

NORTH LONDON WASTE AUTHORITY

REPORT TITLE:

WASTE PREVENTION PLAN 2018-20

REPORT OF:

MANAGING DIRECTOR

FOR SUBMISSION TO:

AUTHORITY MEETING

DATE:

8 FEBRUARY 2018

SUMMARY OF REPORT

This report sets out proposals for the Authority's waste prevention programme of work for the next two years. These proposals follow discussions at the Authority and Members' Recycling Working Group meetings in December 2017. The existing 2016-18 Waste Prevention Plan covers the actions needed to progress towards the waste prevention objectives outlined in the North London Joint Waste Strategy and is on track to achieve waste diversion, which makes it value for money. Therefore, we have prepared a successor programme of waste prevention activity for the period between April 2018 and March 2020 as an addendum to the current Waste Prevention Plan.

RECOMMENDATIONS:

The Authority is recommended to approve the activities to be included in the programme of waste prevention activity for 2018 – 20 based upon the budget recommended.

SIGNED:

MANAGING DIRECTOR

DATE: 29 January 2018

1. STRATEGIC CONTEXT

- 1.1 Preventing waste is a priority for European, national and regional government. It is at the top of the waste hierarchy, as the preferred activity to deliver sustainable outcomes; it is also included as a priority in North London Joint Waste Strategy (NLJWS) agreed by the seven constituent borough councils and the Authority. The NLJWS also sets out a series of Strategy Implementation Actions, which include actions in order to achieve reduction in waste growth.
- 1.2 The aim of the North London Waste Prevention Plan is to reduce the growth in municipal waste arisings in north London, promote resource efficiency and improve the local environment through a comprehensive and sustainable programme of waste prevention activities.
- 1.3 The North London Waste Prevention Plan (referred to as the Plan hereafter) outlines the actions we are taking to pursue the publicly stated objective “to *minimise the amount of municipal wastes arising*” and “to *co-ordinate and continuously improve municipal wastes minimisation (and management) policies in North London*”.
- 1.4 This current Plan expires in March 2018 and a successor programme of activity has been prepared for the period between April 2018 and March 2020 as an addendum to the current Waste Prevention Plan, with emphasis and level of investment similar to what was delivered in 2016-18, which has been attached to this report as Appendix 1.

2. PLAN PREPARATION PROCESS

- 2.1. The proposed programme of activity was guided by discussions with the Members’ Recycling Working Group (MRWG) and the Authority Chair, officers from the seven constituent boroughs via the Partnership Group and the Waste Prevention Officer Group. Third sector partners - as key stakeholders for the implementation of the programme - were consulted. These included Keep Britain Tidy, Hubbub, London Community Resource Network and Ecoactive. Discussions were also held with London-wide bodies such as Resource London, as well as European organisations such as the Association of Cities and Regions for Sustainable Resource Management (ACR+).
- 2.2. The aim of the consultation was to gather stakeholder views on priority waste streams, type of activity and measurement and monitoring approaches and also to test views and ensure consistency with national and regional policies. The results have been incorporated into the proposals below.
- 2.3. At MRWG’s request, a paper was produced and circulated explaining the calculation methodology and evaluation regime of the current Plan. The paper reported on progress to date against agreed targets, in the approved Plan with regards to tonnage diversion (which is 91% of the target achieved) and cost per tonne diverted. In addition, the paper reported upon awareness and participation results and upon claimed impact upon behaviour.

3 POLICY PRIORITIES

- 3.1 The policy framework within which the north London waste prevention programme of activity is operating, and the legislative drivers and priorities at a national and regional level, have remained unchanged in the past two years. The legislative framework may

alter as a result of Brexit, but change is unlikely until after March 2019. Additionally, the London Mayor's Draft London Environment Strategy (LES) has recently closed for public consultation and will be published in 2018 but it is unlikely that it will be ready in time for consideration as part of the new programme. However, on the basis of the consultation draft, the proposed programme of waste prevention activity would not be in conflict with any aspects of the London Mayoral proposals.

