

West London Waste

Let's be resourceful

GETSWISHING

Textiles



Furniture



Electricals



www.westlondonwaste.gov.uk

Waste Prevention Action Plan 16/17

Progress October – December 2016

Each quarter the Waste Minimisation Team reports on the work being carried out to achieve the actions in the current Waste Prevention Action Plan. This report sets out what we've been doing and what we have booked or planned for the next few months.

If you have questions about anything we've done or want to work with us then please get in touch. We can be reached via email:

info@westlondonwaste.gov.uk, by phone: 020 8825 9468, on Facebook: West London Waste Authority and on Twitter @WestLondonWaste.

What we do really is great fun and interesting, so please do get in touch today.

The Waste Minimisation Team



Food

Ref	Activity and Description	Targets	Status
Fo1	<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.</p> <p>More #secondchancesmoothie events will be held. We'll aim for 1 in each borough if there is an appropriately large event and borough support available.</p>	<p>2 large scale LFHW events delivered</p> <p>Achieved YTD: 1 delivered and 1 currently planned for Feb 2017</p> <p>Follow up actions developed and completed with 10 community groups</p> <p>Achieved YTD: 4</p> <p>Implement a food waste challenge</p> <p>Achieved YTD: N/A*</p>	<p>Green</p> <p>Budget and spend to date</p> <p>Budget: £10,000 Spend to 31/12/16: £4583.68</p>

Progress

This quarter saw us deliver our first large scale LFHW event for the year – a Disco Soup. Held in Pinner on 27th October residents were invited to come down and help us prepare and use up surplus food donated to us by FareShare London and the local Sainsbury's supermarket.

Activities on the night included talks by the food-sharing app OLIO, the food surplus organisation FareShare, music and educational theatre by This is Rubbish (TIR) and our ever popular smoothie bike making second chance smoothies. In addition chef, Bain Marie, cooked up a delicious range of dishes from surplus food only collected the day before the event.





An amazing night was had by all with almost 60 families, residents and passers-by all popping in and joining in the chopping, peeling and preparation of the ingredients for Marie to cook up in the kitchen.

As well as picking up tips to reduce their food waste, local residents were also given the chance to take home a free food waste kitchen caddy supplied by Harrow Council's recycling team.

Love Food Hate Waste Library Tour

Our Love Food Hate Waste Library Tour ended this quarter with us visiting the final 6 libraries across 4 boroughs engaging with 163 people and sharing 600 tools to help them reduce their food waste at home.

- Brent – Ealing Road (19th Oct)
- Harrow – Wealdstone (3rd Nov)
- Hillingdon – Yeading (7th Oct), West Drayton (11th Oct) and Northwood Hills (28th Oct)
- Hounslow – Chiswick (14th Oct)



Talks, Presentations & Stalls

We also attended these 3 groups

- Hounslow - Rosary Catholic Primary School (16th Nov)
- Brent - Waste & Recycling talk with U3A (23rd Nov)
- Harrow - Wealdstone Day of Action (16th Dec)

Between October and December, our team attended 9 separate events, spoke to **735** people and shared over **700** recipe cards, bag clips, spaghetti measurers and leaflets with residents to promote reducing their food waste.

Implementing a food waste challenge

The food waste challenge was originally intended to be developed in tandem with the national Love Food Hate Waste (LFHW) messaging. Their messaging is currently being refreshed by WRAP and may be subject to some changes. It has therefore been decided to delay the set-up of the food challenge until the updated messaging is available from the LFHW program.

Over the next few months...

We are currently preparing to run our second Disco Soup event in February 2017.

Ref	Activity and Description	Targets	Status
Fo2	Promote food waste recycling	Project with Resource London - introduce food waste recycling interventions in 6000 households across 4 boroughs.	Green
			Budget and spend to date
			Budget: £8,000 Spend to 31/12/16: £8,000

Progress

To help make it even easier for residents to start using their food waste recycling service or to put a wider range of items in the caddies, our team has been working with Resource London to increase the number of residents opting to use their food waste recycling service as part of their normal waste and recycling routine while simultaneously reducing the amount of food waste ending up in the rubbish bin.

