

## Waste Minimisation Update and Plan for 2019/20

### SUMMARY

This report presents the proposed Waste Minimisation Plan for 2019/20 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 2019/20
- 2) Note the waste minimisation project activities to date

**1. Introduction** – Since 2010, the Authority has taken the lead role in delivering waste minimisation directions agreed by the constituent boroughs. The Waste Minimisation Plan (WMP) is a strategic result of this and the the Waste Minimisation Team is responsible for its delivery which includes the management of 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 project and result focused, measuring waste data changes and supported by educational and communication activity.

**3. The United Nations Sustainable Development Goals** – The Waste Minimisation team has adopted Goal 12 (Responsible Consumption: Ensure sustainable consumption and production patterns), and Goal 17 (Partnership for the Goals): Strengthen the means of implementation and revitalize the global partnership for sustainable development to help focus our activities in future



**4. Developing the 2019/20 Waste Minimisation Plan (WMP)** – Since 2016, we have measured the composition of waste delivered to our transfer stations every 15 months to create an understanding of waste trends and the efficacy of our projects. The amount of valuable materials thrown away is increasing, despite Boroughs also collecting more than in previous years. This demonstrates a high risk of increased waste due to factors outside our control and the imperative need for extended producer responsibility beyond packaging waste. The adaptations to the WMP made in 2018 reflected borough requirements and enabled more joint working over a more extended period. The current plan will not alter for its final year, 2019/20 and the details can be seen in Appendix 1.

**4.1. Food waste recycling** – Food waste recycling is a waste reduction activity and is key to increasing recycling and reducing cost. Our activities are tailored to growing the participation in a service which is entirely voluntary, particularly if residual waste is collected either weekly or fortnightly. We have developed food waste and recycling

targets to aim at, specifically 4kgs recycled food waste per household per week and 1.5 kgs reduced waste per person per week compared to a baseline in 2012. WLWA is leading the field in this area as there are no published best practice targets. Decreases in tonnage collected over a 12 or 24 month period is not necessarily a negative sign because we expect recycling to become food waste reduction. When the service is ready for growth, a big push for new customers can take place. We will continue to develop projects which help us to understand how many households really participate as this will confirm or adjust our targets set.

**4.2. Flats food waste recycling** – We can't restrict residual waste collections from flats in the same way as houses. As we roll out food waste recycling for residents who live in flats, we are learning more about the natural patterns of growth and reduction in the amount of food waste collected, and the drivers and barriers for residents.

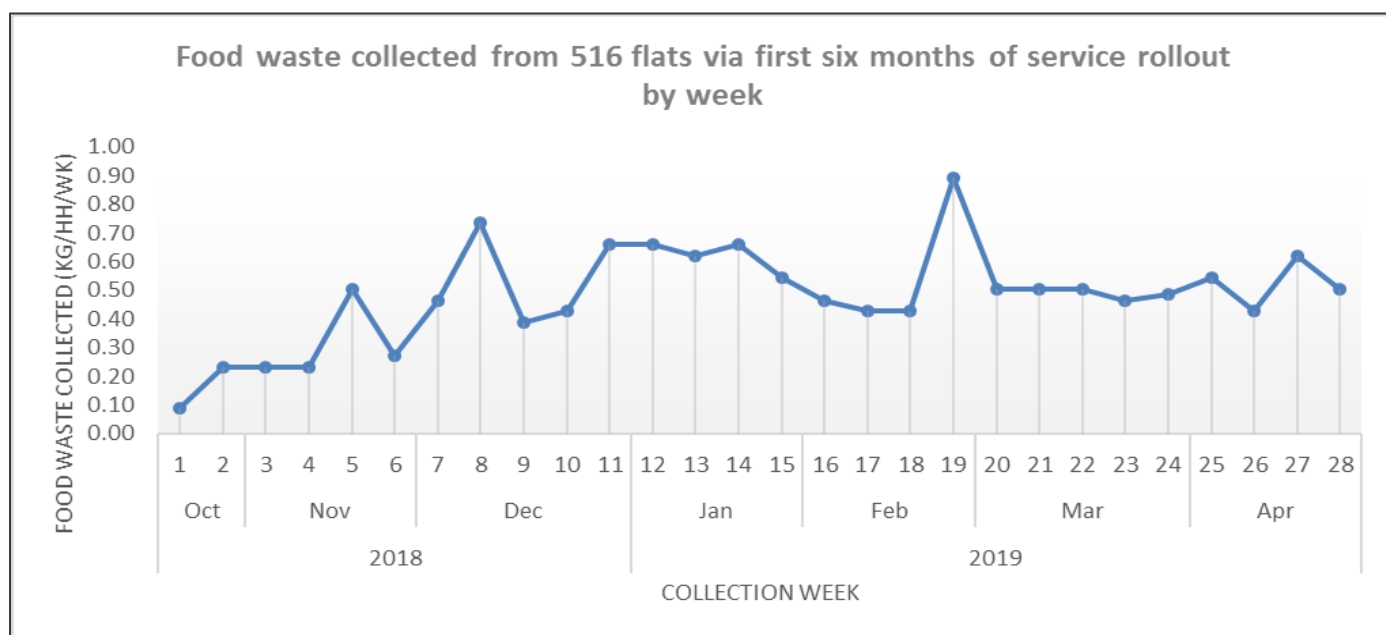
- Rolling out a new food waste service sees increases and decreases in the number of people using the service because food waste recycling is a habit and residents need support,
- No increase in tonnes collected doesn't necessarily mean no growth in the number of participants as people also start to waste less food,
- Triggers to demotivate residents recycling food waste happen fast, therefore operational excellence is key; to collect well and to get service requests and new caddies out quickly and with no cost or quibbles.