- 3.2 It is proposed that the Authority continues to prioritise the following waste streams, namely **food, bulky waste** (furniture and Waste Electrical and Electronic Equipment (WEEE)) and **textiles** (clothing and non-clothing) as discussed and agreed at the December 2017 Members Recycling Working Group (MRWG). It is also proposed that the 2018-20 Plan continues to implement smaller scale initiatives to promote reduction of waste streams such as single use plastic, paper and nappies.
- 3.3 The approach to behaviour change continues to include a combination of action-oriented activities encompassing Defra's **4Es behaviour change model**¹ and policy measures and promoting a circular economy approach.

4 KEY PROGRAMMES AND TARGETS

- 4.1 The initiatives identified for inclusion in Year 1 consist of a number of technical, educational, organisational and economic instruments that can be employed to promote certain types of actions, as outlined below and described in more detail in Appendix 1. It is assumed that activities for Year 2 will be of similar scale and reach.
- 4.2 We have tailored the activities outlined in this section and Appendix 1 as a result of experience and research from organisations such as the Waste and Resources Action Programme (WRAP). For example, we are continuing to focus on face-to-face communication i.e. outreach, for enabling and encouraging food waste reduction, with timely bursts of seasonal activity e.g. during the summer because this has proved particularly successful. Similarly, for clothing we will continue to have a focus on reuse, with clothes swapping and supporting repair and restyling activities again because these have proven both popular and successful.
- 4.3 **Food waste reduction programme.** The aim of the food waste programme is to reduce food waste arisings through an efficient and cost effective pan-north London food waste reduction campaign. Activity includes extensive outreach activity, Waste Less, Lunch Free events, themed food waste events and broad promotion of food waste messages. Please see Appendix 2 for an indication of the scale of the outreach activity.
- 4.4 **Furniture/ Bulky waste repair, reuse and upcycling.** The aim of the furniture programme is to increase the amount of furniture, electrical items and other bulky items that is reused in north London. Activities include community exchange events, the London Upcycling show, repair cafes and work with existing exchange networks and the third sector.
- 4.5 **Textile repair, reuse and recycling.** The textile programme is made up of the reuse and repair events, working with local textile re-use organisations where appropriate, and promotion of the Authority's textiles pack.

¹ Enabling people to make change, encouraging actions, engaging with the community and exemplifying what is being done by others.

- 4.6 **Waste Prevention Community Fund.** Following a trial in 2017-18 the Waste Prevention Community Fund is still considered the most transparent and robust way to support innovative waste prevention projects from non-profit third sector organisations. The aim of the Fund is to provide community based (non-profit making) organisations with access to funding in order to develop new approaches to tackling waste prevention, and also to extend the reach and impact of waste prevention activity in north London.
- 4.7 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, targeting the following:
- 4.7.1 **Reduction of single use plastics.** Development of a programme of activity to promote reduction of single use plastics such as coffee cups or plastic bottles.
 - 4.7.2 **Waste Education.** Deliver an intensive waste education programme to encourage waste reduction, reuse and recycling in north London school as well as to deliver an increased level of academic understanding of these issues.
 - 4.7.3 **North London Waste Prevention Exchange.** The annual waste prevention conference promoting networking and information exchange in the area of waste prevention.
 - 4.7.4 **Paper reduction.** Promote the 'Say no to unwanted mail' pack to raise awareness of unwanted mail reduction and offer householders useful information about the different ways by which they could take action to reduce the amount of unwanted mail they received.
 - 4.7.5 **Participation in national and international awareness weeks** including the Recycle Week, European Week for Waste Reduction, Green Office Week, and Real Nappy Week.
 - 4.7.6 **Real Nappies.** Provide and promote financial incentives to parents using reusable nappies on their babies. The current level of subsidy is £54.15 through the Real Nappy for London scheme, currently with the London Community Resource Network. Activity also includes targeted promotion of the real nappy subsidy.
- 4.8 Authority officers will continue to ensure engagement with Members and Officers by holding quarterly Waste Prevention Officer meetings, continuing to issue regular waste prevention updates, reporting progress at MRWG meetings and producing an end-of-year activity brochure.
- 4.9 It is estimated that through the two-year waste prevention programme, approximately 10,000 per year (20,000 for 2018-20) tonnes of waste will be diverted from disposal, representing 1.2% of 2016-17's waste arisings.
- 4.10 The evaluation regime is consistent with that outlined in 'Pre-waste', an EU-funded project designed to improve the effectiveness of waste prevention policies in EU territories, which was the basis of the paper submitted to MRWG. Members are requested to note that Authority officers will review the cost effectiveness of the standardisation of measurement of awareness and behaviour change across a wider range of activity.

