

# West London Waste

Let's be resourceful

GET **SWISHING**

Textiles



Furniture



Nappies

Electricals



[www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk)

## Waste Prevention Action Plan 15/16

### Progress July – September 2015

Each quarter the Waste Minimisation Team reports on the work being carried out to deliver the actions in the current Waste Prevention Action Plan. This report sets out what we've been doing and what we have booked or planned for the next few months.

If you have questions about anything we've done or want to work with us then please get in touch. We can be reached via email: [info@westlondonwaste.gov.uk](mailto:info@westlondonwaste.gov.uk), by phone: 020 8825 9468, on Facebook: West London Waste Authority and on Twitter @WestLondonWaste.

What we do is great fun and interesting, so please do get in touch today.



The Waste Minimisation Team

# Food

Ref	Activity and Description	Targets	Current Status
Fo1	Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.  More #secondchancesmoothie events will be held. We'll aim for 1 in each borough if there is an appropriately large event and borough support available.	<ul style="list-style-type: none"> <li>1 web article on WLWA website each month – <b>Achieved</b> 7 articles</li> <li>250 tweets – <b>Achieved</b> 51</li> <li>At least 6 second chance smoothie events interacting with 2,400 people – <b>Achieved</b> 7 events speaking to 3433 people</li> </ul>	Green
			<b>Budget and spend to date</b>
			Budget: £8,000 Spend to 30/09/15: £3,772

## Progress

We've been to even more events in quarter 2 talking about food including 18 Love Food Hate Waste information stalls or talks. This includes 5 more #secondchancesmoothie events held at Greenford Carnival (4 July), St Margaret's Fair (11 July), Ealing Jazz Festival (1 August), part of the activities before screening of Cloudy with a chance of Meatballs in Inwood Park (8 August), Brentford Festival (6 September) and Queens Park Day (13 September).

The smoothie events have been successful with 2233 people engaged in total. Most of the fruit used in the smoothies was reduced price fruit that would have gone in the bin, the remaining items (e.g. tinned fruit and milk) are store cupboard staples that anyone can use to make the most of any fruit that looks a bit battered and bruised.

At these events

- we've spoken to 2639 people
- 650 of our new leaflets featuring the 7 top tips to reduce food waste and our Spud and Slice characters were given out
- 1139 recipe cards have been taken home for use
- 261 spaghetti measurers have been given out
- 598 bag clips were given to people who spoke to us

As well as events we've been shouting about food and reducing food waste online as well. There were 3 web articles about food in August and 34 food tip tweets have been sent. There have been 118 views of the saveaspudd and saveaslice webpages featuring tips specifically to targeting bread and potato waste.



## Over the next few months...

October is going to be a month focused on food waste too, this will involve promoting The Rubbish Diet food waste challenge, a number of LFHW stalls in libraries across west London and supporting borough activities to promote food waste recycling. There are also two confirmed LFHW trolley parades in Hounslow and Harrow.

Ref	Activity and Description	Targets	Current Status
Fo2	Promote home composting at events giving away compost and providing composting expertise.	<ul style="list-style-type: none"> <li>4 compost giveaways, interacting with 300 people per event – <b>Achieved</b> 5 giveaways reaching 625 people; 125 people per event</li> </ul>	<b>Amber - complete</b> <b>Budget and spend to date</b> Budget: £6,000 Spend to 30/09/15: £5069

## Progress

The compost events took place in May and are described in our report for April to June 2015, for more details please read that report.

### Over the next few months...

We currently have no plans for further compost events. There will be changes to the Harrow food and garden waste services in October, they will be using our composting resources at this time. The compost bin reduced price offer leaflets we purchased will be distributed to public buildings in the area.

