

WASTE PREVENTION PLAN UPDATE ON PROGRESS SINCE SEPTEMBER 2024

NORTH LONDON COMMUNITY FUND

Below is an overview on the small and medium projects that will be delivered in 2025-26.

Calthorpe Community Garden - £5,000

“Turning scraps into gold: sustainable composting for a greener future” will deliver composting workshops and educational tours to local residents, schools and community groups. The organisation will actively work to ensure the workshops reach residents from marginalised groups. Calthorpe Community Garden staff, trustees and volunteers share the same lived experiences as those who use the community garden space – social isolation, unemployment and mental health.

Clapton Support and Advice - £5,000

“Baby bounty” will work with economically disadvantaged families by facilitating the redistribution of baby clothing and equipment via swap events. The organisation has a strong commitment to diversity and inclusivity with over 50% of the staff, volunteer base and board members identifying as being from ethnic minority groups.

Cooking Champions - £11,950

“Food waste? Put a lid on it!” will utilise the award to deliver open access cooking workshops upskilling local residents with food waste prevention techniques. The organisation has strong links with the diverse community they serve, actively recruiting volunteers and staff from different backgrounds and life experiences.

Edible London CIC - £15,000

“Surplus for a purpose” will work closely with the community to create and deliver workshops and events focusing on food waste prevention and recycling. Alongside the workshops and events, the organisation will upskill young people, supporting them with professional skill development. Edible London will also work to establish new connections with companies to redistribute food which would otherwise go to waste. The organisation prioritise collaboration with local communities to create inclusive programmes which reflect the diversity of north London.

Footprint for Good - £8,500

“Repair Restore Respect” will use the funding to work with marginalised young people, empowering them through upskilling and education workshops on waste prevention. Participants will learn how to repurpose furniture and reclaimed wood to create or upcycle items for indoor or outdoor home use. The organisations staff and trustee board represent the service users and young people they work with, ensuring their voices are heard and influence the work the organisation delivers.

REACT and Forest Recycling Project (FRP) - £15,000

“Sewing and mending skills” a collaborative project between REACT and FRP will look to upskill residents through a series of sewing workshops. The organisation will focus on providing access to residents who often struggle to engage with mainstream community learning and volunteering opportunities. Both organisations are run by residents who are committed to bringing inclusivity, equity and environmental justice to the forefront of their work.

Friern Barnet Community Library - £5,000

“Repair cafe and waste reduction workshops” will run a monthly repair cafe aiming to repair small electrical appliances, such as laptops and phones, and also other household items. The group will also deliver workshops on upskilling residents with repair skills and waste prevention behaviours. Friern Barnet Community Library volunteer base and board members are made up of a broad range of ages and represent diverse ethnic backgrounds.

GB Carnival CIC - £11,660

“Leyton Mas: Homemade Mas” will offer residents a series of workshops where they will learn how to creatively prevent waste and create costumes out of household waste for the Leyton Mas People’s Parade and Carnival Fete. The co-operative community of artists and producers at GB Carnival CIC are from socially, economically and culturally diverse backgrounds and circumstances.

Green & Silver Interprises - £14,525

“Go Green Eco Urban Collective” will build on a project previously funded by RE-Power Communities. The project will deliver sessions on sewing repairs, wellness, cooking, urban gardening, trash arts and crafts and repurposing textiles. The organisation is committed to fostering equity, equality, diversity and inclusion across all levels.

Hackney Foodbank - £3,000

“Reducing food waste” the project proposed by Hackney Foodbank was to increase the amount of food diverted from businesses to redistribute to residents. In addition to this, the organisation wanted to purchase a fridge to elongate the life of food. As the majority of the budget was going towards the operations of the food waste distribution service, the project fell outside the scope of the NLCF. However, NLWA will support with the cost of the fridge.

Living Way Ministries - £7,200

“Munch & Mend” will deliver textiles upcycling and repair workshops twice a month. In addition, the group will deliver monthly food waste prevention workshops for residents from low-income and marginalised communities. Living Way Ministries are an organisation which consists of a diverse range of ethnicities, faiths and ages.

