

Waste Prevention Summary Report 2014 – 2015

Introduction

In the financial year 1 April 2014 to 31 March 2015, North London Waste Authority (NLWA) worked in partnership with the seven constituent boroughs to reduce waste arisings in north London. Three waste streams were prioritised for action, namely food waste, furniture and textiles, complemented by other activities promoting Waste Electrical and Electronic Equipment (WEEE) reuse and recycling, reduction of unwanted mail, promotion of reusable nappies and waste prevention education. This summary report presents the results of the year's activity and reports progress in implementing north London's Waste Prevention Plan 2014-16.

Food waste

Outreach food waste events



Over the course of 2014/15, NLWA's Waste Prevention team delivered a programme of face-to-face outreach activity to encourage food waste reduction across north London and put up information stands in a range of settings, such as festivals and fairs, in libraries, community centres, offices, universities and leisure centres. Officers promoted five key food waste reduction behaviours - plan meals to avoid buying food that will then go to waste; write

a shopping list; understand the meaning of 'best before' and 'use by' dates; measure portions and store food well to avoid waste. Free tools were provided to help with food storage and correct measurement of portions, as well as a leaflet describing the five food waste reduction behaviours.

A total of **128 outreach events** were delivered, directly engaging a total of **10,333 residents** in line with the target set at the start of the programme. The table below shows a breakdown by borough:

Borough	Total	Number of Conversations	Attendance
Barnet	20	1,787	7,270
Camden	31	1,675	8,859
Enfield	11	1,230	5,254
Hackney	14	1,155	4,720
Haringey	15	1,799	3,382
Islington	28	1,906	7,683
Waltham Forest	9	781	3,100
Total	128	10,333	40,268

The events were promoted on NLWA's [Wise Up to Waste](#) website and associated Twitter account and also listed on the Waste and Resources Action Programme's (WRAP's) [Love Food Hate Waste](#) website.

Event feedback

Feedback from stall attendees was gained using an emailed survey conducted with a sample of self selecting attendees six months after events were held. The survey was used to determine whether behaviours were sustained over the long term and provide more in-depth data on the impact of the information officers provided. Twenty three residents returned the feedback form and the results revealed that:

- 83% (19 residents) felt they had an improved knowledge about food waste as a result of visiting the stall and receiving the information provided;
- 83% (19 residents) said they had thrown away less food since visiting the stall than they used to;
- 91% (21 residents) said they were now saving money on food purchasing as a result;
- 83% (19 residents) said that they had passed on or were planning to pass on the advice they received to friends and family.

Rice scoops and spaghetti measurers were deemed the most useful tools offered to residents and more than half of respondents said that they were continuing to use them.

Unprompted resident comments were positive and included the following:

- "I use the rice scoop everyday for my porridge as I find one scoop perfect."

- “Keep going and talk to others”
- “I received tools and advice which has saved me lots of money and avoided food wastage.”

The above results demonstrate that the events are providing useful advice and support to residents assisting them in starting and continuing to successfully reduce food waste. The majority of comments were encouraging and positive and there were no negative comments about the events or about the quality of the information received.

Work with the community

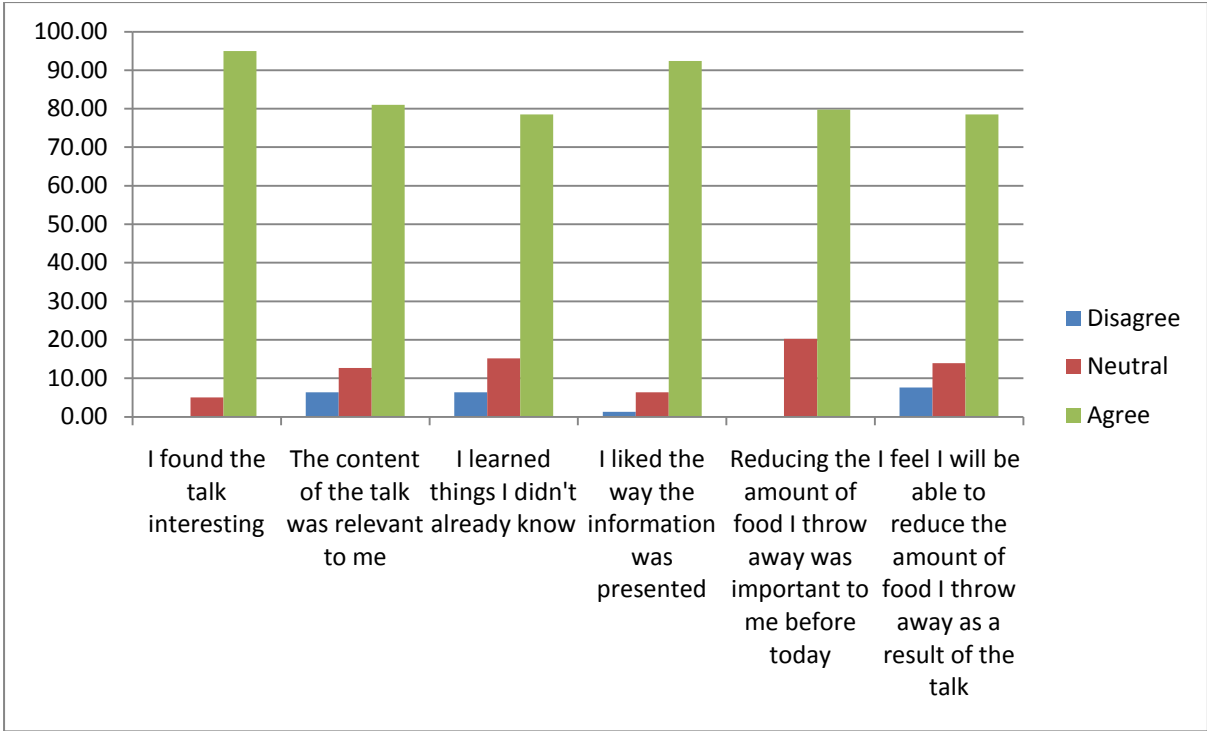
Waste prevention workshops were delivered to **38** local community groups, engaging **569** people. The sessions consisted of a presentation and interaction through question and answers and discussion and were attended by diverse audiences. The NLWA team feel confident that those who took part in the sessions will be able to reduce their food waste at home.

Community groups that the team work with include the following:

- Age UK groups across the seven boroughs
- Barnet Stroke Group
- Bell Lane Primary School (Parents’ groups)
- Camden Carers Service
- Edgware & Mill Hill Friendship Centre
- Fairway Children’s Centre
- Islington Arts and Media school
- Live Simply Group
- Montem Primary School (Parents’ groups)
- More Life
- North London Cares
- PACT Meal – Manor House Development Trust
- Peel Institute
- Redmond Community Centre
- Ruth Winston Community Centre
- St Luke’s family cookery school
- St Luke’s over 55's group
- UCL Medical Department (Royal Free Hospital)

79 attendees returned questionnaires and their feedback was positive. The survey found that **79%** (62 attendees) felt that they would be able to reduce their food waste as a result of the presentation. The vast majority found the talk interesting and claimed that it helped them learn new skills, **95%** (72 attendees) and **78%** (60 attendees) respectively.

The analysis of the feedback forms has been graphically represented below:



Work with Universities and Colleges

During 2014/15, Waste Prevention Officers worked with 15 north London universities and directly engaged 796 people. Officers delivered workshops and held information stalls, nine of which were at specially organised events such as sustainability or Fresher fairs.

A specially-tailored presentation was also delivered to the Medical department at University College London, emphasising the link between food waste reduction and health. For instance, there was particular focus on information about freezing and ‘best before’ and ‘use by’ dates because lots of nutritious foods get thrown away because people misunderstand the rules. In addition, one slide discussed how food waste habits vary among age groups; those aged over 65 years old tend to waste the least.

Feedback found that **75%** of students felt they would be able to reduce the amount of food they throw away as a result of attending the presentation.

Green Office Week

As part of national Green Office week which took place between 12 and 16 May, food waste events were delivered in Barnet, Camden, Hackney, Islington and Waltham Forest with events in the other three boroughs scheduled for later that summer. The events were delivered in Council buildings to engage with Council staff and promote the ‘waste free lunch’ message. In total Waste Prevention Officers engaged with 510 members of staff, **98% stating** that the tools and advice they received will help them to reduce their food waste. Correct portion sizes were the most popular topic of discussion.

