

# West London Waste

Let's be resourceful



## Waste Minimisation Plan 2017/18

| Ref             | Aim  | Budget 2017-18 | Measurements  | Description  | External Partners                            |
|-----------------|--|----------------|---|--|--|
| <b>Food</b>     |  |                |   |  |  |
| Fo1             | Increase food waste recycling and decrease the amount of avoidable food waste. | £150,000       | Metrics e.g. kgs/hh/annum food waste and residual waste will be confirmed with the participating boroughs and will be relevant to the activities undertaken.  | Implement a food waste intervention program working in partnership with 3 boroughs. We will agree and deliver a package of measures to separately capture food waste and measure those movements.  | Biogen; Countrystyle; West London Composting |
|                 | Total  | £150,000       |   |  |  |
| <b>Textiles</b> |  |                |   |  |  |
| T1              | Develop a sharing and skills network for textile re-use, repair and recycling. | £5,500         | <ul style="list-style-type: none"> <li>▪ Number of suitable champions to run skill-share events</li> <li>▪ How likely attendees are to recommend events to a friend</li> <li>▪ Campaign engagement (participation, social media: retweets, likes, shares, comments, replies)</li> </ul> | <p>Six textile repair and upcycling workshops to offer more residents the chance to develop their skills, knowledge and interest in extending the life of textiles.</p> <p>Through running sewing repair workshops and textile communication campaigns potential champions for the programme will be identified.</p> | Love Your Clothes; Resource London           |
| T2              | Spread awareness of the re-use options for                                     |                | <ul style="list-style-type: none"> <li>▪ Number of groups borrowing the swishing kit</li> </ul>   | Run 12 swishing events and encourage more community groups and local organisations to  |  |

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|                    | textiles.  |                | <ul style="list-style-type: none"> <li>▪ Number of 1<sup>st</sup> time attendees</li> <li>▪ Swish newsletter subscriber base (30% increase targeted)</li> <li>▪ Swish newsletter open rate (%)</li> <li>▪ How likely attendees are to recommend events to a friend</li> <li>▪ Textile collection through bring banks</li> </ul> | <p>run their own.</p> <p>Raise awareness of textile re-use, recycling, repair and sustainable fashion. This will include sharing through -</p> <ul style="list-style-type: none"> <li>▪ Our online <a href="http://www.getswishing.com">GETSwishing</a> guide – (<a href="http://www.getswishing.com">www.getswishing.com</a>)</li> <li>▪ Regular swish event e-reminders</li> <li>▪ Social media promotion of events and topics relevant to textile waste (Twitter, Facebook and Instagram)</li> </ul> <p>Identification of trends in the use of textile recycling banks across west London</p> | Solutions (CCS) on behalf of Ealing, Harrow and Hounslow Libraries and LB Hillingdon Libraries  |
| Total              |  | £5,500         |   |  |   |
| <b>Electricals</b> |  |                |   |  |   |
| E1                 | Divert small WEEE from waste and mixed recycling | £2,000         | <ul style="list-style-type: none"> <li>▪ WEEE tonnage collected</li> <li>▪ Number of items collected</li> <li>▪ Campaign engagement (participation, social media: retweets, likes, shares, comments, replies)</li> </ul>  | <p>Run 16 small WEEE bring events to raise awareness and minimise issues from large amounts of waste electricals arriving at our newly commissioned EfW plant SERC. More local communications will be targeted at reminding residents to recycle more of their electricals.</p> <p>Identify trends and patterns for WEEE collections for items and tonnages across current and previous years</p> <p>Support Waste Week in March 2018 by running a small waste electrical school collection competition.</p>   | European Recycling Platform (ERP); The POD; Cultural Community Solutions (CCS), Restart; Tricycle Theatre; Richmond Civic Centre and others |

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|                |  |                      |   | Run a New Year WEEE recycling campaign across multiple venues to encourage greater recycling of small broken/unwanted electricals.  |   |
| E2             | Encourage the creation of small WEEE repair hubs in the local community. |                      | <ul style="list-style-type: none"> <li>▪ Number of repair workshops run by community group</li> <li>▪ Number of groups borrowing repair kits for workshops</li> <li>▪ Number of items brought for repair</li> </ul> | Build a relationship with Restart to introduce workshops where residents can learn repair and maintenance skills from other volunteers.   | Restart, Hillingdon Friends of the Earth (FOE) and others |
| Total          |  | £2,000               |   |   |   |
| <b>Re-use</b>  |  |                      |   |   |   |
| R1             | Promote local re-use option.   | £1,500 for promotion | <ul style="list-style-type: none"> <li>▪ Number of items separated for redistribution</li> <li>▪ Type of items separated for redistribution</li> <li>▪ Weight of items separated for redistribution</li> </ul>      | <p>Work alongside the Abbey Road HRRC staff to separate items that could be re-used and distribute these to local organisations.</p> <p>Information about local re-use options available as part of re-use communications.</p>  |   |
| Total          |  | £1,500               |   |   |   |
| <b>Nappies</b> |  |                      |   |   |   |
| N1             | Raise awareness and promote the use of washable nappies to parents.      | £0                   | <ul style="list-style-type: none"> <li>▪ Number of parents taking trial packs on loan</li> <li>▪ Campaign engagement</li> </ul>   | Run nappy natters in Ealing and Richmond to promote the use of washable nappies and our own west London nappy pack. Parents will be able to borrow 1 nappy pack free of charge so they can try out different styles of washable |   |

