

**NORTH LONDON WASTE AUTHORITY**

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

**REPORT OF:** MANAGING DIRECTOR

**FOR SUBMISSION TO:** AUTHORITY MEETING

**DATE:** 7 OCTOBER 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 January to 30 September 2021. It sets out plans for the next six months' programme of activity (1 October 2021 to 31 March 2021).

**RECOMMENDATIONS:**

The Authority is recommended to:

- A. Note the work delivered in quarter 4 of 2020/21, from 1 January to 31 March 2021, and in quarters 1 and 2 of 2021/22, 1 April to 30 September 2021; and
- B. Note the proposed six months of activity from 1 October 2021 to end March 2022 as set out in section 3 and Appendix B of this report.

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

**DATE:** 27 September 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 [at https://www.nlwa.gov.uk/ourauthority/our-strategies](https://www.nlwa.gov.uk/ourauthority/our-strategies). 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. Reports are taken to Authority meetings for decision and noting as required.

1.4 The impact of the COVID-19 pandemic, and particularly the necessary restrictions on face-to-face engagement work, required a revised programme of work for the waste prevention elements of the Plan, that was presented for approval to the Authority meeting in February 2021. Section 2 of this report reviews some of the activities subsequently completed. Section 3 presents proposals for Member discussion and noting for the period 1 October 2021 to 31 March 2022.

## **2 ACTIVITY DELIVERED IN 2021**

### **Activity to encourage a reduction in textiles and food waste, and an increase in the quality of recycling**

2.1 Face-to-face engagement activity continued to be significantly impacted in the first half of 2021. Activities described below were in-part designed and implemented to enable engagement whilst in-person activities were affected. As restrictions eased, officers reengaged with venues, community groups and event organisers to book

NLWA outreach activities. Initial pick-up of offers for NLWA stalls and presentations have been cautious whilst organisations re-establish their programmes.

2.2 Eight online activities have been delivered, including webinars on food waste prevention, plastics and recycling, and Q&A sessions on recycling. Although on line attendance was moderate, in addition to real time participation, officers also made webinar recordings so that the content is available on the NLWA You Tube channel:

2.2.1 Plastics: <https://www.youtube.com/watch?v=7Ad-eQsOP6Y&t=993s>

2.2.2 recycling contamination: <https://www.youtube.com/watch?v=QC4IR9qXwig>

2.2.3 food waste prevention: <https://www.youtube.com/watch?v=p2gTxF0ggrg>

**Table 1 – Webinars and Facebook Live Q&A sessions delivered**

Webinar/Q&A	Subject	Number delivered	Participation
Webinar	Recycling	2	52
Q&A	Recycling	3	26
Webinar	Plastics	1	34
Webinar	Food waste	2	8
<b>Total:</b>		<b>8</b>	<b>120</b>

2.3 Face-to-face bookings resumed in quarter 2 of 2021/22. Delivery of the first engagement stall took place in August and at the time of reporting, officers had attended a shopping centre and a community event and held the first in-person recycling focused workshop with a community group, in September. A further nine outreach activity bookings are currently being finalised.

2.4 **Food Waste Action Week:** In March, NLWA delivered a social media advertising campaign to mark the UK’s first ever Food Waste Action Week, featuring the strapline 'Wasting Food Feeds Climate Change'. Artwork and funding for the campaign was provided by ReLondon. The campaign targeted Barnet, Enfield, Hackney, and Waltham Forest postcodes because Camden, Islington and Haringey made separate arrangements with ReLondon. The adverts reached 483,446 people (1,208,848 impressions) and generated 94,640 engagements, including 937 clicks to a food waste reduction page of NLWA’s website.

2.5 **Pick the Habit:** In August, NLWA delivered a small digital campaign promoting food waste reduction habits. It included an online quiz and competition designed to help people identify their “food preparation personality”. The competition raised awareness of problems caused by food waste and helped people develop sustainable cooking habits that fit their lifestyles. The campaign reached 53,000 people on social media and saw 143 people visit NLWA’s Pick the Habit webpage:

<https://www.nlwa.gov.uk/pickthehabit>. There were also 57 competition entrants and the winner received a £50 voucher to spend at GetLoose, zero waste shop.

