

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:** RESIDUAL WASTE REDUCTION PLAN UPDATE

**REPORT OF:** MANAGING DIRECTOR

**FOR SUBMISSION TO:** AUTHORITY MEETING

**DATE:** 11 FEBRUARY 2021

**SUMMARY OF REPORT:**

This report provides an update on work delivered under the Authority's Residual Waste Reduction Plan (the Plan), and reviews the work delivered from 1 October to 31 December 2020 and planned up to 31 March 2021. The report also seeks approval for the next six months' programme of activity (1 April to 30 September 2021). The report details the changes to the programme in order that the Authority continues to encourage waste reduction, repair, reuse and increased recycling through a programme of effective communications and resident engagement during the COVID-19 pandemic.

**RECOMMENDATIONS:**

The Authority is recommended to:

- A. Note the work delivered in quarter 3 from 1 October to 31 December 2020 and the remaining activities planned for quarter 4 to 31 March 2021;
- B. Approve the next six months' activity 1 April 2021 – 30 September 2021 set out in paragraph 3.2 of this report; and
- C. Review and note the metrics outlined in Appendix 1 for assessing new projects and measuring the impact of the programme of work.

**SIGNED:**  ..... **Managing Director**

**DATE:** 1 February 2021

## **1 BACKGROUND**

- 1.1 The Residual Waste Reduction Plan 2020-22 (the Plan) includes outreach, engagement and communications activity delivered by North London Waste Authority (NLWA) to encourage waste prevention, and to reduce the level of recycling contamination and increase recycling, supporting on-the-ground activity delivered by the constituent boroughs. The Plan also includes details of how the Authority will work in partnership with the constituent borough councils to assist in delivering each borough's Reduction and Recycling Plan (RRP). The aim of the Plan is to bring about a reduction in residual waste in north London.
- 1.2 The Plan includes:
  - 1.2.1 Waste prevention and recycling activities directly with the community
  - 1.2.2 Communications plans to magnify the impact of waste prevention activities and to build greater awareness of, and interest in, the potential for waste prevention
  - 1.2.3 Communications to increase recycling and grow the proportion of recyclable material which is recycled. This includes tackling the scourge of contamination.
- 1.3 The Plan was approved at the February 2020 Authority meeting and is available on the [Authority's website](#). The Plan is based upon a rolling six-month programme of work, with progress updates and next period's plans of activity discussed at Members' Recycling Working Group (MRWG) meetings. Consideration for approval is then carried out at the subsequent Authority meeting.
- 1.4 Because of the impact of the COVID-19 pandemic, and particularly the unplanned restrictions on face-to-face engagement work, a revised programme of work for the waste prevention elements of the Plan was presented for noting to the Authority meeting in June 2020. The accompanying MRWG meeting in June also considered revisions to the Plan as a result of the pandemic.
- 1.5 Section 2 of this report reviews some of the activities subsequently completed in quarter 3, between 1 October to 31 December 2020 and the remaining activities for quarter 4, 1 January to 31 March 2021. Section 3 presents proposals for Member consideration and recommended approval for the period 1 April to 30 September 2021. These proposals have already been considered in detail by the MRWG.
- 1.6 In Section 4 the report notes some of the uncertainties regarding the remaining programme of planned work as a result of ongoing restrictions associated with COVID-19. Section 5 details the metrics officers are using to use to assess the impact of the work, as set out in Appendix 1 to the report; the report invites Members to review these metrics.

**2 ACTIVITY DELIVERED IN QUARTER 3 -1 OCTOBER TO 31 DECEMBER 2020 AND REMAINING ACTIVITY FOR QUARTER 4 - 1 JANUARY – 31 MARCH 2021**

**Face to face outreach activity to encourage a reduction in food waste and an increase in recycling**

- 2.1 In normal circumstances face to face outreach activity is a significant part of the Plan. This work includes attendance at festivals and fetes to encourage food waste prevention and reduced recycling contamination. It also includes giving presentations face-to-face with residents. The team usually includes two outreach officers who deliver this work, supported by temporary staff. This work has been replaced with online webinars and Facebook Live online question and answer sessions (Q&As). The work has been delivered by the Senior Waste Prevention officer supported by temporary staff. The resultant reduction in staffing costs is reported elsewhere on this Authority meeting agenda.
- 2.2 The programme of webinars includes alternating fortnightly webinars about food waste prevention and recycling. These have been delivered since May 2020. Since 1 October 2020 the range of webinar subjects, has been expanded by adding a new webinar on ‘the journey of plastic’ and another about ‘recycling contamination’. Example webinar recordings are available on the NLWA You Tube channel - for [plastics](#), [recycling contamination](#) and [food waste](#) prevention. A new section of the NLWA website has also been created to host content from the online events.

