

Waste Minimisation Plan: Aims and objectives

Material Stream 1 - Food	Objective 1: Decrease the amount of avoidable food waste
Material Stream 2- Textiles	Objective 2: Increase the amount of food waste collected for recycling
Material Stream 3 - Small Waste Electricals	Objective 3: Reduce the proportion of textiles in the residual waste stream
Material Stream 4 - Nappies	Objective 4: Deliver a WEEE recycling campaign to raise awareness and minimise issues
Material Stream 5 - Bulky Household Waste	Objective 5: Reduce the proportion of disposable nappies in the residual waste stream
Material Stream 6 - Plastics	Objective 6: Promote local re-use
Material Stream 7 - Dry Mixed Recycling	Objective 7: Decrease the amount of single use plastics
	Objective 8: Increase the amount of dry recycling
	Objective 9: Improve the quality of recycling

Material Stream 1: Food: Increase food waste recycling and decrease the amount of avoidable food waste

FO1	Description	Potential Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 1: Decrease the amount of avoidable food waste							
Reduce Cost Drive Change	Implement 3 food waste intervention projects	Harrow, Hillingdon and Hounslow Bio-Collectors Lampton 360	Measure changes in food / residual waste tonnage collected Measure demand for caddies requested Measure local authority food waste website hit rate Measure number of food waste related enquiries	Decreased proportion of food waste in residual waste stream	Bespoke plan per project Set up and promote food waste related events in WLWA Boroughs Digital / short film to engage younger audience	Long Term	£££
Objective 2: Increase the amount of food waste collected for recycling							
Drive Change	Implement school food waste recycling collection projects	A WCA Bio-Collectors LEA Contractor A school food provider	Measure changes in food waste and residual waste tonnage collected Measure disposal cost savings	Increased tonnes of food waste recycled	Bespoke Plan Set up and promote food waste related events in WLWA Borough schools Digital / short film to engage younger audience	Quick Win	££
Material Stream 2: Textiles: Reduce the proportion of textiles in the residual waste stream							
T1	Description	Potential Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 3: Reduce the proportion of textiles in the residual waste stream							
Increase Efficiency Drive Change	Promote the collection of textiles across all WLWA Boroughs	Brent, Ealing, Harrow, Hillingdon, Hounslow, Richmond ERC, Traid, LM Barry, Salvation Army West London Alliance	Measure number of tonnes of textiles collected door to door and from bring banks Measure the proportion of textiles in residual waste samples	Decreased proportion of textiles in residual waste stream	Raise awareness of the importance of not putting any textiles in the bin Link WLWA campaigns through Borough websites Contractor run events	Medium Term	£

Material Stream 3: Small waste electricals: Reduce the proportion of small waste electricals in the residual waste stream

E1	Description	Potential Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 4: Reduce the proportion of small waste electricals in the residual waste stream							
Drive Change	Run a pilot scheme for WEEE household collections	Harrow ERP Defra	Measure tonnes of small waste electricals collected from households Measure number of collections made Measure proportion of weee in the residual waste stream	Decreased proportion of Weee in residual waste stream	Campaign using social media, leaflets, video, recycling truck advertising, local event engagement Raise awareness of the importance of not putting weee in the bin Set up and promote small waste electricals bring events	Quick Win	£££
	Lobby Government to ensure producers continue to innovate to extract waste electricals from the residual waste and cover LA costs where necessary	Resource London Nawdo, Larac, Defra, EPR Dixons Carphone Warehouse	Measure the proportion of Weee in residual waste stream	Change in Producer Responsibility Regulations, or Funding to innovate and increase extraction of small weee	Publishing data	Long Term	£

Material Stream 4: Nappies: Reduce the proportion of disposable nappies in the residual waste stream

N1	Description	Potential Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 5: Reduce the proportion of disposable nappies in the residual waste stream							
Reduce Cost Drive Change	Loan reusable nappy kits to parents and carers across the WLWA area	Borough Communications Teams Hillingdon Childrens Centres Ealing NHS National Childbirth Trust Mothercare Real Nappies for London	Number of parents taking trial packs on loan Number of parents pledging to purchase reusable nappies Number of parents who have made the change to reusable after 3 months	Decreased proportion of disposable nappies in the residual waste	Targetted promotions Set up and promote Events	Quick Win	£
	Run a pilot scheme offering an option for parents to purchase reusable nappy kits through installments	Harrow	Number of parents purchasing nappy packs in installments Number of parents still using and paying for the kits after 6/12 months	Decreased proportion of disposable nappies in the residual waste	Bespoke campaign Promotion of events	Medium Term	££

Material Stream 5: Bulky Household Waste: Promote local re-use and investigate waste reduction through changed methodology

R1	Description	Potential Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 6: Promote local re-use							
Drive Change	Promote local reuse options across the WLWA area	LWARB Advance London Programme	Measure the proportion of bulky household waste in the residual waste Gather flytip data realting to bulky household waste	New project ideas relating to bulky household waste / reuse	Promotional activity	Quick win	£

Material Stream 6: Plastics: Decrease the amount of single use plastics

P1	Description	Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment Criteria
Objective 7: Decrease the amount of single use plastics							
Reduce Cost Drive Change	Create a project to reduce single use plastics within WLWA area	Brent, Ealing, Harrow, Hillingdon, Hounslow, Richmond	Measure the proportion of plastic in the residual waste [Measure the amount of water delivered through fountains]	Decreased amount of plastics in the residual waste No plastic alternatives opening in area	Bespoke campaign Promotion of events Pop up events	Medium Term	£

Material Stream 7: Dry Mixed Recycling: Increase participation and improve the quality of recycling set out

R1	Description	Partners	Measurement (Output)	Measurement (Outcomes)	Communication / Events	Type of Initiative	Investment
Objective 8: Increase Participation							
Drive Change	Increase the amount of dry mixed recycling collected from flats in the WLWA area	Brent, Ealing, Harrow, Hillingdon, Hounslow, Richmond Viridor, Biffa, Veolia, Suez, Resource London, Residents Assoc	Measure contamination per tonne Measure contamination types and proportion Measure participation rates measure changes in tonnes of recycling collected	Increased recycling tonnes collected	Develop WLWA campaign to increase recycling, using improved quality specification Promote dry mixed recycling at Events	Medium Term	£££
Objective 8: Improve the quality of recycling set out							
Reduce Cost	Harmonise the recycling materials collected for recycling across the WLWA area	Brent, Ealing, Harrow, Hillingdon, Hounslow, Richmond Viridor, Biffa, Veolia, Suez, Resource London, Residents Assoc	Measure contamination per tonne Measure contamination types and proportion Measure participation rates measure changes in tonnes of recycling collected	Reduced percentage of contamination per tonne of recycling collected	Develop WLWA campaign to increase recycling, using improved quality specification Promote dry mixed recycling at Events	Medium Term	£££

Category	Key	Definitions
Aim		High level statements that provide overall context for what the project is trying to achieve
Objective		Objectives are lower level statements that describe the specific, tangible products and deliverables that the project will deliver
Output / impact		Measure changes that have happened as a result of our intervention. Changes in knowledge, awareness and behaviour
Outcome		Seeks to link the short term (impacts) with the longer term benefits (outcomes)
Investment criteria	£	Up to £5000
	££	Between £5,000 to £20,000
	£££	Above £20,000
Number of months to recover investment	Quick win	Less than 12 months
	Medium term	12 - 24 months
	Long term	Above 24 months