



West London Waste

Let's be resourceful

GETSWISHING

Textiles



Furniture



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 16/17

Progress July – September 2016

Each quarter the Waste Minimisation Team reports on the work being carried out to fulfil 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	Status
Fo1	<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.</p> <p>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.</p>	<p>2 large scale LFHW events delivered - Achieved YTD: 0 (first event booked in for October 2016)</p> <p>Follow up actions developed and completed with 10 community groups - Achieved YTD: 4</p> <p>Implement a food waste challenge - Achieved YTD: TBC</p>	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £10,000 Spend to 30/09/16: £1433.55</p>

Progress

Over the summer, our team attended a mixture of events with activities focusing on promoting our food waste reduction messages primarily with a Love Food Hate Waste theme. Our main activities this quarter included the start of our annual Love Food Hate Waste Library Tour (libraries across all 6 boroughs), presentations with community groups and second chance smoothie stalls.



Love Food Hate Waste Library Tour

Our Love Food Hate Waste Library Tour saw us visit 22 libraries across 6 boroughs engaging with 664 people and sharing over 2600 tools to help them reduce their food waste at home.

- Brent – Harlesden (17th Aug) and Kilburn (26th Aug)
- Ealing – Greenford (6th Jul), West Ealing (22nd Jul), Wood End (28th Jul), Perivale (11th Aug), Southall (24th Aug) and Jubilee Gardens (7th Sep).
- Harrow – Gayton (15th Jul & 16th Sep), Stanmore (26th Jul), Roxeth (15th Aug)
- Hillingdon – Uxbridge (5th Aug), Ickenham (21st Sep), Yiewsley (22nd Sep) and Manor Farm (30th Sep)
- Hounslow – Hounslow (28th Sep) and Feltham (29th Sep)
- Richmond – Twickenham (5th Jul), Richmond (21st Jul), East Sheen (8th Aug) and Teddington (9th Aug)

Community group actions

This quarter we completed events with 2 community groups around food waste -

- Harrow Communities Click (18th Aug)
- Ealing Friends of the Earth (20th Sep)

Talks, Presentations & Stalls

- Grey Court School – Richmond (1st Jul)



- Harrow Housing Fair (9th July)
- Cranford Community College – Hounslow (20th Jul)
- Town Centre Action Day – Harrow (27th Jul)
- Queens Park Day – Brent (18th Sep)
- Pinner Disco Soup Promo Day – Harrow (21st Sep)

Second Chance Smoothie Events

- Brentford Festival - Hounslow (4th Sep)
- Pinner Village Show – Harrow (18th Sep)

Between July and September, our team attended 34 separate events, spoke to 2,153 people and shared 4,671 recipe cards, bag clips, spaghetti measurers and leaflets with residents to promote reducing their food waste.

Over the next few months...

Our Love Food Hate Waste Library Tour will continue with visits to 6 more libraries in October and November. The full list of libraries on our tour is in the events section on our [website](#).

Other confirmed events include our Disco Soup on 27th October, a food waste analysis and talk with a primary school in Hounslow on 16th November, waste talk with U3A on 23rd November and a Day of Action in Wealdstone with Harrow Recycling Team on 16th December.

Ref	Activity and Description	Targets	Status
Fo2	Promote food waste recycling	Project with Resource London - introduce food waste recycling interventions in 6000 households across 4 boroughs.	Green
			Budget and spend to date
			Budget: £60,000 Spend to 30/09/16: £54,444.10

Progress

To help make it even easier for residents to start using their food waste recycling service or to put a wider range of items in the caddies, our team is working with Resource London to deliver food waste recycling interventions in Brent, Ealing, Hounslow and Richmond upon Thames. These are designed to increase the number of residents opting to use their food waste recycling service as part of their normal waste and recycling routine whilst simultaneously reducing the amount of food waste ending up in the rubbish bin.

In the last quarter our actions included:

- Rolling out a package of interventions (leaflets, liners and stickers) to all four boroughs in the project. Brent, Hounslow and Richmond residents got their interventions in early July. Ealing's was delivered at the end of September.
- Working with each of the council's Waste & Recycling teams and contractors to monitor the collation of pre monitoring data.

- Adding an additional intervention to the project in Ealing by facilitating the delivery of internal kitchen caddies to all residents on the targeted rounds in the borough.

Over the next few months...

We've begun collation of the pre and post-monitoring data from all the boroughs' food waste recycling services to determine what, if any, changes have occurred in the usage of the service.