**Table 1 – Webinars and Facebook Live Q&A sessions delivered from 1 May 2020 to date**

<b>Webinar/Q&amp;A</b>	<b>Subject</b>	<b>Number delivered</b>	<b>Participation</b>
Webinar	Food waste	5	114
Webinar	Recycling	6	118
Webinar	Plastics	3	129
Webinar	Recycling Contamination	1	47
Webinar	Textiles - My Wardrobe My Way Campaign - with speaker, Ander Zabala, Hackney Council	1	27
Webinar	Cookery demonstration on food waste prevention – with Enfield Council	1	12
Recycling Q&A	Range of recycling topics and themes	13	86
Textiles Q&A	My Wardrobe My Way campaign live event	1	6
		<b>31</b>	<b>539</b>

- 2.3 For the remainder of the financial year officers will:

- 2.3.1 Extend the programme of online events by co-promoting and co-presenting events with borough colleagues, which may increase attendance.
  - 2.3.2 Promote bespoke online presentations for individual community groups who have the capacity to receive them.
  - 2.3.3 Prepare a phased programme to return to face-to-face outreach events in summer 2021 recognising that the way in which these events are delivered may have to change in the face of ongoing restrictions.
- 2.4 Going forward, officers plan to continue to deliver both online and face-to-face.

#### **Food waste demonstrations and clothes swaps**

- 2.5 Both face-to-face food waste demonstrations and physical clothes swaps or 'swish and style' events have also been impacted by COVID-19 restrictions but where possible the team has delivered alternative activities as follows:
- 2.5.1 At the end of October, the team delivered an online food waste prevention campaign for Halloween, entitled '[Pumpkin Pledge](#)'. The initiative consisted of seven alternative Halloween activities that would not result in food waste or other types of waste associated with Halloween. The campaign was promoted on Instagram, Facebook and Twitter.
  - 2.5.2 In November another online food waste prevention campaign and competition called '[Pick The Habit](#)' was completed. The campaign consisted of a BuzzFeed quiz for residents to answer and from their answers determine their food habit personality. Depending on their choices, food waste prevention tips were provided to suit their 'personality'. The quiz was incentivised with a £50 voucher to spend in the Get Loose zero waste shop in Hackney.
  - 2.5.3 In December London Borough of Enfield and NLWA delivered a joint online food waste demonstration as an alternative to a physical event. The demonstration was viewed by 12 people.
  - 2.5.4 These food waste focussed initiatives were supplemented by an online campaign entitled '[24 days to a waste-free Christmas](#)' which featured a range of waste reduction tips (one per day) from 1 to 24 December. The tips included video presentations and demonstrations from a range of people and organisations including Maddie from the Zero Waste Club; LessWasteLaura; Hubbub; Georgina, the founder of Pebble Magazine and Kavita @shewearsfashion. The campaign was seen by more than 40,000 people across north London.

2.5.5 NLWA has also delivered five online [‘Stop & Swap’](#) clothes swapping events in conjunction with the London Waste and Recycling Board’s (LWARB’s) [Love Not Landfill](#) initiative and the online clothing swap app [Nuw](#). Each online swap was preceded by an Instagram Live interview with a range of online influencers talking to well-known journalist hosts about clothes and clothing waste.

2.5.6 NLWA’s ‘swish and style’ or physical clothes swap events have also been shortlisted in the ‘Consumer engagement/marketing campaign of the year’ category of Edie’s sustainability leaders’ award.

2.6 During the next quarter:

2.6.1 The Stop and Swap initiative mentioned in section 2.5.5 above was successfully delivered but the number of participants it attracted was below target. A short piece of research is underway to learn lessons. Following the start of the most recent COVID-19 lockdown restrictions officers have also taken the decision, in consultation with the Chair, to cancel the remaining four Stop and Swap events. This is to enable everyone to comply with Government guidance and avoid non-essential visits to post items. All events from 20 January onwards have therefore been cancelled.

