

## Waste Prevention Action Plan 2011/12

Ref						Action required						
	Activity	Timescale	Expected Cost in 2011	Target for tonnage diversion	Value for money	Brent	Ealing	Harrow	Hillingdon	Hounslow	Richmond upon Thames	WLWA
	<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	£65,000	1,404 tonnes 78kg per household	£46 p/t							✓
Fo2	Each borough support the LFHW campaign by providing 36 hours of staff time per year	2011/12	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
Fo3	Recruit one school in each borough to be an exemplar to reduce food waste from schools	Recruit – June 2011 Implementation – September 2011	£1,500 plus time equivalent	15 tonnes for all 6 schools	£100 for the first year	✓	✓	✓	✓	✓	✓	✓
Fo4	Brent, Harrow and Hillingdon sign up to the national composting framework to provide residents with easy access to compost bins	June 2011	£0			✓		✓	✓			

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Fo4	Promotion of home composting to distribute 6,600 bins	2011/12	£10,000	990 tonnes 150kg per bin	£10 p/t	✓	✓	✓	✓	✓	✓	✓
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	£15,000	180 tonnes	£83 p/t for first year							✓
Fo7	Scope the potential for use of food waste digesters	October 2011	Time equivalent	n/a	n/a							✓
Fo8	Scope the potential for community composting	January 2012	Time equivalent	n/a	n/a							✓
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	Time equivalent	n/a	n/a							✓
Fo 10	Recruit a council building canteen to put in place food waste prevention measures	July 2011. Researching the nature and volume of waste 2011/12. Commencing activities April 2012.	Time equivalent	n/a	n/a		✓	✓		✓		✓
Fo 11	Develop a web-based guide for businesses to help them reduce food waste	January 2012	£600	n/a	n/a							✓
Fo 12	Recruit 6 businesses and act to help them reduce their food waste	September 2011	£1000 plus time equivalent	11 tonnes	£90 p/t							✓
<b>Textiles and shoes</b>												
T1	Collate details of all existing textile banks and the performance of existing schemes	July 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓

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T2	Identify scope for expansion of textile bank networks	September 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
T3	Develop a textile communications plan to encourage residents to take textiles to charity shops or use textile banks	June 2011	£15,000 to implement and time equivalent	1000 tonnes	£15 p/t							✓
T4	Support the development of repair skills courses and events	December 2011	£1,000	20 tonnes	£50 p/t							✓
T5	Trial swishing events in each borough to evaluate potential for diversion	January 2011	£1,000	20 tonnes	£50 p/t	✓	✓	✓	✓	✓	✓	✓
	<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	£5,500	92 tonnes	£60 p/t							✓
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	£2,160	14 tonnes	£154 p/t	✓	✓	✓	✓	✓	✓	✓
Fu3	Work with the reuse projects to improve their capacity for reuse	Throughout 2011/12	Time equivalent	n/a	n/a							✓
Fu4	Borough call centres to mention reuse to all customers requesting bulky items collection	From July 2011	Time equivalent	138 tonnes	n/a	✓	✓	✓	✓	✓	✓	
Fu5	Identify referring charities and encourage more to refer their clients for reused furniture	July 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
Fu6	Hold staff briefing sessions for social services staff so they are aware of options for their customers	Before October 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
Fu7	Work with LCRN to realise opportunities for reuse	Throughout 2011/12	Time equivalent	n/a	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	Time equivalent	40 tonnes	n/a							✓

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		with them throughout 2011/12										
	<b>Electrical items</b>											
E1	Provide reuse containers at 6 HRRC	July 2011	£5000 (cost for publicity only)	324 tonnes (4.5t per month at each site)	£15 p/t	✓	✓	✓	✓	✓	✓	
E2	Promote other ways to borrow, share, lend or swap electrical items	Throughout 2011/12	£300	10 tonnes	£30 p/t	✓	✓	✓	✓	✓	✓	✓
E3	Promote other reuse organisations including charities	Throughout 2011/12	£1000	30 tonnes	£33 p/t	✓	✓	✓	✓	✓	✓	✓
E4	Bring together reuse organisations to identify the barriers and prepare a plan to take forward initiatives to overcome these	Before November 2011	Time equivalent	n/a	n/a							✓
	<b>Nappies</b>											
N1	Join Real Nappies for London on behalf of all boroughs	April 2011	£1,200	n/a	n/a							✓
N2	Identify all known organisations relating to pregnancy and children in nappies including hospitals, childcare centres etc	July 2011	Time equivalent	n/a	n/a							✓
N3	Work with RNfL to hold one event in each borough to present to all stakeholders about real nappies	September 2011	£600 and time equivalent	n/a	n/a							✓
N4	Promote the existence of washable nappies with display items at public locations throughout West London	July 2011	£400	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
N5	Provide literature to all stakeholders and pregnant women	February 2012	£2500	115 tonnes	£41 p/t including all costs	✓	✓	✓	✓	✓	✓	✓

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					for washable nappies							
<b>General Communications</b>												
C1	Develop brand guidelines for promotion of reuse	Start July 2011	£8,000	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
C2	Develop mobile displays to encourage reuse of furniture and electrical items	July 2011	£1,500	n/a	n/a							✓
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	£500 and time equivalent	n/a	n/a							✓
C4	Boroughs to link to <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to provide greater access to information	May 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	
C5	Attend or contribute to as many events as possible to raise awareness of prevention and reuse	Throughout 2011/12	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
C6	Work in partnership with local groups to raise awareness of issues including giving information, tips, best practice and support	Throughout 2011/12	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
<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	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
D2	Identify as many local organisations and stakeholders as possible	Before June 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
D3	Identify all charity shops within West London and what items they sell	Before June 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
D4	Create a comprehensive list of all housing associations and social landlords within West London	Before June 2011	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓
D5	Share monthly tonnage information about waste sent for disposal, reuse and recycling amongst the	Start in May 2011 and	Time equivalent	n/a	n/a	✓	✓	✓	✓	✓	✓	✓

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	authorities and consider appropriate frequencies to post this information on the WLW website	continue each month throughout 2011/12										
<b>General waste prevention</b>												
G1	Respond to appropriate consultations encouraging prevention and reuse whenever possible	Throughout 2011/12	Time equivalent	n/a	n/a							✓
G2	Collate opinions of residents about unnecessary waste	Throughout 2011/12	Time equivalent	n/a	n/a							✓
	Totals		£138,760*	4403**								

\* The allocated budget for 2011/12 is £150,000. This plan has deliberately not allocated all of the budget to allow scope for contingencies and unexpected costs that cannot be anticipated at this stage.

\*\* The waste prevention target for 2011/12 is 4,600 tonnes. Only 4,403 tonnes have been directly identified in this plan, this is because many of the actions in this plan, including section D, are around collecting information to enable these initiatives to target the correct groups or individuals effectively. In addition to this many of these will represent the first time that residents and organisations have been made aware of the choices available to them. In light of this a number of the activities could generate further tonnages that cannot be identified in this plan at the moment as there is not enough evidence to understand the potential impact. It is hoped to generate a further 500 tonnes from aware alone taking the impact above the target for the year.