

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

SUMMARY

This report presents the results of the Waste Prevention Action Plan for 2016/17

RECOMMENDATION(S)

The Authority is asked to:-

- 1) *Note the results of activities 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 (WEEE), 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 Waste Prevention Strategy, yearly action plans and the progress against actions in the plan are reported to the constituent boroughs and published on the Authority's [website](#).
- 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. The results of the Waste Prevention Action Plan in 2016/17** – Appendix 1 contains the end of year report setting out all the activities undertaken by the team and the results of the activities against the targets set for the year. Out of the 12 activities in the plan, 9 were given a green status as fully completed while 3 actions were designated amber. The highlights of the annual review in appendix 1 include:
 - **Food** – A combination of our popular #secondchancesmoothie events, our Love Food Hate Waste Library Tour and working with 10 designated community groups meant that this year we engaged with over 5,500 people to spread food waste reduction messages. In addition, the team secured funding from Resource London to undertake our first food

waste recycling project – investigating how much of a role interventions play in encouraging increased participation in borough food waste recycling services.

- **Textiles** – our *getswishing.com* website attracted almost 3,500 visitors - a 15% annual visitor increase; residents swapped over 2,000 items weighing just over 0.5 tonnes at our swish events. The launch of our repair & sewing repair workshops also proved quite popular, attracting almost 100 attendees.
- **Electricals** – Just over 3 tonnes of small electrical items was collected over the year for recycling from our WEEE bring events and our annual Waste Week school competition.
- **Social Media** – Our reach on social media increased to just over 9 million – a 7% increase on the previous year.
- **Events** – The team attended 111 events and spoke to over 6,500 people, exceeding our target considerably both in number of overall events and in residents engaged with.

5. The 2017/18 WMP – The activities for the 2017/18 Waste Minimisation Plan have already commenced and a report outlining progress will be submitted at the scheduled September meeting.

6. The 2018/19 WMP – Discussions with constituent boroughs will begin in August. Best practice will also be reviewed with forward plans for borough services and the national Waste Prevention Programme helping drive the development of the new plan.

7. Financial Implications – The amount actually spent was £180,934. The WP budget for 2016/17 was £217,677.

8. Staffing implications – There are no issues relevant to this report

9. 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.

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

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	Waste Prevention Action Plan 2016/17 Waste Prevention Strategy 2011 - 2015
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Contact Officers	Roger St Paul, Senior Waste Minimisation Officer 020 8825 5677 rogerstpaul@westlondonwaste.gov.uk Emma Beal, Managing Director 020 8825 9468 emmabeal@westlondonwaste.gov.uk
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