5 RESOURCE REQUIREMENTS

- 5.1 The proposed programme will be delivered by the Authority's Waste Prevention Team. External agencies are likely to be required for the delivery of elements of the food waste reduction programme, educational, reuse, repair and upcycling activity and PR support.
- 5.2 The resource requirements which have been considered by MRWG are identified as £480,000 for 2018-19 and the same amount plus inflation for 2019-20. This figure is included in the budget paper elsewhere on this agenda. Any appropriate opportunities for additional external support for the programme will also be sought, either through 'in-kind' support or financial contributions.
- 5.3 The cost of delivering the waste prevention programme of activity in 2018-20 has been estimated as £48.00 per tonne diverted for 2018-19 (the same figure as reported to Members in December and is likely to be similar for 2019-20 allowing for inflationary increases. This cost per tonne compares favourably to the current forecast for chargeable residual household waste for 2018-19 of £82.76 per tonne, which is the Authority's marginal cost of residual waste disposal used elsewhere on this Authority agenda. A waste prevention budget of £480,000 would continue to represent 0.72% of the Authority's proposed budget for 2018-19 but is forecast to divert 1.3% of the budgeted tonnage and a very similar anticipated amount for the following year.
- 5.4 The average cost per tonne diverted is based upon an anticipated diversion of 10,000 tonnes per programme year.

6 RECOMMENDATIONS

- 6.1 The Authority is recommended:
- 6.1.1 To approve the activities to be included in the programme based upon the budget recommended.

7 COMMENTS OF THE LEGAL ADVISER

- 7.1 The Legal Adviser has been consulted in the preparation of this report, and comments have been taken into account.

8 COMMENTS OF THE FINANCIAL ADVISER

- 8.1 The costs of the two year programme have been included in the budget and medium term forecast elsewhere on the agenda. The full cost of the two year programme is £972,000.

Local Government Act 1972 - Access to Information

Documents used:

1. North London Waste Prevention Plan, April 2016 – March 2018
2. Pre-waste, General Framework of waste prevention indicators, 2012
3. London Mayor's Draft London Environment Strategy London Environment Strategy, Draft for Public Consultation, Mayor of London, August 2017
4. Waste Prevention Briefing Note, issued 12 January 2018

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APPENDIX 1: WASTE PREVENTION PROGRAMME OF ACTIVITY 2018-19

Waste stream	Activity	Description of activity	Indicative cost of activity	Annual potential for diversion (tonnes)	Cost per tonne diverted	Percentage of total budget
Food waste reduction and recycling	Outreach	Extensive food waste and recycling outreach activity as outlined in Appendix 2.	£192,000.00	6,400.00	£30.00	39.66%
	Waste Less Lunch Free events	Seven Waste Less, Lunch Free events, consisting of cookery demonstrations and information stands set up in public spaces. Passers-by are offered tasters of free food sourced from donations from local suppliers, where food was coming to the end of its useful life and therefore otherwise would have been wasted, as a way to draw them into conversations about food waste reduction and recycling				
	Seasonal events	Themed food waste reduction events focusing on types of waste that increase during a specific time of the year, such as salad waste in the summer and pumpkin waste during Halloween. Events will include high profile events, cookery sessions and drop off points for composting.				
	Broader communications/ PR support	Broader communications through advertising and social media and PR support to raise the profile of activity throughout the year.				
Furniture and electricals repair, reuse and upcycling	Community Exchange events	Delivery of seven Give and Take Days, which are free community exchange events that offer the opportunity to residents to donate unwanted but reusable items they no longer want and take something they need for free. Give and Take days are also an effective way of encouraging reuse of unwanted items within the local community, help reserving valuable resources and diverting a significant amount of reusable items from landfill	£88,000.00	1,800.00	£48.89	18.18%
	London Upcycling Show	Delivery of the London Upcycling Show to support repair and upcycling skills. The aim of the London Upcycling Show is to give people the opportunity to learn, celebrate and experience the best of upcycling and giving furniture a second life, to showcase and encourage upcycling, repair and reuse of unwanted household items, to help to reserve valuable resources and to divert reusable items from disposal.				
	Repair café	Development of Repair Cafés in each of the seven north London boroughs. Repair Cafés are free meeting places where expert organisations with repair skills in all kinds of fields help local residents make repairs to items such as clothes, furniture, electrical appliances and bicycles.				
	European Week for Waste Reduction	Participate in the European Week for Waste Reduction with a range of activities and a flagship activity focusing on furniture reuse and participate in the EWWR secretariat.				
	Support existing exchange networks	Work with local community exchange groups such as Freegle, Freecycle for the promotion of reuse, repair and upcycling projects and promote the services they offer.				

