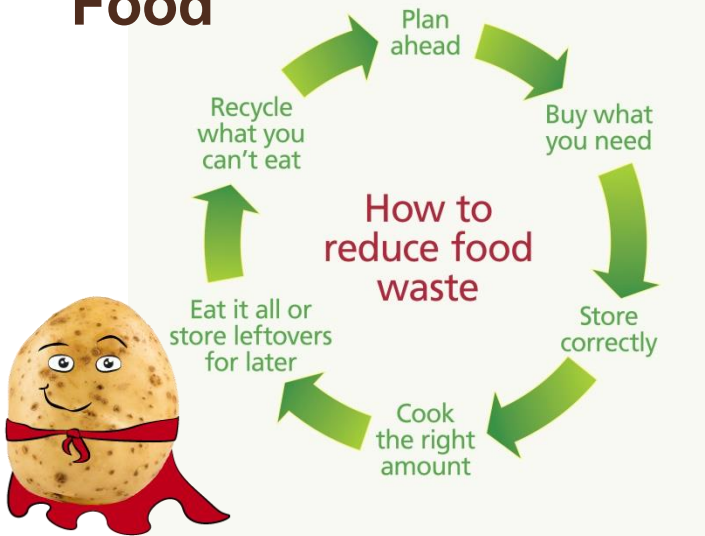


Food



Waste Prevention Action Plan annual review April 2015 to March 2016

GET SWISHING

Textiles



Nappies



Electricals



Furniture



Foreword

Each year, West London Waste Authority (WLWA) in partnership with our six west London boroughs (Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames) have a programme of activities to inspire our residents to do something differently at home, work or school, to reduce the impact of their waste on the environment.

Our activities focus on 5 key materials – food, textiles, electrical items, furniture and nappies and what we do is set out in our annual Waste Prevention Action Plan. This year we've continued to build on the different activities we've carried out in previous years. You can read all about these plans and what we've done so far in the waste prevention section of our website www.westlondonwaste.gov.uk.

Throwing away items that can still be used or recycled in to something else costs us all money and is a terrible waste of resources. Disposing of all of the waste in west London cost the six councils and residents of west London £52 million and there's the impact on the environment too. Between 2014/15 and 2015/16 the amount of rubbish the 622,000 homes in west London sent for disposal decreased by 1% - this 3,500 tonne reduction is a brilliant achievement and we know there will be even more done in the next year.

Over the past year, topics such as food and textile waste have grown in popularity with more people increasing their awareness of the things we waste the most of. Our residents have also increased their own awareness by engaging with us at outdoor events, swapping their clothes at our swish events, sharing food waste reduction tips and recycling even more of their broken electricals. Through talks, events, social media and website interaction, our residents are showing that awareness breeds action and they are keen, not only to share our Reduce Re-use Recycle messages but to take part as well.

Our waste prevention programme, has proved popular not only with residents but with industry colleagues as well. In delivering last year's waste prevention program the team won '*Best Team of the Year*' at the Local Authority Recycling Advisory Committee (LARAC) 2015 Awards. The volume of events and team work it took to complete the program meant their efforts didn't go unrecognised.

Congratulations to everyone who has been involved this year – remember you can take part at any time, just visit our website for details of events and lots of useful ideas.

Cllr Bassam Mahfouz

Chair
West London Waste Authority

Food

Second Chance Smoothie Events

After successful smoothie events in 2014-15, this year we bought a smoothie bike of our own and took it along to a number of outdoor events. Residents really engaged with us and it proved to be a big hit at every location.

People attending the event were encouraged to come over and pedal for their smoothie, or try a small sample and learn more about Love Food Hate Waste. From various supermarkets, we sourced bananas, berries and other soft fleshed fruit that were reduced in price and destined for the bin. These events showed just how easy it was to make a delicious smoothie from something that would otherwise have been thrown away.



