

3. Waste Prevention

3.1. The Authority has been working in partnership with the seven constituent boroughs to deliver the first year of the North London Waste Prevention Plan 2018-20 (the Plan). The overall aim of the Plan is to reduce waste arisings in north London by 20,000 tonnes over the two years. Three waste streams were prioritised for action - food waste, furniture and textiles. This activity was complemented by other activities promoting reuse and recycling, such as alternatives to single use plastics, unwanted mail and reusable nappies, recycling outreach and waste education projects.

Food waste reduction outreach events

3.2. The Authority delivers an extensive outreach programme, where officers speak to residents about how to reduce food waste. Feedback from a sample of 130 participants in the 2018-19 food waste reduction outreach programme demonstrated that 82% found the information provided useful and agreed they learnt things they didn't already know. In addition, 95% felt that they would be able to reduce their food waste as a result.

IMPACT

From a sample of the 13,510 residents we spoke to, 95% said they would reduce their food waste as a result of their conversation with us.

3.3. 2018-19 the Waste Prevention team delivered a total of 114 outreach events, directly engaging with 13,510 residents, and exceeding the Authority's waste prevention programme objective of 10,000 conversations and 100 events by 14% and 35% respectively. The outreach programme was supplemented by social media activity, which was used to share practical advice about food waste prevention. Table 1 below shows the breakdown of events and conversations by borough and details of social media activity:

Borough	Events delivered	Number of conversations	Impressions on social media (1)	Engagements on social media (2)
Barnet	16	1,688	4,900	53
Camden	22	2,092	7,599	109
Enfield	13	2,020	4,577	46
Hackney	14	2,123	4,431	70
Haringey	13	1,461	9,595	465
Islington	20	2,299	7,295	84
Waltham Forest	16	1,827	14,424	460
Total	114	13,510	52,821	1,287

(1) Impressions are the number of times your content is displayed

(2) Engagements mean when someone 'likes', shares or comments on your content

Table 1

3. Waste Prevention

3.4 Table 2 below indicates the number of additional events where officers delivered food waste information, and the number of residents engaged with at those events.

Event	Number delivered	Number of residents engaged with
Stall at summer festivals and fairs	27	4,574
Presentation to community groups	21	231
Events at education institution	13	1,523 (students)
Green Office events	14	820

Table 2

Recycling outreach events

3.5 During 2018-19 the Authority delivered 55 recycling events, supported by social media activity. 3,560 north London residents were engaged in conversations against a target of 2,500.

3.6 A summary of the recycling events and social media activity delivered from 1 April 2018 to 31 March 2019 in each borough can be found in table 3 below.

Borough	Number of events delivered	Number of conversations	Impressions on social media	Engagements on social media
Barnet	5	325	16,819	748
Camden	15	744	18,211	759
Enfield	6	467	16,889	752
Hackney	5	387	17,544	749
Haringey	6	420	17,617	753
Islington	10	708	18,864	760
Waltham Forest	8	509	17,970	757
Total	55	3,560	123,914	5,278

Table 3

Awareness Weeks

3.7 The Authority aims to increase the impact of its activities and the visibility of its messages by participating in national and international awareness weeks. Awareness weeks focus the activity of many organisations in a short period of time.

3.8 The Authority marked national Recycle Week 2018 by organising a programme of seven evening recycling workshops, one in each borough, on a trial basis. The aim of the workshops was to enable residents that were not affiliated with an existing community group or residents that work during the day to find out more about recycling.

3. Waste Prevention

3.9 The Authority took part in the European Week for Waste Reduction for the tenth time with the following activity:

- Food waste prevention and recycling workshops
- The London Upcycling Show
- Repair Cafés
- The Restart Project launched the electrical Repair Directory as part of the Waste Prevention Fund
- The London Community Resource Network delivered the Sustainable Threads project to reduce the amount of clothing in the waste stream.

Projects

3.10 Seven 'Waste Less, Lunch Free' events took place between 15 August and 22 September 2018. The events provided 2,589 residents with advice and tools to reduce food waste in the home, and also encouraged them to use their food waste recycling service for unavoidable food waste. These events included a cooking stall. Free recipe cards were provided to remind people about continuing to use their leftovers after leaving an event.

3.11 Bread is one of the most wasted foods, so officers designed a new waste prevention initiative, known as 'Save a Crust', which was delivered in February 2019. The project aimed to encourage north Londoners to throw less bread away by:

- **raising awareness of the amount of bread that goes to waste;**
- **providing north London residents with practical advice about how to make the most of the bread they buy; and**
- **promoting bread waste reduction and money saving messages.**

3.12 The project involved seven workshops (one in each borough) attended by 89 residents, and a high-profile event (held at Hollywood Green in Haringey) where attendees could watch a bread-focused cooking stall and tasted sample bread recipes. During the event staff had 360 conversations with residents. Working with PR agency, Barley Communications Ltd, the Authority also achieved extensive media coverage of the project, which amplified the reach of the 'Save a Crust' messages.

IMPACT

600kg of food waste diverted from disposal at the cookery event

3.13 Between September 2018 and March 2019, NLWA trialled a series of 21 Repair Café events (three in each north London borough). Across the 21 events 240 attendees brought 262 old or damaged items to be fixed by specialists for free. In addition to potentially repairing an item, the specialists explained the fixing process so that the owner could repair it themselves in the future.

