

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:

6th February 2008

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 December 2006.

RECOMMENDATIONS

The Authority is recommended to approve the attached *North London Waste Prevention Plan April 2008- March 2010*.

Signed by:

Head of Waste Strategy & Contracts

.....

Date:.....

1.0 WASTE PREVENTION OBJECTIVES IN THE DRAFT NORTH LONDON JOINT WASTE STRATEGY

- 1.1 The draft North London Joint Waste Strategy (NLJWS) sets a target to reduce municipal waste growth down from a predicted 3% growth per annum until 2010 and to a desired 2.5% from then onwards.
- 1.2 Background work for the procurement process indicates that municipal waste growth varies considerably year on year. Between 2003/04 and 2006/07, growth ranged between 1.90% and -0.54%. This has been a period of much lower growth than shown in earlier years, when 3% growth was more typical.
- 1.3 While these figures indicate that NLWA is currently well within targets for waste growth, predicted population increases in North London mean that total growth in waste could exceed the annual rates set out in the draft NLJWS in the future.
- 1.4 The draft NLJWS sets out a series of Strategy Implementation Actions which the partners have agreed in order to achieve the waste growth reduction targets.
- 1.5 As these Strategy Implementation Actions are 'high-level' actions, the North London Joint Waste Strategy Waste Prevention Implementation Plan was developed in 2006 to identify the shorter term, practical actions that were needed to achieve these high-level aims. This plan expires in March 2008, so a successor called the North London Waste Prevention Plan (NLWPP) has been prepared for the period between April 2008 and March 2010. This plan is attached in Appendix A.
- 1.6 It is anticipated that the NLWPP will play an important role in the procurement process. The cost of new waste management, recycling and disposal facilities post-2014 is likely to be very high, with these costs being primarily passed onto the constituent boroughs via the levy or any future agreed arrangements. Any reduction in waste arising due to waste prevention activities will help minimise these costs.

2.0 NORTH LONDON WASTE PREVENTION PLAN PREPARATION PROCESS

- 2.1 The original *North London Joint Waste Strategy Waste Prevention Implementation Plan*, which was approved by the Authority in December 2006, was developed following extensive consultation with the Strategy Implementation Board as well as Authority and borough officers.
- 2.2 As the *North London Joint Waste Strategy Waste Prevention Implementation Plan* expires on 31st March 2008, NLWA officers initiated consultation with constituent borough officers on the strengths and weaknesses of the existing plan, with a view to developing a draft NLWPP during 2007.
- 2.3 The draft NLWPP retains many of the actions and strategies first set out in the 2006 plan, adding new projects such as a proposed "North London Waste Prevention Week" and updating actions to reflect recent developments.

- 2.4 Following the December 2007 Authority Meeting, when priority areas were set out for Members to consider, the draft NLWPP was forwarded to Authority Members, constituent borough Technical Officers and Waste Prevention Officers. A number of comments and suggestions were received which were incorporated into the plan wherever possible.

3.0 KEY PROGRAMMES

- 3.1 The NLWPP separates actions into short, medium and long term. Short term actions are planned to be completed within the 2 year life of the plan, medium term actions are expected to be initiated but not completed and long term actions will not be implemented within the life of the current plan.
- 3.2 The key new short-term action is a proposed “North London Waste Prevention Week” which is expected to include a pan-North London waste aware shopping campaign along with road-show events, a schools design competition, a family “zero-waste challenge” and with numerous local campaigns run across the boroughs.
- 3.3 The proposed budget for the draft plan is £75,000 (less than 0.13% of budgeted expenditure in 2008/09), which is provided for in the Budget and Levy report elsewhere on this agenda. It is anticipated that this will result in a significantly raised profile for waste prevention across North London, in turn contributing to a reduction in total waste arising.

4.0 RECOMMENDATIONS

- 4.1 The Authority is recommended to approve the attached *North London Waste Prevention Plan April 2008- March 2010*.

5.0 FINANCIAL ADVISER’S COMMENTS

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

6.0 LEGAL ADVISER’S COMMENTS

- 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 used: Household Waste Prevention Toolkit, National Resource and Waste Forum, August 2006

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North London Waste Prevention Plan

April 2008 – March 2010



Foreword

“The North London Waste Authority is a progressive waste disposal authority that has shown real leadership in public and private partnerships for waste prevention, for improved recycling and composting rates and minimising waste to landfill.

I want to improve the environment of North London and therefore intend the Authority will be at the forefront of ensuring North Londoners’ waste is managed efficiently and with minimal environmental impact for the benefit of everyone.”

**Cllr Brian Coleman AM FRSA
Chairman**

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Background

Waste Management in North London

The North London Waste Authority (NLWA) is the waste disposal authority for seven North London 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