Residents pedalled for their **#SecondChanceSmoothies** at:

- Richmond May Fair (9th May)
- Hanwell Carnival (20th June)
- Greenford Carnival (4th July)
- St Margaret's Fair (11th July)
- Ealing Jazz Festival (1st August)
- OPP Presents at Inwood Park (8th August)
- Brentford Festival (6th September)
- Queens Park Day (13th September)

The smoothie bike has proven very popular with residents and many of them have commented on how fun and engaging our stand is and shared with us the hints, tips and ideas they were willing to try back at home.



In fact **3,433 residents** spoke to us across the 8 **second chance smoothie events** we attended. They also took away over **1800 tools** - spud/slice leaflets, recipe cards, spaghetti measurers and bag clips – encouraging them to try one thing to help reduce food waste at home.



Love Food Hate Waste Library Tour

Libraries in many local communities provide an essential resource for many residents. Whether they are being used as meeting places for mother & toddler groups and coffee mornings or residents just want to borrow books, libraries see a wide section of the community come through their doors. As our aim is to engage with as many residents and sections of the community to spread our Love Food Hate Waste messages, we 'toured' as many libraries as we could to engage with even more residents.



Between July and October, our *Love Food Hate Waste Library Tour* visited **25 different** libraries across **5 boroughs**.

Collaborating with each library, we set up a stall or gave a pre-arranged talk to whichever group or individual was visiting on that particular day.

Residents were happy to talk to us with almost **500 people** (496) engaging with us on the tour. Additionally, they took away


a total of almost **2,500 items** to use at home which included recipe cards, bag clips, spaghetti measurers, leaflets and food waste diaries.

The Libraries visited were:

- Brent – Ealing Road, Harlesden and Kilburn
- Ealing – Greenford, Jubilee Gardens, Southall, West Ealing and Wood End
- Harrow – Gayton, Kenton, Pinner and Roxeth
- Hillingdon – Manor Farm, Northwood Hills, Oak Farm, Ruislip Manor and Uxbridge
- Richmond – Castelnau, East Sheen, Ham, Hampton, Hampton Hill, Richmond, Teddington and Whitton

**Love Food Hate Waste
West London Library Tour**

COOK,
MASH AND
FREEZE ME...



just don't
bin me!

For more ways to #lovefoodsave money, visit www.savesthepot.co.uk

Pinner Library

Thursday 3rd September

Drop-in between 2pm-5pm

Come along and visit our stall, we'll be sharing practical hints, tips and ideas to help make the most of the food that you buy.

We'll be bringing along loads of information and things for you to take home that can help you save money, so why not come check us out!

West London Waste
Let's be resourceful.

www.westlondonwaste.gov.uk
@WestLondonWaste

**Love Food Hate Waste
West London Library Tour**

FREEZE,
TOAST AND
EAT ME...



just don't
bin me!

For more ways to #lovefoodsave money, visit www.savestheice.co.uk

Ham Library

Friday 21st August 2015

Drop-in between 10am-1pm

Come along and visit our stall, we'll be sharing practical hints, tips and ideas to help make the most of the food that you buy.

We'll be bringing along loads of information and things for you to take home that can help you save money, so why not come check us out!

West London Waste
Let's be resourceful.

www.westlondonwaste.gov.uk
@WestLondonWaste

Compost Celebrations

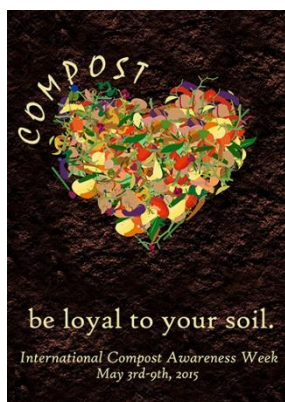
In an effort to expand the reach and value of our compost activities, we collaborated with a number of different organisations at our 'Compost Celebrations' this year.

During *Compost Awareness Week* – which ran from 3rd – 9th May 2015 – as the starting point, we coordinated *Compost Celebration* events in 5 boroughs – Ealing (16th May), Brent (24th May), Hounslow (30th May), Harrow (31st May) and Richmond upon Thames (6th June).