The second roll out of liner deliveries will also be scheduled to occur in early December so residents don't run out of their liner supply and can continue using the service uninterrupted.

Textiles

Ref	Activity and Description	Targets	Status
T1	Sew it On	Development of a project plan to investigate textile skills sharing in west London Achieved YTD: upcoming collaboration with Love Your Clothes	Green Budget and spend to date Budget: £3,000 Spend to 30/09/16: £292.50

Progress

We are collaborating with WRAP's Love Your Clothes brand to set up a number of sewing workshops across our boroughs. By putting on these workshops, we can investigate what appetite there is from residents in west London for the opportunity to learn and share sewing skills with others.

Over the next few months...

We will be holding a sewing workshop in each of our six boroughs with Ealing's workshop held over two separate dates – Richmond (12th Oct), Harrow (17th Oct), Hillingdon (18th Oct), Brent (19th Oct), Ealing part 1 (19th Oct), Hounslow (26th Oct) and Ealing part 2 (26th Oct).



Ref	Activity and Description	Targets	Status
T2	<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 	8 swishes - Achieved YTD: 3	<p style="background-color: #92d050; text-align: center; padding: 5px;">Green</p> <p>Budget and spend to date</p> <p>Budget: £0 Spend to 30/09/16: £23</p>

Progress

This quarter our team attended two swishes – one in Ealing Central Library in collaboration with National Citizen Service (NCS) on the 21st July and one in Hounslow Library on the 23rd July.

NCS is an annual programme for 15 - 17 year olds to help them build new skills, take on challenges and meet new people. NCS approached us to work with their young people and they opted to run a swish to help promote the reduction of textile waste.

Both our swishes this quarter saw a combined total of **240 items** weighing **84kg** swapped between residents instead of ending up in the rubbish.



POWERED BY



GETSWISHING
Your 5 Step Swishing Guide

Our GetSwishing website, created to give people all the information they need to run their own swishing events, is still increasing in popularity and received **1515 visitors** for the quarter.

More activity is taking place on the GetSwishing Facebook page with increased likes (169 at the end of September) and more people reading and replying to posts.

Over the next few months...

There are six planned upcoming swishes – Hounslow Library (1st Oct), Uxbridge Library (22nd Oct), Ealing Central Library (12th Nov), Age UK Harrow (24th Nov), Hounslow Library (26th Nov) and Ham United Group Swish (2nd Dec).

Furniture

Ref	Activity and Description	Targets	Status
F1	Promotion of the Re-use and Upcycling Three organisations will be supported to deliver projects that will increase the profile of re-use. <ul style="list-style-type: none"> ▪ Hounslow Furniture Project – signage update and warehouse works ▪ Develop resources for use by boroughs and contact centre staff to improve diversion of suitable furniture to reuse partners 	Reuse targets to be agreed with each organisation.	Amber Budget and spend to date Budget: £8622 Spend to 30/09/16: £0

Progress

Work is still progressing with supporting Hounslow Furniture Project and the works on their premises.

Over the next few months...

We are still investigating working with other re-use organisations across our boroughs.

Electrical Items

Ref	Activity and Description	Targets	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.	12 WEEE bring events - Achieved YTD: 2 completed Run a Recycle Week competition - Achieved YTD: Event to be held during Waste Week in March 2017	Green Budget and spend to date Funded through the WEEE compliance contract

Progress

Recycle Week usually happens in June every year but has been moved to September instead as it coincided with the week of the EU Referendum vote. Due to competing priorities, our week long competition will move to coincide with Waste Week in March 2017 instead. As in previous years, we will work with EDF Energy's education arm, The POD to promote their waste reduction week to primary schools in west London.

There was one WEEE Recycling bring event by the Harrow Recycling Team on the 20th July at Camrose Baptist Church in Wealdstone, **220kg** of WEEE was collected on the day.

Over the next few months...



Our annual new year WEEE collection drive will take place in at least 1 venue in all boroughs in January and February 2017. All venues and locations are currently being booked and details will be available in our next quarterly update.

Nappies

Ref	Activity and Description	Targets	Status
N1	<p>Support the promotion of washable nappies</p> <p>Development of a washable nappy trial kit to be used in west London</p> <p>It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth.</p>	<p>18 nappy natters - Achieved YTD: 0</p> <p>36 parents borrowing the trial kit - Achieved YTD: 0</p>	<p style="background-color: yellow;">Amber</p> <p>Budget and spend to date</p> <p>Budget: £6000 Spend to 30/09/16: £3042.00</p>

Progress

A number of nappy kits have been created along with a new website (www.westlondonnappies.com) and associated leaflets and promotional material.

