

Waste Minimisation Plan 17/18

Oct – Dec 2017



West London Waste
Let's be resourceful
www.westlondonwaste.gov.uk



Ref	Activity and Description	Measurements	Status
Fo1	Increase food waste recycling and decrease the amount of avoidable food waste. Develop 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.	Green
			Budget and spend to date
			Budget: £150,000
			Spend to 31/12/17: £8,525
Reduce Cost & Drive Change			

Progress

The 2017/18 Waste Minimisation Plan aims to work with three of our constituent boroughs to increase food waste recycling. This partnership project between London Borough of Brent and WLWA will aim to increase capture and participation in the food waste service on targeted collection rounds.

Between September and November 2017, the team worked with Brent and their contractor Veolia to conduct a number of activities in the 3 targeted rounds covering 5,231 households in Barn Hill, Kenton, Kensal Green and Northwick Park area. The activities in the 3 rounds included -

- pre-intervention monitoring,
- delivery of round-specific interventions,
- household interaction (door-knocking) and
- post-intervention monitoring

The table below indicates which set of interventions were chosen for which round and the interventions that were delivered.

Intervention type	Interventions delivered	Round name
Intervention 1	<ul style="list-style-type: none"> ▪ an indoor food waste caddy ▪ food waste service leaflet ▪ roll of caddy liners ▪ a no food waste sticker on the rubbish bin 	Romeo 14 - Friday
Intervention 2	<ul style="list-style-type: none"> ▪ an indoor food waste caddy ▪ food waste service leaflet ▪ a no food waste sticker on the rubbish bin 	Romeo 1 - Monday
Intervention 3	<ul style="list-style-type: none"> ▪ a no food waste sticker on the rubbish bin 	Romeo 3 - Tuesday

Over the next few months...

The results are currently being collated and analysed and should become available during quarter 4.

The team will also be starting food waste recycling projects with the London Boroughs of Ealing and Richmond upon Thames.



Ref	Activity and Description	Measurements	Status
T1	Develop a sharing and skills network for textile re-use, repair and recycling	<ul style="list-style-type: none"> ➤ Number of suitable champions to run skill-share events ➤ Level of recommendation ➤ Campaign engagement (participation and social media engagement) 	Green
			Budget and spend to date
T2	Spread awareness of the re-use options for textiles	<ul style="list-style-type: none"> ➤ Number of groups borrowing swishing kit ➤ Number of 1st time attendees ➤ Swish newsletter subscriber growth rate (30% target) ➤ Swish newsletter open rate ➤ Level of recommendation ➤ Bring bank collection rates 	Budget: £5,500 Spend to 31/12/17: £1,263
Aim – Reduce Cost & Drive Change			

Progress

T1 – Continuing from our work in 2016/17 to develop a west London sharing and skills repair network, we are currently working with community groups to schedule a number of repair workshops at multiple venues across our boroughs. We will be looking at a series of measurements in order to gauge resident interest, appetite and participation for these types of events.

- Number of suitable champions to run skill-share events – **9 agreed**
- Event recommendation – **89%**
- Campaign engagement – **5 repair events** were run this quarter with **36 attendees**. So far this year a total of **8 events** have been held with **77 people** attending our textile repair/sewing events.
- Residents have also been engaging with us via our website and social media channels. Our *Get Swishing* website has had a total of **1458 visitors** between October and December (**2840** year to date). This quarter, our social media content recorded at least **240 engagement actions** (likes, shares etc.) reaching a minimum total of **1690 engagement actions** for the year to date.

T2 – Our Get Swishing textile campaign works to spread awareness of textile re-use options across west London. Through online engagement (website), social media (facebook & Instagram) and our regular swish events, we want all residents to be aware of the options for textiles to prevent them from ending up in rubbish bins.

