

NORTH LONDON WASTE AUTHORITY

REPORT TITLE: NORTH LONDON WASTE PREVENTION PLAN

REPORT OF: MANAGING DIRECTOR

FOR SUBMISSION TO: AUTHORITY MEETING

DATE: 31 OCTOBER 2022

SUMMARY OF REPORT:

This paper is an introduction and brief summary of the draft North London Waste Prevention Plan (the Plan). The Plan has been developed collaboratively and sets out the Authority's proposed approach to community engagement, communications, and policy work to enable a reduction in waste in north London.

Whereas previous plans have been more prescriptive, with projects and timescales set in stone, this one has been designed more flexibly. This will allow the Authority to work with existing stakeholders and build relationships with new ones over a longer period of time. Projects will be steered by the Members' Recycling Working Group and updates will be given at future Authority meetings.

It is proposed to that officers will identify projects which could be scaled up or delivered over a longer period of time and make an additional £130,000 available in 2023/24. This would bring the total budget available to support locally delivered projects up to £250,000.

The draft plan is included as an appendix to this paper.

RECOMMENDATIONS:

The Authority is recommended to:

- A. Comment on and approve finalisation and publication of the North London Waste Reduction Plan, with oversight and steer of projects provided by the Members Recycling Working Group.

B. Authorise an additional £130,000 to be made available to support locally delivered waste prevention projects in 2023/24, to bring the total North London Community Fund budget up to £250,000.

SIGNED:  Managing Director

DATE: 19 October 2022

1. SUMMARY OF NORTH LONDON WASTE PREVENTION PLAN

- 1.1. The North London Waste Prevention Plan (the Plan) sets out the approach to community engagement, communications, and policy work to enable a reduction in residual waste in north London, from Autumn 2022 to mid-2025.
- 1.2. The objective of the Plan is to reduce local authority collected waste in north London, promote resource efficiency and the circular economy, minimise climate impacts and improve the local environment through a comprehensive and sustainable programme of communications, outreach, and community engagement activities.
- 1.3. The roadmap to developing the Plan was presented and discussed at the Authority meeting in February 2022. Members advised that a collaborative approach should be prioritised and recommended some emerging priority themes.
- 1.4. The plan is designed to support, enhance, and amplify the work of the constituent boroughs. Through a collaborative approach between the boroughs and the Authority delivered through this plan, we are working together to influence waste prevention and will achieve that by delivering initiatives at scale, trialling approaches, sharing learning, and unifying messaging so there are economies of scale and a collective voice representing waste issues in north London.
- 1.5. The work to be delivered through the plan will be informed by our links with sector specialists and the working groups the Authority is active in. Collaborating with national and regional bodies and supporting external initiatives locally gives us the ability to test interventions, demonstrate effectiveness and scale up successful trials with the constituent boroughs. We maintain knowledge and draw on research, evidence and learning to stay current on guiding principles. We draw on the collective expert experience of the Authority and constituent boroughs, apply behaviour change methodologies, utilise existing research, and test and evaluate approaches as we develop and deliver our work.
- 1.6. Input into the draft plan has been received from Members at the Members Recycling Working Group (MRWG) meeting. The priority areas of delivery, as recommended by Members, are:
 - 1.6.1. Enable communities to deliver change on the ground
 - 1.6.2. Provide residents with prevention, reuse, and repair opportunities
 - 1.6.3. Campaign for change
 - 1.6.4. Work in partnership
 - 1.6.5. Educate and inform residents

1.6.6. Support our boroughs

1.6.7. Work with businesses

2. DEVELOPMENT OF THE PLAN

2.1. The draft Plan has been developed with input from borough officers and has been discussed at a series of workshops with stakeholders. Behavioural insights work will provide us with insights to motivations and barriers to waste minimisation behaviour, along with a segmentation of our audience that will allow us to plan and deliver targeted campaigns and interventions.

2.2. North London is made up of diverse and thriving communities, which presents a wealth of opportunities to deliver this activity in conjunction with a range of stakeholders. Our plan is designed to succeed through collaboration, and priorities have been set that have importance to north London residents and sector stakeholders. The Authority will always look for potential collaborations and is keen to know of and work with those who have the mutual ambition to reduce waste and deliver pioneering approaches to achieve this common goal.

