

East London Waste Prevention Plan 2021-22

Authority Agenda Item 13 - Appendix A

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
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
	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
Material Stream 4: Electronics	Objective 7: Increase the availability of repair opportunities to reduce the need for disposal of non-working items
	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
Material Stream 5: Mixed Organic Waste	Objective 9: Increase home composting of garden 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 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 £20,000
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 £10,000
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 £0

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	Research and establish 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 £15,000
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	Undertake a feasibility study on the establishment of local reusable nappy laundry services.	Real Nappies for London Nappy Alliance Constituent Councils Local laundry service providers Community groups	TBD	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 £0
Objective 4: Reduce the purchase and wastage of school uniforms							
4.1	Establish re-use schemes within schools for parents to donate and purchase uniforms (non reusable materials will be recycled)	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 £2,000
Objective 5: Increase local re-use of textiles							
5.1	Set up repair and swapping events within the community, 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	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 £10,000

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 Love Food Hate Waste campaigning on digital channels, including advertising, social media bursts and virtual workshops/events	Constituent Councils LWARB 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	£6,000
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 repair events within the community, 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	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	£10,000
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	£2,000
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	£5,000
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	£8,000

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, with a view to establishing two more (giving one per borough) in the second year of the WPP	Constituent Councils Library of Things Community groups and organisations Suitable funding bodies	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 £30,000	
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	
Notes on metrics								
	Tonnage of waste diverted and carbon emissions avoided will be derived from other indicators where necessary						Project Costs	£122,000
	An approach to assessing social value will be developed to provide an additional metric for the WPP as a whole						Staff Costs	£53,000
							Total Budget	£175,000
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							