Waste Prevention Displays

To further engage with the local community and promote the food waste reduction message, the Waste Prevention team set up waste prevention displays in libraries, food banks, community centres and empty shop windows. Over the course of 2014/15, **951 leaflets and portioning tools** were taken by visitors. The table below shows the full list of display locations:

Display Location	Borough
Eastern European Centre	Barnet
Abbey Community Centre	Camden
Holborn library	Camden
Highgate Library	Camden
Kilburn Library	Camden
Camden Town Library	Camden
Queen's Crescent Library	Camden
Kentish Town Library	Camden
North Enfield Food Bank,	Enfield
Edmonton Food Bank	Enfield
St Luke's Community Centre	Islington
Islington Central Library	Islington
Islington Food Bank	Islington
Hale End Library	Waltham Forest
Higham Hill Library	Waltham Forest
Lea Bridge Library	Waltham Forest
Leytonstone Library	Waltham Forest
North Chingford Library	Waltham Forest
Walthamstow Library	Waltham Forest
Wood Street Library	Waltham Forest

There were no opportunities for displays in Haringey or Hackney but it is hoped that additional opportunities will arise in these boroughs in the future. Waste Prevention Officers monitor displays space through monthly contact.

Food Waste Challenge

This year's food waste challenge ran from April 2014 until the end of February 2015. A total of 137 people signed up and participants recorded the amount of food they wasted and the amount of money they spent on food for two weeks. The first week involves participants measuring their food waste during a 'typical' week whilst the second week requires them to repeat the measurement process, having received a pack of advice, tips and tools to help them reduce their food waste.

Six residents returned results. Overall, results showed that 67% of those that completed the challenge reduced the amount of money they spent on food purchases during the second week of the challenge by 39%. The average financial saving to participants was £42/week and the average food waste reduction was 610g/week.

It is hoped that the money saving and food waste reduction habits developed during the second week of the Challenge would be a powerful motivation for the participants to continue their food reducing habits in the future.

A participant provided the following quote: *“Et voila, really the results are so amazing! I waste so little food using the tools that you sent.”*

Priscillia Valente de Oliveira, Barnet resident.

Waste Less, Lunch Free events

During the summer of 2014, ‘Waste Less, Lunch Free’ events were held in each of the seven north London boroughs.

The core message behind the events was that it is possible to distribute 1,000 portions of free food to members of the public on a budget of £680, which is the amount of money that the average UK family wastes on uneaten food each year.

A free lunch was offered to members of the public, along with food waste reduction advice and free tools, such as rice scoops. The ingredients for the lunches were sourced from local supplier donations of food that was coming to the end of its useful life and therefore otherwise would have been wasted.

The dishes served were panzanella salad, vegetable biryani and vegetable fritters, all recipes taken from the [North London Food Lovers’ Cookbook](#). Offering a free lunch to members of the public enabled staff to engage with residents and provide detailed food waste reduction advice in a relaxed and friendly environment.



The number of portions served and conversations with residents about food waste reduction were recorded for each event:

Borough	Date	Venue	Number of portions served	Number of conversations
Barnet	5 July	Barnet Church Yard	400	247
Camden	31 July	Swiss Cottage Open Space	900	300
Enfield	24 July	Palace Gardens Shopping Centre	1,100	377
Hackney	28 June	London Fields	900	400
Haringey	16 August	Tottenham Green	475	192
Islington	26 July	Islington Green	500	317
Waltham Forest	12 July	Walthamstow Town Square Gardens	755	230
Total			5,030	2,063

In total, 5,030 portions of food were served and 2,063 people were directly engaged by the attending staff. The vast majority of people are happy to engage with staff about reducing their food waste, a problem most people recognised they need to address. Feedback was gained from attendees at each event and found:

- 88.7% said they had learned new information about how to reduce food waste;
- 85.7% felt they would be able to reduce their food waste a result of their attendance;
- 87% said they would implement the tips and advice relating to smart storage;
- 82.5% said they would implement the tips relating to food shopping;
- 87.2% said they would implement the tips relating to cooking with leftovers.

Although events relied largely on passing footfall, they were promoted on the Wise Up To Waste website and via social media. BBC Radio London also approached NLWA for an interview and NLWA's Waste Prevention Officer had a twenty minute conversation with hosts of the BBC London radio Sunday morning's Breakfast Show on 16 August.

Interactive Website Game

In 2014, a digital media company was appointed to develop an interactive food waste game, to be uploaded onto the [Wise Up To Waste website](#). The game took the form of a quiz and is intended to be a fun but informative way to learn about the five habits that people can do to reduce the amount of food they throw away: plan meals; write a shopping list; use perfect portions; know your ('best before' and 'use by') dates and store food correctly so that it keeps fresher for longer. The game was promoted on NLWA's [Wise Up To Waste](#) website home page, via social media, and can be accessed via the icon below:



The game quickly became one of the top viewed pages on the Wise Up To Waste website with 104 unique views in February and then 209 in March (third most viewed page). The game was also shared by Association of Cities and Regions for Recycling and sustainable Resource Management (ACR+) on the European Week for Waste Reduction webpage <http://www.ewwr.eu/en/support/thematic-days-2014-stop-food-waste>. ACR+ also promoted the game via posts on their Facebook page.

Advertising

Newspaper Advertising

During July and August, customised food waste advertisements were placed in borough publications across the north London area. The advertisements promoted smart storage of food as a way to keep it fresher for longer, reducing food waste. The adverts appeared in the following publications:

- Barnet and Potters Bar Press, Hendon and Finchley Press, Edgware and Mill Hill Press;
- Camden New Journal;
- Our Enfield;
- Hackney Today;
- Haringey People;
- Islington Gazette; and
- Waltham Forest News.

An example of the advertisement is shown below:

**IF YOU WASTE LESS FOOD
YOU SAVE MORE MONEY**

**WE STORE OUR APPLES IN THE FRIDGE
– THEY KEEP MUCH LONGER THAN IN
THE FRUIT BOWL** sunayana, CHARLIE AND JON, SOUTHGATE



It's hard to believe, but you could save up to £50 a month just by cutting food waste. To find out how visit wiseuptowaste.org.uk

 @WiseUpToWaste

 WiseUpToWaste

BARNET
LONDON BOROUGH

nlwa
north london waste authority



Bus Advertising

In January 2015, a series of food waste advertisements were displayed on 132 buses, on rear and internal advertisement panels. They promoted the main food waste reduction behaviours, along with the money-saving message and Wise Up To Waste and borough logos. An example is shown below:

**IF YOU WASTE LESS FOOD
YOU SAVE MORE MONEY**

**IF MY READY MEAL IS GETTING NEAR
ITS USE-BY DATE, I FREEZE IT FOR
ANOTHER TIME BOB, WALTHAMSTOW**

It's hard to believe, but you could save up to £60 a month just by cutting food waste. To find out how visit wiseuptowaste.org.uk











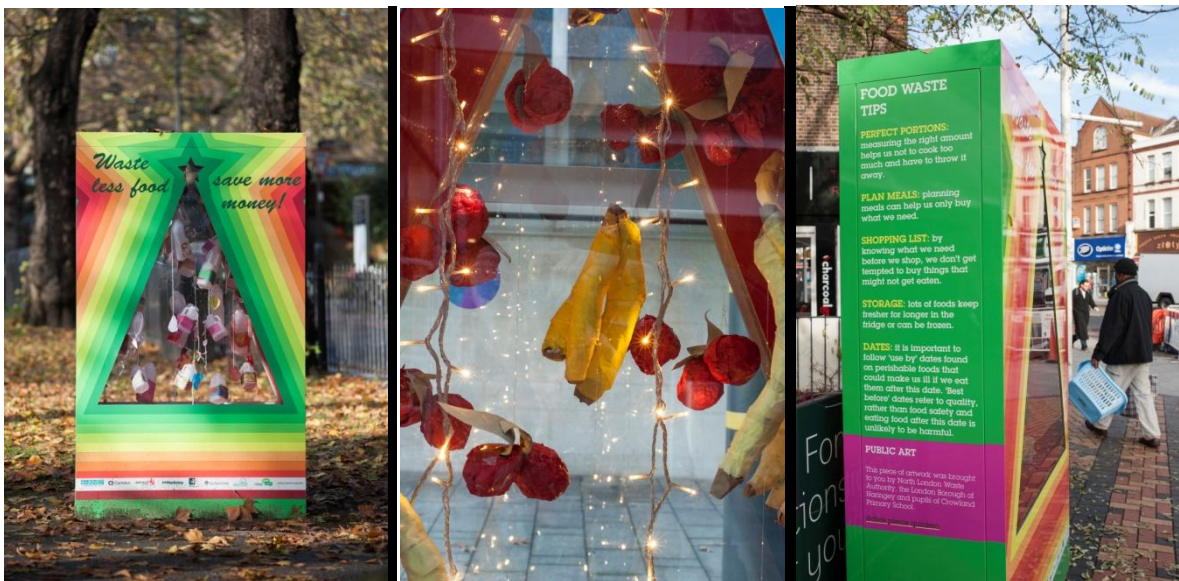

Opportunities to see (OTS) figures were received from the advertising company which refer to all views possible over the three week advertising period, including repeated views. Total views came to 18,603,247.

European Week for Waste Reduction

For the fifth year running, NLWA participated in the European Week for Waste Reduction, a LIFE+ funded initiative aiming to promote the implementation of awareness-raising actions about sustainable resource and waste management during a single week. This year, the week ran from Saturday 22 to Sunday 30 November 2014.