3. DELIVERY IN 2022/23

3.1. Projects which will be considered for development in the first few months of the plan include:

3.1.1. Launching an expanded North London Community Fund

3.1.2. Supporting the trialling of food waste recycling for flats above shops in Islington, Haringey, and Hackney

3.1.3. An online waste prevention resource hub and the development of in-person support for schools

3.1.4. A behaviour change campaign to reduce plastic use in businesses

3.1.5. A campaign to increase uptake of reusable nappies vouchers and a review of the voucher value

3.1.6. Developing a scheme to provide reusable period products, vouchers, or subsidies

3.1.7. A pan-London food waste reduction campaign, in conjunction the other London waste disposal authorities and councils

4. NORTH LONDON COMMUNITY FUND

- 4.1. The North London Community Fund provides community-based, non-profit making organisations with support to develop new approaches to reduce waste or extend the reach and impact of existing waste prevention activity in north London. Previously funded projects have been delivered by a variety of excellent grassroots organisations and have provided creative and innovative opportunities for residents to tackle waste relating to textiles, food, furniture, and electricals, amongst other issues.
- 4.2. The next funding round opens for applications in November 2022 and selected organisations will be awarded up to £15,000 to their project costs, from a total pot of £120,000 (up from £60,000 last year).
- 4.3. At the September Members' Recycling Working Group, Members asked officers to explore expanding the fund further to provide more opportunities for local groups to receive funding.
- 4.4. Members are recommended to give approval for NLWA and borough officers to identify projects which could be scaled up or delivered over a longer period of time and make an additional £130,000 available in 2023/24. This would bring the total budget available to support locally delivered projects up to £250,000. Due to the Authority's strong financial position, this can be accommodated within the position outlined in the Finance update to this meeting.

5. EQUALITIES IMPLICATIONS

- 5.1. 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 in projects.
- 5.2. In preparing communications, consideration is given to accessibility of the information provided and the appropriate format.

6. COMMENTS OF THE LEGAL ADVISER

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

7. COMMENTS OF THE FINANCIAL ADVISER

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

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APPENDIX A DRAFT NORTH LONDON WASTE PREVENTION PLAN



Preserving Resources, Driving Change

North London Waste Prevention Plan 2022-2025

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Summary

As we move from the early-to-mid 2020s, the need to tackle the Climate Emergency becomes ever more urgent. Eliminating excessive and unecological waste is paramount in that pursuit. North London Waste Authority (NLWA) is in a strong position to help: Preserving Resources, Driving Change is our plan for 2022-25 to reduce and prevent waste across north London and beyond. Serving two million residents across seven north London boroughs, NLWA acutely understands its responsibility to take innovative, consultative, and collaborative action. Action that will help propel north London towards a more sustainable and secure future, where the vast scale of unnecessary waste currently being thrown away becomes a historical anomaly.

To achieve this, NLWA's focus is on greater collaboration with, and financial support of, community groups dedicated to the cause of waste reduction. Working closely with our seven constituent boroughs, we will strive to influence debate and policy at both a local and national level. We will actively advise the UK Government. We will strengthen our partnerships with other public sector organisation, charities, NGOs, and businesses who share similar values and vision. Through our schools' programme, we'll aim to inspire and enhance the lives of children and their families, because the preservation of resources can bring psychological, social, and economic benefits. We'll work to ensure that circular economy principles become embedded at the very start of a business idea or design concept, at the very beginning of government policy development, and deep within the hearts and minds of all north Londoners.

Some of the key highlights of Preserving Resources, Driving Change include:

- A significant increase in grant funding to community groups via NLWA's North London Community Fund to enable dynamic and positive change at the grassroots.
- A review of our network of household Reuse and Recycling Centres, with the ambition to transform them into hubs for circularity, providing a source of materials that can be reused or transformed into new products locally.
- The opening of a brand-new education centre at Edmonton EcoPark for schools, local interest groups, residents, talks, and events.
- Supporting the revival of repair shops as well as helping residents learn repair skills.
- Supporting residents to use items such as reusable period products and nappies.
- Working on ways to recycle difficult-to-recycle items, such as carpets. This follows NLWA's success in recycling mattresses and polystyrene.
- Supporting trials in the boroughs such as food waste recycling services for residents living in

flats above shops.

