

Waste Minimisation Update

1.1 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 that 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. WLWA will launch a West London wide food waste recycling campaign to increase food waste recycling tonnage and participation on the 27th of January 2020. The campaign will focus on three key areas of reducing carbon footprint, doing the right thing and saving money to encourage non-participating residents to request for food waste caddies with a roll of complementary liners free of charge provided by WLWA till the 8th of May 2020 in a timely manner. The campaign will aim to increase normal food waste receptacle requests during the three-month period by 38%, from 10345 counts to 14276 counts and to further increase food waste recycling from the current 0.87kg/hh/wk.

To ensure an increase in food waste recycling tonnage, WLWA will provide a communications package for borough partners to adopt which includes:

- A dedicated campaign webpage
- An animated video on why one should recycle food waste
- An action video on the journey of food waste across West London
- Digital images, banners and write-ups to increase food waste recycling visibility across council websites, billboards, newsletters and Agripas
- Sponsored articles featuring the support from Members
- Series of roadshows
- Physical displays and a digital kiosk for residents to request for food waste receptacles
- Leaflet dropping across low food waste performing areas
- Guidance on customer service training
- Household Reuse Recycling Centres promotional materials

2.1.2. Drawing from lessons learnt, phase two of introducing food waste recycling across 751 communal properties located in Hampton, Kingston, Teddington & Twickenham in Richmond is yielding approximately 0.61kg/hh/wk of food waste in the first month as compared to 0.196kg/hh/wk from the phase one introduction. The team will continue to monitor food waste recycling tonnage closely and develop dynamic interventions to ensure high food waste recycling participation.

2.1.3. The Waste Minimisation team will introduce food waste recycling to six estates in Ealing in April 2020 and is in the midst of securing collection arrangements.

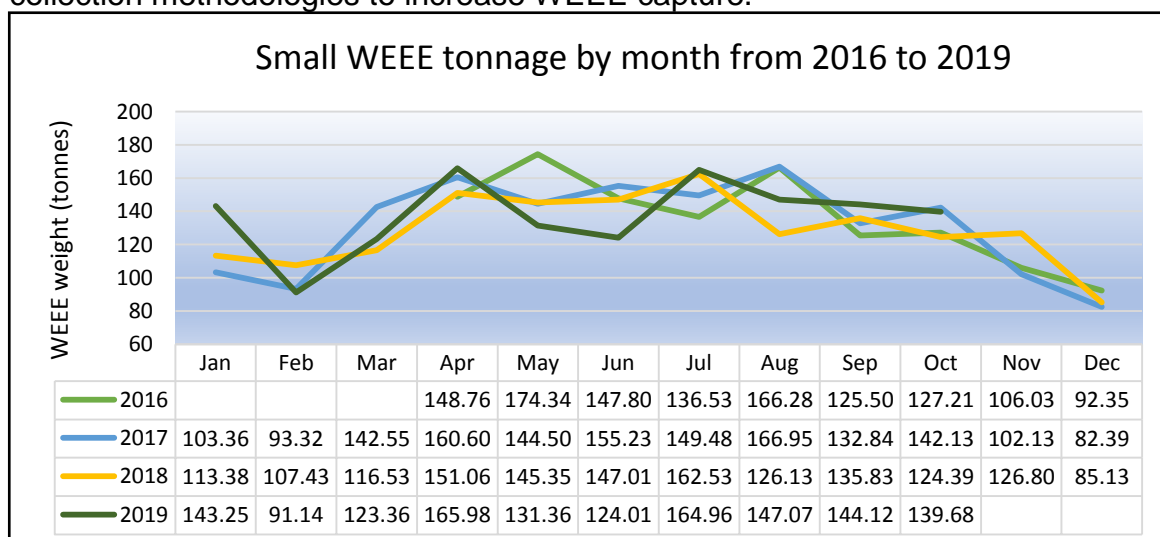
2.1.4. WLWA will install bin sensors to selected communal food waste recycling, dry mixed recycling and residual bins across Ealing, Hounslow, Richmond and Hillingdon for a 12-month period. The trial is a key component of the flats data project, to understand current recycling service performance and to identify opportunities for service optimisation. To ensure transparency, WLWA will notify residents at the selected sites through in-person interactions, notices/advisory stickers within the bin storage areas and posters on communal notice boards. All communications will detail the purpose and benefits of the sensors and privacy of residents is protected as the sensors are not equipped with any sound, picture or video capturing capability.

