

Agenda Item No:

NORTH LONDON WASTE AUTHORITY

REPORT TITLE:

NORTH LONDON WASTE PREVENTION PLAN

REPORT OF:

HEAD OF WASTE STRATEGY & CONTRACTS

FOR SUBMISSION TO:

AUTHORITY MEETING.

DATE:

10th February 2012

SUMMARY OF REPORT:

This report outlines actions towards implementing the waste prevention objectives outlined in the North London Joint Waste Strategy. A new waste prevention plan has been developed which updates and replaces the one approved by the Authority in February 2010.

RECOMMENDATION:

The Authority is recommended to approve the attached *North London Waste Prevention Plan April 2012 - March 2014*.

Signed by:

Head of Waste Strategy & Contracts

Date: 1st February 2012

1.0 WASTE PREVENTION OBJECTIVES IN THE NORTH LONDON JOINT WASTE STRATEGY

- 1.1 The North London Joint Waste Strategy (NLJWS) estimates that the growth rate for municipal waste will increase by 3% per annum, until 2010, and will then increase by 2.5% per annum thereafter, although sensitivity modelling also shows the impact of lower rates of growth of 0.5%, 1% and 2% throughout the whole period.
- 1.2 Background work on waste trends indicates that municipal waste growth varies considerably year on year. Historically the waste stream had increased in size every year, but since 2007/08 there has been negative growth (i.e. a reduction) meaning that less waste is produced than previously expected. However, the economic downturn is believed to have been a significant contributor for falling waste streams in recent years, in which case, when the economy improves, it is possible that waste growth may return to previous levels. Therefore, work at the top of waste hierarchy on waste prevention is something that the Authority should beneficially continue to undertake for financial reasons and because it is also the best way to reduce waste-related environmental impacts.
- 1.3 The North London Joint Waste Strategy sets out a series of strategy implementation actions which Partners have agreed to in order to achieve the waste growth reduction targets. As these strategy implementation actions are high-level, a biennial Waste Prevention Plan is developed to identify the shorter term, practical actions that are needed to achieve these high-level aims.
- 1.4 At the February 2010 Authority meeting the Members approved the *North London Waste Prevention Plan April 2010-March 2012* which expires at the end of March 2012, so a successor Waste Prevention Plan has been prepared for the period between April 2012 and March 2014 which is attached as Appendix 1.
- 1.5 It is anticipated that the new Waste Prevention Plan will play an important role in decoupling economic growth and waste generation in north London, which is a key objective of the Review of Waste Policy in England 2011 and the revised EU Waste Framework Directive. Waste prevention is the most efficient method to reduce the environmental impact of waste, improve resource efficiency and minimise costs associated with disposal costs which at the moment are primarily passed on to the constituent boroughs via the levy.

2.0 DEVELOPMENT OF THE NORTH LONDON WASTE PREVENTION PLAN

2.1 The draft Waste Prevention Plan April 2012- March 2014 has been guided by various developments and the publication of a number of recent reports, which are listed below in chronological order:

- The Defra Household Waste Prevention Evidence Review published in June 2009 which assessed policy-relevant evidence for reduction in the amount of waste generated, while also considering how waste policies affect pro-environmental behaviour in the UK;
- The Government Review of Waste Policy in England 2011 which was published in June 2011. The Waste Review sets out the framework for achieving a 'zero waste' economy, and includes a number of actions which aim to ensure waste is managed in line with the waste hierarchy, with waste prevention a priority;
- Consultation with the constituent borough officers in September and November 2011. A draft Plan was forwarded in January 2012 and the suggestions received were incorporated wherever possible;
- The results of an internal workshop held in October 2011 with the Waste and Resources Action Programme (WRAP) and constituent borough officers, which examined the composition of north London's waste and the likely most effective interventions from a tonnage perspective as a result;
- Consultation with the Authority Chair in November and Members at the December 2011 Authority meeting when priority areas were set out for Members to consider; and
- A number of reports produced by the European Commission and the Association of Cities and Regions for Recycling and Sustainable Management of Resources (ACR+).

2.2 The draft Waste Prevention Plan retains many of the actions and strategies set out in the 2010 Plan, and includes policies, aims, objectives and targets for waste prevention in north London until March 2014.

2.3 Where possible, financial and resource implications for delivering the Waste Prevention Plan are outlined and supported by a cost-benefit analysis. Anticipated benefits of implementing the specific waste prevention activities are also stated by estimating the quantity of waste reduced at source.

- 2.4 The draft Waste Prevention Plan puts more emphasis on action-oriented activities and focuses on informational and promotional initiatives that can be applied on a local level on the basis that regulatory and legislative strategies are occurring on a national level. Food waste, furniture reuse and packaging waste were identified as the three focal areas of the Plan and the proposed actions are described in more detail in the section that follows.
- 2.5 The communications implications of this waste prevention plan will be incorporated into the overall communications work of the Authority.

3.0 KEY PROGRAMMES

- 3.1 The initiatives identified in the draft Waste Prevention Plan consist of a number of voluntary incentives, informational and promotional strategies and economic instruments that can be delivered by the Authority in partnership with the constituent boroughs.
- 3.2 The work programme for 2012/14 identifies food waste as a priority waste stream and aims to reduce the food waste arisings in north London through an extensive pan-north London 'Love Food, Hate Waste' campaign. Methods for the provision of waste prevention information will include local public facing events, presentations, competitions as well as online information portals with the programme being supported further by extensive media and advertising activity.
- 3.3 Furniture reuse is proposed as a second focal area due to its high tonnage diversion. This action is part of 'preparing for reuse' in the waste hierarchy and supports the overall aims of waste prevention. Organised networks can play an integral role in local waste management systems and provide a crucial service by providing credible alternative to disposal and extending the life of a wide range of consumer products. Consequently it is proposed that the Authority complements the development of the London Reuse Network.
- 3.4 Finally, it is proposed that through the new Waste Prevention Plan the Authority increases efforts to tackle packaging waste. The largest packaging waste prevention strategies lie on regulations and voluntary agreements at national and European level. For example, extended producer responsibility policies aim to shift some of the cost of disposal back to producers and thus stimulate investment in material efficiency. It is therefore proposed that the Authority supports efforts by lobbying, providing consultation responses and demonstrating the demand for lower levels of packaging. A consultation response elsewhere on this agenda is already taking this forward.

- 3.5 Attaining a general level of public awareness of the environmental impacts of other waste streams is also important. Hence, the Plan proposes to continue to routinely undertake smaller scale initiatives such as 'Give and Take' days to further complement the waste prevention programme. Informational strategies to tackle waste streams such as unwanted mail, textiles and garden waste will be developed accompanied by easy-to-use instructions for reducing each waste stream.
- 3.6 The 2012/13 proposed budget for the draft Plan, excluding reuse and recycling credits, is £465,000, 0.7% of the Authority's net budget for 2012/13 which is provided for in the Budget and Levy report elsewhere on this agenda. It is anticipated that this will result in a significant profile for waste prevention across North London, in turn contributing to a reduction in total waste arising. The provisional budget for 2013/14 is also £465,000 which will be determined in the 2013/14 budget process.
- 3.7 The Plan also includes two externally funded initiatives to be carried at no additional cost to the Authority.