- 2.6 **'How To Recycle' videos:** NLWA officers produced a set of 10 'how to recycle' videos: <https://wiseuptowaste.us18.list-manage.com/track/click?u=ba6db47f27f45b59f11a7d2f3&id=f8ba2fc7fb&e=5d27611f31>. These have been shared with borough officers who continue to use them on their own channels. NLWA has promoted the videos on YouTube and on social media, initially to mark Global Recycling Day on 18 March, but then again in April. The videos have been viewed 80,000 times to date.
- 2.7 **Something Green Wedding Fair:** A virtual wedding fair was delivered on the 27 and 28 March and aimed to encourage north Londoners to plan more sustainable weddings, along with general lifestyle changes, as much of the information provided was applicable to other social events. Delivered via dedicated 'Something Green' Instagram (<https://www.instagram.com/somethinggreenwedding>) and Facebook (<https://www.facebook.com/SGreenWedding/>) channels, the fair featured live talks, with a range of ongoing content linked to the associated NLWA webpage: <https://www.nlwa.gov.uk/campaigns-and-projects/something-green-wedding-fair>. The content was designed to appeal to diverse wedding types and aimed to inspire those getting married to select more sustainable options for their celebration. The activities were delivered through partnerships with local suppliers and focused on four main themes with associated waste reduction messages: clothing, decorations, catering, and location.
- 2.8 Engagement with the wedding fair was positive and 436 new followers joined the dedicated social media channels. 34 pieces of coverage reported on the event providing the opportunity to over 6.6 million people to see/hear about it. There were 686,264 social media impressions and 4,425 engagements relating to it. Recordings of the talks continue to be promoted post event and to date have had 16,472 views. NLWA also created the following support materials for the event: a sustainable wedding guide ([https://www.nlwa.gov.uk/sites/default/files/inline-files/Something-Green-Sustainable-Wedding-Guide\\_1.pdf](https://www.nlwa.gov.uk/sites/default/files/inline-files/Something-Green-Sustainable-Wedding-Guide_1.pdf)) and directory of local suppliers (<https://www.nlwa.gov.uk/campaigns-and-projects/something-green-wedding-fair>). These will continue to be useful resources for engaging with residents on this topic. Recordings of the talks from the weekend are hosted on the NLWA webpage and YouTube channel: <https://www.youtube.com/playlist?list=PLTT4V4C6hWMSXIYd6XKmRYeH0Vq8wnaKx>. Materials developed continue to be used in social media activity.
- 2.9 **Treasure Your Things textiles campaign:** in April, NLWA delivered a digital campaign to mark Fashion Revolution Week. The campaign encouraged residents to value clothes for the memories they hold. It emphasised that by taking care of, or mending clothes, we can extend their lives. Tactics of the campaign included NLWA social media content, linking to a dedicated webpage

<https://www.nlwa.gov.uk/campaigns-and-projects/treasure-your-things><https://www.nlwa.gov.uk/campaigns-and-projects/treasure-your-things>), and engagement of three Instagram influencers who shared photos and stories of their own 'treasured' items of clothing. The social media posts reached 33,249 people and received 1,046 'likes' on Instagram.

2.10 **Textiles:** Initial planning for the approach to delivering community training linked to clothes swapping events has begun, including development of supporting materials.

2.11 **Circular Economy Week:** NLWA supported ReLondon's Circular Economy Week in June by showcasing three examples of circular economy in action in north London. Short video interviews were produced by representatives of Library of Things, Traid and The Restart Project: <https://www.nlwa.gov.uk/campaigns-and-projects/circular-economy-week-london>. These were promoted on social media, along with other information explaining what a circular economy is, and why it's important. The social media posts reached 25,000 people and videos were watched 26,000 times.

### **Waste education**

2.12 Following an internal review of the NLWA waste education programme over the past 10 years and in response to a discussion in the Member Recycling Working Group in June 2020, a research project has been developed and issued to potential contractors, to be conducted within the next 6 months, with north London primary schools. This has been designed to acquire understanding of the priorities and needs relating to waste minimisation education. It will also assist in identifying actions that could be provided by NLWA or other external organisations to increase knowledge of waste issues and waste reduction amongst school staff, pupils, and wider school community. The outcomes of this will inform NLWA's positioning in this area of work to ensure future offers on waste prevention education are complimentary and effective.

### **The Waste Prevention Exchange**

2.13 The Waste Prevention Exchange, NLWA's annual one-day waste prevention conference, took place online on the 4 March 2021 with the theme of Extended Producer Responsibility (EPR). The event was chaired by Councillor Clyde Loakes and eleven sector specialists, including four international speakers, spoke on the day along with participating in lively Q&A sessions. 215 delegates attended out of 450 registrations. Through engaging and informative talks, the programme looked at the EPR system from local authority and business perspectives, considered examples of EPR systems from Europe, explored how we could collectively influence the second phase of consultation on the EPR for packaging and considered the opportunities for extending the EPR scheme to other materials.

