

NORTH LONDON WASTE AUTHORITY

REPORT TITLE: WASTE PREVENTION PLAN UPDATE

REPORT OF: MANAGING DIRECTOR

FOR SUBMISSION TO: AUTHORITY MEETING

DATE: 27 APRIL 2023

SUMMARY OF REPORT:

This paper is an update on the delivery of the North London Waste Prevention Plan. Members reviewed and approved the draft on 31 October 2022. The plan was finalised and published in January 2023.

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.

This paper gives an update on the projects which have launched or are in development since the plan was published in January. Projects are steered by the Members' Recycling Working Group.

RECOMMENDATIONS:

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

SIGNED:  Managing Director

DATE: 17 April 2023

1. BACKGROUND AND INTRODUCTION

- 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 roadmap to developing the Plan was presented and discussed at North London Waste Authority (NLWA) meeting in February 2022. Members advised that a collaborative approach should be prioritised and recommended some emerging priority themes. The draft plan was presented and approved in October 2022. The plan was finalised and published in January 2023.
- 1.3. 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 the Plan, NLWA and the boroughs 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.
- 1.4. The draft Plan was developed with input from borough officers and was discussed at a series of workshops with stakeholders. The work to be delivered through the plan is informed by links with sector specialists and the working groups in which NLWA is active. The aim for this ambitious programme is to draw on the collective expert experience of NLWA and constituent boroughs, apply behaviour change methodologies, use existing research and test and evaluate approaches as work is developed and delivered.
- 1.5. North London is made up of diverse and thriving communities, which presents a wealth of opportunities to deliver activities in conjunction with a range of stakeholders. The Plan is designed to succeed through collaboration, and priorities have been set that have importance to north London residents and sector stakeholders. NLWA 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.
- 1.6. The priority areas of delivery, as recommended by Members, are:
 - 1.6.1. enable communities to deliver change on the ground by providing residents with prevention, reuse, and repair opportunities;
 - 1.6.2. campaign for change;
 - 1.6.3. work in partnership;
 - 1.6.4. educate and inform residents;

- 1.6.5. support the boroughs; and
- 1.6.6. work with businesses.
- 1.7. The following sections provide updates on examples of projects now being developed and delivered as part of the plan.

2. NORTH LONDON COMMUNITY FUND

- 2.1. 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.
- 2.2. Members approved to bring the total budget available to support locally delivered projects up to £250,000 for 2023/24. This is an increase from £60,000 in 2021/22. Officers understand this is the largest fund of its type in the country.
- 2.3. Thirty-eight bids were received – the highest number since the fund launched. Due to the increased funding, a record 17 organisations are being supported in this round. Contracts are currently being finalised.
- 2.4. A communications plan is being developed to ensure projects get as much support as possible to promote their activities; and the deliverables from each project will be monitored – to understand how successes are achieved. This will assist in maximising the impact of future Community Fund awards.
- 2.5. 12 funded projects are geared around combatting waste in its different guises, from bulky waste to food and textiles, compost to paint and nappies. The organisations are:

The Inconvenient Store CIC (Waltham Forest)
Garden of Earthly Delights (Hackney and other boroughs)
Octopus Community Network (Islington)
Artist Hive Studios CIC (Enfield & Islington)
Our Home Our Planet CIC (Barnet)
Forest Recycling Project (Waltham Forest)
Fashion for Future (Hackney & area-wide)
Camden New Town Community Festival (Camden)
Laburnum Boat Club (Hackney)
Bowes Park Community Association (Haringey / Enfield)

Our Yard at Clitterhouse Farm (Barnet)
Nappy Ever After (Camden, Hackney, Islington)

Five organisations submitted bids about repairing electrical devices:

MER IT (Camden, Hackney, Haringey, Islington)
Possible (Camden)
The Mill E17 (Waltham Forest)
Haringey Fixers (Haringey)
2second Chance (Barnet)

Officers are working with these organisations to support their projects and look for opportunities for them to be scaled up and contribute to a wider strategy for electrical repair.

- 2.6. More information about the funded organisations can be found at Appendix A.

