



**London Borough of Lambeth**  
**Municipal Waste Management Strategy**  
**2011 – 2031**

**Annex 4**  
**Waste Prevention Plan**

# Contents

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<b>1. Background</b>	<b>3</b>
1.1 Why prevent waste?	3
1.2 Definition of waste prevention	3
1.3 Waste hierarchy	3
1.4 Existing waste prevention initiatives	4
<b>2. Waste Prevention Drivers</b>	<b>5</b>
2.1 Environmental benefits	5
2.2 Economic benefits	5
2.3 Social benefits	5
2.4 Legislative drivers and the strategic context	5
2.4.1 European level	6
2.4.2 National level	7
2.4.3 Regional and local level	9
<b>3. Lambeth's Strategic Approach to Waste Prevention</b>	<b>10</b>
3.1 Introduction	10
3.2 Consultation with residents	11
3.3 Objectives	12
3.4 Prioritising Action	12
3.5 Targets	14
<b>4. Quantifying Waste Prevention</b>	<b>15</b>
<b>5. Behaviour Change</b>	<b>17</b>
5.1 Introduction	17
5.2 Delivering behavioural change	18
5.3 Waste prevention evidence review	18
<b>6. Funding the Waste Prevention Plan</b>	<b>21</b>
<b>7. Waste Prevention Action Plan</b>	<b>22</b>
7.1 Reducing unwanted mail	22
7.2 Home composting and community composting	25
7.3 Donation	32
7.4 Sharing resources and time	36
7.5 Carrier bags	39
7.6 Reducing food waste	40
7.7 Waste Aware Shopping and small changes in the home	46
7.8 Real nappies	50
7.9 Zero Waste Brixton / Low Carbon Zone	52
7.10 Education and awareness	54
7.11 Packaging Regulations	56
7.12 Waste prevention adviser	58
7.13 Charging for specific household waste streams	58
7.14 Internal actions on waste prevention	59
7.15 External funding	59
7.16 Waste composition analyses	60
7.17 Working with businesses	60
<b>8. Monitoring and Review of the Waste Prevention Plan</b>	<b>61</b>

## 1. Background

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### 1.1 Why prevent waste?

Waste prevention is the most sustainable waste management option, sitting at the top of the waste hierarchy (see Figure 1). By not generating waste in the first place, the need to handle, transport, treat and dispose of waste is eliminated, which reduces the associated costs and environmental impacts.

### 1.2 Definition of waste prevention

In the context of this Plan the definition of waste prevention follows that contained within the EU revised Waste Framework Directive (rWFD) of 2008<sup>1</sup>:

“ ‘prevention’ means measures taken before a substance, material or product has become waste, that reduce:

- (a) the quantity of waste, including through the re-use of products or the extension of the life span of products;
- (b) the adverse impacts of the generated waste on the environment and human health;
- (c) the content of harmful substances in materials and products.

‘re-use’ means any operation by which products or components that are not waste are used again for the same purpose for which they were conceived.”

### 1.3 Waste hierarchy

The waste hierarchy provides a cascade of waste management options with the most environmentally friendly option at the top, working down to the least environmentally friendly at the bottom. The waste hierarchy has gone through many variations, but Lambeth’s Waste Strategy adopts the hierarchy presented in the rWFD (see Figure 1). Following this hierarchy will become a legal obligation once the rWFD is transposed into statute in December 2010 (see 2.4.2), unless lifecycle analysis demonstrates it is more environmentally friendly not to follow it.

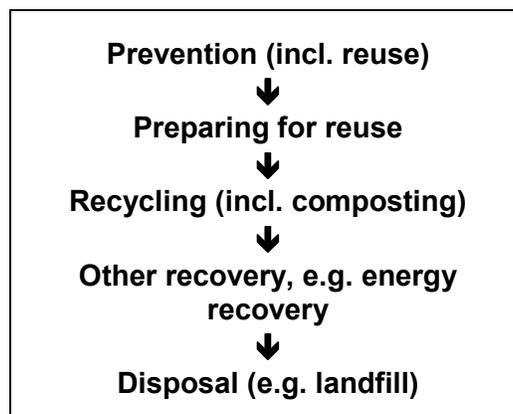


Figure 1 – the waste hierarchy

Reuse is included within waste prevention and preparing for reuse is a new stage in the hierarchy which means checking, cleaning or repair operations, by which products or components of products that have become waste are prepared so that they can be re-used without any other pre-processing.

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<sup>1</sup> <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2008:312:0003:0003:EN:PDF>

## **1.4 Existing waste prevention initiatives**

Lambeth currently has a small range of waste prevention initiatives running and these are detailed below.

### **Home composting**

Lambeth has operated a home composting campaign for several years. Since the ending of the WRAP scheme in 2009, Lambeth has partnered with Straight to provide compost bins to residents, currently as part of the National Home Composting Framework. Lambeth subsidises the postage and packaging for residents, at £4.26 per composter. For the seven months January to July 2010, 216 compost bins and five wormeries were purchased by residents under the scheme.

### **Love Food Hate Waste (LFHW)**

Recycle Western Riverside is currently running a three year LFHW campaign (2008/09-2010/11) across the four Western Riverside boroughs with Lambeth an active partner. The campaign involves roadshows, events with community groups and students, media releases, web content, distribution of freebies, cooking demos and work with markets, schools and SMEs and assessing the numbers of 'Committed Food Waste Reducers' pre- and post-campaign. Contributory funding was received from WRAP.

### **Lambeth Reuse & Recycling Centre**

A number of materials are accepted for reuse – bedding, bicycles, books, furniture, gas bottles, paint, printer cartridges, spectacles, tapes and discs, tools and white goods.

