

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:** ROADMAP TO RESIDUAL WASTE REDUCTION PLAN 2022-24

**REPORT OF:** MANAGING DIRECTOR

**FOR SUBMISSION TO:** AUTHORITY MEETING

**DATE:** 10 FEBRUARY 2022

**SUMMARY OF REPORT:**

This report sets out the roadmap to the Authority's next Residual Waste Reduction Plan, the aim of which is to help bring about a reduction in residual waste in north London. It involves more collaborative activity on waste prevention and recycling communications with the Boroughs and residents. The report also updates on activity to date on the current plan.

**RECOMMENDATIONS:**

The Authority is recommended to comment on and note the report.

**SIGNED:**  **MANAGING DIRECTOR**

**DATE:** 31 January 2022

## 1. BACKGROUND

- 1.1. The Residual Waste Reduction Plan 2020-22 (the Plan) was approved by the Authority in February 2020. It set out a two-year plan of community engagement, communications and policy work to encourage a reduction in residual waste in north London.
- 1.2. 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).
- 1.3. The Plan includes:
  - 1.3.1. Waste prevention and recycling activities involving direct engagement with the community.
  - 1.3.2. Communications campaigns to amplify the impact of waste prevention activities and to build greater awareness of, and interest in, waste prevention.
  - 1.3.3. Communications campaigns to increase reuse and recycling, grow the proportion of recyclable material which is recycled and tackle contamination.
- 1.4. The plan can be read at: [nlwa.gov.uk/ourauthority/our-strategies#ResWastePlan](https://nlwa.gov.uk/ourauthority/our-strategies#ResWastePlan)
- 1.5. Specific projects delivered as part of the plan are steered by the Members' Recycling Working Group.
- 1.6. A detailed update on activities carried out as part of the plan was given at the October 2021 Authority Meeting: [nlwa.gov.uk/sites/default/files/2021-09/03%20Residual%20Waste%20Reduction%20Plan.pdf](https://nlwa.gov.uk/sites/default/files/2021-09/03%20Residual%20Waste%20Reduction%20Plan.pdf)
- 1.7. The current plan runs until 31 March 2022. However, a number of programmes and projects are being delivered in Spring/ Summer 2022 as the new plan is developed. This includes:
  - 1.7.1. Waste Prevention Exchange: The conference will be delivered online on 2 March 2022, with a focus on the role of waste prevention in tackling the climate emergency.
  - 1.7.2. Education research project: Plans are being developed to commence engagement with north London primary schools as part of this research project that will inform future educational activities delivered by the Authority.

- 1.7.3. Waste Prevention Community Fund: Projects are progressing and achieving good outcomes despite the impact on face-to-face engagement during recent COVID-19 restrictions.
- 1.7.4. Repair Week 2022: A campaign is being planned that will include opportunities for residents to learn new skills, through digital information and in-person workshops.
- 1.7.5. Low Plastic Zones: Businesses in existing zones are being reengaged and support needed to expand to new zones in Boroughs is being identified.
- 1.7.6. Promotional campaign for the reuse shop at Kings Road Reuse and Recycling Centre.
- 1.7.7. A high-profile advertising campaign promoting food waste reduction using NLWA's successful 'Not a Minute to Waste' tagline and making clear how people's actions to reduce waste can help tackle the Climate Emergency.
- 1.7.8. Community outreach work focused on reducing food and textile waste.

1.8. At the December 2021 Authority Meeting, Members advised that Authority officers should lead a collaborative approach to developing the Residual Waste Reduction Plan for 2022-24.

## **2. ONGOING AND SCHEDULED WORK TO INFORM THE DEVELOPMENT OF THE NEW RESIDUAL WASTE REDUCTION PLAN**

- 2.1. The Authority is in the process of appointing a specialist research company to provide insight into the most effective routes to resident engagement and messaging that will motivate actions to prevent waste. The outputs from the research will provide a better understanding of residents in north London and identify best practices amongst existing initiatives. The outcomes are expected in Spring 2022.
- 2.2. Opportunities are being explored to link up the community-based projects funded by the Waste Prevention Community Fund more closely with next year's plan. This will help to inform the Authority's future approach to supporting community led initiatives.
- 2.3. Evaluation of the Low Plastic Zones project will be undertaken, and the Authority will continue to support the initiative in new areas in Spring 2022, to inform future expansion and improvements.

- 2.4. The Authority's upcoming education research project in schools will be delivered in the summer term and evaluated in July 2022.
- 2.5. A Waste Prevention Officer vacancy is being reviewed and advertised to support the Authority's waste prevention work.
- 2.6. Meetings have been held with officers from each constituent borough to discuss their priorities for 2022/23. Officers meet with boroughs regularly to ensure plans align and complement each other.

### **3. ROADMAP FOR DEVELOPING 2022-24 PLAN**

- 3.1. Authority officers will work with Members and constituent boroughs to develop an engagement plan. This will include an agreed approach to identifying relevant community groups and other organisations and the potential barriers to their involvement.
- 3.2. The objective of the new plan will be to develop ongoing projects which will enable residents to reduce waste. Officers will seek feedback on the plan's priorities and ongoing input from residents and groups to help delivery.
- 3.3. Officers propose that the Members Recycling Working Group will continue to lead the overseeing and shaping of proposals for the new Residual Waste Reduction Plan
- 3.4. An update on engagement carried out will be provided and agreement on the plan's priorities will be sought at the Authority Meeting on 23 June 2022.
- 3.5. Agreement on the final plan will be sought at the Authority Meeting in Autumn 2022.

### **4. EQUALITIES IMPLICATIONS**

- 4.1. The Authority will seek to engage with communities from across north London. The Authority will work with the constituent boroughs and Members to ensure that under-represented groups are approached and encouraged to participate.
- 4.2. In preparing communications, consideration is given to accessibility of the information provided and the appropriate format.

### **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.

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