boroughs will seek to provide waste management services that offer good value, that provide customer satisfaction and that meet and exceed legislative requirements.
- Policy 8:** The West London Waste Authority and constituent Boroughs will work together to achieve the aims of this strategy and are committed to share equitably the costs and rewards of achieving its aims.

Background Papers	Waste Prevention Strategy 2011-2015 (reported to the Authority on 12 <sup>th</sup> April 2011)
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### Waste Prevention Action Plan Update – November 2011

The table below shows progress toward the activities outlined in the plan. Each action has been allocated a red, amber or green status in accordance with progress being made

	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
	<b>Food waste</b>					
Fo1	Appoint an external organisation to run a large scale Love Food Hate Waste campaign in West London during 2011/12 featuring output based targets to achieve. Target for 18,000 new committed food waste reducers in West London.	Tender – May Work commences – June 2011	A	65,000	40,000	<p>Pledges = 3275 (855 for November) Contacts = 5315 (1764 for November)</p> <p>The activities for EWR represented a large boost in contact and events. However this boost still shows a significant shortfall against their targets.</p> <p>As a result it has been decided to renegotiate the contract to only concentrate on community workshops. WasteWatch have been issued with a letter outlining the changes required to the outputs of the contract. They have agreed to the change, the amount of reduction in price is still being negotiated.</p> <p>Impact: Currently 255 tonnes</p>
Fo3	Recruit one school in each borough to be an exemplar to reduce food waste from schools	Recruit – June 2011 Implementation – September 2011	A	1,500	40	<p>Brent – waiting for final confirmation from Queens Park Community School, Brent have also supplied contact details for a second school.</p> <p>Ealing – SE meeting with Brentside High in January to discuss.</p> <p>Harrow – Waiting for dates from Stag Lane School</p> <p>Hillingdon – Field End School analysis is complete, the school conducted most of the work and will write up the results, a further meeting will take place in late January to take it forward</p> <p>Hounslow – Oriel School analysis will take place in the last week of January Richmond – initial meeting with Sheen Mount school, East Sheen in the next few weeks</p>
Fo4	Brent, Harrow and Hillingdon sign up to the national composting framework to provide	June 2011				Brent and Harrow have signed up to the framework. Hillingdon's plans are unknown

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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
	residents with easy access to compost bins					
Fo5	Promotion of home composting to distribute 6,600 bins	2011/12	A	10,000	5,244	<p>Boroughs have been asked to bid for money from the £10,000 allocated to this action. There is still over £4756 left for boroughs to ask for.</p> <p>From Apr to November <b>1200</b> compost bins were distributed.</p> <p>Impact: Currently 180 tonnes</p>
Fo6	Appoint an external organisation to set up and run a composting support network for West London to reduce the lapse rate for composting. Initially targeting 1,200 compost bin owners in 2011	2011/12 with consideration for another two years	A	15,000	15,000	LCRN were appointed, they are currently researching relevant local organisations. They have created a questionnaire to be sent to community groups to assess interest in composting.
Fo7	Scope the potential for use of food waste digesters	October 2011	A	n/a		Groundwork Thames Valley use them in schools, they are in favour of using more. Have contacted West Sussex and Surrey to ask for their opinions. Not heard back.
Fo8	Scope the potential for community composting	January 2012	G	n/a		A couple of housing estates have expressed interest in community composting. This work is being put on hold to focus on other tasks.
Fo9	Develop a partnership with Fareshare to investigate scope for re-distribution of food close to its use by date to community groups	January 2012	G	n/a		Fareshare have been contacted and are happy to explore working together in the future. At the moment there isn't a way to work with them until we're more aware of the local business picture.
Fo	Recruit a council	July 2011.	G	n/a		Hounslow Canteen audit is complete, SE needs to write up the