### **Zero Waste Brixton**

The 2009/10 funding from BREW linked to the Zero Waste Places status for Brixton has enabled the introduction of some waste reduction initiatives not currently available elsewhere in the borough. A waste prevention guide has been produced and distributed to all 4,500 households within the zone. As well as practical tips and advice it includes the Brixton Re-Directory – a listing of local businesses and services that can help residents reduce their waste. Give or Take events have been organized and future plans in progress include a zero waste challenge, a computer clinic, a swishing (clothes swap) event and a street swap day.

### **Web advice**

Currently Lambeth's website offers very basic advice on a small range of waste prevention measures – nappies, junk mail, using charity shops, reducing carrier bags and buying recycled items. There is also a dedicated page for Lambeth's home composting initiative and some information on reuse schemes.

### **Make a Difference Campaign**

The BIG Difference campaign was launched early in 2010 and highlights actions that all residents can do on a daily basis that would make a BIG Difference to Lambeth, improve its sustainability and help residents save money. One of the four campaign strands was 'Use it up' which focused on preventing food waste and linked to the national Love Food, Hate Waste campaign and the Energy Saving Trust's advice on good freezer management.

### **Past campaigns**

In the past Lambeth ran campaigns to encourage the use of Real Nappies and to help residents cut down on unwanted mail, using packs produced by Recycle Western Riverside (RWR). In

addition, RWR has run a number of short-term waste prevention campaigns across the four constituent boroughs, including a Smart Shopping campaign and 'Test the Water', a campaign encouraging residents to switch from bottled to tap water.

## **2. Waste Prevention Drivers**

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### **2.1 Environmental benefits**

- The collection and transportation of waste uses significant amounts of energy, produces pollution and can aggravate transportation issues such as congestion
- Natural resources are finite and by encouraging a reduction in consumption, resource use, energy use and waste from the manufacturing processes can be reduced
- The reprocessing of certain recyclable or compostable materials consumes energy, generates emissions and waste
- Landfilling biodegradable waste generates leachate and emissions of greenhouse gases (particularly methane)
- Thermal treatment of waste contributes to greenhouse gas emissions as well as the loss of resources.

### **2.2 Economic benefits**

- The cost of dealing with municipal waste is rising significantly. By reducing the amount of waste produced, significant savings can be made through the avoidance of disposal costs
- Since April 2009 a variable charging mechanism has been used by Western Riverside Waste Authority to recover costs relating to materials processing and treatment from the four constituent boroughs. Costs are levied monthly and are calculated on the tonnage of each different type of material delivered. Each waste stream attracts a different tonnage-based fee, based on the actual costs of treatment or disposal. So waste prevention means that an immediate financial benefit is realised by Lambeth and money budgeted for waste disposal can be better spent on other Council services
- Waste prevention can offer residents of Lambeth opportunities to save money, for example through the use of reusable nappies and by reducing food waste.

### **2.3 Social benefits**

- Waste prevention initiatives offer local employment opportunities and provide the borough with valuable resources that would otherwise be disposed of or sent elsewhere for reprocessing
- Waste prevention activities can assist in creating community cohesion, e.g. community composting schemes
- By reducing waste, improvements can be made to the local environment, for example by reducing the number of waste bins needed on an estate.

### **2.4 Legislative drivers and the strategic context**

The waste management agenda in the UK is one of the key policy targets for local, regional and national governments, with recent European Directives demonstrating the need for co-ordinated action across the European Union. The quote below is taken from the UK Department for

Environment, Food and Rural Affairs and demonstrates the urgency felt by national government on the issue of waste:

*'Taking action on waste is essential, since we are consuming natural resources at an unsustainable rate and contributing unnecessarily to climate change. Each year we generate about 100 million tonnes of waste from households, commerce and industry combined. Most of this currently ends up in landfill, where biodegradable waste generates methane, a powerful greenhouse gas. And much valuable energy is used up in making new products which are later disposed of, so also contributing to climate change.'*<sup>2</sup>

When Caroline Spelman MP announced the government's review of waste policy at Futuresource on 15 June 2010 she stated:

*"We need to go faster and we need to go further. Waste is one of the biggest economic and environmental challenges we face. At every part of the waste hierarchy we want and need to do more. It is time to drive forward the delivery of our zero waste economy"*<sup>3</sup>.

As a result, there are a number of strategies, policies and pieces of legislation which have been introduced at local, regional, national, and European governance levels with the objective of moving waste up the management hierarchy and in particular to prevent waste arisings. The following section outlines these documents to set the context for improved waste prevention in the London Borough of Lambeth.

## 2.4.1 European level

### The Waste Framework Directive (75/442/EEC)<sup>4</sup>

The Directive establishes a framework for the management of waste in Europe and has undergone various amendments including Directive 91/156/EEC<sup>5</sup> in 1991, Directive 2006/12/EC<sup>6</sup> in 2006 and most recently 2008/98/CE<sup>7</sup> in 2008 (the revised Waste Framework Directive – rWFD).

The rWFD must be transposed into national legislation by 12 December 2010 and contains some significant references to waste prevention. Articles 1 and 29 require all Member States to establish waste prevention programmes no later than 12 December 2013. Such programmes must be integrated either into national waste management plans or into other environmental policy programmes, as appropriate, or shall function as separate programmes. If any such programme is integrated into waste management plans or into other programmes, the waste prevention measures must be clearly identified.

The programmes must set out national waste prevention objectives. Member States must describe existing prevention measures and evaluate the usefulness of the examples of measures indicated in Annex IV to the rWFD or other appropriate measures. The aim of such objectives and measures shall be to break the link between economic growth and the environmental impacts associated with the generation of waste. Member States must determine appropriate specific qualitative or quantitative benchmarks for waste prevention measures adopted, in order to monitor and assess their progress. To this end, they may develop targets and indicators. Article 29(4) requires that indicators for waste prevention measures may be adopted by the Commission in accordance with the procedure of [Comitology](#). In Article 29(5),

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2 <http://www.defra.gov.uk/ENVIRONMENT/WASTE/>

3 <http://ww2.defra.gov.uk/2010/06/15/caroline-selman-waste/>

4 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:114:0009:0021:en:PDF>

5 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31991L0689:EN:HTML>

6 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:114:0009:0021:en:PDF>

7 [http://www.wastexchange.co.uk/documenti/europeanorm/DIR2008\\_98\\_EC.pdf](http://www.wastexchange.co.uk/documenti/europeanorm/DIR2008_98_EC.pdf)

the rWFD also obliges the Commission to create a system for sharing information on best practice regarding waste prevention and to develop guidelines in order to assist Member States in the preparation of the programmes.

