

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:** RESIDUAL WASTE REDUCTION PLAN

**REPORT OF:** MANAGING DIRECTOR

**FOR SUBMISSION TO:** AUTHORITY MEETING

**DATE:** 24 JUNE 2021

**SUMMARY OF REPORT:**

This report provides an update on delivery of the Residual Waste Reduction Plan.

**RECOMMENDATIONS:**

The Authority is recommended to note this report.

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

**DATE:** 14 June 2021

## **1. INTRODUCTION**

- 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. This report provides a summary of key activities delivered from the Plan since April 2021 and an overview of upcoming projects.

## **2. UPDATE ON WASTE REDUCTION ACTIVITIES**

### **Waste Prevention Community Fund 2021-22 (the Fund)**

- 2.1. The Fund closed on the 7 May 2021 with 31 applications received, as a comparison, 15 were received for 2020-21. The total value of the applications received is £365,065.50 and all the constituent boroughs were represented. The quality of applications submitted, and the breadth of activities proposed is excellent. For example, they touch on community training for repair of electricals and electronics, development of reuse and training hubs and upcycling of furniture, amongst other waste prevention initiatives. Most proposals are very relevant to the aims of the Residual Waste Reduction Plan. Feedback from applicants as to where they saw the Fund advertised was varied and included social media posts, directly from the NLWA website and borough email circulars and newsletters, which demonstrates the successful reach of the promotional campaign for the Fund this year. At the time of writing successful groups had not yet been notified, however the final list, will be available for the Authority meeting on 24 June.

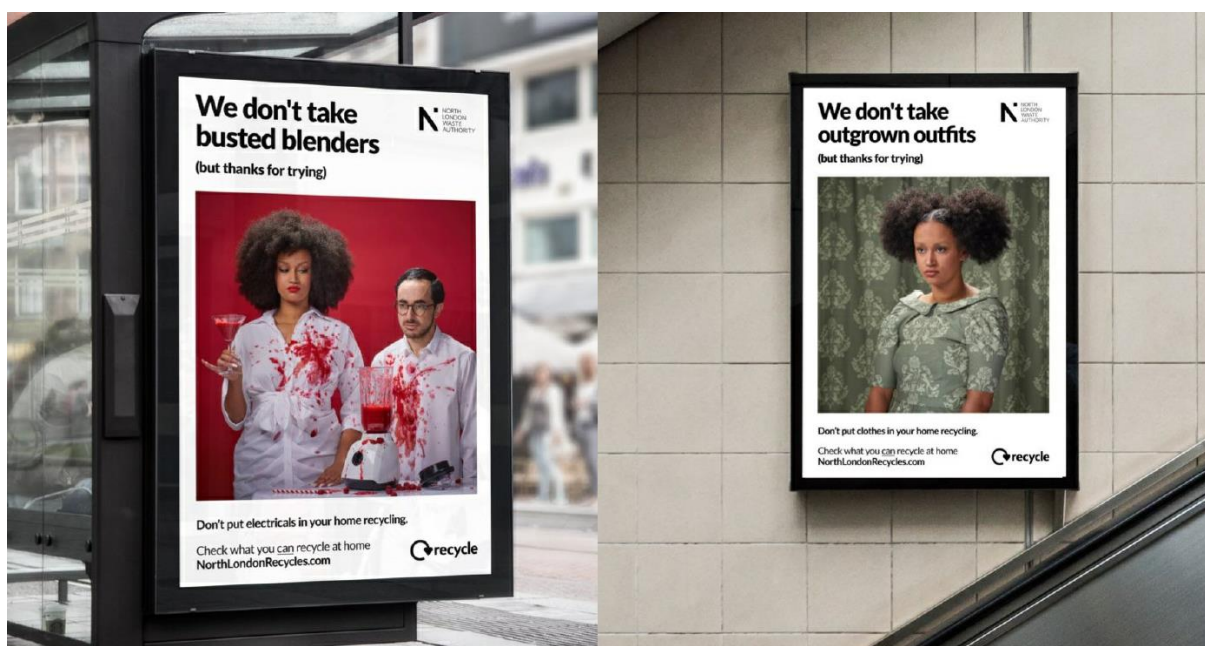
### **Face-to-face outreach work**

- 2.2. Planning for resumption of face-to-face outreach activity for 2021-22 has commenced with the aim of delivering stalls and community workshops, in accordance with COVID-19 considerations. Virtual activities will also form part of the suite of engagement routes. This is to ensure there is an agile approach if further restrictions emerge; and it builds on the success of this approach as trialled last year so that there is an offer available for those residents and community groups that cannot engage in person. The first period of outreach will be in July, focusing on recycling contamination as part of the wider NLWA campaign called 'Thanks for Trying', as outlined in section 2.3 of this report. Officers have begun contacting venues that would typically host NLWA engagement stalls, to understand their interest in and requirements for having activities take place on their premises. Community groups are also being contacted to scope out when and

through what route they would be interested in participating in engagement activities. Monitoring of the events landscape is underway and currently there are dates for events in August and September that it is anticipated the Outreach team will participate in, pending confirmation from organisers.

### Recycling contamination campaign

- 2.3. A new campaign focused on recycling contamination called 'Thanks for Trying' will commence on 28 June 2021. This comprises four weeks of tube and on-street display advertising in locations with high reach and likely exposure to the messaging. A meeting has been held with borough officers to provide a briefing on the proposed messages, and to consider ways they might amplify the campaign – for instance, vehicle livery artwork is being produced for Hackney. A social media advertising campaign will accompany outdoor advertising. This content will be shared with boroughs for use on their own channels.
- 2.4. To raise the profile of the campaign, an exhibition of unusual recycling contaminants will take place in Camden's Coal Drops Yard from 19 – 23 July. Polling is also being carried out to provide insight into contaminating behaviours, for example how often people put items into recycling when not sure whether it is recyclable; how often people rinse food off. Both exhibition and polling will form the basis of a press release by NLWA. Members, borough officers and the media will be invited to the launch of the exhibition on Tuesday 20 July. NLWA outreach officers will be in attendance for the duration of the exhibition, starting conversations with attendees about recycling, and explaining/raising awareness about contamination. Engagement through this campaign will be continued through outreach activities delivered by the Waste Prevention team and it is hoped to tour the exhibition to a venue in each of the boroughs.



### **3. EQUALITIES IMPLICATIONS**

- 3.1. Activities planned for the 'Thanks for Trying' campaign will involve outdoor and digital advertising and social media content, also printed publications are being approached to host this messaging. Face-to-face engagement in public locations and community-based events is also being planned as part of this campaign in compliance with appropriate risk assessment considerations. These varied approaches will ensure that a range of opportunities are available for residents to access the campaign information.

### **4. COMMENTS OF THE LEGAL ADVISER**

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

### **5. COMMENTS OF THE FINANCIAL ADVISER**

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

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