

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.

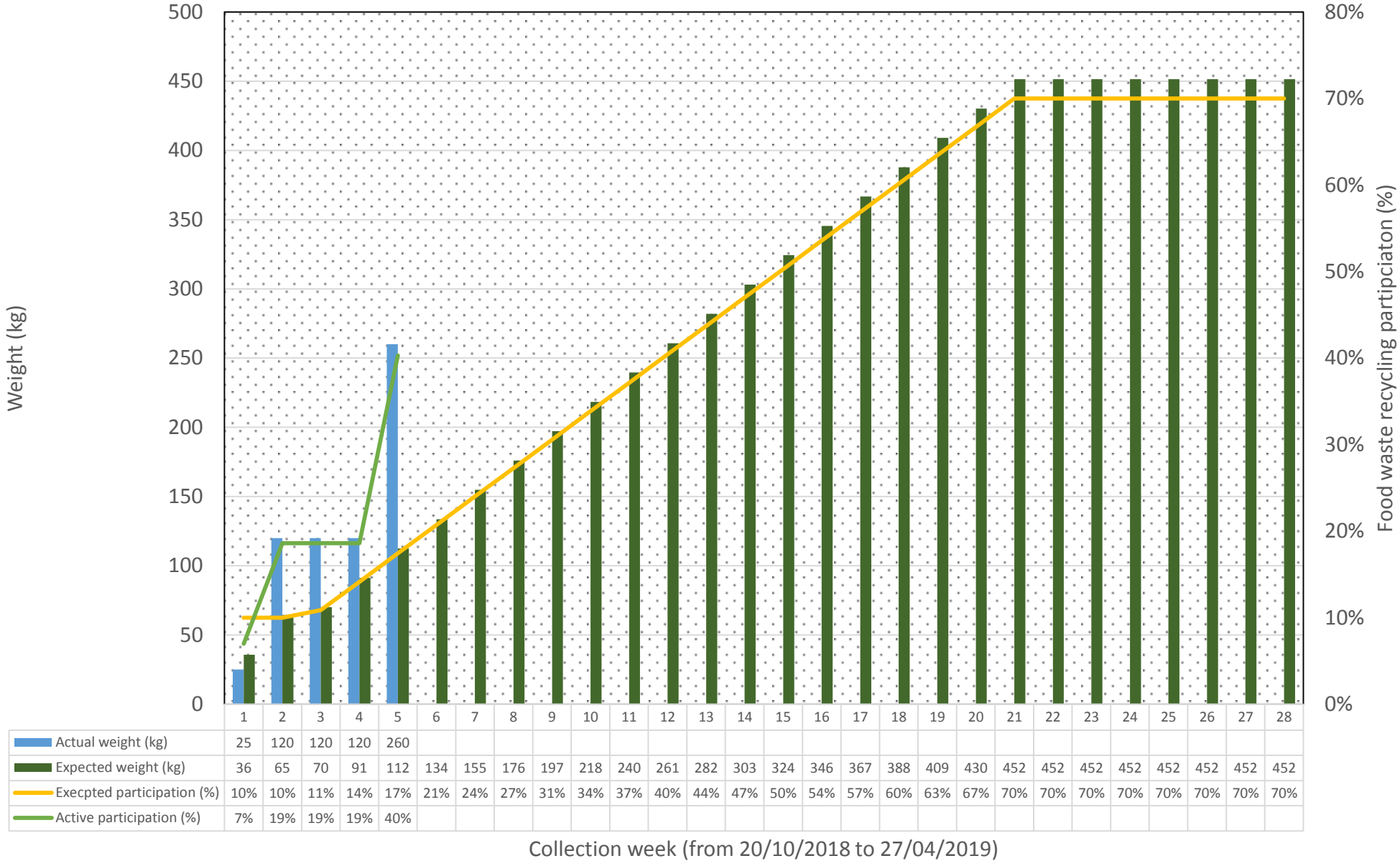
2. Key waste streams

2.1. Food Waste

2.1.1. 516 flats across seven sites in Richmond began a trial for food waste recycling collection for flats on the 20th of October. Working with managing agents of the sites, the Waste Minimisation team delivered letters, leaflets, caddy liners, indoor caddies and communal bins to residents around the Twickenham, Mortlake and Kew areas of the borough.

Collections have totalled 645kg during the first five collection weeks with minimal to no contamination. Excluding first week's collection due to partial receipt of food waste recycling bins, average weekly tonnage to date currently stands at 155kg or approximately 24% participation rate based upon the expected yield of 1.25kg of food waste per (flatted) household per week. To boost the participation, the team will carry out further doorstepping, leafleting, distribution of liners, and various engagement activities in January 2019.