Defra have stated that they will encourage local authorities to develop their own waste prevention programmes but that this won't be mandatory. ACR+ has proposed that a quantitative benchmark should be the average annual EU municipal waste arising of 600kg/capita/year.

The rWFD also re-confirmed the waste hierarchy (as discussed above), with waste prevention, including reuse, at the top. Once transposed, legislation and policy must conform to the Directive's hierarchy, except where lifecycle analysis demonstrates that this would not be the most environmentally sound option.

Article 11 states that Member States shall take measures, as appropriate, to promote the reuse of products and preparing for reuse activities, notably by:

- encouraging the establishment and support of reuse and repair networks
- the use of economic instruments
- procurement criteria
- quantitative objectives
- any other measures.

### **Thematic Strategy on Waste Prevention and Recycling 2005<sup>8</sup>**

In December 2005 the European Commission proposed a strategy to reduce the negative impact on the environment that is caused by waste throughout its lifespan, from production to disposal. The strategy aims to help Europe become a recycling society that seeks to avoid waste and uses waste as a resource by:

- Revising the 1975 Waste Framework Directive (WFD) (2006/12/EC)<sup>9</sup> to include an obligation for EU Member States to develop publicly available national waste prevention programmes (realised through the rWFD)
- Introducing product life-cycle thinking into waste policy
- Improving the exchange of knowledge and information which will underpin the continued development of waste prevention policy
- Developing recycling standards.

#### **2.4.2 National level**

The Government's overall objective for waste policy is set out in "Securing the Future", the Government's sustainable development strategy<sup>10</sup> which states:

*"...protection of human health and the environment by producing less waste and by using it as a resource wherever possible. Through more sustainable waste management, reduction, re-use, recycling, composting and using waste as a source of energy, the Government aims to break the link between economic growth and the environmental impact of waste".*

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8 [http://europa.eu/legislation\\_summaries/environment/sustainable\\_development/l28168\\_en.htm](http://europa.eu/legislation_summaries/environment/sustainable_development/l28168_en.htm)

9 <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:31975L0442:EN:HTML>

10 Defra, Securing the future – UK Government Sustainable Development Strategy, 2005

## **The Waste Minimisation Act 1998<sup>11</sup>**

The Act enables local authorities to make arrangements to minimise the generation of household, commercial or industrial waste in their area through inserting the following provision into the Environmental Protection Act (as Section 63A):

*“A relevant authority may do, or arrange for the doing of, or contribute towards the expenses of the doing of, anything which in its opinion is necessary or expedient for the purpose of minimising the quantities of controlled waste, or controlled waste of any description, generated in its area.”*

## **Waste Strategy for England 2007<sup>12</sup>**

In May 2007 the Government published a new strategy – Waste Strategy for England 2007 (or WS2007 for short) that built upon the previous strategy published in 2000 and aimed to be more ambitious in addressing the key challenges of the waste sector. WS2007 set out a number of key objectives and targets, the following directly relating to waste prevention:

- To decouple waste growth [in all] sectors from economic growth and put more emphasis on waste prevention and reuse
- To reduce the amount of household waste not reused, recycled or composted by 45% by 2020 (to 12.2 million tonnes)
- To create incentives that reflect the waste hierarchy, including increasing the landfill escalator.

## **National Indicators and Local Area Agreement**

The Best Value Performance Indicators relating to waste management were criticised for placing too much emphasis on achieving tonnage-based levels of recycling and doing nothing to encourage measures higher up the waste hierarchy, namely waste prevention and reuse. In response to this the new National Indicators include NI 191 – the quantity of household waste not reused, recycled or composted; and NI 192 – the tonnage of household waste reused, recycled or composted. These shift the balance of emphasis more towards waste prevention and most local authorities have included one or both of these indicators within their Local Area Agreements (LAA). Lambeth is almost alone in not including any waste-related NIs within its current LAA, something agreed by the Government Office for London because of Lambeth’s overriding priority of tackling worklessness.

## **The Waste (England & Wales) Regulations 2010**

Currently out to consultation, these Regulations will transpose the rWFD into English statute. The main link to waste prevention within the draft Regulations is reference to the requirement for national waste prevention programmes. In summary, the draft Regulations state that:

By 12th December 2013, The Secretary of State (SoS) for the Environment must evaluate the usefulness of the waste prevention measures set out as examples in Annex IV of the Waste Framework Directive and any other such measures thought fit; and establish one or more waste prevention programmes.

The SoS must establish qualitative or quantitative benchmarks to monitor the success of the programme and may establish qualitative or quantitative targets and indicators. And they must ensure that a waste prevention programme:

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11 [http://www.opsi.gov.uk/Acts/acts1998/ukpga\\_19980044\\_en\\_1](http://www.opsi.gov.uk/Acts/acts1998/ukpga_19980044_en_1)

12 <http://www.defra.gov.uk/Environment/waste/strategy/>

- has as its purpose a contribution towards breaking the link between economic growth and the environmental impacts associated with the generation of waste;
- is expressed in writing
- sets out the objectives of the programme and a description of existing waste prevention measures
- if it is integrated into a waste management plan or other programme, is clearly identified as a waste prevention programme
- is reviewed every six years.