NLWA registered a total of **37 activities** with the organisers. Overall, 1,032 residents and 5,636 pupils were directly engaged in waste prevention engagement activity during the European Week for Waste Reduction. NLWA delivered the following activity:

Waste prevention-themed art installations



Art installations, focusing on food waste, were installed in public areas in each of the north London boroughs. The pieces displayed artwork created by pupils from local primary schools, representing each of the most common types of food that get wasted.

The art was installed at the following locations:

Borough	Location
Barnet	Barnet Copthall Leisure Centre, Champions Way, Hendon, NW4 1PX
Camden	Swiss Cottage Library, Adelaide Rd, Camden, London NW3 3NF
Enfield	Barrowell Green Recycling Centre, London N21 3AU
Hackney	Shoreditch Park, Hackney, N1 7EJ
Haringey	Outside Wood Green Central Library, 187-197A High Rd, Wood Green, London N22 6XD
Islington	Islington Green, Upper Street, N1
Waltham Forest	Waltham Forest Town Hall (reception), Forest Rd, Walthamstow, Greater London E17 4JF

A film was produced to further promote and celebrate the outcomes of this project and can be viewed on <http://www.wiseuptowaste.org.uk/schools/events-and-activities> as well as on YouTube at <https://www.youtube.com/watch?v=GMtaeYE7b1c> .

Office food waste stalls

Lunchtime food waste reduction stalls were held in council offices in each of the seven north London boroughs in line with the following schedule:

Borough	Council Offices	Date
Barnet	North London Business Park, Oakleigh Road, London N11 1NP	27/11/2014
Camden	5 Pancras Square, London N1C 4AG	26/11/2014
Enfield	Civic Centre Silver Street Enfield EN1 3XA	25/11/2014
Hackney	Hackney Service Centre, 1 Hillman Street, London E8 1DY	21/11/2014
Haringey	10 Station Road, London N22 7TR	20/10/2014
Islington	Town Hall, Upper St, London, N1 2UD	24/11/2014
Waltham Forest	Waltham Forest Town Hall, Forest Road, London E17 4JF	01/12/2014

Waste Prevention Officers spoke with a total of **845 members of staff**, offering them free tools and tips to help them reduce their food waste and therefore save money.

'Great Taste, Less Waste' shows

Schools performances were delivered in 11 north London primary schools. Pupils learnt about the environmental and financial problems posed by food waste, as well as how they can practically reduce waste at school and home.



Give and Take Days

Give and Take Days took place in Barnet, Camden and Islington at the following dates and locations:

22 November 12pm - 3pm at Green Man Community Centre, Strawberry Vale, East Finchley, N2 9BA

23 November 2pm - 5pm at St James' Church, 2 Sherriff Road, West Hampstead, NW6 2AP

29 November 12pm - 3pm at Aubert Court Community Centre, Avenell Road, Islington, N5 1BL

Residents were invited to bring unwanted household items and/or take away something they need for free. Large unwanted items, such as furniture, were collected in advance free of charge and repair workshops for electrical items were also offered. A total of **187 residents** attended the events, bringing with them **6.1 tonnes** of items for reuse and taking away 4.2 tonnes.

Outreach in the community

On Tuesday 25 November a food waste stall was held alongside a family cookery class, funded by St Luke's Community Centre, a community charity based in Islington. Waste Prevention officers provided advice about the financial and environmental benefits of wasting less food at home, offering information and free tools, such as portion measurers for rice and spaghetti.

Waste Electrical and Electronic Equipment (WEEE) stalls

Staff workshops were held at eight Reuse and Recycling Centres in north London. Site staff were given the opportunity to learn more about the recycling process of WEEE and ask any questions they had.

The programme of activity was the following:



Borough	Location
Barnet	Barnet Cophall Leisure Centre, Champions Way, Hendon, NW4 1PX
Camden	Swiss Cottage Library, Adelaide Rd, Camden, NW3 3NF
Enfield	Edmonton Green Shopping Centre, 62 Market Square, Edmonton, N9 0TZ
Hackney	Shoreditch Park, Hackney, N1 7EJ
Haringey	Wood Green Central Library, 187-197A High Rd, Wood Green, N22 6XD
Islington	Islington Green, Upper Street, N1 8DU
Waltham Forest	Waltham Forest Town Hall , Forest Rd, E17 4JF

Furniture reuse

In 2014/15, a total of **324 tonnes** of furniture waste was diverted for reuse. This was achieved through a range of activities and partnerships:

Identifying possible synergies

During 2014/15, NLWA, in partnership with London Community Resource Network (LCRN), continued to develop links between local re-use organisations and Housing Associations within the region, in order to increase the level of re-use of bulky waste in north London. Since the project started in 2013-14, the following has been achieved:

Initially, six options were developed and offered to the Housing Associations that they could choose from:

1. **Promotion** – Tenants were made aware of local reuse initiatives and organisations in their community through leaflets, posters, newsletter copy and local events.
2. **Referrals** – Tenants were offered vouchers to redeem against low cost furniture, appliances and/or paint.
3. **Collections** – Full or partial voids clearances where reuse and recycling was maximised.
4. **Fit-Outs** – Unfurnished properties were fitted out with single appliances to complete living arrangements using warranted, reused goods at the fraction of the cost of new items.
5. **Employment and Training** – Reuse organisations provide standardised accredited volunteer training to support people in getting back to work.

To promote the above options, a number of activities took place:

- A freelance journalist promoted the scheme in the national Housing Press and an article was published in Inside Housing.
- A contact list of Housing Associations who manage considerable housing stock in the north London area was devised, and for whom targeted promotion took place.
- A breakfast briefing was hosted to introduce Housing Associations to the service opportunities of working with local reuse organisations.
- Regular contact via face-to-face meetings with senior Housing Association officers took place for the promotion of the options.

Partnerships and contracts

All the above yielded the following results:

- Origin Housing Association confirmed development of a full contract with Restore Community Projects to deliver voids clearances.
- Notting Hill Housing Group confirmed development of a contract with Restore Community Projects to deliver voids clearances from their properties in Barnet.
- New arrangements to supply paint were made between Forest Recycling Project and five other projects, namely Bright Sparks, Home Again, Petit Miracles, Healthy Planet and Splash Pillion.
- Notting Hill Housing agreed a fit-out/referral service with London Reuse Network members across London as part of their welfare provision. In north London, this service is offered to residents in Barnet and Enfield where Notting Hill Housing operate.
- Viridian has agreed a referral scheme and a fit out service with ReStore as part of their financial inclusion strategy. The service to Viridian residents includes the provision of “fit-out packs” at advantageous prices for their tenants and referral of residents in urgent need when they are moving in to a property.
- The Guinness Trust fit out service was agreed in September with a start date at the end of October.
- Two voids clearance trials took place between Restore and Camden Housing Association (clearance of five premises) and the North London Muslim Housing Association (clearance of three premises), even though formal agreements were not signed.
- Forest Recycling Project secured annual membership of paint reuse scheme with two housing associations, namely Friday Hill TMO (Waltham Forest) and Newlon Fusion (Haringey).

Partnerships were developed between:

- Asham Homes and Restore
- Kier Voids and Bright Sparks
- Bemerton TMO and Restore
- Islington & Shoreditch Housing Association and Forest Recycling Project
- Origin Housing and Forest Recycling Project
- Notting Hill Housing Trust and ReStore
- Viridian Housing and ReStore
- Friday Hill TMO and Forest Recycling Project
- Newlon Fusion and Forest Recycling Project

University halls of residence

As part of an engagement initiative with the non-housing sector to maximise reuse, a mapping exercise and survey of organisations providing residential services other than Housing Associations was conducted. The survey included prisons, care homes, hostels and university halls of residence, all of which have not previously been approached by the reuse sector in London. Results of the survey concluded that there was high level of potential diversion through reuse from university halls of residence, and as a result the following was achieved:

- Trials and on-going agreements from the non-Housing Association action plan took place via agreement with community re-use group CRISP, with 0.7 tonnes of material collected for re-use from UNITE Halls of Residence in a pilot. The pilot scheme was developed into a contract with CRISP, a registered supplier of UNITE.
- Nineteen collections were carried out from 11 separate halls. This resulted in 18.4 tonnes of material collected which yielded a total of 14.7 tonnes recycled and reused between January 2014 and April 2014. A further expansion of the service took place between April and October 2014 when eight more universities were engaged clearing halls of residence in the NLWA area of 44.9 tonnes amounting to a total of 59.6 tonnes.
- A ReLove event, in collaboration with CRISP, was held in William Wyatt Hall (Hackney) in January 2014 to promote re-use.

Give and Take Days



NLWA worked in partnership with London Community Resource Network (LCRN) to run **14 Give and Take Days** across north London (two events per borough). Give and Take Days are free community exchange events where residents are invited to bring unwanted household items and take away something they need for free.