Food waste collected from pilot project for 516 flats in Richmond

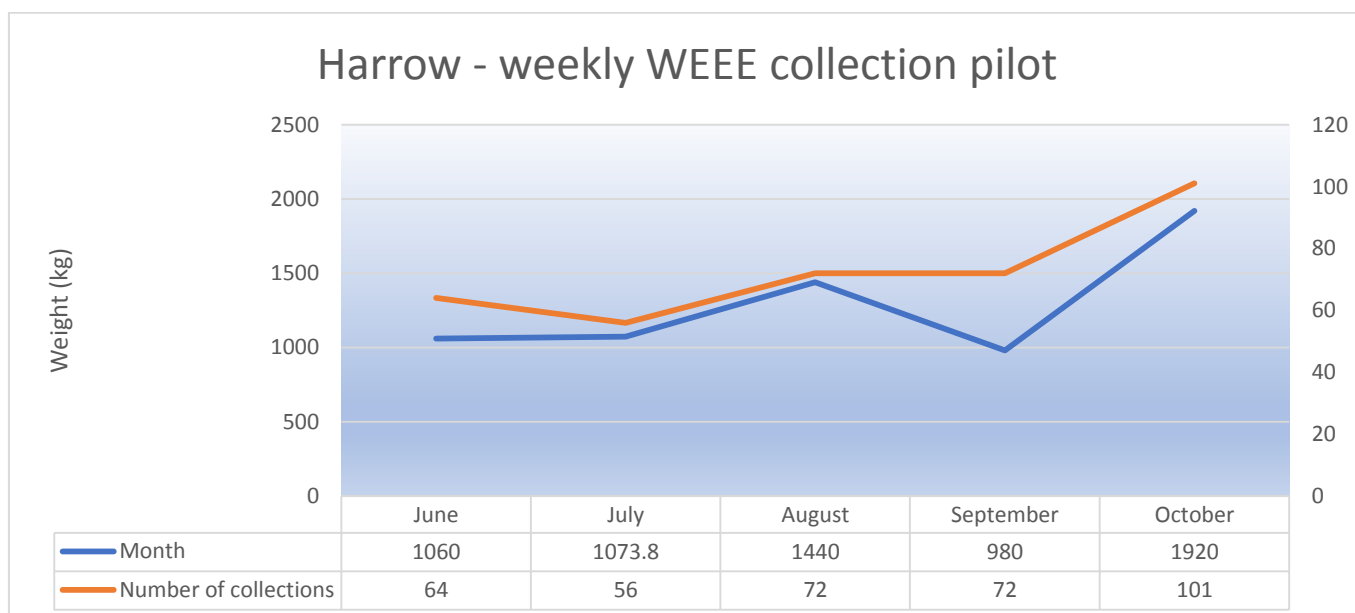


**Note that expected weight is set to 1.25kg per participating flat. For kerbside properties, it is 3-5kg of food waste anticipated for each property on high performing rounds, 2kg for properties on moderate performing rounds.*

2.1.2. The business case for recycling food waste at schools is being developed. The team connected with each borough's recycling team and scoped out approximately 541 schools across constituent boroughs which can benefit from the introduction of the food waste recycling service. Lessons learned have been captured from commercial food waste collectors and the Islington and Park Royal projects. Should 60% of the schools actively participate, this could divert approximately 6,551 tonnes of food waste from the residual stream over five years.

2.2. WEEE

2.2.1. A new kerbside WEEE collection trial covering 11,000 properties in Harrow, funded by DEFRA commenced in June 2018. The pilot will run for six months, till the end of November 2018 to encourage capture of hoarded electrical items which could end up in 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. Currently the project is achieving 4% of anticipated participation and tonnage, which may be caused by people waiting until the end of the trial period. To mitigate this, further intervention including leafleting during the week of the 27th of August, application of bin stickers and door-stepping (commencing during the week of 9th of September) and weekly paid social media promotion resulted in a doubling in monthly collected tonnage in October. 73% of residents contacted stated they intend on using the service.