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|-----------------------|---|----------------|--|---|-------------------|
|                       |   |                | <p>(retweets, likes, shares, comments, replies)</p> <ul style="list-style-type: none"> <li>▪ How likely borrowers are to recommend the trial pack to a friend</li> </ul>   | <p>nappy on their baby and make an informed decision about using them going forward.</p> <p>The packs will be available directly from us and will be promoted through our online nappy site - <a href="http://www.westlondonnappies.com">www.westlondonnappies.com</a></p>  |                   |
| Total                 |   | £0             |  |   |                   |
| <b>Communications</b> |   |                |  |   |                   |
| C1                    | Grow our online engagement & share our Reduce Re-use Recycle messages with our followers. | £25,560        | <ul style="list-style-type: none"> <li>▪ Number of unique website visitors</li> <li>▪ Returning visitors to our website</li> <li>▪ Page views</li> <li>▪ WLWA newsletter subscriptions</li> <li>▪ Social media engagement (retweets, likes, shares, comments, replies) across all platforms</li> </ul> | <p>Use a variety of digital tools, to increase engagement with residents, groups and businesses. .</p> <p><b>Website</b></p> <ul style="list-style-type: none"> <li>▪ Provide everything residents want to know about reducing, re-using &amp; recycling in west London.</li> </ul> <p><b>Newsletters</b></p> <ul style="list-style-type: none"> <li>▪ Inform and inspire waste minimisation.</li> </ul> <p><b>Social media</b></p> <ul style="list-style-type: none"> <li>▪ Targeted messaging for our different audiences.</li> </ul> |                   |
| C2                    | Create, develop and share re-use guides for organisations in west London.                 |                | <ul style="list-style-type: none"> <li>▪ Number of downloads or page visits</li> <li>▪ Feedback from boroughs</li> </ul>   | <p>Guides will be developed for</p> <ul style="list-style-type: none"> <li>▪ Landlords</li> <li>▪ Developers</li> </ul>   |                   |

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| Ref                        | Aim   | Budget 2017-18                                     | Measurements   | Description   | External Partners |
|----------------------------|---|--|--|---|-------------------|
|                            |   |  | using the guide  | <ul style="list-style-type: none"> <li>▪ Schools</li> </ul> <p>Working with boroughs these will be distributed to reduce unnecessary waste entering the residual waste stream.</p>                  |                   |
| C3                         | Run a large scale partnership event focusing on specific waste streams.                               |  | Appropriate measures will be agreed with partner organisations   | Event to be decided in partnership with the boroughs and external partners to showcase waste minimisation in west London and bring our messages to a wider range of residents.                      | Multiple          |
| Total                      |   | £25,560  |  |   |                   |
| <b>Events</b>              |   |  |  |   |                   |
| Ev1                        | Spread waste reduction messages through direct engagement with residents.                             |  | <ul style="list-style-type: none"> <li>▪ Number of events</li> <li>▪ Number of people engaged with events</li> <li>▪ Waste minimisation information and tools given out at events</li> </ul> | 100 events engaging with residents e.g. summer outdoor events, library tours, door-knocking, static displays in public buildings, community group presentations and school programs.                |                   |
| Total                      |   |  |  |   |                   |
| <b>Resource Management</b> |   |  |  |   |                   |
| Rm1                        | Using a variety of interventions to help residents and businesses to reduce, re-use and recycle more. | All staffing, training and travel costs - £195,682 | Budget monitoring  | The actions in this plan and good practice elsewhere will be continuously reviewed, monitored and evaluated to ensure we and our partners are implementing the most effective ways to reduce waste. |                   |
| Rm2                        | Actively seeking out potential funding opportunities and/or   |  | Funding offered  | The Team will look out for government funding opportunities as well as possible links with other public and private organisations.  |                   |

**Appendix 1**

| <b>Ref</b> | <b>Aim</b>   | <b>Budget 2017-18</b> | <b>Measurements</b> | <b>Description</b> | <b>External Partners</b> |
|------------|--|-----------------------|---------------------|--------------------|--------------------------|
|            | commercial partnerships                                      |                       |                     |                    |                          |
| Rm3        | Waste Minimisation<br>Team staffing, training<br>and travel. |                       | Budget monitoring   |                    |                          |
|            | <b>Total</b>   | £195,682              |                     |                    |                          |
|            | <b>Total Waste Minimisation spend</b>                        | <b>£380,242</b>       |                     |                    |                          |