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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
10	building canteen to put in place food waste prevention measures	Researching the nature and volume of waste 2011/12. Commencing activities April 2012.				findings.  Harrow canteen are also interested and waiting for dates to be suggested.
Fo1 1	Develop a web-based guide for businesses to help them reduce food waste	January 2012	G	600	0	There is a page on the website with basic information. Further information will be gathered using the 6 business case studies and by working with the Sustainable Restaurant Associations new campaign to get people to take home leftovers.
Fo1 2	Recruit 6 businesses and act to help them reduce their food waste	September 2011	A	1000	0	The Sustainable Restaurant Association and all the local chambers of commerce have been contacted. An advert was placed in September's business West magazine but NO interest has been shown.
<b>Textiles and shoes</b>						
T1	Collate details of all existing textile banks and the performance of existing schemes	July 2011	A	n/a		Waiting for site locations from Hillingdon. Performance data is patchy because of the way data is collected.
T2	Identify scope for expansion of textile bank networks	September 2011	R	n/a		A steer is needed from boroughs as to how or if they want to increase textile bank sites
T3	Develop a textile communications plan to encourage residents to take textiles to charity shops or use textile banks	June 2011	A	15,000	0	The RECAP brand has now been received. Work on this is currently on-hold.
T4	Support the development of repair skills courses and events	December 2011	G	1000	0	Some relevant courses and organisations have already been identified. There is more work to do on this task.



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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
T5	Trial swishing events in each borough to evaluate potential for diversion	January 2011	A	1000	0	No organisations came forward for the expressions of interest, the feedback suggested that because we couldn't guarantee staff help at the events they couldn't afford to organise the events.
	<b>Furniture</b>					
Fu1	Advertising furniture reuse services in local areas – a communication plan to be developed in conjunction with London Reuse Network	Throughout 2011/12	A	5,500	5,500	The local furniture cluster has agreed to use the new LRN leaflet to promote furniture reuse. SE to re-draft leaflet for local use and work with LRN. Advertising will focus on a two week window at the beginning of April to get people into the existing premises.
Fu2	Extend furniture reuse trial at HRRC to another 2 sites for a six month trial to identify the most cost effective method to capture furniture at HRRC	June 2011	A	2,160	0	Townmead Road HRRC has been identified as one site but the use of totters at this site restricts the amount of materials and quality that could be diverted. <b>A second site is required. – any volunteers?</b>
Fu3	Work with the reuse projects to improve their capacity for reuse	Throughout 2011/12	A	n/a		WLW have attended each West Cluster meeting for the development of the reuse network. Help has been offered to projects but only one project has accepted help.
Fu4	Borough call centres to mention reuse to all customers requesting bulky items collection	From July 2011	R	n/a		This is already mentioned by Hounslow staff. However, capacity of the projects is a concern so this action won't be started until their ability to handle additional furniture has been confirmed.
Fu5	Identify referring charities and encourage more to refer their clients for reused furniture	July 2011	R	n/a		Help is needed from the boroughs to start this activity, all boroughs have been asked to find a contact in a relevant department that SE can contact. Also waiting for information from reuse organisations about their current referring charities.
Fu6	Hold staff briefing sessions for social services staff so they	Before October 2011	R	n/a		The local projects are not co-operating with the work being carried out, there are concerns about their ability to handle additional calls, clients etc.

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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
	are aware of options for their customers					
Fu7	Work with LCRN to realise opportunities for reuse	Throughout 2011/12	G	n/a		
Fu8	Contact all housing associations and work with them to encourage donation, swapping and purchasing of reused furniture	Contact before September 2011 and work with them throughout 2011/12	R	n/a		The local projects are not co-operating with the work being carried out, there are concerns about their ability to handle additional calls, clients etc.
<b>Electrical items</b>						
E1	Provide reuse containers at 6 HRRC	July 2011	R	5000	0	Due to the investigation of Sanak this item is no longer possible as DHL has been unable to find another organisation able to process the amount of EEE we'd expect to collect.
E2	Promote other ways to borrow, share, lend or swap electrical items	Throughout 2011/12	A	300	300	
E3	Promote other reuse organisations including charities	Throughout 2011/12	A	1000	0	
E4	Bring together reuse organisations to identify the barriers and prepare a plan to take forward initiatives to overcome these	Before November 2011	R	n/a		It is proving to be difficult getting all the reuse organisations together for the development of the London Reuse Network.
<b>Nappies</b>						
N1	Join Real Nappies for London on behalf of all boroughs	April 2011	G	1,200	1,200	
N2	Identify all known organisations relating to pregnancy and	July 2011	A	n/a		No further work has been carried out.