3. REUSABLE NAPPY SUBSIDY

- 3.1. On average a baby will require at least 4,500 nappy changes over the two-and-a-half years that they require them. Therefore, continuing to support residents to switch to reusable nappies when they can, is a meaningful step that can be taken to cut single-use plastic waste and save money for residents. Disposable nappies are also put in recycling bins to surprisingly high extent. This causes 'contamination' of recycling loads and can prevent other materials being recycled if there is a high concentration of non-recyclable material in any given lorry load.
- 3.2. As recommended by Members, the value of the reusable nappy voucher will increase in 2023/24. The current value per voucher is £54.15 and it will increase to £70.00 from 1 April. The increased value of £70 was determined through the Real Nappies for London steering group for the scheme, in which all seven boroughs and NLWA are represented. The increased value will enable parents/carers to access a useful number of items to get started with using reusable nappies. This is significantly higher than the value of vouchers offered by most other English authorities. While it does not cover the full costs of using disposable nappies, the voucher assists with meeting upfront costs which can be particularly challenging for new parents at a time when household budgets are under severe pressure.
- 3.3. Management of this scheme includes voucher costs, administration, promotion, and resident engagement/education. In addition to the voucher increase, there are other areas of activity that will be targeted in the year ahead to increase awareness of the scheme, overcome barriers and encourage new target audiences and users. These additional actions are set out below.

- 3.4. NLWA will fund an organisation called Nappy Ever After to carry out a trial for increasing reusable nappy use at nurseries in Camden, Hackney, and Islington through the North London Community Fund. Officers are also working with Real Nappies for London in developing an approach to encourage foster carers to access the reusable nappy voucher scheme.
- 3.5. Officers will develop a targeted campaign to address common barriers and evaluate uptake of the scheme over the year as a result of interventions that will be delivered.

4. REUSABLE PERIOD PRODUCTS

- 4.1. Following proposals and support from Members, officers are working with boroughs to develop the scope of work for a new reusable period products offer for residents. The aim of this project will be to change behaviour related to the use of reusable period products, through various interventions including education and incentives, for example discounts on reusable period products. To inform scope development, officers have reviewed existing research in this area and engaged with other local authorities to gain insights and learning from schemes that are already in operation. Work is due to launch on this project in quarter one of 2023/24.

5. POLICY COMMUNICATIONS AND LOBBYING

- 5.1. In NLWA's work to encourage systemic change, it has over the last few months undertaken a wide range of communications regarding government policy including publicly urging the UK government to extend its ban on plastic plates and cutlery to far more single use plastics. Officers also discovered a loophole which would make the Government's ban of plastic plates ineffective, and alerted the media to that issue, gaining some good news coverage.
- 5.2. The Chair of NLWA wrote to the Chancellor and the Under Secretary of State at the new Department of Business and Trade, urging them not to delay or water down Extended Producer Responsibility and the newly announced Deposit Return Scheme after the media reported some lobbying by retailers and producers against both schemes. This message was amplified by a press statement.
- 5.3. As regards the Deposit Return Scheme, while welcoming it in principle, NLWA publicly pointed out the lack of local council involvement, which could impact the scheme's effectiveness.

6. RECYCLING COMMUNICATIONS CAMPAIGNS

- 6.1. A Reuse and Recycling Centre (RRC) promotional campaign is running from late April. It is aimed at residents without access to a car because nearly 30 per cent of our survey respondents cited this as the main obstacle to them visiting RRCs. This

group tend to be younger, unmarried and without children. Campaign artwork will show a young person going to their local RRC on foot with a range of smaller, everyday recyclable items. It will be promoted via bus stops, council newspapers, social media and local press.

- 6.2. Work has begun with boroughs to identify local recycling crew 'heroes' to feature in a communications campaign. Tailored messages will be delivered on one estate recycling round in each borough, with impact measured by tonnage and contamination data. There will also be outdoor and social media advertising with artwork and video content featuring real crew members sharing stories and anecdotes, as well as recycling tips. Creative concepts and messaging will be shared with the Member Recycling Working Group for input before artwork and videos are produced.

7. PAN-LONDON FOOD WASTE CAMPAIGN

- 7.1. NLWA is co-funding the "Eat Like a Londoner" campaign for the seven boroughs. Our officer team is working closely with ReLondon and other partners on creative materials and messaging, given our team's experience in this area. The campaign is launching a new website which aims to become a credible voice and engage people around specific food behaviours as well as nudging them towards existing content. The first wave is to make people aware that it exists and help them understand the benefits of engaging with it. Digital adverts were tested in January and February and are being refined for use in April and May. The campaign is an example of boroughs and waste authorities working together across London to reach more residents and maximise their overall impact.