New Tribe CIC - £5,00

“Onions and...” will deliver innovative and creative workshops on natural dyeing and weaving techniques, repurposing onion skins and other plant-based waste. The organisation will focus on engaging residents from underserved ethnically diverse communities.

Play It Again Toys - £5,000

“Play It Again Toys” will run specific fixing sessions for children's toys as well as educating residents on waste prevention. The organisation acknowledges the lack of diversity in the arts and will work to actively recruit fixers who are from ethnically diverse backgrounds.

Refugee Workers Cultural Association - £1,090

“Sustainable Steps: Reducing Bottles, Recycling More” the project proposed by Refugee Workers' Cultural Association was to deliver seminars educating residents from minority ethnic backgrounds about waste and recycling, and hold upcycling workshops and food waste workshops. Additionally, the group proposed to install a water filtration tap for resident use to address the plastic bottle waste created by the community. The project proposal was light on details making it difficult to assess the impact. However, NLWA will support the installation of the filtration tap and recycling bin purchases.

Screen Share UK - £14,790

“Education, collection, repair and redistribution of laptops and phone by and for local refugees” will collect and refurbish laptops and phones from residents to redistribute to those in need. The project will support local asylum seekers with digital skills training and laptop refurbishment. The organisation is made up of staff and volunteers who represent the diversity of north London.

South Hampstead and Kilburn Community Partnership - £11,381.87

“Sitch social plus” will deliver a community initiative transforming textiles waste into usable items and art. The group will deliver sessions at two community centres supporting residents in areas of high deprivation. The organisation volunteer, staff and trustee are ethnically diverse, two of the trustees are local residents of the estates South Hampstead and Kilburn Community Partnership serve.

The Enfield Alevi Centre - £4,660

“Let's Create” working with children and families, this project will collect unwanted household items and textiles, repurposing the materials during after-school arts clubs. The organisation will educate children on sustainability and support with the development of artistic skills. The Enfield Alevi Centre trustee, staff and volunteer base represent the ethnically diverse communities the organisation serves, including those with disabilities, LGBTQ+ and a range of ages.

Kind Cycle - £4,500

“Waste Not!” will address the improper disposal of reusable household items in residential estates, signposting residents to alternatives e.g., donating or sharing. The organisation will create signage to divert to organisations and local initiatives. The project is currently being piloted in Tottenham Hale successfully.

Woodshop of Recycled Delights (WoRD) - £15,000

“Building skills, repairing futures: tackling furniture waste” will expand WoRD workshops on outdoor furniture focusing on indoor furniture, upcycling and repair. The organisation will actively work to ensure the workshops are attended by residents representing the diversity of north London, monitoring and adjusting the approach where necessary to reach new audiences. WoRD are committed to equity, diversity and inclusion with their staff and volunteer base consisting of individuals who identify as part of the LGBTQ+ communities and workshop facilitators from minority ethnic backgrounds.

Yad Voezer Day Centre - £5,000

“Second helping” will deliver an initiative which empowers disabled adults to collect unused foods from local businesses and turn the would-be-waste into nutritious meals. Alongside the cookery workshops, Yad Voezer Day Centre will educate participants around food waste reduction practices. The organisation team is comprised of staff with disabilities, ensuring those who work with the clients and manage the project have lived experiences and understanding of the challenges faced by the residents they work with.

EDUCATION

EcoPark House has welcomed almost 150 students from 9 schools in north London since its opening in January. Students have participated in several workshops focused on the journey of waste and the circular economy. Officers have now been inducted to lead tours of the Resource Recovery Facility, which provides the opportunity to see how waste is prepared for the energy from waste facility.