The events ran in two separate rounds, from October 2014 through to February 2015, attracting a total of **1,024 attendees** who brought **21.9 tonnes** of items and took away 14.7 tonnes for reuse. Give and Take Days also included the following free services:

- A collection of bulky items arranged via email or telephone for a limited period prior to the Give and Take Days.
- Repair workshops for electrical items.
- Awareness raising and information stalls.

Results from the project are shown in the table below:

Event	Date	Outcomes (tonnes)			
		Tonnage Donated	Bulky items collected from householders	Disposed of	Repaired
Haringey	18/10/2014	2.6	0.9	0.1	0
Enfield	25/10/2014	1.9	1	0.06	0.037
Waltham Forest	01/11/2014	1	0.6	0.04	0.054
Hackney	16/11/2014	1.4	0.5	0.01	0.067
Barnet	22/11/2014	1.9	0.8	0.02	0.051
Camden	23/11/2014	1.4	0.3	0.01	0.031
Islington	29/11/2014	2.8	0.6	0.1	0
Haringey	24/01/2015	1.6	0.3	0.01	0.051
Camden	31/01/2015	2.1	0.2	0.02	0.036
Waltham Forest	14/02/2015	0.6	0.1	0.02	0.011
Islington	15/02/2015	1.4	0.3	0.03	0.022
Barnet	21/02/2015	0.6	0.3	0	0.006
Enfield	22/02/2015	1.1	0.4	0	0.014
Hackney	01/03/2015	1.5	0.5	0.05	0.043
Total		21.9	6.8	0.5	0.4

Note: Items for the Give and Take days are both donated on the day and also collected from householders who request a collection e.g. of bulky furniture that is difficult to transport to the event.

Feedback from 195 attendees indicated that 76% of the respondents thought that their knowledge of waste prevention and re-use had improved as a result of attending an event. Additionally, 82% of respondents rated the event they attended either excellent or very good with 90% willing to attend a Give and Take day in the future.

By encouraging re-use through Give and Take Days the Authority can assist in preventing reusable material going for disposal and at the same time provide free goods to local residents. There is also the added benefit that residents, by attending information stand on the event days, they develop a broader understanding about how to reduce the amount of waste they produce and increases awareness of the financial and environmental benefits of such activities.

Textile re-use

Swishing

In 2014/15, the Waste Prevention Team continued to promote **swishing** (clothes-swapping), encouraging residents and community groups to hold their own swishing parties to refresh their wardrobes and save money at the same time. [Swishing party packs](http://www.wiseuptowaste.org.uk/reuse/clothes-and-shoes/swishing) are available for download from the website at <http://www.wiseuptowaste.org.uk/reuse/clothes-and-shoes/swishing>.

Over 2014/15, the Wise Up To Waste [Swishing](#) page received 724 unique page views and there were 13 requests for swishing packs using the online form. In particular, swishing was heavily promoted to students at Fresher Fairs around the universities in north London. A student swishing poster and a selection of Party Packs were offered alongside the Waste Less Food, Save More Money promotional material on stalls reserved at university fairs. In total, 92 guides were distributed to residents directly whilst 79 were distributed at north London universities by Waste Prevention Officers.

During February 2015, a swishing advertisement and advertorial were placed in borough publications across north London to provide some basic information about swishing and promote the Authority's swishing party pack, as well as textiles recycling at Reuse and Recycling Centres.

A copy of the swishing advertisement can be seen below.

Let's go swishing!

What is swishing?

Swishing is another word for a clothes swap, a frock exchange or shwopping. Whatever you want to call it, it's a great way to have a clear out and get a whole new wardrobe without spending any money.

The idea is to get together with friends or family to swap clothes, accessories and shoes. This is how it works:

Step 1: decide who to invite, a venue (whose home to use), and a date that suits everyone.

Step 2: ask everyone to look through their wardrobes for good quality items they no longer wear (or have never worn!).

Step 3: ask everyone to bring their pre-loved items to the party and let the swishing begin. The aim is to find new homes for all the donated items.

Did you know? The average UK household owns around £4,000 worth of clothes, 30% of which have not been worn for a year.

Free swishing party pack

If you'd like to find out more download a free swishing party pack at wiseuptowaste.org.uk

The pack has information to help you plan your party, ideas for how to make it fun and what to do with any leftover items. There are pull-out items too including a party invite and a template for making your own gift tags.

Did you know? We throw away approximately one million tonnes of clothing a year – 50% of which ends up in landfill.



HOLD A SWISHING PARTY

SWISHING (CLOTHES SWAPPING) IS A WAY TO HAVE A CLEAR OUT AND GET A WHOLE NEW WARDROBE WITHOUT SPENDING ANY MONEY

Give it a go and download our swishing party pack today at wiseuptowaste.org.uk

Clothes and shoes that can't be swished can be recycled at your local Reuse and Recycling Centre. Visit wiseuptowaste.org.uk/recycle-more to find your nearest.

@WiseUpToWaste
 WiseUpToWaste

The advertisements were circulated to a total of 345,000 households, as listed in the table below:

Publication	Circulation
Barnet and Potters Bar Times	25,321
Hendon and Finchley Press	25,601
Edgware and Mill Hill	73,610
Camden New Journal	41,338
Enfield Independent	60,359
Hackney Today	90,848
Haringey Independent	18,659
Islington and Hackney Gazette	10,608
Waltham Forest & Chingford Guardian	4,802
Total	346,344

Officers also investigated ways for NLWA to be involved in north London swishing events delivered by independent organisations and individuals. In the second year of the Plan Officers will explore this opportunity further and identify the best ways of linking NLWA's activity to local swishing activity by supporting existing networks.

London Textiles Forum

NLWA continues to be a member of the London Textiles Forum. The aim of the Forum is to share good practice and subsequently increase the diversion of both clothing and non-clothing textiles waste from landfill and other final forms of disposal in London and assist in delivering the London Mayor's Municipal Waste Management and Business Strategies.

The Forum provides a platform for members to openly discuss issues surrounding textile recycling and re-use, and to collectively work towards a common goal of increasing textile reuse and recycling in the capital.

North London Waste Prevention Exchange

NLWA hosted an event on **11 March 2015** at Inmarsat Conference Centre, 99 City Road, London EC1Y 1AX, to share information on best practice of waste prevention best practice in urban areas. The event also provided NLWA with the opportunity to engage with stakeholders for the development of the Waste Prevention Plan 2016-18. A total of 96 people participated in the North London Waste Prevention Exchange. Participants shared best practice on waste prevention actions and monitoring techniques and a number of stakeholders gave presentations on their experiences.

Speakers and delegates were from the following sectors:

- National bodies (Defra and WRAP);
- International bodies (Catalan Waste Agency, ACR+, ORDIF);
- Regional bodies (GLA, LWARB, London Councils);
- Networking groups;
- Local Authority officers;
- Project partners and other consultants; and
- Community networks (LCRN, LRL, etc).

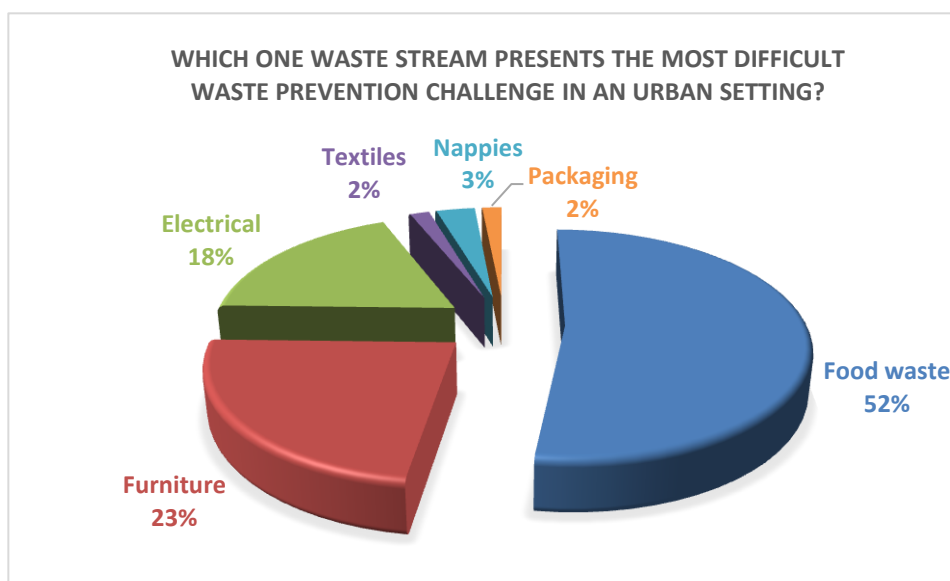
The table below shows the full list of chairs and speakers at the seminar:

Name	Contact name	Job Title
SESSION CHAIRS AND REMARKS		
Waltham Forest Council	Cllr Clyde Loakes	Chair of NLWA and Deputy Leader
London Borough of Hackney	Cllr Feryal Demirci	Chair of NLWA Member Recycling Working Group and Cabinet Member for Neighbourhoods
The University of Northampton	Margaret Bates	Professor of Sustainable Wastes Management
North London Waste Authority	David Beadle	Managing Director
SPEAKERS		
Association of Cities and Regions for Sustainable Resource	Philippe Micheaux Naudet	Project Manager

Management (ACR+)		
Catalan Waste Agency	Alfred Vara Blanco	Head of Waste Prevention
Defra	Andrew Woodend	Statistician
Eunomia	Thomas Vergunst	Consultant
London Re-use Limited (LRL)	Richard Featherstone	Development Manager
London Waste and Recycling Board (LWARB)	Antony Buchan	Head of Programme
North London Waste Authority(NLWA)	Dimitra Rappou	Waste Prevention Manager
Ile de France Region Waste Management Observatory (ORDIF)	Jean-Benoit Bel	Project Manager
Waste and Resources Action Programme (WRAP)	Viktoria Salisbury	Community Partnerships Project Manager

The conference provided an ideal opportunity to gain more in-depth feedback about delegates' attitudes towards the measurement of waste prevention activity, as well as general priorities and barriers in the industry. A questionnaire was therefore sent to participants in advance. A total of 61 surveys were completed and initial analysis formed part of the conclusion for the day that was delivered by NLWA's Managing Director. Key results are as follows:

The overwhelming majority of respondents agreed that it is important to measure waste prevention activity. Reasons cited for this were to measure effectiveness; ensure value for money; help make the case for further funding; set goals and inspire others to continue. Respondents also considered food waste to be the most difficult challenge in an urban setting, as indicated in figure below:

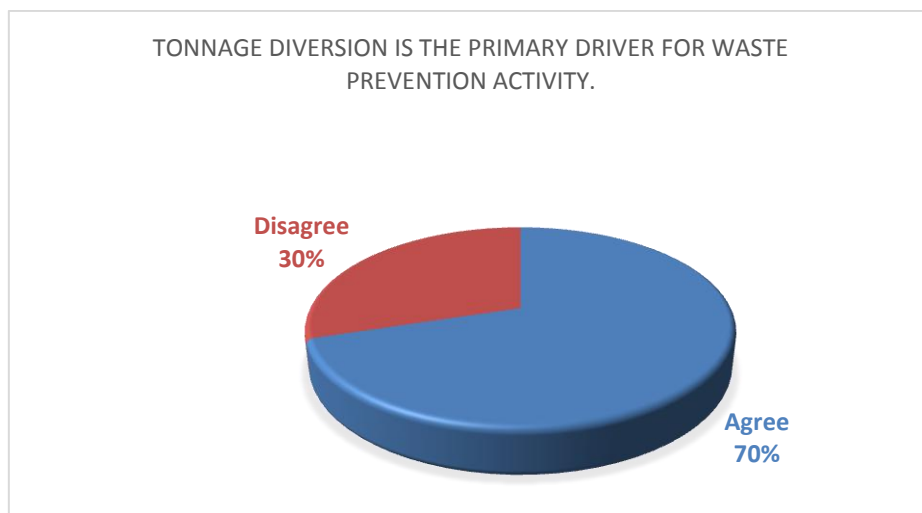


Participants were asked the reason for their choice and provided the following:

- **Food waste:** There is a reluctance to admit that we waste food; it is difficult to change behaviours; food prices are relatively low.
- **Furniture:** Weight of furniture; storage space required; difficulty with mattress recycling.
- **Electrical:** It is often cheaper to replace than repair; many consumer goods become obsolete quickly.

Participants were asked what they felt should be the balance between qualitative and quantitative methods for evaluating the impact of waste prevention activity. Results found that **56%** of respondents felt there should be an emphasis on qualitative methods; **21%** felt there should be an emphasis on quantitative methods and **23%** felt there should be an equal balance between both methods.

As illustrated below, the majority of participants considered tonnage diversion to be the primary driver for waste prevention activity.



Finally, participants were asked to identify the most important thing that would make waste prevention an important and distinct part of a waste strategy, both locally and nationally. Responses included:

- Mandatory local authority waste prevention plans;
- Clearer production of key performance indicators;
- Implementation of a 'pay as you throw' model;
- More specific producer responsibilities.

Evaluation of NLWA's waste prevention programme

In 2014/15, NLWA commissioned research into the monitoring and evaluation of its waste prevention programme and the impact of the activities set out in North London Waste Prevention Plan. Currently, there are no nationally agreed tools or metrics to use in assessing the impact of waste prevention activity and NLWA officers appointed an independent consultant, namely Resource Futures, to review the Authority's current

approach to measuring the impact of its waste prevention programme and to provide recommendations for a comprehensive measurement regime that NLWA can use for evaluating the impact of future waste prevention programmes. This work will then be updated when Defra produces its national evaluation methodology.

The review includes consideration of comparable work carried out by other organisations and provision of a robust future-proof monitoring and evaluation methodology document for NLWA. It is anticipated that future monitoring of the waste prevention programme will be wider than just waste tonnage avoidance with proposals likely to additionally report on carbon savings, financial and social impact and to capture and communicate the impacts of the work to a wide group of beneficiaries.

The following conclusions were drawn from the assessment:

- For the majority of activities, an attempt is being made to measure **outputs** and **outcomes**.
- The **data-gathering methods** used are sensible in comparison to the type of activity, e.g. where waste is directly handled during an activity it is measured during that activity and survey methods are used for activities where a physical weighing of waste would be difficult or impossible.
- NLWA's monitoring and evaluation regime does not currently cover metrics for **greenhouse gas savings** or **social outcomes**, e.g. value of incomes generated through employment in second-hand furniture shops and consumer savings, and this is something that can be considered in the future.
- **Long-term benefits** of waste prevention activity are not currently reported, but could include reduced operating and capital costs of waste collection across the NLWA area.

Work with local businesses

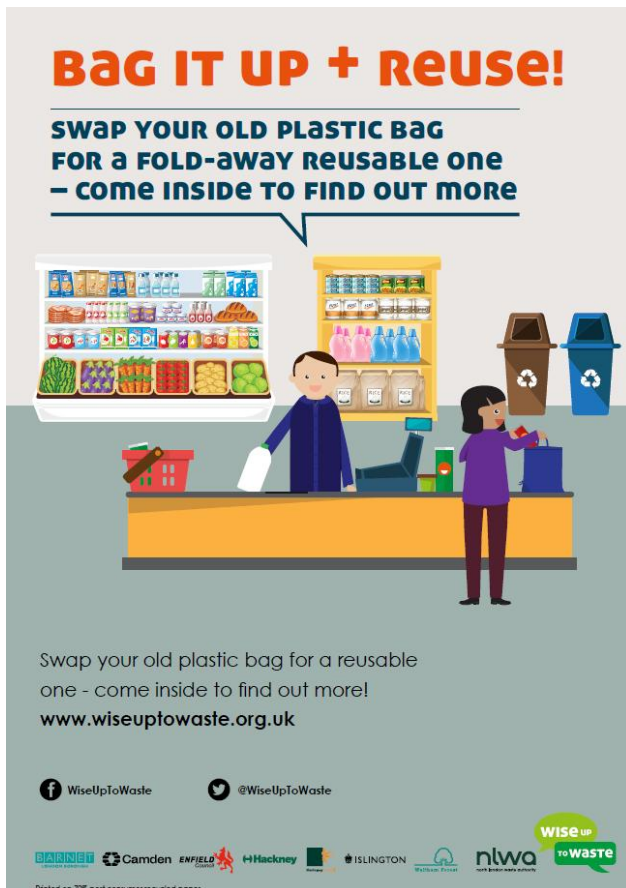
The government's plastic bag levy, due to commence from October 2015, will require large retailers to charge customers 5p for every single use plastic bag they distribute. In an effort to engage customers of smaller shops, NLWA officers devised a project in partnership with local retailers, whereby customers are offered a reusable bag, in exchange for a used plastic one.

Twenty five **small retailers** from across north London were recruited to participate in the project; three businesses in each north London borough (with the exception of Haringey, where a number of smaller business units have been enlisted). Business owners signed Service Level Agreements (SLAs) and were each delivered **250** Wise Up To Waste branded reusable bags, along with information leaflets to hand to participating customers and a promotional sticker and poster.