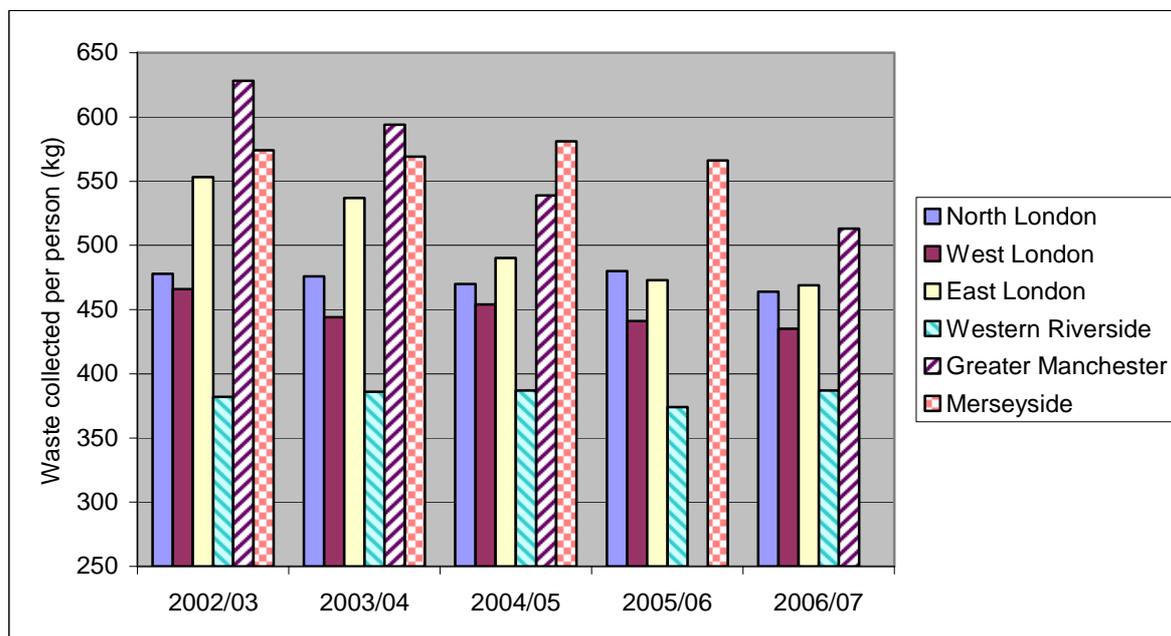
Household waste collected by each of the seven North London boroughs is delivered to the NLWA for disposal either at the Edmonton energy from waste incineration plant, the Edmonton bulky waste facility or for loading onto rail containers at the Hendon Rail Transfer Station for transport to landfills outside of London.

The NLWA also receives household kitchen and green waste which is composted at the in-vessel composting facility at Edmonton. Finally, the NLWA receives household dry recyclates from a number of the North London boroughs at Edmonton and the Hornsey Street Transfer Station. These materials are then sent for sorting into their separate types (e.g. paper, steel cans, glass, aluminium cans etc) at a materials recycling facility and then onto factories where they are made into new products. LondonWaste Limited is the company that manages waste and recycling at the Edmonton, Hendon and Hornsey Street sites on behalf of NLWA.

What's in our bins?

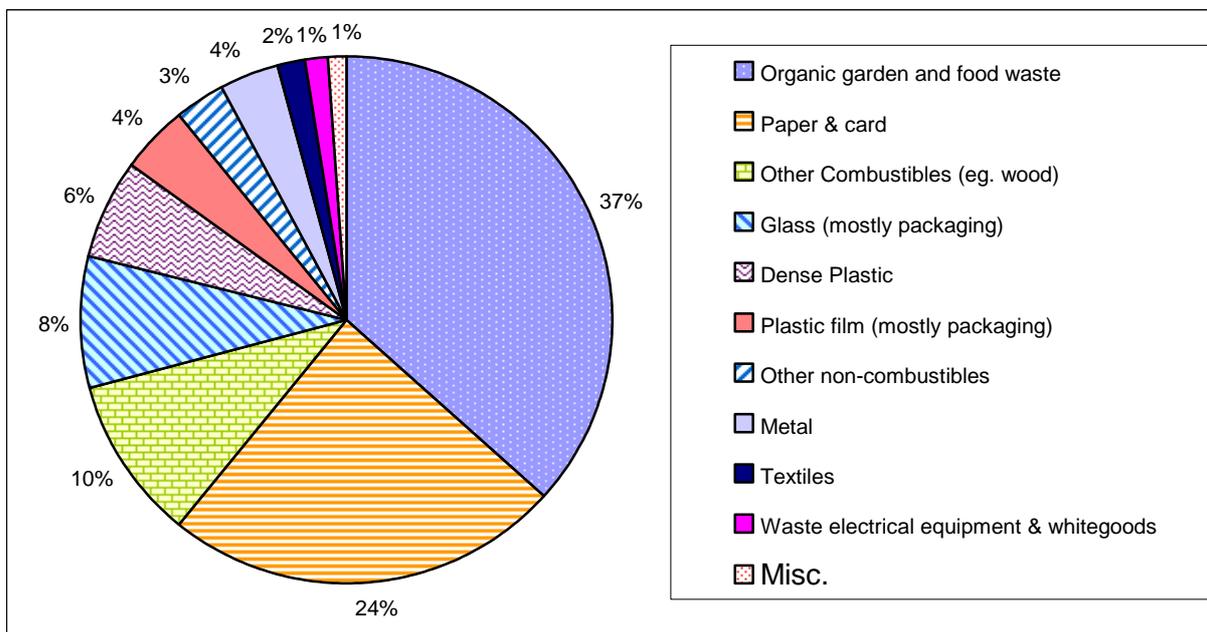
In 2006/07 on average, every single resident in North London generated 464kg of waste. This was our lowest level in five years, demonstrating that residents in North London are becoming more aware of waste prevention and recycling issues. However, as Figure 1 shows, compared with some other areas of the UK we still have room for improvement.

Figure 1- Kg of waste generated per person- a comparison of North London with other areas of the UK



The typical composition of the household waste collected in North London at the kerbside is shown in Figure 2 below.