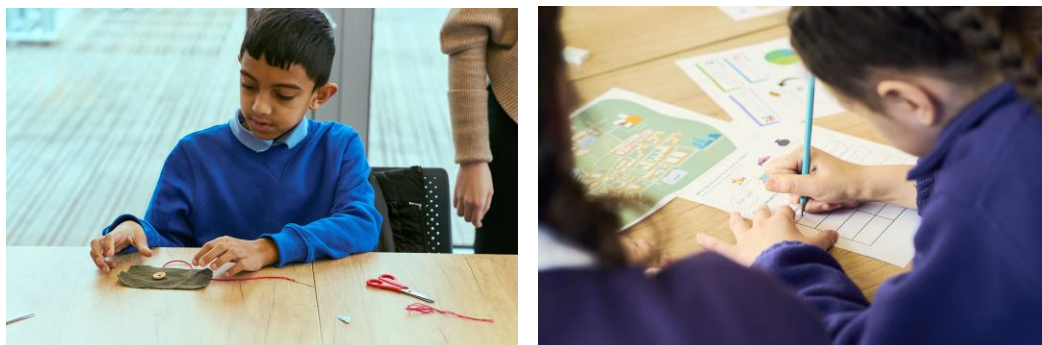
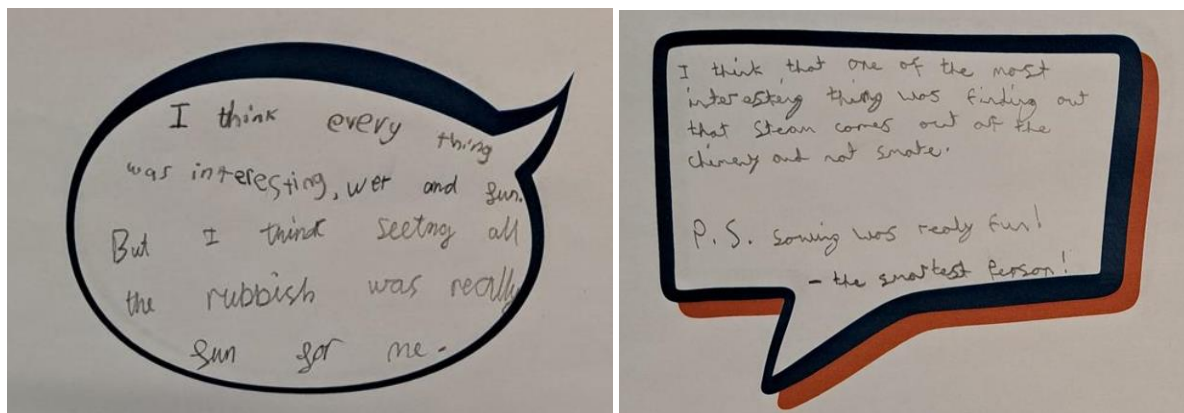


Image of students participating in the Repair workshop (left) and the Waste City workshop (right) at EcoPark House.

Visitor feedback indicates that teachers would recommend the programme to a colleague and all teachers agreed that the sessions developed student understanding of waste management in north London. As part of the feedback process, students are asked to complete a post-visit online quiz to

evaluate student knowledge and understanding of key concepts taught in sessions. This feedback will be reviewed to evaluate the programme throughout the summer term.



Feedback from students from Parkwood Primary School (Hackney) at the end of their visit to EcoPark House in February 2025.

The educational programme at EcoPark House has received the [Council for Learning Outside the Classroom Quality Badge](#) in January 2025. This signifies that programme provides high-quality educational opportunities and has robust risk assessments in place. Assessors noted the commitment to inclusivity of the programme within their report. This accreditation is valid for two years and is backed by the Department for Education.

Work with the [Lightyear Foundation](#) to develop an inclusive primary offer has begun. This will involve working with a local Specialist School for students with Special Educational Needs and Disabilities (SEND) to co-design a new workshop. In addition, the development of a secondary school programme that is closely linked with the National Curriculum and Joint Waste Strategy is now underway.

Our primary schools outreach programme, *In the Know*, began in September with 7 participating schools (1 per constituent borough). Each school will receive 1 site visit per term and multiple virtual meetings, with the first term focussed on benchmarking, pupil education and stakeholder engagement. Almost 2,500 pupils were engaged with in the first term, along with over 100 staff members.