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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
	children in nappies including hospitals, childcare centres etc					
N3	Work with RNfL to hold one event in each borough to present to all stakeholders about real nappies	September 2011	A	600	600	RNfL have been talking to representatives at the hospitals and other groups.
N4	Promote the existence of washable nappies with display items at public locations throughout West London	July 2011	G	400	400	Banner stands are on order
N5	Provide literature to all stakeholders and pregnant women	February 2012	G	2,500	2,500	Leaflets have been purchased. Need to work out the best way to disseminate this information.
<b>General Communications</b>						
C1	Develop brand guidelines for promotion of reuse	Start July 2011	A	8,000	0	The December meeting was not able to discuss this.
C2	Develop mobile displays to encourage reuse of furniture and electrical items	July 2011	A	1,500	1,500	Work will start on this as part of the local leaflet.
C3	Develop <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> in to a complete information portal about reduce, reuse and recycle	Throughout 2011/12	G	500	0	
C4	Boroughs to link to <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to provide	May 2011	A	n/a		There is no link from the Hillingdon website

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	Activity	Timescale	Status	Budget allocate	Budget committed	Progress
	greater access to information					
C5	Attend or contribute to as many events as possible to raise awareness of prevention and reuse	Throughout 2011/12	A	n/a		It would be very helpful to have details about possible events in Hillingdon.  Presentations to be made in January – Brent members Ealing members
C6	Work in partnership with local groups to raise awareness of issues including giving information, tips, best practice and support	Throughout 2011/12	G	n/a		Groups have been identified.
<b>Gathering baseline information</b>						
D1	Create a list of all the locations where events could occur in each borough including supermarkets, public halls, parks etc	May 2011	A	n/a		Details are outstanding from Hillingdon SD has done some work on this.
D2	Identify as many local organisations and stakeholders as possible	Before June 2011	A	n/a		Details are outstanding from Hillingdon
D3	Identify all charity shops within West London and what items they sell	Before June 2011	A	n/a		Basic details have been received from all boroughs but more work is needed to identify what materials are accepted.
D4	Create a comprehensive list of all housing associations and social landlords within West London	Before June 2011	A	n/a		Details are outstanding from Hillingdon.

**EWWR**

Cookery demonstrations took place in each borough.

- 1309 people were spoken to by engagement staff; 590 made pledges and at least 600 watched the demonstrations
- Opportunities to see on each High Street should have been over 10,000
- South West London Environment Network (SWLEN) had a blog for the week
- Press coverage was achieved in Kilburn Times, Ealing Gazette, Hillingdon Times, Hounslow Chronicle, and Harrow Times (pre-event)
- The Brent magazine for December featured a news item
- The Harrow People had a food waste (including LFHW) article in December

**The REward Club**

- LRS have been appointed as a partner to develop the communications plan and recruit the business partners
- An ITT has been issued to appoint a Monitoring and Evaluation partner (closing date 9 January)
- The holding website should go live before 13 January

**Other**

- A huge give and take event will be taking place in Acton in January, organised by Healthy Planet and Furnish. I'm still waiting for final details.
- Using some of the underspend a Waste Prevention Assistant will be employed from January until March to help complete Fo3, Fo10, Fo12, T3, T4 T5, Fu1, Fu3, E2, N2, N3, N5, and C6

## **Re-ward Club: What is it?**

Re-ward Club is the new scheme that rewards you for doing things that re-use materials or increase the useful life of items and stop them ending up in a hole in the ground, lost forever in landfill. It's all about keeping value in things and it can also save you money! You will be awarded Re-ward tokens for spending money on re-use activities and by collecting enough tokens you can get a money-off voucher to spend on other re-use things.

