

**Waste Minimisation – The proposed Waste Minimisation Plan for 2017/18**

**SUMMARY**

This report presents the proposed Waste Minimisation Plan for 2017/18 for approval.

**RECOMMENDATION(S)**

The Authority is asked to:-

- 1) *Agree the proposed Waste Minimisation Plan 2017/18 (as at appendix 1)*

**1. Introduction** – Since 2010 the Authority has taken the lead role in delivering waste minimisation campaigns agreed by the constituent boroughs. Each year the Waste Minimisation (WM) Team devises and agrees a west London wide plan of activities covering 5 key waste streams - 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 plan is developed in consultation with the constituent boroughs. Progress against actions in the plan are reported to the boroughs and published on the Authority's [website](#). Reports are also regularly presented at Authority meetings. In January this year the results up to December 2016 were reported and in June the 2016/17 annual report will be presented.

**3. All actions in the Waste Minimisation Plan (WMP)** 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. Developing the 2017/18 WMP** –The Authority is aware that the constituent boroughs are facing yet more on-going reductions in funding and that they are having to fundamentally review services, which have been the accepted minimum provision for many years. Boroughs are looking at innovative ways of managing the demand for these services and trying to identify opportunities to change behaviours, to remove service pressures in the future. There are lots of areas falling within the remit of waste minimisation where there are opportunities to have a significant positive impact. To achieve the best results this type of initiative requires joint working between the Authority and one or more of the boroughs. The adaptations to the WMP 2017/18 reflect borough wishes and should enable more joint working. After discussions with the boroughs in meetings, calls and consultation via email in September and October a number of common themes were identified:

- a. **Food waste recycling** – this is an important area for all boroughs. Engaging with residents to encourage them to reduce their food waste and recycle more using the existing services could lead to service efficiencies, significant cost savings and increases to recycling rates.
- b. **More borough specific projects** – there are common challenges and ones that are unique to every borough. Our conversations have highlighted the need for the WM Team to be able to develop projects and deliver activities adapted for individual borough circumstances.
- c. **Talking to more people** – with recent and forthcoming service changes in boroughs coupled with the potential for significant financial savings by diverting waste away from disposal, boroughs want to increase the number of events arranged and attended by the WM Team and widen the scope of these events. More time will be spent attending and organising smaller events to allow us to find out more about the needs and wants of residents. More time will also be spent talking to them on-line because a larger audience needs to be made aware of waste minimisation messages and be encouraged to take action.
- d. **Measurement** – a more detailed understanding is needed of the waste collected from and delivered by householders. There is also a need to find out more about what action they take following interaction with our activities and what motivates a change in the way they treat the items they no longer want. Measurement is very closely linked to the other three common themes identified.

**5. The 2017/18 WMP** – The detail of the proposed plan is shown in appendix one. The next paragraphs outline the main activities within the plan.

- a. **Food waste recycling** – The most significant area of activity is bespoke work proposed in three boroughs to deliver interventions which will reduce food waste and increase recycling of unavoidable food waste. Three distinct projects which meet borough needs will be developed in partnership and delivered. Each will be fully supported by both WLWA and the borough and the impact very closely measured using a suite of pre-agreed indicators. The activities could include a wide range of measures deemed appropriate for local needs and may include activities such as participation monitoring, delivery of information leaflets, events and recognition for positive behavior. The results will be shared and business cases developed to enable successful activities to be replicated in other boroughs.
- b. **Electricals recycling** – The activity in this area is being widened to include a campaign to encourage greater separation of electricals to avoid contamination of dry recycling and potential of fire in vehicles and transfer stations as a result of improper disposal. In addition partnership with Restart will be discussed to identify the potential in west London for repair and skill sharing.
- c. **Increasing re-use at HRRC's** – The WM Team will be working closely with site staff at Abbey Road HRRC to identify the potential to increase re-use. Best practice from other areas will be tested alongside our own ideas to identify the potential for increasing diversion away from final disposal of wastes brought to the HRRC's.

d. **Communications** – There will be an increased focus on this area to ensure the most is made of all the positive work and messaging that the WM Team deliver to residents. As well as continuing to use the websites [www.westlondonwaste.gov.uk](http://www.westlondonwaste.gov.uk), [www.getswishing.com](http://www.getswishing.com) and [www.westlondonnappies.com](http://www.westlondonnappies.com), @WestLondonWaste and @GetSwishing (Twitter), the West London Waste and Get Swishing Facebook pages, the Get Swishing Instagram page, and the monthly newsletter. There will be an increased focus on developing other routes to deliver our key messages and more detailed project plans for each of our material focuses. Material specific campaigns will be planned and delivered e.g. electricals and plastics and guides to help landlords, developers and schools get more from 'waste' items will be written and publicised.

**6. Monitoring and evaluation** – There will be continued in year scrutiny of the results of the WMP actions. There is an increased focus on measurement in this plan. This year there is going to be an emphasis on identifying suitable and appropriate measurements for our activities within the context of no nationally agreed measures for reporting and benchmarking many of the project activities we deliver. In this year's plan the targets column has been replaced by one headed measurements. In order to be able to pull together a fuller picture identifying the impact of waste minimisation work there will need to be closer working between the boroughs and more sharing of data.

**7. Financial Implications** – The WM budget for 2017/18 was approved at the January 2017 Authority meeting.

**8. Staffing implications** – The staffing structure for the team was approved as part of the 2017/18 budget which was approved at the January 2017 Authority meeting.

**9. Health and Safety implications** – There are no significant health and safety risks arising from the WMP. The Authority has in place procedures for lone working and staff working at third party events.

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

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

Policy 3: The WLWA and its constituent boroughs will aim to recycle and compost at least 50% of municipal waste by 2020.

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	
Contact Officer	<p data-bbox="411 219 1377 257">Roger St Paul, Senior Waste Minimisation Officer 020 8825 5677</p> <p data-bbox="411 286 960 324"><a href="mailto:rogerstpaul@westlondonwaste.gov.uk">rogerstpaul@westlondonwaste.gov.uk</a></p> <p data-bbox="411 353 1377 392">Sarah Ellis, Waste Minimisation Co-ordinator 020 8825 9414</p> <p data-bbox="411 421 936 459"><a href="mailto:sarahellis@westlondonwaste.gov.uk">sarahellis@westlondonwaste.gov.uk</a></p> <p data-bbox="411 488 1377 526">Emma Beal, Managing Director 020 8825 9488</p> <p data-bbox="411 555 951 593"><a href="mailto:emmabeal@westlondonwaste.gov.uk">emmabeal@westlondonwaste.gov.uk</a></p>