The businesses that participated in the project were:

Borough	Business Type	Address
Barnet	Household/hardware store	Bargain buys, 4 Hadley Parade, High Street, EN5 5SX
	Shoe shop	Wanders , 180 High Street Barnet EN5 5SZ
	General store	Euro Food and Wine, 5 High Street EN5 5UE
Camden	Bookshop	The Book Warehouse , 155 Camden High Street, NW1 7JY
	Lighting shop	Ryness Electrical , 67 Camden High Street, NW1 7JL
	Health food shop	Earth Natural Foods , 200 Kentish Town Road, NW5 2AE
Enfield	Fabric shop	Rolls and Rems , The Concourse, N9 0TY
	Gift shop	Giftland , 136 Fore Street, N18 2XA
	Toy shop	Treacey's Toy Store , 717 Green Lanes, N21 3RX
Hackney	Health food shop	FOOD FOR ALL , 3 Cazenove Road, N16 6PA
	Paint shop	J's Decor8, Unit 5, 230-240 Stoke Newington High Street, N16 7HU
	Bookshop	Stoke Newington Bookshop , 159 Stoke Newington High Street, N16 0NY
Haringey	Christian bookshop	Dominion Christian Bookshop , 9 The Broadway, High Road, N22 6DS
	Card shop	just write, The Mall Wood Green, 159 High Road, N22 6YQ
	Bookshop	Big Green Bookshop , Unit 1 Brampton Park Road, N22 6BG
	Women's clothes shop	NV, The Mall Wood Green, 159 High Road, N22 6YQ
	Women's clothes shop	Checkmate, The Mall Wood Green, 159 High Road, N22 6YQ
	Shoe shop	Laces, The Mall Wood Green, 159 High Road, N22 6YQ
	Women's clothes shop	Pretty Fit, The Mall Wood Green, 159 High Road, N22 6YQ
Islington	Grocery	Chapel Green and Grocers, 72 Chapel Market, N1 9ER
	Bicycle shop	S&S Cycles , 29 Chapel Market, N1 9EN
	Pet shop	Angel Pet Supplies , 73 Chapel Market, N1 9ER
Waltham Forest	Children's clothes shop	Ka-Boom , 130 Hoe Street, E17 4QR
	Flower shop	Petals in Bloom , 19 Orford Road, E17 9NL
	School uniform shop	Victoria 2, 246 Hoe Street, E17 3AX

A copy of the promotional poster can be seen below.



The project commenced in February 2015 and was promoted via the website, at <http://www.wiseuptowaste.org.uk/reuse/carrier-bags/bag-it-up-reuse>, on social media, and in a press release, which resulted in two borough publications running the story.

The project is still underway as at April 2015, but so far approximately 3,500 plastic bags have been swapped with reusable bags by north London residents.

An evaluation questionnaire completed by participating businesses showed the following results:

- **86%** of respondents felt customers responded positively to the project;
- **62%** of respondents said they saw customers returning with the reusable bag;
- **52%** of respondents said that the project had allowed them to save money as they gave out fewer plastic bags;
- **95%** of respondents would be interested to participate in a similar project in future.

Feedback shows that the project has been received positively by local retailers but also assisted NLWA with building relationships with north London businesses and gaining their trust. This will enable assessment of the difficulties and barriers that small north London businesses face in relation to waste prevention and what support they may need in the future.

Waste Education

Intensive Waste Education Project

Over the autumn term, two schools per north London borough participated in an intensive education programme. Schools were offered a package of sessions by the local environmental charity ecoACTIVE, who NLWA contracted to deliver the work, on the topics of **food waste reduction, textiles reuse/recycling and waste electrical and electronic equipment reuse/recycling**. Sessions included **assemblies, waste audits**, school ‘**swishing**’ (or clothes swapping) events and parent coffee mornings on the topic of food waste reduction.

The sessions were developed in collaboration with lead teachers in order to meet the needs of each school. As part of the project, schools were offered a resource pack which includes customised information to suit the needs of the north London schools. ecoACTIVE also engaged the wider school community of parents and carers through existing coffee morning events, or playground ‘roadshows’.

Participating schools are outlined in the table below:

Borough	School
Barnet	Danegrove Primary School
	Child’s Hill Primary School
Camden	Rhyl Primary School
	Abacus Belsize Primary School
Enfield	Raglan Schools
	Prince of Wales
Hackney	Jubilee Primary School
	Queensbridge Primary School
Haringey	Crowland Primary School
	St Ann's Primary School
Islington	Grafton Primary School
	Gillespie Primary School
Waltham Forest	Davies Lane Primary School
	Our Lady and Saint George’s Primary School

Overall, 1,893 pupils were directly engaged along with 87 members of school staff at 14 school meetings and two staff training workshops. EcoACTIVE delivered 73 pupil workshops and hosted 15 assemblies. With regards to parent engagement, 253 parents were engaged in waste prevention discussion at six parent events.

The project was qualitatively evaluated using a quiz, given to both staff and pupils before, and again, after the sessions. Results showed that engagement activities had improved pupils’ understanding of the need to reduce waste, as well as knowledge about possible ways to achieve this. Furthermore, school staff felt better equipped to prevent waste. These key findings are listed below:

- **40%** more pupils were able to suggest 2 or more ways to prevent waste at school.
- **36%** of pupils were more able to explain a problem caused by waste.
- **42%** more staff were able to discuss waste prevention efforts at school.

- **40%** more staff reported being aware of waste prevention in the curriculum.

Results demonstrate that as a result of the project pupils are more aware of ways to prevent waste and schools are now better equipped to provide waste prevention information to the pupils and have greater awareness of waste channels and support available to them. Parents and carers are also better informed of the ways they can prevent waste at home.

Circus Takeaway Performances

A programme of composting activity was delivered to mark Compost Awareness Week in May 2014. The theatre company Circus Takeaway was commissioned to deliver performances of its composting education show in 14 north London primary schools (two schools per borough), as follows:

Borough	Date	School
Barnet	08/05/2014	Holy Trinity CoE Primary School, Eagans Close, N2 8GA
		Queenswell Junior School, Sweets Way, N20 0NQ
Camden	01/05/2014	St Aloysius Catholic Junior School, Aldenham Street, NW1 1PS
	21/05/2014	Swiss Cottage School, 80 Avenue Road, NW8 6HX
Enfield	06/05/2014	Merryhills Primary School, Bincote Road, EN2 7RE
		Hadley Wood School, Courtleigh Avenue, EN4 0HT
Hackney	09/05/2014	St Scholastica's RC Primary School, Kenninghall Road, E5 8BS
		Kingsmead Primary School, Kingsmead Way, E9 5PP
Haringey	07/05/2014	Chestnuts Primary School, Black Boy Lane, N15 3AS
		Coleridge Primary School, 77 Crouch End Hill, N8 8DN
Islington	01/05/2014	Ashmount School, 83 Crouch Hill, N8 9EG
	30/04/2014	Canonbury School, Canonbury Road, N1 2UT
		St Andrew's CoE Primary School, Mathilda Street, N1 0LB
Waltham Forest	02/05/2014	Coppermill Primary School, Edward Road, E17 6PB
		St Mary's CoE VA Primary School, Brooke Road, E17 9HJ

Performances were followed by an immediate feedback questionnaire for teachers and a survey conducted six weeks later to ascertain how much learning pupils retained. Out of the 49 teachers who completed a questionnaire:

- **94%** rated it as extremely enjoyable for pupils, with the remaining 6% rating it as enjoyable.
- **94%** said it had increased pupil knowledge either a fair amount or a lot.
- On average, teachers felt that **63%** of pupils would talk about composting at home, after seeing the show.
- **94%** of teachers said they would now do more composting at school, as a result of the shows.

The pupil survey, conducted 6 weeks later gave the following results:

- When provided a list of items, **80%** of pupils were able to accurately state which were compostable or not.
- **66%** of pupils said they talked about composting at home after the show.
- **61%** of pupils said they talked about composting at school after the show.
- When asked the reasons that we should compost, the top three reasons cited were to make less waste; to feed the garden and to save the environment.

Unwanted Mail

A series of **no junk mail** adverts were placed in north London Council magazines and newspapers at the start of October 2014, highlighting the environmental problems caused as a result of junk mail. The advert also highlighted 'five easy ways' to reduce junk mail and detailed how residents can obtain a 'no junk mail' information pack. A copy of the advertisement can be seen below.