The graph above is a concept of behaviour change over time and how it affects the amount of food waste collected. This thinking will be further developed as we start new projects in 2019/20.

Our food waste recycling activities this year will continue to focus on understanding the long term trends and growing participation, including supporting the introduction of food waste recycling at five communal sites Hounslow.

The Richmond food waste recycling project completed its six-month monitoring period on the 27th of April. Each flat is producing 0.523kg of food waste for recycling per week, and our aim is to drive this up to 1kg per flat by the end of the year.

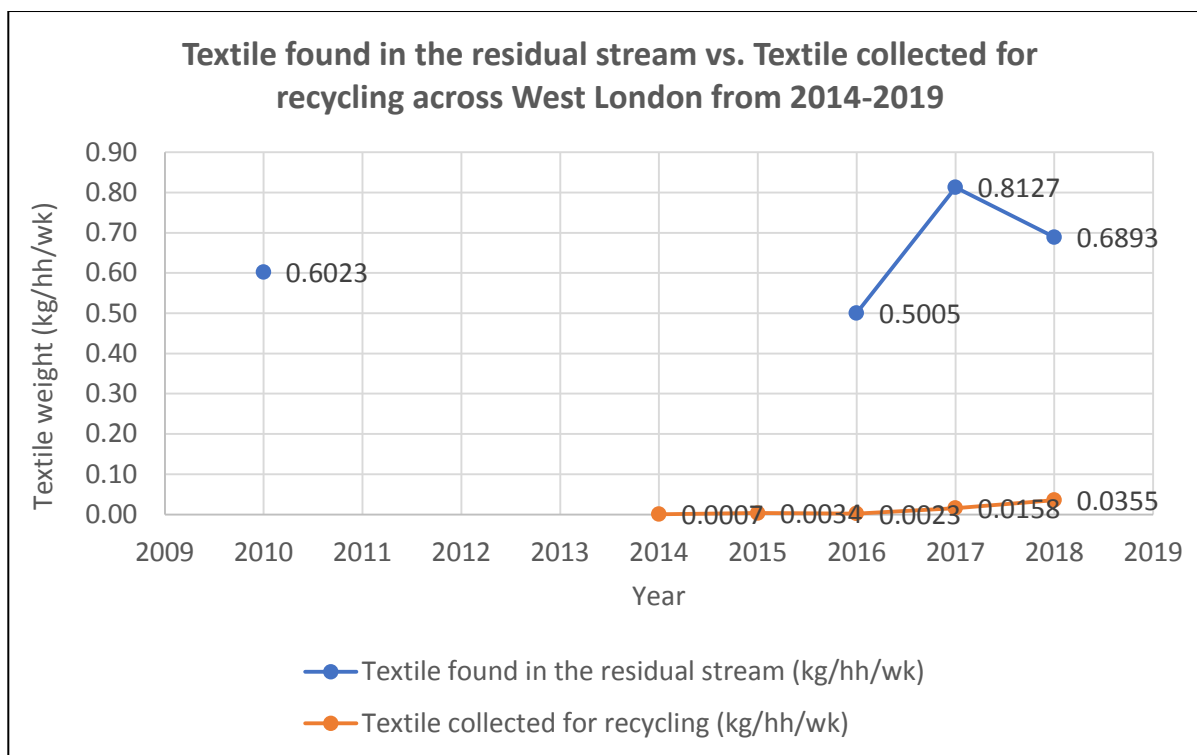


The quick tap surveys carried out in February 2019 received 191 responses, representing a 37% response rate. Of the 191 responses received, below are the core data:

Mobile survey feedback	Response rate
Awareness of the new food waste service	86.4%
Active participants of the food waste service	70.9%
Indicated 'very happy' or 'somewhat happy' about new service	88.7%
Dissatisfaction with the new service	0.0%
Respondents producing one or two food waste liners worth of food waste per week	74.9%
Main barrier as lack of equipment	35.3%
Main barrier as lack of information about service	20.9%.

The Harrow food waste project (managed entirely by Harrow officers) rolled out to 17,000 flats in the Borough in Q4 2018/19. Collectively, the food waste service across the borough, including kerbside is yielding approximately 18 tonnes per week more than the same period last year which is a strong result and indicates more than 1kg per household per week resulting from the flats if no other changes were made. The project included an excellent crew training programme to avoid contamination of which WLWA has seen none.

**4.3. Textiles** – We have been rolling out our joint collection approach on textiles to increase the amount of textiles diverted from residual waste. Harrow Council was the most recent launch of on request textile collection on the 15<sup>th</sup> of April 2019. Due to popularity, the textile recycler is considering adding in further collection routes to manage the demand for service. Since 2017, WLWA has taken the lead relationship with textile recyclers on behalf of Boroughs to gain efficiencies and create synergy savings. Although more textile is being collected for recycling, there's still a sharp increase in the amount of textiles found in the residual stream as shown below and actual capture rate remains low at approximately 5.32%.



The plan for the upcoming year is to continue to develop connections between borough partners and various textile recyclers further and explore ways to optimise textile collections across West London. This includes:

- Expanding on-request and kerbside textile collections to new boroughs and carrying out various pilot projects with Brent and Hillingdon Councils.
- Carrying out a gap analysis of textile banks and install more placements
- Improving existing textile recycling communications within each borough
- Running a brand new competition to win an upcycled wedding dress
- Continuing with swishing events and expanding on repair workshops