The scheme operates in LB Richmond and LB Brent as a pilot scheme. Residents from either of these two Boroughs will be able to sign up and start earning their Re-ward tokens from April 2012.

## **Earning Re-ward tokens**

If you've signed up to the Re-ward Club and been given your membership card and number, then whenever you spend money with one of the Re-ward Club Business Partners (located within your Borough or on its borders), you will receive a token(s), depending on how much you've spent and on what.

You can then either keep and build up these tokens, or log onto the Re-ward Club website and add them to your Re-ward Account.

## **Claiming Re-ward Club Vouchers**

Once you've got enough tokens (or points in your online Re-ward Account), you've got two choices:

- You can exchange them for a £5 Re-ward Club Voucher. The vouchers can be spent with any of the Club's Business Partners
- You can donate your £5 to one of the Club's nominated charities. These have environmental or sustainability objectives and you can vote to nominate your chosen charity too.

## **What's the point?**

Re-use prevents waste and tonnes of material can avoid going to landfill. By using the scheme and using our Business Partners, you will be:

- encouraging re-use
- stopping waste
- supporting you local economy
- helping reduce greenhouse gases from landfill
- keeping value in things and saving yourself money!

## How can my business become a Business Partner?

To become a Business Partner of Re-ward Club, your business (or at least part of it) must:

- be located in either LB Richmond or LB Brent
- be a re-use activity (e.g. sale of pre-loved books/clothes/items, or repairs for electrical items/shoes/clothes or a hire business, etc)

Once you have signed up as a Re-ward Club Business Partner, and paid your subscription fee, you will be expected to:

- issue Re-ward Tokens to Club members
- maintain records and information to help evaluate the scheme (on ticket stubs and online)
- send in monthly records to redeem the Re-ward Vouchers you've accepted
- take part in Partner user forums and focus groups if needed

The benefits you will receive as a Partner include:

- Promotion of your business through the Re-ward Club scheme and its communications, media coverage and the website
- Advertising opportunities
- Associated sales and repeat business through the Re-ward vouchers and the scheme itself
- Enhanced "green" reputation and fulfilment of Corporate Social Responsibility obligations

## **APPENDIX III**

### **Waste Prevention Action Plan for 2012-13**



## Waste Prevention Action Plan 2012/13

Version 3 11/01/12

Ref	Activity	Timescale	Expected Cost in 2012	Target for tonnage diversion	Comments
<b>Food waste</b>					
Fo1	Set up 20 Let's Get Cooking Clubs in West London with specific food waste reduction messages. These clubs teach cookery skills to residents. The scheme has been running for several years with lottery funding and would be tailored to include all the LFHW messages.	Clubs commence June 2012	£43,000	271.5 tonnes	The cost of this could be shared with another interested partner, such as the NHS once their commissioning programme has been specified.
Fo2	Hold cookery demonstrations at 12 large community events and	Summer 2012	Dependent on the size of the event	n/a	Targets will be set for resident engagement at each event.
Fo3	Continue attending events to encourage people to pledge to reduce their food waste. Target of 5000 people engaged with over the year.	Throughout 2012/13	Time equivalent	195 tonnes	
Fo4	Commission 2 LFHW committed food waste reducer surveys.	October 2012 March 2013	This would need to be tendered	n/a as it measures impact of other work carried out	
Fo5	Each borough support the LFHW campaign by providing 36 hours of staff time per year	2012/13	Time equivalent	n/a	
Fo6	Extend food waste reduction messages in school to an additional 12 schools	Throughout 2012/13	Time equivalent	24 tonnes	
Fo7	Promotion of home composting to distribute 4,000 bins	2012/13	£10,000	600 tonnes 150kg per bin	
Fo8	Run a composting support network for West London to reduce the lapse rate for composting. Targeting 1,500 compost bin owners in 2011	Use 2011/12 contractor	£15,000	150 tonnes	