2.6.2 For [Repair Week \(12 – 17 October\)](#), a series of six very popular ‘how to repair ..’ online tutorials were produced. [To build on that success](#), a series of “how to” You Tube films, is scheduled for the next quarter to provide practical tips on recycling well.

2.6.3 The team will start planning for a return to the physical cooking demonstrations and clothes swap events.

2.6.4 The impact of the physical events will also be extended with supporting communications, so that when such events can be safely provided, we maximise awareness of opportunities among members of the public.

### **Waste education**

2.7 The MRWG considered revised proposals for a waste education programme at its June and September meetings. However, as a result of the subsequent near closure of all schools, the waste education proposals included in the Residual Waste Reduction Plan are on hold and will not to implemented until September 2021 at the earliest.

### **The Waste Prevention Exchange**

2.8 The Waste Prevention Exchange is NLWA’s annual one-day waste prevention conference. This year it will take place online on Thursday 4 March on the topic of

Extended Producer Responsibility. Further details about the Waste Prevention Exchange will be available on the Authority's website shortly and once the majority of speakers have been confirmed.

### **Single-use plastic reduction**

2.9 The Residual Waste Reduction Plan includes a project to develop 'Low Plastic Zones' working with local businesses to reduce single-use plastic in an area in each borough. Due to the restrictions on opening non-essential high street shops and businesses, this project has been delayed until financial year 2021-22. In the interim, a PR campaign is being delivered about single-use face coverings, encouraging residents to consider reusables instead and if they do use disposables to dispose of them responsibly in the residual waste bin.

2.9.1 NLWA commissioned some polling with residents to assess levels of understanding about what to do with single-use face coverings. The polling results have formed the basis of the media campaign targeting regional, national and trade media. The campaign aims to raise awareness of the amount of single-use face coverings being thrown away and encourage residents to seek out reusable alternatives. Further details of the project are available [on the Authority's website](#).

2.9.2 NLWA has also been working with not-for-profit social enterprise Fashion Enter to create 1,400 reusable facemasks which were distributed free of charge in the run up to Christmas via north London food banks.

### **Improving recycling by providing better website information**

2.10 The Residual Waste Reduction Plan includes a variety of actions to increase the amount and quality of recycling in north London, supporting the work of the north London boroughs.

2.11 The launch of the new NLWA website in March 2020 included an improved A-Z search function to allow residents to type in almost any waste item and find out how to reuse/recycle/dispose of it. The second phase of plans to disseminate useful recycling and waste information has just been completed, namely a 'widget' for the seven north London boroughs to add to their own websites. The widget is a piece of computer code which enables boroughs to embed the NLWA A-Z onto their own websites. This ensures that consistent recycling advice is available across north London. The widget is already live on [Hackney's website](#)

### **Improving recycling with a communications campaign about recycling contamination**

2.12 Contamination of household recycling occurs when non-recyclable material (generally other waste) is mixed with mixed dry recyclable (MDR) material in the

household recycling container. In recent months, several pieces of research have been carried out in London to determine the factors driving recycling contamination and affecting recycling performance. The research has resulted in two reports from Keep Britain Tidy and LWARB, details of which are included in the 'list of documents used' at the end of this report.

- 2.13 At the outset, NLWA had planned to commission some research into why people contaminate recycling, in order to inform an NLWA communications campaign. However, in the light of the publication of the two reports mentioned in paragraph 2.12 officers considered it unnecessary for NLWA to replicate this research. Officers have instead moved directly to issuing an invitation to quote for a one-year communications campaign focused on improving understanding of the impact of individual occurrences of contamination on the wider recycling system (and rate). This campaign is part of the two-year recycling communications programme that Members approved as part of the Residual Waste Reduction Plan in February 2020. The aim of the campaign is to support borough recycling initiatives to reduce the levels of contamination in recyclable material collected from households. A subsequent campaign focused more directly on key contaminants will follow in the next financial year. The aim of this activity will be to inform residents so that they are able and motivated to recycle correctly. Borough officers have been consulted on the development of the invitation documents and will also be involved in the development of subsequent campaigns.
- 2.14 In addition to the above NLWA will be involved in a nationwide campaign on nappy contamination being delivered by Keep Britain Tidy during February. The campaign will be based on Keep Britain Tidy's recent insights work around contamination, as referenced in section 2.12 of this report. This work will complement and build on NLWA's own work around nappy contamination, including the second phase of the Bin Your Nappy campaign.