In July, the first round of bin stickers (not Richmond), leaflets and caddy liners were delivered to designated areas within Brent, Hounslow and Richmond, with Ealing's delivery happening in September. During October, November and December we've:

- Coordinated and delivered the second rollout of caddy liners (six month supply) to the designated areas in Brent and Richmond in December.
- Started data analysis of pre and post monitoring results.
- Reporting progress back to Resource London

Over the next few months...

A further supply of caddy liners is scheduled to be delivered to properties in Ealing during February 2017. Monitoring data will also be collated at month 6 and 9 after initial delivery of the project.

Textiles

Ref	Activity and Description	Targets	Status
T1	Sew it On	Development of a project plan to investigate textile skills sharing in west London Achieved YTD: 7 textile repair workshops (at least 1 held in each borough)	Green Budget and spend to date Budget: £3,000 Spend to 31/12/16: £296.00

Progress

As part of developing a plan for skill sharing across west London, we investigated the setting up of repair workshops for residents. We set up and ran 7 sewing workshops across our boroughs in collaboration with Love Your Clothes as part of Recycle for London's (RfL) autumn focus on re-use and repair.

- Brent – Willesden Library (19th Oct)
- Ealing – Town Hall (19th & 26th Oct)
- Harrow – Wealdstone Library (17th Oct)
- Hillingdon – Our Lady of Lourdes & Saint Michael Church (18th Oct)
- Hounslow – Hounslow Library (14th Oct)
- Richmond – Twickenham (13th Oct)



The seven workshops attracted a total of **60 residents** who joined us to learn and share basic repair skills to extend the life of their clothes. The workshops also provided an excellent opportunity to encourage repair or re-fashioning of pre-loved items and meet like-minded people to share these skills and knowledge with, regardless of ability.

Feedback has been positive after the events. Every person who provided feedback said that since the workshop they've used at least one skill they learned at the workshops. 80% of those who provided feedback also said they would be interested in attending a regular workshop and believed they would benefit from attending more.

Promotion for the events was also done in collaboration with Recycle for London and across our own social media channels and website. A [blog](#) by Emma from our Waste Minimisation Team was also featured on the Love Your Clothes website.

Over the next few months...

The team will be looking at further collaboration opportunities with local community groups and the best areas where further similar type workshops will be of benefit.

Ref	Activity and Description	Targets	Status
T2	<p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. 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</p> <ul style="list-style-type: none"> Support community groups and local organisations to run their own swishing events 	<p>8 swishes</p> <p>Achieved YTD: 10</p>	<p>Green</p> <hr/> <p>Budget and spend to date</p> <p>Budget: £0 Spend to 31/12/16: £75</p>

Progress

This quarter our team organised, contributed or attended 7 swishes across all our boroughs. Over the last 3 months, a total of 176 residents attended our swishes - diverting **449 kg** of textiles away from rubbish bins.

- Brent - Abbey Community Centre, Kilburn (19th Nov)
- Ealing Central Library (12th Nov)
- Harrow Age UK (24th Nov)
- Hillingdon - Uxbridge Library (22nd Oct)
- Hounslow Library (1st Oct & 26th Nov)
- Richmond - Ham United Group (2nd Dec)



Our GetSwishing website, created to give people all the information they need to run their own swishing events, is still increasing in popularity with **620 people** visiting our website over the quarter.

More activity is taking place on the GetSwishing Facebook page with increased likes (193 at the end of December) and more people reading and replying to posts. At the end of August we started a GetSwishing Instagram account. So far we've had 26 posts, have 90 followers and we expect it to continue increasing in popularity

Over the next few months...

We have 2 more swishes already planned at Hounslow Library (14th Jan and 11th Mar 17). More could be run if local community groups choose to run one in partnership with us.