Ref	Activity	Timescale	Expected Cost in 2012	Target for tonnage diversion	Comments
Fo9	Support 1 community composting scheme on a housing estate	Summer 2012	£6,000	Depends on the size of the trial area	Depends on the size of the trial area and whether we engage experts to run it on our behalf
<b>Textiles and shoes</b>					
T1	Use the Recap Love It Wear It Share It brand to communicate with residents to encourage them to get more from their textiles	June 2012	£5,000 to implement and time equivalent	50 tonnes	Through a series of events involving local organisations
T2	Support the development of repair skills courses and events	Throughout 2012/13	Time equivalent	n/a	
T3	Trial swishing events in each borough to evaluate potential for diversion	Throughout 2012/13	£1,000	10 tonnes	Events will be hosted with local organisations
<b>Furniture</b>					
Fu1	Advertising furniture reuse services in local areas – a communication plan to be developed in conjunction with London Reuse Network	Throughout 2012/13	£7,000	92 tonnes	
Fu2	Extend furniture reuse trial at HRRC to another 2 sites for a six month trial to identify the most cost effective method to capture furniture at HRRC	2012/13	Need to tender for this	4 tonnes a month	Dependent on tenders
Fu3	Work with the reuse projects to improve their capacity for reuse	Throughout 2012/13	Time equivalent	n/a	
Fu4	Borough call centres to mention reuse to all customers requesting bulky items collection	Throughout 2012/13	Time equivalent	138 tonnes	
Fu5	Identify referring charities and encourage more to refer their clients for reused furniture	Throughout 2012/13	Time equivalent	n/a	
Fu6	Hold staff briefing sessions for social services staff so they are aware of options for their customers	Throughout 2012/13	Time equivalent	n/a	
Fu7	Work with LCRN to realise opportunities for reuse	Throughout 2012/13	Time equivalent	n/a	
Fu8	Work with housing associations to help them encourage tenants to donate, swap and purchase reused furniture	Throughout 2012/13	Time equivalent	40 tonnes	
<b>Electrical items</b>					
E1	Promote other ways to borrow, share, lend or swap electrical items	Throughout 2012/13	£1,000	n/a	

Ref	Activity	Timescale	Expected Cost in 2012	Target for tonnage diversion	Comments
<b>Nappies</b>					
N1	Continued membership of Real Nappies for London on behalf of all boroughs	April 2012	£1,500	n/a	
N2	Promote the availability of options for washable nappies with display items at public locations throughout West London	Throughout 2012/13	n/a	n/a	
N3	Provide literature to all stakeholders and pregnant women	February 2012	n/a	115 tonnes	
N4	Administer a system of washable nappy starter packs for residents in Harrow, Hounslow and Richmond. Cost of the packs would be met by the boroughs.	Throughout 2012/13	£1,200	10 tonnes	There is scope to payback the value of this through hire charges. The boroughs could also add to the value of this work.
<b>General communications</b>					
C1	Continue developing www.westlondonwaste.gov.uk in to a complete information portal about reduce, reuse and recycle	Throughout 2012/13	Time equivalent	n/a	
C2	Film 5 short food waste reduction video clips to link to the website around the key messages for waste reduction	September 2012	£1,300	n/a	
C3	Attend or contribute to as many events as possible to raise awareness of prevention and reuse	Throughout 2012/13	Time equivalent	n/a	
C4	Work in partnership with local groups to raise awareness of issues including giving information, tips, best practice and support	Throughout 2012/13	Time equivalent	n/a	
C5	Keep the details of community organisations and event locations up to date	Throughout 2012/13	Time equivalent	n/a	
<b>General waste prevention</b>					
G1	Respond to appropriate consultations encouraging prevention and reuse whenever possible	Throughout 2012/13	Time equivalent	n/a	
G2	Collate opinions of residents about unnecessary waste	Throughout 2012/13	Time equivalent	n/a	
<b>Staffing</b>					
S1	Employee two Waste Prevention Assistants to carry out engagement work and support the activities in the work plan	One year post for 2012/12	£53,000	n/a	
	Contingency (e.g. for cookery demonstrations)		£5,000	n/a	
	<b>Totals</b>		<b>£150,000</b>	<b>1,708.5 directly attributed</b>	