## Single-use plastic reduction

- 2.14 **Low Plastic Zones (LPZs):** This project is delivered to encourage businesses in an area to take action to reduce the amount of single-use plastic that they use. When 50% of the businesses in the area have acted the area becomes accredited by us as a 'Low Plastic Zone'. NLWA and Borough officers have begun planning for reengagement with businesses that have already signed up to the initiative and recruitment of others within the defined zones. Initial activity with businesses is due to commence in quarter 3 of 2021/22. There is a recognition that reopening of businesses will come with challenges for the owners. As the use of disposable packaging such as for takeaway drinks/food remains the norm for many businesses, there will need to be a measured and considered approach to re-establishing contact with those participating over the coming months. Therefore, the plan is designed to encourage businesses to continue with or commence their commitment to reducing single-use plastics from their operations as much as possible in the context of the operational challenges they may be presented with.
- 2.15 **A-Z webpage and widget:** The NLWA website has an extensive search function of waste items. Residents can find out what to do with anything from shopping receipts to x-ray film. Information is regularly updated by the Comms team and follows the waste hierarchy by promoting reuse, repair and recycling, before disposal. The search function was adapted into a 'widget' (html code) so that boroughs can embed it on their own sites. The London Borough of Hackney was the first to embed the widget on their website. Other boroughs have expressed interest. The 'A-Z' of waste items gets viewed by over 2,000 residents each week.

## Improving recycling with a focus on reduction of contamination

- 2.16 **Thanks for Trying campaign:** From 28 June to 25 July 2021, NLWA ran its 'Thanks for Trying' contamination campaign. The distinctive advertisements recognised that many residents do have good intentions when it comes to recycling, but raised awareness of the problems caused when wrong items go in the recycling bin. Advertisements were located in the London Underground and on-street display advertising in locations with high reach and likely exposure to the messaging. The outdoor advertisements generated 16.6 million impressions (opportunities to see), and some were still on display in early September (not yet replaced by new advertisements).
- 2.17 The campaign was complemented by a range of other activity:
- 2.17.1 social media advertising delivered by NLWA and constituent boroughs which reached 610,455 people and received 4,988 post reactions (1,046 of which were 'likes');

- 2.17.2 a dedicated webpage using the URL [NorthLondonRecycles.com](http://NorthLondonRecycles.com) which was visited by 5,814 people;
  - 2.17.3 promotion of the campaign advertisements on digital panels on the side of Hackney and Waltham Forest refuse vehicles;
  - 2.17.4 promotion of the campaign advertisements in local newspapers in Hackney and Waltham Forest.
- 2.18 PR activity to launch the campaign involved delivery of the Thanks for Trying art exhibition at Coal Drop's Yard from the 20-22 July (<https://www.nlwa.gov.uk/thanks-trying-exhibition>). Artist Mat Kemp was commissioned to create art pieces from items that commonly contaminate the household recycling stream. The fun and engaging exhibition was facilitated by NLWA officers and provided an opportunity to engage with residents on the importance of recycling properly. A supporting film of the creative process and motivation for the exhibition, along with associated social media content, was also delivered during this period. Development of the exhibition was supported by Biffa and LondonEnergy Ltd. 109 people visited the exhibition and 22 pieces of media coverage were achieved, including Good Morning Britain, BBC Radio London and The Metro. This equated to a potential reach ('opportunities to see/hear') of 24 million people. The exhibition will be toured to other constituent boroughs in the coming months, including facilitation by NLWA officers to engage attendees on the topic of recycling contamination prevention.

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

- 2.19 NLWA's annual fund of £60,000 that provides financial support for not-for-profit organisations delivering complementary waste prevention work in north London was awarded. Grants of up to £15,000 were awarded to seven projects that are designed to help residents reduce their consumption-based emissions by preventing unnecessary waste and keeping valuable resources in use. This year saw the highest number of applications to the Fund to date, 31 submissions were received compared to 15 last years. Coverage of the launch of the Fund launch was positive with organisations actively promoting it through their social media channels and pick up of the press release by Circular Online (<https://www.circularonline.co.uk/news/15000-grants-for-community-initiatives-to-prevent-waste-in-north-london/>) and Third Sector magazine (<https://www.thirdsector.co.uk/calling-charities-community-groups-help-tackle-waste-north-london/article/1712563>).
- 2.20 The projects funded for the period 2021 – 22 are detailed in Appendix A of this report. The total value of the Fund awarded for 2021-22 is £75,624.50, representing £15,624.50 above the planned budget for the Awards. The decision to make an additional investment in the Fund this year has been taken in consultation with the Financial Adviser and reflects the quality and number of potentially suitable

applications received. Due to impact of COVID-19 on one of the projects funded in 2020-21, it has been carried forward for delivery this year.