- Funding more in-person activities and high-profile advertising campaigns to drive behaviour change with extra support for the boroughs.

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North London Waste Authority is the statutory waste disposal authority for the seven north

Background & Development



Introduction

London Boroughs of Barnet, Camden, Enfield, Hackney, Haringey, Islington, and Waltham Forest. We arrange materials collected for recycling by most of our boroughs to be sorted and recycled, transport and dispose of all “residual waste” (i.e., rubbish/black bag waste) collected by our boroughs, arrange for Reuse and Recycling Centres (RRCs) to operate, and plan for the infrastructure and contracts needed to provide long-term high-quality recycling and waste services.

All seven of our constituent boroughs have declared climate emergencies and are committed to environmental sustainability. The local manifestos for the parties which won or retained control of our constituent boroughs all included pledges to reduce waste and enable more recycling.

Our priority is to reduce waste, which saves money for councils and preserves resources for future generations. By encouraging people to rethink, reduce and reuse, and campaigning for changes from central government and industry, we can help to reduce consumption-based emissions in the face of a climate emergency. Our plan to reduce residual waste is about engaging residents and businesses to enable behaviour change, and campaigning for policy changes from central government and industry.

Our resident-focused work focuses on supporting people to think about their choices when purchasing or consuming products and encourages reuse, repair and sharing. We want to help people understand the journey of our stuff and the value of the resources that go into producing and disposing of it. There are opportunities to prevent everyday items becoming waste and our work will highlight the actions that can be taken to extend the life of products, consider how we consume and thereby extract the true value of them, and ultimately reduce the burden on our finite resources.

This plan is being developed through collaboration with residents, environmental specialists, borough staff, councillors, and campaigners. We are continuing to hold engagement sessions, meetings, and conversations to provide insight into local priorities and identify where our activities can support partners to achieve shared ambitions. There is a clear interest to effect change in north London and influence the national agenda to reduce waste, and our plan allows flexibility to ensure that the work remains meaningful.

North London is made up of diverse and thriving communities, which presents a wealth of



Background & Development

opportunities to deliver this activity in conjunction with a range of stakeholders. Our plan is designed to succeed through collaboration, and priorities have been set that have importance to north London residents and sector stakeholders. We are always looking for potential collaborations and are keen to know of and work with those who have the mutual ambition to reduce waste and deliver pioneering approaches to achieve this common goal.

The plan is developed to set out our approach to working from Autumn 2022 to mid-2025. This provides us with adequate time to organise activities effectively and allow us to be focussed on practical issues which make an immediate impact. The timeframe and approach give us the agility to be able to respond to new issues and changing priorities in the seven boroughs and the wider waste sector. It will be delivered whilst the next North London Joint Waste Strategy, owned by the constituent boroughs and NLWA, is being developed. The strategy will set out the strategic approach to waste disposal and recycling for all seven boroughs and provide the framework for future waste prevention activity. This plan and stakeholder engagement carried out to develop it will inform the strategy.

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What We Want to Achieve

Our objective is to reduce local authority collected waste in north London, promote resource efficiency, minimise climate impacts and improve the local environment through a comprehensive and sustainable programme of campaigning and engagement activities that deliver behaviour change. We want to support a move to a circular economy, which is a model of design, production and consumption that involves sharing, leasing, reusing, repairing, refurbishing, and recycling existing materials and products for as long as possible. In this way, the life cycle of products is extended which reduces waste to a minimum. Our plan is designed to make it easier for residents to participate in the circular economy through the information, support, and activities we provide.