Over the next few months...

The nappy pack will be introduced to parent and toddler groups across west London and will be promoted to residents in our boroughs via our website, social media and other promotional material.



Communications

Ref	Activity and Description	Targets	Status
C1	Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents.	10% increase in unique visitors to the website – 71,361 - Achieved YTD: 50,274	Green
			Budget and spend to date
			Budget: £1280 Spend to 30/09/16: £402

Progress

Since April we have published 13 web articles on a variety of topics including Zero Waste Week, Recycle Week, Waste Less Live More week and a blog about a Plastic Free July challenge.

Month	Number of unique visitors	Returning visitors	Total page views
July	5,819	1388 (20%)	7207
August	5722	1330 (20%)	8763
September	5164	1106 (18%)	6270
Totals	16,705	3824 (19%)	22,217

Over the next few months...

The schedule of web articles will continue and all the information on our website will be reviewed and updated where it's needed.

Ref	Activity and Description	Targets	Status
C2	Monthly newsletters to engage with residents about waste prevention.	Increase the number of people signed up by 10% to 709 - Achieved YTD: 613	Green
	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		Budget and spend to date
			Budget: £180 for e-distribution Spend to 30/09/16: £52.00

Progress

Newsletters continue to be sent out monthly. Copies can be viewed on our [website](#). There are currently **613** subscribers to our monthly newsletter.

Over the next few months...

Newsletters will continue to be sent out each month for subscribers to keep up with all our activities across west London.

Ref	Activity and Description	Targets	Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> Increase Twitter followers by 5% to 2231 - Achieved YTD: 2427 45% of tweets to be re-tweeted - Achieved YTD: 69% OTS 8 million per year - Achieved YTD: 3.5 million 	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £90 Spend to 30/09/16: £34.00</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	Facebook Reach	Overall Reach OTS
July	2321	148	123 (83%)	769	676,384
August	2394	176	145 (82%)	1309	708,845
September	2427	177	125 (71%)	1369	847,374
Total		501	393 (78%)	3447	2,232,603

Our overall online reach has continued to increase and as a result, our online engagement is continually growing.

Over the next few months...

Since July there have been changes in the way our social media channels are measured and tracked due to changes with the way Twitter works. We will continue to promote all our events via social media and we are reviewing our use of Facebook to increase interaction with local residents and attract more people to our events.

Ref	Activity and Description	Targets	Status
C4	The Rubbish Diet	500 sign ups for an online Diet for all boroughs	N/A
	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.		Budget and spend to date
			N/A

Progress

This item has been removed from this year's plan.

Ref	Activity and Description	Targets	Status
C5	Attendance at events to promote the reduce, re-use and recycle messaging In addition, each borough will receive 36 hours of team support at events they organise e.g. service change roadshows.	5000 people spoken to at events - Achieved YTD: 5108 Attend 40 events - Achieved YTD: 55	Green
			Budget and spend to date
			Budget: £2,500 Spend to 30/09/16: £572

Progress

Year to date, our team have attended **55 events** and engaged with just over **5100 people** across all 6 boroughs.

- Brent 3 events 177 residents
- Ealing 8 events 166 residents
- Harrow 10 events 381 residents
- Hillingdon 4 event 136 residents
- Hounslow 5 events 973 residents
- Richmond 7 events 391 residents

The list below shows all events attended by our team between July and September this year.

Date	Borough	Type	Event name	Spoken to
1/07/2016	Richmond	Food	Love Food Hate Waste Assembly - Grey Court School	200
05/07/2016	Richmond	LFHW	Library Tour - Twickenham	29
06/07/2016	Ealing	LFHW	Library Tour - Greenford	11
09/07/2016	Harrow	Food	Harrow Housing Fair	65
15/07/2016	Harrow	LFHW	Library Tour - Gayton	39
20/07/2016	Hounslow	Food	Cranford Community College Talk	134
20/07/2016	Richmond	Food	Kew Society Food Talk	35
20/07/2016	Harrow	WEEE	Camrose Church Harrow WEEE Bring Event	30
21/07/2016	Richmond	LFHW	Library Tour - Richmond	34
21/07/2016	Ealing	Textiles	NCS Swish at Ealing Central Library	15
22/07/2016	Ealing	LFHW	Library Tour - West Ealing	27
23/07/2016	Hounslow	Textiles	Hounslow Library Swish	26
26/07/2016	Harrow	LFHW	Library Tour - Stanmore	18
27/07/2016	Harrow	LFHW	Town Centre Action Day	65
28/07/2016	Ealing	LFHW	Library Tour - Wood End	13
05/08/2016	Hillingdon	LFHW	Library Tour - Uxbridge	42
08/08/2016	Richmond	LFHW	Library Tour - East Sheen	35
09/08/2016	Richmond	LFHW	Library Tour - Teddington	41
11/08/2016	Ealing	LFHW	Library Tour - Perivale	9
15/08/2016	Harrow	LFHW	Library Tour - Roxeth	12
17/08/2016	Brent	LFHW	Library Tour - Harlesden	42
18/08/2016	Harrow	LFHW	Talk for Harrow Communities Click	17
24/08/2016	Ealing	LFHW	Library Tour - Southall Dominion Centre	38