4.0 RECOMMENDATION

- 4.1 The Authority is recommended to approve the programme of work as outlined in the *North London Waste Prevention Plan April 2012 - March 2014* and attached in Appendix 1.

5.0 COMMENTS OF THE FINANCIAL ADVISER

- 5.1 The Financial Adviser has been consulted in the preparation of this report and has no comments to add.

6.0 COMMENTS OF THE LEGAL ADVISER

- 6.1 The Legal Adviser has been consulted in the preparation of this report and has no comments to add.

Local Government Act 1972 – Access to information

Documents used: Government Review of Waste Policy in England. Defra, June 2011

Directive 2008/98/EC on waste (Waste Framework Directive). European Commission, 2008

Municipal Waste Generation. European Environment Agency, 2008

North London Joint Waste Strategy, February 2009

North London Waste Prevention Plan, 2010-2012, February 2010

Evidence Review (WR 1204) Household Waste Evidence Review: Executive Report. Defra, 2009

Mapping report on waste prevention practices in territories within EU27. ACR+, 2010

Quantitative Benchmarks for Waste Prevention, A guide for Local & Regional authorities in support of the new Waste Framework Directive. ACR+, 2009

Contact Officers: Andrew Lappage, Head of Waste Strategy & Contracts
and
Dimitra Rappou, Waste Prevention Officer

Lee Valley Technopark
Unit 169, Ashley Road
Tottenham, N17 9LN

Tel: 020 8489 5730

Fax: 020 8365 0254

E-mail: post@nlwa.gov.uk

APPENDIX 1

North London Waste Prevention Plan

April 2012- March 2014

Contents

1. Strategic context	9
1.1 The North London area.....	9
1.2 North London demographics.....	10
1.3 Waste generation patterns.....	10
1.4 Development of the North London Waste Prevention Plan.....	12
1.5 Timescales.....	12
2. Policy and statutory drivers	13
2.1 Definition of waste prevention.....	13
2.2 Legislation and policy drivers on European, national and regional level..	15
2.3 Local drivers and strategic processes.....	18
3. Planning a waste prevention programme for north London.	22
3.1 Aim of the North London Waste Prevention Plan	22
3.2 Previously implemented.....	22
3.3 Setting Priorities.....	28
3.4 Implementation of initiatives	30
4. Programme timetable	38
5. Project partners	39
6. Monitoring and Evaluation	40
7. Conclusions	41

List of Figures

Figure 1: North London waste compositional analysis	11
Figure 2: The waste hierarchy.....	14

List of Tables

Table 1: North London population changes	10
Table 2: Municipal waste collected (for reuse, recycling, composting and disposal) in North London	11
Table 3: Legislation and policy drivers.....	17
Table 4: NLJWS Waste prevention related targets	19
Table 5: Activities previously implemented	27
Table 6: Actions and anticipated benefits	37
Table 7: Waste Prevention programme timetable for 2010-11.....	38
Table 8: Project partners.....	39

1. Strategic context

1.1 The North London area

The North London region covers approximately 30,000 hectares¹ and is served by the **North London Waste Authority** (NLWA). The NLWA is a waste disposal authority that arranges the disposal of waste collected by the seven constituent boroughs:

- London Borough of Barnet
- London Borough of Camden
- London Borough of Enfield
- London Borough of Hackney
- London Borough of Haringey
- London Borough of Islington
- London Borough of Waltham Forest

Household waste collected by each of the seven constituent boroughs is delivered to the NLWA for disposal, either at the Edmonton energy from waste incineration plant, the Edmonton bulky waste facility, or for loading onto rail containers at the Hendon rail transfer station or at the Hornsey Street road transfer station for transport to landfill sites outside of London.

The NLWA also receives household kitchen and green waste which is composted at the in-vessel composting facility at Edmonton or third-party facilities outside London. The NLWA also manages the treatment of household dry recyclables from a number of North London boroughs. These materials are sent for sorting into their separate types (e.g. paper, steel cans, glass, aluminium cans etc) at materials recycling facilities and then onto factories, where they are made into new products.

¹ Equivalent to 297 square kilometres

1.2 North London demographics

The total population of the North London area is 1.7 million people, who live in 764,540 households. In the last year there has been a slight decrease in the number of people living in north London but increase in the number of households, as shown in Table 1.

	2008/09	2009/10	2010/11
Population	1,701,562	1,723,204	1,702,525
Number of dwellings	741,125	753,036	764,540

Table 1: North London population changes

The increase in the number of households throughout the years provides an indication that the amount of waste generated will continue to grow.

The population of North London is highly diverse, with many different nationalities, cultures and communities represented. Black, Asian and minority ethnic residents represent over 30% of residents of North London, and there are more than 200 languages in regular use. Additionally, North London has substantial areas of transient population and a relatively young demography.

All the above characteristics create a considerable challenge in terms of ensuring that messages are effectively communicated with the residents.

1.3 Waste generation patterns

The North London Joint Waste Strategy estimates that the growth rate for municipal waste will increase by 3% per annum until 2010, and will then increase by 2.5% per annum thereafter, although sensitivity modelling also shows the impact of lower rates of growth of 0.5%, 1% and 2% throughout the whole period.

The amount of municipal waste produced in the North London area is shown in Table 2. Historically the waste stream had increased in size every year but in recent years this trend has changed.

	2008/09	2009/10	2010/11
Tonnes of municipal waste collected	905,778	883,931	878,817
Tonnes of household waste collected	680,444	656,915	678,270
Annual Growth rate	-4%	-2%	-1%

Table 2: Municipal waste collected (for reuse, recycling, composting and disposal) in North London

Table 2 highlights that the growth rate of waste is currently in decline, meaning that less waste is produced than was previously expected. This is likely to be due to the success of waste minimisation initiatives, the impact of the landfill tax and the drive to reduce packaging, as well as the most significant impact of the decline in economic activity since 2008/09.

