

**Waste Minimisation – The proposed Waste Minimisation Plan for 2018/20**

**SUMMARY**

This report presents the proposed Waste Minimisation Plan for 2018/19 for approval and provides detail on the activities of current and upcoming projects.

**RECOMMENDATION(S)**

The Authority is asked to:-

- 1) Approve the Waste Minimisation Plan 2018/20
- 2) Note the waste minimisation project activities to date

**1. Introduction** – Since 2010 the Authority has taken the lead role in delivering waste minimisation campaigns agreed by the constituent boroughs. Each year the Waste Minimisation (WM) Team has devised and agreed a strategic waste minimisation plan (WMP). The WM Team is also responsible for the Authority’s website, intranet, social media, and media communications.

**2. Background** – In light of ongoing funding pressures and to support our purpose as leaders in treating waste as a valuable resource, the WM team has been investigating innovative methods to reduce waste to relieve service pressures in the future. The WMP is very project focused, measuring waste data changes and supported by educational and communication activity.

**3. Developing the 2018/19 Waste Minimisation Plan (WMP)** – The adaptations to the WMP 2018/20 reflect borough wishes and enable more joint working over a longer period. Borough Partnership discussions over the last year resulted in continuation of the target materials of food waste, textiles, waste electrical and electronic equipment, furniture, nappies and inclusion of single use plastic and dry mixed recycling to support the MRF strategy. The new plan is intended to show strategic objectives, allowing detailed plans to develop in collaboration with partners and per opportunity. The detail of projects will be reported monthly internally and regularly at Authority meetings.

**3.1. Food waste recycling** – this is an important area for all boroughs. Engaging with residents to encourage them to reduce their food waste and recycle more using the existing services could lead to service efficiencies, significant cost savings and increased recycling rates in the short term and increased waste reduction in the longer term.

**3.2. Joint Collections** – there is the potential for a joint collection approach on textiles to increase the amount diverted from residual waste. This will start with WLWA taking on the relationship with textile recyclers on behalf of Boroughs to gain efficiencies and synergy savings. Additional waste streams may also benefit from a joint collections approach such as waste electrical and electronic equipment (for which WLWA has funding to support a

trial) and bulky waste and fly-tipped waste (to support the West London Alliance waste collections project).

**3.3. Dry Mixed Recycling** – Until we see a significant policy shift from government, improved quality is higher priority than increased quantity of dry mixed recycling from households. Working together WLWA and Boroughs can increase the value of recycling and manage the risk with projects which standardise the specification of recycling collected and improve the quality of recycling materials collected.

**3.4. Measurement** – a more detailed understanding is needed of the waste collected from and delivered by householders. There is also a need to find out more about what action they take following interaction with our activities and what motivates a change in the way people treat the items they no longer want.

**4. The 2018/20 WMP** – The detail of the proposed plan is shown in appendix one. Seventy five percent of the plan should be delivered in the first year and new projects and ideas developed for inclusion in the second year. The work activities so far are:

**4.1. Food waste** - The Waste Minimisation Team recently completed a project in Brent to enhance food waste recycling tonnage and participation across 5,200 kerbside properties. Intervention included application of “no food waste” stickers, leaflet and caddy liner delivery and talking to residents. The project yielded an overall increase of food waste tonnage from 1.58kg on average per property per week to 1.95kg on average per property per week, which is equivalent to an increase of food waste recycling tonnage of 23.6%.

The next project to increase food waste tonnage and participation will commence on the 18th of June 2018 targeting 6800 properties across two low performing collection rounds in Ealing. Activities will include talking to residents and asking for feedback on the food waste service, delivery of leaflets, indoor caddies and compostable liners. The objective is to boost participation and to increase tonnage to properties which already have food waste recycling but only has an outdoor food waste recycling bin.

The team is currently scoping out and agreeing terms for a Food Waste Recycling Trial for approximately 1000 flats in Richmond. Another current Food Waste Trial run by Richmond’s Recycling Team at Ham shows some average flat places out 1.14kg of food waste for recycling per week, newly diverted from residual waste.

**4.2. WEEE** - A kerbside WEEE collection trial covering 11000 properties in Harrow, funded by DEFRA started in January. The project focuses on hoarded Weee and doesn’t try to divert material from existing collection streams. The operational phase will run from June 2018 for six months. To encourage diversion of electrical items from the general residual stream, each property was provided with a branded reusable bag for collection with eligibility of one free collection across the whole duration of the project.

**4.3. Textiles** - WLWA is developing a stronger working relationship with all of the Textile recyclers currently working in our area to increase the amount of textiles collected and increase avoided disposal costs. The recycling and reuse market is under pressure particularly in Africa where the manufacturing of new clothes is being developed. TRAIID is running a series of public engagement events and repair workshops to promote textile recycling in Brent where it carries out on request, door-to-door collection of textiles. This will next be rolled out in Richmond.

Working in partnership with the Global Fashion Exchange, WLWA will be running and hosting one of the London's largest clothes swapping event and textiles knowledge exchange at the Victoria and Albert Museum on Sunday 01 July 2018 from 10am-5:30pm. This is being promoted hard to West London residents in particular and the anticipated attendance is 600 people.

4.4. **General** - The team will be attending a total of 40 events this year which will include public roadshows, workshops and library tours across West London. To support better measurement of information and interactions the team recently commenced the use of a real-time data capturing platform. The platform allows the team to collate project/events data and feedback via handheld tablets and can be used across all aspects of the team's work to optimise work efficiencies by 40%. The data from the Ealing food waste trial will be captured in this way.

**5. Financial Implications** – The WM budget for 2018/19 was approved at the January 2018 Authority meeting and includes a new project management style staffing structure which was implemented from 1<sup>st</sup> April 2018.

**6. 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.

**7. Impact on Joint Municipal Waste Management Strategy** – Waste prevention activities are in line with the following policies:

Policy 2: The WLWA and its constituent boroughs will prioritise waste reduction and waste re-use.

Policy 3: The WLWA and its constituent boroughs will aim to recycle and compost at least 50% of municipal waste by 2020.

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	
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