

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:**  
**WASTE AND RESOURCES ACTION PROGRAMME (WRAP)**

**REPORT OF:**  
**HEAD OF WASTE STRATEGY AND CONTRACTS**

<b>FOR SUBMISSION TO:</b> <b>AUTHORITY MEETING</b>	<b>DATE:</b> <b>22<sup>nd</sup> April 2009</b>
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**SUMMARY OF REPORT:**

This report provides some background detail on the Waste and Resources Action Programme (WRAP) in advance of a presentation from WRAP which will be given at the above Authority meeting.

**RECOMMENDATION**

The Authority is recommended to note the contents of this report

**Signed by Head of Waste Strategy  
and Contracts**

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**Date:** .....

## 1.0 INTRODUCTION

1.1 The Waste and Resources Action Programme (WRAP) helps individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change.

1.2 The organisation was established in 2001 with the initial aim of developing the end markets in the UK for the increasing amounts of recyclable material coming out of the waste stream. The organisation's remit has expanded since that time to include public awareness work, packaging waste reduction and support for local authorities in terms of training, advice and funding support. WRAP's work is funded by Defra, Department of Environment Northern Ireland, the Scottish Executive and Welsh Assembly Government and accordingly the organisation has work programmes in each of the four countries.

1.3 WRAP has three primary targets (during its current business plan period 2008-11):

- **SENDING LESS TO LANDFILL**

WRAP will stop 8 million tonnes of waste materials from the household, industrial and commercial waste streams going to landfill.

- **REDUCING CARBON EMISSIONS**

WRAP's programmes will save 5 million tonnes of CO<sub>2</sub> equivalent emissions.

- **INCREASING ECONOMIC IMPACTS**

WRAP will deliver around £1.1 billion of positive economic impacts for business, local authorities and consumers through £850 million of cost savings and £280 million of increased turnover in recycling and related industries.

1.4 WRAP works in a number of areas as follows:

**Delivering Behavioural Change** – WRAP works with businesses across many sectors to highlight the need for behavioural change and then help to deliver it. In the construction sector WRAP has helped the supply chain reduce wastage of construction materials and in the composting sector WRAP has helped to drive up the quality of compost produced from source-segregated wastes by producing new Quality Protocols for recycled material.

WRAP's work with engaging the public is focussed on delivering the national Recycle Now campaign in England and by working with similar campaigns in Scotland and Wales.

**Packaging Optimisation** – WRAP established the Courtauld Commitment, a voluntary agreement with major retailers, brands and suppliers which is aimed at reducing the impact of packaging produced.

**Food Waste Reduction** – Every tonne of food waste prevented has the potential to save 4.5 tonnes of CO<sub>2</sub> equivalent. WRAP's Love Food, Hate

Waste campaign and WRAP-supported food waste collection trials are examples of the organisation's work in this area.

**Collection Systems** – WRAP aims to help local authorities to maximise the potential of a well designed collection system to meet recycling targets and respond to public demand. The WRAP ROTATE (Recycling and Organics Technical Advisory TEam) team provides support for local authorities in this area.

#### 1.5 WRAP works specifically with a number of key sectors:

- **Agriculture and horticulture** – to expand the markets for compost products and to establish the Quality Protocol for Compost.
- **Construction** – as the construction industry remains the single largest user of material resources in the UK economy (according to WRAP) WRAP has been working with and continues to work with the construction sector and its supply chain to broker commitments to halve the amount of construction landfill waste by 2012.
- **Retailers, brands and their supply chain** – WRAP continues to work with the retail supply chain to set targets for reducing packaging and food waste and increasing the use of recycled content. WRAP is also working with the government and retailers to reduce the impact of plastic carrier bags.
- **Manufacturers and reprocessors** – WRAP works to increase the amount of recycled material which is used by manufacturers and also has a primary concern regarding the quality of recycled materials reaching the market place. The organisation's priority material focus is on developing markets for plastics, glass, paper and wood.
- **Recycling and waste industries** – WRAP provides a Business Development Service that offers financial, marketing and technical advice and resources to recycling and waste businesses.
- **Regeneration and landscaping** – WRAP promotes the use of compost in brownfield and major landscaping projects, by working with partners including key landowners, contractors and product suppliers and specialist developers, house builders and regeneration companies.
- **Small and medium-sized enterprises (SMEs)** – changes in legislation and rising landfill tax levels are anticipated to see the emergence of more commercial recycling services to SMEs. WRAP's role is to ensure that that the legacy of demonstration trials on SME recycling that were supported by WRAP, good practice guidance and marketing materials are available and used.
- **Third sector** – WRAP is working with the third sector on a programme of support which will enable service providers to gain access to investment and develop new activities such as reuse and waste prevention services.
- **Individuals** – WRAP also engages with the public through its Recycle Now and Love Food, Hate Waste campaigns and through support for

