



West London Waste

Let's be resourceful



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 15/16

Progress October – December 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, by phone: 020 8825 9468, on Facebook: West London Waste Authority and on Twitter @WestLondonWaste.

What we do really 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"> 1 web article on WLWA website each month – Achieved 11 articles 250 tweets – Achieved 198 At least 6 second chance smoothie events interacting with 2,400 people – Achieved 7 events speaking to 3433 people 	<p style="background-color: #90EE90; padding: 5px;">Green</p> <p>Budget and spend to date</p> <p>Budget: £8,000 Spend to 31/12/15: £3,220</p>

Progress

This quarter we continued our Love Food Hate Waste Library Tour to spread the word about reducing food waste, visiting 10 more libraries before the tour finished at the end of October 2015.

- Ealing – 1st Oct
- Uxbridge – 2nd Oct
- Pinner & Roxeth – 5th Oct
- Ruislip Manor – 7th Oct
- Southall – 19th Oct
- Greenford – 20th Oct
- Northwood Hills – 23rd Oct
- Gayton – 26th Oct
- Jubilee Gardens – 27th Oct



In October we also participated in 2 Love Food Hate Waste trolley dash events in Hounslow (12th) and Harrow (13th) high streets. Working with Barclays volunteers, Rubbish Diet, Love Food Hate Waste and the Recycling teams from both boroughs, we paraded up and down the High St, giving out tips, hints and messages to over 300 residents about how they can reduce their food waste at home.



Over the last 3 months...

- we've spoken to 847 people
- given out 591 of our Spud and Slice/7top tip leaflets
- 480 recipe cards have been taken home for use
- 338 spaghetti measurers have been given out
- 476 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 5 web articles about food between October and December and 84 food tweets shared. There have been 118 views of the saveaspud and saveaslice webpages featuring tips specifically targeting bread and potato waste.

Over the next few months...

As the outdoor event season has finished there will be more of a focus on Love Food Hate Waste talks to community groups and the setting up for our Ready, Steady Love Food Evening event on the 25th Feb.

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"> 4 compost giveaways, interacting with 300 people per event – Achieved 5 giveaways reaching 625 people 	<p>Amber</p> <p>Budget and spend to date</p> <p>Budget: £6,000 Spend to 31/12/15: £5069</p>

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](#).

The new Harrow food waste recycling service was introduced in October 2015 and we supplied them with 7,000 composting leaflets so residents could find out more about composting at home.

Over the next few months...

We currently have no plans for further compost events in 15/16.

Textiles

Ref	Activity and Description	Targets	Current Status
T1	<p>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</p> <ul style="list-style-type: none"> Support community groups and local organisations to run their own swishing events In addition, there will be 3 large-scale events involving local organisations and charities to promote swapping, repairing, upcycling and recycling of clothes. 	<ul style="list-style-type: none"> 10 swishes – Achieved 7 with 4 booked 3 large scale events – Achieved 2 	<p>Amber</p> <p>Budget and spend to date</p> <p>Budget: £6,000 Spend to 31/12/15: £1625</p>

Progress

There have been 3 Swishes this quarter - 2 held in libraries and one Little Big Swish event held at the New Inn pub in Ealing. A total of 62 people Swished 419 items weighing approximately 147kg.

- Little Big Swish - New Inn, Ealing (22nd Oct)
- Twickenham Library (7th November)
- Hounslow Library (28th November)

For our second Little Big Swish, the format remained largely the same and Gema was invited back to hold another refashioning session. In addition to the refashion session, every attendee who bought someone along with them had their name put into a draw on the night to win a recycled leather clutch bag.



The Little Big Swish didn't attract as many people as hoped, but the people who did attend were very impressed with the event. Even though the numbers weren't much of an

improvement on the last event, we have noticed that we are attracting different people and it's not always the same individuals. However there seems to be a core group who have become regular visitors to all our swishes and are constantly spreading the word about our events.

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 514 visitors between October and the end of December.

Over the next few months...

Further events have been booked in at a number of libraries 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.

- Uxbridge (16th Jan),
- Wealdstone (6th Feb),
- Ham (27th Feb)
- Hounslow (12th March)
- Hayes – Little Big Swish (19th Mar)
- Ealing (26th Mar)

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"> ▪ Increase collections/ re-use by 5% 	<p style="background-color: #FFD700; padding: 5px;">Amber</p> <p>Budget and spend to date</p> <p>£5000</p> <p>Spend to 31/12/15: £4079.75</p>

Progress



Following the closure of the Re-use Hotline with London Reuse Network in September 2015, LB Ealing has now started a bespoke Re-use hotline that is co-ordinated and run by Furnish. So far they have carried out 83 collections with 303 items sent for re-use.

To promote the new hotline and service 140,000 leaflets were printed and sent out in the winter issue of Ealing Council's borough magazine – Around Ealing.

Year to date a total of 188 collections have been made with over 679 items sent for re-use weighing 22.28 tonnes.

Over the next few months...

Both LB Ealing and WLWA will be promoting re-use using social media channels and our websites.