Students conducting a waste audit and attending a whole school assembly, Parkside Primary school (Waltham Forest).

The second term of *In the Know* is underway, with the focus being on the education of staff and parents. Workshops are being conducted with the Senior Leadership Team, teachers and support staff, Site and Business management, and PTAs (where applicable). Improvements to internal communications, such as bin labelling and staff newsletters, as well as to services and infrastructure, such as additional recycling bins and collection services, have been introduced.



Example In the Know poster from the series of 4 informative posters, to be displayed around the participating schools.

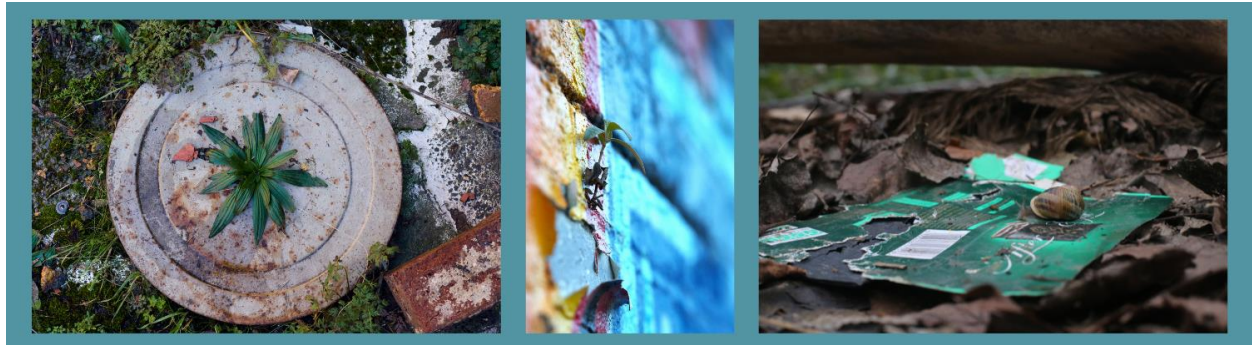
For the 25/26 academic year, the In the Know programme will be scaled up to 14 primary schools and introduce further elements to the programme, for instance a day of continued professional development for subject leads at EcoPark House, mapping out curriculum links to waste prevention and the circular economy. Applications for the 2025/6 programme closed at the end of March and successful participants will attend an introductory webinar in late May.

NLWA's Education Hub is undergoing continued updates. Alongside structural changes, new resources are being regularly added to the brand-new secondary school page for Science, Geography, Design Technology and Cross Curricular learning. 3 new articles have also been published, containing information and resources to help educators navigate new environmental policies, as well as ways to factor waste prevention into annual school events like World Book Day and British Science Week. For the latter, NLWA have created a series of careers profiles highlighting how a background in science can lead to careers in waste. Following further updates, these resources will form part of a new page to signpost secondary school students towards work experience, volunteering and apprenticeship opportunities.

NLWA ran a photography competition for secondary schools across the 7 boroughs. The theme of the competition was 'Nature's Resilience', with students being asked to capture a moment of nature reclaiming a space or recovering in some way from human activity. 46 students from 16 schools entered the competition, with the winners being announced in early March. The winner and two runners-up will

be invited to EcoPark House to see their artwork on display there and receive a professionally printed copy to take home. NLWA will also be visiting the winner's school to present them with some other small prizes including some reusables items, an A2 print of their photo for the school to display, and £250 for the school to spend on art supplies.

The winning submissions are shown below:



From left to right: 1st place Lucien in year 7, Leytonstone School (Waltham Forest). 2nd place Emily in year 7, Highlands School (Enfield). 3rd place Leilani in year 9, Friern Barnet School (Barnet)

REUSABLE NAPPY SUBSIDY

From the end of 2024, into early 2025, a social media advertising campaign has promoted NLWA's [reusable nappies video](#) and directed parents and parents-to-be to sign up for the subsidy. This campaign generated 1.6 million impressions which led to 23,284 people visiting the nappy subsidy sign-up page.