The most recent compositional analysis (October 2010) showed the following results:

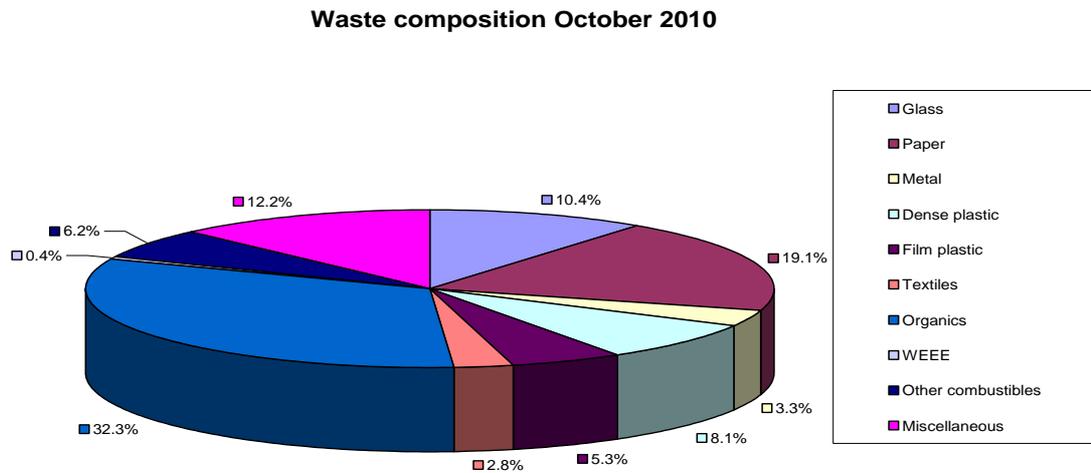


Figure 1: North London waste compositional analysis

Figure 1 demonstrates that organic waste is the largest component from north London households, followed by plastics (dense and film).

1.4 Development of the North London Waste Prevention Plan

The NLWPP sets out a series of specific actions required to deliver the strategic objectives for waste prevention, which are within the North London Joint Waste Strategy (NLJWS). The focus of the NLWPP is on municipal waste, of which the majority is household waste, as well as some elements from commercial sources.

This North London Waste Prevention Plan (NLWPP) has been guided by various developments and the publications of a number of reports, namely:

- Consultation with the Authority Chair;
- The results of an internal workshop held on 11th October 2011 with WRAP and north London officers, which examined the composition of north London's waste and the likely most effective interventions from a tonnage perspective as a result;
- The Government Review of Waste Policy in England 2011; and
- A number of reports produced by the European Commission and the Association of Cities and Regions for Recycling and Sustainable Resource Management (ACR+).

Where possible, financial and resource implications for delivering the NLWPP have been outlined as well as anticipated benefits of implementing specific waste prevention activities. Benefits from associated communications activity are outside the scope of the waste prevention plan and have not been included in this document. However, a separate communications plan will be produced to assist with planning.

1.5 Timescales

This NLWPP replaces the North London Waste Prevention Implementation Plan, April 2010 to March 2012. In 2014 the NLWPP will be reviewed and a new plan will be developed for implementation from April 2014.

2. Policy and statutory drivers

2.1 Definition of waste prevention

Enviros and Momenta (2003), define household waste prevention as “**minimising the quantity (weight and volume) and hazardousness of household-derived waste within north London**” which will be used for the purposes of this plan so as to avoid the environmental impacts and costs of recycling services and processes.

This encompasses:

- **Avoidance:** not producing the waste in the first place e.g. buying only the food you need.
- **Reduction:** reducing the amount of waste produced, e.g. composting left-over food scraps.
- **Re-use:** reusing a product without undertaking a reprocessing step which would occur in recycling e.g. use your leftover food to create new dishes.

Waste prevention encompasses a range of policy options and plays a key role in sustainable waste management and is seen as a beneficial waste management option. The revised Waste Strategy for England² suggests that *‘We need to take an integrated approach to waste prevention, re-use and recycling – absolute prevention of waste is in many areas unrealistic, but we can prioritise prevention while seeking to re-use and recycle as much as possible of the waste which does arise’*.

The **‘Waste Hierarchy’** has for some time provided the framework for managing waste both locally, nationally and at a European level. The waste hierarchy ranks waste management options in terms of environmental impact and waste prevention represents the most efficient and sustainable use of resources.

² Defra (2011), Government Review of Waste Policy in England 2011



Figure 2: The waste hierarchy³

A number of environmental as well as socio-economic, financial and legal reasons exist that make waste prevention⁵ being integral to any waste strategy.

Additionally, the revised Waste Framework Directive requires Member States to create national waste prevention programmes by 2013 with the aim of defining national waste prevention objectives and presenting a coordinated national approach to waste prevention.

However, achieving the top of the waste hierarchy is not easy. There are a number of barriers to waste prevention for household waste in the UK, which impact on both the householders' values, as well as time and convenience.

Additionally, waste prevention is a very personal behaviour, which is performed in the privacy of our own home, and is personal as it is driven by deeply held beliefs and attitudes rather than social norms (WRAP)⁴.

Apart from the social norms barrier, recent research (Cox et.al., 2009)⁵ showed that there are many considerations that should be taken into account when trying

³ Waste Framework Directive (2008/98/EC), Article 3

⁴ WRAP (2009). Introduction to behavioural change [online; accessed 14/12/09]

⁵ Cox J., Giorgi S., Strange K., Wilson D., Blackey N. (2009). Household Waste Prevention- a review of evidence

to examine barriers to participation on waste prevention initiatives such as lack of motivation and interest, weak 'know-how' skills and sense of powerlessness.

These barriers will provide a useful indication when considering actions needed to engage the public in waste prevention initiatives. This will be examined in more detail in Section 3.

2.2 Legislation and policy drivers on European, national and regional level

As the environmental impact of waste has increased, a raft of local, regional, national and European legislation and guidance has been issued indicating how it should be managed in a more sustainable way. The summary of the policies and laws that underline the case for waste prevention on a European, national and regional level, are identified in Table 3, whilst the strategic processes that have been considered on a local level are described more detail in Section 3.3.

European Level	
The Revised Waste Framework Directive (2008/98/EC)	The Waste Framework Directive was established in 1975 and provides a framework for all EU waste legislation. Article 29 of the directive calls for the creation of waste prevention programmes, aiming to break the link between economic growth and the environmental impacts associated with the generation of waste.
The Landfill Directive (1999/31/EC)	The Landfill Directive requires improvements to landfill management, bans specified hazardous, corrosive and clinical materials from being landfilled together with other waste and requires the pre-treatment of all waste before landfill.
The Waste Electrical and Electronic Equipment Directive (2002/96 /EC)	This Directive sets targets for the collection, recycling and recovery of all electrical products – everything from mobile phones to washing machines. By July 2007, collection systems had to be introduced to separately collect electrical and electronic appliances for recycling and reuse, with a target of 4kg of household electrical and electronic good to be collected for recycling per head of population per year.
Packaging and Packaging Waste Directive (94/62/EC)	The Packaging and Packaging Waste Directive requires Member States to take measures to prevent the formation of packaging waste, and to develop packaging reuse systems reducing their impact on the environment. BIS leads on EU Directive single market and UK Packaging (Essential Requirements) Regulations. Defra leads on broader UK waste and packaging policy and the UK Producer Responsibility Obligations (Packaging Waste) Regulations.
National Level	
Waste Strategy for England 2007	The Waste Strategy for England 2007 sets out the framework for waste management in England, including recycling targets, incentives and actions to stimulate infrastructure investment. While the Waste Strategy for England 2007 sets ‘reduction’ targets, these are based on reducing the amount of residual waste and do not consider wastes that are recycled or composted. As such, these targets do not focus on the total amount of waste arising and may effectively provide further incentive to increase recycling and centralised composting without necessarily promoting actions to reduce the generation of waste in the first place.
Waste Review 2011	The Government Review of Waste Policy in England 2011 (the Waste Review) was published on the 14th June 2011. The Waste Review sets out the framework for achieving a ‘zero waste’ economy, and includes a number of actions which aim to ensure waste is managed in line with the waste hierarchy, with waste prevention a priority. Food waste is identified as a priority waste stream and the Government’s long-term objectives are to reduce the amount of food wasted, whilst recognising that any food waste generated should be seen as a valuable resource and not sent to landfill.
Packaging Waste Regulations 1997	The UK’s transposition legislation originally came into force in 1997, and has been subsequently subject to a number of amendments and consolidation. It states that a shared producer responsibility approach is applied between the manufacturing and retail industries.