## Textiles

Ref	Activity and Description	Targets	Current Status
T1	Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. We will continue to encourage greater swapping of clothes by building capacity in the local community and helping them to host their own swishing events. Using the guide developed in 2014 and our equipment which can be borrowed by groups <ul style="list-style-type: none"> <li>Support community groups and local organisations to run their own swishing events</li> <li>In addition, there will be 3 large-scale events involving local organisations and charities to promote swapping, repairing, upcycling and recycling of clothes.</li> </ul>	<ul style="list-style-type: none"> <li>10 swishes – <b>Achieved</b> 4 with 6 booked</li> <li>3 large scale events – <b>Achieved</b> 1, with 1 booked</li> </ul>	<b>Green</b> <b>Budget and spend to date</b> Budget: £6,000 Spend to 30/09/15: £912

## Progress

There have been 3 Swishes in these 3 months, 2 have been held in libraries and the other one was a Little Big Swish event held at the New Inn pub, Ealing. A total of 60 people have Swished 426 items weighing approximately 1482kg.

- Little Big Swish - New Inn, Ealing (2 July)
- Wealdstone Library (15 August)
- Uxbridge Library (5 September)





The plan for this year involved setting up 3 large scale events, however sourcing an appropriate venue for a Big Swish has been very difficult. There are few locations that are large enough and do not have regular weekly events booked in. As a result we have revised the format and scale of these events, we are going to have more Little Big Swishes.



The idea of these larger scale events is to not only offer swishing but to try and educate residents about textile waste, alternative ways to reuse clothes and practical advice that they can try at home. For the first Little Big Swish Gema Ensenat a blogger who writes Sequins and Slippers ran a session on refashioning, she talked about how easy it is to update clothes that you might otherwise throw out using a few nifty tricks and was really popular with the attendees.

The Little Big Swish was on a Thursday evening and we had different people attending because it meant it didn't clash with weekend plans. For these larger events an invitation has been designed and will be used to publicise the events.

For the New Inn event posters were put up around the area, in any shop/café that would allow it. Roughly 800 flyers were distributed in letterboxes, hair salons, staff rooms across Ealing (see right). There were also emails sent out to our Swishing mailing list, a press release sent to local papers plus ongoing Twitter and Facebook.

The Little Big Swish didn't attract as many people as hoped, but the people who did attend were very impressed with the event. The feedback

suggested more promotion on Facebook so in August a GetSwishing facebook page was created and is dedicated to textiles only. The feedback also suggested that sunny days when Andy Murray is playing should be avoided.

## YOU ARE INVITED TO GETSWISHING

Bring clothes, shoes and accessories you no longer wear and use them as currency to take home something you'll love!

DATE

Thursday 2nd July

PLACE

The New Inn Pub, W5 5EX

TIME

7:30 - 8:00 Clothes drop off  
8:00 - 8:30 Refashioning session with Sequins and Slippers blogger Gema Ensenat  
8:30 - 9:30 The Swish is open!

West London Waste  
Let's be resourceful

For more information visit [westlondonwaste.gov.uk](http://westlondonwaste.gov.uk)  
or call 020 8825 9466

### IT'S LIKE SHOPPING, BUT FREE!

1. Each person must bring at least one good quality item of clothing, shoes or accessories to take part - maximum 6 please
2. As you arrive exchange your items for Swishing tokens (1 item = 1 token)
3. Nightwear, swimwear and underwear including socks will not be accepted
4. All items must be in a good condition - something that has shrunk, is stained or needs repairing (e.g. missing buttons, broken zips, loose sequins or beading, rips, tears, fabric pulls or holes, bobby bits, disintegrating seams or hems, lint or fluff) will not be accepted
5. Guests are asked not to browse the rails whilst items are being prepared for Swishing
6. When the Swish is declared open clothes can be taken on a first come first served basis. But please no biting, scratching or hair pulling!
7. Tokens are then returned in payment as clothes are taken from the event.
8. Swishing credits from previous events will be accepted

For information and event updates join the Facebook event **Little Big Swish - Ealing** See you there!

**GETSWISHING**  
Your 5 Step Swishing Guide

The website we launched last year to give people all the information they need to run their own swishing events is still live and received 656 visitors between July and end of September, we only started actively publicising this website in August on the new Facebook page.