Figure 2- The typical composition of household waste (by mass) in North London



As Figure 2 demonstrates, organic garden and food waste is the largest component of North London’s household waste followed by paper and card. Of course, the exact composition of waste in our bins varies from area to area, but it is estimated that approximately 74% of this household waste can be targeted by waste prevention programmes. In order for us to better understand the exact situation in North London, NLWA is working with each of its constituent boroughs to update this composition information that will be used to model future waste trends.

Development

The North London Waste Prevention Plan (NLWPP) has been prepared in consultation with borough officers and Authority Members, building upon the original *North London Joint Waste Strategy Waste Prevention Implementation Plan- December 2006*.

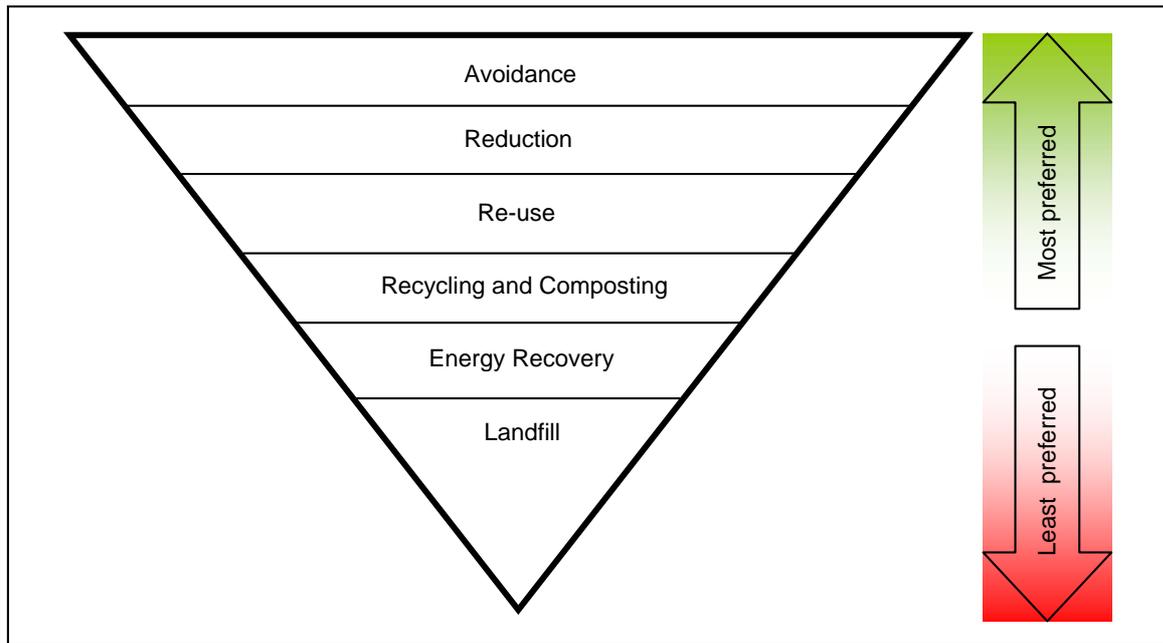
The plan sets out a series of specific actions to deliver the strategic objectives for waste prevention which are contained within the North London Joint Waste Strategy (NLJWS).

Timescales

This plan replaces the *North London Joint Waste Strategy Waste Prevention Implementation Plan- December 2006* and will run from 1st April 2008 until 31st March 2010. Towards the end of this period, the NLWPP will be reviewed and a new plan developed for implementation from April 2010.

Waste Prevention and the Waste Hierarchy

The waste hierarchy (see Figure 3) lists the environmentally preferential order of actions to manage waste. Prevention of waste being generated in the first place is the most desirable option and landfilling of waste being the least desirable option.

Figure 3- The waste hierarchy

For the purposes of this plan, waste prevention means “*minimising the quantity (weight and volume) and hazardousness of household-derived waste within North London*” 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, buying unpackaged products.
- reduction: reducing the amount of waste produced, e.g. lighter/thinner retail packaging, composting left-over food scraps.
- re-use: reusing a product without undertaking a reprocessing step which would occur in recycling e.g. refilling a bottle.

Strategic Context

A number of drivers and strategic processes at a European, national, regional and local level have been considered during the development of this plan.

European

The Framework Directive on Waste (2006/12/EC)

This directive established the fundamental principles for waste management in Europe, which must be reflected in National, Regional and Local Strategies.

The key principles are:

1. The Waste Hierarchy - as discussed above, this principle suggests that preventing waste will normally be the best environmental option for waste management and so therefore should be considered before reducing, re-use, recycling and composting, energy recovery and finally disposal to landfill.
2. Regional Self-Sufficiency - this principle requires that waste be dealt with in the region where it arises. Currently all waste that is sent for landfill by the NLWA is treated outside of London, but plans are underway to address this in the future by reducing the amount we landfill.
3. The Proximity Principle - this principle requires that waste be treated as close to the point of generation as possible, to minimise the environmental effects of transporting waste. (The interpretation of this principle has now changed slightly within England).
4. The Polluter Pays Principle- this principle requires that the cost of disposing of waste must be borne by the party generating that waste.

The Framework Directive led to the development of the Waste Strategy 2000 (for England and Wales) and its 2007 update, Waste Strategy for England, 2007.

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 Landfill Directive also requires that the amount of biodegradable municipal waste sent to landfill is reduced. These reductions have been implemented through the Landfill Allowance Trading Scheme (LATS) discussed below.