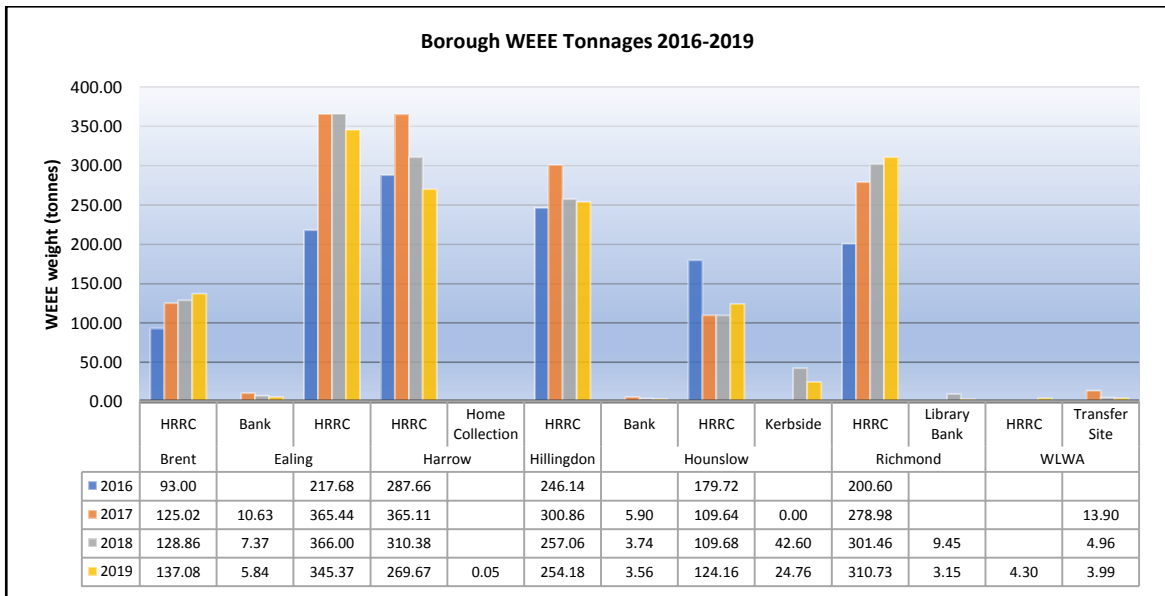
2.1.5. The Waste Minimisation team will encourage food waste recycling at schools beginning with the London Borough of Ealing and Richmond upon Thames. The programme will include a series of receptacle inventory, introduction of food waste recycling, signage improvement, students and staff training and educational workshops. Work will prioritise schools with existing food waste recycling service looking to optimise collection, following with identifying and upselling the service in collaboration with commercial waste to schools with no food waste recycling collections.

2.2. WEEE

2.2.1. WLWA and Harrow Council launched a combined on-request home collection of textiles and WEEE with Traid in October 2019. The first month saw six collections totalling of 51kg. WLWA recommends borough partners to execute continuous engagement and communication to ensure the longevity of service.

2.2.2. WLWA now obtains all WEEE data collected across the six West London boroughs. The difference in WEEE tonnage between 2018 and 2019 is minimal, and the team is continuously working with borough partners to explore various collection methodologies to increase WEEE capture.

