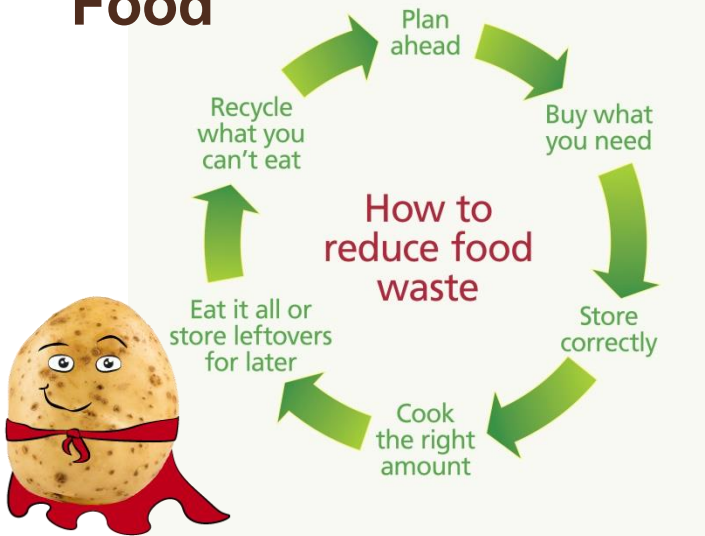


Food



Waste Prevention Action Plan annual review April 2016 to March 2017

GET SWISHING

Textiles



Electricals



Furniture



Nappies



Foreword

Each year, West London Waste Authority (WLWA) in partnership with our six constituent boroughs Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames undertake a programme of activities to inspire our residents to do something differently at home, work or school, to reduce the impact of their waste on the environment.

Our activities focus on 5 key materials – food, textiles, electrical items, furniture and nappies and what we do is set out in our annual Waste Prevention Action Plan. This year we've continued to build on the different activities we've carried out in previous years. You can read all about these plans and what we've done so far in the waste prevention section of our website www.westlondonwaste.gov.uk.

Throwing away items that can still be used or recycled in to something else costs us all money and is a terrible waste of resources. Since our first annual Waste Prevention Action Plan back in 2011, the amount of rubbish west London households generate overall has fallen by 20 kgs per household per year. Considering the backdrop of increased house building programs and growing populations, this decrease represents a fantastic achievement for raising awareness of waste reduction among residents.

Waste reduction awareness is an area where we can all do more but our residents are increasingly engaging with us and letting us know how they are reducing their waste – one small change at a time. Through talks, events, social media and website interaction, our residents are showing that awareness breeds action and they are keen, not only to share our Reduce Re-use Recycle messages but to take part in our activities as well.

Cllr Bassam Mahfouz

Chair
West London Waste Authority

Food

Themed Love Food Hate Waste Events

Event 1 - Disco Soup @ Pinner Village Hall

Our first large scale LFHW event for the year – a Disco Soup was held on 27th Oct 2016 in Pinner in London Borough of Harrow. Residents of Pinner and environs 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. Our chef on the night, Bain Marie, cooked up a delicious range of dishes from ingredients only collected the day before the event.



Event 2 – Disco Soup @ Ham Youth Centre

Our second Disco Soup of the year took place at Ham Youth Centre on 21st February 2017 with the event held in collaboration with Ham Youth Centre in London Borough of Richmond. Specifically targeted at local children in the area, our Disco Soup attracted pupils from nearby primary schools, the local Sea Scouts group and a number of volunteers and regular attendees of the youth centre itself.

Activities on the night included educational plays from This Is Rubbish, preparation area for the chopping of fresh ingredients for the kids, smoothies made on our very popular smoothie bike and information stalls from *School Food Matters* and *Richmond Foodbank*.



Both events attracted a combined total of **110 people** who chopped, danced and got to use up surplus food that would have otherwise gone to waste. By putting on these larger scale events, we can get the community at large to get involved in a practical activity that spreads the basic principles of reducing food waste – *meal planning, buying what you need, savvy storage, understanding date labels, getting your portions right and loving your leftovers*.