National

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 "*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*"¹.

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).

¹ <http://www.defra.gov.uk/environment/waste/management/guidance/mwms/12.htm>

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.

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 landfill tax is currently set at £32 per tonne for biodegradable waste and will increase by £8 each year until at least 2010/11 when it will be £48 per tonne.

Landfill Allowance Trading Scheme (LATS)

The Landfill Allowance Trading Scheme (LATS) came into effect in 2005 and is designed to meet the requirements of the Landfill Directive (mentioned above) by allocating a limited number of landfill allowances to each Waste Disposal Authority (such as the NLWA). The total number of allowances reduces in coming years to limit the amount of biodegradable waste sent to landfill to 75% of 1995 levels by 2009/10, 50% of 1995 levels by 2012/13 and 35% of 1995 levels by 2019/20.

If NLWA successfully reduces the amount of waste sent to landfill beyond our allocation of allowances, we can sell the allowances we don't need to other authorities across the country. Similarly, if we send more to landfill than our allocation permits, we will have to buy surplus allowances from other waste disposal authorities. The actual price of the allowance is determined by supply and demand. There are automatic fines of £150/tonne if we send more waste to landfill than permitted by the allowances we hold (including both our original allocation and any additional allowances we have purchased).

Regional

The London Mayor's Municipal Waste Management Strategy

The Municipal Waste Management Strategy was published in September 2003. The Strategy contains policies to manage London's waste through to 2020, however the proposals to implement the policies are generally focused on the period up to 2005/06. The strategy is currently being reviewed.

The Strategy discusses the importance of the waste hierarchy and contains policies and proposals for the sustainable reduction, recovery, treatment and disposal of waste. The draft North London Joint Waste Strategy is required to have regard to the requirements of the London Mayor's Strategy.

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.

Local

North London Waste Authority Procurement Process

In tonnage terms, the NLWA is the largest waste disposal authority in London and the second largest in the UK, handling almost 1 million tonnes of municipal solid waste that arises in our area per annum. The existing waste disposal contract between the NLWA and LondonWaste Limited ceases in 2014, so the NLWA has embarked on the process to secure new waste disposal and recycling arrangements from that time.

The cost of new waste management, recycling and disposal facilities for the length of any new contract post-2014 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 going forward in order to minimise the amount of waste that must be handled and therefore paid for.

North London Waste Plan

The North London Waste Plan is currently being prepared by the seven constituent boroughs in their separate capacity as local planning authorities, and will identify the planning considerations for future waste disposal, composting and recycling sites in North London until 2020. A first round of public consultation occurred in summer 2007, with further consultation in January and February 2008 and a second round planned for 2009.

Draft North London Joint Waste Strategy

The draft North London Joint Waste Strategy (NLJWS) was developed between the NLWA and the seven constituent boroughs and sets out how waste and recycling will be managed in North London up to 2020. The draft NLJWS includes aims and objectives to promote and implement sustainable waste management policies, minimise the overall environmental impact of waste management, minimise the amount of municipal waste arising and maximise recycling and composting.

The draft 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:

Waste minimisation

- 4.A1. 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.
- 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 retail packaging waste prevention campaign with local manufacturing companies.

Waste reduction

- 4.B1 The Partner Authorities will seek external funding to run waste reduction public awareness campaigns across North London throughout the period of this Strategy.
- 4.B2 The Partner Authorities will share good practice on waste reducing 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.
- 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 re-use

- 4.C1 The Partner Authorities will continue to actively support the development of best practice in waste re-use and will encourage the development of community sector and other partnerships to deliver effective re-use services.
- 4.C2 The Partner Authorities will continue to support bids for external funding of re-use services and will seek to develop a means of rewarding effective re-use services directly, possibly through introduction of a re-use credit equivalent to 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.

Constituent Borough Waste Prevention Plans

All seven North London boroughs run waste prevention programmes, with many publishing detailed waste prevention strategies and plans. These programmes and plans are, by necessity, focussed on each individual borough. While this focus allows the delivery of practical actions that achieve direct benefits for each borough, it also limits the amount of attention given to the opportunities for cross-regional programmes and actions. The development of the NLWPP is intended to identify opportunities for cross-regional actions where the NLWA and constituent boroughs can cooperate for the benefit of North London residents.

Roles and Responsibilities

NLWA and the seven constituent boroughs all share responsibility for working towards waste prevention goals in North London, but have slightly different roles. The NLWA is a single purpose authority with a relatively narrow responsibility to dispose of waste collected by its 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 draft NLJWS and outlined above were considered by Members of the North London Joint Waste Strategy - Strategy Implementation Board along with borough officers. Of these actions, four were identified as being primarily the responsibility of NLWA:

- 4.A1: 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.
- 4.A3: The North London Partner Authorities will seek external funding or regional support to develop a retail packaging waste prevention campaign with local manufacturing companies.
- 4.B1: The Partner Authorities will seek external funding to run waste reduction public awareness campaigns across North London throughout the period of this Strategy.
- 4.C1: The Partner Authorities will continue to actively support the development of best practice in waste re-use and will encourage the development of community sector and other partnerships to deliver effective re-use services.

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.

Objectives

The draft NLJWS lists a number of objectives for waste prevention and re-use activities including:

- to ensure that 25% of all residents with gardens compost at home by 2014 to divert approximately 40,000 tonnes from the waste stream.
- aim to achieve 60% recycling and composting diversion rates at all North London Re-use and Recycling Centres by 2015.