### **Other measures to transpose the revised Waste Framework Directive (rWFD)**

Under the rWFD the waste hierarchy has to be given legal effect as a priority order. The consultation proposals would enact this by:

- updating national planning policy to reflect the new waste hierarchy and requiring local authorities to have regard to the hierarchy in the preparation of waste development frameworks
- when meeting their duty of care, requiring businesses and local authorities to have regard to government guidance on the practical application of the waste hierarchy, including on the circumstances in which departure from the hierarchy is likely to give a better environmental outcome. This guidance would be updated annually. Businesses and public bodies can use the guidance when they make decisions on options for dealing with waste – including preventing it arising in the first place
- adding the following to the Environmental Protection Act:

*“If you are:*

*any person who imports, produces, carries, keeps or treats waste,*

*or a dealer or broker who has control of waste, **and** you are responsible for the transfer of waste*

*then you are legally required to take all measures as are reasonable in the circumstances to apply the waste hierarchy when you transfer waste, taking this guidance into account. Other considerations, such as technical feasibility, economic viability and wider environmental protection may also apply.”*

### **2.4.3 Regional and local level**

#### **The Mayor’s Municipal Waste Management Strategy 2003 – ‘Rethinking Rubbish in London’**

This Strategy was published in September 2003 and is currently the regional strategy document for London for addressing waste from households, businesses and public places. The strategy quantified the waste problem in London and set out a number of policies and proposals including:

- Ensuring that waste authorities consider maximising waste reduction, recycling and composting before considering energy recovery and disposal
- Developing a ‘Waste Reduction and Reuse Programme’ for London
- Improving public awareness of waste issues including the need to reduce, reuse, recycle, and compost waste and also to buy recycled goods.

## **The Mayor's revised Municipal Waste Management Strategy 2010 – 'London's Wasted Resource'**

The Mayor's revised Waste Strategy was released as a consultation document primarily for the London Assembly and the GLA's functional bodies in January 2010, although all stakeholders were invited to comment. A public consultation will be launched in mid-2010 and the final Strategy is due to be published in winter 2010. The draft Strategy places considerable emphasis on waste prevention, including links within three of the four objectives:

1. To provide Londoners with the knowledge, infrastructure and incentives to change the way we manage municipal waste: to reduce the amount of waste generated, encourage the repair and reuse of items that are currently thrown away, and to recycle or compost as much material as possible.
2. To minimise the impact of municipal waste management on our environment including reducing the carbon footprint of London's municipal waste.
3. To unlock the massive economic value of London's municipal waste through increased levels of reuse, recycling, composting and the generation of clean energy from waste.

In addition two of the four targets are related to waste prevention:

2. To reduce the amount of household waste produced in 2008/09 from 970kg per household to 790kg per household by 2031. This is equivalent to a 20 per cent reduction per household.
3. To increase London's capacity to reuse or repair municipal waste from approximately 10,000 tonnes each year in 2008 to 40,000 tonnes a year in 2012 and 120,000 tonnes a year in 2031.

Contained within the detail of the draft are plans to: run a well-financed London-wide campaign on waste prevention, reuse and recycling (funded through the LWARB); fund the creation of a London-wide reuse network (to the tune of £8.5m via the LWARB); promote Zero Waste Places and encourage waste prevention among businesses.

## **Western Riverside Waste Authority Joint Municipal Waste Management Strategy 2006<sup>13</sup>**

Western Riverside Waste Authority published its current Waste Strategy in 2006, although Lambeth did not formally sign-up to it. In terms of waste prevention the Strategy aims to:

- Embrace the concept of waste prevention
- Achieve a sustained reduction in the amount of waste arising
- Minimise the use of landfill
- Increase, as far as is practicably possible, the amount of waste that is reused, recycled and composted.

The Strategy contains a section on waste reduction and reuse which details how the partnership will first slow down, and ultimately reverse, the growth in household waste. The section contains practical initiatives that will continue to encourage the public to reduce their waste in the following areas: no junk mail; home composting; furniture reuse and reusable nappies.

## **3. Lambeth's Strategic Approach to Waste Prevention**

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### **3.1 Introduction**

Achieving waste prevention is complex and responsibility lies with a number of stakeholders, including residents, manufacturers, retailers and national and local government. There are

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<sup>13</sup> [http://www.wrwa.gov.uk/files/strategy/Final\\_WRWA\\_JMWMS.pdf](http://www.wrwa.gov.uk/files/strategy/Final_WRWA_JMWMS.pdf)

currently a range of measures, tools and techniques that can be used to promote and encourage the prevention of household waste:

- Practical actions at a local or national level
- Policy and legislative measures, including those that relate to the manufacturing and retail sectors
- Economic instruments, such as taxation or incentive schemes.

Some of these measures and tools are less applicable to local authorities. For example, the main responsibility for waste reduction through product design and manufacture lies with manufacturers, although it generally has to be stimulated by legislation or government-brokered voluntary agreements.

Lambeth Council has a key role to play in facilitating waste prevention in the borough in a number of ways, most importantly through the provision of education and public awareness campaigns to help overcome perceived barriers to waste prevention and to motivate people to make choices to prevent waste. In delivering these messages it is vital that the Council forms effective partnerships with other stakeholders such as major retailers and local businesses, the community sector and local communities and that it explores all opportunities to integrate its activities with regional and national campaigns.

In addition, the Council's role in contributing towards waste prevention also extends to the local enforcement of national waste legislation. For example: the amended Environmental Protection Act 1990 which requires waste operations to adhere to the waste hierarchy; the Packaging (Essential Requirements) Regulations 2003 (as amended)) and the delivery of national and regional waste reduction targets.

### 3.2 Consultation with residents

In September 2009 Lambeth consulted with residents and community groups to help inform decisions on the new Waste Strategy and received 3,000 responses to the survey. Part of the questionnaire invited opinion on a range of possible waste prevention measures and the level of support is shown in Table 1.