Our Disco Soups events were successful in getting the local community involved. By working together to prepare delicious meals, residents got to engage in an activity that directly contributed to them acting on reducing food waste. The activities at both events centred around community participation and encouraged residents to share their hints, tips, knowledge and experiences.



Community Group Actions

Back in 2015, we started focusing on bigger Love Food Hate Waste (LFHW) themed events. This year we focused on working with 10 community groups/organisations who attended our larger events and wanted to help share our messages. Overall we managed to book actions with **11 community groups** across all our 6 boroughs.

- Chiswick WI presentation - Hounslow (25th Apr 2016)
- Friends of Twickenham Green - Richmond (7th Jun 2016)
- Harrow Communities Click – Harrow (18th Aug 2016)
- Friends of the Earth - Ealing (20th Sep 2016)
- Rosary Catholic Primary School – Hounslow (16th Nov 2016)
- Waste & Recycling talk with U3A – Brent (23rd Nov 2016)
- Ham Youth Centre - Richmond (31st Jan 2017)
- Uxbridge Beavers Recycling Session – Hillingdon (27th Feb 2017)
- St Albans Ladies 3R's talk – Harrow (8th Mar 2017)
- Dominion Centre Health Fair – Ealing (16th Mar 2017)
- ACS Hillingdon School Food Waste Analysis – Hillingdon (22nd Mar 2017)

Our food activities were so well received, that those who we couldn't fit into this year's activities were happy to book activities with us as part of our 2017/18 activities.

- St Mary's C of E Primary School – Richmond (7th & 8th Jun 2017)
- Petersham & Ham Sea Scouts activity – Richmond (18th Nov 2017)

Love Food Hate Waste Library Tour

Libraries in many local communities provide are an essential resource for many residents. Whether they are being used as meeting places for mother & toddler groups and coffee mornings or residents just want to borrow books, libraries see a wide section of the community come through their doors. As our aim is to engage with as many residents and sections of the community to spread our Love Food Hate Waste messages, we 'toured' as many libraries as we could to engage with even more residents.



**Love Food Hate Waste
West London Library Tour**

FREEZE, TOAST AND EAT ME... just don't bin me!

For more ways to #LoveFoodHateWaste, visit www.seweforce.co.uk

Chiswick Library
Friday 14th October 2016
Drop-in between 10-1pm

Come along and visit our stall, we'll be sharing practical hints, tips and ideas to help make the most of the food that you buy.

We'll be bringing along loads of information and things for you to take home that can help you save money, so why not come check us out!

West London Waste
www.westlondonwaste.gov.uk

Between July and November, our *Love Food Hate Waste Library Tour* visited **27 different** libraries across **6 boroughs** – taking in more libraries and covering all boroughs this year. Collaborating with each venue, we set up stalls promoting our food waste reduction messages to coincide with activities already taking place within each library.

In line with the tour's growing popularity, the number of residents engaged with increased **66%** from the previous year. Our team spoke to over **800 people** and shared over **1,800 tools** with residents to use at home which

included recipe cards, bag clips, spaghetti measurers and leaflets on washable nappies and our upcoming events.

The Libraries visited as part of this year's activities were:

- Brent – Ealing Road, Harlesden and Kilburn
- Ealing – Greenford, Jubilee Gardens, Perivale, Southall, West Ealing and Wood End
- Harrow – Gayton (x2), Stanmore, Roxeth and Wealdstone
- Hillingdon – Ickenham, Manor Farm, Northwood Hills, Uxbridge, West Drayton, Yeading and Yiewsley
- Hounslow – Chiswick, Feltham and Hounslow
- Richmond – East Sheen, Richmond, Teddington and Twickenham

Food Waste Recycling Project (Fo2)