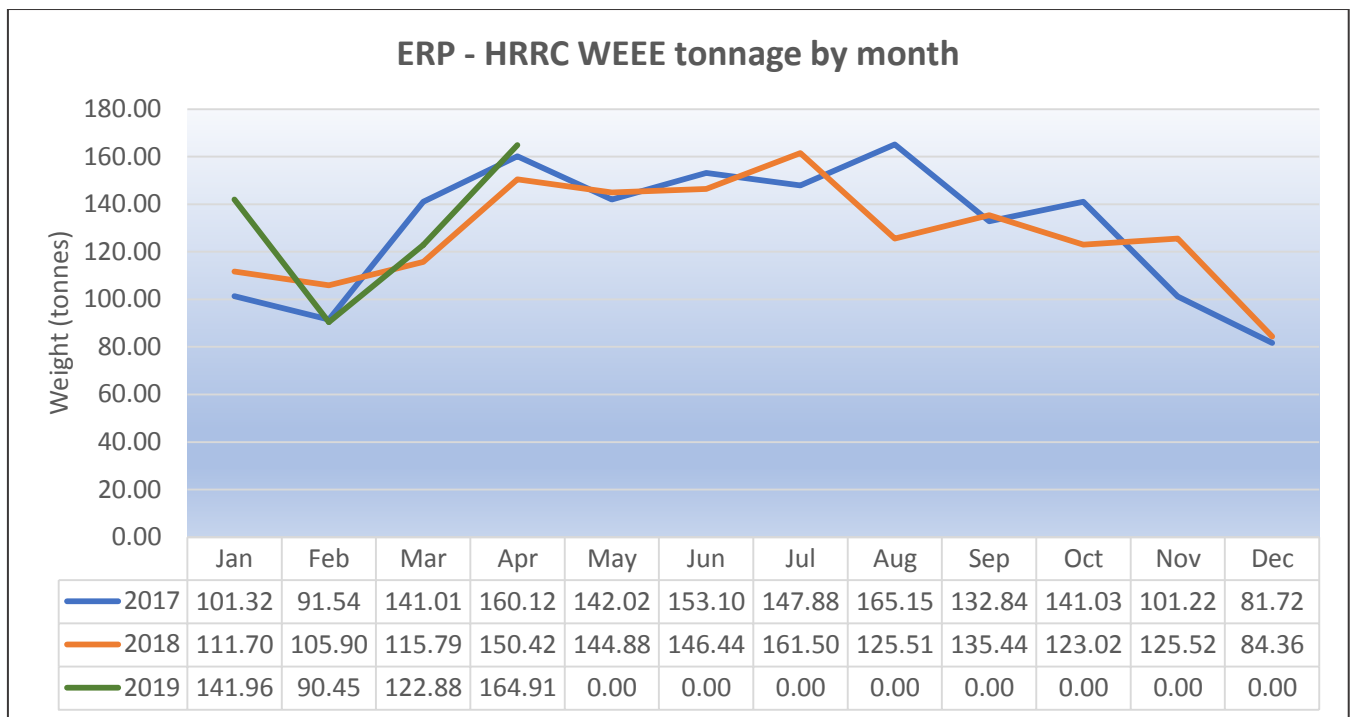
WLWA & E&W Couture have joined forces to produce an intricate upcycled wedding dress made from fabrics and offcuts generously donated by Arcadia Group & TRAID. One lucky west London resident will win this exquisite wedding dress with an RRP of £3000. Residents can enter to win this upcycled dress by booking via online or over the telephone and completing a free TRAID home collection between the 23<sup>rd</sup> of April to 22<sup>nd</sup> of September 2019. The campaign