### **3 PROPOSED ACTIVITIES FOR THE PERIOD 1 OCTOBER TO 31 MARCH 2021**

3.1 A detailed programme of proposed activities for the period 1 October 2021 to 31 March 2021 is presented in Appendix B. The proposed next six months' activities include the following:

- 3.1.1 Continue developing and delivering key campaigns linked to prevention of recycling contamination and food waste, involving resident engagement through digital and face-to-face activities.
- 3.1.2 Deliver engagement with north London primary schools through the education research project. Use outcomes from this work to develop a proposal for future NLWA schools offer.
- 3.1.3 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.
- 3.1.4 Continue to deliver a reusable nappies support programme. The Real Nappies for London initiative which provides redeemable vouchers for reusable nappies, administered by the Women's Environmental Network (WEN).
- 3.1.5 Deliver a programme of support to community groups delivering waste prevention activities and initiatives through co-delivered events and supporting resources.
- 3.1.6 Support projects funded through the Waste Prevention Community Fund 2021-22, including encouraging interlinks between those projects and the wider work of NLWA. Prepare for launch of the Fund for 2022-23.
- 3.1.7 Continue to deliver Low Plastic Zones initiative including review of how best to support and expand the programme across all boroughs.
- 3.1.8 Plan for and deliver the London Upcycling Show and competition in January 2022.
- 3.1.9 Plan for and deliver the Waste Prevention Exchange in March 2022.
- 3.1.10 Assess the impact of the recycling contamination communications campaign. In liaison with the Officers' Recycling Working Group, plan a year 2 campaign with the aim of reducing levels of recycling contamination in north London.



- 3.1.11 Develop and promote an NLWA waste policy agenda - outlining the main regulatory and behavioural changes supported by the Authority to move to a circular (green) economy. This would set out a positive agenda and demonstrate a strong, coherent policy as well as providing a point of reference when responding to enquiries or producing news releases.
- 3.1.12 Deliver an outdoor advertising campaign promoting waste prevention messages and coinciding with COP-26.
- 3.1.13 Continue to develop the NLWA website as a hub for waste and recycling information, improving the home page to better showcase NLWA campaigns, and drawing web traffic through a new 'blog' section and resident mailing list.

#### **4 EQUALITIES IMPLICATIONS**

- 4.1 The forward plan of activity comprises of digital and face-to-face activities to ensure that there is an equal opportunity for people to engage in the residual waste reduction programme. NLWA works closely with the constituent Borough Officers to ensure that information and opportunities for residents from the NLWA programme of activity are disseminated through multiple routes.
- 4.2 Starting in September, NLWA is undertaking an accessibility audit of both the NLWA and NLHPP websites. Once complete, recommended improvements will be made to ensure sites are fully accessible to people with a range of needs.

#### **5 COMMENTS OF THE LEGAL ADVISER**

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

#### **6 COMMENTS OF THE FINANCIAL ADVISER**

- 6.1 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)

#### **Contact officers:**

Edel Fingleton and Miriam Cragg

Unit 1b Berol House  
25 Ashley Road  
London N17 9LJ  
020 8489 5730  
[edel.fingleton@nlwa.gov.uk](mailto:edel.fingleton@nlwa.gov.uk)  
[Miriam.cragg@nlwa.gov.uk](mailto:Miriam.cragg@nlwa.gov.uk)

**APPENDIX A: PROJECTS FUNDED THROUGH THE NLWA WASTE PREVENTION COMMUNITY FUND 2021-22**

<b>Organisation</b>	<b>Amount awarded</b>	<b>Target area</b>	<b>Project overview</b>	<b>Borough</b>
Covent Garden Dragon Hall Trust	£8,678.50	Waste electrical and electronic equipment (WEEE)	Programme of activities co-produced with young people that reduces WEEE, provides young people with skills, knowledge and understanding around recycling and re-use.	Islington
Garden of Earthly Delights	£15,000.00	Furniture	Working with disadvantaged individuals to skill them in repair and creation of garden furniture from discarded timber.	Hackney and Haringey
Hackney City Farm	£9,110.00	Packaging, refill	Building the capacity of the Get Loose Project packaging reduction project to sustain waste prevention activities.	Hackney and wider London
Kentish Town West City Farm	£9,856.00	Textiles, WEEE, sharing and reuse	Development of a reuse and recycle hub including a programme of skills classes for the community and provision of a tool library.	Camden and wider London
Lifefterhummus	£14,480.00	Food, textiles and reuse	Development of a reuse hub that aims to create long lasting behaviour change and waste prevention in the local community.	Camden

