

Waste Prevention – Update on the Waste Prevention Action Plan for 2016/17

SUMMARY

This report presents an update on the delivery of projects in this year's Waste Prevention Action Plan

RECOMMENDATION(S)

The Authority is asked to:-

- 1) *Note the progress of activities so far in 2016/17 (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 yearly action plans and the progress against actions in the plan are reported to the constituent boroughs and published on the Authority's [website](#). Reports are also regularly presented at Authority meetings, in June 2016 the results for 2015/16 were reported and a waste minimisation update is given at 4 of the meetings each year.

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. Progress so far in 2016/17 – Appendix 1 contains the progress made between April 2016 and December 31 2016 with specific detail about the activities in October, November and December 2016. The year is still progressing well with the status of the majority of actions on green with none classified as red. Highlights of the year so far are discussed in paragraphs 5 through 7.

5. Food – The team held their first large scale Love Food Hate Waste event in October. The Disco Soup involved 60 residents enjoying food waste talks, activities and tasty dishes all prepared from surplus food. The team also concluded their popular LFHW Library Tour program which ran from July to October. Across all our food related events for the year so far, the team have

spoken to over 6,000 residents and distributed over 8,000 recipe cards, bag clips, and leaflets to residents encouraging them to reduce their food waste at home.

6. Textiles – Our swish events are continuing to increase in popularity with more community groups and residents taking part. We've now exceeded our yearly target of 8 swishes with 10 already completed and another 2 planned before April. We've also collaborated with the national Love Your Clothes program to host sewing workshops across all our boroughs with a total of 60 residents attending.
7. Communications – The WM Team uses a variety of ways to share hints, tips and ideas for reducing waste with our residents.
 - a. Social media – As an engagement tool, social media has proved to be a very popular in engaging with residents and organisations. Our annual Twitter follower target (2231) has already been exceeded and sits at 2,628 as at the end of December 2016.
 - b. Newsletters – Our monthly newsletter subscriber base is growing steadily, at the end of December it stood at 653 close to our subscriber target of 709.
 - c. Events – Speaking directly to people, answering their questions and being able to adapt what you tell them to their personal circumstances can make a big impact on their behaviour and the actions they take following that conversation. This year the targets were to speak to 5,000 people at 40 events. By the end of December we've significantly exceeded our annual target by engaging with over 6,000 people at 80 different events. Considering events already planned in, we may hit 100 events for the first time in a financial year.

8. Financial Implications – There are no financial implications.

9. Staffing implications – There are no staffing implications.

10. 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.

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

Policy 2: WLWA and its constituent boroughs will prioritise waste reduction and waste re-use.

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	Waste Prevention Action Plan 2016-17
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Papers		
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