<b>Support for new initiatives to encourage waste prevention</b>	<b>Support</b>	<b>No opinion</b>	<b>Oppose</b>	<b>Don't know</b>
Initiatives to promote the reuse of waste, e.g. furniture reuse schemes and Give or Take events	81.4%	9.4%	3%	1.8%
Advice & initiatives to help prevent waste, e.g. cheap compost bins and advice on how to cut down on food waste	78.9%	10.3%	4.7%	1.8%
Only collecting rubbish that is inside wheeled bins (encouraging residents to reduce waste and maximise recycling)	69.4%	10.1%	7.3%	5.1%
Only emptying wheeled bins if the lids are closed (encouraging residents to reduce waste and maximise recycling)	64.8%	10.5%	11.6%	5.8%
Fortnightly residual waste collections (alongside weekly collections of food waste and recyclables)	41%	9.7%	43%	1.4%
Smaller wheeled bins for residual waste (for kerbside properties)	39.4%	16.7%	33.6%	2.4%

**Table 1 – results from Waste Strategy questionnaire, October 2009**

In September 2008 Recycle Western Riverside carried out a doorstepping programme across the four Western Riverside boroughs. The focus in Lambeth was on green waste, and only kerbside properties with gardens were targeted, but residents were also asked about home composting. Out of the 3,762 residents spoken to, 20% claimed to be already home composting and a further 32.5% expressed an interest in starting to compost at home. Extrapolated borough-wide across the 49,746 kerbside properties with private gardens, this translates to 9,942 households already composting at home and latent demand from a further 16,167 households.

In November 2008 an on-street survey was carried out with 531 residents as part of Lambeth's budget consultation. Residents were asked about their preferences for collection frequencies of waste services. A fortnightly collection of refuse combined with weekly collections of dry recyclables and food was the most favoured option with 43% of respondents in support. Interestingly this corresponds almost exactly with the level of support indicated for fortnightly refuse collection in the waste strategy survey (see Table 1).

The survey went on to ask residents about home composting and 23% of residents claimed to be already home composting, again a similar level to the one indicated through the Recycle Western Riverside survey.

### **3.3 Objectives**

This Waste Prevention Plan forms part of Lambeth's Municipal Waste Management Strategy, and as such aims to contribute towards achieving some of the objectives of the overarching Strategy. Those of most relevance are:

1. To encourage behavioral change within the community to move the management of municipal waste higher up the waste hierarchy
2. To meet legislative requirements and statutory obligations now and as policy evolves in the future
3. To achieve general conformity with Regional Waste Policy
5. To manage waste in a way that protects human health and the environment
7. Minimise the costs of waste management while complying with legislative requirements.

### **3.4 Prioritising Action**

Actions will be prioritised according to their potential to prevent or divert tonnage and to reduce CO<sub>2</sub> equivalent emissions. The first issue to consider is the composition of the residual waste stream in order to identify the key materials to target. Recycle Western Riverside last conducted composition analyses across the four constituent boroughs in September 2009. The make-up of waste from Lambeth's low-rise households is shown in Figure 3 and covers an analysis of refuse and recyclables placed out for the regular weekly collection rounds. The key areas of focus for Lambeth undoubtedly need to be paper, card and food waste. Glass is a difficult area to tackle (there are only so many opportunities for reusing jars and bottles) and the major prevention action - lightweighting - is outside of Lambeth's power. Dense plastic, rubble, metal, textiles, garden waste, plastic film and nappies are the other significant elements all of which have the potential to be subject to waste prevention campaigns.

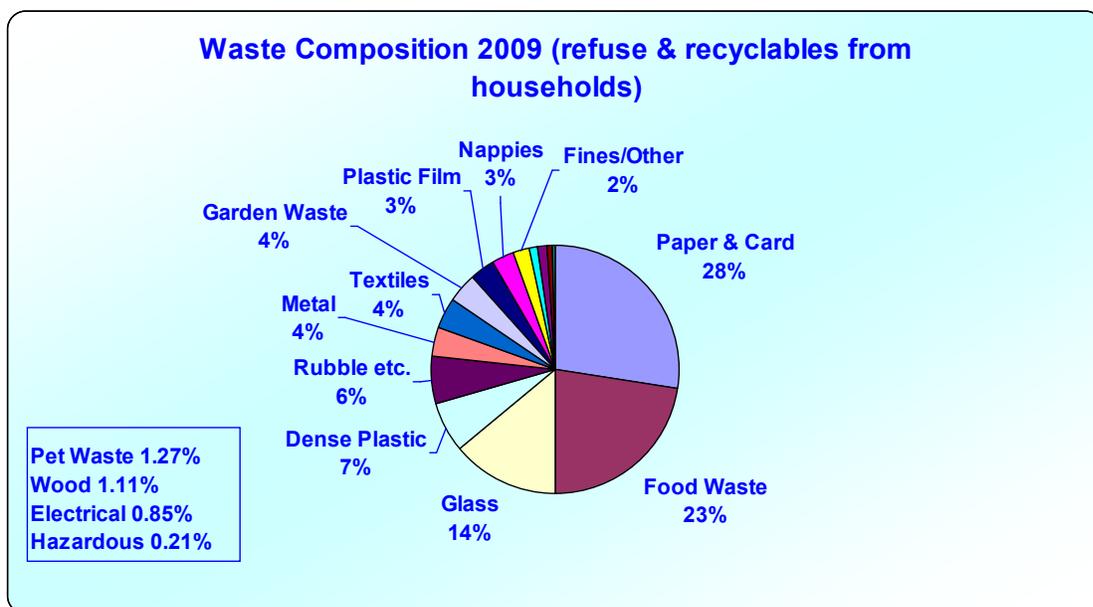


Figure 3 – Composition of waste collected from households in Lambeth, September 2009

Secondly, prioritisation needs to be based on the potential to reduce CO<sub>2</sub> equivalent emissions. Although this subject is in its infancy, data are available from Defra and for waste prevention only are summarised in Table 2.