8. BUSINESSES REUSE CAMPAIGN

- 8.1. Through consultation with borough officers and insights from the review of Low Plastic Zones, NLWA's officers have developed a proposal for a behaviour change campaign. This is designed to build on the work with businesses to date. Based on the COM-B and Behaviour Change Wheel methodology, the campaign proposed is designed to target consumer reuse behaviour. The activity will be piloted in Barnet before being evaluated, refined and rolled out more widely across the other six boroughs.
- 8.2. NLWA will work with a specialist behaviour change communications organisation, with procurement being completed in April.

9. FLATS ABOVE SHOPS FOOD WASTE TRIAL

- 9.1. NLWA's officers have worked with borough officers to provide food waste recycling for residents in flats above shops. Officers carried out extensive door knocking and delivery of caddies, liners and information leaflets to engage and inform residents about the new service. Initial evaluation shows that, if residents can be reached in

person to be provided with caddies and liners, they are generally positive about the service and are likely to use it. Follow-up surveys also show that residents who start using the service continue to use it several months later.

- 9.2. The challenge with flats above shops is reaching residents, as front doors on high streets are shared by several homes. Securing a higher participation rate requires repeat visits and ongoing engagement. For example, in Hackney, four officers spent two eight-hour days, with two more officers carrying out further revisits to reach around a quarter of the 400 homes in the trial area. Evaluation is ongoing, with more results due in May.

10. EDUCATION OFFER

- 10.1. NLWA's officers have worked with borough officers to develop a new education strategy. This comes off the back of research commissioned in 2022 to understand the priority areas of interest and gaps relating to waste minimisation education in north London primary schools. The strategy will support educators to get waste prevention messaging into classrooms and assist schools to reduce their own waste. The research project involved consultation with 61 schools across north London and officers will continue to engage with those schools.
- 10.2. To support one of the findings of the research, an online waste prevention resource hub is being launched on 17 April on nlwa.gov.uk to provide a central point for teachers to access a wide range of external educational resources. NLWA and boroughs will promote and encourage feedback from teachers and families on the hub, to ensure resources are current and meaningful for curriculum planning.
- 10.3. Other areas of work to be developed include:
 - 10.3.1. designing campaigns that will raise awareness and inform waste prevention in schools
 - 10.3.2. engaging with curriculum leads to collate feedback on the effectiveness of existing waste prevention education resources and create new ones
 - 10.3.3. work with schools to do waste audits, ensuring they have effective waste management systems and that they are aware of the services available to them to recycle more and save money
 - 10.3.4. offer services like uniform and equipment swaps
 - 10.3.5. investigate an approach to facilitate the sharing of best practice and information between schools to support waste prevention education and activity.

11. WASTE PREVENTION EXCHANGE

- 11.1. The Waste Prevention Exchange is one of the largest free events for professionals, residents and council officers to learn, share ideas and network. The 2023 event will focus on the circular economy and the challenges and opportunities this brings to local authorities. The event is online on Thursday 18 May. As at 3 April, over 436 delegates had signed up.

12. EQUALITIES IMPLICATIONS

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

13. COMMENTS OF THE LEGAL ADVISER

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

14. COMMENTS OF THE FINANCIAL ADVISER

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

Contact officer:

Joe Sheeran
Unit 1b Berol House
25 Ashley Road
London N17 9LJ
joe.sheeran@nlwa.gov.uk

APPENDIX A SUMMARY OF NORTH LONDON COMMUNITY FUND PROJECTS 2023

Organisation	Project name	Waste stream	Outline of project	Borough
Artist Hive Studios CIC	The Fundamentals of Sustainable Design	Bulky waste	The Artist Hive Studios will deliver a series of workshops offering the local community the opportunity to engage with artists and designers in the fundamentals of sustainable design. These workshops are responding to feedback from local residents during a pilot of the approach in 2022.	Enfield Islington
The Inconvenient Store CIC	E11 Circular Hub	Food, textiles, various	This project, based on a trial delivered in 2022, will deliver workshops and events for people from all backgrounds in the community to gain skills and knowledge in getting the most from the textiles and food they consume and reduce waste, whilst also encouraging local businesses to become more sustainable.	Waltham Forest
Garden of Earthly Delights	Woodshop of Recycled Delights	Bulky waste	Garden of Earthly Delights is a living museum of what is possible with would-be waste. This project will expand their work with other non-profit organisations and schools in north London, teaching carpentry skills using wood that would otherwise have gone to waste.	Hackney and other boroughs TBC
Octopus Community Network	Urban Soil Food	Food/ compost	Urban Soil Food will form a network of three neighbourhood-based food waste compost hubs in Islington. The project builds upon a small-scale pilot in 2022 and will mainly target residents of social housing estates, particularly single households.	Islington
Our Home Our Planet C.I.C	Eco Show and Tell Community Events	Various	This project will support delivery of Eco Show and Tell sustainability fairs in Barnet. Each fair will host stalls delivered by community groups and local activists	Barnet