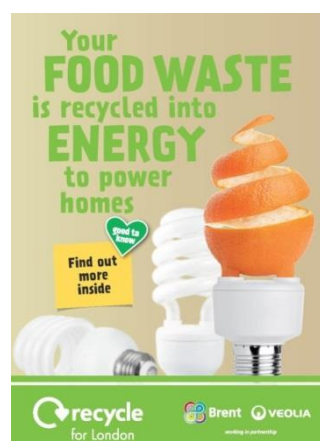
Introduction

To help make it even easier for residents to start using their food waste recycling service or to increase food waste caddy use, our team secured funding from Resource London to trial a food waste recycling intervention program in 4 boroughs - Brent, Ealing, Hounslow and Richmond upon Thames. The interventions were designed to increase the number of residents opting to use their food waste recycling service as part of their regular waste and recycling routine while simultaneously working to reduce the amount of food waste ending up in residents' rubbish bins.

Previous Wrap research suggests that local authorities can increase their food waste recycling by using a number of 'interventions' given to residents which include -

- **Stickers** – All households will get a sticker put on to the residual waste bin (excluding Richmond)
- **Liners** – All households will receive enough free compostable caddy liners to last the average family for 6 months (3 liners per week over 26 weeks = 78 liners per hh)
- **Leaflets** - All households will receive a free information leaflet confirming that there is a food recycling service in their area and what the benefits of food waste recycling are.

Used collectively, the aim of the interventions is to bring about a change in resident behaviour and ultimately increase food waste participation and collection. The sticker provides a constant visual reminder that food waste shouldn't be put in the normal rubbish. The free caddy liners acts as an incentive for participation that residents would have otherwise had to purchase. Providing free of charge liners incentivises the resident to participate by removing a cost barrier. The leaflet consolidates all this information and points out the benefits of participating in their food waste collection recycling service.



Intervention Delivery

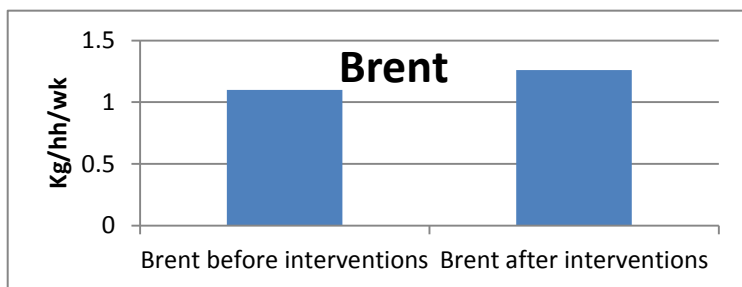
The interventions were delivered indicated in the schedule in the table below -

Borough	Intervention tools	Number of properties	Intervention delivery
Brent	Stickers, leaflets and compostable caddy liners	4214	Jul 2016
	Liners only	4214	Dec 2016
Hounslow*	Stickers, leaflets and compostable caddy liners	5178	Jul 2016
	No deliveries		n/a
Richmond	Leaflets and compostable caddy liners only	4118	Jul 2016
	Liners only	4118	Dec 2016
Ealing	Stickers, leaflets, compostable caddy liners and indoor caddies	5700	Sep 2016
	Liners only	5700	Mar 2017

Hounslow* - Due to competing priorities arising from a planned service change, it was agreed that resources should be focused on the other 3 boroughs - Brent, Ealing and Richmond.

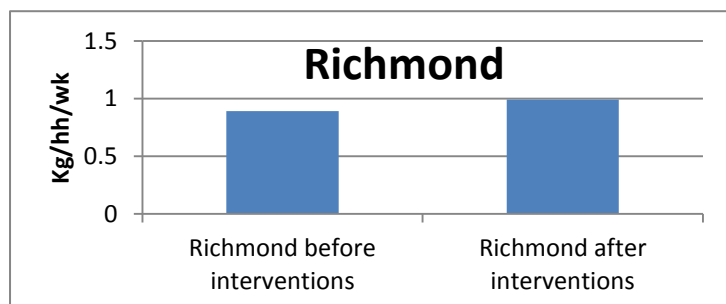
Results

In order to understand what effect the interventions had on resident's behaviour, food waste collection data was monitored for 2 months before the interventions were delivered and for a similar period after the interventions were rolled out. The results for each of the 3 boroughs remaining in the project is detailed below



