

Waste Minimisation Update

SUMMARY

This report provides an update on the Authority's Waste Minimisation activities.

RECOMMENDATION(S)

The Authority is asked to:

Note the information within this report.

1. **Introduction** – The Waste Minimisation Team delivers the campaigns which focus on minimising the seven key waste streams of food, textiles, waste electrical and electronic equipment, nappies, bulky household waste, plastics and dry mixed recycling. The team is also responsible for the Authority's website, intranet, social media, and media communications.

2. Key waste streams

2.1. Food Waste

2.1.1. A project aiming to increase food waste tonnage and participation commenced on the 18th of June 2018 targeting 6800 properties across two low performing collection rounds in Ealing. Activities include door-stepping, leaflet, and indoor caddy and compostable liner delivery. 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. Intervention for Round 4 completed on the 18th of July and Round 5 interventions began on the 6th of August. The face to face contact rate is 17% with just over 350 23L outdoor caddies delivered. Of the residents where engagements were made and indicated they rarely or never recycle food waste, 37% of them stated as having lack of equipment / recycling receptacles as their main barrier to recycling food waste.

2.1.2. To boost food waste collections from flats, we have confirmed 450 flats across seven sites, working with four different managing agents in Richmond to participate in the food waste recycling trial starting with communication with residents on the 17th of September and delivery of the food waste receptacles from 24th of September. Collections will begin after the 6th October.

2.2. Dry Mixed Recycling

2.2.1. The team is working closely with Hounslow to develop a project on improving Dry Mixed Recycling quality for flats.

2.2.2. The Hillingdon Team is developing of a borough wide waste and recycling communications campaign. This will tie in with a communication improvement and monitoring project which WLWA will assist to increase of dry mixed recycling volume and participation for low performing flats.

2.3. WEEE

2.3.1. A new kerbside WEEE collection trial covering 11000 properties in Harrow, funded by DEFRA commenced in June 2018. The pilot will run 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. Further intervention including leaflet dropping which commenced during the week of the 27th of August, application of bin stickers and door-stepping (commencing during the week of 9th of September) and increased social media promotion.

2.3.2. The Waste Minimisation team just completed a week of WEEE collection at Richmond Civic Centre and Gayton Library in Harrow.

2.4. Textiles

2.4.1. Traid has started to carry out on request, door-to-door collection in Richmond. The aim of the project is to effectively divert residual tonnage and costs and Traid has run two swishes and one talk, including one in Uxbridge on the 14th July.

2.4.2. Working in partnership with the Global Fashion Exchange, WLWA ran one of the London's largest clothes swapping event and textiles knowledge exchange at the Victoria and Albert Museum on Sunday 01 July 2018. The event attracted 500 attendees, exchanging over 500 items and diverted 260kg of textile from the general waste stream. The overall reach of the event across various social media platforms was just under one million people.

2.4.3. The Waste Minimisation Team hosted a textile workshop for a group 70 of sixteen-year olds from NCS Ealing around recycling textiles attitudes. A similar workshop will be hosted in August targeting a large teenage group in Hounslow.

2.5. General

2.5.1. The team attended 29 events with 11 remaining to complete. Events include public roadshows, workshops and library tours across West London.

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