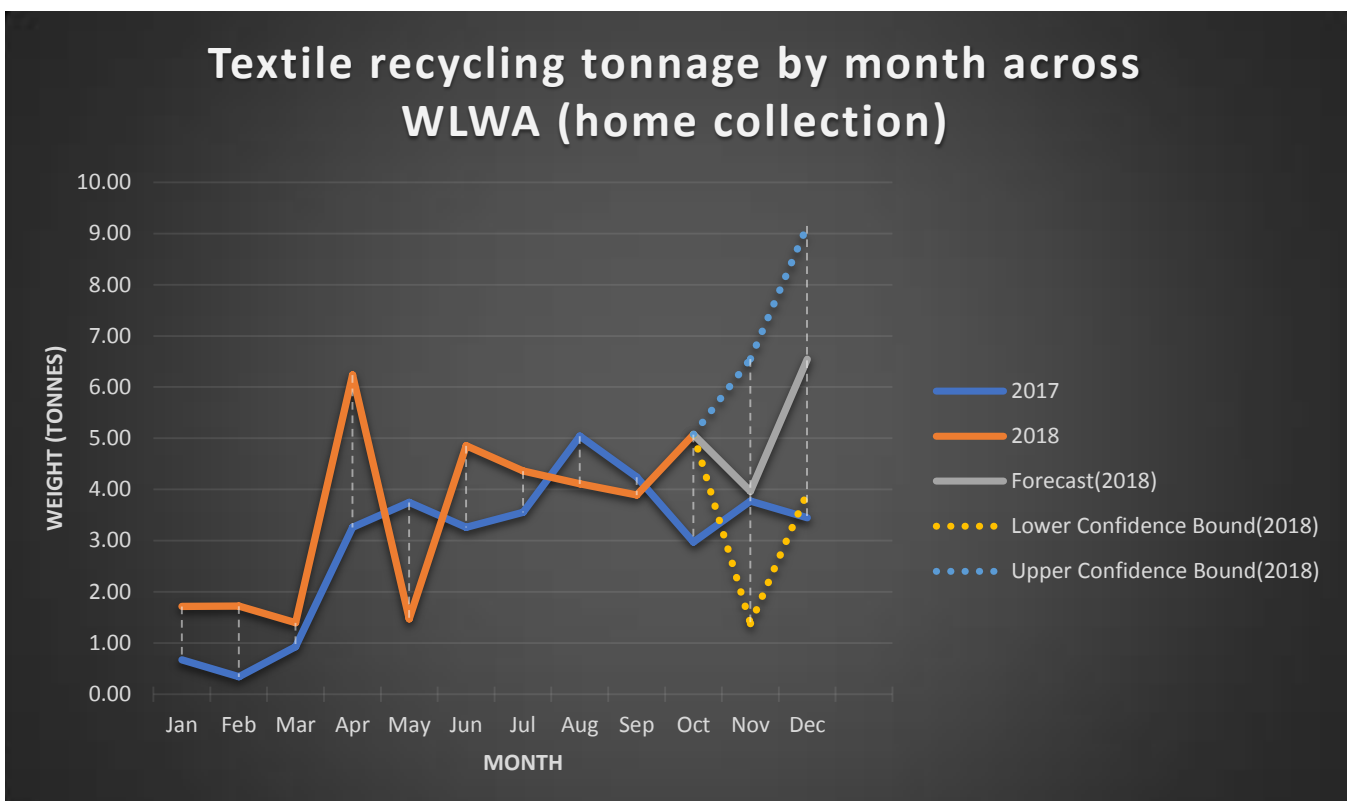
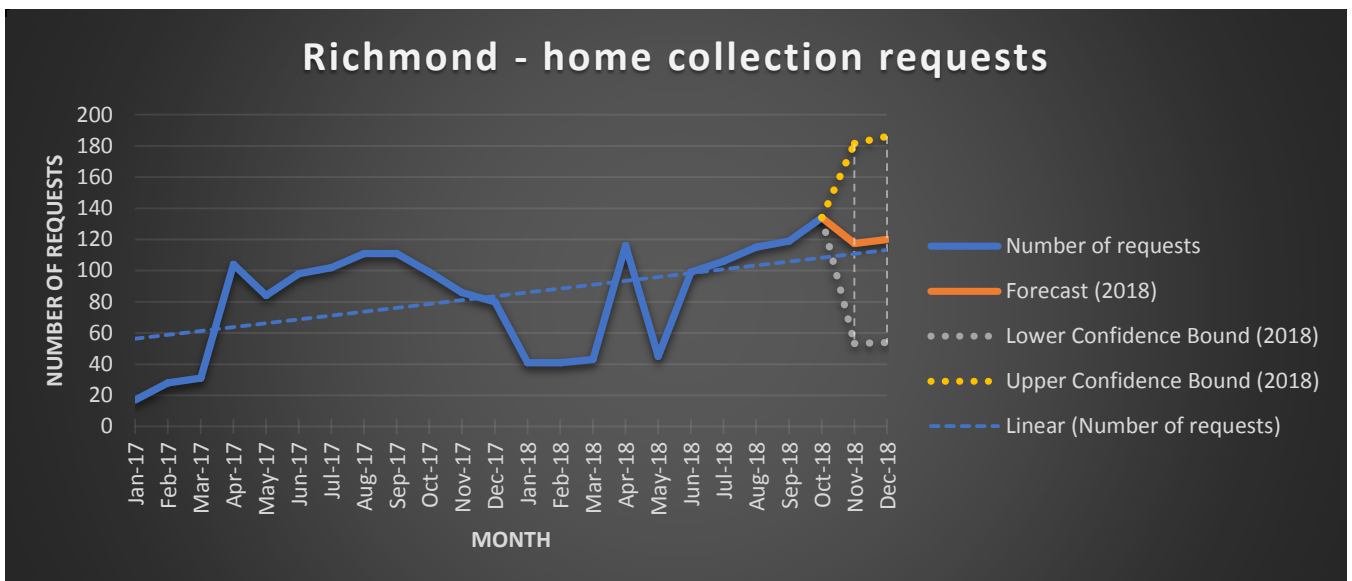