National Level	
Essential Packaging Requirements 998	The UK's Packaging (Essential Requirements) Regulations implemented articles on the essential requirements and regulated metals concentration limits in the EU Packaging Directive. It states that packaging weight and volume must be reduced to the minimum necessary for safety, hygiene and consumer acceptance of the packaged product.
The Waste Minimisation Act 1998	The Waste Minimisation Act 1998 is a key driver for waste prevention at the National level. It allows a local authority to " <i>do, or arrange for the doing of, ... anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area</i> " (Defra, 2001). The intention behind the Act was to clear up any legislative uncertainty about whether councils could actually carry out initiatives to reduce the amount of waste (as opposed to recycling it).
Landfill Tax	Landfill Tax is a tax payable for each tonne of waste sent to landfill and was introduced by the Government in 1996 to encourage diversion of waste away from landfill towards more sustainable management options such as prevention, recycling and composting. There are two rates of tax; a lower rate for solid inert waste and a higher rate all other wastes. The cost per tonne in the 2011/12 tax year was £56 per tonne and it is set to rise to £80 per tonne by 2014.
Regional Requirements	
The Mayor's Municipal Waste Strategy	The Mayor's Municipal Waste Strategy was published in November 2011 and is entitled 'London's Wasted Resource'. The Strategy sets out the Mayor's policies and proposals for reducing the amount of municipal waste produced, increasing the amount of waste reused, recycled or composted, and generating low carbon energy from waste remaining.
The London Plan	The 'London Plan- Spatial Development Strategy for Greater London' was developed in 2004 and sets out policies to accommodate the expected growth of the city in a sustainable way through a framework which considers social, economic and environmental impacts. Policy section 4 of the London Plan relates specifically to waste management including issues surrounding spatial planning and site selection. Policy 4 also discusses the development of partnerships between the London Mayor, government, boroughs, statutory waste disposal authorities and operators to minimise waste generation.

Table 3: Legislation and policy drivers

2.3 Local drivers and strategic processes

On a local level the following processes and strategies have been considered for the development of this plan:

North London Joint Waste Strategy (NLJWS)

The NLJWS provides the strategic framework for municipal waste management in North London for the period 2004 – 2020 and sets out the targets for reducing, reusing and recovering a greater proportion of the municipal waste which is generated in the North London Waste Authority area and for reducing the amount which is sent for disposal to landfill.

Implementing the strategy involves working in partnership with local authorities and local communities, to provide the services and facilities required to make the improvements we need at the most efficient scale of operation and finance. This involves action and investment in waste minimisation, recycling and composting and recovering energy from waste.

Furthermore, the NLJWS set outs how the NLWA, in partnership with the seven constituent boroughs, is going to manage waste up until 2020.

Our aim for North London is to achieve:

- A 50% recycling and composting rate by 2020, and
- No more than 35% of our 1995 arisings to be sent to landfill by 2020.

The NLJWS lists 12 actions that are related to waste avoidance, waste reduction, waste re-use and home composting, which form the top half of the waste hierarchy. These actions (as detailed in the NLJWS) are set out in Table 4.

Area	Action
Waste Prevention	4.A The Partner Authorities are gravely concerned about the year-on-year growth in waste and would urge greater action from Government to minimise waste and will lobby Government to achieve this.
Waste Avoidance	4.A2 The North London Partner Authorities will actively support Business Networks encouraging demonstrably effective waste prevention and minimisation amongst local businesses.
	4.A3 The North London Partner Authorities will seek external funding or regional support to develop a packaging waste prevention campaign with local manufacturing companies.
Waste Reduction	4.B1 The Partner Authorities will seek external funding to run waste prevention public awareness campaigns across North London throughout the period of this Strategy.
	4.B2 The Partner Authorities will share good practice on waste prevention activities and will have regard to the effects on waste arising when introducing new waste services.
	4.B3 The Partner Authorities support a move to a tonnage-based levy system provided the transitional financial impact on Partner Authorities is minimised. [Please note that since the publication of the original North London Joint Waste Strategy this has now happened, as noted above.]
	4.B4 The Partner Authorities will consider the opportunities presented by offering incentives and rebates to residents for reducing waste and will review the need for direct and differential charging for waste during the implementation of this Strategy.
Waste Reuse	4.C1 The Partner Authorities will continue to actively support the development of best practice in waste reuse and will encourage the development of community sector and other partnerships to deliver effective reuse services.
	4.C2 The Partner Authorities will continue to support bids for external funding of reuse services and will seek to develop a means of rewarding effective reuse services directly through a reuse "credit", to reflect the avoided or deferred cost of disposal.
Home Composting	4.D1 The Partner Authorities will provide a concerted and on-going promotional campaign to encourage home composting throughout the period of this Strategy, offering residents purpose-built bins at subsidised rates and providing support to residents wishing to compost at home.
	4.D2 The Partner Authorities will aim to ensure that 25% of all residents with gardens compost at home by 2014 to divert approximately 40,000 tonnes from the waste stream.
Community Composting	4.E The Partner Authorities will actively support appropriate community compost projects in North London, particularly where these contribute to statutory compost targets, through patronage of bids for external funding, direct support and through payment of third party recycling credits.

Table 4: NLJWS Waste prevention related targets

North London Waste Authority Procurement process

NLWA is the largest waste disposal authority in London and the second largest in the UK (in tonnage terms) with almost 1 million tonnes of municipal solid waste arising in our area per annum. The existing waste disposal contract between the NLWA and LondonWaste Limited ceases in 2014 and the NLWA has embarked on the process to secure new waste disposal and recycling arrangements.

The cost of new waste management, recycling and disposal facilities for the length of any new long-term contract is likely to be very high, with these costs being primarily passed onto the constituent boroughs. As such, there is a strong commitment amongst NLWA and the constituent boroughs to focus on waste prevention, in order to minimise the amount of waste that must be handled and paid for.

North London Waste Plan

The North London Waste Plan will set out the planning framework for waste management in north London for the next 15 years up to 2027. It will identify sites for waste management use and set out policies for determining waste planning applications.

The North London Waste Plan will seek to address key opportunities and challenges by developing a long term strategy to meet the identified future need for waste facilities.