### **3 PROPOSED ACTIVITIES FOR THE PERIOD 1 APRIL TO 30 SEPTEMBER 2021**

- 3.1 A detailed programme of proposed activities for the period 1 April 2021 – 30 September 2021 was considered by the MRWG in December. Due to the uncertainties regarding the easing of COVID-related restrictions, the proposals anticipate that Authority officers will be able to resume the anticipated programme of activity by August 2021. However, if this is not the case, then the phasing of the return to planned activities, particularly face-to-face activity will be extended.
- 3.2 The proposed next six months' activities include the following:
- 3.2.1 Preparing a phased programme of activity to return to face-to-face outreach including stalls and presentations focussed on food waste prevention, textiles waste prevention and recycling contamination by

August 2021. (In December it had been hoped that this could recommence in April 2021).

- 3.2.2 Continue with a schools' waste prevention programme commencing in September 2021 (in December it had been hoped this could recommence in Spring 2021).
- 3.2.3 Review and respond to policy and strategy consultations which are relevant to, and likely to have an impact on NLWA's residual waste reduction work.
- 3.2.4 Continue to deliver a reusable nappies support programme. The Real Nappies for London initiative which provides redeemable vouchers for reusable nappies, will be administered by the Women's Environmental Network (WEN) from 1 April.
- 3.2.5 Deliver a programme of support to community groups delivering waste prevention activities and initiatives, specifically repair cafes and swap events.
- 3.2.6 Launch and implement the 2021-22 Waste Prevention Community Fund which provides financial support for not-for-profit organisations which are delivering complementary waste prevention work.
- 3.2.7 Continue to deliver Low Plastic Zones (LPZs) – subject to the outcomes of some behavioural change research which will be commissioned in April-May 2021 and the easing of COVID restrictions. Officers will review each zone with borough colleagues and then propose an appropriate approach to fit local needs.
- 3.2.8 Progress planning work for the next Waste Prevention Exchange (annual waste prevention conference) for spring 2022.
- 3.2.9 Scope a tender for delivering the London Upcycling Show and competition for 2021-22 taking account of the options for and considering whether to make some changes in the format of the event.
- 3.2.10 Assess the impact of the recycling contamination communications campaign. In liaison with the Officers Recycling Working Group, plan to commission a year 2 campaign with the aim of reducing levels of recycling contamination in north London.
- 3.2.11 Incorporate the results of some behavioural change research on textiles and single-use plastic into plans for waste prevention activity on textiles and single-use plastics for year 2 of the Residual Waste Reduction Plan.



- 3.2.12 Engage with other authorities and industry groups to bring best practice into the north London programme.
- 3.2.13 Explore development or adaptation of a recycling mobile 'app' to provide information and guidance about recycling. This could involve adapting an existing app for north London's purposes, developing a new app or work to integrate north London information to an existing system like 'Alexa'.
- 3.2.14 Continue to develop the NLWA website as a hub for waste and recycling information, including a dashboard for borough officers.
- 3.2.15 Progress the #BinYourNappy contamination campaign through a combination of corporate and consumer-facing activity. Consumer-facing activity will include a video involving social media influencers, which will form the basis of a social media campaign. Corporate activity will focus on pursuing joint action with nappy manufacturers and retailers.

#### **4 DELIVERY FOR THE PERIOD FROM 1 OCTOBER 2021 – 31 MARCH 2022**

- 4.1 Officers have made an assumption that they will be able to return to the planned programme of activity in August 2021. It has also been assumed that major events in the calendar such as the London Upcycling Show and the Waste Prevention Exchange will be delivered as usual in the forthcoming year (the former was cancelled in 2020 and the latter is being delivered online rather than face-to-face).
- 4.2 However, notwithstanding the uncertainty about the lifting of COVID-19 restrictions, it is unlikely that the team will have the capacity to deliver a full year's programme of work in the eight months from August 2021 to March 2022. Officers are therefore planning a reduced programme of outreach work and face-to-face events in the first six months of the financial year. The detail of the changes will be discussed further with the MRWG.
- 4.3 In order to budget for the upcoming year, officers have made the assumption that all the major programmes and initiatives as noted above, will continue. Where possible the earlier activities likely to be affected by restrictions will be moved to the latter part of the year. Online activities will also continue. However, with the programme of outreach work not commencing until August there will be a reduction in the number of face-to-face events that can be delivered compared to a full year programme of activity. It has been assumed that communications staffing levels will need to be temporarily increased to enable additional online communications in place of outreach activity during the period 1 April to 31 August. The nature of some events such as physical clothes swaps or food waste presentations with cooking demonstrations, could also be affected by ongoing restrictions on attendee numbers and a requirement to put in place additional infection control measures. The budget

request for the forthcoming year has been increased from £519,000 (2020-21) to £523,000 in 2021-22 (0.8%) to reflect these changes.

