

Waste Prevention – Update on the Waste Prevention Action Plan for 2015/16

SUMMARY

This report presents the results of the Waste Prevention Action Plan for 2015/16

RECOMMENDATION(S)

The Authority is asked to:-

- 1) *Note the results of activities in 2015/16 (as at appendix 1)*

- 1. Introduction** – In 2010 it was agreed that the Authority should take the lead role to deliver the campaigns agreed by the constituent boroughs in the Waste Prevention Strategy (2011 – 15) and yearly Waste Prevention Action Plans (WPAP). The Waste Minimisation (WM) Team delivers the campaigns which target the 5 key waste streams of food, textiles, waste electrical and electronic equipment, furniture and nappies. The WM Team is also responsible for the Authority's website, intranet, social media, and media communications.
- 2. Background** – Each year a new WPAP is developed in consultation with the constituent boroughs. The Waste Prevention Strategy, yearly action plans and the progress against actions in the plan are reported to the constituent boroughs and published on the Authority's [website](#).
- 3.** All actions in the WPAP are focused on giving residents quick and easy options to make changes at home, school or work, showcasing inspirational ideas, and encouraging a person to think more about waste or rather how an item is not waste after all. It seeks to help individuals and families find something that they can do and that they might want to do without telling them what action to take. Many of the actions people take after speaking to the team or interacting with them on-line will reduce the amount of waste they put in their bin and can increase recycling.
- 4. The results of the Waste Prevention Action Plan in 2015/16** – Appendix 1 contains the end of year report setting out all the activities undertaken by the team and the results of the activities against the targets set for the year. Out of the 11 activities in the plan, 7 were given a green status as fully completed while 4 actions were designated amber. The highlights of the annual review in appendix 1 include:
 - **Food** – Love Food Hate Waste Library Tour passing through 25 libraries and our 8 #secondchancesmoothie events engaged with almost 4,000 people.
 - **Textiles** – our *getswishing.com* website had just under 3000 visitors and over 1600 items, weighing half a tonne, were diverted away from landfill through our 14 Swish events.

- **Electricals** – Just over 6 tonnes of electrical items was collected over the year for recycling with 14 primary schools engaging in our Waste Week and Recycle Week activities.
- **Social Media** – Our reach on Twitter and Facebook increased to just over 8 million – a 60% increase on the previous year.
- **Events** – The team attended 94 events and spoke to over 6000 people, exceeding our target considerably both in number of overall events and in residents engaged with.
- **Awards** – Winner of ‘*Best Team of the Year*’ at the 2015 Local Authority Recycling Advisory Committee (LARAC) Awards and finalist for ‘*Best Waste Minimisation/Prevention Project*’ at both the 2015 Local Authority Recycling Advisory Committee (LARAC) Awards and the ‘*Waste Prevention Award*’ at the 2015 National Recycling Awards.

5. Financial Implications – The WP budget for 2015/16 was £200,960. The amount actually spent was £163,505.

6. Staffing implications – There were some changes to the team structure during the year to reflect the needs of the team and the activities being carried out.

April 2015 to October 2015	December 2015 to March 2016
Waste Minimisation Co-ordinator x 1	Waste Minimisation Co-ordinator x 1 (maternity leave)
Waste Minimisation Officers x 2	Senior Waste Minimisation Officer x 1
Events Assistant (p/t) x 1	Events Assistant x 2 (f/t x1 & p/t x1)

7. The 2016/17 WPAP – The activities for the 2016/17 WPAP have already commenced. Some of the activities planned and booked to date include:

- Food waste intervention recycling project with the boroughs of Brent, Ealing, Hounslow and Richmond with funding from Recycle for London. 6000 households in each borough that currently receive a food waste collection service will receive– a sticker on their bin (excluding Richmond) reminding them to recycle, a roll of free compostable caddy liners and a leaflet to help them increase or start using their food waste recycling service.
- There are currently 30 library visits booked in for our 2016 Love Food Hate Waste Library Tour from July to October 2016
- Recruitment - 3 part time Event Assistants have been recruited to assist us in completing our busy schedule of events over the summer and autumn period.

8. The 2017/18 WPAP – Discussions with the constituent boroughs will begin in August. Best practice will be reviewed with forward plans for borough services and the national Waste Prevention Programme helping drive the development of the new plan.

9. Health and Safety implications – There are no significant health and safety risks arising from the WPAP. The Authority has in place procedures for lone working and staff working at third party events.

10. Impact on Joint Municipal Waste Management Strategy – Waste prevention activities are in line with the following policies:

Policy 7: The WLWA and constituent boroughs will seek to provide waste management services that offer good value. That provide customer satisfaction and that meet and exceed legislative requirements.

Policy 8: The WLWA and constituent boroughs will work together to achieve the aims of this strategy and are committed to share equitably the costs and rewards of achieving its aims.

Background Papers	Waste Prevention Action Plan 2015-16 Waste Prevention strategy 2011 - 2015
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