Rank	Waste Material	Proportion of waste collected from households (by weight)	Kgs of CO <sub>2</sub> eq avoided per tonne of waste prevented	Potential for Lambeth to encourage waste prevention
1	Textiles	4%	19,294	High
2	Food waste	23%	2,428	High
3	Paper and card	28%	950	High
4	Metals (non-ferrous)	1%	11,000	Low
5	Garden waste	4%	89	High
6	Plastic (film)	3%	2,500	Medium
7	Plastic (dense)	7%	3,100	Low
8	Metals (ferrous)	3%	3,100	Low
9	Glass	14%	840	Low
10	Aggregates	6%	8	Low
11	Wood	1%	256	Low

Table 2 – waste materials in priority order for waste prevention actions

A scoring system was used for each parameter to help rank the materials. Wastes are ordered in the table by priority and this will be taken into account when allocating resources to the waste prevention initiatives detailed in this Plan. Composite items such as furniture and disposable nappies can still be assessed using this table. Disposable nappies for example are a mixture of mostly plastic film and paper so would be ranked around 4.5.

### 3.5 Targets

This Plan does not contain local targets for the overall reduction of household waste. The amount of household waste generated in Lambeth, whether calculated as total tonnage, tonnes per capita or tonnes per household, has been falling year on year since 2004. This fall is due to a wide range of factors only partly attributable to actions by Lambeth. It would therefore be disingenuous to set reduction targets under this strategy and claim success for them in subsequent years. Although there is no hard and fast evidence, it is believed that the consistent fall in household waste is due to a combination of: recessionary factors; lightweighting of packaging; a reduction in packaging (e.g. on Easter eggs); a reduction in the size of electrical goods; increased use of technology replacing paper; increasing awareness of waste issues and waste prevention campaigns such as Love Food Hate Waste. The rate of decline has accelerated in the last two years (see Figure 2) indicating that recessionary factors are playing a major role. This will be both in terms of reduced purchasing by householders and impacts on businesses such as less advertising in newspapers.

However, the generic targets set under this plan are to continue to exceed the relevant national and regional targets for waste prevention. These are as follows:

**Waste Strategy 2007** – a reduction in the amount of household waste not reused, recycled or composted to **225kg per person by 2020**.

**Lambeth figure for 2009/10 – 221.18kg** (internal calculation)

**The relevant Regional target** proposed by the Mayor in his revised Waste Strategy is to achieve a reduction in the amount of household waste produced to **790kg per household by 2031**.

**Lambeth figure for 2009/10 – 679.59kg** (internal calculation)

A Review carried out for Defra<sup>14</sup> judged that campaigns which target a mix of behaviours can achieve around **0.5kg to 1kg/hh/wk reduction**.

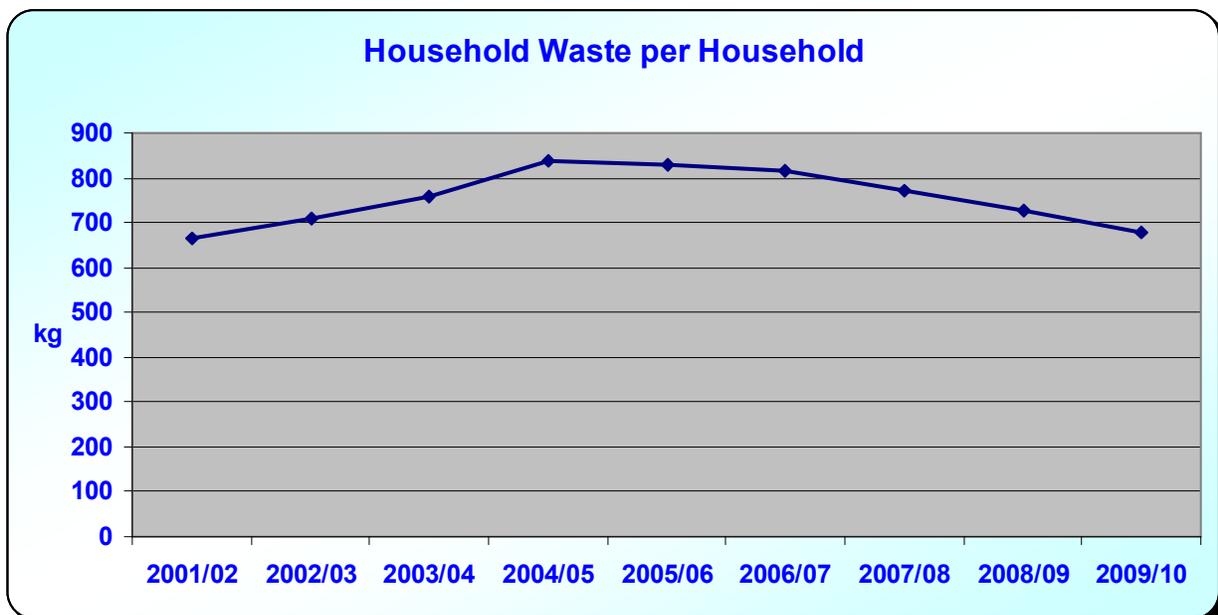


Figure 2 – Household waste per household generated in Lambeth

14 WR1204 Household Waste Prevention Evidence Review: Executive Report, 2009

## 4. Quantifying Waste Prevention

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The WRAP Waste Prevention Toolkit covers this area in some detail and the next section is adapted from the Toolkit. For some activities there is currently no or limited data to establish a likely diversion rate. The data are not definitive as many factors will affect the outcomes in each case.

### Home composting

As a result of an extensive research programme conducted by WRAP it is now possible to make estimates of the diversion attributable to properly supported home composting schemes. A home composting bin can divert an average of 150kg/hh/pa. The diversion figure is relevant only to home composting schemes which offer additional support to participants. WRAP therefore advises that the following minimum requirements are met:

- Compost bins should have been distributed on an 'opt-in' rather than an 'opt-out' or total distribution basis
- Owners of the bins should be given instruction in how to make and use compost
- They should have access to support through local advisers, giving face-to-face advice where appropriate
- A helpline or website should be made available to ensure availability of continuous support
- Regular contact from the scheme should be provided so that composters can be encouraged to continue composting and to increase the range of materials that they compost. This will require a record of where compost bins have been provided to be maintained.