In addition to these overall draft NLJWS objectives, key performance indicators (KPIs) and/or targets have been developed for all short term actions listed in the Waste Prevention Action Plan section below.

Previously Implemented

A number of initiatives identified in the original *North London Joint Waste Strategy Waste Prevention Implementation Plan - December 2006* have already been implemented and completed. These include:

Summary of Original Action	Specific Activity	Anticipated/achieved impacts	Original Allocated Priority
Consider undertaking research to identify and assess all the re-use groups in North London, their willingness and ability to expand and required support.	NLWA developed a research project on re-use gaps, group capacity and willingness to expand in North London. In conjunction with the Government Office for London (GOL) this was reviewed and it was recommended that the work be expanded to cover all of London. Funding was secured from DEFRA and project leadership was handed to the Greater London Authority (GLA). NLWA officers sit on the project steering group.	London Community Recycling Network (LCRN) was successful in winning the consultancy work for the "Re-use capacity in London" project. Between September '07 and March '08, re-use organisations across London were interviewed and a report on capacity prepared. This information was used to update the "Recycle for London" website, allowing the public to identify the closest re-use options for them. An event linking re-use organisations and end users such as local authorities and housing associations is planned for May 2008. A second phase 'capacity building' project has been tentatively proposed.	1
Seek funding to run waste reduction campaigns across North London for 15 years.	In conjunction with GOL, NLWA officers prepared a funding bid to DEFRA to undertake the research project described above.	£18,000 of funding secured from DEFRA to support the "Re-use capacity in London" project.	1
Support best practice in waste re-use and encourage the community sector and other partnerships to deliver effective re-use services.	NLWA engaged LCRN to work with ReStore Community Solutions, North London's largest community sector re-use organisation, to help them increase capacity. This work also included negotiating potential service agreements between ReStore and the North London boroughs.	The project involved an operational review and discussions between ReStore, LCRN and a number of North London Boroughs. It is hoped that these discussions will lead to better re-use service provision and new or updated service agreements shortly. The project also involved discussions with potential end-users such as housing associations, which will help develop markets for the furniture and products collected under the service agreements.	2
Identify re-use gaps.	The "Re-use capacity in London" project included work to identify geographical and material re-use gaps.	The information from the "Re-use capacity in London" project will help NLWA and constituent boroughs understand the gaps in re-use services in North London. A second phase 'capacity building' project has been tentatively proposed to cover London, and NLWA is likely to be closely involved.	2

<p>NLWA to clarify how household waste is calculated going forward.</p>	<p>A new system for measuring household/non-household waste was considered and approved by the Authority at its September 2007 meeting.</p> <p>The transition to a full tonnage based levy will be completed for the 2008/09 financial year.</p>	<p>The old system where the amount of household waste was calculated based on a historic survey has been replaced with an up-to-date system which annually calculates household waste based on the actual collection figures.</p> <p>The full transition to a tonnage based levy for the 2008/09 financial year means that boroughs are now levied based on the total amount of waste they send for disposal, rather than the number of council tax “band d” properties. This provides a financial incentive to undertake waste prevention work.</p>	<p>2</p>
<p>Continue with the nappy subsidy taking account of, and actively being involved in, the development of proposals for a pan-London scheme.</p>	<p>NLWA paid £54.15 per child using real nappies in 2007/08 and supported the development of the Real Nappies for London scheme.</p>	<p>NLWA provided their nappy database to the Real Nappies for London (RNFL) scheme free of charge. In addition, NLWA paid the administration charge on behalf of 5 North London boroughs who signed up to the RNFL scheme in 2007/08 along with paying the £54.15 for any child in North London that signed up to use real nappies.</p>	<p>2</p>
<p>Lobby government to do more to minimise waste growth.</p>	<p>NLWA submitted a number of responses to government consultations relating to waste minimisation.</p>	<p>NLWA submitted responses to the following consultations:</p> <ul style="list-style-type: none"> – House of Lords Science and Technology Select Committee, sub-committee on sustainable approaches to waste reduction. – DEFRA’s consultation on financial incentives for recycling/waste reduction. – “Towards a National Waste Prevention Network”. 	<p>3</p>
<p>Produce a monthly web/email based summary or matrix of activity in NLWA boroughs – with level of activity graded 1-5.</p>	<p>A monthly email update sent to appropriate borough officers in North London.</p> <p>A matrix of activities across the NLWA and constituent boroughs was prepared and is updated every 6-9 months.</p>	<p>Regular monthly updates are sent to appropriate officers in the North London boroughs. These updates highlight news stories, current consultations, funding opportunities and conferences on waste prevention that the borough officers may be interested in.</p> <p>The activity matrix is updated every 6-9 months and provides a measure of waste prevention activities currently underway in North London. It is a useful reference for staff starting in the waste prevention area, allowing them to understand what activities are underway, as well as providing a list of useful contacts.</p>	<p>3</p>