- Number of groups borrowing swishing kit – **none to date**
- Number of swishes to date – **6** (3 in Hounslow including an NCS collaboration and 3 in west Ealing)
- Number of 1st time attendees – **55 out of 147 total attendees (37%)**
- Swish newsletter subscriber growth rate – **212 subscribers added year to date**
- Swish newsletter open rate – **26% open rate year to date**
- Event recommendation – **55% (net promoter score)**

- Bring bank collection rates – **n/a**

Highlights of events run this quarter include

- 4 themed textile repair workshops were run in collaboration with Recycle for London’s ‘Love Your Clothes’ brand in 4 boroughs (Brent, Harrow, Hounslow & Hillingdon)
- In October we ran another Lunchtime Sewing Sew-cial in the Civic Centre in Hounslow, offering a drop in session to repair and upcycle clothes with all sewing equipment provided.
- A Swish and Refashioning session was held in west Ealing Library with our resident refashioning expert & blogger – Gema Enseñat from *sequinsandslippers.com*

Over the next few months...

There are 4 swish events scheduled in for next quarter – 1 each in Uxbridge and Hounslow Libraries in Jan 2018, 1 in Ealing in Feb 2018 and 1 in Hounslow in Mar 2018.



Ref	Activity and Description	Measurements	Status
E1	Divert small WEEE from waste and mixed recycling	<ul style="list-style-type: none"> ➤ Number of bring events ➤ WEEE tonnage collected ➤ Number of items collected ➤ Campaign engagement 	Green
E2	Encourage the creation of small WEEE repair hubs in the local community	<ul style="list-style-type: none"> ➤ Number of repair workshops run by community groups ➤ Number of groups borrowing repair kits for workshops ➤ Number of items brought for repair 	Budget and spend to date Budget: £2,000 Spend to 31/12/17: £218
Aim – Drive Change			

Progress

E1 – We want to encourage residents to send all small waste electrical items for recycling instead of throwing it in the bin by holding WEEE bring events and promoting borough recycling facilities online and face to face.

- Number of bring events year to date – **4**
- Total WEEE tonnage collected year to date – **360kg**
- Number of items collected year to date - **122**
- Campaign engagement year to date – **175 leaflets given out at events**

E2 – We want to encourage and increase capacity for residents to create or attend repair hubs in their community. By supporting local groups to run their own events or putting on our own, residents should explore the option to repair their items or send for recycling if unable to repair.

- Number of repair workshops run by community groups this year – 2
- Number of groups borrowing repair kits for workshops this year – 2
- Number of items brought for repair – **data currently unavailable**

Over the next few months...

Our full New Year WEEE collection campaign will kick off in Jan 2018 with around 14 collection stands in multiple venues across all our partner boroughs.

There aren't any more electrical repair events/Restart parties planned in so far for the rest of this year. We are however in constant contact with a number of community groups and working to encourage them to hold more events if possible.



Ref	Activity and Description	Measurements	Status
R1	Promotion of local re-use options	<ul style="list-style-type: none"> ➤ Number of items separated for redistribution ➤ Types of items separated for redistribution ➤ Weight of items separated for redistribution 	Green
			Budget and spend to date Budget: £1,500 Spend to 31/12/17 : £0
Aim – Reduce Cost & Improve Quality			

Progress

In April, a trial to understand the level of items that could be diverted for reuse was started at our Brent Household Reuse and Recycling Centre (HRRC). By separating and inspecting the bulky items brought in, their quality can be inspected which would give us a better understanding of whether or not they can be reused.

After the initial trial, the quality of the material received wasn't what was expected so it was decided to switch our focus to working more with reuse organisations in our boroughs instead. Our team worked with the staff at our Brent HRRC (Household Reuse & Recycling Centre) to support these local organisations instead by separating bulky and bric-a-brac style items so they can be made available for resale. A trial has been set up with the Ealing based charity Furnish so items separated from our Brent HRRC will be given to Furnish. These items will be made available to Ealing residents as part of their social fund provision and also to any residents who purchase them in Furnish's retail outlet in Ruislip Manor in Hillingdon borough. So far 240 kg of items have been supplied to Furnish.

Over the next few months...

We will continue to work with the staff at Brent HRRC over the coming months during the duration of the trial project.

