



West London Waste

Let's be resourceful

GETSWISHING

Textiles



Furniture



Electricals



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 16/17

Progress January – March 2017

Each quarter the Waste Minimisation Team reports on the work being carried out to achieve 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	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.	2 large scale LFHW events delivered	Green
		Achieved YTD: 2 delivered	Budget and spend to date
		Follow up actions developed and completed with 10 community groups Achieved YTD: 9 Implement a food waste challenge Achieved YTD: N/A*	Budget: £10,000 Spend to 31/03/17: £6037.56

Progress

Our second Disco Soup of the year took place at Ham Youth Centre on 21st February 2017 with the event held in collaboration with Ham Youth Centre in London Borough of Richmond. Specifically targeted at local children in the area, our Disco Soup attracted pupils from nearby primary schools, the local Sea Scouts group and a number of volunteers and regular attendees of the youth centre itself.

Activities on the night included educational plays from This Is Rubbish, preparation area for the chopping of fresh ingredients for the kids, smoothies made on our very popular smoothie bike and information stalls from School Food Matters and Richmond Foodbank.

The event was aimed at raising awareness of how all ingredients can be used up to prepare a meal using just a little imagination. By getting kids engaged in the preparation of their meals, they begin to understand that food is a resource and if they worked to prepare the meal, they are less likely to engage in wasting food.



The event was attended by 52 people who chopped, peeled and prepared a number of ingredients provided by FareShare for our chefs to turn into lovely meals.

As well as tips to reduce food waste, parents were also given the chance to take home a free indoor kitchen caddy supplied by Richmond's Waste & Recycling team.



Talks, Presentations & Stalls

As a result of our activities from the Disco Soup events, a number of follow up actions were completed with local community groups -

- Richmond – Workshop with Ham Youth Centre about the scale of food waste and prevention measures (31st Jan)
- Hillingdon – Uxbridge Beavers Recycling Session (27th Feb)
- Harrow – St Albans Ladies 3R's talk (8th Mar)
- Ealing – Information stall at Dominion Centre Health Fair (16th Mar)
- Hillingdon – ACS Hillingdon School Food Waste Analysis (22nd Mar)

Between January and March our team attended **6** separate events, spoke to **233** people and shared **239** recipe cards, bag clips, spaghetti measurers and leaflets with residents to promote reducing their food waste.

Implementing a food waste challenge

The food waste challenge was originally intended to be developed in tandem with the national Love Food Hate Waste (LFHW) messaging. Their messaging is currently being refreshed by WRAP and may be subject to some changes. It has therefore been decided to delay the set-up of the food challenge until the updated messaging is available from the LFHW program.

Over the next few months...

Look out for the new Waste Minimisation Plan from April 2017!

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: £8,000 Spend to 31/03/17: £8,005.50

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 has been working with Resource London to increase the number of residents opting to use their food waste recycling service as part of their normal waste and recycling routine while simultaneously reducing the amount of food waste ending up in the rubbish bin.

This quarter saw the final delivery of liners to residents in Ealing borough. Residents of the two targeted rounds who received the first batch of liners back in September 2016 were given another six month supply. Keep Britain Tidy and WLWA worked together to deliver the second batch of caddy liners to residents on 2 rounds in the Southall area in the week commencing 13th February 2017.

As with the other boroughs taking part in the project, monitoring of food waste collected will continue to be monitored at timely intervals over the next year. The schedule in the table below indicates the monitoring point over the next 12 months.

Over the next few months...

Over the next year, data will be collected in 3 monthly intervals to determine what impact the food waste interventions contributed to residents recycling more of their food waste.

Monitoring Schedule	Brent	Richmond	Ealing	^Hounslow
Original liner delivery	July 16	July 16	Sept 16*	July 16
1 st monitoring period	Nov 16	Nov 16	Feb 17	N/A
2 nd monitoring period	Feb 17	Feb 17	May 17	N/A
3 rd monitoring period	May 17	May 17	Aug 17	N/A
4 th monitoring period	Aug 17	Aug 17	Nov 17	N/A

*Ealing's liner deliveries also included free indoor caddies for residents

^Hounslow wasn't able to continue their participation in the project after the initial delivery of liners

Textiles

Ref	Activity and Description	Targets	Status
T1	Sew it On	Development of a project plan to investigate textile skills sharing in west London	Green
		Achieved YTD: 10 textile repair workshops (at least 1 held in each borough)	Budget and spend to date
			Budget: £3,000 Spend to 31/03/17: £3,927.00

Progress

Last quarter (September to December), we ran 7 textile repair workshops in collaboration with Love Your Clothes (LYC) as part of Recycle for London's (RfL) autumn focus on re-use and repair across our boroughs. These events were very popular and oversubscribed in some cases but feedback from residents showed that they were interested in learning and sharing some basic repair skills. Residents also wanted more textile workshops in the future so during March another 3 events were scheduled in the areas where residents showed the most interest –

- Harrow – Wealdstone Library (13th Mar)
- Hillingdon – Our Lady of Lourdes & St Michael Church, Uxbridge (13th Mar)
- Hounslow – Civic Centre (14th Mar)



Residents were required to register for a free space at the event and all places for the 3 sewing workshops were filled. In total, **32 residents** attended across the 3 workshops but such was the popularity of the events that some people weren't able to be offered a space on one of the events due to the ratio of teacher to attendees.