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"> 14 WEEE bring events – Achieved 5 with a further 9 confirmed 	<p>Green</p> <p>Budget and spend to date</p> <p>Funded through the WEEE compliance contract</p>

Progress

There have not been any new WEEE events this quarter, but planning has been taking place for lots of events in early 2016

Over the next few months...

As part of our new year WEEE recycling drive we have 9 bring events already confirmed for venues in Brent, Ealing, Harrow, Hounslow and Richmond boroughs.

We will also be running a schools WEEE collection competition during Waste Week – 7th – 11th March 2016. This is being promoted to schools through the DHL Envirosolutions contract in west London with the schools education provider Wastebuster and EDF Energy’s education program The Pod.

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 www.westlondonwaste.gov.uk , and information will be taken to events. Where possible events organised by local groups will be supported.	<ul style="list-style-type: none"> 2 web articles per year 	<div style="background-color: #92d050; padding: 5px; text-align: center;">Green</div> <hr/> Budget and spend to date £0

Progress

Articles about nappies are currently scheduled for January and February 2016.

Communications

Ref	Activity and Description	Targets	Current Status
C1	Maximise the use of www.westlondonwaste.gov.uk 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"> 10% increase in unique visitors to the website to 63,800 – Achieved 47,382 Returning visitors to the website increase by 4% - Achieved 2.5% 	<div style="background-color: #92d050; padding: 5px; text-align: center;">Green</div> <hr/> Budget and spend to date Budget: £1280 Spend to 31/12/15: £32

Progress

In October, November and December we have published 15 web articles on a variety of topics including the launch of Rubbish Diet’s food challenge, Recycle for London’s campaign to recycle #JustOneThing, Hugh’s War on Waste television series, our team winning the Best Team Award at the 2015 LARAC Awards and articles across the Christmas period about Love Christmas Hate Waste. The textile section has also been completely updated with new information, pictures and films.

Month	Number of unique visitors	Returning visitors	Total page views
October	5,176	1,364	11,441
November	4,626	1,291	10,966
December	4,558	1,217	10,006
Totals	14,360		

Over the next few months...

Over the next 3 months the focus will be on WEEE, nappies and textiles. 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"> Increase the number of people signed up by 10% making 404 – Achieved 958 	<p style="background-color: #92d050; padding: 2px;">Green - complete</p> <p>Budget and spend to date</p> <p>Budget: £150 for e-distribution Spend to 31/12/15: £70</p>

Progress

Copies of our monthly newsletter can be viewed on our [website](#). Subscriber numbers to the newsletter has already exceeded our expectations, with 202 people signing up in October, November and December bringing our total year to date to 958 subscribers.

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"> Increase Twitter followers by 20% to 1969 – Achieved 1996 so far 35% of tweets to be re-tweeted – Achieved 66% OTS 300,000 per month – Achieved an average of 734,000 per month 	<p style="background-color: #92d050; padding: 2px;">Green - complete</p> <p>Budget and spend to date</p> <p>Budget: £90 Spend to 31/12/15: £0</p>

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
October	1918	203	121 (60%)	720,444	170
November	1962	130	84 (65%)	553,019	174
December	1996	184	112 (61%)	626,111	176
Total		517	62%	1,899,574	

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. Our total reach on Twitter since April 2015 is just over 6.6 million.

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"> 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. 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. 	<ul style="list-style-type: none"> 500 sign-ups for an online Diet for all boroughs – Achieved 329 80 active community champions – Achieved 73 	<p style="background-color: yellow; text-align: center;">Amber</p> <p>Budget and spend to date</p> <p>Budget: £30,000 Spend to 31/12/15: All money allocated</p>

Progress

Rubbish Diet activities this quarter included –

- Launch of their Food Challenge
- Bhangra Disco Soup held in Southall on 24th October
- 2 Restart Parties – 2nd Oct and 11th Dec
- Event stalls at ASDA in Park Royal (22nd Nov) and Feltham (24th Nov and 14th Dec)
- Diwali event at Laxmi Narayan temple on 14th Nov
- WLWA Swish in Hounslow on 28th Nov
- Visit to SWEEEP Recycling plant in Kent with WLWA on 2nd Dec and 3 residents/champions
- Stall at the Tree Festival in Hounslow on 4th Dec
- Talk to Homestart Group on 10th Dec

Rubbish Diet also appointed a new west London Co-ordinator – Rishika Aurora to replace their previous coordinator Sarah Kersey. They've attended 11 events and spoken to 216 people across all their events this quarter.



Rubbish Diet Champions are people and groups who want to do more. This quarter, 30 of their champions completed at least one action. For example **M**, **J** and **P** from Harrow visited SWEEEP, **M** from Southall visited FareShare to find out how to access surplus food for their community group, **S** from Hounslow promoted the Rubbish Diet in a local newsletter and **D**, **C** and **K** promoted the Bhangra Disco Soup in Ealing.

Over the next few months...

Rubbish Diet will be working in conjunction with our team and FareShare London to put on a Love Food Hate Waste event on 25th Feb in Southall. They will also be holding a swish in collaboration with Age UK in Hounslow on 8th Feb.