Waste stream	Activity	Description of activity	Indicative cost of activity	Annual potential for diversion (tonnes)	Cost per tonne diverted	Percentage of total budget
	Work with 3rd sector +HAs	Investigate opportunities for partnership work and the third sector in particular look into the feasibility of establishing relationships between housing and non-housing providers and local reuse organisations.				
Textiles repair, reuse, recycling	Textile reuse, repair and upcycling	Delivery of seven Swish and Style events (one in each borough) designed to promote reuse, repair and upcycling of textiles through clothes swaps (swishing), repair services and upcycling workshops.	£25,000.00	450.00	£55.56	5.16%
	Support existing exchange networks	Work with local clothing exchange groups for the promotion of the textiles pack and other textiles reuse and repair events and promote the services they offer				
	Textile pack	Updating and promotion of the textiles pack				
Single use plastics reduction	Project targeting single use plastics	Development of a programme of activity to promote reduction of single use plastics such as coffee cups or plastic bottles.	£5,000.00	50.00	£100.00	1.03%
Paper reduction and recycling	Say 'no' to unwanted mail project	Promote the 'Say no to unwanted mail' pack to raise awareness of unwanted mail reduction and offer householders useful information about the different ways by which they could take action to reduce the amount of unwanted mail they received.	£2,000.00	100.00	£20.00	0.41%
Various waste streams	Community fund	Following a trial in 2017-18 the Waste Prevention Community Fund is still considered the most transparent and robust way to support innovative waste prevention projects from non-profit third sector organisations. The aim of the Fund is to provide community based (non-profit making) organisations with access to funding in order to develop new approaches to tackling waste prevention, and also to extend the reach and impact of waste prevention activity in north London.	£60,000.00	N/A	already included under specific waste streams	12.39%
	Waste education	Deliver an intensive waste education programme to encourage waste reduction, reuse and recycling in north London school as well as to deliver an increased level of academic understanding of these issues.	£35,000.00	500.00	£70.00	7.23%
Best practice and information sharing	Waste Prevention Exchange	The annual waste prevention conference promoting networking and information exchange in the area of waste prevention.	£13,000.00	N/A	N/A	2.69%
Nappy waste reduction	Subsidies for real nappies	Provide and promote financial incentives to parents using reusable nappies on their babies. The current level of subsidy is £54.15 through the Real Nappy for London scheme, currently with the London Community Resource Network.	£60,000.00	700.00	cost neutral	12.39%
	Targeted promotion of real nappies and work with local networks	Promotion of the real nappy subsidy tailored to the needs of each borough				
		Total	£480,000.00	10,000.00	£48.00	

**APPENDIX 2: KEY PERFORMANCE INDICATORS AND TARGETS FOR OUTREACH
ACTIVITY**

Waste Stream and instrument	Activity	KPIs
Food Waste Prevention Outreach	One -to-one food waste discussions	10,000 face-to-face conversations
		100 events
		minimum of 15 events/borough
	Work with community groups through workshops and presentations	30 sessions
		500 residents
		minimum of 3 workshops/borough
		7 sessions with advance booking
	Sessions to parent groups	14 sessions
	Sessions to healthy eating groups	7 sessions
	Green office events	14 sessions
	Work with educational establishments, halls of residence and student unions	14 events
	Displays and leaflets in libraries, community centres and empty shops windows	14 displays
		2 displays/borough
	Cascade training	7 organisations
Feedback from residents at events and 3-6 months later	50 completed forms	
European Week for Waste Reduction	500 residents	
Recycling outreach	Food waste and dry recycling events	40 events
		2,500 conversations
	Work with community groups through workshops and presentations	20 workshops
		7 sessions with advance booking
		minimum of 2 workshops/borough
	National Recycle Week	200 residents
Feedback from residents at events and 3-6 months later	30 completed forms	

REPORT ENDS