Working with *Keep Britain Tidy*, *Rubbish Diet*, *Field to Fork Organics*, *Groundwork* as well as WLWA staff and Recycling Teams from the boroughs, we engaged with 625 people across the 5 events. A number of resources were also used at the events including compost information sheets, compost bin offer leaflets and 'how to' compost leaflets.

In addition to these events WLWA promoted composting at home with *#compostwatch* on both Twitter and Facebook charting the development of our own compost heap. There was also series of web articles looking at getting started and getting the most from your compost including dealing with common problems.

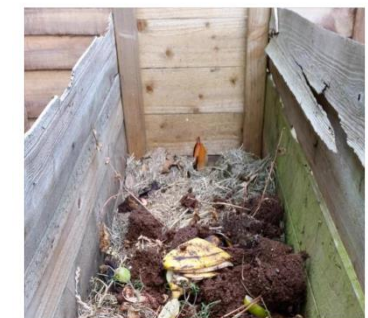


The events were supported by promotion on our WLWA website, social media accounts from WLWA and the boroughs and online local publications such as *GetWestLondon*, *Harrow Times* and the *Chiswick Herald*.

More detail about these activities is in our full [Compost Awareness Week report](#) in the waste prevention section on our website.



Compost heap looks a little dry, just as well we've got [#secondchancesmoothie](#) peelings to add! [#compostwatch](#)



Reply to West London Waste

Good news for gardeners as great compost giveaway returns to Ealing

20 tonnes of compost is available free as part of Compost Awareness Week

Receive more news by e-mail

93 Shares

Revisited: Top 10 names and jobs for getting in London

Ex OPR footballer in the running for Mr England title

Win Brighton your home with £250 B&Q voucher!

Royal Ascot: Chelsea & Kensington's 'most respected faces' turn heads in hats

Win Family pass to K&Zania at Westfield White City

Gardening enthusiasts will be able to get their hands on some free compost as part of Ealing Council's annual giveaway in [Walsgate Park](#) on May 16.

The event begins at 8.30am and runs to 4pm or until the 20 tonnes of free compost is all gone. It comes at the end of Compost Awareness Week which ran earlier this month.

Richmond.gov.uk

Services The Council My Richmond Search website

The Council News Press office Press release archive May 2015 Dig deep at compost celebration

Dig deep at compost celebration

Release Date: 27/05/2015

Keen gardeners across the borough can get their hands on some free compost during a one-off event next month as part of the great 'Compost Giveaway'.

West London Waste and Richmond Council's Recycling Team are holding the compost celebration event on Saturday 6 June from 10am to 2pm at Palewell Common in East Sheen.

At the event, attendees will be able to speak to compost experts, get information about how to reduce food waste and take home free, nutrient-rich compost.

There will be 10 tonnes up for grabs on the day. Each resident can take home up to 100 litres of compost – just remember to bring your own bag and a spade.

Compost experts will be on hand to answer your queries and give you information on how to start your own compost bin or heap as well as tips to maintain your compost. You can also find out how to buy a compost bin at a

Compost Celebration & Giveaway – Brent

May 24 2015

Date and time
Sunday 24 May 2015
10.00am – 3.00pm

Location
Roundwood Park
Willesden,
London

Description
May this year is all about compost – and we're celebrating it. West London Waste will be joined by Brent Council's waste and recycling partner – Veolia to host this year's compost giveaway.

This year you can speak to compost experts, grab some free compost to take home with you from our giveaway and get more information about reducing food waste and food waste recycling.

We will have 10 tonnes of compost being delivered on the day and residents will be able to take home about 100 litres of free compost – please remember to bring your own bag and a spade.

As well as the compost giveaway, we will be answering any questions you may have about composting. Compost experts will be on hand to answer any queries you have and give information on how to start your own compost bin or heap. Sign to maintain your compost and more. You'll also be able to find out how you can buy your own reduced price compost bin.

Field to Fork organics, a local co-operative based in north west London, will also be taking on the day. To find out more about

Other Food Events

In October we organised two Love Food Hate Waste trolley parades in Hounslow and Harrow high streets. Working with Barclays Bank volunteers, Rubbish Diet, Love Food Hate Waste, Recycle for London and the Recycling Teams from both boroughs, we pushed trolleys containing the amount of food thrown away from the average home each year up and down the High Street. We gave out tips, hints and messages to shoppers about how they could reduce their food waste at home.