Since 1 April 2024 to 18 March 2025, 869 reusable nappy vouchers have been issued and 503 have been redeemed. A breakdown by borough can be seen in Table 1.

Borough	2023/24		2024/2025 (1 April 24 to 18 March 25)	
	Total issued	Total redeemed	Total issued (until 18 March)	Total redeemed (until 18 March)
Barnet	122	100	83	41
Camden	125	85	89	53
Enfield	96	71	60	39
Hackney	241	161	179	101
Haringey	151	99	126	79
Islington	126	95	111	68

Waltham Forest	272	200	221	127
Totals:	1133	811	869	508

Table 1. A breakdown of the number of vouchers issued and redeemed 2024 – 2025 by borough and compared to previous year.

A review of the reusable nappy scheme is underway, with data being collected from all parents and carers who apply for a reusable nappy voucher. Data will also be collected after the vouchers have been redeemed. The data will help understand who is applying for and using the vouchers, whether they are new nappy users, and consequently whether the scheme increases the use of reusable nappies.

REUSABLE PERIOD PRODUCTS

NLWA contracted Women’s Environmental Network (Wen) to deliver the outreach element of the Reduce Reuse Your Cycle (RRYC) campaign, involving educating parents, students, teachers and beyond on reusable period products, and training up ambassadors to continue their promotion. The contract concluded on 31 October after 14 months, during which Wen delivered 41 engagement activities engaging with 1,809 members of the public.



Wen ambassador training session at Calthorpe Gardens (Camden), October 2024.

Surveys conducted by workshop participants pre- and post-workshop demonstrated strong positive changes as a result. Statistical analysis demonstrated that the workshop increased participants knowledge of how to use different types of reusable period products, improved attitudes towards reusable period products with participants believing they were easier to use after the intervention and less unhygienic. Following the workshop, 96% of respondents said they were at least somewhat likely to recommend reusable period products to friends and family and participants were also significantly more likely to recommend reusable period products to their child or children.

The second communications phase ran from the start of September for 12 weeks, consisting of paid Meta advertising, organic social media and digital newsletters. Following recommendations from phase

1, the ads were set up within Facebook ad manager to focus on generating traffic to the campaign website, [Reduce Reuse Your Cycle](#), rather than reach or impressions. Though overall impressions were lower than the phase 1 (2.3 million compared to over 3 million), outbound click-throughs were more than double for a similar spend (over 18,000 compared to less than 9,000).



Instagram assets from phase 2 of the RRYC campaign, focussing on real reusable period products users.

An evaluation of the RRYC campaign was conducted, with the key recommendation being to continue it primarily as a communications campaign. A toolkit has been created with all the campaign assets for other local authorities to use, linking to the website as the centralised information source. East London Waste Authority will be the first to use the toolkit as NLWA is collaborating with them to deliver a joint communications campaign from April onwards.

NATURE CONNECTION

A behavioural science master's research project was completed by a NLWA officer and Dr Caroline Harvey at the University of Derby. The results of a study of 450 north London residents suggested that that residents with higher levels of nature connection were significantly more likely to engage in waste prevention behaviours, including consciously reducing consumption, buying second-hand household items, using reusable coffee cups, and repairing household items. In support of this research, Hubbub found that connecting Manchester residents to nature through planting, weeding, harvesting, building bird boxes, cooking, and composting resulted in participants reporting avoiding single-use plastic more often, throwing away less food, and refusing to buy new household items. NLWA will be working with Hubbub to deliver nature connection activities across three boroughs to reach residents who are not already connected to nature. Data will be gathered to understand the impact of the activities on waste prevention behaviour.

TOGETHER WE RECYCLE CAMPAIGN

The next phase of the [Together We Recycle campaign](#), focusing on food waste recycling, is on track to launch in April. A short, engaging social media video will be produced for six of the north London boroughs, starring real food waste recycling crew members. It is hoped that the videos demonstrate the

hard work and commitment of crew, 'personalising' and building trust in the service; thereby encouraging residents to 'do their bit'.