N₁ A₁ P₃ P₃ I₁ E₁ S₁

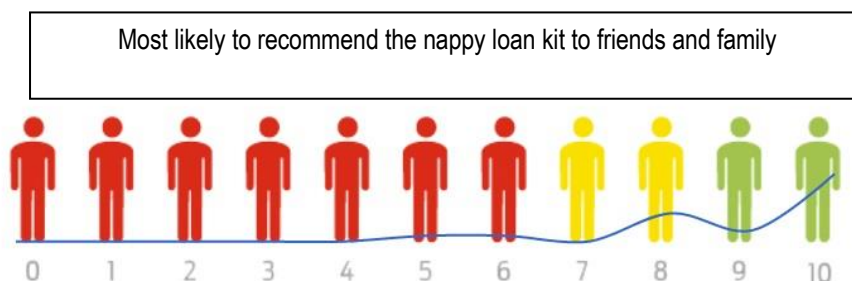
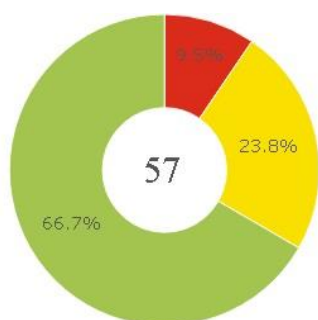
Ref	Activity and Description	Measurements	Status
N1	Raise awareness and promote the use of washable nappies to parents	<ul style="list-style-type: none"> ➤ Number of parents taking trial packs on loan ➤ Campaign engagement ➤ Trial pack recommendations 	<div style="background-color: #92d050; padding: 5px; text-align: center;">Green</div> <hr/> Budget and spend to date Budget: £0 Spend to 31/12/17: n/a
Aim – Reduce Cost & Drive Change			

Progress

This year we will continue to promote the benefits of using washable nappies by offering west London parents/guardians the opportunity to trial a fully stocked washable nappy kit for 3 weeks.

Between April and December a total of **46 nappy pack loan applications** have been received and a total of **549 people** have visited our nappies website so far this year.

- Trial packs loaned – Since the scheme launched in Jan 2017 we have had **52 full applications** for a nappy loan kit. **46** of those applications were received between April and December with **21 full loans** (taken & returned) in that time.
- Campaign engagement – **2 events** were held this quarter where nappies had a specific focus. A total of **26 nappy related events** have been held so far this year.
- Trial pack recommendations – We have had a **100% feedback rate** for all the kits loaned year to date. Of the 21 parents who took a nappy kit so far this year, **57%** (net promoter score) already have or are likely to recommend the pack to their friends and family.



Over the next few months...

In the coming months, we will continue promoting the nappy loan kit at children centres and other parent and child focused groups across our 6 boroughs. We will also be surveying those who have loaned a kit from us to determine whether they have purchased reusable nappies since their initial loan.

E V E N T S

Ref	Activity and Description	Measurements	Status
Ev1	Spread waste reduction messages through direct engagement with residents	<ul style="list-style-type: none"> ➤ Number of events (100) ➤ Number of people engaged with events ➤ Waste minimisation information given out at events 	Green
			Budget and spend to date Budget: costs included within Resource Management
Aim – Drive Change			

Progress

Our team have attended a number of different events across our boroughs with our activities engaging a wide section of residents interested in reducing their waste.

- Number of events – **89 events year to date**
- Number of people engaged with at events this year – **5,734 people**
- Tools/information given out at events this year – **7,886 items** (includes, spaghetti measurers, bag clips, recipe cards, borough leaflets, compost leaflets, food waste caddy liners and food waste caddies)

Events by Borough (year to date)

Brent	9 events	643 residents
Ealing	17 events	877 residents
Harrow	14 events	441 residents
Hillingdon	12 events	201 residents
Hounslow	19 events	1639 residents
Richmond	18 events	1933 residents

Over the next few months...

The team will be focusing on the New Year WEEE collection bring events, Waste Week collections at primary schools and more community group talks and presentations.

C O M M U N I C A T I O N S

Ref	Activity and Description	Measurements	Status
C1	Grow our online engagement & share our Reduce Re-Use Recycle messages with our followers	<ul style="list-style-type: none"> ➤ Number of unique website visitors ➤ Returning visitors to our website ➤ Page views ➤ Newsletter subscriptions ➤ Social media engagement across all platforms (twitter, facebook & Instagram) 	Amber
C2	Create, develop and share re-use guides for organisations in west London	<ul style="list-style-type: none"> ➤ Number of downloads or page visits ➤ Feedback 	Budget and spend to date Budget: £25,560 Spend to 31/12/17: £1,300
C3	Run a large-scale partnership event focusing on specific waste streams	<ul style="list-style-type: none"> ➤ Measures to be agreed with partner organisations 	
Aim – Drive Change & Improve Quality			

Progress

C1 – Online Engagement

Communications touches every part of what we do as a team. As our presence grows, so too does our need to keep pace with changes in how we communicate with our public. Our first dedicated Communications Strategy was implemented this year and as part of that strategy, a review of our overall online presence is being conducted.