You're invited...

To our Ready, Steady...Love Food Evening!

A community event to:

- introduce you to the west London wide campaign to help families and communities reduce the amount of food that is thrown in the bin
- link community groups to FareShare so they can access surplus supermarket food.

LOVE FOOD hate waste

Where: Dominion Arts Centre, 112 The Green, Southall UB2 4BQ

When: Thursday 25 February 2016, 7pm to 9:30pm (doors open 6:45pm)

What's happening: An evening packed with fun and food tastings! There will be presentations, activities and cooking demonstrations to explore how to make the most of your food plus the chance for West London community groups to find out how to access quality surplus food from supermarkets.

Why come:

- test your food know-how
- taste delicious food made from the most commonly thrown away food items
- exchange ideas on how to save money by reducing food waste
- help community groups supporting vulnerable people to access food from FareShare

To reserve your free space, you can register via this [Eventbrite](#) link, email info@westlondonwaste.gov.uk or call 020 8825 9468 today!

This event is brought to you by:

FareShare London

West London Waste
Let's be resourceful

In February 2016, we brought together local community groups, residents and interested parties in a special Love Food Evening event to look at what individuals and groups can do to pass on ideas, hints and tips to help others reduce food waste.

Beginning with a special welcome by Councillor Bassam Mahfouz and presentations by WLWA Director Jim Brennan and FareShare London, attendees were able to tuck into a number of meals prepared from ingredients that may have otherwise gone to waste.

Chefs from Let's Get Cooking and Bain-Marie put on a spectacular culinary show and provided attendees with a number of tasty dishes on the night using foodstuff that would have otherwise gone to waste.





Working with FareShare, a charity who redistributes unsold food from supermarkets, we collected a wide range of items for the chefs to use in their cooking. Ingredients included a variety of vegetables, lemons, oranges, various types of bread, soya milk, cereal, pasta, stir in sauces and juices.

38 people attended either as individuals or from organisations such as Southall Transition, local WI's and Plan Zeroes.





There were also competitions for attendees e.g. bags made out of recycled materials like old coffee sacks and recycled leather purses.



Our Swishes were promoted online via our Facebook *Getswishing* page, local papers and through invites handed out locally at libraries, notice boards in public buildings and local businesses. The boroughs also contributed to the promotion of our Swish events by retweeting and sharing our events on their own social media accounts.

Our team attended **14 different Swishes** with **9 different organisations** in total - including the 3 Little Big Swishes. Over **200 people** attended our events swapping **1688 items** over the year and diverting over **half a tonne of textiles** (594kg) from landfill.

SWISHING
Get rid & get new

Uxbridge Library
Saturday 5th September

Bored of what's hanging in your closet? Then it's time to GET SWISHING!
Dig out those clothes lurking at the back of your wardrobe and use them as currency to get clothes you will wear.
Bring up to 10 items of clothing you no longer want, which are clean and in a good condition to swap.
Drop them off from **11:00am - 11:30pm** in exchange for tokens (1 item = 1 token).
The Swish opens from **12:00pm to 1:00pm** then it's time to shop!
Browse the rails and use your tokens to take away a fabulous new outfit.

West London Waste
Let's be resourceful.

HILLINGDON
LONDON

www.hillingdon.gov.uk/libraries

GET Swishing
Community

23 likes +9 this week
Roger Wilva

51 post reach this week

View Pages Feed
See posts from other Pages

Invite friends to like this Page

Reach a new milestone
100 Likes
Promote Page

3 Scheduled Posts
Next post scheduled for tomorrow at 15:19. See posts.

GET Swishing
Published by Emma Wilva (7) · 14 October at 09:52

Exciting news everyone, it's competition time!
For the next 3 weeks one lucky west London resident has the chance to win a beautiful upcycled bag, handmade out of an old coffee sack.
To enter all you need to do is like our Facebook page
www.facebook.com/getswishing