We need to focus our activities at the top of the waste hierarchy to prevent waste and minimise its impact on the environment, but individuals cannot achieve this alone. There are key legislative changes that, if implemented effectively, could have a significant impact on the products that are placed on the market, eliminating unnecessary packaging, and ensuring what remains is fit for disposal in line with the waste hierarchy. We need central government to stop delaying and properly implement significant reforms like Extended Producer Responsibility for packaging and other materials such as textiles, carpets, electrical items and all plastics, Deposit Return Scheme, and consistent collections, which continue to be delayed and watered down. Systemic changes are required to grow the circular economy, preserve vital resources, and extract the true value from everything we consume.

Every London borough must produce a Reduction and Recycling Plan for the Mayor of London. Our work delivered as part of this plan will help our constituent boroughs deliver the waste reduction element of their plans and support their recycling services.

Our aims are to:

Increase residents' understanding of the journey of waste and the need to shift from a linear to a circular economy.

Provide information, advice, and support to enable adoption of sustainable behaviours including reuse, repair and sharing.

Increase residents' motivation and understanding of how and why it is important to reuse and recycle effectively.

Provide policy responses and engagement with national and regional strategy development on waste prevention that represents the collective ambitions of NLWA and the constituent boroughs for waste prevention.

Campaign for central government action to increase support for the circular economy, including reforms which reduce packaging and encourage reuse and repair.

Campaign for systemic changes to reduce the manufacture and consumption of single-use and unrecyclable items.

Align with and complement the communications and engagement activities delivered by the constituent boroughs and community groups.

Work in partnership with organisations from grassroots to sector specialists to tackle common priorities and amplify waste prevention impact.

How and Why We Have Developed the Plan

The approach to understanding our audience and developing effective initiatives is based on gaining and using behavioural insights in conjunction with on-going stakeholder engagement.

A series of workshops is being delivered at the time of preparing this plan, to provide an opportunity for us to engage with individuals and organisations to discuss mutual priorities and ambitions for waste prevention, identify potential future collaborations, and ultimately shape the activity that we will deliver. Stakeholders told us that increasing the amount we invest in community-led initiatives is a priority in conjunction with longer term financial support, which we will deliver through this plan. They have highlighted areas of their work and interests relating to food, textiles, repair, sharing and reuse, working with schools and broader skills development, to name just some of the alignments identified. In the short-term we will update our website and start an electronic newsletter to make it easier to share plans, seek collaborators and community investment opportunities, and promote local waste prevention initiatives.

We will draw on the insights from the behaviour change research work we undertook with 1,200 north London residents in preparation for this plan, to design targeted interventions and campaigns that enable and support people to overcome barriers to waste prevention. We will continue to seek input from stakeholders throughout the life of this plan, when developing new initiatives and seek feedback on interventions delivered.

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The plan is designed to support people who want to make a difference, from individuals and community groups to small business and established enterprises, and influence those who may be less aware of the opportunities and benefits of reducing waste. The seven constituent boroughs represent about a quarter of London, and collectively the residents and businesses in the area could have a huge influence on reducing waste. We aim to deliver projects, initiatives, and campaigns with those who are interested in shaping the local environment, cutting costs by making better choices,



or providing sustainable offers for customers. To achieve that, we seek collaborators for this plan and welcome ideas for innovations to help tackle the issue of waste in north London.

To ensure NLWA is delivering meaningful work to support waste prevention activities we use data to inform our approach. Annually, NLWA manages the disposal of approximately 820,000 tonnes of refuse and recycling, of which 675,000 tonnes comes from households. A waste composition analysis will be carried out in 2023, which involves a process of physically separating, weighing, and categorising items to determine amounts and types of materials in the waste stream during a defined time. Combining insight from that with on-going current information of what is being disposed of will inform targeted waste prevention initiatives.

The work delivered through the plan is also informed by our links with sector specialists and the working groups NLWA is active in. Collaborating with national and regional bodies and supporting external initiatives locally gives us the ability to test interventions, demonstrate effectiveness and scale up successful trials with the constituent boroughs. We maintain knowledge and draw on research, evidence and learning to stay current on guiding principles. We draw on the collective expert experience of NLWA and constituent boroughs, apply behaviour change methodologies, utilise existing research, and test and evaluate approaches as we develop and deliver our work.