includes poster/leaflet advertisement, online social media activities and the touring of the wedding dress.

**4.4. WEEE** - The Defra funded trial demonstrated that the cost of home collections is too much for Boroughs to take on without additional funding from Producers. It also indicated that the publicity associated with home collections increased the amount of WEEE collected by other means too.

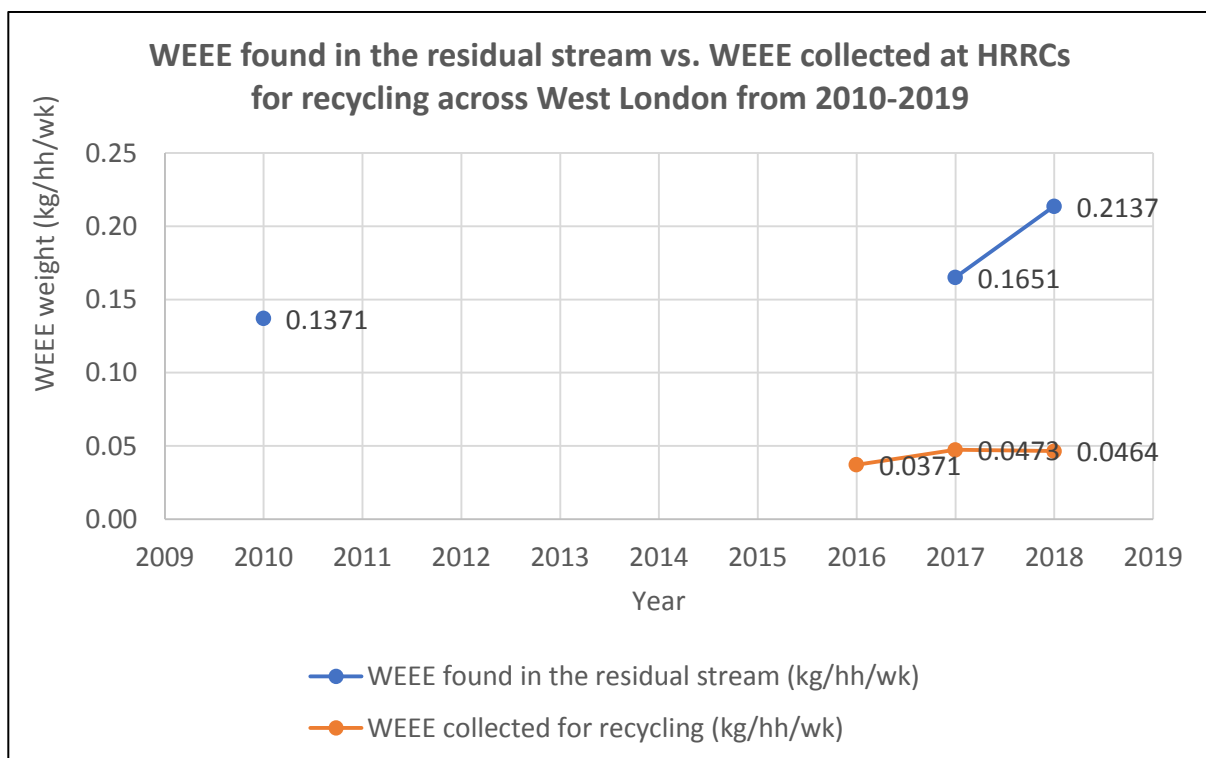
The Waste Minimisation Team continues to provide support for WEEE drives:

- St Richard's school in Ham, Richmond collected 40kg of WEEE items in April 2019
- Two Repair Cafes including a WEEE collection, in Brent and in Richmond collected a total of 20kg of WEEE.
- WLWA is currently in discussion with Brent Council to pilot a combined WEEE and textile collection. Pilot start date is yet to be confirmed.

WEEE tonnes collected at HRRCs is steady.



But on a per household basis, more WEEE continues to be found in the residual waste stream than collected at HRRCs.

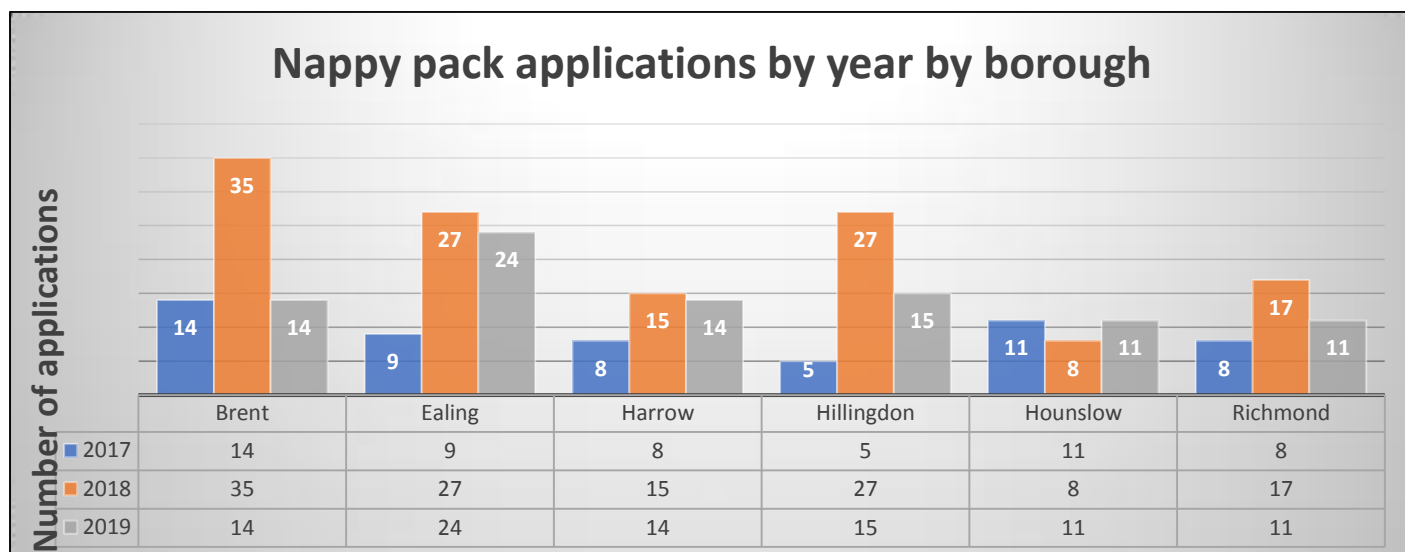


We are seeking additional funding and investigating options for collection schemes that guarantee data security. The government will be seeking views by the end of 2020 on extending producer responsibility in the WEEE regulations.

