West London Waste Let's be resourceful



Waste Prevention Action Plan 2012/13

Ref						Action	า requ	ired				
	Activity	Timescale	Expected Cost in 2012	Target for tonnage diversion	Comments	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond upon Thames	WLWA
	Food waste											
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	October	This would	n/a as it								✓

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	reducer surveys.	2012 March 2013	need to be tendered	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								✓
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							√
	Textiles and shoes											
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	Throughout	Time	n/a								✓

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	and events	2012/13	equivalent									
Т3	Trial swishing events in each borough to evaluate potential for diversion	Throughout 2012/13	£1000	10 tonnes	Events will be hosted with local organisations							✓
	Furniture											
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								✓
	Electrical items											
E1	Promote other ways to borrow, share, lend or swap electrical items	Throughout 2012/13	£1000	n/a								✓
	Nappies											
N1	Join Real Nappies for London on behalf of all	April 2012	£1,500	n/a								✓

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

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	tips, best practice and support											
C5	Keep the details of community organisations and event locations up to date	Throughout 2012/13	Time equivalent	n/a								✓
	General waste prevention	-										
G1	Respond to appropriate consultations encouraging prevention and reuse whenever possible	Throughout 2012/13	Time equivalent	n/a								√
G2	Collate opinions of residents about unnecessary waste	Throughout 2012/13	Time equivalent	n/a								√
	Staffing											
S1	Employee two Waste Minimisation Officers to carry out engagement work and support the activities in the work plan	One year post for 2012/12	£50,000	n/a								√
	Totals		£140,500	1708.5 directly attributed								

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

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