The plan is designed to support, enhance, and amplify the work of the constituent boroughs. Through a collaborative approach between the boroughs and NLWA, delivered through this plan, we are working together to influence waste prevention and will achieve that by delivering initiatives at scale, trialling approaches, sharing learning, and unifying messaging so there are economies of scale and a collective voice representing waste issues in north London.

What We Will Do

Our audience insights work has shown us that enabling communities to act on waste prevention through the provision of localised practical offers and supporting grassroots organisations to deliver them is important. It has also demonstrated that our stakeholders are invested in the circular economy in north London and share our belief that the 'waste' we dispose of is potentially valuable raw materials to others. To support our shared ambitions to reduce waste and keep useful materials in circulation for as long as possible we will deliver on the following priority areas.

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Enable Communities To Deliver Change On The Ground

We are committed, through the North London Community Fund, to financially support organisations tackling waste issues and working with residents at the community level. The fund provides community-based, non-profit making organisations with support to develop new approaches to reduce waste or extend the reach and impact of existing waste prevention activity in the NLWA area.

The next funding round opens for applications in November 2022 and successful projects will be awarded in February 2023. The amount available in this round is £120,000, and selected organisations will be awarded up to £15,000 to their project costs. The application process is designed to be as accessible and straightforward as possible, and we welcome queries from prospective applicants. Evaluation of applications is carried out against criteria provided in the funding guidance documentation, and the process is undertaken by NLWA officers with input from officers in the constituent boroughs. Previously funded projects have been delivered by a variety of excellent grassroots organisations and have provided creative and innovative opportunities for residents to tackle waste relating to textiles, food, furniture, and electricals, amongst other issues. We recognise that there is a wealth of initiatives happening in north London that may not have waste prevention as their main aim, but which achieve that through either the practical action they deliver or the information and upskilling it provides to their participants, and we are keen to hear from such organisations.

Through the fund, we will support organisations with promotion of their work and monitor their approaches with a view to understanding the potential for scaling up or rolling out successful initiatives to other areas or over longer periods of time. We will also support networking for those who want to learn from and replicate the approaches being delivered. The fund will enable closer working links for NLWA with north London communities creating an effective route for stakeholders to work with us. This is a growing area of activity, and we will review annually our approach and committed funding amount to ensure we continue to invest in north London based waste prevention initiatives.

“We want to help support and bring repair back to the high street, encouraging residents through our communications to utilise local repair businesses.”

Provide Prevention, Reuse And Repair Opportunities

Providing opportunities for residents to learn repair skills and access free or low-cost services is an important aim of this plan. We will explore existing initiatives and organisations focused on repair, sharing and reuse with the aim of developing a community-based hub network providing activities and resources for residents to access. We want to help support and bring repair back to the high street, encouraging residents through our communications to utilise local repair businesses. We will promote sharing and hiring opportunities to help avoid unnecessary purchasing of items that are used infrequently or as a one-off. We will also lobby central government to legislate waste out of poorly designed products, ban planned obsolescence and ensure repairability, whilst also calling for investment in the infrastructure required to support the repair and reuse sector.

We will review how we can link our network of RRCs to the circular economy by implementing mechanisms to make DIY or other materials available to those who can use them. We will also continue to make reusable items available at low-cost through our ReUse shop and Bright Sparks reuse and repair project. The ambition is to make our RRCs hubs for circularity and sources of materials that can be reused or transformed into new products locally.

The reusable nappy scheme will continue through this plan to provide parents and carers the opportunity to receive a subsidy towards reusable nappies from the constituent borough they reside in. Through this scheme, we will continue to support those considering using real nappies with opportunities to access free demonstrations where they can ask questions and get the information, they need to give reusables a go. Through our work with the steering group for the scheme, we will review the current offer including the voucher value with a view to increasing it. Research and trial initiatives to grow awareness of reusable nappies will also be delivered, including exploring opportunities for uptake from other potential users, such as day care settings.

We will promote reusable period products as an alternative to single-use options and provide advice about the products available. We will investigate setting up a voucher, subsidy or alternative scheme to enable residents to access such products, and deliver a campaign with partners to ensure the support is widely advertised.