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"> 1000 people spoken to at events – Achieved 4386 Attend 25 events – Achieved 52 	<p style="background-color: #92d050; padding: 2px;">Green - complete</p> <p>Budget and spend to date</p> <p>Budget: £3,000 Spend to 31/12/15: £630</p>

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. Including those already mentioned, borough events over the last quarter include –

- Ealing 5 events 83 residents engaged with
- Harrow 4 events 217 residents engaged with
- Hillingdon 3 events 66 residents engaged with
- Hounslow 2 events 518 residents engaged with
- Richmond 1 event 18 residents engaged with

In total we've engaged with 5915 people at events so far this year.

Date	Borough	Type	Event name	Spoken to
01/10/2015	Ealing	Food	LFHW Stall at Wood End, Ealing	6
02/10/2015	Hillingdon	Food	LFHW Stall at Uxbridge Library	33
05/10/2015	Harrow	Food	LFHW Stall at Pinner Library	19
05/10/2015	Harrow	Food	LFHW Stall at Roxeth Library	9
07/10/2015	Hillingdon	Food	LFHW Stall at Ruislip Manor Library	17

12/10/2015	Hounslow	Food	LFHW Trolley Parade Hounslow High Street	500
13/10/2015	Harrow	Food	LFHW Trolley Parade Harrow High Street	150
19/10/2015	Ealing	Food	LFHW Stall at Southall Library	16
20/10/2015	Ealing	Food	LFHW Stall at Greenford Library	10
22/10/2015	Ealing	Textiles	Little Big Swish 2 - New Inn, Ealing	19
23/10/2015	Hillingdon	Food	LFHW Talk to Coffee Morning Group at Northwood Hills Library	16
26/10/2015	Harrow	Food	LFHW stall at Gayton Library	39
27/10/2015	Ealing	Food	LFHW Stall at Jubilee Gardens Library	32
07/11/2015	Richmond	Textiles	Swish at Twickenham Library	18
28/11/2015	Hounslow	Textiles	Swish at Hounslow Library	18

Over the next few months...

We are focusing on WEEE bring events and swishes.

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.		
G3	Respond to appropriate consultations encouraging prevention and re-use	Responding to consultations	£0

Progress

WLWA submitted a joint bid with Wrap and Zero Waste Alliance UK and a number of European municipalities to raise awareness of food waste and share best practice back in September. Our role in the 125,000 Euro project was 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. Unfortunately the joint bid was unsuccessful.

WLWA also submitted a bid to the Department of Business Innovation and Skills (BIS) for funding in their WEEE Improvement Project in October. Unfortunately, we were also unsuccessful with this bid but did receive useful feedback about our idea.

Ref	Activity and Description	Targets	Current Status
G4	Waste Minimisation Team staffing and Shared Expertise programme. <ul style="list-style-type: none"> Maximum cost for staff including pension and NI contributions. Includes travel. 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. 		Green
			Budget and spend to date
			Budget: £141,402
			Spend to 31/12/15: The whole of the budget is allocated

Progress

This quarter has seen a number of changes in the team. One of our Waste Minimisation Officers left to travel the world, our Events Assistant finished at the end of October and our Waste Minimisation Coordinator started maternity leave in November.

The remaining Waste Minimisation Officer has been seconded to become Senior Waste Minimisation Officer. We also advertised externally and hired 2 new Events Assistants in November – 1 full time and 1 part time.

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 £200,960.00 and 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	October to December 2015	Over the next few months
Brent	<ul style="list-style-type: none"> In October a number of Recycling and Waste educational roadshows were run in estates across the borough – Hereford House, Rosedene and Ellerslie Gardens. Throughout November and December, there were a number of Recycling in Flats roadshows. 	<ul style="list-style-type: none"> For the Queen's birthday celebrations, 4 roadshows are planned <ul style="list-style-type: none"> 04/03/2016, Park Lane School clean up, 05/03/2016 Keep Wembley Tidy, 05/03/2016 Willesden clean up,

Borough	October to December 2015	Over the next few months
	<p>These included Yates Court, Alan Preece Court, Slade Court, Bentham Walk, John Radcliff House, Windmill Court, Canterbury Court, Athelstan Gardens.</p> <ul style="list-style-type: none"> • There were also litter, clean up and planting days in Cricklewood, Harlesden and Wembley 	<ul style="list-style-type: none"> ▪ 06/03/2016 Cricklewood clean up
Ealing		<ul style="list-style-type: none"> • Art competition for schools across the borough to promote recycling among residents. Winning entries will be posted on the council's rubbish and recycling trucks.
Harrow	<ul style="list-style-type: none"> • Rollout of separated food waste recycling service 	<ul style="list-style-type: none"> • Promotion of garden waste service from 1st Apr 2016. Roadshows will be happening across the borough throughout February and March.
Hillingdon		
Hounslow	<ul style="list-style-type: none"> • Rollout of wheelie bins to residents across the borough 	<ul style="list-style-type: none"> • Promotion of fortnightly garden waste service from 1st Apr 2016. • Promotion of free compost bin offer for residents who wish to compost at home (on first come first serve basis)
Richmond		