Furniture

Ref	Activity and Description	Targets	Status
F1	Promotion of the Re-use and Upcycling Three organisations will be supported to deliver projects that will increase the profile of re-use. <ul style="list-style-type: none"> ▪ Hounslow Furniture Project – signage update and warehouse works ▪ Develop resources for use by boroughs and contact centre staff to improve diversion of suitable furniture to reuse partners 	Reuse targets to be agreed with each organisation.	Amber Budget and spend to date Budget: £8622 Spend to 31/12/16: £0

Progress

Liaison continues with the Hounslow Furniture Project about the works on their premises.

Over the next few months...

We are still investigating working with other reuse organisations across our boroughs.

Electrical Items

Ref	Activity and Description	Targets	Status
E1	Promote local re-use and recycling services for residents in conjunction with our WEEE compliance scheme Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.	12 WEEE bring events – Achieved YTD: 2 with a further 12 booked Run a Recycle Week competition Achieved YTD: Recycle week activities booked in	Green Budget and spend to date Funded through the WEEE compliance contract

Progress

This quarter was spent preparing to deliver our annual new year WEEE programme of multiple drop-off points for residents across our 6 boroughs in January and February 2017.

Over the next few months...

The list below indicates our scheduled WEEE recycling drop off points as part of our annual new year program.

- Brent – Tricycle Theatre (2nd – 8th Jan)
- Ealing – Central Library (6th – 12th Feb) and West Ealing Library (14th – 18th Feb)
- Harrow – Gayton Library (30th Jan – 5th Feb) and Harrow Arts Centre (18th Jan)
- Hillingdon – Uxbridge Library (4th – 11th Jan)
- Hounslow – Heston Leisure Centre (3rd – 7th Jan), Chiswick Library (9th – 13th Jan), Hounslow Library (23rd – 28th Jan), Feltham Library (30th Jan – 3rd Feb) & Hounslow Civic Centre (16th Jan – 27th Jan)
- Richmond – Civic Centre (9th – 13th Jan)

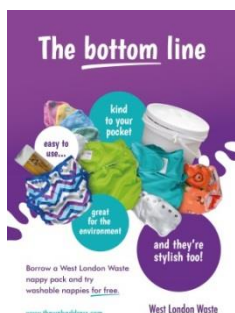
In March 2017, we will be supporting Waste Week, run by the Pod, EDF Energy's education programme by holding a schools WEEE collection competition similar to those held in previous years. Students in primary schools across our boroughs will be invited to collect small WEEE. The school that collects the most WEEE per pupil will win a prize.

Nappies

Ref	Activity and Description	Targets	Status
N1	Support the promotion of washable nappies Development of a washable nappy trial kit to be used in west London It's great to have a choice. We'll promote washable nappies across West London and encourage parents to consider choosing to use cloth.	18 nappy natters Achieved YTD: 0 36 parents borrowing the trial kit Achieved YTD: 0	Amber Budget and spend to date Budget: £6000 Spend to 31/12/16: £3042.00

Progress

This quarter, 7 nappy packs were created along with a new website (www.westlondonnappies.com) and leaflet in preparation for the full launch.



Over the next few months...

The nappy pack will be launched in the new year. It will be introduced to parent and toddler groups across west London and be promoted to residents in our boroughs via our website, social media and other promotional material.

The website will have a contact form to capture information from prospective parents who want to borrow the kit and our team will distribute the kits. The kits will be available to all parents who live in any of our boroughs.

Communications

Ref	Activity and Description	Targets	Status
C1	Maximise the use of www.westlondonwaste.gov.uk to bring engaging and interesting content to residents.	10% increase in unique visitors to the website – 71,361 Achieved YTD: 50,274	Green Budget and spend to date Budget: £1280 Spend to 31/12/16: £1119.00

Progress

In the last 3 months we have published 16 web articles on a wide variety of topics including a Review of the Plastic Bag 5p charge, Love Your Clothes, Disco Soup and our Christmas Spud & Slice advert calendar for our annual Love Christmas Hate Waste campaign.