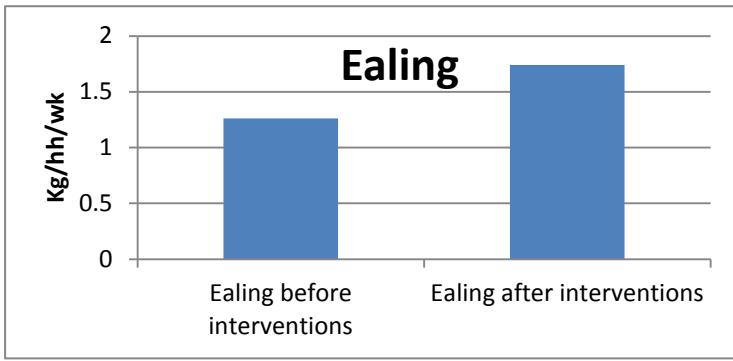
Brent - Before the interventions, the average amount of food waste collected was **1.1 kg/hh/wk**. After the interventions, an increase of **1.3 kg/hh/wk** was observed.

Maintaining this level of increase would show an annual increase of **8.23 kg/hh/yr**.



Richmond - Before the interventions, the average amount of food waste collected was **0.89 kg/hh/wk**. After the interventions, an increase of **0.99 kg/hh/wk** was observed.

Maintaining this level of increase would show an annual increase of **5.51 kg/hh/yr**.



Ealing - Before the interventions, the average amount of food waste collected was **1.26 kg/hh/wk**. After the interventions, an increase of **1.74 kg/hh/wk** was observed.

Maintaining this level of increase would show an annual increase of **25.05 kg/hh/yr**. It is also worth noting that the project coincided with the start of alternate weekly collections in Ealing and indoor

food waste caddies were also given to all the households in the targeted area as part of the interventions package.

Each borough that took part in the trial recorded an uplift in food waste tonnages collected in the weeks immediately after the interventions were delivered. Richmond recorded a small increase while Brent and Ealing both registered larger increases. The start of the project in Ealing also coincided with the change to fortnightly collections and households in the project area receiving an indoor caddy. It is possible that these actions would have had an additional positive impact on their individual results.

The Future

Overall, the project aims to understand the relationship and the barriers for participating in food waste recycling services. In the coming months, monitoring will be ongoing to understand if the intervention tools are enough to encourage residents to consistently take part in their food waste recycling service as part of a regular routine.

The programs of ongoing monitoring on this project and results gathered will also contribute to the shape of future projects.

Textiles

Sew It On Project

Our Sew It On project centred around exploring the opportunities for developing a sewing, repair and textile network within the west London area. In order to gauge the appetite among residents for opportunities to engage and share skills in community repair events, a number of sewing repair workshops were set up and ran in each of our 6 boroughs.

Collaborating with the national Love Your Clothes program as part of Recycle for London's (RfL) quarterly focus on re-use and repair, the first run of sewing repair workshops took place in October 2016 with the second run taking place in March 2017.



In total, 10 sewing repair workshops were held at various venues across our boroughs and attracted almost **100 residents** (92). 77% of all the attendees provided feedback about the workshops with the overwhelming majority providing a positive response in their answers. For example in the March 2017 workshops, the workshop was scored an average 9.8 out of 10 by attendees for recommending their friends/family to attend future workshops.

In addition to the initial positive workshop feedback, follow up feedback of attendees also shown that not only were they happy with what they learned at the event but they were also still attempting skills learned one month after attending a workshop. For example, 71% of feedback respondents had shared or passed on the skills learned at the workshops and 100% of attendees who filled in the feedback indicated that they would be interested in attending follow up workshops.

The October workshops were promoted through our own West London Waste social media channels as well as those from Recycle for London and Love Your Clothes. Posters, website articles, promotion through council communications teams and word of mouth also helped to promote the events and attain a reach of over 400,000 people.