The films will be advertised to reach a large audience of north Londoners on social media platforms, with further information available on a dedicated webpage.



Photos of filming for the Together We Recycle campaign.

PAN-LONDON FOOD WASTE CAMPAIGN

The Pan-London Eat Like a Londoner (ELAL) campaign aiming to engage Londoners and empower them to reduce their household food waste and switch to a more plant-based diet continued this year with two media campaigns that included out-of-home and a social media advertising and launched for two weeks in September and November.

The social media campaign in NLWA boroughs alone, generated over 3.1 million impressions, approximately 90,000 video views, a reach of nearly 30,000, resulting in 9254 clicks to the ELAL website.



Pictures of the advertising on the high street

An evaluation of the campaign demonstrated that 1 in 20 Londoners reported seeing the campaign, which increased to 3 in 20 Londoners for 21–44-year-olds and 1 in 10 parents of children under 12, the target audience for the campaign. Of those that recalled seeing the campaign, approximately 60 percent reported to have taken action, by wasting less food, eating more plant-based foods, and eating less meat and dairy. 25 percent agreed that the campaign provided them with a better understanding of how to reduce both household costs and impact climate change and that it provided them with a better understanding of how personal food habits can help with climate change. 20 percent said the campaign gave them a better understanding of the relationship between food and climate change.

A further two-week social media campaign will launch at the end of March 2025, sharing local influencer content, making the campaign messaging feel more relevant and engaging for our residents.

To complement the ELAL campaign, officers delivered a pilot of the “Bin Less Save More” community behaviour change workshop designed to educate residents about the consequences of food waste, help participants to identify how much food they waste, introduce the behaviours that can lead to a reduction in food waste and set goals to help them to adopt new positive behaviours. Cooking demonstrations were also included to show residents how to make new meals from leftovers. Six pilot workshops were delivered, and participants were asked to weigh their food waste before and after the workshops. Static analysis of the data showed that the workshops successfully reduce household food waste. Subsequently, five workshops have been delivered across Barnet, Camden, Enfield and Islington with more planned in partnership with Barnet Public Health, Zero Waste Barnet and ReLondon.

The data gathered from workshop participants showed that the workshops significantly increase participants knowledge about the environmental impacts of food waste and the impact they can have by reducing their household food waste. Additionally, the intervention increases participants understanding of how to reduce their food waste and the skills required, making it reportedly easier for them to reduce their household food waste. 94 percent of participants stated they were either likely or very likely to implement food waste prevention behaviours following the workshops. It is clear from both evaluations that the behaviour change strategy being delivered by officers successfully reduces household food waste.

REUSE BEHAVIOUR CHANGE PROJECT

Following the success of Bring it, Barnet, the campaign was rolled out across Camden, Enfield, Hackney, Haringey, Islington and Waltham Forest. The campaign was localised for each borough, featuring local individuals and businesses who champion reuse to demonstrate social norms and remove the barriers around asking for refills.



A selection of the artwork for the campaign from each of the boroughs.

Out-of-home advertising launched along one high street in each borough with the adverts running for 12 weeks in August to October 2024 (January to March 2025 in Waltham Forest). Officers engaged with local businesses asking them to display campaign materials. A total of 331 businesses signed up to the campaign. Social media campaigns ran on Meta signposting them to a new landing page bringitnorthlondon.co.uk. The social media campaign generated over 9.3 million impressions, reaching over 4.1 million residents, resulting in over 53,500 web page views.

A survey of 1381 north London residents was conducted at the end of the campaign and the data was compared to baseline data gathered from 1441 residents. The results revealed that 1 in 4 residents recalled seeing the campaign. Residents found the campaign easy to understand, relevant to them and their community and inspiring. Following seeing the campaign residents reported that they were either likely or very likely to engage in reuse behaviour, including making sure they have a reusable bag each day (81 percent), getting a refill of water in a reusable water bottle (72 percent) and getting refill of a

hot drink in a reusable cup or flask (65 percent). Thorough analysis of the data will be completed, and a full evaluation report will follow.