Textiles reuse is also a significant priority in this plan. We will continue to develop relationships

Provide Prevention, Reuse And Repair Opportunities

with stakeholders who are working in textile waste prevention and will map existing offers against the behavioural patterns we want to encourage people to change, whilst promoting practical opportunities for people to reduce textile waste. We will work with the pan-London One World Living initiative to identify sector stakeholders and approaches for supporting the textile reuse economy in north London, that will enable us to provide meaningful free and low-cost options for textile reuse for residents.

NLWA has always worked to ensure residents can recycle as many materials as possible. We continue to expand the range of hard to recycle items we manage, like mattresses, and are the first authority to provide a polystyrene recycling service. We will seek reuse and recycling options for other hard to recycle items such as carpets and hard plastics, to ensure we provide the best financial and carbon savings for the constituent boroughs, and we will continue to keep residents informed of the disposal options available through localised campaigns as new items are brought into our recycling service.

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Educate And Inform Residents

Through communication campaigns, we can reach large numbers of north London residents. We can target specific audiences, using behaviour change methodology to tailor messages and address barriers to change.

During each year of this plan, three high profile behaviour change campaigns will be delivered. Wherever possible, campaigns will include an element of face-to-face engagement, as well as public relations activity or news releases to amplify messages through media coverage.

Set out below is a list of options for high profile campaign themes which will be regularly reviewed with NLWA Members and borough officers to ensure priorities are reflected.

Priority themes will be agreed with our Members Recycling Working Group and could include:

Household recycling: North London has one of the most extensive recycling services in the country, ensuring that packaging can be collected and turned into something new. However, we still face considerable challenges, with not enough residents recycling as much as they could, or too many non-recyclable items put in the recycling which makes it unusable. There are also specific environmental benefits of ensuring that plastics get recycled and aren't just disposed of as waste. Three possible campaigns topics would therefore be: increasing recycling participation, reducing contamination, and increasing plastics recycling.

Food waste prevention: Food is high in embodied carbon because of all the energy and resources used to grow, store, and transport it. Reducing the amount of avoidable food waste going into either the rubbish bin, or food waste recycling caddies, should be one of our top priorities.

Reusable alternatives to single-use: One of the best ways we can use resources more responsibly is to use reusable items, instead of single-use, disposable ones. NLWA already provides a reusable nappy subsidy for parents and parents-to-be. We could encourage residents to use other items like reusable coffee cups, and period products.

Educate And Inform Residents

Out of home recycling/reuse: Electrical items, clothes and batteries are high in embodied carbon, so it is essential that they do not simply end up in residents' rubbish bins. There are lots of ways that these items can be reused or recycled, ensuring that the maximum value is extracted from them before it's the 'end of life'.

Increase use of repair services: Repair has a vital role to play in keeping products in use for longer. Lots more needs to be done to improve the reparability of products, but we can also direct residents to good repair services and use behaviour change techniques to promote the benefits of repair.

A number of more targeted advertising campaigns will also be run throughout each year. These will mainly be delivered digitally where it's possible to target specific audiences according to location or demographics. The campaigns will promote waste prevention and recycling behaviour change messages. They will also support themed events such as Circular Economy Week, Plastic Free July, Recycle Week or Refill Day.

It is important to educate the next generation of adults by providing an opportunity to establish 'good' waste prevention and recycling behaviours for a lifetime. To support that we will draw on the outcomes of our research undertaken with north London primary schools to enable them to overcome the identified barriers of time, resources, and knowledge, to help them embed waste education into the school culture. Initially we will create and maintain an on-going resource hub that includes both signposting to existing external resources and those that we will produce, to address current gaps in understanding. We will also work with educators to develop meaningful support offers that provide the tools and knowledge for them to act on waste minimisation, through the lessons they teach and the facilities they utilise.

We are building a brand-new education centre at EcoPark House, as part of the North London Heat and Power Plant development. Once complete, this centre will welcome schools and local interest groups, host talks and events. It will also include interactive displays which demonstrate the problems caused by global resource over-consumption and show what more circular resource use could look like.

