

NORTH LONDON WASTE AUTHORITY

REPORT TITLE: RESIDUAL WASTE REDUCTION PLAN DEVELOPMENT UPDATE

REPORT OF: MANAGING DIRECTOR

FOR SUBMISSION TO: AUTHORITY MEETING

DATE: 23 JUNE 2022

SUMMARY OF REPORT:

This report sets out an update to the development of the Authority's Residual Waste Reduction Plan.

RECOMMENDATIONS:

The Authority is recommended to comment on and note the report.

SIGNED:



DATE: 13 JUNE 2022

1. BACKGROUND

- 1.1. The Residual Waste Reduction Plan 2020-22 (RWRP) was approved by the Authority in February 2020. It set out a two-year plan of community engagement, communications and policy work to encourage a reduction in residual waste in north London. As reported to at the Authority Meeting in February 2022, Authority officers are working with Members and constituent boroughs through a collaborative approach with stakeholders to develop an engagement plan to inform the new plan.

2. AIMS AND OBJECTIVES OF THE PLAN

- 2.1. The objective of the new RWRP will be to reduce local authority collected waste in north London, promote resource efficiency and the circular economy, minimise climate impacts and improve the local environment through a comprehensive and sustainable programme of communications and community engagement activities.
- 2.2. The proposed aims of the RWRP will be:
 - 2.2.1. Increase residents' understanding of the journey of waste and the need to shift from a linear to a circular economy
 - 2.2.2. Provide information and advice on how to adopt more sustainable behaviours
 - 2.2.3. Increase residents' understanding and motivation of how and why it is important to recycle effectively
 - 2.2.4. Promote effective recycling
 - 2.2.5. Provide policy responses and engagement with national and regional strategy development on waste prevention
 - 2.2.6. Campaign for government action to increase support the circular economy, including reforms which reduce packaging and encourage reuse and repair
 - 2.2.7. Campaign for systemic changes to reduce the manufacture and consumption of single-use and unrecyclable items
 - 2.2.8. Align with and complement the communications and engagement activities delivered by the constituent boroughs and community groups.

3. PROGRESS SINCE LAST UPDATE

- 3.1. NLWA officers have been working collaboratively with borough officers to ensure a shared understanding of priorities. A workshop has been held with borough officers

to put forward ideas for projects which could be delivered as part of the new RWRP. Boroughs are currently developing their Reduction and Recycling Plans (RRPs) and NLWA is providing input and coordination to map existing work and identify opportunities which are not being considered as part of RRP.

- 3.2. A leading market research company, Savanta ComRes, has commenced research into the most effective routes and messages to engage north London residents in waste prevention. An evidence review to inform the research approach has been undertaken and stakeholder engagement has commenced with borough officers to understand priorities, challenges and opportunities. The next phase of the project is to engage north London residents in the research through surveys and focus groups. Analysis and reporting of the research findings will take place over the summer.
- 3.3. In-depth interviews and focus groups are being conducted with school staff, parents, and carers. Their views are being sought on current waste prevention education provision and the types of offers they would find useful for their school communities, which would increase and embed knowledge of waste prevention. The outcomes of this research will be analysed over the summer with a view to testing recommended interventions in the new academic year.
- 3.4. As advised by the Member Recycling Working Group, the Waste Prevention Community Fund has been increased to £120,000 to support not-for-profit organisations to deliver ambitious waste prevention projects. Preparations are being made to launch the programme in the summer, with applications opening November. Additional promotion and support will be provided to ensure grassroots organisations have the best possible opportunities to be funded. Projects from the 2021/22 funding period are being successfully completed and reviewed.
- 3.5. Engagement with stakeholders is taking place to map textiles-focused activities across the Authority area. This will inform the priority behavioural patterns to target and create working relationships with stakeholders that are engaged in ongoing work in textile waste prevention in north London.
- 3.6. A review of the Low Plastic Zones has started to inform future expansion and improvements of the project. This will involve engaging with borough officers, Members, and businesses in existing zones to understand progress of the project to date and to inform future activity. Participating businesses continue to be engaged and supported to reduce single use plastics.
- 3.7. A series of events are currently being planned for delivery across the Authority area in summer 2022 to encourage reuse, repair and upcycling of large household items such as furniture and soft home furnishings, helping to preserve valuable resources and divert a significant volume of reusable items from disposal. These events will

also create opportunities to raise the profile of organisations and individuals providing services in the repair and reuse sector in north London.

- 3.8. Officers have started planning a pan-London food waste prevention campaign in partnership with ReLondon, London boroughs and London waste disposal authorities. The high-profile campaign will inform and empower individuals to reduce their personal food footprint, and NLWA will deliver face-to-face engagement across north London.

4. NEXT STEPS

- 4.1. Externally-facilitated workshops will be run with representatives from relevant local groups to seek their views on the emerging plan. The ambition is to use these groups to build a network which can be regularly engaged to inform our work and feed back to boroughs.
- 4.2. As well as working with those with an existing interest in waste prevention, recycling and environment issues, a representative sample of north London residents will be engaged through focus groups or surveys. This will be managed through market research experts to ensure representation in terms of geographical spread, age, gender, ethnicity, socio-economic status and housing tenure.
- 4.3. A detailed report outlining the development of the RWRP engagement plan will be presented to the Members Recycling Working Group in July. Members views will be sought on the approach being undertaken, including identification of stakeholders to engage in the process. This group will continue to lead the overseeing and shaping of the proposals.

5. EQUALITIES IMPLICATIONS

- 5.1. The Authority will seek to engage with communities from across north London. The Authority will work with the constituent boroughs and Members to ensure that under-represented groups are approached and encouraged to participate.
- 5.2. In preparing communications, consideration is given to accessibility of the information provided and the appropriate format.

6. COMMENTS OF THE LEGAL ADVISER

- 6.1. The Legal Adviser has been consulted in the preparation of this report and comments have been incorporated.

7. COMMENTS OF THE FINANCIAL ADVISER

- 7.1. The Financial Adviser has been consulted in the preparation of this report and comments have been incorporated.

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