BATTERY FIRES CAMPAIGN

An increasing number of rechargeable batteries are being put in the residual waste or household recycling. This not only means that precious materials end up going to waste, it also poses a health risk to operatives because the batteries can explode.

NLWA carried out a survey to find out how many rechargeable batteries Londoners have lying around at home; whether they are able to spot signs of a damaged battery and know how to responsibly dispose them. Survey findings and data from LondonEnergy Ltd and Biffa were used in a [press release to raise awareness of the issue](#). This was supported by social media advertising to direct residents to find battery recycling points. The campaign received coverage in all main trade waste publications, Resource, Let's Recycle, Circular, MRW, with a collective reach of 41,475, and received 320,000 impressions from social media advertising.

PAINT REUSE CAMPAIGN

With 50,000 litres of paint wasted each year in the UK, NLWA is running a digital communications campaign to raise awareness of reclaimed paint amongst north Londoners.

'Reclaimed paint' is leftover or unwanted paint that has been donated and can be reused. A 'COM-B' behaviour change analysis identified barriers to using reclaimed paint; these include residents being unaware of its existence as an alternative to new paint and the stigma around the quality of used products. The communications campaign therefore focuses on raising awareness of reclaimed paint, demonstrating its quality and normalising it as an alternative to new paint by showing real examples of reclaimed paint being used.

To achieve this, we have partnered with two north London organisations, supporting them to use reclaimed paint in artistic ways. One is the Dugdale Arts Centre, who have commissioned several artists to use reclaimed paint in murals on their theatre wall and tables, and the other is a residents' group in Tottenham, who will be using reclaimed paint to paint their back fences along the public-access Carbuncle Passage.



Artists celebrate at the Dugdale Arts Centre with Enfield councillors and staff from both NLWA and Enfield.

Organic and paid digital communications began in February, with the installation at Dugdale launching on 5 March and the Tottenham painting taking place later in March. High-quality photography of these projects will ensure the content is engaging, therefore raising awareness of reclaimed paint, while also normalising its use and demonstrating the quality of the product itself.

PROMOTION OF HORNSEY STREET PEDESTRIAN POINT

A series of improvements were made to Hornsey Street Reuse and Recycling Centre (RRC) to allow pedestrians and cyclists to bring waste and recycling to a dedicated pedestrian point. The changes mark a significant change to accessibility and mean that all of north London's RRCs are now pedestrian-and-bike-friendly.



Hornsey Street Reuse and Recycling Centre pedestrian point.

A promotional campaign sought to celebrate and raise awareness of the changes at Hornsey Street RRC. Outcomes of this activity include:

- A [Hornsey Street pedestrian zone press release](#) gained two pieces of coverage in local publications, generating 161,713 impressions.
- Newspaper advertising in Islington Life and Islington Tribune reached 133,018 residents.
- Social media advertising reached 665,957 people and 982 link clicks to learn more.

AUDIENCE REACH – PRESS AND ONLINE

In 2024/25 our media engagement generated 89 pieces of positive press coverage, with a combined reach of 253 million This included coverage of:

- The [launch of the 'In the Know' schools outreach programme](#)
- The [roll-out of the 'Bring It' reusables campaign](#)
- NLWA's [A-Z search](#) function
- The ['Reduce, Reuse, Your Cycle' campaign](#)
- NLWA's win at the [MJ Achievement Awards 2024](#)

- NLWA [response to the revised EPR base fees](#)
- Announcement of [North London Community Fund \(large award\) recipients](#)

On social media and the NLWA website, we achieved:

- 17 million impressions generated on social media (this means that posts appeared on people's feeds this many times).
- 2,821 residents received our marketing emails which cover themes of waste prevention, RRCs, schools, Reduce Reuse Your Cycle and North London Community Fund.
- 566,418 visits to the NLWA website. NLWA's [A-Z search function](#), along with reuse and recycling centres, remain the posts popular pages.