### Over the next few months...

On 22 October there will be a second Little Big Swish at The New Inn, Ealing. Gema will be returning to give another talk filled with ideas and tips. There are 2 Swishes booked for 7 November at Twickenham Library and at Hounslow Library on 28 November. Further events have been booked in Uxbridge, Ham and Twickenham for early 2016 to ensure that there are regular events to build up awareness of Swishing and to give people a better chance of finding more items they want to wear.

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# Furniture

Ref	Activity and Description	Targets	Current Status
F1	Promotion of the Ealing Re-use hotline Develop and print leaflets/posters/adverts for use in boroughs. To get maximum value for the money the adverts will be standardised.	<ul style="list-style-type: none"> <li>Increase collections/ re-use by 5%</li> </ul>	<b>Amber</b> <b>Budget and spend to date</b> £5000 Spend to 30/09/15: £0

## Progress

The way in which the Ealing re-use hotline runs changed in September. From April to the end of September a total of 111 collections were made and over 376 items sent for re-use weighing 15.88 tonnes.



# Electrical Items

Ref	Activity and Description	Targets	Current Status
E1	Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme  Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.	<ul style="list-style-type: none"> <li>14 WEEE bring events – <b><u>Achieved 5</u></b></li> </ul>	<b>Amber</b> <b>Budget and spend to date</b> Funded through the WEEE compliance contract

## Progress

There have been 2 more WEEE bring events:


- 29/06/15 – 03/07/15 at Tricycle Theatre, Kilburn which collected 43 items weighing 120kg
- 10/09/15 at Harrow Weald Recreation Ground which collected 163 items weighing 280kg



## Over the next few months...

There will be more events booked in for January and new challenges given to schools after October half term.

# Nappies

Ref	Activity and Description	Targets	Current Status
N1	Support the promotion of washable nappies  It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth. Information about washable nappies will be provided on <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> , and information will be taken to events. Where possible events organised by local groups will be supported.	<ul style="list-style-type: none"> <li>2 web articles per year - <b>Achieved</b> – 0, 2 planned</li> </ul> 	<div>Green</div> <div>Budget and spend to date</div> <div>£0</div>

## Progress

Articles about nappies are currently scheduled for November and February.

## Communications

Ref	Activity and Description	Targets	Current Status
C1	Maximise the use of <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to bring engaging and interesting content to residents.  Pages to be kept up to date and a new web article added each week	<ul style="list-style-type: none"> <li>10% increase in unique visitors to the website to 63,800 – <b>Achieved</b> 33,022</li> <li>Returning visitors to the website increase by 4% - <b>Achieved</b> 2.5%</li> </ul>	<div>Green</div> <div>Budget and spend to date</div> <div>Budget: £1280 Spend to 30/09/15: £0</div>

## Progress

In July, August and September we have published 10 web articles on a variety of topics including saving salad from the bin, making your own #secondchancesmoothies, re-use, zero waste week and the festival of repair.

Month	Number of unique visitors	Returning visitors	Total page views
July	5,117	1425	11,181
August	5,315	1354	11,330
September	5,427	1397	12,101
Totals	15,859		

Over the next few months...

In October our theme of the month is food, in November we'll have more on food and also have a focus on reducing waste and in December the 12 days of Christmas messages will be active. All the information on our website will be reviewed and updated where it's needed over the next couple of months.

Ref	Activity and Description	Targets	Current Status
C2	Monthly newsletters to engage with residents about waste prevention. We're going to make it even easier for others to find out what we're doing by continuing to produce newsletters that residents can sign up to and boroughs can promote	<ul style="list-style-type: none"> <li>Increase the number of people signed up by 10% making 404 – <b>Achieved</b> 702</li> </ul>	<b>Green - complete</b>  <b>Budget and spend to date</b>  Budget: £150 for e-distribution Spend to 30/09/15: £46

## Progress

Newsletters have been sent out in every month. Copies can be viewed on our [website](#). The number of subscribers to the newsletter has already exceeded our expectations, as of the end of September there were 702 subscribers. 178 have signed up since the beginning of July.