Furniture



This year we provided funding to the London Borough of Ealing to promote their re-use hotline. This was originally run by the charity Furnish through the London Re-use Network (LRN) but this was discontinued by LRN. A new bespoke Re-use hotline, co-ordinated and run by Furnish on behalf of LB Ealing, commenced in September 2015

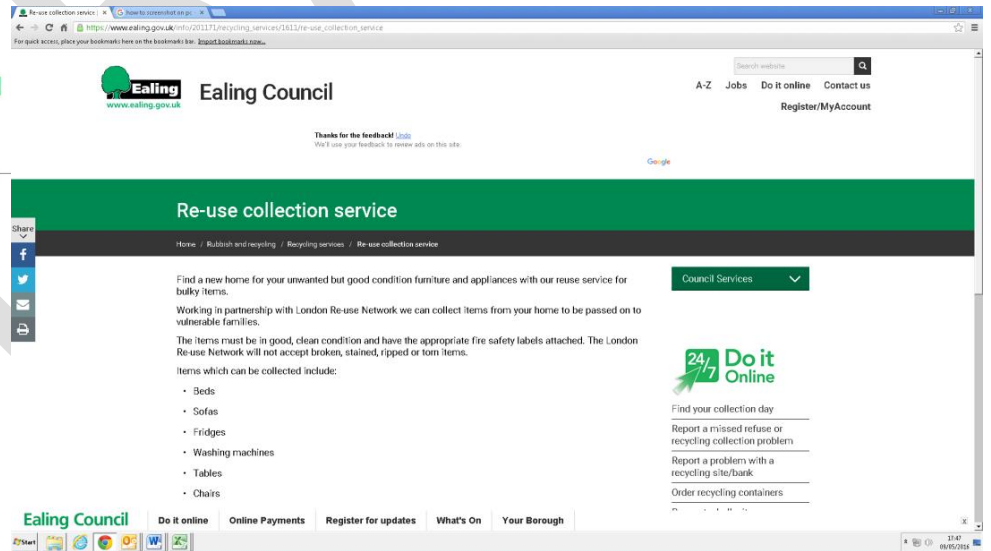
Don't throw it out
Let us pick it up

Donate your unwanted furniture, appliances and household items



Promotion of the hotline and service was done via leaflets sent out in the borough magazine, *Around Ealing* and online via the Ealing Council main website.

A total of 246 collections were made from homes with 861 items, weighing a total of 20.2 tonnes, available for reuse.



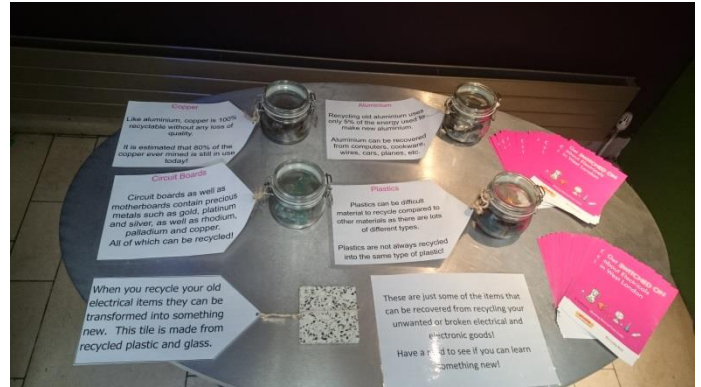
Electricals

WEEE Recycling Bring Events

Our waste electrical ‘*Don’t bin it, Bring it*’ events make it really easy for residents to recycle their small electrical items. By taking the collection points out into local community buildings it’s easier for residents to recycle their broken small WEEE instead of it ending up in the bin.