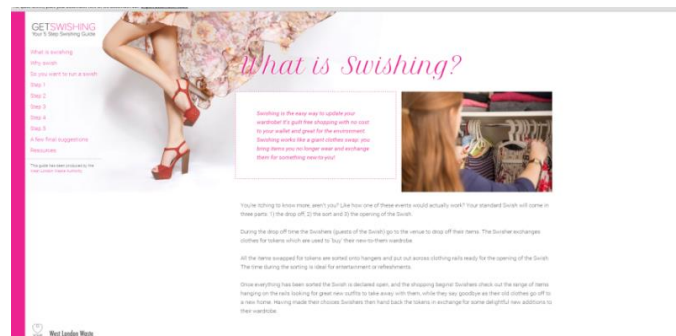
The feedback from the sewing workshops also allowed us to tailor the programme to better suit the needs of residents. After feedback from the first run of workshops, we moved to a focus on real-life examples encouraging people to bring in their own clothes that needed repairs or upcycling. Having more interactive sessions versus direct teaching has also allowed us to identify potential sewing ambassadors who could possibly form the basis of a west London sewing repair network - a key objective of the Sew It On project.



GETSWISHING

Since its launch in 2014, our new swishing website guide *getswishing.com* has seen impressive growth with more and more online visitors. The guide takes you through the 5 steps needed for anyone to organise and run their own swishing event.

Whether it's a small event for just family and friends or something bigger to bring people in the community together, the guide is there for everyone to use. As well as a FAQ section, there are also helpful downloads to make planning really easy.



Between April 2016 and March 2017, a total of **3,431 visitors** accessed our online guide to find out all they can about swishing. This represents a 15% increase in visitors from the previous year.

The number of likes on our getswishing facebook page also increased to 225 - an **18% increase** from the previous year. Get Swishing also expanded its social media reach by joining Instagram in August 2016 and by the end of March 2017 there was over **100 followers** with **41 posts**.

Swishing Events

We ran and supported **13 swishes** over the year, across all 6 boroughs beating our target of 8. Of these 13 swishes, 5 were run with different community groups. The community groups included NCS The Challenge, Harrow Age UK, Ham United Group (HUG), Fielding School PFTA and Abbey Community Centre.

In total over **300 people** attended our swishes, bringing over **2000 items** with them to swap resulting in the **diversion of almost 700kg** of textiles and accessories from possibly ending up in landfill. This represented an extra **100kg** increase in textiles from the previous year as well as a 26% increase in attendance at our events.

Our Swishes were promoted online via our Facebook *Get Swishing* page, online pages such as Radio Jackie and swishing.com, posters distributed across all borough libraries and through the Get Swishing mailing list. The boroughs also contributed to the promotion of our Swish events by retweeting, sharing and posting our events on their own social media accounts.



GetSwishing post on Instagram

Furniture

Re-use Promotion

This year, our re-use funding was used to support refurbishment works at Hounslow Furniture Project's warehouse in Isleworth. The project is dedicated to redistributing reusable furniture and electrical household appliances to those who may not be able to afford new but the warehouse is also open to the general public with new and reusable items on sale.

In order to increase their appeal to the general public, they decided to implement some general refurbishment works to the front of the warehouse.



The works consisted of some roofing repair work, external signage and painting and decorating to the front of the premises. By sprucing up the image of the workshop, the staff are hoping to have a more appealing image to entice members of the public to visit them.



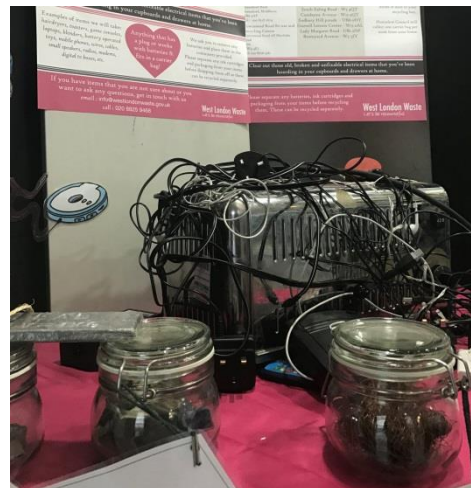
Electricals

WEEE Recycling Bring Events

Our waste electrical ‘*Don’t bin it, Bring it*’ events make it really easy for residents to recycle their small electrical items. By taking the collection points out into local community buildings it’s easier for residents to recycle their broken small WEEE instead of it ending up in the bin.