It is also essential that a record of the number of compost bins sold is kept in order to be able to establish the diversion factor. For each bin sold the purchaser should be asked whether or not they are already composting at home. The national average lapse rate (householders who bought a bin but are not using it) of 3.9% needs to be applied.

### Food waste

The 'committed food waste reducer' metric was developed by WRAP in order to measure the impact of their Love Food Hate Waste campaign. The metric is calculated in response to three key questions which determine if the respondent is a committed food waste reducer (CFWR). A committed food waste reducer will divert 78kg/hh/pa.

### Bulky waste reuse

At present there are no clear data on the level of diversion that can be achieved, but research by the Furniture Recycling Network (see Table 3) indicates that around 30% of bulky waste collected from householders and/or collected at Reuse & Recycling Centres can be reused.

Category of Material	Range of Composition	Average
Furniture: reusable in current condition	5-10%	7.5%
Furniture: potentially repairable	10-20%	15%
White goods: potentially repairable	5-10%	7.5%
White goods and other metal: recyclable	10-30%	20%
Disposal	30-70%	50%
Overall reuse rate		30%
Overall recycling rate		20%
Residual waste		50%

**Table 3 – Reuse potential from bulky waste. Source: WRAPs Waste Prevention Toolkit**

## Real nappies

The UK disposes of around three billion disposable nappies each year, representing an estimated 2% to 3% of all household waste. To estimate tonnage diversion from a real nappy campaign, there is a tonnage conversion tool on the real nappy campaign website. To use this it is preferable to know the number of babies in nappies in the borough and how old each is. This will enable an estimate of tonnes diverted by a scheme on a per annum basis. It is also possible to make a rough calculation based on assumptions, for example using the number of people who have subscribed to any incentive scheme and the information provided on averages in the calculator above. Local authorities who subscribe to the Real Nappies for London initiative have diversion calculated automatically through the centralised database.

## Unwanted mail

There is limited data available to calculate diversion from the wide range of options to reduce unwanted mail, but work carried out in Essex indicates around 4kg/hh/pa can be diverted when households sign up to MPS (Mail Preference Service).

## Other activities

There are other activities listed in the toolkit but currently there are limited or no data to establish a likely level of diversion. These activities can be measured in other ways to gauge behaviour change and details are provided in the relevant section. The fact that diversion is not easily measured does not mean it is not taking place.

## Summary of diversion

Table 4 shows the estimated existing annual diversion for Lambeth arising from waste prevention activities and Table 5 shows the estimated *additional* annual diversion for 2011/12 onwards if the actions in the Strategy were implemented (but only for the quantifiable actions discussed above). This shows that reducing food waste and implementing bulky waste reuse have the potential to divert the most tonnage. Home composting also has significant potential, but based on current sales levels the latent demand is not likely to be realised unless compost bins are subsidised at much higher levels.

Activity area	Likely kg	Likely impact	Tonnes per year	Cost of activity	Avoided costs @ £107/t
Home composting	150kg/hh	3,277 bins*	492	£0	£52,596
Furniture reuse		Emmaus/FAST	50	£0	£5,350
LFHW	78kg/hh	24% of HH	2,434	£0	£260,395
Real nappies	367kg/baby	10% of nappy users	319	£0	£34,085
Unwanted mail	4kg/hh	29,309	117	£0	£12,544
<b>TOTAL</b>			<b>3,411</b>	<b>£0</b>	<b>£364,971</b>

**Table 4 – existing waste prevention – estimated impacts**

\* This is the number of bins purchased through Lambeth's home composting promotions since 2001, less the average 3.9% drop-out rate. Many residents will have bought bins from other sources, or will be using homemade compost bins. According to surveys, 20% of residents with gardens are composting in total, equivalent to 9,942 households. This would equate to 1,491 tonnes diverted per annum, saving £159,537 in 2010/11 on disposal costs.

Activity area	Likely kg	Likely impact	Tonnes per year	Cost of activity	Avoided costs @ £128/t
Home composting	150kg/hh	250 bins	37.5	£2,500 (£10 per bin)	£4,800
Furniture reuse	-	30% of bulky waste	414.45	£0 (self funding)	£53,050
LFHW	78kg/hh	Extra 10% HH	243.36	£0 (RfL funding)	£31,150
Real nappies*	367kg/baby	150 extra babies	55.05	£3,000 (50% of 150 vouchers @ £40) + £5,800 (RNfL subscription)	£14,313
Unwanted mail	4kg/hh	2000 extra HH (pa)	8	£250 (printing packs)	£1,024
Give or Take/ Tabletop Sales	1000 per event	10 events	10	£1,000 (£100 per event)	£1,280
<b>TOTAL</b>			<b>768.36</b>	<b>£13,800</b>	<b>£105,617</b>

**Table 5 – anticipated additional annual impact of selected waste prevention activities within the Plan**

\* the cost-benefit analysis is more complex than shown here because babies are in nappies for 2-2.5 years meaning benefits are spread over a long period of time during which disposal costs will rise 2 or 3 times. However, assuming a £40 voucher, overall diversion of 734kg and allocating 80% of RNfL subscription costs to those 150 babies, there would be a net annual saving to Lambeth of just over £2,000 in 2011/12 and this would then increase each year.

## 5. Behaviour Change

### 5.1 Introduction

The WRAP Waste Prevention Toolkit discusses the findings of research into waste prevention behaviours through understanding peoples' lifestyles, attitudes, values, habits, and motivations. The research indicates that there is a difference between encouraging recycling and the more complex behaviour change required for waste prevention. This research also indicates that each waste prevention behaviour is motivated by a different set of drivers and a plan for each activity is required to achieve behaviour change. General messaging using a mix of waste prevention messages and/or a focus on reducing waste does not seem to be effective. In response to this Lambeth will, in general, promote waste prevention activities through discrete campaigns or events. For example through spring campaigns to promote home composting; working with a school community to run a tabletop sale; a Winter Love Food Hate Waste campaign or promoting real nappies through antenatal classes. However, the intention will be to also provide a permanent source of generic information through Lambeth's website and a Waste Prevention Guide.