Organisation	Project name	Waste stream	Outline of project	Borough
			focused on sustainability, to support and showcase the work of local residents and organisations.	
Forest Recycling Project	Tackling North London Paint Waste	Paint	Forest Recycling Project aims to increase capacity and to collaborate on solutions to deal with leftover paint. Activities will include paint distribution, increased awareness of paint recycling opportunities and exploration of relocating a reuse hub in Waltham Forest to enable the growth of paint reuse and other recycling streams.	Waltham Forest and other boroughs TBC
Fashion for Future	Free Mending and Upcycling Workshops	Textiles	Fashion for Future will deliver a range of activities to prevent textile waste by providing sessions and workshops for residents to donate and access preloved clothes, learn how to mend and rework clothes, and partner with charities to give tokens to those in need, providing recipients the benefit of choice and anonymity.	All north London boroughs
Camden New Town Community Festival	CNTCF Fix, Make and Mend Project!	Various	Camden New Town Community Festival was established in 1998 as an annual festival that attracts over 2,000 visitors. This project will support the work of the 'Green Corner' in the 2023 event, and deliver a range of activities, talks and workshops that run throughout the weekend, to help people cut waste in their daily lives.	Camden
Laburnum Boat Club	Using it all Up	Food and textiles	Laburnum Boat Club will work with disadvantaged, disabled, and vulnerable young people, aiming to reduce food and textile waste, by engaging and educating them and their families through various activities.	Hackney

Organisation	Project name	Waste stream	Outline of project	Borough
Bowes Park Community Association	Bounds Green Foodbank Eco Project	Food / compost	The Eco Group is a new initiative run by Bounds Green Food Bank volunteers to help formalise and build on existing recycling and re-use strategies, with a vision of making the food bank zero-waste.	Haringey
Our Yard at Clitterhouse Farm	Composting and Food Waste Reduction Pilot Project	Food / compost	Our Yard at Clitterhouse Farm will raise local awareness about food waste by engaging families to take part in a composting pilot project. Also, monthly workshops on composting and cooking for the whole community will be delivered, using the compost created in the community garden. The work also involves tackling food waste dumping in the surrounding park.	Barnet
Nappy Ever After	Nappy Ever After Reboot	Nappies	Through this project Nappy Ever After will aim to increase uptake and use of reusable nappies by residents and nurseries in three north London boroughs.	Camden Hackney Islington
2econd Chance	Borough Refurbished Machine Donation Scheme	WEEE	2econd Chance is a not-for-profit that provides training and employment opportunities for young people. This project aims to support trainees to repair unwanted computers that would otherwise have gone to waste and recirculate the devices to Barnet residents.	Barnet
The Mill E17	Forest Fixers	WEEE	The Mill is a community hub at the heart of Waltham Forest and through this funding will deliver free Repair Cafés where residents can learn, with the help of volunteer fixers, how to repair their broken electrical and electronic devices.	Waltham Forest
Haringey Fixers	Repair Cafés	WEEE	This project will support community-led electrical repair activity in Haringey.	Haringey

Organisation	Project name	Waste stream	Outline of project	Borough
Possible	Five Weeks of Fixing - seeding community Repair Clubs	WEEE	Five Weeks of Fixing is a structured project for seeding community repair clubs that aim to galvanise, energise and expand community repair of portable electrical and electronic appliances in north London.	Camden and other boroughs TBC
Mer IT	Free repair services for the community	WEEE	Mer IT will provide a free repair service for the community and support for community centres so they can refer their beneficiaries for electronics repair support and advice. This aims to ensure that new devices, provided by the National Device Bank, are only allocated when really needed. The repairs will be carried out by MER IT students, providing an excellent opportunity for them to obtain customer service and work experience.	Islington Camden Haringey