Our content is aimed at making our news topical to west London residents and encouraging everyone to revisit our website and to participate in our events.

Month	Number of unique visitors	Returning visitors	Total page views
October	5,541	1,176 (18%)	6,492
November	4,943	1,117 (19%)	5,862
December	4,738	979 (18%)	5,717
Totals	15,222	3272 (18%)	18,071



The website also lists all the events we organise or take part in and provides supporting information for these and other actions we ask residents to take.

Over the next few months...

There will be a continuing schedule of web articles and the information on our website will be reviewed and updated where it's needed.

Ref	Activity and Description	Targets	Status
C2	Monthly newsletters to engage with residents about waste prevention. 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	Increase the number of people signed up by 10% to 709 Achieved YTD: 653	Green Budget and spend to date Budget: £180 for e-distribution Spend to 30/09/16: £100.00

Progress

Newsletters continue to be sent out monthly. Copies can be viewed on our [website](#). There are currently **653** subscribers to our monthly newsletter.

Over the next few months...

Newsletters will continue to be sent out each month for subscribers to keep up with all our activities across west London. We are also looking to re-vamp the look and feel of the newsletter to meet the diverse needs of our ever broadening audience.

Ref	Activity and Description	Targets	Status
C3	Increase West London Waste Social Media presence	<ul style="list-style-type: none"> ▪ Increase Twitter followers by 5% to 2231 Achieved YTD: 2628 ▪ 45% of tweets to be re-tweeted Achieved YTD: 67% ▪ OTS 8 million per year Achieved YTD: 5.9 million 	Green Budget and spend to date Budget: £90 Spend to 31/12/16: £54.00

Progress

We are continuing to use social media to promote all the work we do, to send out ideas and tips and to pass on other useful bits and pieces produced by other organisations. It's also a really effective way to engage with groups both in west London and further afield.

Month	Followers	No. of Tweets sent	Re-tweets	Facebook Reach	Overall Reach OTS
October	2492	220	148 (67%)	2482	1,043,820
November	2579	183	126 (69%)	874	773,380
December	2628	182	97 (53%)	3390	561,740
Total		558	371 (63%)	6746	2,378,940

Our overall online reach has continued to increase and as a result, our online engagement is continually growing.

Over the next few months...

Since July there have been changes in the way our social media channels are measured and tracked due to changes with the way Twitter works. We will continue to promote all our events via social media and we are reviewing our use of Facebook to increase interaction with local residents and attract more people to our events.

Ref	Activity and Description	Targets	Status
C5	Attendance at events to promote the reduce, re-use and recycle messaging In addition, each borough will receive 36 hours of team support at events they organise e.g. service change roadshows.	5000 people spoken to at events Achieved YTD: 6134 Attend 40 events Achieved YTD: 80	Green Budget and spend to date Budget: £2,500 Spend to 31/12/16: £826.00

Progress

Year to date (April – December), our team have attended **80 events** and engaged with **6134 people** across all 6 boroughs.

- Brent 7 events 312 residents
- Ealing 19 events 1853 residents
- Harrow 18 events 681 residents
- Hillingdon 10 event 254 residents
- Hounslow 13 events 1931 residents
- Richmond 13 events 1103 residents

The list below shows all events attended by our team between October and December this year.