This year events were held at:

- Camrose Baptist Church (Harrow) – May 2015
- Alexandria Park (Harrow) – Jun 2015
- Civic Centre (Richmond) – Jun 2015
- Tricycle Theatre (Brent) – Jun 2015 & Jan 2016
- Harrow Weald Recreation Ground – Sep 2015
- Hounslow Libraries (Feltham, Heston, Chiswick and Hounslow Central) – Jan 2016
- Ealing Libraries (Ealing Central and West Ealing) - Jan 2016
- Harrow Library (Gayton) – Feb 2016
- Civic Centre (Harrow) – Feb 2016
- Environmental Awareness Week (Harrow College - Wealdstone & Harrow on the Hill campuses) – Feb 2016
- Civic Centre (Richmond) – Mar 2016



These **17 events** resulted in the collection of more than **1,500 items** (1503) weighing just under **3 tonnes** (2,950 kg).

Recycle Week & Waste Week – School Competitions

For both *Recycle Week* (June 2015) and *Waste Week* (February 2016), we ran a week long competition with all west London primary schools.

Pupils were given bags to collect any unwanted and broken small waste electricals from their homes and bring it back to school for collection. The school that collected the most WEEE per pupil would win vouchers worth £500 to spend in the Wastebuster

exchange store on school equipment.

Recycle Week – 4 schools took part and collected a total of 706 items weighing just over 1 tonne (**1270 kg**).



Recycle Week
22–28 June 2015
RECYCLING
around the
HOME

In addition to the vouchers, the winning school - Stanley Primary School - also won a donation of £100 to be given to a local charity of their choice.

The Greenwood Centre in Hampton Hill was the charity chosen by Stanley Primary School to receive the £100 donation.

Waste Week – 11 schools took part in our Waste Week competition and a total of **1780 kg** was collected by the students. Waste Week is run by EDF Energy's education programme The Pod, and is a UK wide week-long campaign around recycling.



St Edmunds Catholic Primary emerged as the overall winner, collecting **91kg** per pupil. The school's eco-team were on hand to collect their winning prize and certificate at a special morning school assembly.



Our WEEE recycling events are becoming more and more popular across west London with an uptake in requests from residents and community groups to hold more events across the boroughs. In addition to requests in our boroughs, we have also been consulted about how to run WEEE bring events from organisations located in other London boroughs e.g. Hammersmith & Fulham, Westminster, Kingston and Wandsworth.



In total, all our electrical recycling events across the year has resulted in us collecting **over 6 tonnes** (6090 kg) of waste electricals for recycling which may have otherwise ended up in the bin.

Nappies

This year, our promotion for washable nappies was mainly through our website and web articles shouting about the benefits of swapping to washables. Using social media we engaged with residents and organisations such as Go Real and Real Nappies for London to help promote washable nappies.



Our online promotion on social media reached over 46,000 people through our online channels. This included promotion of Real Nappy Week which ran from 20th April – 26th April as well as three web articles that appeared in the news section on our website.



Communications

Website

In the last year the number of visitors to our westlondonwaste.gov.uk website decreased by 300 with a total of **64,873 visitors** – an average of **5,406** a month.

Staffing changes in the latter months of 2015 meant that website promotion, content and activity dipped significantly compared to other months. This impacted on our total annual visitor numbers to the website.

Month	Visits
April	5278
May	6266
June	5619
July	5117
August	5315
September	5427
October	5176
November	4626
December	4558
January	5141
February	6081
March	6269
Total	64,873



Newsletters

12 newsletters were sent out this year. Copies can be viewed via our [website](#). In April 2015 there were 415 subscribers; by March 2016 this had increased to 644 – a **55% increase** in our subscriber base.

Social Media

Continuing on from last year's success our social media targets for the year have been exceeded again. The number of organisations/people following @WestLondonWaste on Twitter **increased by 29%** from 1644 followers to 2124. Our followers have also liked more and more of the content that we've put out and our re-tweet rate for the year reached the highest rate achieved so far at **80%**.

On Facebook our likes also increased. We had 144 in April 2015 and 191 likes at the end of March 2016 – a **32% increase**.

Overall, our social media reach has **increased by 60%** from the previous year to **8,473,311**.