The North London Plan is being developed by the seven constituent boroughs in their separate capacities as local planning authorities. The final stages of development will be an Examination in Public, the subsequent receipt of the Planning Inspector's report, and the incorporation of any changes to the Plan arising therefrom. This process is expected to be complete during 2012.

Roles and responsibilities

The NLWA and the seven constituent boroughs all share responsibility for working towards waste prevention goals in North London, but they have slightly different roles.

The NLWA is a single purpose authority with a responsibility to dispose of waste and recyclable material collected by the seven constituent borough councils. The boroughs, on the other hand, have responsibility to collect waste and recyclable material from the community, as well as a wide variety of social, environmental, health, economic, infrastructure and regeneration responsibilities.

The 12 implementation actions (4A1 to 4E) listed in the NLJWS and outlined above were considered by Members of the North London Joint Waste Strategy Implementation Board and with borough officers. From these actions, four (i.e. 4A, 4A3, 4B1 and 4C1) were identified as being primarily the responsibility of NLWA.

The remaining actions were identified as being either the responsibility of the constituent borough councils alone, or a joint responsibility between the boroughs and the NLWA.

3. Planning a waste prevention programme for north London

3.1 Aim of the North London Waste Prevention Plan

The aim of this plan is **to reduce municipal waste arisings in North London through a comprehensive and sustainable programme of waste prevention activities.**

3.2 Previously implemented

Assessing the current situation is an important exercise in order to identify any shortfalls in present and planned activity. The progress of the initiatives that were identified in the NLWPP 2010-12 are described to help us identifying opportunities for improvement. Table 5 assesses the current status of waste prevention initiatives in north London to create baselines and define future objectives.

NLJWS applicable Action	Initiative	Already Implemented (NLWPP 10-12)
4.A	Urge greater action from Government to minimise waste	<p>The Authority has continued to urge greater action by submitting responses to a number of consultations.</p> <p>Authority officers promoted the waste hierarchy when attending European and national conferences organised by CIWM, LARAC, RRF, ACR+, LIPOR, PRE-WASTE and the Catalan Agency.</p>
4.A.2 4.A3	Support Business Networks and encourage waste prevention amongst local businesses	<p>The Authority has not specifically supported business networks in the last four years, but continued to engage with businesses in a number of ways by publishing a revised “Waste prevention guide for businesses” annually. The 2011 edition of the guide was directly distributed by Authority officers to more than 50 individuals and organisations as well as six Business Improvement Districts and officers in the seven constituent boroughs to promote to their local businesses. The Authority has also produced a series of posters for retailers, restaurants and offices encouraging waste prevention.</p> <p>Additionally the Authority encouraged waste prevention amongst local businesses by providing a briefing session to Trade Waste Officers in each of the seven constituent boroughs, informed them of the supporting material available to them and looked into partnership opportunities.</p> <p>The Authority delivered a “smart shopping” campaign and worked with 29 small retailers across north London to encourage the use of reusable shopping bags instead of carrier bags. The 29 shops that agreed to participate encouraged a total of 7,000 residents across north London to reuse their shopping bags.</p>

NLJWS applicable Action	Initiative	Already Implemented (NLWPP 10-12)
4.B1	Seek external funding to run waste prevention public awareness campaigns	<p>The Authority and its constituent boroughs supported a number of awareness raising programmes funded directly by the Partners, i.e.:</p> <ul style="list-style-type: none"> -attended summer events across all seven constituent boroughs with footfall figures ranging from 4,000 to in excess of 15,000 per event to promote the Love Food Hate Waste message, where 800 residents were directly engaged in conversation. - delivered 21 events at supermarkets and shopping centres where more than 1,500 residents were engaged in valuable conversations regarding food waste reduction. - supported the European Week for Waste Reduction in 2010 and 2011 with notable successes such as direct engagement with 3,000 people. <p>Activities included a cooking demonstration, textiles workshops, re-use events, Love Food Hate Waste roadshows and education projects.</p> <p>In 2010, 1500 secondary school students attended assemblies and workshops and were then invited to take part in a competition to create a poster which conveyed their thoughts on waste prevention. The winning posters were displayed on buses across north London. Of the residents who provided feedback on the seven Love Food Hate Waste roadshows during the European Week, 93% said they had improved their knowledge of food waste issues.</p> <p>In 2011 a series of Great Taste Less Waste performances were held in 21 primary schools with the participation of 14,000 pupils. A further seven Love Food Hate Waste displays were held in public places and of those who provided feedback, 96% said they felt confident they could reduce their household food waste as a result of the information obtained.</p> <ul style="list-style-type: none"> - produced a 'No Junk Mail' guide for residents and promoted junk mail opt-outs such as the Mailing Preference Service and the Royal Mail Opt-out scheme. - promoted textile banks, both on street and HWRC facilities to maximise tonnages of textiles being collected. Also, the Authority organised a 'Sew Good' workshop to help people extend the life of their clothes by teaching basic mending, adjusting and remaking skills. - ran a waste minimising cooking demonstration for approximately 70 catering students at Waltham Forest College. - delivered 14 Give and Take Days (two events per constituent borough) which diverted more than 6 tonnes from disposal with participation of 1,700 residents.

NLJWS applicable Action	Initiative	Already Implemented (NLWPP 10-12)
4.B2	Share good practice on waste prevention activities	<p>Good practice has been shared amongst the NLWA and the constituent boroughs at Waste Prevention and the Waste Education Officer Groups where officers discuss waste prevention and waste education activities in north London and share information and experience with other local authority areas. Both groups meet on a quarterly basis and occasionally invite guest speakers.</p> <p>The Authority and most link officers from the constituent boroughs attend the Real Nappy for London steering group meetings which meets quarterly.</p> <p>LROG (London Recycling Officer Group) meeting are regularly attended as well as Recycle for London Stakeholder Meetings.</p> <p>Authority officers presented the Reuse and Recycling Credits Scheme at the Encouraging Reuse event organised by CIWM.</p> <p>The Authority has also shared good practice on a European level by presenting findings of the Love Food Hate Waste campaign at conferences in Porto, Brussels, Copenhagen, Paris and Barcelona.</p>
4.B4	Offer incentives and rebates to residents for reducing waste.	<p>The Authority currently pays the administration charge on behalf of the four boroughs who signed up to the Real Nappy for London scheme along with paying £54.15 for any child in north London that signed up to use Real Nappies. For 2011-12 we estimate expenditure of approximately £62,000 on Real Nappy subsidies.</p> <p>The 'Waste: The Bigger Picture' project delivered in 2010-11 incorporated many incentives for north London students, such as a poster competition. Prizes were offered for the best 7 poster which were then displayed on buses across north London.</p> <p>The 'Great Taste Less Waste' project delivered in 2011-12 incentivised pupils to complete a food waste diary with their parents for a period of time so that any change in food waste habits could be measured by offering one prize per school.</p> <p>Press adverts promoting textile banks at HWRCs were released in 2011-12 with a call to action for residents to donate clothes and shoes. To encourage participation, residents were asked to make an online pledge to use the banks in return for a reusable cotton shopping bag.</p> <p>The Authority will deliver a composting project in February-March 2012 where the main incentive for residents will be the distribution of free compost bins along with composting advice to help residents to make best use of them.</p>