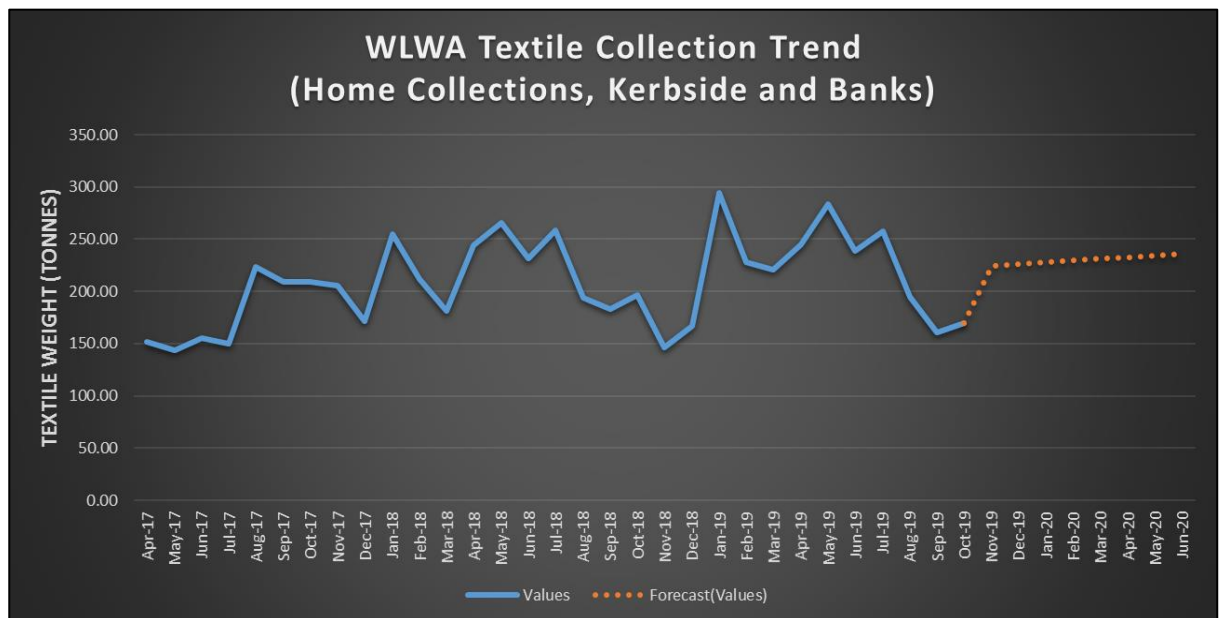


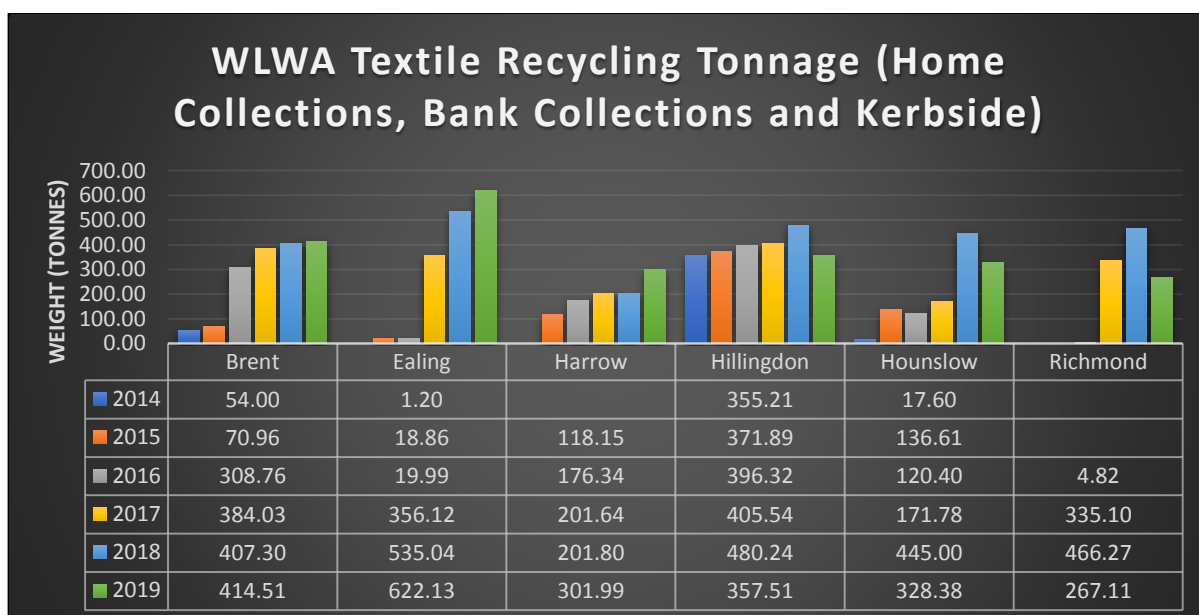


Textiles

2.2.3. The team is focusing on increasing the capture rate of textiles and on providing as many options for residents to reuse and recycle unwanted textiles to achieve overall waste disposal savings.

On-request home textile collections operated by TRAIID across Richmond, Harrow and Brent increased from 853 requests in 2018 to 1450 requests in 2019.