Work with re-use organisations that have sound business cases can develop best practice, support improvements in groups to raise standards and offer matrix for success to newcomers.	NLWA engaged LCRN work with ReStore Community Solutions, North London's largest community sector re-use organisation, to help them increase capacity. This work also included negotiating potential service agreements between ReStore and the North London boroughs.	The project involved an operational review, discussions between ReStore, LCRN and a number of North London Boroughs. It is hoped that these discussions will lead to better re-use service provision and new or updated service agreements shortly. The project also involved discussions with potential end-users such as housing associations, which will help develop markets for the furniture and products collected under the service agreements.	4
Investigate the potential to introduce differential tonnage charges for different categories of waste (Levy biowaste to give an incentive for boroughs to reduce this).	Introduced the Biodegradable municipal waste Incentive Payments System (BIPS)	NLWA is paying an incentive to boroughs to encourage them to reduce the amount of biodegradable waste being sent to landfill.	4
Assess potential impact of a reduction in collection frequency and the impact of offering smaller bins.	Undertook research into alternate weekly collections across the UK.	A discussion document on the potential impact of alternate weekly collections has been prepared for consideration by constituent boroughs.	4
Establish a promotional scheme for trade waste customers – e.g. with posters saying they support waste prevention.	Researched options, developed criteria and prepared promotional posters and leaflets.	London Recycling Officers Group (LROG) members were approached to identify what local authorities across London are doing. A proposal for promotion was presented to the technical Officers Group to ensure borough buy-in. Following that meeting, a design was prepared that will be made available to constituent boroughs to use and adapt for with their trade waste customers and also may be used as the basis for potential waste prevention week promotional material.	4
Pay re-use credits for furniture and other items collected by third parties.	Developed re-use credit scheme, advertised scheme, assessed applications, audited premises and paid credits.	The NLWA agreed to pay credits for recycling and re-use activities undertaken by third parties in North London in 2007/08 and 2008/09. It is anticipated this programme will continue in the future. To be eligible to receive these payments, interested organisations must pre-register and submit their premises/systems to an audit by NLWA. Credits are paid on a quarterly basis and are anticipated to be approximately £55 per tonne for 2008/09.	6
Arrange quarterly waste prevention officer meetings to share good practice.	Quarterly meetings arranged.	A North London Waste Prevention Officers Group was set up to discuss waste prevention activities in North London and share experience and information with other local authority areas. The group holds meetings on a quarterly basis and has had guest speakers from outside North London sharing best practice information.	6

<p>Facilitate trade waste officers providing waste prevention advice.</p>	<p>Researched options, consulted with appropriate interest groups, prepared reference material for trade waste officers.</p>	<p>London Recycling Officers Group (LROG) members were approached to identify what local authorities across London are doing.</p> <p>The North London Waste Prevention Officers Group were asked what training or information they felt would be useful. The consensus was that written reference material for trade-waste offices would be more useful than a training session.</p> <p>NLWA officers subsequently collected information from constituent boroughs, Envirowise and similar organisations to develop reference material for the trade waste officers to use when in the field.</p>	<p>6</p>
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Waste Prevention Action Plan

The waste prevention initiatives listed on the following pages have been divided into three categories - short, medium and long term. Short term initiatives are anticipated to be implemented and completed within the 2-year life of this NLWPP. Medium term initiatives may be initiated within the life of this NLWPP, but will not be expected to be completed within 2 years. Long-term initiatives are not anticipated to be initiated within the life of this NLWPP but will be considered in future plans.

Short Term Initiatives

Initiative	Specific Actions	Audience	Lead Responsibility	KPI/Target	Applicable NLJWS Action
Public awareness and education campaigns (ongoing)	<p>Waste Prevention Week in 2008 and 2009 including</p> <ul style="list-style-type: none"> – Pan-North London Shop Smart campaign – Used clothes fashion show and art fair event – Family zero-waste challenge – Schools design competition for reusable bags – Give and take days across the boroughs – Free compost advice and give-away <p>Support a food waste reduction campaign (building on WRAP's national "Love Food, Hate Waste" campaign.</p> <p>Run a schools programme including trips to NLWA composting facilities.</p> <p>Support "no junk mail" schemes.</p> <p>Promote swap/re-use schemes such as Freecycle and SwapXchange.</p> <p>Support for ACR+ 100kg waste reduction campaign</p>	All residents in North London	Boroughs to lead with support from NLWA	<p>Target - 20 shops per borough to hand out reusable bags designed by a school</p> <p>Target- Each family in zero-waste challenge to reduce their total waste by 20% over the week.</p> <p>KPI- Number of schools participating to design the reusable bags</p> <p>KPI -Tonnages from each Give and Take event</p> <p>KPI - Monitor compost advice calls to LCRN's 'Master Composter' line, amount of compost given away and monitor composter sales figures.</p> <p>KPI - Number of Junk mail packs requested and number of people signed up to MPS.</p> <p>KPI- SwapXchange & Freecycle membership numbers before and after WPW.</p>	4.A2 4.B1 4.B2 4.C2 4.D1
Seek funding or regional support for a retail packaging waste prevention campaign with local businesses.	<p>Monitor available research relating to packaging waste, identifying where possible the fastest growing types of retail packaging that could be targeted by a waste prevention campaign.</p> <p>Approach organisations such as WRAP and</p>	Government, Local manufacturers and retailers	NLWA	<p>Target- Meet with WRAP and 2 different retail chains to discuss a potential retail packaging prevention campaign.</p> <p>KPI- Number of organisations approached.</p>	4.A3