### Over the next few months...

Newsletters will continue to be sent out each month.

Ref	Activity and Description	Targets	Current Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> <li>Increase Twitter followers by 20% to 1969 – <b>Achieved</b> 1870 so far</li> <li>35% of tweets to be re-tweeted – <b>Achieved</b> 70%</li> <li>OTS 300,000 per month – <b>Achieved</b> an average of 795,000 per month</li> </ul>	<b>Green</b>  <b>Budget and spend to date</b>  Budget: £90 Spend to 30/09/15: £0

## Progress

We are continuing to use social media to promote all the work we do and to send out ideas and tips.

Month	Followers	No. of Tweets sent	Re-tweets	Reach (OTS)	Facebook Likes
July	1803	120	84 (70%)	543,782	158
August	1844	169	108 (64%)	541,102	160
September	1870	203	142 (70%)	729,646	165
Total		334	69%	1,814,530	

The reach on Twitter so far this year has been really positive, we have significantly exceeded our monthly reach targets so far and are very pleased with the fact our followers are choosing to share our information with others.

### Over the next few months...

We will continue promote all our events via social media and are reviewing how we use Facebook to increase interaction with local residents and attract more people to our stand alone events.

Ref	Activity and Description	Targets	Current Status
C4	<p>The Rubbish Diet</p> <ul style="list-style-type: none"> <li>Rubbish Diet will support all residents who sign up, they'll respond to their questions and link people and groups to resources available from WLWA including our talks and events.</li> <li>They'll also do grassroots communications about waste. Weekly posts about West London waste reduction action and Dieter's stories on their website and Facebook and seek regular press coverage. A monthly newsletter will be send to all local Dieters and quarterly waste campaigns will run in the press. The WLWA team promote the Diet at events they attend.</li> </ul>	<ul style="list-style-type: none"> <li>500 sign ups for an online Diet for all boroughs – <b>Achieved</b> 183</li> <li>80 active community champions – <b>Achieved</b> 42</li> </ul>	<p>Amber</p> <p><b>Budget and spend to date</b></p> <p>Budget: £30,000 Spend to 30/09/15: All money allocated</p>

### Progress

Rubbish Diet have attended 10 events and spoken to 261 people this quarter. In September they organised the festival of Repair, a series of events to encourage people to consider repair before replacing. The events included a sewing session at Harrow College, a fix-a-bike session at Kenton Library, a Restart Party in Uxbridge, a denim repair workshop in partnership with Traid and

#makedoandmend tweet chats on repair in conjunction with the blogger Jen Gale's website my make do and mend year.



Champions are people and groups who want to do more, 34 champions have completed an action in the last 3 months including:

- P from Harrow volunteered at Harrow Restart Party as a restarter.
- J from Harrow volunteered at Harrow Restart Party to assist and learn more about hosting.
- G from Hillingdon and A from Brent helped promote Harrow Restart Party by putting up posters in local community locations
- P from Hillingdon volunteered to help close down the Swish at Wealdstone Library on 15th of August.
- 5 champions from Hillingdon and F from Brent volunteered helping with promoting and hosting the Uxbridge Restart Party
- M from Harrow came to Save a Bike Skill Share and Uxbridge Restart Party to help people to learn to repair
- M and R from Harrow came to Save a Bike Skill Share to help people to learn to repair



- S from Harrow came to Denim Repair Workshop to learn repair skills, she has also passing on her new skills to a sewing group in Brent which she attends.
- B from Ealing came to the Uxbridge Restart Party to share what she knew about fixing her clothes with others.
- 5 other champions from Hillingdon helped to promote the Uxbridge Restart Party to local residents by putting up posters and telling colleagues
- 5 more champions from Harrow, Hillingdon and Ealing contributed information to the Festival of Repair fixing locations map.