NLJWS applicable Action	Initiative	Already Implemented (NLWPP 10-12)
4.C1	Support best practice and encourage partnerships with the third sector	<p>The Authority produced a leaflet listing all community based reuse services in north London. The leaflets were distributed at events to residents looking for low-cost large household items, or who had items to donate; they were also given to borough call centres.</p> <p>In 2010-11 the Authority worked with the charity TRAIID (Textile Recycling for Aid and International Development) for the delivery of a 'Sew Good' workshop to help people extend the life of their clothes by teaching basic mending, adjusting and remaking skills.</p> <p>In 2010-11, ecoACTIVE delivered a series of school workshops on behalf of the Authority and its constituent boroughs. It is estimated that this project directly affected 14,000 students, and the impact would be higher where the students took the messages home.</p> <p>In 2011-12 the Authority worked with the environmental charity Waste Watch for the delivery of 14 Give and Take days across north London. As part of this project the Authority worked with Bright Sparks who also attended and delivered the PAT testing for all 14 events.</p> <p>The Authority is supporting the London Environmental Education Forum (LEEF), a networking organisation that aims to support, facilitate and promote environmental education across London.</p> <p>Finally, the Authority has worked with the London Community Resource Network (LCRN) on a number of projects, i.e.:</p> <ul style="list-style-type: none"> - two 'Collaboration for Growth' events in June and November 2010 with the aim of improving the environmental performance of Housing Association by working with local reuse organisations. - 'Waste Diversion with Providers of Housing Services project. The aim was to expand relationships within the housing sector and increase diversion of bulky items from the waste stream through reuse and recycling by developing partnerships and contracts. - Home composting initiative to encourage uptake and sustainable use of home composting bins.
4.C2	Reuse and Recycling Credits	<p>The NLWA continues to support charities and other third sector organisations by paying reuse and recycling credits for waste that is diverted from landfill by these organisations. In 2010-11, £145,000 were paid in reuse and recycling credits to 14 organisations and 2,472 tonnes were diverted as a result of the scheme.</p>

NLJWS applicable Action	Initiative	Already Implemented (NLWPP 10-12)
4.D2, 4.D1	Home composting	By March 2011, the constituent boroughs had distributed a total of 31,658 home composting units and wormeries to residents in the area. This coverage is considerably below the aim to provide 25% of residents with home composting units. The Authority will run a programme in February/March 2012 to roll out a range of activities that are designed to target specific communities, engage with residents and encourage uptake and sustainable use of home composting bins. The main incentive for residents will be the distribution of free compost bins along with composting advice to help residents to make best use of them.
4.E	Community composting projects	Funding for community composting schemes ceased in 2010 and no further financial support was provided to community composting facilities after the peak of 2009-10.
	WEEE and battery reuse and recycling	The Authority has worked with the WEEE Contractor to implement activities to increase WEEE and battery recycling rates. A total of 59 small WEEE banks have been installed and 14 events have been delivered across north London to promote the new facilities. The WEEE education pack has been promoted to north London schools and 3 assemblies have taken place. Further promotion was achieved through direct advertising and press releases.

Table 5: Activities previously implemented

3.3 Setting Priorities

When looking into the best options for North London it is important to keep in mind that the NLWA is a single purpose authority focused on waste and any decisions made by Members of the Authority must demonstrably focus on achieving that purpose. As such, chosen activities will focus on benefits to the Authority with regards to tonnage diversion.

Food waste is still one of the largest components of the waste stream from north London households. To reduce the overall generation of household food waste, the Waste Prevention Plan is focusing on promotion of food waste reduction messages. Implementation of an extensive pan-north London 'Love Food, Hate Waste' campaign is proposed with delivery of events, community presentations, competitions and numerous local events across the Authority area. The Authority would be helping residents identify how to save money as well as how to reduce food waste (and the associated environmental impacts); this would be a key message to encourage take-up of the lower waste-producing behaviour patterns.

Furniture reuse is proposed as a second focal area due to its high tonnage diversion and increase in visibility and consequently participation to complement the development of the London Reuse Network, a not-for-profit social enterprise.

Finally, use of policy instruments such as lobbying and consultation responses is proposed to help tackle packaging waste. This different approach is because it is only at the national and European level that a significant difference can be made in relation to the ways in which consumer goods are packaged.

The Plan will continue to be complemented by routinely undertaken, smaller scale initiatives which will promote reduction of other waste streams such as unwanted mail and textile reuse.

It is proposed that the north London Waste Prevention Plan includes more action-oriented activities focusing on informational, educational and promotional initiatives

that can be applied on a local level on the basis that regulatory and legislative strategies are occurring on a national level.

It is anticipated that drawing attention to waste prevention will result in a significantly raised profile for the Authority and its key messages, and thereby contribute to a reduction in total waste arising.

All actions proposed will be supported by a cost benefit analysis and evaluation methodology. One of the most commonly used evaluation methods is by estimating the quantity of waste reduced at source. Estimating the quantity assumes that there is a constant relation between private consumption and waste generation although the complexity of factors determining waste generation is high⁶.

Progress in waste prevention can be effectively tracked through 'rates'. For the purpose of this plan, diversion rates were used where possible to indicate the portion of a waste stream which is managed through waste prevention as opposed to disposal. Cost benefit analysis was also carried out in order to measure further the benefits arising from the implementation of the waste prevention plan. With regards to the Love Food Hate Waste programme, the methodology proposed by WRAP was used to assess the campaign benefits.

However it should be noted that even though some impacts can be measured with a satisfactory degree and accuracy, some others can only be estimated. There are a number of actions (e.g. action 4.A: Lobbying) for which the impact in terms of tonnage diversion and/or cost benefit analysis could not be carried out because they are either policy measures without direct tonnage implications or for some actions baseline data could not be established. However, these actions may result in changes in policies and practices, increase in knowledge of waste prevention or attitudinal change, all of which will benefit North London residents in the long term.

⁶ ACR+ (2009) Quantitative Benchmarks for Waste Prevention: A Guide for Local and Regional Authorities in Support of the New Waste Framework Directive

3.4 Implementation of initiatives

Table 6 provides detailed information on policy options to include in the programme according to the priority areas discussed and other targeted waste streams.