2.2.2. The new year WEEE collections are planned for core venues including Tricycle Theatre, Richmond Civic Centre, Gayton Library and Chiswick Library confirmed. The collections will consist of an information stand and a WEEE drop-off/recycling point.

2.3. Textiles

2.3.1. In November 2017, WLWA and constituent Boroughs agreed WLWA should take a lead role on the relationship with textile recyclers in West London to turn around the reducing the amount of textiles diverted from residual waste. Textile banks were being removed across the area and the cheap, fast fashion movement was resulting in increased disposal.

2.3.1.1. Since July 2018 we have been promoting and Traid has been delivering an on request, door-to-door textile collection service in Richmond. The home-collection arrangement is proving a steady growth at approximately one tonne per month boosted through local events.



2.3.1.2. New projects are being discussed with LMB and Salvation Army. A trial for door to door kerbside collection and smaller textile banks in Brent is planned for early summer 2019. A pilot is also planned to install five textile collection points in Hounslow to maximise local textile tonnage and to test anti-social prevention measures. An average bank collects approximately 3-5 tonnes per annum, therefore the anticipated the pilot will yield approximately 15 tonnes per annum.

2.3.1.3. We are providing community groups with equipment, training and the opportunity to lead and run their own textile events. We lent swishing equipment to Collis Primary School and a local church which had 500 attendees with approximately 870kg of textiles diverted. The team will also be assisting and lending equipment to a charity based in Kensal, Brent in November to run their own event.

2.3.1.4. To date, two textile repair events and three swishes (Uxbridge and West Ealing) have been delivered in Brent and Richmond. Local organisations partnered on this event include Cycle Confident, Richmond MakerLab and Transition Town Kensal to Kilburn/Kilburn Restarters.

2.3.1.5. A video promoting home collections for Brent and Richmond is being developed. Another video to promote the working partnership between WLWA, LMB and Arcadia and a competition for winning an upcycled wedding will commence filming in December 2018. The upcycled wedding dress campaign hopes to increase awareness of the free textile collection service and to boost the initial textile tonnage by 1.5 tonnes with two additional tonnes per year after that.

2.3.1.6. Arcadia and WLWA will work together up to deliver large-scale clothes swapping events in 2019 instead of running numerous small events. Swaps for next year are proposed to take place in June, September and February. Stakeholders currently arranged up for the swaps would yield approximately 11 million reach through various platforms.

2.4. Reusable Nappies

2.4.1. The reusable nappies scheme is seeing an average of 15 incoming requests per month in the last three months as opposed to six in previous months. The growth in requests mainly stem from increased public promotions which includes attending to nappuccino workshops and partnering up with NCT groups across Richmond, Hillingdon and Brent. We purchased nine additional kits to make the scheme more widely available to new parents. Instead of making individual drop-offs and pickups, the team is centralising all requests by making the kit available to two boroughs each month with pickups and drop-offs at pre-determined locations and dates.

2.5. General

2.5.1. The 2018 events season wrapped up with a series of fourteen library tours in October. The Waste Minimisation team hosted 45 events in 2018/2019 and engaged with 4,428 individuals at various events including swishes, library tours, school assemblies and repair cafes. Across the events, 1,141 recipe cards, 468 spaghetti measurers, 704 bag clips, 960 rolls of bin liners and 889 leaflets were distributed.

Contact Officers	Mildred Jeakins, Waste Minimisation Manager mildredjeakins@westlondonwaste.gov.uk	0208 825 9325
	Emma Beal, Managing Director emmabeal@westlondonwaste.gov.uk	020 8825 9488