Date	Borough	Type	Event name	Spoken to
01/10/2016	Hounslow	Textiles	Hounslow Swish	27
04/10/2016	Richmond	Nappies	Mothercare Kew - Nappy Natter	9
07/10/2016	Hillingdon	LFHW	Library Tour - Yeading	15
11/10/2016	Hillingdon	LFHW	Library Tour - West Drayton	24
13/10/2016	Richmond	Textiles	Sewing Workshop	3
14/10/2016	Hounslow	LFHW	Library Tour - Chiswick	38
17/10/2016	Harrow	Textiles	Sewing Workshop	14
18/10/2016	Hillingdon	Textiles	Sewing Workshop	10
19/10/2016	Brent	LFHW	Library Tour - Ealing Road	29
19/10/2016	Brent	Textiles	Sewing Workshop	8
19/10/2016	Ealing	Textiles	Sewing Workshop	5
22/10/2106	Hillingdon	Textiles	Uxbridge Library Swish	21

Date	Borough	Type	Event name	Spoken to
26/10/2016	Hounslow	Textiles	Sewing Workshop	12
26/10/2016	Ealing	Textiles	Sewing Workshop	8
27/10/2106	Harrow	LFHW	Disco Soup	58
28/10/2016	Hillingdon	LFHW	Library Tour - Northwood Hills	13
03/11/2016	Harrow	LFHW	Library Tour - Wealdstone	44
12/11/2106	Ealing	Textiles	Ealing Central Library Swish	30
16/11/2106	Hounslow	LFHW	Rosary School Food Waste Analysis	473
19/11/2016	Brent	Textiles	Abbey Community Centre Swish	52
23/11/2016	Brent	WLWA	Waste talk @ U3A (University of 3rd Age)	46
24/11/2016	Harrow	Textiles	Age UK Harrow Swish	9
26/11/2016	Hounslow	Textiles	Hounslow Library Swish	16
02/12/2016	Richmond	Textiles	HUG - Green Screen Swish	21
16/12/2016	Harrow	Food	Harrow Day of Action in Wealdstone	41
Total				1026

Over the next few months...

The team is booked to attend a number of events over the next few months. We're happy to attend more though, so if you're putting on an event please get in touch to see how we can be part of it.

Ref	Activity and Description	Targets	Status
C7	Developing resources for the new education centre at Victoria Road Waste Transfer Station		Amber
			Budget and spend to date
			Budget: £4,000

Progress

The checks undertaken on the existing building at Victoria Road to ascertain it's suitability as an education centre for children and adults have been completed. As a result of this extra information this activity has been adapted for this financial year. We are currently looking to procure a film showing what happens to west London's waste. The scope of this will be agreed in early 2017.

Over the next few months...

Once the scope has been agreed a company will be procured and the film produced. Once it is ready we will be able to bring this to talks and events.

General

Ref	Activity and Description	Targets	Status
G1	The Waste Minimisation Team will actively seek out potential funding opportunities including commercial partnerships		Green
G2	Helping people to find a way to reduce, re-use and recycle that meets their needs and means they do at least one thing differently.		
G3	Respond to appropriate consultations encouraging prevention and re-use	Responding to consultations	£0

Progress

Grant funding has been secured from Resource London, (in collaboration with Biogen, Countrystyle, LB of Hounslow and LB of Ealing) to deliver activities under activity Fo2 as described earlier in this report.

There haven't been any other appropriate consultations to respond to yet this year.

Ref	Activity and Description	Targets	Status
G4	Waste Minimisation Team staffing and Shared Expertise programme. <ul style="list-style-type: none"> ▪ 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. 		Green
			Budget: £168,695 Spend to 31/12/16: The whole of the budget is allocated

Summary

There are 14 activities in the Waste Prevention Action Plan relating to our priority materials, the status for each is shown in this report and a summary is below:

Green **11 actions**
 Amber **3 actions**
 Red **0 actions**

The total budget for the activities outlined in this progress report is **£217,960**. The total spent to date is on track to be within this budget.

Links with other waste prevention activities

The activities described below are not covered by this Action Plan and run by Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond Councils.

Borough	October to December 2016	Over the next few months
Brent	02/10/16 - Kensal Green clean-up day. 08/10/16 Campbell Gordon Way London in bloom award. 12/10/16 Talk back in partnership with BHP (Brent Housing partnership). 12/11/16 Kensal Green clean-up day.	