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
Waste Prevention Initiatives						
4.A	Urge greater action from Government to minimise waste	Continue to submit responses to government consultation processes, promoting the waste hierarchy and waste prevention considerations.	Successful lobbying may result in changes in governmental policies and practices for the financial and environmental benefit of north London residents.		£ -	£ -
		Effectively engage with appropriate representatives and urge greater action when attending national waste related conferences.			£ -	£ -
		Use of policy instruments such as lobbying and consultation responses to help tackle packaging waste.			£ -	£ -
4.A2 4.A3	Support Business Networks and encourage waste prevention amongst local businesses	Business Guide: Update written reference material prepared in 2011-12 to reflect current programmes and infrastructures and promote the guide to local businesses and business networks.	Reduction in costs is anticipated as the amount entering the waste stream will be reduced. The benefits are indirect and medium term, hence cost-benefit ratio cannot be assessed.		£2,000	£2,000

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
4.A2 4.A3	Support Business Networks and encourage waste prevention amongst local businesses	Monitor available research relating to packaging waste and identify fastest growing types of retail packaging that can be targeted.	A lot of research work has been undertaken around the subject of packaging and the Authority needs to obtain insights relating to developments in the packaging sector and attitudes around packaging and food storage.		£ -	£ -
4.B1	Seek external funding to run waste prevention public awareness campaigns	Approach organisations such as WRAP and Recycle for London and seek funding for waste prevention programmes.	Waste arisings will be reduced as a result of this action, although direct benefits are going to be determined by the duration, target material and amount of funding.		£ -	£ -
4.B2	Share good practice on waste prevention activities	Following the WRAP funded Love Food Hate Waste campaign in 2009-10 which was delivered across north London, continue to support food waste reduction programmes by running an intensive, large scale and high profile Love Food Hate Waste campaign across all seven constituent boroughs with extensive outreach activity. Deliver a minimum of 200 public facing events and run an extensive advertising programme.	It is hoped that through the intensive Love Food Hate Waste programme the campaign will have a direct impact on 5% of north London residents and 50% of the total population will have the opportunity to see the campaign messages.	£11.00	£ 43,000	£ 139,000
		Support the ACR+ 100kg waste reduction campaign by renewing the membership and taking part in the European Week for Waste Reduction (EWWR) (A new project proposal has been submitted to the European Commission with a renewed concept of EWWR).	The EWWR has increased in visibility in the last few years with participation of 20 countries and more than 7,000 projects delivered in the week. In 2012 the Week will run in November. It is proposed to target one material during EWWR which has high waste reduction potential, e.g. organics in line with the pan-London theme.	£ 5.60	£ 10,000	£ 10,000

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
4.B2	Share good practice on waste prevention activities					
		Continue to hold quarterly Waste Prevention Officer meetings.	Promote the sharing of good practice, materials and resources on waste prevention activities across north London by holding quarterly Waste Education Officer meetings. Costs to cover venue hire and guest speakers. No direct tonnage diversion can be estimated.		£ 500	£ 500
		Continue to hold quarterly Waste Education Officer meetings.	NLWA will continue to support the London Environmental Education Forum (LEEF). Costs cover venue hire for meetings in other educational establishments. It also covers site tours, training and LEEF membership. No direct tonnage diversion can be estimated.		£ 500	£ 500
		Waste Prevention Updates	Include regular waste prevention updates in the monthly NLWA Briefing. The updates offer information on the progress of the current waste prevention activity and highlight news stories, consultations, funding opportunities and conferences on waste prevention.		£ -	£ -

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	Costs to the Authority		
				cost/tonne	Y1 (2012-13)	Y2 (2013-14)
4.C1	Support best practice in reuse and encourage partnerships with 3rd sector	Support furniture reuse and complement the development of the London Reuse Network.	Bulky waste reuse services have a reduction potential of 32 kg/hhd/yr and 1 to 3% of the total waste stream is likely to be bulky waste. If 5% is captured through further investment in the London Reuse Network the estimated cost per tonne is £17 .	£ 17.36	£ 40,000	£ 40,000
		Work with existing textile reuse organisations and charities to deliver a pan-north London textile reuse campaign. Support repair skills courses and events and run repair workshops across north London.	Research carried out by the Association of Charity Shops indicates that a 1/4 of people who do not donate goods because they had never thought about it. Promotion of textile reuse through pan London advertising could improve resident awareness. Workshops would enable residents to improve their repair skills and/or partner with Oxfam on its Oxjam music events in October which often feature reuse workshops.	£ 29.07	£ 15,000	£ 15,000
		Promote reuse by supporting a series of Give and Take Days across north London and promote local organisations by producing reference material for events and call centres	It is hoped that the delivery of 14 events and promotion of local reuse and repair organisations before and during events would impact on approximately 28,000 residents. The events will encourage reuse of unwanted items within the local community whilst helping preserve valuable resources and diverting reusable items from disposal.	£ 47.15	£ 20,000	£ 20,000

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	Costs to the Authority		
				cost/tonne	Y1 (2012-13)	Y2 (2013-14)
4.C1	Support best practice in reuse and encourage partnerships with 3rd sector	Support Defra's Responsibility Deal for the development of a single contact preference service for unaddressed mail and offer guidance to north London residents about how to opt-out of receiving unwanted direct marketing material.	The production of unnecessary direct marketing material will be reduced as a result of the increase in the use of the single contact opt-out service. This initiative will aim to raise awareness of the different sources of direct marketing material and make clear what the opt-out services do and do not cover.	£ 16.35	£ 15,000	£ 15,000
		Work with 3rd sector organisations to work with one school per borough to raise awareness of waste prevention amongst pupils and their families.	It is hoped that awareness will be passed on to families and educate the entire family on waste prevention issues. As a result of this activity there will be a decrease in the amount of waste reaching the residual waste stream. Results from previous projects consistently showed that intensive work with schools can reduce the annual amount of waste they produce by 50%.	£ 39.83	£ 15,000	£ 15,000
4.D1, 4.D2	Home composting	Encourage compost bin uptake: Provide a promotional campaign to encourage home composting, offering residents purpose-built bins at subsidised rates and providing support to residents wishing to compost at home. Encourage uptake and sustainable use of compost bins by providing a number of bins free of charge at specially organised events.	Recent research (Resource Futures) suggests that the market for bins isn't saturated and the trends in inner London in the past few years have been towards a severe slowing down of sales. The project will give the opportunity to promote the service and a number of people will get a free compost bin and receive advice on the proper use of the bins to ensure that they are going to be consistently used in the next years.	£ 17.86	£ 15,000	£ 15,000

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
4.D1, 4.D2	Home composting	Encourage compost bin usage: Run a composting awareness programme at schools across north London during the compost awareness week. It is proposed to raise awareness of composting and commission a theatre group to run 14 performances to promote the composting message and the correct use of compost bins.	It is anticipated that the project will reach 14 schools and also educate their families. It is hoped that the schools themselves are going to compost more and the families of the pupils will be encouraged to increase usage of existing compost bins or compost bin purchases.	£ 4.76	£10,000	£10,000
	Other Activity	Staff costs for organisation and delivery of the programme	Based on the assumption that the programme will be delivered by LFHW 2 outreach officers and 1 waste prevention support officer. The support officer will work part time on LFHW and part time on other waste prevention activities.		£ 117,000	£ 121,000
			TOTAL	£ 21.00	£ 403,000	£ 403,000