As well as welcoming our first dedicated Communications Officer to the team, a review of our website, corporate communications and social media platforms is currently being undertaken to make sure we keep pace with the ever-changing facets of having an online presence. The quarterly figures in the table will be used in baseline measurements that we can use to form effective targets going forward to measure our growth.

Qtr.	Unique website visitors	Returning website visitors	Page views	Newsletter subscriptions	Online Engagement (twitter, facebook & instagram)
Q1	22,596	5,129	46,459	262	1,975
Q2	19,064	4,038	38,140	104	1,283
Q3	17,362	3,685	34,036	85	1,184
Total	59,022	12,852	118,635	451	4,422

Website

As part of a review of our overall online presence, we are aiming to redesign our main WLWA website to make it more accessible and user-friendly. As more information is consumed on the go, we will be focusing

on redesigning the website to make it more mobile friendly, adapt page structures to make it easier to read on mobile devices and make sure residents and visitors are able to easily access the right information more quickly.

While website visitors appear as if they decrease each quarter, it reflects the changing nature and focus of our quarterly activities and identifies a beneficial baseline to measure our activities and identify improvements. In fact, the same quarterly trend is evident every year since we first started measuring communications individually in 2013/14. For example, high first quarter website visits reflect the time we engage most with the public through our outdoor events programme resulting in residents visiting the website to find out where and when our activities are being held. The reduction in quarter 2 visitors falls in line with our reduction in outdoor events and the onset of most residents' summer holidays. Similarly, quarter 3 reflects the back to school period and a change of focus in the team to concentrate on projects with our borough teams (e.g. this year's food waste project with Brent). In quarter 4, as in previous years, we expect there to be an uplift in visitor numbers as a result of our New Year WEEE campaign focus.

By understanding how, when and why visitors visit our website, we can understand the type of information they are accessing, how they access it and subsequently how we can deliver a more interactive redesign of the website for our residents to engage with.

Newsletters

This quarter saw a total of **85 people** subscribe to our monthly newsletters. A total of **451** subscribers have been added so far this year. For those followers who may not regularly engage in our online discussions but are happy to follow our activities, particularly for our swishes, the newsletters represent a way to follow us and keep up to date with what's happening. To view or sign up to our monthly newsletters, visit westlondonwaste.gov.uk/newsletter

Social Media

Over the last 4 years, social media has allowed our team to spread our waste reduction messages far and wide to local residents, businesses and community groups nationally and internationally. We have built up a loyal online following of people who love sharing our messages and are keen to support, promote and contribute to what we do.

Moving forward, we want to not only increase the quality of our social media engagement but measure how engaged our followers are with us. By counting all the actions of our followers after a message goes out on our social media platforms, we can measure the number of people that interact with us whether they retweet, share, like, favourite or comment on what we say. We will be putting out engaging content and campaigns about waste and what we can do to reduce it.

Our social media campaigns over the last 3 months have supported –

- Love Your Clothes Festive Repair workshops
- Reducing food waste for Halloween
- Second-Hand First Week
- Reducing, Reusing & Recycling waste for Christmas

Through social media, we have been able to join the discussion on numerous topics relating to reuse, reduce and recycling.

Topics such as the plastic bottle scheme, the recent BBC documentary “Planet Earth 2” with David Attenborough as well as the recent recycling of takeaway coffee cups, has shed more light on plastic pollution and recycling across the UK.

We want to position our social media platforms as a place where residents can get information on how they can recycle as well as the latest news in the recycling world. We’re experimenting with our social media platforms and analysing how our different social media platforms can be best tailored to support specific waste streams for easier content consumption.

For example, our efforts on Instagram are tailored to our Get Swishing initiative due to the large fashion community that shares inspirations across the platform. By tailoring specific waste streams to specific platforms, we want to engage with the sustainable fashion community of like-minded individuals to help deliver the overall message of reusing and recycling textiles rather than buying new.