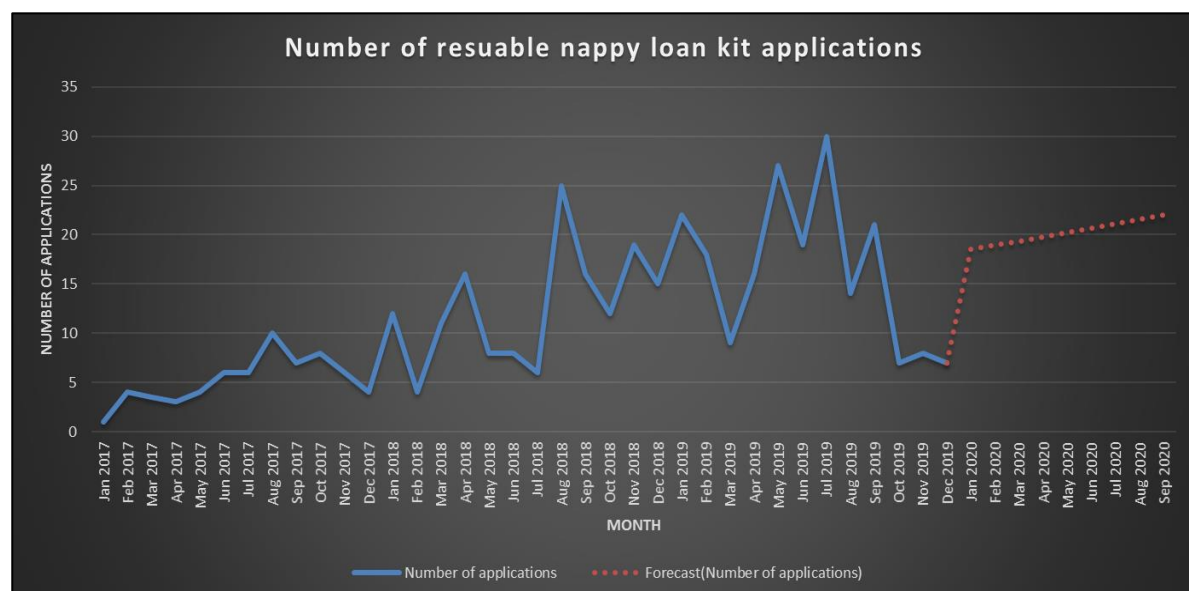
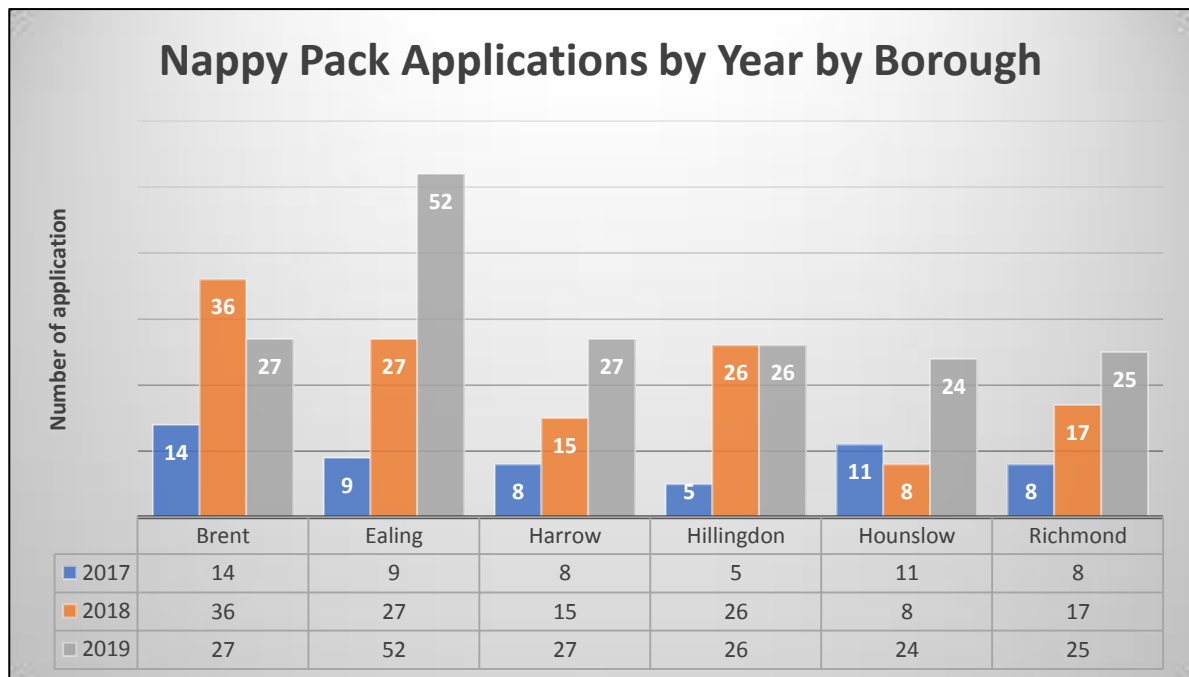
2.2.4. To encourage textile reusing and recycling across West London, WLWA ran a campaign for any West London resident booking in on a textile collection through TRAIID from the 23rd of April to the 22nd September 2019 to win an upcycled couture wedding dress made from offcuts donated by Arcadia Group. In result, the campaign received 71 requests, totalling of a whopping 7500 items weighing 2.15 tonnes. Half of TRAIID's donors are repeat users and donates approximately 2.5 times a year. The projection is that half of the competition entrants will repeat donations resulting in three tonnes of textiles being reused and recycled. Due to great success, the team hopes to continue with the competition in the coming year and to include a more inclusive prize.

2.2.5. Hounslow Council received approval to trial five Salvation Army textile banks which will receive up to a total of 15 tonnes starting from January 2020. The team will closely monitor the amount collected and will evaluate the practicality of making the service permanent.

2.2.6. WLWA is working closely with a business park located in Hounslow to run a record-breaking clothes-swapping event in the first quarter of 2020 to divert the public from throwing textiles in their rubbish bins. The event hopes to invigorate and see the participation of thousands of local employees.

2.3. Reusable Nappies

2.3.1. The uptake of the reusable nappies scheme increased from 129 requests received in 2018 to 181 requests received in 2019. The team will continue to expand on promoting reusable nappies and develop a new programme to encourage the use of reusable period products to tackle single-use plastic waste.