**4.5. Reusable Nappies** – We have continued to develop the “try before you buy” nappy packs for residents and have learned how to streamline our offer and get more packs out to residents. The uptake of the reusable nappies scheme continues to grow. We have streamlined our operation to cover two boroughs each month, implemented an electronic system for members of the public to book into drop-in sessions and collected loan scheme feedback using mobile surveys.

The feedback currently shows that 85% of trial pack users are happy with the service, 93% of trial users found the washable nappies and accessories easy to use and would recommend them to others. Lastly, 79% of users indicated they will continue with reusable nappies and will purchase their own.

2019 half year application figures are strong, but clearly this is a niche service and we need legislative change to drive real behaviour change.



#### 4.6. Increasing recycling from flats

WLWA will be providing support to improve recycling participation and quality across approximately 1,597 flatted properties in Hounslow and 2,138 flatted properties in Hillingdon. We will use the quick tap surveys to gain insight from residents and carry out receptacle inventories.

**4.7. Communications** – WLWA continues to be shortlisted for awards. In 2017/18 for Partnership at the National Recycling Awards. In 2018/19 for the Best Team of the Year with edie Sustainability Leaders Forum and Campaign of the year at the National Recycling Awards for Harrow Council's WEEE collection pilot.

WLWA is building its profile in the industry with presentations made to various industry groups and conferences on: partnership and joint working, re-use and the need for the legislative change, the importance of quality of recycling and understanding the impact of extended producer responsibility. This year our focus will build on the existing themes and add: reducing food waste, the challenge of flats recycling, avoidable waste and the importance of waste data.

The Waste Minimisation team will be providing environmental focussed mentoring service during July and August 2019 for groups of 80 youths with the National Citizen Service across Ealing, Hounslow, Hillingdon and Richmond upon Thames.

In addition, the team is working with the community group, Plastic Free Ruislip and its pop-up shop in Hillingdon to promote waste minimisation activities in the local areas further.

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## Appendix 1 – Waste Minimisation Plan 2018/2020

Waste Minimisation Plan 2018/2020: Aims and objectives							
<u>Material Stream 1 - Food</u>		<b>Objective 1:</b> Decrease the amount of avoidable food waste					
<u>Material Stream 2- Textiles</u>		<b>Objective 2:</b> Increase the amount of food waste collected for recycling					
<u>Material Stream 3 - Small Waste Electricals</u>		<b>Objective 3:</b> Reduce the proportion of textiles in the residual waste stream					
<u>Material Stream 4 - Nappies</u>		<b>Objective 4:</b> Deliver a WEEE recycling campaign to raise awareness and minimise issues					
<u>Material Stream 5 - Bulky Household Waste</u>		<b>Objective 5:</b> Reduce the proportion of disposable nappies in the residual waste stream					
<u>Material Stream 6 - Plastics</u>		<b>Objective 6:</b> Promote local re-use					
<u>Material Stream 7 - Dry Mixed Recycling</u>		<b>Objective 7:</b> Decrease the amount of single use plastics					
		<b>Objective 8:</b> Increase the amount of dry recycling					
		<b>Objective 9:</b> 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
<b>Objective 1: Decrease the amount of avoidable food waste</b>							
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	£££
<b>Objective 2: Increase the amount of food waste collected for recycling</b>							
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
<b>Objective 3: Reduce the proportion of textiles in the residual waste stream</b>							
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
<b>Objective 4: Reduce the proportion of small waste electricals in the residual waste stream</b>							
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	£££
Reduce Cost	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	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	£
Reduce Cost Drive Change	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	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 Criteria
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'	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 9: 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'	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					
Output / Impact		Measure changes that have happened as a result of our intervention. Changes in <b>knowledge, awareness and behaviour</b>					
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					