

Waste Minimisation – Summary update on the 2017/18 Waste Minimisation Plan and proposed 2018/19 programme

SUMMARY

This report provides an update on the delivery of projects in the 2017/18 Waste Minimisation Plan by the Waste Minimisation team.

RECOMMENDATION(S)

The Borough Partnership is asked to:-

- 1) *Note the progress of activities so far in 2017/18 (April – June Progress Report)*
- 2) *Note the proposed list of activities in the draft 2018/19 Waste Minimisation Plan*

- 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 Minimisation Plans (WMP). The Waste Minimisation (WM) Team delivers the campaigns which target the 5 key waste streams of 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 WMP 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. Progress so far in 2017/18** – The quarter 1 report summarises the progress made in April, May and June of the activities in the 2017/18 WMP. Activities for the year have started positively and are progressing in line with expectations with the majority of our actions on green status and none on red. Activities on our targeted waste streams that have been progressing well for the year so far include -
 - **Food** - Continuing on from the Food Waste Intervention project started in the 2016/17 with 3 of our constituent boroughs, planning has commenced on bespoke projects to test a range/combination of interventions to targeted rounds in designated boroughs.

The team has also spoken to over 2,500 residents specifically about food waste reduction at multiple events including summer fairs, school assemblies and library stalls. The team also gave out over 2,600 tools (*recipe cards, food waste caddies & caddy liners, bag clips and spaghetti measurers*) to help residents reduce their food waste and encourage participation in their local food waste recycling service.

- **Nappies** – Our recently launched reusable nappy trial kit has had a very positive start with over 150 people visiting our *westlondonnappies.com* website and 13 loan applications received for the kit between April and June 2017. So far, 80% of the parents who have borrowed a kit have already recommended or are planning to recommend the kit to friends and family.
- **Events** – The team have attended 25 different events, given out over 2,600 waste reduction tools and engaged with over 2,700 people across our 6 boroughs between April and June 2017.
- **Communication** – Over 20% of people accessing our website on a monthly basis are returning visitors and social media engagement across our 3 platforms (*facebook, twitter & instagram*) is growing as more and more people engage with us about our online content.

5. Development of the 2018/19 Waste Minimisation Plan – The list of activities in the 2018/19 WMP has been developed to focus our activities to align with the key themes of the WLWA Business Plan - Partnership, Efficiency and Leadership & Communication. In order to drive that focus, all our activities will aim to make a difference on 3 fronts

- **Reducing costs** – with ongoing reductions in funding, boroughs are under increasing pressure to reduce the costs of their services. Proposed activities will aim to implement projects that provide the most effective outcomes while reducing costs for WLWA and its borough partners
- **Driving change** – activities will aim to drive behavior change by encouraging residents to adapt their habits to reduce their waste where possible.
- **Improving quality** – by communicating the right recycling behaviours, residents can be encouraged to dispose of the right materials in the right bins. This will aid in reducing contamination and improving the quality of collected recycle materials.

6. The 2018/19 WMP – The detail of the proposed plan is shown in the attachment entitled 'Waste Minimisation Plan 2018/19'. Some of the main activities include more bespoke project work around food waste interventions and increased recycling; an increased focus on measuring the outcomes of engagement activities; investigating combined collection methodologies; working in partnership with children centres to promote the benefits of reusable nappies to residents and increasing the participation and quality of dry mixed recycling across our boroughs.

7. Monitoring and evaluation – There will be continued in year scrutiny of the activities within the WMP. Whilst there are still no nationally agreed methods to measure waste prevention results, we will continue to search for effective ways to quantify the impact these actions have.

8. Financial Implications – The WP budget for 2017/18 is £380,242. All activities are expected to be delivered within budget for the current financial year.

9. Staffing implications – A new Communications Officer position was created within the Waste Minimisation team this year. The post has since been filled at the beginning of September 2017.

10. 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.

11. 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 Minimisation Plan 2017/18 WLWA Business Plan 2017 – 2020 Waste Prevention Strategy 2011 – 2015
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