(ongoing)	commercial companies to seek external funding for regional retail packaging prevention campaign/research. Consider both wide-scale campaigns and campaigns aimed at specific packaging sectors (e.g. single use shopping bags).taking account of the research findings			KPI- Amount of external funding secured.	
Seek funding to run waste reduction campaigns across North London for 15 years. (ongoing)	Approach organisations such as WRAP and commercial companies to seek external funding for waste reduction campaigns.	Government agencies, companies and funding bodies.	NLWA	Target- Meet with WRAP and 2 different retail chains to discuss potential waste prevention campaigns. KPI- Number of organisations approached. KPI- Amount of external funding secured.	4.B1
Lobby government to do more to minimise waste growth (ongoing)	Continue to submit responses to government consultation processes, promoting the waste hierarchy and waste prevention considerations wherever possible. Lobby for a legislative backing for “no junk mail” stickers, so they are legally binding on advertisers, distributors and delivery services.	National, regional and local government.	NLWA	Target- Submit NLWA responses to all appropriate consultation processes, including lobbying for legislative backing for “no junk mail” stickers where appropriate.	4.A1
Enforcement	NLWA Legal Officers to undertake research into the current use of the <i>Packaging (Essential Requirements) Regulations 2003</i> to prosecute excess packaging and develop recommendations for Trading Standards Officers on the best way to enforce the Regulations.	Trading Standards Officers, businesses in North London	NLWA	Target- Report and recommendations prepared by March 31 st 2009.	4.A3 4.B2
Facilitate trade waste officers providing waste prevention advice.	Update the written reference material prepared in 2007/08 to ensure it reflects current programmes, infrastructure and services available to businesses. Investigate opportunities for waste awareness training of borough staff.	Trade waste officers and customers in North London	NLWA to lead with support from Boroughs	KPI- Total number of trade waste customers visited/informed about the waste prevention advice	4.A2 4.A3
Expand promotional scheme	Expand the trade waste promotion scheme to more areas across North London.	Businesses and customers	Boroughs to lead with support from	KPI- Total number of businesses joining the scheme.	4.A2 4.A3

for trade waste customers.		across North London	NLWA	KPI- % of businesses approached who join the scheme.	4.B1
Support best practice in waste re-use and encourage the community sector and other partnerships to deliver effective re-use services.	<p>Lobby for, and support the development of, a project to expand the capacity of re-use organisations in North London, building upon the results of the “Re-use capacity in London” project lead by GLA with NLWA’s support.</p> <p>Investigate opportunities to further engage with the 3rd sector on re-use and waste minimisation programmes through organisations such as LCRN and funding via Futurebuilders.</p> <p>Investigate opportunities for donation/ collection points at re-use and recycling centres in North London.</p>	DEFRA, GLA, GOL, NLWA, boroughs and the re-use sector	NLWA	<p>Target- Meet with LCRN and Futurebuilders to identify opportunities to involve 3rd sector in North London re-use and waste minimisation programmes.</p> <p>Target- Contact all constituent boroughs regarding donation/collection points at re-use and recycling centres.</p> <p>KPI- Number of donation/collection points installed at re-use and recycling centres.</p>	4.C1 4.C2
Real nappy subsidies	Provide and promote a financial incentive to parents opting to use reusable ‘real nappies’ on their babies.	Parents with children in nappies in North London.	NLWA with Borough support	KPI- Number of subsidies claimed for children using real-nappies in North London.	4.B4
Home composting	Support and lobby for the inclusion of home composting tonnages in boroughs’ recycling figures. Consider joint purchasing of capital equipment (e.g. wormeries, bokashi, Johannas, green cones, rockets etc) where support is forthcoming from a majority of constituent boroughs.	Residents across North London with access to a garden or space for a wormery or bokashi bin	Boroughs to lead with support from NLWA	Target- By 2020, ensure that 25% of all residents with gardens compost at home by 2014 to divert approximately 40,000 tonnes from the waste stream.	4.B1 4.B2 4.D1 4.D2

Medium Term Initiatives

Initiative	Specific Actions	Audience	Lead Responsibility	Applicable NLJWS Action
Food waste disposal units	Investigate the issues, problems and opportunities surrounding the promotion and subsidisation of under-sink waste disposal units for high-rise apartments and units with no access to a garden or balcony.	NLWA and constituent boroughs	NLWA	4.B2 4.B4
Enforcement	Boroughs to ensure that all small to medium businesses have trade waste and/or recycling agreements, ensuring this waste does not end up in the household stream. NLWA and boroughs to lobby for improvements to the <i>Packaging (Essential Requirements) Regulations 2003</i> to allow easier prosecution for excess packaging.	Businesses in North London	Boroughs to lead with support from NLWA	4.A3 4.B2
Lobby government to do more to minimise waste growth	Lobby for a requirement on businesses to accept and recycle retail packaging waste deposited by customers prior to leaving the shop.	National, regional and local government.	NLWA	4.A1
Public awareness and education campaigns (ongoing)	Assist boroughs to engage with regional and national schools waste minimisation programmes. Investigate options to provide educational material to support waste prevention awareness programmes in schools across North London. Promote the sharing of educational materials and resources across North London boroughs. Develop a pan-North London waste prevention directory, providing information to the public on goods and services that support waste prevention.	All residents in North London	Boroughs to lead with support from NLWA	4.A2 4.B1 4.B2 4.C2 4.D1
Community Composting	Engage with the Community Composting Network on the best way to ensure current legislative arrangements do not place overly onerous requirements on small scale community composting	DEFRA, Environment Agency	NLWA to lead with support from Boroughs	4.C1 4.E