Taking on feedback from the previous workshops there was more of a focus on attendees' personal repair/upcycle projects. The events were a great community skill-share with residents getting to know one another and helping each other out.



The feedback from these workshops was very positive, with **9 out of 10** attendees likely to recommend the event to family and friends. The feedback forms stated the overwhelming majority would like to attend regular events and identified several potential sewing ambassadors to help run future workshops.

The feedback also highlighted that some attendees felt they currently lacked the confidence to be skill-sharing

ambassadors but would consider it in the future, after learning a bit more repair skills. This is a key finding to take forward to future sewing workshops and in the development of community skill-share groups.

Promotion for the events was supported by Love Your Clothes as well as across our own social media channels and website.

Over the next few months...

Look out for the new Waste Minimisation Plan from April 2017!

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 	<p>8 swishes</p> <p><u>Achieved YTD:</u> 13</p>	<div>Green</div> <div>Budget and spend to date</div> <div>Budget: £0 Spend to 31/03/17: £75</div>

Progress

This quarter our team organised, contributed or attended **3 swishes** with a total of **45 residents** attending. Around **92 kg** of textiles were diverted away from rubbish bins.

- Hounslow – Hounslow Library (14th Jan)
- Ealing – Fielding Primary School PTFA (9th Mar)
- Hounslow – Hounslow Library (11th Mar)

Our GetSwishing website, created to give people all the information they need to run their own swishing events, is still increasing in popularity with **845 people** visiting our website over the quarter.

More activity is taking place on the GetSwishing Facebook page with increased likes (**225** at the end of March) and more people reading and replying to posts. Our GetSwishing Instagram account is also increasing in popularity with over **100 followers** since it was launched in August 2016.

Over the next few months...

Look out for the new Waste Minimisation Plan from April 2017 – we've got exciting plans for swishing!

GETSWISHING
Your 5 Step Swishing Guide

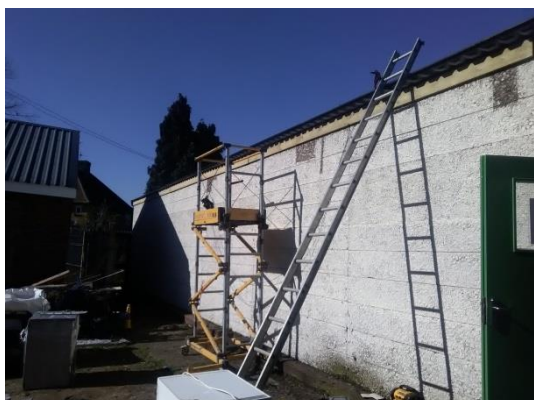


Furniture

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.	Green
			Budget and spend to date
			Budget: £8622 Spend to 31/03/17: £2,722.00

Progress

During the quarter, plans were finalised with Hounslow Furniture Project (HFP) to contribute some funds to spruce up their retail premises to make it more inviting to the public so residents will be encouraged to visit more. The exterior walls and front entrance were painted, with some minor repairs being made to parts of the building.



Electrical Items

Ref	Activity and Description	Targets	Status
E1	Promote local re-use and recycling services for residents in conjunction with our WEEE 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: 19 were held Run a Recycle Week competition Achieved YTD: Waste Week event run in conjunction with The POD.	Green Budget and spend to date Funded through the WEEE compliance contract

Progress

As part of our annual new year WEEE programme, we provided a number of drop-off points across our boroughs where residents can bring their broken and unwanted electrical items for recycling. The list below shows the **15** WEEE recycling drop-off points that residents were able to use:

- **Brent** – Tricycle Theatre (3rd – 8th Jan), Wembley Library (6th – 12th Feb) and Willesden Green Library (13th – 19th Feb)
- **Ealing** – Central Library (6th – 13th Feb) and West Ealing Library (14th – 18th Feb)
- **Harrow** – Harrow Arts Centre (26th Jan), Gayton Library (30th Jan – 5th Feb) and Harrow College Environmental Awareness Week (13th Mar – 17th Mar)
- **Hillingdon** – Uxbridge Library (4th – 11th Jan)
- **Hounslow** – Heston Leisure Centre (3rd – 8th Jan), Chiswick Library (9th – 14th Jan), Hounslow Library (23rd – 29th Jan), Feltham Library (30th Jan – 4th Feb) & Hounslow Civic Centre (16th Jan – 27th Jan)
- **Richmond** – Civic Centre (9th – 13th Jan)

In March, we held a Waste Week WEEE collection competition. Primary schools across our boroughs were invited to collect broken and unwanted small WEEE during the week. At the end of the collection period, the school with the most WEEE collected per pupil would win a school prize of £500 to spend on sports or science equipment from Wastebuster.

St Richard's CE Primary in Ham in Richmond borough won this year's competition collecting **1kg of WEEE** per pupil with an overall total of **260kg**.



Over the next few months...

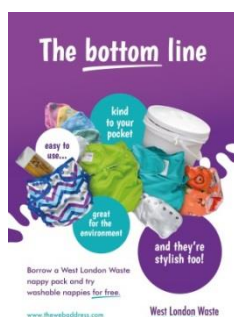
Look out for the new Waste Minimisation Plan from April 2017!

Nappies

Ref	Activity and Description	Targets	Status
N1	Support the promotion of washable nappies Development of a washable nappy trial kit to be used in west London It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth.	18 nappy natters Achieved YTD: 2 36 parents borrowing the trial kit Achieved YTD: 4	Amber Budget and spend to date Budget: £6000 Spend to 31/03/17: £4,379.00

Progress

This quarter, saw the full launch of our trial nappy packs and promotion of our new website (www.westlondonnappies.com) and promotional leaflets.



Since the official launch of our nappy trial pack in January, we have had initial enquiries from **7** parents wanting to loan out our trial nappy pack. Between January and March, **4 trial kits** were loaned out for three weeks at a time with the others due to take part at a later date.

Since January, **93 people** have been on to our dedicated nappy website (www.westlondonnappies.com) to find out about our trial nappy pack and general information about switching to reuseable nappies to reduce waste.

Over the next few months...

The nappy packs are still available to borrow, please get in touch if you're interested in giving washable nappies a try – they're kind to your pocket, easy to use, great for the environment and they're stylish too!

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 <u>Achieved YTD:</u> 69,649 visitors to the website	Amber
			Budget and spend to date
			Budget: £1280 Spend to 31/03/17: £1868.00

Progress

In the last 3 months we have published **18 web articles** on a wide variety of topics including – New Year waste resolutions, our annual new year WEEE events collection campaign, Waste Week, Love Your Clothes textile repair workshops and our Six item Challenge blogs.

Our content is aimed at making our news topical to west London residents and encouraging everyone to revisit our website and to participate in our events.

Month	Number of unique visitors	Returning visitors	Total page views
January	6,344	1,227 (17%)	13,194
February	5,581	1,065 (17%)	11,078
March	7,450	1,440 (17%)	15,772
Totals	15,222	3,732 (17%)	40,044

The website also lists all the events we organise or take part in and provides supporting information for these and other actions we ask residents to take.

Over the next few months...

There will be a continuing schedule of web articles and 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. 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	Increase the number of people signed up by 10% to 709 <u>Achieved YTD:</u> 653	Amber
			Budget and spend to date
			Budget: £180 for e-distribution Spend to 31/03/17: £145.00

Progress

Newsletters continue to be sent out monthly. Copies can be viewed on our [website](#). There are currently **653** subscribers to our monthly newsletter.

Over the next few months...

All scheduled newsletters have been sent out for this year but they will continue in April, so you're not going to miss out!

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 <p>Achieved YTD: 2917</p>	Green
		<ul style="list-style-type: none">45% of tweets to be re-tweeted <p>Achieved YTD: 70%</p>	Budget and spend to date
		<ul style="list-style-type: none">OTS 8 million per year <p>Achieved YTD: 9.1 million</p>	Budget: £90 Spend to 31/03/17: £84.00

Progress

We are continuing to use social media to promote all the work we do, to send out ideas and tips and to pass on other useful bits and pieces produced by other organisations. It's also a really effective way to engage with groups both in west London and further afield.

Month	Followers	No. of Tweets sent	Re-tweets	Facebook Reach	Overall Reach OTS
January	2,774	223	173 (78%)	3,440	1,038,528
February	2,854	192	150 (78%)	18,054	1,145,535
March	2,917	192	142 (74%)	5,223	1,023,944
Total		607	465 (76%)	26,717	3,208,007

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

Over the next few months...

Look out for the new Waste Minimisation Plan from April 2017 to see what we're going to be promoting on social media and our website.