## **5 MEASURING IMPACT**

5.1 At its December 2020 meeting the MRWG considered some metrics for measuring the impact of the work in the Residual Waste Reduction Plan. These metrics can also be used to set key performance indicators (KPIs) for projects and assess potential new projects for possible inclusion in the programme of work. Appendix 1 to this report outlines the metrics that were considered.

5.2 The majority of the proposed indicators have been used in previous years to assess the impact of waste prevention and communications activity. Historically NLWA prepared a waste prevention plan with one set of indicators and a communications plan with another set of indicators. However, because the Residual Waste Reduction Plan includes both outreach and communications activity to increase recycling and reduce waste for the first time, the indicators have been combined. Officers consider that it is realistic and achievable to collect and present the information contained in Appendix 1 but will also keep alert to the potential of indicators that may be used by other organisations, which would better reflect the impact of the work.

## **6 EQUALITIES IMPLICATIONS**

6.1 The biggest equalities implication of the changes to the programme of activity as a result of the COVID-19 pandemic is that the impact disproportionately affects those who are digitally disadvantaged.

6.2 The replacement activity that NLWA has been delivering online in place of physical face-to-face events uses a range of online platforms. This means that if residents do not have access to a computer for example, they may still be able to see messages about the benefits of waste prevention by other means such as by using a smart phone. One of the main reasons for sending display materials to libraries in 2020 and trying to get back to delivering face-to-face activity as soon as possible is to ensure that the programme continues to involve some non-digital activity.

6.3 Going forwards, as the impacts of the COVID-19 pandemic continue to be felt, it will be important to ensure that there is an equal opportunity for people to engage in the residual waste reduction programme.

## **7 COMMENTS OF THE LEGAL ADVISER**

7.1 The Legal Adviser has been consulted in the preparation of this report and comments are incorporated.

## **8 COMMENTS OF THE FINANCIAL ADVISER**

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

### **List of documents used:**

NLWA - 2020-22 Residual Waste Reduction Plan – available at

[http://www.nlwa.gov.uk/media/2848/2565222-nlwa-residual-waste-reduction-plan-2020\\_v5.pdf](http://www.nlwa.gov.uk/media/2848/2565222-nlwa-residual-waste-reduction-plan-2020_v5.pdf)

*'Inside the Head of the Contaminator'*, Keep Britain Tidy, September 2020, available at:

<https://www.keepbritaintidy.org/sites/default/files/resources/Inside%20the%20Head%20of%20the%20Contaminator%20-%20Research%20Report%202020.pdf>

*'Improving the quality of household recycling in London'*, London Waste and Recycling Board, January 2021 available at: <https://resourcelondon.org/resources/research-and-innovation/improving-the-quality-of-household-recycling-in-london/>

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### **Contact officer:**

Barbara Herridge  
Unit 1b Berol House  
25 Ashley Road  
London N17 9LJ  
020 8489 5654  
[Barbara.herridge@nlwa.gov.uk](mailto:Barbara.herridge@nlwa.gov.uk)

