

Our Vision		For West London to be carbon neutral		
Our Mission		To close the loop between waste and resources		
Our Purpose		To be leaders in treating waste as a valuable resource		
Our Values		Leadership	Efficiency	Partnership
Communication				
1	USP	Agile and responsive to market changes	Never-ending drive for improvement	Internal waste expertise "consultancy"
	Value Creation	Up to date whole system data and information		
	We will	"Customers" Treat our customers as if they can choose to leave	"People" Run the business from the bottom up not the top down	"Finances" Only ever spend Boroughs money wisely
				"Contractors" Never damage our reputation in the market
2	Year	WLWA Objectives	Joining Up	Our Ambitions
	2030	Whole net cost / benefit approach on waste, recycling, sites and procurements	Create a co-owned system by creating synergies, enhancing skills and embracing automation and AI	Circular economy - No more waste
	2025	Increase rail capacity through Transfer Stations and at SERC	Shared recycling infrastructure with doubled capacity (v 2019 tonnes)	Local green skills and knowledge
	2023	New infrastructure Abbey Road and Victoria Road	Double food waste collected (v 2019 tonnes)	Zero single use plastic waste
	2022	WL packaging EPR Plan agreed	New collections strategy	95% capture of textile waste
	2021	Abbey Road (+Victoria Road) investment plans	Create HRRCs Climate emergency transformation programme and automate waste data flow	Waste Prevention Plan includes EPR and DRS principles
	2020	Food waste and Data projects, operational use of technology	Automate Waste Data Flow	Assist with Climate Emergency Actions / Green Recovery
3	Action Plans	Climate Emergency	Resilience	Data
	Deliverables	HRRCs Climate emergency transformation programme WLWA Carbon reduction Plan including £3m invested in food waste projects	SERC and Transfer Station capacity increase "The Future of Waste" critical skills development Plan	Data reporting, visualisation and self service platforms Regular reporting of behavioural insights from projects