This past year’s events were held at:

- Holy Trinity Church (Harrow) – May 2016
- Harrow College (Harrow) – Jun 2016
- Camrose Church (Harrow) – Jul 2016
- Friends of the Earth Restart Party (Hillingdon) – Oct 2016
- Tricycle Theatre (Brent) – Jan 2017
- Richmond Civic Centre (Richmond) – Jan 2017
- Harrow Arts Centre (Harrow) – Jan 2017
- Gayton Library (Harrow) – Jan 2017
- Hounslow Libraries (Feltham, Heston, Chiswick and Hounslow Central) – Jan 2017
- Hounslow Civic Centre (Hounslow) – Jan 2017
- Ealing Libraries (Ealing Central and West Ealing) - Feb 2017
- Willesden Green Library (Brent) – Feb 2017
- Wembley Library (Brent) – Feb 2017
- Environmental Awareness Week (Harrow College - Wealdstone & Harrow on the Hill campuses) – Mar 2017
- Friends of the Earth Restart Party (Hillingdon) – Mar 2017



These **19 events** resulted in the collection of **1,220 items of small WEEE** weighing just over **2.5 tonnes**.

Waste Week – School Competition

In March, we held a Waste Week WEEE collection competition. Primary schools across our boroughs were invited to collect broken and unwanted small WEEE during the week. At the end of the collection period, the school with the most WEEE collected per pupil will win a school prize of £500 to spend on sports or science equipment from the Wastebuster online store.



Waste Week is run by EDF Energy’s education programme The Pod, and is a UK wide week-long campaign around recycling. This year’s competition ran between the 6th – 10th March 2017.

St Richard’s C of E Primary School in Ham in Richmond borough emerged as the overall winner, collecting **1kg of WEEE** per pupil in an overall total of **260kg**.

Across all our small WEEE electrical events this year and our Waste Week competition, our activities resulted



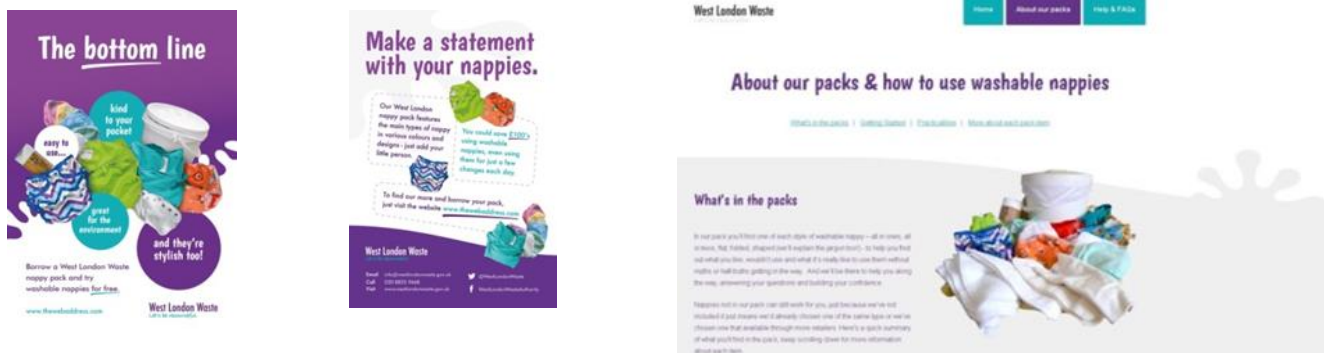
in a diversion of just **over 3 tonnes** of waste electricals from the bin.



Nappies

This year saw the full launch of our west London washable nappy trial kits. Using a variety of different styles, sizes and brands, our loan kit was designed to have all the accessories and nappies needed to start on your washable nappy journey.