Champions are being supported to run their own activities, whether this is an event or informally sharing messages. One of the champions works for Harrow Libraries and is developing a fixing hub in the libraries. Senior Managers have agreed this, a bike fixing session, clothing repair event and 3 Restart Parties have been scheduled. The first Restart party took place on 25 July 12-3pm, 6 people attended and 10 items were fixed and an additional 31 people were spoken to. The Restart fixometre for the Harrow Restart Party calculated that 3kg of e-waste was saved from being discarded and 53kg CO<sub>2</sub> emissions were prevented. The feedback from this event was very positive with one resident saying "...all that was wrong was a wire had come loose, saved me buying a new one." A total of 24 hours was volunteered to restart broken electronics and host the party.

At the second Restart Party, as part of The Festival of Repair, 8 volunteers helped 14 people fix items which resulted in 18kg of electricals from the bin and 187kg of CO<sub>2</sub> prevented.

Harrow library has now created a dedicated section for books relating to repairing.

#### Over the next few months...

In October The Rubbish Diet will be launching their Food Challenge to focus minds on reducing food waste. It will be taking the form of a series of emails and direct people to lots of interesting things online including the food section on the West London Waste website. They will be running two food waste reduction events, a Bhangra Disco Soup on 24th October with Southall Transition Group and a Ready Steady Cook event in Brent with the West London People's Kitchen.



Ref	Activity and Description	Targets	Current Status
C5	Attendance at events to promote the reduce, re-use and recycle messaging  During 2014/15 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.	<ul style="list-style-type: none"> <li>▪ 1000 people spoken to at events – <b>Achieved</b> 4386</li> <li>▪ Attend 25 events – <b>Achieved</b> 52 events attended, with a further 12 booked</li> </ul>	Green - complete
			<b>Budget and spend to date</b>
			Budget: £3,000 Spend to 30/09/15: £539

## Progress

The team have attended a lot of events so far this year around the events already mentioned in this update. In total 56 have been organised and attended. The table on the next page lists all the events we've taken part in.

Including the events already mentioned there have been:

▪ Brent	4 events	650 residents engaged with
▪ Ealing	6 events	624 residents engaged with
▪ Harrow	4 events	99
▪ Hillingdon	4 event	83
▪ Hounslow	2 events	673
▪ Richmond	9 events	627

In total we've engaged with 4987 people at events so far this year.

Date	Borough	Type	Event name	Spoken to
04/07/2015	Ealing	Food - Smoothie	Greenford Carnival	250
11/07/2015	Richmond	Food - Smoothie	St Margaret's Fair	500
21/07/2015	Richmond	Food	LFHW Stall at Castelnau Library	11
22/07/2015	Ealing	Food	LFHW Stall at West Ealing Library	32
23/07/2015	Richmond	Food	LFHW Stall at Hampton Hill Library	16
28/07/2015	Richmond	Food	LFHW Stall at Teddington Library	15
01/08/2015	Ealing	Food - Smoothie	Jazz Festival	250
03/08/2015	Brent	Food	LFHW Stall at Ealing Road Library	26
04/08/2015	Harrow	Food	LFHW Stall at Kenton Library	24
05/08/2015	Ealing	Food	LFHW stall at Rectory Park Playday	57
08/08/2015	Hounslow	Food - Smoothie	Activity before Film Screening in Inwood Park	293
11/08/2015	Richmond	Food	LFHW Stall at Richmond Library	17
18/08/2015	Richmond	Food	LFHW Stall at Hampton Library	12
19/08/2015	Brent	Food	LFHW Stall at Kilburn Library	31
21/08/2015	Richmond	Food	LFHW Stall at Ham Library	14
24/08/2015	Brent	Food	LFHW Stall at Harlesden Library	33
25/08/2015	Richmond	Food	LFHW Stall at Whitton Library	13
26/08/2015	Richmond	Food	LFHW Stall at East Sheen Library	29
04/09/2015	Hillingdon	Food	LFHW Stall at Oak Farm Library	13
04/09/2015	Hillingdon	Food	LFHW Talk for Coffee Morning Group at Oak Farm Library	22
06/09/2015	Hounslow	Food - Smoothie	Brentford Festival in Blondin Park.	380
10/09/2015	Harrow	WEEE	Harrow Weald Rec Ground WEEE Event	
13/09/2015	Brent	Food - Smoothie	Queen's Park Day	560

Date	Borough	Type	Event name	Spoken to
25/09/2015	Hillingdon	Food	LFHW Stall at Manor Farm Library	26
29/09/2015	Ealing	Food	LFHW Stall at Greenford Library	15

### Over the next few months...

The LFHW information stands in libraries continues in October. The team are available to give talks to community groups at evening meetings.