3. Waste Prevention



IMPACT

235 items fully or partly repaired at 21 events
1.4 tonnes of material diverted from disposal

- 3.14** Officers organised a series of seven community exchange events - Give and Take Days - in January and February 2019 across the seven north London boroughs. The 2018-19 events were attended by 406 residents, who donated unwanted items and took something they need, for free.

IMPACT

235 items fully or partly repaired at 21 events
1.4 tonnes of material diverted from disposal

- 3.15** The London Upcycling Show, is a high-profile event to encourage furniture reuse. The show consisted of an upcycling competition for north London residents in the run-up to the show, and a one-day exhibition. The exhibition featured demonstrations and workshops, exhibits of furniture, textiles, electrical items and homeware from a range of reuse, repair and upcycling organisations, as well as the conclusion of the competition. In November 2018, 341 people attended the event, 27 residents participated in the upcycling competition and 20 stalls holders exhibited and/or demonstrated ways to upcycle furniture, textiles and homeware. The judges are pictured to the right with Cllr Clyde Loakes, Chair of the Authority.

3. Waste Prevention



IMPACT

0.52 tonnes of material diverted from disposal

- 3.16** The Authority's community Swish and Style events encourage residents to reuse, repair and upcycle clothes, helping to retain valuable resources and divert reusable items from disposal. During the clothes swap (swish) element of the event participants bring along unwanted clothing to swap for items brought by other participants. The project exceeded its objectives, attracting 423 residents.

IMPACT

More than 1 tonne of textiles diverted from disposal

- 3.17** The Authority contracted the environmental charity ecoACTIVE to deliver an education programme in north London schools. The programme was designed to encourage behavioural change amongst pupils, parents and school staff, and increase knowledge of the waste hierarchy and waste prevention practices that could be embedded into everyday life in school and at home. Over the course of the project, specialised educators engaged 4,485 pupils via school assemblies, and worked closely with 268 pupils during hands-on practical workshops. The project was tailored to the needs of each school.

IMPACT

Decrease of 28.5 tonnes waste across 14 schools in 2018/19
Annual average waste decrease of 56%

Source: Based upon the results of audits in participating schools.

3. Waste Prevention

Plastic waste

- 3.18** The Authority's two-year Waste Prevention Programme includes action on plastics waste. Given levels of public and media interest in plastic waste, the Authority took the opportunity to encourage a change of behaviour in north London residents away from using single-use plastic bottles of water towards reusable alternatives. A PR agency (Barley Communications Ltd) was commissioned to generate positive media coverage of these activities and encourage residents to engage in the scheme. A community event was delivered in August at Clissold Park in Hackney at which reusable water bottles were given to passers-by. During the event approximately 500 reusable bottles were handed out, staff had 290 interactions with passers-by and 80 selfies were taken with the aim of sharing the campaign message on social media. The impact of the event was extended by national, regional and trade media coverage, and extensive broadcast and online media coverage, including ITV London, London Live, BBC Radio London and Hackney Today. Social media activity generated 14,300 impressions and 370 engagements with the campaign, whilst the overall coverage generated more than 10.5 million 'opportunities to see/hear'.
- 3.19** The Authority is continuing to make an impact on reducing single use plastics by working with local businesses to create Low Plastic Zones. In 2018 assessment work took place to enable one area in six of the north London boroughs to be selected to be a Low Plastic Zone. Businesses located within that area are encouraged to sign up to a north London charter of commitment to reduce their use of single use plastic. Businesses will then be accredited as a 'low plastic' business. When 50% of the businesses operating in the area have been accredited as 'low plastic' the area will be accredited as a Low Plastic Zone. Officers will continue to work with the businesses that sign up to help them replace single use plastic items with sustainable alternatives and encourage their customers to choose sustainable alternatives.
- 3.20** NLWA pays a subsidy of £54.15 per baby to parents in north London who use reusable (real) nappies rather than disposable ones. The level of subsidy reflects the saving to NLWA of not having to dispose of the babies' disposable nappies. Overall 699 vouchers and cash back claims were issued in 2018/19.

IMPACT

340 tonnes of disposable nappy waste avoided as a result of the scheme.

- 3.21** In March 2019 the Authority held its fifth North London Waste Prevention Exchange at Inmarsat Conference Centre in Islington. The theme was Re-imaging waste: moving away from single use towards a circular economy. The conference was free of charge and was attended by 119 delegates, including officers from central government, regional authorities, local authorities and the third and private sectors. A panel of experts, chaired by Councillor Clyde Loakes, covered topics such as the psychology of reuse and the challenges and opportunities for reuse. In the afternoon Ricardo Energy & Environment led a workshop aimed at helping residents make the right choices around plastics.

3. Waste Prevention

3.22 Following last year's trial, in 2018-19 the Authority continued to support the Waste Prevention Community Fund. The Fund provides local community organisations with financial support to develop new approaches to tackling waste prevention and extend the reach and impact of waste prevention activity in north London. Seven projects were funded under the NLWA Waste Prevention Community Fund in 2018-19:

- Street Store by Hubbub Foundation, the Festival of Sustainable Fashion by London Community Resource Network and London Clothing Swap events by Life After Hummus, tackling textile waste.
- The Electrical Repair Directory by the Restart Project, focusing on Waste Electrical and Electronic Equipment (WEEE) reduction.
- Cirque de Surplus by This is Rubbish, Food Waste Cooking Club Socials by Life After Hummus and Waste Warriors' Schools Workshops by BreadnButter, focusing on food waste reduction.
- The Loop@Grahame Park project by Groundwork London, aiming to reduce furniture waste.