local authority recycling campaigns. This communication work will be expanded to include waste prevention and buying recycled and will work closely with Defra's 'Act on CO<sub>2</sub>' campaign.

## **2. WRAP'S WORK WITH LOCAL AUTHORITIES**

2.1 WRAP provides a wide range of support for local authorities including:

**Research and guidance** in the form of direct support, training and toolkits e.g. guidance on effective communications planning in areas of low recycling participation, advice on recycling collection services, MRF costing and a market knowledge pool, which is a web-based portal for information on market trends for different recyclable materials.

**Support and funding** – for collections and recycling, waste prevention and communications.

**Communication campaigns** – WRAP delivers three main campaigns at a national level – 'Recycle Now', 'Love Food, Hate Waste' and a home composting campaign. In each case WRAP produces national promotional plans and materials accompanied by template support materials for local authorities to allow them to work with the national initiatives to gain more impact.

**Training and events** – WRAP provides a wide range of training and events for local authority officers including a modular recycling managers' training course, training on communications planning, monitoring and evaluation and working in schools. WRAP also provides 'one-off' training events to enable officers to make the most effective use of WRAP support tools and toolkits.

## **3.0 WRAP'S WORK WITH THE NLWA**

3.1 The Authority and its constituent borough councils have had a considerable amount of support from WRAP over the last few years including:

- **£300,000 'Behavioural Change Local Fund' communication funding** awarded to the NLWA and four of the boroughs – Camden, Enfield, Hackney and Waltham Forest for a 2-year communication campaign promoting recycling in four of the NLWA boroughs (October 2006 – March 2008). The London borough of Barnet additionally received separate funding for a focussed recycling promotional campaign using face-to-face promotion through doorstepping. The work led to measurable increases in recycling and participation rates in the areas targeted. The full results of the campaign were reported to Members in the North London Communication Project report presented at the April 2008 Authority meeting.
- **WRAP template materials & adviser support** – the Authority paid for printing some 'standard' WRAP 'Love Food, Hate Waste' leaflets and recipe cards, which were used during the European Week of Waste Prevention (November 2008). This saved the Authority the cost of designing its own materials for the week. WRAP home compost advisers also helped staff a number of the 'Love Food, Hate Waste' roadshows held during the week. The results of the campaign were

reported in full to Members in the Waste Prevention report presented at the February 2009 Authority meeting.

- **Support materials and advertising** to promote waste electrical and electronic equipment (WEEE) recycling across North London (March 2009) enabling the NLWA area to be one of WRAP's pilot areas for WEEE recycling promotion. It is too early to assess the impact of this work.
- **£200,000 'Love Food, Hate Waste' communication funding** to enable the NLWA and its partner borough councils to run a food waste reduction – 'Love Food, Hate Waste' campaign across the area (April 2009 – March 2010).
- **Procurement Support** - including review of waste data projections and MRF procurement support.
- **Training** - in addition to the above both borough and NLWA officers have attended a range of free WRAP training sessions and workshops including monitoring and evaluation, waste prevention, carrying out MRF assessments and communication planning.

#### **4.0 RECOMMENDATION**

4.1 The Authority is recommended to note this report.

#### **5.0 COMMENTS OF THE FINANCIAL ADVISER**

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

### **Local Government Act 1972 – Access to information**

#### **Documents and websites used:**

WRAP Business Plan 2008 – 2011

[www.wrap.org.uk](http://www.wrap.org.uk)

'North London Communication Project', report to the April 2008 Authority meeting, available at

[www.nlwa.gov.uk](http://www.nlwa.gov.uk)

'Waste Prevention', report to the February 2009 Authority meeting, available at [www.nlwa.gov.uk](http://www.nlwa.gov.uk)

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