

# West London Waste

Let's be resourceful



## Waste Prevention Action Plan 2016/17 – revised September 2016

Ref	Activity	Proposed budget 2016-17	Targets	Description	External Partners
<b>Food</b>					
Fo1	<b>Love Food Hate Waste</b> We'll be shouting about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.	£10,000  Project management costs included in action G4	2 large scale LFHW events delivered.  Follow up actions developed and completed with 10 community groups  Implement an online food waste reduction challenge	Building on the work we started with community groups in 2015 we will continue to engage with further groups in more of the boroughs.  We'll continue to promote simple tips and ideas to inspire residents to reduce their food waste. A mixture of methods will be used including stalls, online information, social media, small training sessions and larger events.	
Fo2	Promote borough food waste recycling	£6,000  Project management costs included in action G4	Agree suitable targets with Resource London	Talking to residents about recycling food and helping to overcome any negative perceptions and de-mystify what happens to it after collection, we'll motivate and make it easy for them to take part in their local recycling services.  In Summer 2016 Resource London will be undertaking a food waste campaign; we'll work alongside them to raise the awareness of food waste in west London. The proposed budget is to support this activity	Resource London
	Total	£16,000			
<b>Textiles</b>					

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T1	Sew it On  Developing a sharing and skills development network for textile re-use, repair and recycling in west London	£3,000  Project management costs included in action G4	A project and business plan will be developed for a longer term programme in the future	The Sew It On project will investigate the existing network of repair, sewing and textile craft organisations in west London. It will explore options for developing a network for sharing and passing on these skills. A proposal will be developed for consideration as part of a 2 or 3 year programme in the future.  The funding for this action will be used to support relevant related activities during the course of the year to help gather data about potential e.g. sewing classes or surveys.	
T2	Support community groups and local organisations to run their own swishing events  Swishing is a fantastic way to meet your local community and re-vamp your wardrobe.	Project management costs included in action G4	8 swishes	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	
Total		£3,000			
<b>Furniture</b>					
Fu1	Promotion of Re-use and Upcycling	£8,622	These will be agreed with each project in relation to the activity being carried out  <ul style="list-style-type: none"> <li>▪ Online reach</li> <li>▪ Film views</li> </ul>	Three local organisations will be supported to deliver these projects that will increase the profile of re-use: <ul style="list-style-type: none"> <li>▪ Hounslow Furniture Project will have new signage and a facelift on their warehouse to alter the perception of potential customers (£2722)</li> <li>▪ To introduce all the local re-use projects a template for use in animated presentations will be created (approx. £800). The presentations will be hosted on our website.</li> <li>▪ To develop resources for use by boroughs contact centre staff to improve diversion of</li> </ul>	Hounslow Furniture Project Furnish

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				<p>suitable furniture to reuse partners (£1,900 match funding for boroughs)</p> <p>This action has been adapted since the original adoption of the WPAP in December 2015 due to changes in circumstances at one of the local charities we were due to support.</p>	
	Total	£8,622			
<b>Electrical Items</b>					
E1	Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our compliance scheme.	Project management costs included in action G4	<p>12 WEEE bring events</p> <p>Run a Recycle Week competition</p>	Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.	DHL Envirosolutions
	Total	£0			
<b>Nappies</b>					
N1	<p>Support the promotion of washable nappies</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>£6,000</p> <p>Project management costs included in action G4</p>	<ul style="list-style-type: none"> <li>▪ 18 nappy natters</li> <li>▪ 27 parents borrowing the trial kit</li> </ul>	A washable nappy trial kit will be developed and used in west London. The kit containing a variety of different styles and brands of washable nappy will be loaned out to parents for a 3 week period. Parents will be supported to use them and talked through any issues they may have. This budget will allow 7 kits to be available as well as a detailed instructional guide and online advertising images e.g. a Facebook header	
	Total	£6,000			
<b>Communications</b>					
C1	Maximise the use of <a href="http://www.westlondonwaste.gov.uk">www.westlondonwaste.gov.uk</a> to bring engaging and interesting content	Project management costs included in action G4	10% increase in unique visitors to the website	Pages to be kept up to date and a new web article added each week	

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	to residents.	£1,280 (20 hours of developer work)			
C2	Monthly newsletters to engage with residents about waste prevention.	£180 for e-distribution  Project management costs included in action G4	Increase the number of people signed up by 10%	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.	
C3	Increase West London Waste Social Media presence	Project management costs included in action G4	Increase Twitter followers by 5%  45% of tweets to be re-tweeted	We will continue to use social media to let people know about the range of things they can do at home, work, school and in the community to reduce, re-use and recycle.	
C4	Rubbish Diet	£7,400	500 sign ups	This project will no longer be implemented due to changes in priorities since the WPAP was originally adopted in December 2015	
C5	Attendance at events to promote the reduce, re-use and recycle messaging in partnership with the boroughs	£2,500 for event fees and vehicle hire  Staff will attend the events and they need to spent time preparing and booking them. Project management	4000 people spoken to at events  Attend 80 events	During 2015/16 the Waste Minimisation Team has attended a wide range of events. People enjoy talking to us and are receptive to our messages.  This year the team will attend 6 major summer fairs: <ul style="list-style-type: none"> <li>▪ Richmond May Fair</li> <li>▪ Hanwell Carnival</li> <li>▪ Hayes Carnival</li> <li>▪ Brentford Festival</li> <li>▪ Pinner Show</li> <li>▪ Queens Park Day</li> </ul>	

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		costs included in action G4		Smaller events will also be organised and attended. In addition each borough will receive 36 hours of team support at events they organise e.g. service change roadshows. Time will be allocated on a first come first served basis.	
C6	Wastebuster Universe	£0	<ul style="list-style-type: none"> <li>Residents are able to play The Wastebuster Universe game at <a href="http://www.wastebuster.co.uk/universe">www.wastebuster.co.uk/universe</a>.</li> </ul> <p>The game will no longer be actively promoted by WLWA as our WEEE compliance scheme's contact with Wastebuster ends in July 2016.</p>		
C7	Developing resources for the new education centre at Victoria Road Waste Transfer Station	£4,000	<ul style="list-style-type: none"> <li>Education centre to be up and running for October 2016</li> </ul>	<p>An education centre is being developed as part of the new disposal contract. The team will research appropriate resources and develop them to ensure visitors to the centre understand the waste hierarchy and the actions they can take.</p> <p>This project has been adapted since the WPAP was originally adopted in December 2015 following more information becoming available.</p>	
	Total	£15,360			
<b>General</b>					
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships	Project management costs included in action G4		The Team will look out for government funding opportunities and well as possible links with other organisations and companies.	
G2	Helping people to find a way to reduce, re-use and recycle that meets their needs and means they do at least one	Project management costs included in action G4		The actions in this plan and good practice elsewhere concerning will be reviewed, monitored, evaluated and reported to enable the programme to help the team identify what we need to be doing to help our residents reduce, re-use and recycle.	

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	thing differently.				
G3	Respond to appropriate consultations encouraging prevention and re-use	Project management costs included in action G4	Respond to relevant consultations	Responding to consultations is important to help shape policy.	
G4	Waste Minimisation Team staffing and Shared Expertise programme.	Permanent positions £165,195  Team travel costs £2,500  Shared Expertise £1,000	n/a	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.	
	<b>Totals</b>	<b>£168,695</b>			
	<b>Total Waste Minimisation spend</b>	<b>£217,677</b>			