## APPENDIX A: METRICS TO MEASURE IMPACT AND VALUE FOR MONEY OF PROPOSED AND DELIVERED ACTIVITIES

Activity:	Metrics to measure impact and value for money:	Exclusions:	Presentation method:	Resultant actions:
<p><b>Outreach work</b> (face to face engagement at physical events and online, including both presentations and event attendance) to encourage a reduction in recycling contamination and food and clothing waste prevention</p>	<ul style="list-style-type: none"> <li>• Number of events by type (online/physical)</li> <li>• Type of events - presentation, webinar, online Q&amp;A session, by subject</li> <li>• Number of attendees</li> <li>• Number of questions asked</li> <li>• Promotional spend on social media to attract attendees</li> <li>• Cost of event attendance (cost of stall space and temporary weekend staff)</li> </ul>	<ul style="list-style-type: none"> <li>• If an event is delivered as part of a campaign, the above information will be reported externally as part of the campaign impact metrics and report.</li> <li>• It will not be possible to assess attendee numbers by borough for online events</li> </ul>	<ul style="list-style-type: none"> <li>• Dashboard on the private section of the NLWA website to be shared with borough officers</li> <li>• Annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Q&amp;As to be incorporated into future events and onto the NLWA website</li> </ul>
<p><b>Encouraging residents to reduce their unwanted mail</b></p>	<ul style="list-style-type: none"> <li>• Number of 'unwanted mail' stickers distributed</li> <li>• Spend on stickers, leaflets and promotion</li> <li>• If a campaign to promote the unwanted mail packs is delivered then change pre and post campaign will be measured</li> </ul>	<p>None</p>	<ul style="list-style-type: none"> <li>• Dashboard on the private section of the NLWA website to be shared with borough officers</li> <li>• Details included in the annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Six monthly reviews of residual waste reduction plan to review the approach to unwanted mail promotion</li> </ul>
<p><b>Larger scale digital communications and PR campaigns to</b></p>	<ul style="list-style-type: none"> <li>• Amount of media coverage</li> <li>• Increase in followers on Twitter, Facebook and</li> </ul>	<ul style="list-style-type: none"> <li>• It is proposed to take a sample of the campaigns each year</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign report</li> <li>• MRWG six monthly reports as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Results considered for the next campaign</li> </ul>

<b>Activity:</b>	<b>Metrics to measure impact and value for money:</b>	<b>Exclusions:</b>	<b>Presentation method:</b>	<b>Resultant actions:</b>
<b>bring about behavioural change</b>	Instagram as a result of the campaign – planned vs achieved <ul style="list-style-type: none"> <li>• Engagements – numbers taking notice (planned vs achieved) and compared to spend</li> <li>• Impressions i.e. reach (planned vs achieved) and compared to spend</li> <li>• Outcomes against targets</li> <li>• Cost of an influencer if used</li> <li>• Professional judgement about value for money</li> </ul>	and report on these; so, some campaigns will be excluded from the evaluation process.	<ul style="list-style-type: none"> <li>• Annual report as appropriate</li> </ul>	
<b>Ongoing social media work to bring about behavioural change</b>	<ul style="list-style-type: none"> <li>• Annual sample of social media activity – number of posts in the period compared to the same time in the previous year</li> <li>• Impressions in the sample period</li> <li>• Engagements in the sample period</li> <li>• Number of followers at the start and the end of the year on Twitter and Instagram</li> <li>• Number of Facebook page likes</li> </ul>	<ul style="list-style-type: none"> <li>• Social media activity outside of the sample period excluded</li> </ul>	<ul style="list-style-type: none"> <li>• Details included in the annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Used to plan social media work for future periods</li> </ul>

<b>Activity:</b>	<b>Metrics to measure impact and value for money:</b>	<b>Exclusions:</b>	<b>Presentation method:</b>	<b>Resultant actions:</b>
<b>Waste education work</b>	<ul style="list-style-type: none"> <li>• To be agreed when the work is more clearly defined.</li> </ul>			
<b>Clothes swaps to encourage behaviour change in relation to textiles</b>	<ul style="list-style-type: none"> <li>• Number of events (by borough if physical events)</li> <li>• Number of attendees (and % from north London if physical events)</li> <li>• Number of items brought to the events and number swapped i.e. taken away</li> <li>• Tonnage diverted</li> <li>• Feedback received (survey)</li> <li>• Cost of promoting and delivering the events</li> <li>• Social media impact – reach, engagement (target 3%) and click-throughs to the NLWA website</li> <li>• Increase in NLWA Instagram followers</li> </ul>	<ul style="list-style-type: none"> <li>• For the online events it is not possible to assess attendee numbers by borough</li> </ul>	<ul style="list-style-type: none"> <li>• Project report</li> <li>• MRWG six monthly reports as appropriate</li> <li>• Details included in NLWA’s annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Used to assess the effectiveness of the activity</li> </ul>
<b>Reusable nappy subsidies to encourage more people to use reusables in place of single use disposables</b>	<ul style="list-style-type: none"> <li>• Number of redeemed vouchers and cash-backs</li> <li>• Tonnage diverted as a result</li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>	<ul style="list-style-type: none"> <li>• Details included in NLWA’s annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Used to assess the effectiveness of the activity and whether the budget should be reconsidered for the subsequent year</li> </ul>