Organisation	Amount awarded	Target area	Project overview	Borough
Octopus Community Network	£15,000.00	Textiles	A series of replicable community-based participatory workshops including a Social Action Hub and toolkit that will creatively challenge textile consumption, through a collaboration of five multi-purpose community centres in Islington.	Islington
Transition Leytonstone	£3,500.00	Food	Installation of solar panels to power a large fridge and freezer to allow additional food storage as part of the Leytonstone Community Fridge project.	Waltham Forest
Forest Recycling project (FRP) – funded during 2020-21 and carried forward to this year	£4,600.00	Textiles, furniture	A series of workshops focussed on fabrics reuse, specifically upcycling and recycling lampshades using reused fabrics.	Waltham Forest

**APPENDIX B: RESIDUAL WASTE REDUCTION PLAN FORWARD ACTIVITY PLAN 1 OCTOBER 2021 – 31 MARCH 2022**

Area of activity	Proposed action Oct 2021 - Mar 2022
Food waste prevention	<ul style="list-style-type: none"> <li>– Design and deliver a food waste prevention campaign focused on carbon footprint of food, including digital and in-person resident engagement.</li> </ul>
Textile waste prevention	<ul style="list-style-type: none"> <li>– Develop guidance and deliver support for community groups that want to deliver clothing reuse events.</li> <li>– Deliver pop-up events that provide opportunities for residents to access clothing for reuse and learn new skills for clothing repair.</li> <li>– Deliver existing ‘My Wardrobe, My Way’ campaign including new associated outreach activities focused on clothing reuse.</li> </ul>
Improving recycling	<ul style="list-style-type: none"> <li>– Deliver the ‘Thanks for Trying’ art exhibition and associated outreach engagement across constituent boroughs focused on reducing recycling contamination.</li> <li>– Deliver face-to-face engagement with residents through NLWA stalls at events and workshops for groups focused on reducing recycling contamination.</li> <li>– Deliver second phase of recycling contamination campaign for recycling contamination.</li> <li>– Produce video which follows one or two items of north London recycling from the recycling bin, all the way to being turned into a new product.</li> <li>– Digital campaign to mark Recycle Week and participation in ReLondon London-wide Recycling Week advertising campaign.</li> </ul>
Waste prevention – lifestyle choices	<ul style="list-style-type: none"> <li>– Deliver ‘Not One Minute to Waste Campaign’ to demonstrate the vast amount of waste being produced in (north) London to illustrate impact and promote solutions, including outreach and digital activity.</li> <li>– Deliver two PR campaigns focused on waste prevention at Christmas and furniture.</li> </ul>

<b>Area of activity</b>	<b>Proposed action Oct 2021 - Mar 2022</b>
Supporting communities to act on waste prevention	<ul style="list-style-type: none"> <li>– Support projects funded through the Waste Prevention Community Fund 2021-22, and plan for launch of Fund 2022-23.</li> <li>– Deliver a research project with north London primary schools to understand their interests and requirements on waste education. Scope initial plan for future NLWA education related offers.</li> </ul>
Furniture waste prevention	<ul style="list-style-type: none"> <li>– Plan and deliver the London Upcycling Show 2021-22 focused on the prevention of waste and opportunities for repair/reuse of furniture and soft home furnishings.</li> <li>– Deliver pop-up activities to provide opportunities for residents to learn skills for repair of common household items.</li> <li>– Rebrand NLWA’s Second Time Around shop and run a promotional campaign.</li> <li>– Promotion of new RRC mattress recycling service.</li> <li>– Activity for Repair Day, promoting NLWA’s electrical repair directory and focusing on need for broader ‘right to repair’</li> </ul>
Plastics waste prevention	<ul style="list-style-type: none"> <li>– Deliver the Low Plastic Zones project in partnership with the constituent boroughs, to support businesses to reduce plastic waste.</li> <li>– Promotion of new RRC expanded polystyrene, crisp packet and coffee pod recycling services.</li> </ul>
Working with sector stakeholders	<ul style="list-style-type: none"> <li>– Deliver the annual sector focused Waste Prevention Exchange conference, in March 2022.</li> <li>– Prepare and promote NLWA waste policy agenda, outlining the main regulatory and behavioural changes supported by the Authority to move to a circular (green) economy</li> </ul>