

East London Waste Prevention Programme - Action Plan for 2022-23

Material Stream 1: Bulky Waste

Objective 1: Increase the amount of items diverted for re-use from residents' homes

Objective 2: Increase the amount of items diverted for re-use at the Reuse & Recycling Centres

Objective 3: Reduce the amount of disposable nappies used in East London, and promote correct disposal where they are used

Material Stream 2: Textiles and Nappies

Objective 4: Reduce the purchase and wastage of school uniforms

Objective 5: Increase local re-use of textiles

Material Stream 3: Food Waste

Objective 6: Reduce the amount of avoidable food waste generated in East London

Objective 7: Increase the availability of repair opportunities to reduce the need for disposal of non-working items

Material Stream 4: Electronics

Objective 8: Promote safe recycling and disposal routes for batteries and other potentially hazardous small appliances to reduce fire risk in residual waste and dry recycling collection vehicles and treatment facilities

Objective 9: Increase home composting of garden waste

Material Stream 5: Mixed Organic Waste

Objective 10: Establish opportunities for community composting on housing estates and other locations

Material Stream 6: Miscellaneous Products and Waste Streams

Objective 11: Reduce the need for purchase and wastage of kitchen appliances, tools and other equipment that householders only need to use occasionally

Objective 12: Promote the sharing and re-selling of durable household items

Project	Partners	Metrics	Outputs	Outcomes	Communications	Type	Outline Budget	
Material Stream 1: Bulky Waste								
Objective 1: Increase the amount of items diverted for re-use from residents' homes								
1.1	Work with the Constituent Councils and local re-use organisations to set up re-use collection systems via formal service level agreements that complement existing bulky waste services	Constituent Councils, including Customer Services Re-use organisations Renewi	Number of collections undertaken by re-use organisations Number and type of items collected for re-use (tonnage will be derived from this)	Bookable re-use collection service (eventually one per borough)	Reduced tonnages of bulky waste by 100-200 tonnes per annum Increased throughput of items at local re-use organisations	Social media bursts Website content and links Waste collection vehicle side advertising Leaflets and/or other printed media, where available	Medium term	£0
1.2	Establish a Circular Economy Credit system to enhance levels of reuse by third sector organisations operating in the ELWA area.	Constituent Councils Re-use organisations Renewi	Bulky waste tonnage diverted	Bookable re-use collection service (eventually one per borough)	In addition to existing reuse baseline; reduced bulky waste tonnage by 200 - 300 tonnes per annum	N/A	Medium term	£16,000
Objective 2: Increase the amount of items diverted for re-use at the Reuse & Recycling Centres								
2.1	Improve the performance of re-use arrangements at RRCs through changes to site layouts, enhanced signage and improved collection arrangements with local re-use organisations	Renewi Keep Britain Tidy Local re-use organisations	Tonnage of items collected for re-use from RRCs	Clearly-signposted bays or containers for reusable items at each RRC Service level agreements in place with reuse organisations to make regular collections from each RRC	Reduced tonnages of residual waste by 100-200 tonnes per annum Increased throughput of items at local re-use organisations	Signage at RRCs Website content and links On-site promotion by staff Social media bursts	Quick win	£6,000
2.2	Investigate options to introduce re-sale opportunities for reusable items at the RRCs.	Renewi Keep Britain Tidy Local re-use organisations	Tonnage of items re-sold at the RRCs	Additional project ready to be developed	Reduced tonnages of residual waste (contributes to performance of 2.1 by promoting donations for re-use) Increased opportunities to purchase re-used items Improved service offer at the RRCs	Signage at RRCs Website content and links On-site promotion by staff Social media bursts	Medium term	