<b>Activity:</b>	<b>Metrics to measure impact and value for money:</b>	<b>Exclusions:</b>	<b>Presentation method:</b>	<b>Resultant actions:</b>
<b>Policy work, public affairs and engagement with national and regional strategy</b>	<ul style="list-style-type: none"> <li>• Number of proactive initiatives delivered - e.g. letters written and meetings held</li> <li>• Proportion of proactive approaches resulting in a response – both positive and negative</li> <li>• Number of responses to consultations issued</li> <li>• Proportion of NLWA comments which align with other consultees' comments</li> </ul>	<ul style="list-style-type: none"> <li>• Events attended which have a policy focus</li> </ul>	<ul style="list-style-type: none"> <li>• Details included in NLWA's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Used to assess the effectiveness of the activity and the best approach for the following year</li> </ul>
<b>Waste Prevention Community Fund</b>	<ul style="list-style-type: none"> <li>• Number of applications for funding received</li> <li>• Proportion of applications from 'new' applicants</li> <li>• Spend on promoting the Fund</li> <li>• Proportion of the Fund allocated within the year</li> <li>• Spread of supported projects across the seven north London boroughs</li> <li>• Spread of supported projects by waste stream</li> </ul>	<ul style="list-style-type: none"> <li>• None</li> </ul>	<ul style="list-style-type: none"> <li>• MRWG six monthly reports as appropriate</li> <li>• Details included in NLWA's annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Review at year end for planning the following year's work</li> </ul>

Activity:	Metrics to measure impact and value for money:	Exclusions:	Presentation method:	Resultant actions:
	<ul style="list-style-type: none"> <li>• Activity to extend the reach/replicability of the funded projects</li> </ul>			
<b>Low Plastic Zones</b>	<ul style="list-style-type: none"> <li>• Project on hold - metrics to be reviewed when project recommences</li> </ul>			
<b>North London Waste Prevention Exchange</b>	<ul style="list-style-type: none"> <li>• Cost of promoting and delivering the event compared with the previous year</li> <li>• Number of attendees compared with the previous year</li> <li>• Feedback on the event</li> </ul>	None	<ul style="list-style-type: none"> <li>• Details included in the MRWG six monthly reports and NLWA annual report as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Impact reviewed for planning the following year's event</li> </ul>
<b>London Upcycling Competition and Show</b>	<ul style="list-style-type: none"> <li>• Cost of promoting and delivering the event compared with the previous year</li> <li>• Number of competition entrants</li> <li>• Number of show attendees</li> <li>• Number of stall holders attending</li> <li>• Feedback on the event</li> <li>• Amount of retained collateral to extend impact – e.g. videos or press articles</li> </ul>	None	<ul style="list-style-type: none"> <li>• Details included in the MRWG six monthly reports and NLWA annual report as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Impact reviewed for planning the following year's event</li> </ul>



<b>Activity:</b>	<b>Metrics to measure impact and value for money:</b>	<b>Exclusions:</b>	<b>Presentation method:</b>	<b>Resultant actions:</b>
<b>Recycling contamination communications campaign</b>	<ul style="list-style-type: none"> <li>• Metrics dependent upon the nature of the campaign possibly including seeing a reduction in the level of recycling contamination</li> </ul>	TBC	<ul style="list-style-type: none"> <li>• Campaign report and NLWA annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Information used to plan the following year's campaign</li> </ul>
<b>Other projects</b>	<ul style="list-style-type: none"> <li>• Metrics to be determined at inception</li> </ul>	TBC	<ul style="list-style-type: none"> <li>• Details included in the MRWG six monthly reports and NLWA annual report as appropriate.</li> </ul>	
<b>Over-arching headline indicators of impact</b>	<ul style="list-style-type: none"> <li>• Number of community groups helped to reduce waste</li> <li>• Details of how each borough is being assisted (in support of their RRP).</li> </ul>	<ul style="list-style-type: none"> <li>• Activities where it is not possible to separate impact by borough</li> </ul>	<ul style="list-style-type: none"> <li>• Details included in the annual report</li> </ul>	<ul style="list-style-type: none"> <li>• Information used to plan the next six months/annual programme of work</li> </ul>