

Waste Minimisation – Summary update on the 2017/18 Waste Minimisation Plan

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 Authority is asked to:-

- 1) *Note the progress of activities so far in 2017/18 (appendix 9b - Progress Report)*

- 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 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. Progress so far in 2017/18** – The quarter 3 report summarises the progress made in year to date of the activities in the 2017/18 WMP. Activities for the year 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 2016/17, a trial project, in partnership with Brent Council and Veolia, delivered a varying number of interventions in 3 collection rounds covering just over 5,200 households. Consultation has also started on implementing similar intervention projects on targeted rounds with both Ealing and Richmond boroughs.
 - **Nappies** – Our washable nappy trial pack has had a very positive start with over 500 people visiting our [westlondonnappies.com](#) website and 46 loan applications received for the kit between April and December 2017. 100% of the parents loaning the kits have

provided feedback on the loan packs and 57% of those have already recommended or are planning to recommend the kit to friends and family.

- **Events** – The team have attended 89 events (target 100) so far this year, given out over 7,800 waste reduction tools and engaged with over 5,700 people across our 6 boroughs between April and December 2017.
- **Funding Opportunities** – In August, WDA's (Waste Disposal Authorities) across the country were invited to apply for funding from the fourth phase of the WEEE Distributor Takeback Scheme (DTS). Funded by retailers and producers of electrical equipment and approved by the government, the scheme is aimed at supporting new and innovative projects that can deliver increased levels of re-use and recycling of waste electrical equipment. The team was successful in our bid for a share of the £665,000 funding pot and was awarded £24,330 in funding to work on an innovative WEEE project with one of our borough partners.

5. 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.

6. 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.

7. Staffing implications – There are no significant staffing implications and a full team is currently in place.

8. 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.

9. 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
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