We want to let residents see north London's waste and recycling for themselves. Observing the vast volume of waste produced every day, and the challenges of processing it, is an essential first

step towards adoption of more sustainable behaviours. We will work with partners to establish educational visits at our RRCs, energy from waste facility and the materials recovery facility. We will also explore ways to increase the educational value of our Reuse and Recycling Centres through signage or face-to-face engagement.

“We want to let residents see north London’s waste and recycling for themselves. Observing the vast volume of waste produced every day, and the challenges of processing it, is an essential first step towards adoption of more sustainable behaviours.”

Support Our Boroughs

NLWA's contract for the collection and processing of household dry mixed recycling is with Biffa Waste Services Ltd. As part of this contract, Biffa established the Borough Recycling Fund. For every tonne of recycling collected, Biffa contributes to this fund, and it is available for NLWA and its boroughs to spend on new and innovative projects that help increase the quantity and/or quality of north London's recycling.

For each year of this plan, we will work with Biffa and the north London boroughs to deliver recycling initiatives, projects and campaigns that achieve the objectives of the Borough Recycling Fund. For instance, planning is underway for a high-profile advertising and media campaign that aims to increase participation in household recycling services. It will highlight the importance of taking personal responsibility for recycling, with a particular focus on the hard work and dedication of north London's collection crews. Communications materials will be produced through a collaborative process with collection crews in each borough, and we hope to use tonnage data to measure the impact of targeted leafleting.

We will work with our boroughs to trial new initiatives which could increase recycling rates for all types of materials. We will be guided by their expertise to identify shared priorities. For instance, many of our boroughs are keen to trial a food waste recycling collection from flats above shops. We will deliver this project collaboratively with them, allowing for a consistent approach across the north London area and ensuring economies of scale. Specifically, we will assist with project design, applying robust behaviour change theory, and we will fund production of leaflets and bin stickers and procure door-knocking to encourage participation.

It is essential that, as north London's waste disposal authority, we enable our boroughs to participate in national or London-wide campaigns, amplifying campaign messages and increasing recognition. We will fund additional advertising for campaigns such as Recycle Week, Repair Week and Circular Economy Week, potentially also funding boroughs to deliver advertising on their own social media channels.

Work With Businesses

Getting as much unnecessary plastic as possible out of the waste stream is a big priority of this plan, and NLWA is committed to processing plastic waste in the UK. We will work with residents to ensure there is an understanding of the journey of waste that is collected in north London and opportunities to reduce it. Calling on central government to introduce a 50p charge on coffee cups, a ban on other single-use plastics, bring forward the extended producer responsibility legislation for packaging, and implement a deposit return scheme are key to supporting our aims.

The everyday choices made by consumers are an important part of tackling waste and reducing the amount of unnecessary plastic they have to dispose of. We will work with north London businesses through an evidence-led behaviour change intervention to encourage their customers to use reusable alternatives to single-use plastics. The intervention based on the Behaviour Change Wheel will demonstrate expected behaviours, feature community members (a credible source of influence), educate the public on the environmental consequences of single-use plastics, generate commitments to reuse and refill, and ask businesses to display behaviour related messaging and prompts in their premises. The evaluation of the intervention will robustly measure behaviour change, working with businesses to help us do so, and with a view to scale up if successful.

Campaign For Change

Our planet faces intertwined tipping points that we can no longer ignore: the Climate Emergency, pollution in all its forms and the destruction of nature's biodiversity. These are defining issues of our time. Among the many measures required to address them is a comprehensive re-think of the way we consume the Earth's resources.

There is a clear and urgent economic need for central government and business to embrace sustainability. The world is overwhelmed by unsustainable, harmful waste such as single-use plastics and difficult-to-recycle multi-material items. We must move to a circular economy, one in which we "design out" waste, and where products can easily be repaired if need be.

“However, the need for legislative action to prevent waste is urgent. Central government has signalled its commitment in the Waste Prevention Programme for England, but plans are far from firm, with promised consultation dates fast approaching.”