Other Recycling Initiatives

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
4.B4	Offer incentives and rebates to residents for reducing waste	Provide and promote a financial incentive to parents opting out to use reusable ' Real Nappies ' on their babies. NLWA to continue to pay £54.15 per child using 'Real Nappies' and support the development of the 'Real Nappy for London' scheme by covering administration costs for participating boroughs and attending the Real Nappy for London Steering Group meetings.	Based on data received for 2010-11, a total of 884 vouchers and cash back claims have been redeemed which resulted in 465 tonnes of waste diverted from disposal.		£ 62,000	£ 62,000
	Reuse and Recycling Credits	Reuse and recycling credits to be paid to parties that remove items from the municipal waste stream for reuse and/or recycling that would otherwise have been sent for disposal at the Authority's expense.	The value of the credit recognises the saving to the Authority made by this activity. The value per tonne of third party reuse and recycling credits is calculated using the method described in the Environmental Protection (Waste Recycling Payments) (England) Regulations 2006. The Authority's calculated value is £62.24 per tonne for 2012-13 and has been estimated that 3,471 tonnes can be diverted through the scheme.		£ 216,000	£ 223,000
				TOTAL	£ 278,000	£285,000

Externally Funded Initiatives (at no cost to NLWA)

NLJWS Applicable Action	Initiative	Specific actions	Anticipated benefits	cost/tonne	Costs to the Authority	
					Y1 (2012-13)	Y2 (2013-14)
	Other Activity	WEEE Battery Reuse and Recycling	Installation of 80 WEEE and battery reuse and recycling bring banks. Delivery of events, educational visits and promotion through direct advertising and publicity. One member of staff working for the Authority on a full time basis and budget for delivery of activities is provided by the contractor (DHL)		£ 65,000	£ 65,000
	Other Activity	Recycle For London Funding Bid- Food waste collections	A joint funding bid has been submitted in partnership with the constituent borough councils to support a food waste campaign. Subject to the joint funding bid being successful, the principal objective of the campaign would be to encourage greater participation in borough food waste collection services. Estimated campaign dates are August 2012 to March 2013 and anticipated amount is £100,000.		£ 100,000	-
				TOTAL	£ 165,000	£ 65,000

Table 6: Actions and anticipated benefits

Total cost of the waste prevention programme: £403,000

Potential diversion through activities: 57,785 tonnes

Average cost: £21/tonne diverted

Savings through the programme: £41.24/tonne diverted

4. Programme timetable

The timetable for 2012-13 has been produced in a Gantt style format in Table 7 and is showing the expected duration of the different stages and the expected finalisation date of the programme. The programme does not include timings for planning, reporting and reviewing.

Activity	April	May	June	July	August	September	October	November	December	January	February	March
Submit responses												
Urge greater action												
Packaging												
Seek funding												
Love Food Hate Waste campaign												
Participate in the EWWR												
WPO meetings												
WEO meetings												
Waste Prevention Updates												
Furniture reuse												
Textile reuse												
Give and Take days												
Unaddressed mail												
School programme												
Composting												
Real Nappies												
Reuse and Recycling Credits												
WEEE Activity												
Food Waste Collections Programme												

Table 7: Waste Prevention programme timetable for 2010-11

Key



when opportunities arise
ongoing throughout the year
delivery period

Even though NLWA will be leading on this plan, a number of key stakeholders and partners will participate in all stages, from planning to implementation and reviewing, which are described in the section that follows.

5. Project partners

Identifying major partners from the beginning is important when planning and delivering a waste prevention plan. International experience suggests that waste prevention is most effective when a complementary package of measures is in place and there is collaboration between public, private and third sector organisations.

A number of possible partners were identified, which include local authorities, national bodies, local businesses, the community and voluntary sector, as outlined in Table 8.

Type of Body	Potential partner
Local Authorities	Waste management departments Education services and academic institutions Leisure and parks department Library services Economic regeneration departments
National and Regional bodies	WRAP GLA RfL Defra
European Bodies	ACR+ Pre-Waste Mini Waste Green Commerce
Voluntary and Community sector	London Community Resource Network London Reuse Limited Community Composting network Real Nappies For London
Local residents and businesses	Restore Community Projects Nappy Ever After Waste Management companies and contractors Manufacturers and retailers Local media Community groups Individuals

Table 8: Project partners

The table above also includes secondary stakeholders, whose role may not be vital for the development of the activities, but their contribution could be significant, as they could share good practice and provide valuable feedback.

6. Monitoring and Evaluation

Measuring the success of waste prevention activities is a challenging procedure as at present there is no common set of tools or indicators that can be widely used by local authorities, central funding agencies and other stakeholders to measure the relative and absolute impact of waste prevention initiatives⁷. Waste prevention indicators are in demand but widely accepted models do not yet exist on an international scale.

Past experience in EU countries has shown that difficulties measuring waste prevention using reliable indicators have limited the efficacy of waste prevention policies. This is often as a result of the inherent difficulty in measuring 'prevented' waste as opposed to measuring waste recycled or composted.

All waste prevention initiatives are supported by a business case. However, as it is not possible to measure actions that did not happen, it is harder to demonstrate direct benefits and address the different environmental impacts associated with the quantity of waste diverted for the various waste streams. Hence, any predicted impact is based on a number of assumptions to assist with the monitoring of the activities, and activities will be evaluated on the amount they are thereby estimated to have diverted from disposal.

Analysed data will be disseminated to project partners and progress reports will be reported in line with the programme timetable as previously proposed. The Plan will be thoroughly reviewed and assessed after its first year to ensure that aims and objectives are met.

If the Plan is failing to deliver on these objectives, consideration will be given to improving the performance of existing activities or looking into other alternatives as well as identifying opportunities for further partnership working.

⁷ Defra (2007) Project REDUCE Monitoring and Evaluation: Developing Tools to Measure Waste Prevention, WR0105

7. Conclusions

The NLWA is aiming to provide a clear Plan that focuses on issues associated with increased waste and the need for personal action, and the resources to implement a two-year waste prevention action plan in north London. Decoupling waste generation from economic growth is an emerging issue and policy instruments need to be introduced to affect households in the direction of less waste-intensive behaviour.

A transition towards waste prevention behaviour and an improved use of resources requires an integrated mix of measures. On the basis that regulatory and legislative strategies are occurring on a national level, attaining a general level of public awareness of the environmental impact of waste is a vital first step and the proposed informational and public awareness initiatives are set out as the basis of waste prevention policies in north London for the next two years. A number of promotional strategies are proposed in the Plan to stimulate the community to take action and to promote behavioural change.

This Plan has identified key activities and priorities in planning and implementing the projects. The seven constituent boroughs are essential stakeholders and a trusted source of information who will play a crucial role to ensure that the identified activities will be actively supported.

Finally, the monitoring and evaluation Plan will assist in assessing the effectiveness of the project and help to overcome problems and limitations that may arise. The revision of the waste prevention programme will take place in February 2013 and a new programme will be developed for April 2014 onwards.

The North London Waste Prevention Plan 2012-14 will be regularly reviewed and updated in consultation with Members, lead officers and partners.

Report Ends