Project	Partners	Metrics	Outputs	Outcomes	Communications	Type	Outline Budget
Material Stream 2: Textiles and Nappies							
Objective 3: Reduce the amount of disposable nappies used in East London, and promote correct disposal where they are used							
3.1	Maintain and expand reusable nappy schemes that incentivise and enable householders to switch from using disposables	Real Nappies for London Nappy Alliance Constituent Councils	Number of families using the schemes Number of vouchers / Nappy Loan Kits requested and redeemed (and/or) Number of trial packs sent out	Appropriate reusable nappy schemes launched in Newham and LBBD Equivalent support provided to running existing schemes in Havering and Redbridge	Reduced tonnage of disposable nappies by 100 tonnes per annum Increased use of reusable nappies Reduced contamination of disposable nappies in recycling streams	Website content and links Social media bursts	Quick win £4,000
3.2	Educate residents on the correct disposal routes for disposable nappies, as part of communications on reusable options	Constituent Councils	Nappy contamination levels in dry recycling, as reported by MRFs	Inclusion of information on correct disposal routes for disposables in other reusables-related materials Regular drip-feed communications at other times	Reduced contamination of disposable nappies in recycling streams	Website content and links Social media bursts	Quick win £0
3.3	Investigate opportunities to enhance the local reusable nappy offer, such as through a loan scheme for low-income families and/or the establishment of local nappy laundry services to reduce barriers to residents switching to reusables.	Real Nappies for London Nappy Alliance Constituent Councils Local laundry service providers Community groups	Number of families on low income using the scheme	Options identified for an accessible and affordable service that reduces perceived barriers to use of reusable nappies	Reduced tonnage of disposable nappies (contributes to performance of 3.1 by facilitating switch to reusables) Increased use of reusable nappies Reduced contamination of disposable nappies in recycling streams	N/A	Medium term £5,000
Objective 4: Reduce the purchase and wastage of school uniforms							
4.1	Continue to establish re-use schemes within schools for parents to donate and purchase uniforms (non reusable materials will be recycled)	Constituent Councils Schools Keep Britain Tidy	Number and type of items donated and sold	Storage containers, signage and promotional material (as required) provided to participating schools Re-use schemes set up with suitably robust reporting mechanisms to enable tonnage to be monitored	Reduced purchase and wastage of school uniforms	Signage and leaflets at participating schools	Quick win £4,000
Objective 5: Increase local re-use of textiles							
5.1	Set up repair and swapping events within the community, bags to school schemes etc. once in-person events can resume. If this is not possible, allocated resources will be redirected to delivering outcomes through alternative approaches, and to support other projects such as Repair Cafes	Keep Britain Tidy Community groups Housing associations Specialist partners	Number of event attendees Number and type of items repaired	Clothing repair and swapping events held within the community at suitable venues	Reduced purchase and wastage of clothing	Promotion through community group channels Social media bursts	Medium term £6,000