Month	Tweets	Followers	Re-Tweets	Reach (OTS)
April	100	1674	67 (67%)	1,386,953
May	272	1726	205 (75%)	694,262
June	155	1764	101 (65%)	806,411
July	120	1800	84 (70%)	543,782
August	169	1844	108 (64%)	541,102
September	203	1870	142 (70%)	729,646
October	203	1918	121 (60%)	720,444
November	130	1962	84 (65%)	553,019
December	184	1996	112 (61%)	626,111
January	116	2030	134 (116%)	609,581
February	142	2078	212 (149%)	615,796
March	148	2124	147 (99%)	646,204
Total	1942			8,473,311

The Rubbish Diet

The Rubbish Diet continued raising awareness of the things residents can do to reduce their waste at home. They ran four campaigns at different times of the year:

- **Beyond The Bin** – supporting residents to understand what happens after waste is collected e.g. visits to West London Composting and SWEEEP
- **Festival of Repair** – events celebrating the repairing of items ran in September 2015
- **Food Challenge** – a food waste reduction challenge to coincide with the release of Hugh Fernley Whittingstall's *War on Waste* television programme in October 2015
- **New Year's Revolution** campaign – a call to declutter in the New Year and sign up to the diet.



489 residents put their bins on a diet this year, with an average **reduction in content of 31%** - equivalent to **59 tonnes** of avoided waste. Since its launch last year, there has been a cumulative reduction of **291 tonnes** over the **3 years** the Rubbish Diet has been running in west London.



Once signed up, residents made small permanent changes to their habits helping their bins to remain slim. Changes include either starting to plan or planning more of their meals and buying items looking at the type and quantity of packaging and on how easy it is to reuse or recycle it.

The Rubbish Diet team attended **36 events** (8 of these they hosted themselves) and spoke with **835 people**.

There was also a focus this year on creating 'hubs' in different boroughs based on the prevalent interest among their community champions –

- Repair in Harrow and Hillingdon – Restart Parties, Denim Repair Workshop & Save a Bike Skill Share
- Food in Ealing – Bhangra Disco Soup and Love Food Evening
- Swishing in Hounslow – Age UK swish

The Online Diet

This year saw their newsletter grow to **893 subscribers** by the end of March 2016 – up from 485 in the previous year. A separate Twitter feed for west London dieters grew to **731 followers** and the Facebook page also added over 600 likes to end up on 1387 likes as of the end of March 2016.

The Food Challenge

There wasn't as much press coverage for the diet as there was in the previous 12 months but there were articles in local newspapers such as the *Harrow Times* and the *Watford Observer*. This was mainly due to many local newspapers consolidating across west London and others shutting down and moving to online only publications.

On the Rubbish Diet website there were monthly features such as news and tips and a west London specific blog showing dieters own hints, tips and ways they were reducing waste at home.

Community Champions

Community champions are those committed to doing something extra in addition to signing up for the Rubbish Diet itself. This year **79 champions** completed **99 separate actions** and contributed more than **360 volunteer hours over the year**. Some of these actions included:

- Planning, promoting and contributing to the Bhangra Disco Soup
- Skill sharing at the Denim Repair Workshop
- Attending 'Beyond the Bin' visits



Events

Speaking to people face to face is very important to us, having conversations helps us understand what our residents are thinking and gives us the opportunity to share with them some of the many tips, hints and ideas that we know and that others tell us. It also helps us to spread the word about what is happening in their local borough and is a way for them to let us know what else is happening.

The team attended **94 separate events** and **spoke to 6006 people** across the year. The events include a wide variety of community group talks about reduce, re-use and recycle, re-use sessions with scouts and children's play groups, community days and large fair and fete events.

Brent	8 events	715 residents
Ealing	18 events	1707 residents
Harrow	17 events	623 residents
Hillingdon	10 events	240 residents
Hounslow	20 events	1451 residents
Richmond	17 events	1348 residents

Staffing

This year there have been changes to the staffing structure of the team to reflect the needs of the plan and staff development.

April 2015 to October 2015	December 2015 to March 2016
Waste Minimisation Co-ordinator	Waste Minimisation Co-ordinator (maternity leave)
Waste Minimisation Officers x 2	Senior Waste Minimisation Officer
Events Assistant (p/t) x 1	Events Assistant x2 (f/t x1 & p/t x1)

The team have continued to develop closer working relationships with Recycling Officers from the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond, as well as Veolia Brent. As a result, we have developed closer links with these teams resulting in increased sharing of information and the opportunity to share best practise between us.