Date	Borough	Type	Event name	Spoken to
26/08/2016	Brent	LFHW	Library Tour - Kilburn	33
04/09/2016	Hounslow	Food	Brentford Festival	721
07/09/2016	Ealing	LFHW	Library Tour - Jubilee Gardens	30
10/09/2016	Harrow	Food	Pinner Village Show	81
16/09/2016	Harrow	LFHW	Library Tour - Gayton	25
18/09/2016	Brent	Food	Queens Park Day	102
20/09/2016	Ealing	LFHW	Ealing FOE talk	23
21/09/2016	Harrow	LFHW	Pinner Disco Soup Promo 1	29
21/09/2016	Hillingdon	LFHW	Library Tour - Ickenham	33
22/09/2016	Hillingdon	LFHW	Library Tour - Yiewsley	46
28/09/2016	Hounslow	LFHW	Library Tour - Hounslow	50
29/09/2016	Hounslow	LFHW	Library Tour - Feltham	42
29/09/2016	Richmond	WLWA	Ham Green Screen meeting - 3Rs	17
30/09/2016	Hillingdon	LFHW	Library Tour - Manor Farm	15
Total				2224

Over the next few months...

The team is booked to attend a number of events over the next few months. We're happy to attend more though, so if you're putting on an event please get in touch to see how we can be part of it.

Ref	Activity and Description	Targets	Status
C6	Wastebuster Universe This action will support activity planned in the summer term 2016 by Wastebuster under their contract of work with DHL Envirosolutions	200 individuals playing	N/A
			Budget and spend to date
			N/A

Progress

This item has been removed from this year's plan.

Ref	Activity and Description	Targets	Status
C7	Developing resources for the new education centre at Victoria Road Waste Transfer Station		N/A
			Budget and spend to date
			Budget: £4,000

Progress

Suez are currently undertaking further work to investigate the suitability of the existing building at Victoria Road as an education centre for children and adults. Until these checks are complete and the potential costs of adaptations are understood this activity will be put on hold.

Over the next few months...

Once the report has been received we may revise this activity to see what resources can be developed to support the talks and presentations we give to make our talks even more interesting if the education centre is not feasible.

General

Ref	Activity and Description	Targets	Status
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships	Responding to consultations	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		£0

Progress

Funding has been secured from Resource London, in collaboration with Biogen, Countrystyle, LB of Hounslow and LB of Ealing to roll out a package of food waste interventions. The package (consisting of leaflets, bin stickers and compostable caddy liners) will be distributed to a limited number of households in Brent, Ealing, Hounslow and Richmond upon Thames – totalling 24,000 households. More details are shown under activity Fo2 earlier in this report.

There haven't been any other appropriate consultations to respond to yet this year.

Ref	Activity and Description	Targets	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: £168,695 Spend to 30/09/16: The whole of this budget is allocated

Summary

There are 14 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:

Green	9 actions
Amber	2 actions
Red	0 actions
Grey	3 actions

The total budget for the activities outlined in this progress report is **£217,960**. 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 2016	Over the next few months
Brent	02/07/16 - Kings Drive estate clean-up day. 07/07/16 - Swaminarayan School litter pick. 09/07/16 - Neasden Town festival. 16/07/16 - Chalk Hill estate litter pick 20/08/16 - Fryent country park festival. 20/08/16 - Braemar avenue clean-up day. 21/08/16 - Fryent country park festival. 18/09/16 – Queens Park day.	02/10/16 - Kensal Green clean-up day. 08/10/16 Campbell Gordon Way London in bloom award. 12/10/16 Talk back in partnership with BHP (Brent Housing partnership). 12/11/16 Kensal Green clean-up day.