Ref	Activity and Description	Targets	Current Status
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships		Green
G2	Helping people to find a way to reduce, re-use and recycle that meets their needs and means they do at least one thing differently.		Budget and spend to date
G3	Respond to appropriate consultations encouraging prevention and re-use	Responding to consultations	£0

### Progress

WLWA have partnered with Wrap and Zero Waste Alliance UK and a number of European municipalities to submit an EU bid to raise awareness of food waste and share best practice. Our role in the project is to host a 3 day conference at Hounslow Civic Centre in January 2017 and hold a variety of food related events in the same financial year. The bid worth 125,000 Euros was submitted on 1 September, it is hoped to know the outcome before Christmas 2015.

At the beginning of August we were approached by Wrap (LFHW) and Resource London to work with them and a large corporate organisation with a large number of volunteers who could support food events in October. We proposed a number of activities for them to support and as a result 2 trolley parades have been organised for October.

WLWA submitted a response to the EU consultation about the Circular Economy in September.

In September DHL Envirosolutions provided funding for a full-time officer to be based in the Waste Minimisation Team until the end of March. The role will be responsible for implement the targets for electricals set out in this plan.

Ref	Activity and Description	Targets	Current Status
G4	Waste Minimisation Team staffing and Shared Expertise programme.		Green

	<ul style="list-style-type: none"> <li>Maximum cost for staff including pension and NI contributions. Includes travel.</li> <li>We will also continue to support the Shared Expertise programme which allows the further partnership working and development of staff for each of the local authorities.</li> </ul>		<b>Budget and spend to date</b>
			Budget: £141,402
			Spend to 30/09/15: The whole of the budget is allocated

## Progress

There is a full team in place. A large number of activities have been carried out with the support of 4 shared expertise staff at 14 events.

## Summary

A large amount of work has been carried out this year so far. There are 11 activities in the Waste Prevention Action Plan relating to our priority materials, the status for each is shown in this report and a summary is below:

Red	0 actions
Amber	4 actions
Green	7 actions

The total budget for the activities outlined in this progress report is £200,960, at the moment the total spent to date is on track to be within this budget.

## Links with other waste prevention activities

The activities described below are not covered by this Action Plan and run by Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond Councils.

Borough	July to September 2015	Over the next few months
Brent	Veolia Brent have attended 7 events including 2 clean up days in Cricklewood and Chapel End Willesden, information stands at community events including Queens Park Day and a waste and recycling roadshow at Mapes House.	In October there will be bulb planting in Harlesden and a little blitz day in Wembley.
Ealing	<ul style="list-style-type: none"> <li>In August charges were introduced for residents bringing DIY waste to the Greenford HRRRC.</li> <li>A trial to increase the number of trade users at the HRRRC has also been tried.</li> <li>Various pieces of work around the waste and recycling service</li> </ul>	<ul style="list-style-type: none"> <li>The furniture re-use hotline will be publicised in the Winter edition of Around Ealing.</li> <li>Work will continue to be carried out in preparation for the service changes next April.</li> <li>A food waste recycling project is being planned</li> </ul>



Borough	July to September 2015	Over the next few months
	<p>changes next year have been completed.</p> <ul style="list-style-type: none"> <li>▪ Participation in the recycling services was monitored in September and has increased by 0.3%.</li> <li>▪ The contact details for the furniture re-use collections changed in September.</li> <li>▪ The year to date recycling rate until the end of September is 44.73%</li> </ul>	

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