## West London Waste Authority Job Description

<b>Post Reference:</b>	RES008 / RES009
<b>Post Title:</b>	Waste Prevention Assistant
<b>Hours:</b>	35 hours per week
<b>Budget Responsibility:</b>	None
<b>Reporting to:</b>	Waste Minimisation Coordinator
<b>Location:</b>	Mogden Works, Mogden Lane, Isleworth, Middlesex TW7 7LP

### **Purpose of Job:**

To assist the Waste Minimisation Coordinator to implement, the actions in the Waste Prevention Strategy, Waste Prevention Action Plan and the waste prevention aspects of the Joint Waste Strategy across the six partner boroughs in West London.

### **Description of Duties:**

1. To assist with the implementation of on-going public waste awareness campaigns aiming to increase recycling, encourage more re-use and a reduction in waste.
2. To assist with the organisation and delivery of special events as appropriate and to liaise with external partners and stakeholders on the same.
3. Attend resource events throughout West London to support any local authority within the Waste London Waste partnership.
4. Promote resource efficiency to attendees at events, this includes Love Food Hate Waste messages, providing information about resource services available from the Councils or other organisations.
5. Work with the community and voluntary sector as part of implementing actions to reduce waste.
6. Collect and collate data to assist with the review and monitoring of progress toward targets and actions in the Waste Prevention Strategy and Action Plan.
7. Carry out monitoring and evaluation as required including surveys and completion of forms at events.
8. Establish and maintain details about local stakeholders, possible event locations, schools, hospitals, social clubs, events etc to assist with the implementation of the Waste Prevention Strategy.
9. Deliver presentations to appropriate audiences.
10. Deal with enquiries from the public, council staff, businesses and elected members politely and accurately.
11. Look after all equipment or resources you are provided with and ensure return of these resources to the Waste Minimisation Coordinator as soon as practicable after the event.

## **APPENDIX IV**

12. Be responsible for your health and safety and that of others. Co-operate on health and safety matters including use of personal protective equipment and reporting relevant incidents.
13. To ensure that all work carried out is done so in accordance with the Authority's required standards and standing orders, legal requirements and national and local objectives.
14. Handle all personal information in a sensitive and professional manner.
15. Working at locations other than the usual place of work as required from time to time by the exigencies of the service or by the needs of any additional function allocated.
16. Any other duties commensurate with the role and purpose of the post, as identified by West London Waste.

## West London Waste Person Specification

**Post Reference:** RES008/RES009  
**Post Title:** Waste Prevention Assistant

	<b>Essential</b>	<b>Desirable</b>
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>▪ Excellent oral and written communication skills</li> <li>▪ Able to relate to people of all backgrounds</li> <li>▪ Accuracy and attention to detail</li> <li>▪ Able to plan and organise in preparation for a task</li> <li>▪ Work as a member of a team</li> <li>▪ Use initiative in dealing with queries</li> <li>▪ Good command of English</li> <li>▪ Driving license and access to a vehicle</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Understanding of the waste hierarchy</li> <li>▪ Love Food Hate Waste campaign messages</li> <li>▪ Able to explain how to compost at home</li> <li>▪ Knowledge of the recycling sector and what happens to materials sent for recycling</li> </ul>	<ul style="list-style-type: none"> <li>▪ Knowledge about other environmental issues and sustainable development</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Relevant experience interacting with people about environmental matters and issues</li> </ul>	
<b>Other aspects</b>	<ul style="list-style-type: none"> <li>▪ Professional attitude and presentation</li> <li>▪ Self-motivated</li> <li>▪ Flexible approach</li> <li>▪ Able to work unsupervised</li> <li>▪ Accepts personal responsibility</li> <li>▪ Remains calm under pressure</li> <li>▪ Maintains confidentiality</li> <li>▪ Excellent time-keeping and reliable</li> <li>▪ Respect diversity and equality</li> </ul>	