Awards & Plaudits

- Best Team of the Year – LARAC Awards 2015 – **Winner**
- Best Waste Minimisation or Prevention Project – LARAC Awards 2015 – **Finalist**
- Waste Prevention Award – National Recycling Awards 2015 - **Finalist**

This year the team won the '**Best Team of the Year**' category at the Local Authority Recycling Advisory Committee (LARAC) 2015 Celebration Awards held in Nottingham on October 14th 2015.

Being finalists in the '**Best Waste Minimisation or Prevention Project**' category also meant that WLWA were the only entrants to be recognised finalists in multiple categories.



Continuing in 2016-17

This year we spent £163,505 on the activities you've been reading about. A new action plan has been agreed for next year with a budget of £217,677.

Next year you'll be able to come along to more Love Food events, there'll be lots of promotion of food waste recycling, there'll be a washable nappy trial kit being launched and lots more electrical recycling events coming to locations near you. We'll also still be out there sharing ideas on Facebook, Twitter and our website. You can sign up to receive our newsletter too.

To see the full plan visit the waste prevention page on our website.

Summary of 2015/16 targets and activities

Food	
<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.</p> <ul style="list-style-type: none"> • Face to face engagement with residents to give them tips, hints and ideas to reduce food waste and save money • At least 6 #SecondChanceSmoothie events interacting with over 2400 people • Love Food Hate Waste Library Tour across our boroughs • High St trolley dash events • Love Food Evening celebration with local chefs and invited guests 	<p>Total cost: £5,437</p>
<p>Compost - Plan, promote and staff compost giveaways during Compost Awareness Week to be held in at least 4 boroughs interacting with 300 people per event</p> <ul style="list-style-type: none"> • Events held in Brent, Ealing, Harrow, Hounslow and Richmond • At least 10 tonnes of compost given away per event • Engage with 300 people per event 	<p>Total cost: £5,068</p>
Textiles	
<p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. We are going to support community groups and local organisations to run their own swishing events</p> <ul style="list-style-type: none"> ▪ Hold 10 regular swishing events ▪ Hold 3 larger scale events 	<p>Total cost: £2,556</p>
Furniture Re-use	
<p>Promotion of Re-use hotlines in the boroughs</p> <ul style="list-style-type: none"> • Increase collections/re-use by 5% 	<p>Total cost: £4,079</p>
Electricals	
<p>Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our WEEE compliance scheme partner. Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.</p> <ul style="list-style-type: none"> • Hold 14 WEEE bring events 	<p>Total cost: £0</p>

<h2>Nappies</h2>	
<p>Support the promotion of washable nappies. Information about washable nappies will be provided on our website</p> <ul style="list-style-type: none"> ▪ Produce and publish 2 web articles 	<p>Total cost: £0</p>
<h2>Communications</h2>	
<p>Website - Maximise the use of <i>www.westlondonwaste.gov.uk</i> to bring engaging and interesting content to residents.</p> <ul style="list-style-type: none"> • 10% increase in unique visitors to the website • Returning visitors to the website increase by 4% 	<p>Total cost: £50</p>
<p>Newsletter - 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.</p> <ul style="list-style-type: none"> • Increase the number of people signed up by 10% 	<p>Total cost: £92</p>
<p>Social Media - We're going to make it even easier and interesting for others to find out what we're doing:</p> <ul style="list-style-type: none"> • Increase Twitter followers by 20% • 35% of tweets to be re-tweeted • OTS 300,000 per month 	<p>Total cost: £0</p>
<p>Rubbish Diet - 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.</p> <ul style="list-style-type: none"> • 500 sign-ups for an online Diet for all boroughs • 80 active community champions 	<p>Total cost: £30,000</p>
<p>Events - We're going to attend events to promote our Reduce Re-use Recycle messaging.</p> <ul style="list-style-type: none"> • Engage with 1000 people • Attend 25 events 	<p>Total cost: £639</p>