

Waste Prevention Action Plan – a summary of the progress so far in 2016/17 and plans for the 2017/18 programme

SUMMARY

This report provides an update on the delivery of projects in west London by the WLWA Waste Minimisation Team.

RECOMMENDATION(S)

The Authority is asked to:-

- 1) *Note the progress of activities so far in 2016/17 (as at appendix 1)*
- 2) *Note and approve the changes to activities in the 2016/17 WPAP (as at appendix 2)*
- 3) *Note the process to be followed to develop a plan for 2017/18*

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 – The WPAP for 2016/17 was agreed at the Authority meeting on 11th December 2015. Each quarter the progress against actions in the plan are reported to the constituent boroughs and then published on the Authority's [website](#).

3. Progress so far in 2016/17 – Appendix 1 contains the progress from 1st April until 30th June 2016. The year has started well with 5 actions with a green status, 6 with amber and none are red. Some of the highlights to date include -:

Food – The second chance smoothie events are still proving to be popular and in total there were 12 food waste related events in quarter 1, this has increased to 22 as of the end of August. Over 2000 people have been engaged at these events.

The Waste Minimisation Team has secured funding in partnership with Brent, Ealing, Hounslow and Richmond to run food waste recycling interventions in these boroughs. Data has been collected for a period before the work took place and will continue to be monitored to allow us to see the impact of this project.

Textiles – All 8 swishes for the year are now booked in, including regular ones at Hounslow library. Work is also progressing in partnership with Resource London for a series of sewing skills workshops in west London.

Events – 43 events have been organised and attended between April and the end of August. The team is currently undertaking a west London Love Food Hate Waste library tour in 28 locations across all 6 boroughs. There is scope for more talks to be given and we are actively contacting groups to encourage them to get involved with the team's activities.

4. Changes to the 2016/17 WPAP – There are several changes that need to be made to the WPAP for this year, these are listed below:

Food (Fo1) – Following evaluation of the Ready Steady LFHW event held in February 2016 the WM Team will look for alternative large scale events to run as community interest in this event was lower than anticipated.

Furniture (Fu1) – Community Interest Company (CIC) Accession closed down in April 2016. The WPAP originally contained an action to fund an upcycling film with them. This has now been removed from the plan.

Electricals (E1) – Due to Recycle Week being moved from June to September, the WM Team is unable to support a Recycle Week WEEE competition due to competing priorities. A competition will instead be held during Waste Week in March 2017.

Nappies (N1) – A hire charge will no longer be made to parents borrowing the west London nappy pack and it is proposed to reduce the target number of parents from 36 to 27. The target change is due to staff availability and delays in purchasing of stock.

Social Media (C3) – The current action includes a target of 7 million opportunities to see. This target needs to be reviewed because the data that has previously been used to calculate this is no longer available due to changes in the way Twitter functions. New measures are currently being investigated.

Rubbish Diet (C4) – Following a review and discussions about priorities in west London it was decided not to renew this project for 2016/17.

Wastebuster Universe (C6) – The contract with Wastebuster through our WEEE compliance scheme has been terminated due to a large budget reduction by the compliance scheme as a result of international market changes. Therefore this action has been removed as west London schools no longer have access to Wastebuster's services which restricts our ability to communicate with them and encourage action.

5. Looking ahead to 2017/18 – Going forward, waste minimisation will be included in the updated strategy or partnership plan which will replace the current Joint Municipal Waste Management Strategy. In 2015/16 there were discussions about developing west London's first 3 year WPAP to give greater certainty and allow more detailed future planning for all councils.

Consultation with the constituent boroughs about the activities for next year began at the beginning of September. This is the timetable for the process to devise a new WPAP:

- All boroughs to provide details of their priorities for the next few years and any requests for specific activities or material focuses before 16th September.
- The WM Team will produce a costed plan and will circulate it to boroughs on or before 7th October.

- Boroughs will then need to respond to this before 21st October to allow the budget to be calculated ready for the Authority's budget setting process.

6. Financial Implications – Spend for the 2016/17 actions is in line with the budget provision. The proposed budget for 2017/18 is part of the consultation with boroughs and the budget setting process.

7. 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		
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