Twitter, our largest and fastest growing platform is regularly used to update our followers on the latest news and events across West London. Due to our large reach of followers, we regularly comment on the latest news and join any discussions regarding reduce, reuse and recycling.

Our Facebook following is more localised and many of our followers are residents in our 6 constituent boroughs. This allows us to share events and generate topics that are more relevant to local residents.

C2 – WLWA Reuse Guide

The team’s focus on supporting re-use will shift to support organisations already promoting reuse in our boroughs. Activities under this action will be discontinued for the remainder of this financial year.

C3 – Partnership Event

The team are worked with multiple organisations to organise holding a large scale ‘Fashion & Food’ event in March 2018 in a west London venue. Working with several sustainable fashion organisations and food awareness-raising charities to engage the residents of our west London boroughs, the search for an appropriate free venue has proven increasingly difficult. However, the team and all the organisations involved are dedicated to pulling off the event and have agreed to run the event in 2018/19 financial year instead.

Over the next few months...

The team will continue to monitor engagement across our digital platforms and release engaging content to encourage residents not only to reduce their waste but to also view it as a valuable resource.

R₁ E₁ S₁ O₁ U₁ R₁ C₃ E₁

M₃ A₁ N₁ A₁ G₂ E₁ M₃ E₁ N₁ T₁

Ref	Activity and Description	Measurements	Status
RM1	Using a variety of interventions to help residents and businesses to reduce, re-use and recycle more.	Includes all costs for staffing, training, travel and all fees and materials associated with events	Green
RM2	Actively seeking out potential funding opportunities and/or commercial partnerships		Budget and spend to date
RM3	Waste Minimisation Team staffing, training and travel.		Budget: £195,682 The whole of the budget has been allocated
Aim – Reduce Cost, Improve Quality & Drive Change			

Progress

RM2 – Funding Opportunities

In August, 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.

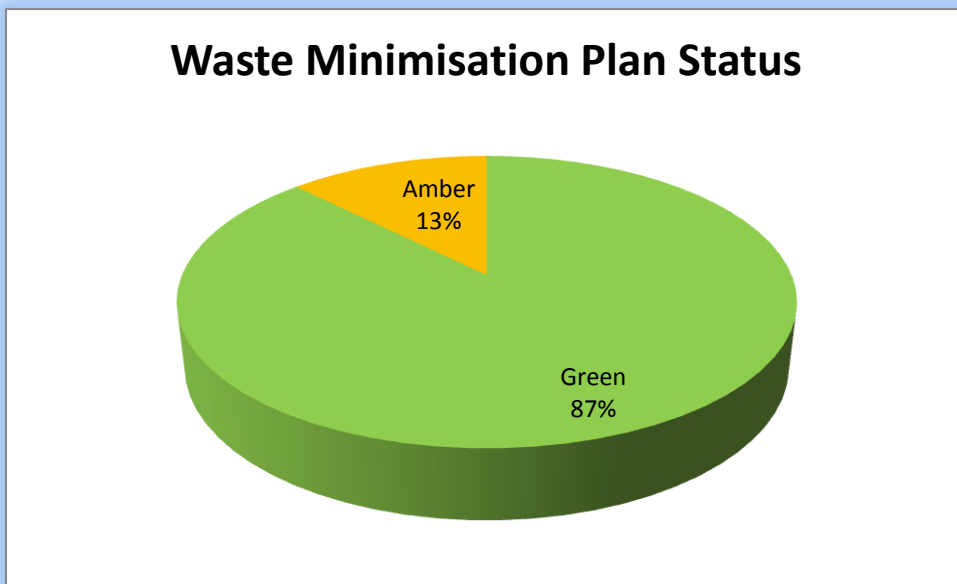
In November, the team was awarded £24,330 in funding from the DTS scheme to work on an innovative WEEE trial project with one of our borough partners.

Over the next few months...

Planning will begin around implementing our WEEE trial project which should begin in 2018/19.

S₁ U₁ M₃ M₃ A₁ R₁ Y₄

There are 8 sections within the Waste Prevention Action Plan relating to our priority materials and focus for the year. The overall status for the plan is indicated by the pie chart below.



The total budget for the activities outlined in this progress report is **£380,242**. The total spent to date is on track to be within this budget.