Our website (www.westlondonnappies.com) which launched back in Jan 2017, gives parents in west London an opportunity to find out information about our scheme including - types of nappies available, how to borrow the kit, frequently asked questions and the benefits of using washable nappies.



Since soft launching in October 2016 and the full official launch in January 2017, **310 people** have already visited the website to learn more about our new washable nappy trial pack.

From the parents initially enquiring about loaning out our trial nappy pack, **4 parents** have already done so for three weeks at a time with others scheduled to take part at a later date.

In addition to finding out about loaning a pack, the site can also serve as a useful resource for parents while they've got the kit out on loan. As 40% of the sites visitors so far are returning visitors, this suggests that parents are using our website as a resource to answer any questions they may have with the FAQ page being one of the most visited.

The launch of the nappy trial pack service was promoted and supported by leaflets, online promotion through social media channels and with the support of the manufacturers of the brands used in the kit. Promotional online support was also provided by national nappy services Go Real and RNFL (Real Nappies for London) to highlight the new service.



4 - 10 nappy changes a day



= a total of



Communications

Website

This year, the number of visitors to our westlondonwaste.gov.uk website increased by 7% to **69,649 visitors**, with an average of **5,804 visitors** per month.

Our website provides lots of information that residents can engage with to share waste reduction messages as well as pick up on new information and trends. From news on upcoming events, to hints and tips about reducing waste, there are lots that our residents can engage with.



Month	Visits
April	5998
May	7055
June	5294
July	5819
August	5722
September	5164
October	5541
November	4943
December	4738
January	6344
February	5581
March	7450
Total	69,649

Newsletters

In order to understand which activities generated the most interest among our subscribers, this year, our subscriber base was separated out into those who received our standard monthly newsletter and those who only subscribe to our swishing reminder and newsletter. As of March 2017, our combined subscriber base hit **984 people** – a 53% increase on the previous year compared to our 10% annual increase target. Copies of all newsletters can be viewed via our [website](http://westlondonwaste.gov.uk/newsletter) on westlondonwaste.gov.uk/newsletter.

Social Media

The continued growth in online engagement of our social media channels continues year on year with 2016/17 maintaining to the status quo.

The number of organisations/people following [@WestLondonWaste](https://twitter.com/WestLondonWaste) on Twitter **increased by 37%** from 2124 to 2917 followers.

As well as our follower growth on Twitter, our re-tweet rate also exceeded target for the year with an average **70%** against a target of 45%.

On Facebook our likes also increased. We had 191 in April 2016 and 269 likes by the end of March 2017 – a **40% increase**.

Month	Tweets	Followers	Re-Tweet rate	Reach (OTS)
April	144	2172	57%	477,172
May	137	2204	59%	553,586
June	88	2261	65%	269,018
July	148	2321	83%	676,384
August	176	2394	82%	708,845
September	177	2427	71%	847,374
October	220	2492	67%	1,043,820
November	183	2576	69%	773,380
December	182	2628	53%	561,740
January	223	2765	78%	1,038,528
February	192	2854	78%	1,145,535
March	192	2917	74%	1,023,944
Total	2062			9,119,326

Overall, our social media reach **increased by 7%** from the previous year to just over **9 million people**.

Events

Engaging with the public face to face is the basic way to spread our waste reduction messages and having conversations helps us understand what our residents are thinking. It also gives us the opportunity to share with them some of the many tips, hints and ideas that we know and that others tell us. This also helps us to spread the word about what's happening in their local borough and is a way for them to let us know what is important to them.

The team attended **111 separate events** and **spoke to 6,646 people** across the year – 10% more than last year. The events include a wide variety of community group talks about reduce, re-use and recycle, re-use sessions with scouts and children's play groups, community days and large fair and fete events.

Brent	10 events	312 residents
Ealing	23 events	1937 residents
Harrow	23 events	786 residents
Hillingdon	16 events	435 residents
Hounslow	21 events	1960 residents
Richmond	17 events	1216 residents

Continuing in 2017-18

This year we spent £217,677 on the activities you've been reading about. A new action plan has already been agreed for next year with a budget of £380,282.