ARE YOU TIRED OF ENDLESS PIECES OF JUNK MAIL PILING UP?

say "NO" TO JUNK MAIL

Five easy ways to reduce junk mail

1. Place a 'no junk mail' sticker or sign on your front door
2. Register with the Mailing Preference Service
3. Register with the Royal Mail opt-out service
4. Avoid joining new mailing lists by ticking the 'opt-out' box on forms
5. Return unwanted mail – write 'return to sender' on the envelope and post it back without a stamp

To download your pack visit wiseuptowaste.org.uk/wise-up-to-waste/waste-less/junk-mail

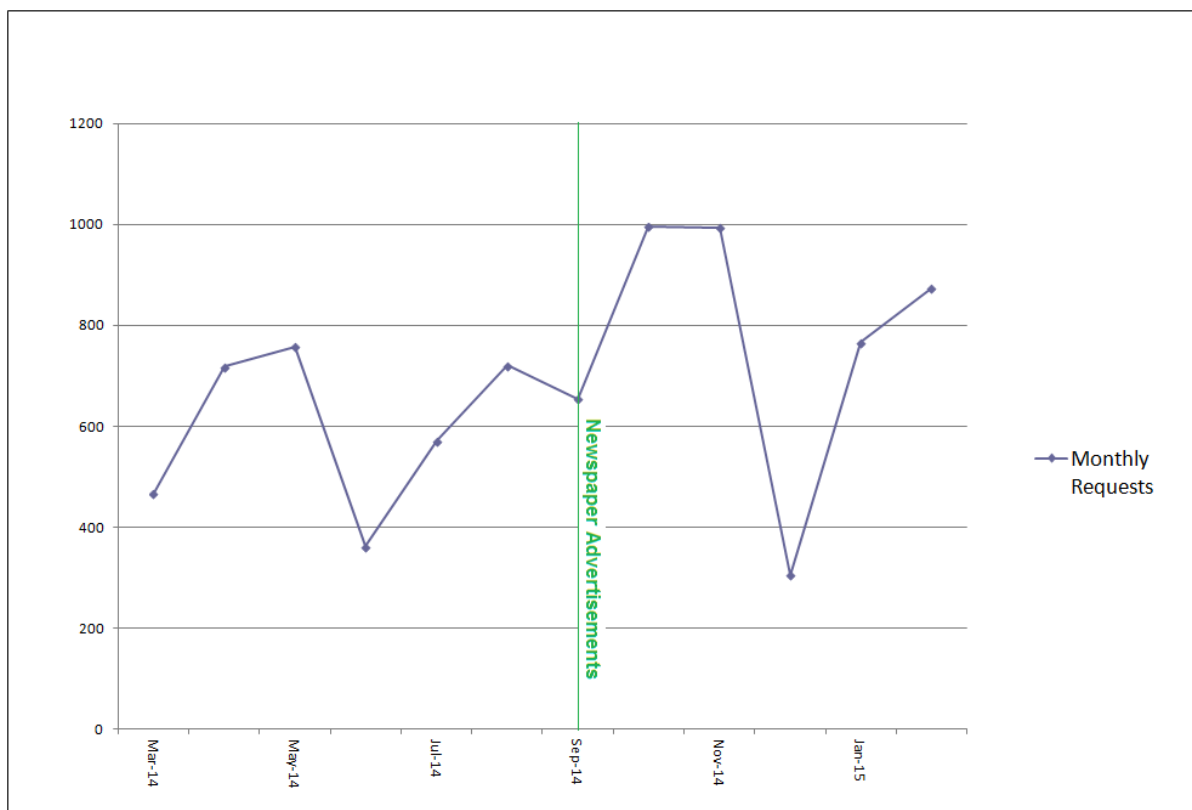
WiseUpToWaste @WiseUpToWaste Hackney nlwa north london waste authority wise up TO WASTE

The advertisements appeared in the publications listed below and were collectively circulated to 632,785 households:

Publication	Circulation
Barnet and Potters Bar Times	25,321
Hendon and Finchley Times	25,601
Edgware and Mill Hill Times	73,610
Camden New Journal	41,338
Enfield Independent	60,359
Hackney Today	90,848

Haringey People	105,300
Islington Gazette	10,608
Islington Life Magazine	102,800
Waltham Forest News	97,000
Total	632,785

As illustrated on the graph below, following launch of the advertising campaign at the start of October (indicated by the green line) there was a noticeable increase in Mail Preference Service (MPS) registrations; from 655 to 996, which represents an increase of 34%.



Evidence suggests that there is still high demand for junk mail reduction information in north London and that the packs are very popular with residents. Over 2014/15, a total **8,425 MPS registrations** were made across all the boroughs.

Real Nappies

The Authority pays a subsidy of up to £54.15 per baby to parents in north London who use reusable (real) nappies rather than disposable ones. The level of subsidy reflects the saving to the Authority of not having to dispose of the babies' disposable nappies. Two systems are in operation:

- A voucher system where parents receive a voucher that can be redeemed against the cost of a reusable nappy laundry service; and

- A cash back system where parents buy the nappies and then claim back up to £54.15 retrospectively.

The table below shows the uptake of the subsidy scheme in the seven north London boroughs in 2014-15.

Borough	Total Children/Vouchers issued
Barnet	39
Enfield	31
Waltham Forest	37
Camden	129
Hackney	290
Haringey	159
Islington	175
Total	860

A total of **860 vouchers and cash back claims** were issued and an estimated **362 tonnes** of nappy waste will be avoided as a result of the scheme.

North London parents are fairly consistently receptive to the idea of using real nappies. Since 2007 when the scheme first came into effect, 7,373 vouchers and cash back claims have been redeemed and more than 3,000 tonnes of nappy waste has been avoided.

Waste Less, Save More: A Guide for North London Households

In 2014/15, a new household reference guide was produced for north London residents. The aim of the guide was to highlight the need for waste reduction while shopping, by adjusting purchasing habits, reusing, recycling and composting instead of disposing of items. It includes a range of advice and information about the benefits of and rationale behind sustainable living. Topics covered include food waste reduction; packaging; carrier bags; buying products as refills or concentrates; buying in bulk; repair and reuse.

The guide was launched via a press release, as well as being promoted via website and social media. It is available for download at www.wiseuptowaste.org.uk/waste-less



Waste Less, Save More: A Guide for North London Businesses

An updated version of the Authority's business guide was launched in 2014, designed in a similar style to the new guide for households. It is available for download from NLWA's [Wise Up To Waste website](http://www.wiseuptowaste.org.uk/businesses/free-business-resources) at <http://www.wiseuptowaste.org.uk/businesses/free-business-resources>. The guide provides north London businesses with background on the benefits of managing waste efficiently as well as ideas to reduce waste. It also pinpoints localised sources of free advice and information available to north London businesses.

Two new case studies have been drawn up since the previous edition of the guide to demonstrate fresh ideas and to show what can be achieved in practice:

- The Arcola Theatre in Hackney provided some unique examples of furniture reuse as well as an overall holistic approach towards waste minimisation.
- The Haelan Centre in Haringey, a 40-year-old family run business, sells organic food and natural health remedies. The business encourages customers to return empty bottles to the store as suppliers offer 5p for every bottle returned to their factories for reuse or recycling.

A limited number of printed copies of each guide are available, and 87 digital copies have been distributed to interested parties, including:

- All contributors to the guide.

- North London Business Improvement Districts (BIDs) or other organisations that support small businesses.
- Borough waste prevention officers (many have included the link on borough websites).
- Borough commercial waste teams.



Waste Electrical and Electronic Equipment (WEEE)

Waste Prevention Officers worked alongside the NLWA’s selected producer compliance scheme, DHL Envirosolutions, to provide and promote WEEE collection services during the year. NLWA retendered the service in 2014 and DHL secured the contract until December 2016, part of which is a dedicated officer for north London to oversee the WEEE programme. The overall aim was to achieve an increase in WEEE tonnages in line with the WEEE Directive and the London Mayor’s Municipal Waste Management Strategy.

From January 2014 to December 2015 the following results were achieved:

- The scheme “123 Recycle for Free” has been running since January 2012 and is available for all residents, businesses and charity organisations in north London. **244.51 tonnes** of WEEE were collected from residents and businesses via the kerbside collection;
- DHL installed 64 small WEEE (sWEEE) on-street bring banks, which provided a way to recycle sWEEE without having to book a collection. **51.77 tonnes** of WEEE were collected from small WEEE bring sites across north London;

- There are 10 Reuse and Recycling Centres in the north London area and they all have WEEE collections in place. **2,998 tonnes** of WEEE were collected from Reuse and Recycling Centres.
- **Direct engagement** of north London residents at the following large summer events:

Borough	Event	Number of conversations
Barnet	East Finchley Festival	181
Camden	Fair in the Square	327
Enfield	Palmers Green	226
Haringey	Haringey Green Fair	79
Islington	Angel Canal Festival	297

NLWA and DHL also worked with Wastebuster, a national environmental education programme, with education centres and an online recycling reward programme aiming to engage, inspire and empower children to make sustainable lifestyle choices. Through educational work that Wastebuster delivers to north London schools, **215 resources** were downloaded by north London schools since January. Wastebuster also launched a promotional campaign to encourage more resource downloads and to promote recycling collections as well as a competition to win a school assembly and a digital camera for the school that collects the most WEEE. Furthermore, 14 schools booked collections for WEEE and textiles.

DHL supported NLWA's intensive education project by funding WEEE sessions and providing the WEEE Education Pack to schools and also supported NLWA's Give and Take Days. At the events officers provided information to the public about electrical reuse and recycling and also supported the electrical repair workshops that took place.

The end of September 2014 a leaflet about WEEE recycling was delivered to households in the vicinity of the three lowest performing sWEEE banks in each borough. Results show that there was a tonnage increase at a number of the banks, with Barnet, Camden, Hackney and Haringey being the boroughs where the difference was most noticeable.