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	Green
		Achieved YTD: 6606	Budget and spend to date
		Attend 40 events Achieved YTD: 111	Budget: £2,500 Spend to 31/03/17: £2,049.00

Progress

Year to date (April – March), our team have attended **111 events** and engaged with **6606 people** across all 6 boroughs.

▪ Brent	10 events	312 residents
▪ Ealing	23 events	1897 residents
▪ Harrow	23 events	786 residents
▪ Hillingdon	16 event	435 residents
▪ Hounslow	21 events	1960 residents
▪ Richmond	17 events	1216 residents

The list below shows all events attended by our team between January and March this year.

Date	Borough	Type	Event name	Spoken to
3/01/2017-8/01/2017	Brent	WEEE	Tricycle Theatre WEEE Event	n/a
3/01/2017-8/01/2017	Hounslow	WEEE	Heston Leisure Centre WEEE Event	n/a
3/01/2017-8/01/2017	Hillingdon	WEEE	Uxbridge Library WEEE Event	n/a
9/01/2017-14/01/2017	Hounslow	WEEE	Chiswick Library WEEE Event	n/a
9/01/2017-13/01/2017	Richmond	WEEE	Richmond Civic Centre WEEE Event	n/a
14/01/2017	Hounslow	Textiles	Hounslow Library Swish	17
16/01/2017-27/01/2017	Hounslow	WEEE	Hounslow Civic Centre WEEE Event	n/a
26/01/2017	Harrow	WEEE	Harrow Arts Centre	n/a
23/01/2017-29/01/2017	Hounslow	WEEE	Hounslow Library WEEE Event	n/a
30/01/2017-4/02/2017	Hounslow	WEEE	Feltham Library WEEE Event	n/a
30/01/2017-5/02/2017	Harrow	WEEE	Gayton Library WEEE Event	n/a
31/01/2017	Richmond	LFHW	Ham Youth Centre LFHW/ Disco Soup Prep	14
6/02/2017-13/02/2017	Ealing	WEEE	Central Ealing Library WEEE Event	n/a
6/02/2017-12/02/2017	Brent	WEEE	Wembley Library WEEE Event	n/a
14/02/2017-18/02/2017	Ealing	WEEE	West Ealing Library WEEE Event	n/a

Date	Borough	Type	Event name	Spoken to
13/02/2017-19/02/2017	Brent	WEEE	Willesden Green Library WEEE Event	n/a
21/02/2017	Richmond	LFHW	Disco Soup with Ham Youth Centre	52
22/02/2017	Richmond	Nappies	Kew Mothercare	47
27/02/2017	Hillingdon	WLWA	Uxbridge Beaver Scouts Recycling Session	27
6/03/2017 - 10/03/2017	All	WEEE	Waste Week WEEE School Competition	n/a
08/03/2017	Harrow	WLWA	St Albans Ladies Talk	16
09/03/2017	Ealing	Textiles	Fielding Primary School PTFA Swish	20
11/03/2017	Hounslow	Textiles	Hounslow Library Swish	8
13/03/2017-17/03/2017	Harrow	WEEE	Harrow College Environmental Awareness Week	80
16/03/2017	Ealing	LFHW/Nappies	Dominion Centre Health Fair	24
13/03/2017	Harrow	Textiles	Harrow Sewing Workshop	9
13/03/2017	Hillingdon	Textiles	Hillingdon Sewing Workshop	19
14/03/2017	Hounslow	Textiles	Hounslow Sewing Workshop	4
18/03/2017	Hillingdon	WEEE	Hillingdon FOE Restart Party	20
22/03/2017	Hillingdon	LFHW	ACS Hillingdon Food Waste Analysis	100
Total				457

Over the next few months...

Watch out for the Waste Minimisation Team at events near you!

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

Progress

Our budget for this is going to be used to make a short film about the new Energy from Waste plant that creates energy from the black bag waste generated in our 6 boroughs. The specification has been written and the film will be made in partnership with Suez who runs the facility on our behalf. We'll let you know when it's ready.

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

Grant funding has been secured from Resource London, (in collaboration with Biogen, Countrystyle, LB of Hounslow and LB of Ealing) to deliver activities under activity Fo2 as described earlier in this report.

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

Ref	Activity and Description	Targets	Status
G4	Waste Minimisation Team staffing and Shared Expertise programme.		Green
	<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. 		Budget and spend to date
			Budget: £168,695 Spend to 31/03/17: The whole of the budget is allocated

Summary

There are 14 actions 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 **11 actions**
Amber **3 actions**
Red **0 actions**

The total budget for the activities outlined in this progress report is **£217,960**. The total spent to date is within this budget.