Next year you'll be able to engage with us again at our regular summer events, library tour, sewing workshops and more. We'll also still be out there sharing ideas on Facebook, Twitter and our website. You can sign up to receive our newsletter too

To see the full plan visit the waste prevention page on our website.

Summary of 2016/17 targets and spend

Food	
<p>Shout about the benefits of planning, storage, understanding dates, perfect portions and lovely leftover recipes.</p> <ul style="list-style-type: none"> • 2 large scale LFHW events delivered. • Follow up actions developed and completed with 10 community groups • Implement an online food waste reduction challenge 	<p>Budget : £10,000 Total spend: £6,037</p>
Food Waste Recycling – Food waste intervention program	
<ul style="list-style-type: none"> • To determine the business case for borough-wide intervention measures to increase participation in food waste recycling services • To determine the business case for an ongoing/continual free supply of caddy liners to participating households 	<p>Budget: £6,000 Total spend: £8,010</p>
Textiles	
<p>Development of a sharing and skills development network for textile re-use, repair and recycling in west London</p> <ul style="list-style-type: none"> • Investigate existing network of repair, sewing and textile craft operations in west London 	<p>Budget: £3,000 Total spend: £3,001</p>
<p>Swishing is a fantastic way to meet your local community and re-vamp your wardrobe. We are going to support community groups and local organisations to run their own swishing events</p> <ul style="list-style-type: none"> • Hold 8 swishes 	<p>Budget: £0 Total spend: £0</p>
Furniture	
<p>Promotion of Re-use and Upcycling</p> <ul style="list-style-type: none"> • Hounslow Furniture Project – support for redecoration and minor works to front of premises 	<p>Budget: £8,622 Total spend: £2,622</p>
Electricals	
<p>Promote local re-use and recycling services for residents in conjunction with DHL Envirosolutions, our WEEE compliance scheme partner. Various activities to encourage residents to recycle more, dispose of properly, donate large items for re-use and buy second-hand.</p> <ul style="list-style-type: none"> • Hold 12 WEEE bring events • Run a Waste Week competition 	<p>Budget: N/A</p>

<h2>Nappies</h2>	
<p>Support the promotion of washable nappies. A washable nappy trial kit will be developed and used in west London. Information about washable nappies will be provided on our website.</p> <ul style="list-style-type: none"> Attend 18 nappy natters (2 nappy natters attended) 27 parents borrowing the trial kit (4 parents borrowing trial kit) 	<p>Budget: £6,000 Total spend: £4,379</p>
<h2>Communications</h2>	
<p>Website - Maximise the use of <i>www.westlondonwaste.gov.uk</i> to bring engaging and interesting content to residents.</p> <ul style="list-style-type: none"> 10% increase in unique visitors to the website (7% increase achieved) 	<p>Budget: £1,280 Total spend: £1,868</p>
<p>Newsletter - 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.</p> <ul style="list-style-type: none"> Increase the number of people signed up by 10% 	<p>Budget: £180 Total spend: £144</p>
<p>Social Media - We're going to make it even easier and interesting for others to find out what we're doing:</p> <ul style="list-style-type: none"> Increase Twitter followers by 5% 45% of tweets to be re-tweeted 	<p>Budget: £0 Total spend: £84</p>
<p>Events - We're going to attend events to promote our Reduce Re-use Recycle messaging.</p> <ul style="list-style-type: none"> Engage with 1000 people Attend 25 events 	<p>Budget: £2,500 Total spend: £2,049</p>
<p>Education centre - This project has been adapted since the WPAP was originally adopted in December 2015 following more information becoming available</p> <p>Our budget for this is going to be used to make a short film about the new Energy from Waste plant that creates energy from the black bag waste generated in our 6 boroughs. The specification has been written and the film will be made in partnership with Suez who runs the facility on our behalf. The film is still currently in production.</p>	<p>Budget: £4,000 Total spend: £4,000</p>