Apart from outreach and educational interventions, a number of other operational activities took place with regards to reuse of WEEE.

Restore Community Projects received their Accredited Authorised Treatment Facility (AATF) registration from the Environment Agency, allowing them to take electrical items for reuse from Reuse and Recycling Centres. Other sites that collect electrical items for reuse are Kings Road Reuse and Recycling Centre (Waltham Forest), Hornsey Street Reuse and Recycling Centre (Islington) and Regis Road Reuse and Recycling Centre (Camden).

Staff training was provided to help WEEE segregation at Reuse and Recycling Centres, informing site staff of what happens to the WEEE that is collected on site, and why it is important to properly segregate items.

Effective collaboration between NLWA and DHL Envirosolutions provided north London residents with a range of options to ensure that WEEE is diverted from landfill. Extensive

service provision, combined with a range of promotional and engagement activities have seen the total WEEE tonnage reused and recycled in north London increase in 2014 compared to 2013. In 2014, **3,294 tonnes** of WEEE were diverted from landfill.

Working in partnership

NLWA supports waste prevention practices by working with the seven north London boroughs and by supporting and engaging in active dialogue with a number of other national and regional organisations, including the Greater London Authority, the Chartered Institution of Wastes Management and the Waste and Resources Action Programme.

Stakeholders for the development of the activity include:

- Local authorities (including other waste management departments, communications departments, social services teams and health services);
- National and regional bodies (including Defra, London Waste and Recycling Board);
- European bodies (including the Association of Cities and Regions for Sustainable Resource Management);
- Voluntary and community sector (including the London Community Resource Network, Real Nappies for London, Furniture Reuse Network); and
- Local residents and businesses (including local press, manufacturers and retailers, waste management companies and contractors)

The Authority is also a member of a number of organisations as follows:

- Association of Cities and Regions for Recycling and Resource Management (ACR+)
- Local Authority Recycling Advisory Committee (LARAC)
- London Environmental Education Forum (LEEF)
- Sustainable Environmental Education Forum (SEED)
- London Textiles Forum

Additionally, individual officers are members or attend the meetings of a number of other officer based groups.

Press Releases, Website and Social Media

Press Releases

The following waste prevention press releases were issued in 2014/15:

Subject	Title	Month Issued
DHL WEEE tonnage	Free Kerbside Collection of Household Electrical Equipment in North London Boosts Recycling By Tonnes!	April 2014

Waste less, lunch free events	'Serving up a treat this Summer, in North London'	September 2014
Unwanted mail	'Say 'no' to junk mail in north London'	October 2014
Give and Take days (Haringey)	'Are you a Giver or a Taker? This weekend, you could be both!'	October 2014
Give and Take days (Enfield)	'Are you a Giver or a Taker? This weekend, you could be both!'	October 2014
Give and Take days (Waltham Forest)	'Are you a Giver or a Taker? This weekend, you could be both!'	October 2014
Give and Take days (Hackney)	'Are you a Giver or a Taker? This weekend, you could be both!'	November 2014
Give and Take days (Barnet)	'Are you a Giver or a Taker? This weekend, you could be both!'	November 2014
Give and Take days (Camden)	'Are you a Giver or a Taker? This weekend, you could be both!'	November 2014
Give and Take days (Islington)	'Are you a Giver or a Taker? This weekend, you could be both!'	November 2014
European Week for Waste Reduction	'NLWA invites you to celebrate European Week for Waste Reduction'	November 2014
European Week for Waste Reduction	Post-event press release for NLWA's activities for European Week for Waste Reduction	December 2014
Art installation project and kinteractive	Details of art project with north London schools to create festive waste prevention installations	December 2014
Give and Take days (Haringey)	It's all about 'Give and Take' this weekend in Haringey	January 2015
Give and Take days (Camden)	It's all about 'Give and Take' this weekend in Camden	January 2015
Give and Take days (Waltham Forest)	It's all about 'Give and Take' this weekend in Waltham Forest	February 2015
Give and Take days (Islington)	It's all about 'Give and Take' this weekend in Islington	February 2015
Give and Take days (Barnet)	It's all about 'Give and Take' this weekend in Barnet	February 2015
Give and Take days (Camden)	It's all about 'Give and Take' this weekend in Camden	February 2015
Give and Take days (Hackney)	It's all about 'Give and Take' this weekend in Hackney	February 2015

Bag yourself a freebie	Project with north London small and medium enterprises, encouraging customers to swap old plastic bags for reusable ones	February 2015
Waste Prevention experts enlighten us at industry event	Speakers from across the UK and Europe share waste prevention best practice at NLWA's seminar event	March 2015

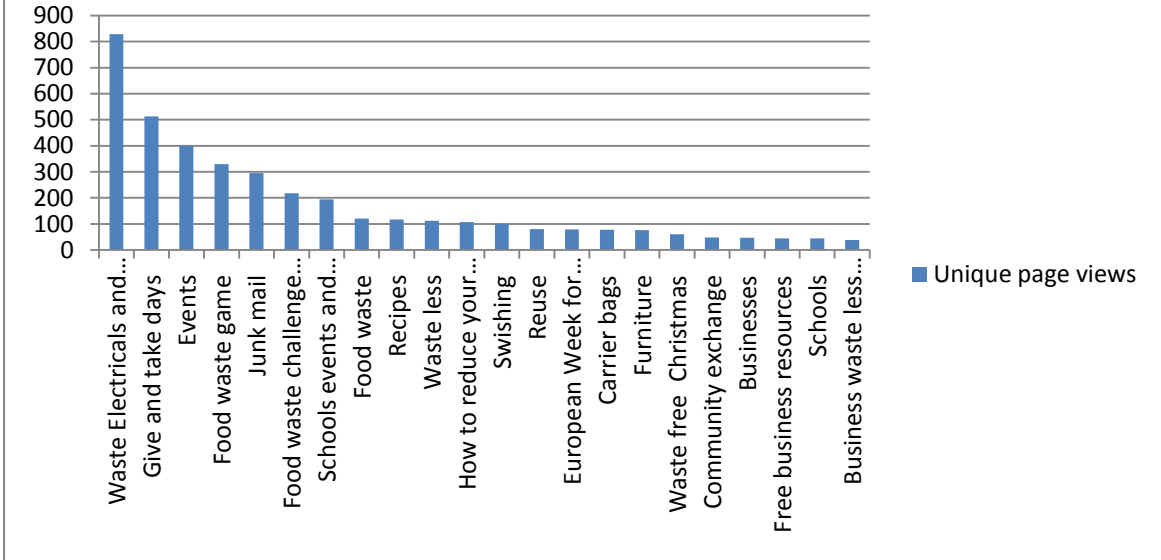
Wise Up To Waste Website

The table below shows the top ten most-viewed pages on the [Wise Up To Waste website](#) for the period of November 2014 to March 2015. Changes in website structure meant that data was not available prior to this period. The data refer to 'unique' views only, thereby discounting repeated views by the same person.

Page	November	December	January	February	March	Total	Annual Pro-rated amount
Waste Electricals and Electronic Equipment	7	90	264	205	262	828	1,987
Reuse and recycling centres		144	216	201	251	812	1,949
Give and take days	87	56	98	164	108	513	1,231
Events	80	77	79	94	70	400	60
Food waste game	0	0	17	104	209	330	792
Home	30	45	41	74	113	303	727
Junk mail	24	15	73	80	103	295	708
Contact NLWA	33	44	56	68	84	285	684
Recycling - what happens	38	38	25	104	64	269	646
Materials recycling a-z	17	41	38	59	85	240	576

The graph below shows unique views to the Waste Prevention pages only. As indicated, the WEEE page is the most popular, followed by Give and Take Days, Events and the food waste game.

Most-viewed pages November 2014 - March 2015



Social Media

The Authority has a consumer-facing Twitter account from which **282 waste prevention tweets** were issued in 2014-15. The Wise Up To Waste Twitter profile gained **406 new followers** throughout the year – an average of 34 per month, taking the total up to 786. Some examples of tweets from 2014/15 are shown below:

 **WiseUpToWaste** @WiseUpToWaste · Feb 17
Happy #PancakeDay! Check out our delicious potato pancake recipe here p.29 wiseuptowaste.org.uk/docs/video/lib/... #FlippinFoodWaste


 **WiseUpToWaste** @WiseUpToWaste · Mar 6
We're working with north #London #businesses to give away reusable #bags - grab yours now!
wiseuptowaste.org.uk/home/news/news...




 [View more photos and videos](#)

 **WiseUpToWaste** @WiseUpToWaste · Mar 20
All visitors @EdibleGardenSho come & visit our stall with @LondonWaste for #wastefree freebies & expert advice :)



 [View more photos and videos](#)

 **WiseUpToWaste** @WiseUpToWaste · Apr 10
Strapped for cash? There are loads of ways to get rid of stuff you no longer need #online & make some money from it
#WasteLessSaveMore :)