	schemes.			
Towards a service culture	Promote a switch towards a service culture, reducing focus on products and items e.g. promoting and encourage tool libraries, car clubs, refillable containers and other examples of service hire.	All residents in North London, Government, local businesses	Boroughs to lead with support from NLWA	4.B2 4.C1
Support best practice in waste re-use and encourage the community sector and other partnerships to deliver effective re-use services.	Investigate support for a single service level agreement for furniture re-use services in North London, ensuring value for money for boroughs and NLWA and access to re-use services for the community. Investigate opportunities for a North London Community RePaint scheme.	NLWA and constituent boroughs, Re-use sector	NLWA to lead with support from Boroughs	4.C1 4.C2
Work with appropriate organisations to strengthen reuse markets	Work with government, retail and re-use organisations to identify and develop end-markets for re-used materials.	Re-use sector, housing associations, constituent boroughs	NLWA to lead with support from Boroughs	4.C1 4.C2
Options to move towards zero waste	Consider any of the North London boroughs' zero waste strategies, with a view to sharing ideas for reducing waste generation across North London.	NLWA and constituent boroughs	NLWA to lead with support from Boroughs	4.B2

Long Term Initiatives

Initiative	Specific Actions	Audience	Lead Responsibility	Applicable NLJWS Action
Reduce Business Waste	<p>Work with the National Industrial Symbiosis Programme (NISP) to bring businesses together to minimise waste.</p> <p>Promotion of waste minimisation clubs.</p> <p>Target building waste using promotional schemes and education and awareness programmes such as CaféVan.</p> <p>Promote the development of a zero waste industrial park, building on examples from around the world.</p>	Planning officers and Businesses in North London	Boroughs to lead with support from NLWA	4.A2 4.A3 4.C1
Direct charging for waste	<p>Review the available evidence on the impact of direct and variable rate (DVR) charging on household waste arisings.</p> <p>Consider piloting DVR charging schemes in North London boroughs, if legislative changes allow.</p>	All residents in North London	Boroughs to lead with support from NLWA	4.B4
Alternate weekly collections	<p>Update the research into alternate weekly collections across the UK, undertaken in 2007/08.</p> <p>Support borough pilots for alternate weekly collections, including voluntary approaches such as Hackney's "Green Champions".</p>	All residents in North London	Boroughs to lead with support from NLWA	4.B2 4.B4

Anticipated Impacts

The potential impact of selected actions in the plan have been estimated below. The impact is expressed as both a percentage of the total waste stream and as a tonnage reduced, using the 2006/07 figure for household waste arising in North London of 776,728 tonnes as a baseline. Not all actions have been listed, as information on the likely impact on the total waste stream is not always readily available.

Shop Smart Campaign

Scenario	Assumptions	Impact on Total Waste Stream
Based on <i>Household Waste Prevention Toolkit</i> , NRWF, 2006	<ul style="list-style-type: none"> – Campaign influences 10% to 20% of the public to make smarter shopping choices such as reusable bags, less packaging on products, reusable products such as nappies, bags etc. – Those people who changed their shopping behaviour reduce their waste by 10%. 	0.5% - 1% or 3,884 - 7,767 tonnes

No Junk Mail Campaign

Scenario	Assumptions	Impact on Total Waste Stream
Based on <i>Household Waste Prevention Toolkit</i> , NRWF, 2006	<ul style="list-style-type: none"> – 10% to 20% of households signing up to the mail preference service, using "no junk mail" stickers and requesting banks to cease sending letters. 	0.2% - 0.4% or 1,553 – 3,107 tonnes

Home and Community Composting

Scenario	Assumptions	Impact on Total Waste Stream
Based on Draft NLJWS target	<ul style="list-style-type: none"> – 25% of households with gardens compost and divert 150 kg of waste each. – All detached, semi detached and terraced houses have gardens. – Number based on 2001 census figures, projected to 2006 using <i>GLA 2006 Round Demographic Projections</i> information for total households in each borough. – No-one currently composts 	1.5% or 11,856 tonnes
Based on <i>Household Waste Prevention Toolkit</i> , NRWF, 2006	<ul style="list-style-type: none"> – 50% of households already compost. – Promotion can achieve an addition 25% of all households recycling, including flats and apartments (using wormeries etc), each diverting 150kg per year. – Increased impact of community composting projects. 	1% - 3% or 7,767 – 23,302 tonnes

Encouraging Re-use

Scenario	Assumptions	Impact on Total Waste Stream
Based on <i>Household Waste Prevention Toolkit</i> , NRWF, 2006	<ul style="list-style-type: none"> – Around 5% of the waste stream can be sensibly reused or refurbished. – A co-ordinated programme of community exchanges, re-use support and refurbishment may allow 20% - 40% of this reuseable/refurbishable stream to be captured. 	1% - 2% or 7,767 – 15,534 tonnes

Encouraging a Service Culture

<i>Scenario</i>	<i>Assumptions</i>	<i>Impact on Total Waste Stream</i>
Based on <i>Household Waste Prevention Toolkit</i> , NRW, 2006	– Disposable goods are believed to make up 60% of the waste stream. Encouraging the development and expansion of leasing and borrowing system (e.g. tool library, hire services, car sharing) along with encouraging the use of refillable containers can help reduce this waste stream.	0.5% - 1% or 3,884 - 7,767 tonnes

Direct Charging for Waste

<i>Scenario</i>	<i>Assumptions</i>	<i>Impact on Total Waste Stream</i>
Dutch "Diftar" system, cited in the <i>Household Waste Prevention Policy Side Research Programme: Final Report for Defra</i> , Eunomia et al, 2007	– 3 options for charging either based on number of times bin is set-out, bin weight or payment for special bags which are collected.	12 – 30% or 93,207 - 233,018 tonnes

Report Ends