NLWA and the constituent boroughs welcome central government plans to improve the consistency of recycling services, incentivise greater recyclability of packaging on the part of producers and retailers, and introduce a deposit return scheme. However, the need for legislative action to prevent waste is urgent. Central government has signalled its commitment in the Waste Prevention Programme for England, but plans are far from firm, with promised consultation dates fast approaching.

In the meantime, central government has proposed waste reduction targets for local authorities, yet local authorities have very limited influence on waste created at source. Simply asking people to do the right thing will not work; systemic change is needed to make sustainable options the most economical, convenient, and conventional choice. It is therefore vital NLWA, and the constituent boroughs engage with central government to ensure that policy aligns with the waste hierarchy.

Over the course of this plan, we will deliver the following:

Work with our boroughs to develop an NLWA call to action, setting out policies and best practice which could reduce waste and create a circular economy.

Campaign on key policy issues such as powers for local authorities to make recycling compulsory or banning a greater range of single-use packaging. We will promote our agenda through press releases, social media, and articles on our website.

We will respond to central government consultations relating to waste and resources policy.

We will lobby producers to make products more sustainable; end planned obsolescence; offer reusable or hire options; improve product repairability or increase the recyclability of packaging. The scale of waste is vast and dealing with the many complex issues created by consumption requires collaboration to find the best solutions. Countless organisations and individuals, campaign for structural reforms and work to enable behavioural change. As well as working with our boroughs and businesses, we will strengthen existing partnerships and build new ones with public sector authorities, environmental groups, campaigners, and grassroots organisations.

We will work with organisations to amplify existing work and deliver projects together to have a bigger impact. We will contribute towards pan-London and national campaigns and add value through additional outreach and engagement into our communities. An example is a large advertising, marketing and outreach campaign focused on sustainable food behaviour which we are developing with ReLondon and three other London waste authorities. This builds on the food waste element of the One World Living programme, which is being led by Hackney Council, and will deliver a campaign launching in 2023 which will reach north London residents wherever they are.

We have partnered with organisations of all scales to deliver waste prevention initiatives in our communities. This includes local organisations like Forest Recycling Project, regional national charities like Groundwork and Keep Britain Tidy, and single-issue specialists like Real Nappies for London and the Restart Project. We are open to working with anyone who shares our ambition of a circular economy and can make a difference on the ground, and we will actively seek new partnerships to help us design, develop and deliver innovative projects.

Work In Partnership

Through our annual conference, the Waste Prevention Exchange, we will provide a forum to share good practice on waste prevention activities, where delegates can learn from initiatives delivered by local authorities and sector specialists, as well as hearing from experts on topical issues that affect the sector. This free expert lead conference is designed to reach sector professionals and those active and interested in the waste and recycling sector. It provides a networking opportunity to exchange ideas and knowledge and inspire new initiatives to tackle waste issues.

As a local authority we are accountable to the residents of our seven constituent boroughs. To ensure that this plan meets the needs of north London residents, its development and delivery is steered by our Members Recycling Working Group. The group is made up of seven councillors (one from each constituent borough), who have been democratically elected to serve their communities.

NLWA is funded through a levy paid by the boroughs to dispose of their waste and manage recycling. A budget of up to £1m per year is allocated to deliver a strong programme of work to reduce waste and ensure it aligns with borough's plans. Communication and engagement projects are delivered by an in-house team, with support from external contractors where necessary.

A group of officers from the constituent boroughs meets regularly and inputs into the development, delivery, and evaluation of projects.

Individual projects will be carefully planned, delivered, and evaluated to ensure value for money and maximum impact. We will seek to build a network with stakeholders to inform and shape the activities delivered through this plan, to ensure they are relevant to the north London community. A monitoring and evaluation framework will be developed, with input from resident research, to ensure projects can be continuously improved.

We will use data to underpin our work and make it robust. We will use data from a variety of sources including primary and secondary research. We will share the outputs from our research to benefit our partners and the sector.

We will provide progress updates on development and delivery of the plan at Authority meetings, which are open to the public and streamed online. Papers are published online, and residents are permitted to make deputations at meetings.

Stay Accountable

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