Project	Partners	Metrics	Outputs	Outcomes	Communications	Type	Outline Budget	
Material Stream 3: Food Waste								
Objective 6: Reduce the amount of avoidable food waste generated in East London								
6.1	Undertake food waste reduction campaigning, including advertising, social media bursts and virtual workshops/events	Constituent Councils ReLondon Keep Britain Tidy Community groups	Reach of social media posts, including likes, retweets Opportunities To See or other suitable metric for advertising Distribution numbers for printed materials Number of attendees on virtual workshops/ engagement sessions	Use of digital advertising for key messages and prompts Online resources identified and promoted Virtual workshops run for residents to learn skills, techniques etc.	Reduced tonnages of avoidable food waste collected for disposal by 800 tonnes per annum	Social media bursts Website content and links Targeted digital advertising Advertising in printed media, where available Online workshops and talks	Quick Win	£27,000
Material Stream 4: Electronics								
Objective 7: Increase the availability of repair opportunities to reduce the need for disposal of non-working items								
7.1	Set up Reuse and Repair Festivals within the community, once in-person events can resume <i>This project is primarily funded through the DTS</i>	Keep Britain Tidy Community groups Housing associations Specialist partners	Number of attendees at events Number and type of items repaired	Electronic repair events held within the community at suitable venues to promote sustainable consumption	Reduced purchase and wastage of electronic items	Promotion through community group channels Social media bursts	Medium Term	£5,000
Objective 8: Promote safe recycling and disposal routes for batteries and other potentially hazardous small appliances to reduce fire risk in residual waste and dry recycling collection vehicles and treatment facilities								
8.1	Undertake campaigning on how and where to dispose of batteries and small appliances safely, including promotion of any producer/retailer take-back schemes, highlighting the risk of fires as well as the environmental benefits of recycling	Keep Britain Tidy LWARB Waste industry partners Housing associations Community groups	Reach of social media posts, including likes, retweets Opportunities To See or other suitable metric for advertising Distribution numbers for printed materials	Use of digital advertising to promote local or London-wide messaging on safe recycling and disposal of batteries Signposting to resources, such as maps of recycling locations Signposting to any takeback schemes that may be available to use	Reduced tonnage of batteries collected for disposal and small appliances Increased use of recycling facilities for batteries and small appliances	Social media bursts Website content and links RRC signage Posters for libraries and other community spaces	Quick Win	£3,000
Material Stream 5: Mixed Organic Waste								
Objective 9: Increase home composting of garden waste								
9.1	Work with the Constituent Councils to increase availability and promotion of home composting equipment for residents	Constituent Councils	Number of compost bins sold Suitable metrics for engagement and/or advertising approaches	Promotional campaign for existing home composting bin promotions/schemes Options identified for any additional schemes	Reduced tonnages of garden waste collected for treatment or disposal by 200 tonnes per annum	Social media bursts Website content and links	Quick Win	£2,000
Objective 10: Establish opportunities for community composting on housing estates and other locations								
10.1	Work with community groups and housing associations to establish community composting schemes on housing estates	Constituent Councils Community groups Housing associations	Unavoidable food waste tonnage diverted per each community composting scheme	One community composting scheme per borough launched	Reduced tonnages of organic waste collected for treatment or disposal by 100 tonnes per annum	Engage with community groups and housing associations to determine best communications approaches	Medium Term	£4,000

Project	Partners	Metrics	Outputs	Outcomes	Communications	Type	Outline Budget	
Material Stream 6: Miscellaneous Products and Waste Streams								
Objective 11: Reduce the need for purchase and wastage of kitchen appliances, tools and other equipment that householders only need to use occasionally								
11.1	Seek match funding to establish two Library of Things rental / leasing kiosks at libraries in the region	Constituent Councils Library of Things Community groups and organisations Suitable match funding organisations	Tonnage will be provided through Library of Things reporting tool	Library of Things kiosks launched in two borough libraries in year one, with match funding Match funding identified/secured to enable two more to be launched in year two	Reduced purchase and wastage of little-used appliances and equipment Increased availability of affordable access to appliances and equipment Increased income to host premises	Social media bursts Website content and links Posters and promotion by staff within libraries Staff and volunteers recruited by Library of Things to promote service	Medium Term	£50,000
Objective 12: Promote the sharing and re-selling of durable household items								
12.1	Promote the use of sharing, leasing and re-selling services and websites	Constituent Councils Website owners	Reach of social media posts, including likes, retweets Opportunities To See or other suitable metric for advertising Distribution numbers for printed materials	Promotional campaign to raise awareness of online platforms for sharing/re-selling	Increased awareness and use of sharing and re-selling alternatives	Social media bursts Website content and links	Quick Win	£4,000
12.2	Improvements to waste prevention and reuse online content on the ELWA website (Will be contained within costs of wider refresh of ELWA website)	Constituent Councils Corporate Comms KBT ELWA	Normalising waste prevention behaviours across ELWA sub-region			Social media bursts Website content and links	Medium Term	£0
Notes on metrics								
<i>Tonnage of waste diverted and carbon emissions avoided will be derived from other indicators where necessary</i>								
<i>An approach to assessing social value will be developed to provide an additional metric for the WPP as a whole</i>								
<i>Excludes carried forward WPP Match Funding from DTS and Renewi</i>								
Note on timescales								
Quick win = Project that can be fully mobilised in year one								
Medium term = Project that can be mobilised in year one, but is intended to run into year two								
							Project Costs	£136,000
							Staff Costs	£53,000
							Total Budget	£189,000