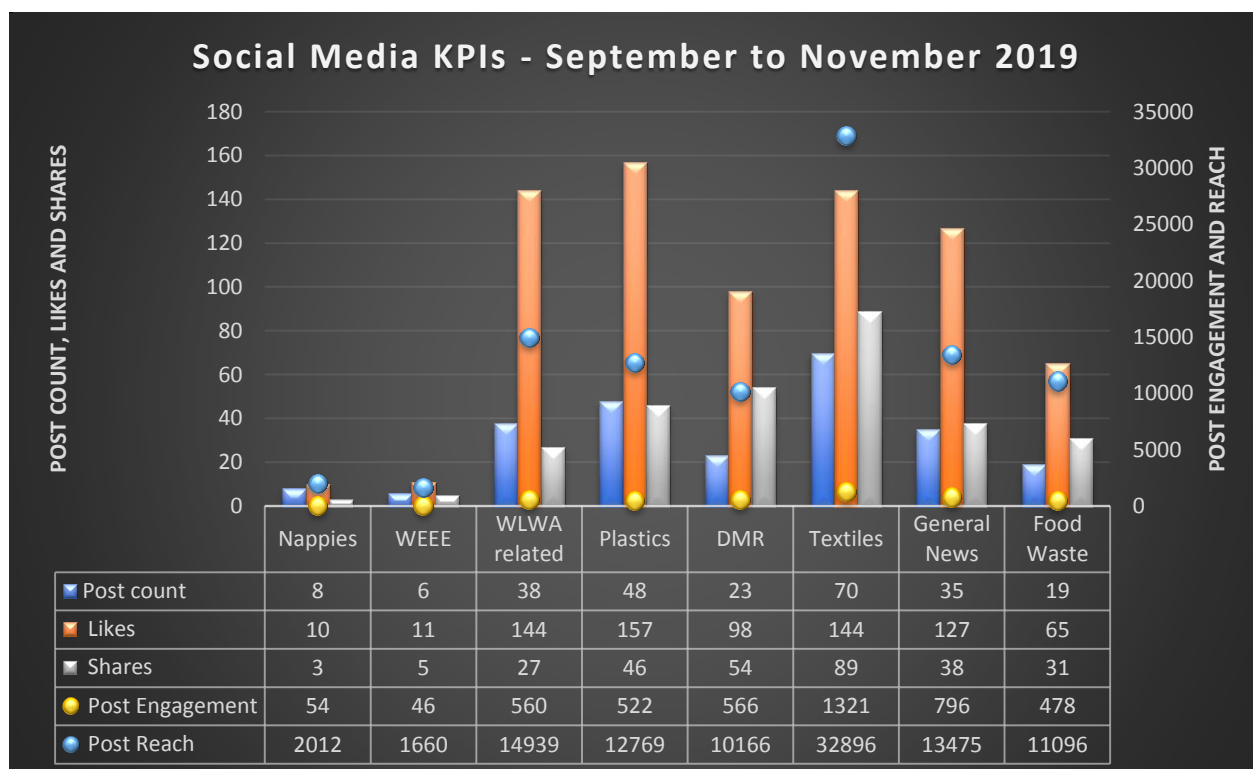


2.4. Communications

WLWA spoke at Recycling Waste Management Show on the 12th of September to voice the authority’s position and action to influence national policy on food waste recycling. On the 19th of September, WLWA attended the Suez Customer Conference and presented the authority’s response on the Resource and Waste Strategy Consultations. WLWA also presented independent findings of the challenges of recycling plastics at the Plastics Recycling and Resources Conference hosted by RECYCLING OF USED PLASTICS LIMITED (RECOUP) on the 26th of September 2019. It was well received, followed up with a request to provide corporations guidance to conduct their own plastic analysis.

WLWA recently submitted an application for the TVE Sustainability Awards for the video produced by the Waste Minimisation Team for the Upcycled Wedding Dress campaign. In addition, entries were made for the EDIE Sustainability Leaders Awards

and the Local Government Commission Awards for Health and Safety improvements made at the Household Reuse and Recycling Centre.



2.5. General;

2.5.1. The Waste Minimisation programme is on track.

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