There are some waste prevention behaviours that are more "visible" because they are undertaken outside of the home and often involve others, for example tabletop sales, Give & Take events and Green Shopping. The more visible the behaviour, the more likelihood there is of engaging more people and encouraging others to participate – creating a social norm.

Waste prevention behaviours that are undertaken in the home – like avoiding unwanted mail and reusing items – are less visible. For those less visible behaviours, the emphasis needs to be on drawing out these behaviours through, for example, public commitments and pledges.

The WRAP Toolkit also emphasises that most behaviours are repetitive and need regular reinforcement. This is particularly important in a borough such as Lambeth where population churn is relatively high.

## 5.2 Delivering behavioural change

The WRAP Toolkit makes use of Defra’s 4E’s framework, designed as a method to help plan for behaviour change. The framework is designed to ensure that all the factors which are necessary to change behaviour are present. This framework is used in each activity within the Toolkit to show how it can be applied and elements have been transposed into Lambeth’s Waste Prevention Plan. The framework is shown in Figure 4.

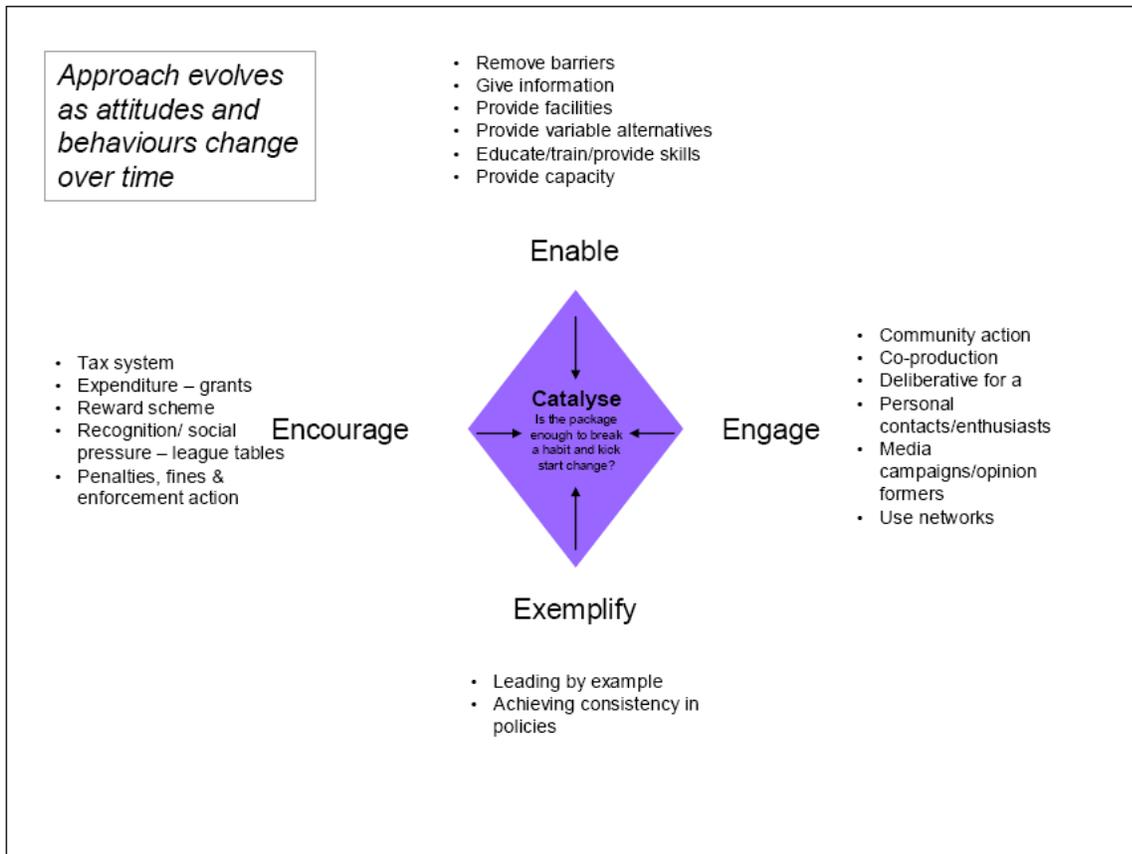


Figure 4 – Defra’s 4E’s framework

## 5.3 Waste prevention evidence review

In autumn 2008, Defra commissioned a review to consolidate the policy-relevant evidence base applying to household waste prevention. The work was undertaken by Brook Lyndhurst, the Social Marketing Practice and the Resource Recovery Forum. The review was published in October 2009<sup>15</sup> and addressed a set of key questions including the barriers and opportunities to encourage participation in waste prevention activities.

The Review states that “*Engaging consumers and households to rethink their behaviour is one of the main ways in which waste prevention can be progressed. There is no standard set of behaviours which is widely accepted as comprising “household waste prevention”. In practice, it covers anything from rejecting junk mail to reusing food leftovers; from home composting to*

<sup>15</sup> WR1204 Household Waste Prevention Evidence Review: Executive Report, 2009

donating electrical goods to charities; from buying secondhand clothes to avoiding single-use bags, and so on. Unlike recycling - which is a more singular act - prevention comprises many small, individual behaviours. Also, unlike recycling, prevention behaviour tends to be private and invisible, so there is much less likelihood of a social norm developing.

From the literature, examples of the extent of practice for waste prevention behaviours include: home composting 35%; avoiding packaging 10%-40%; committed to preventing food waste 14%; always using a bag for life 23%; avoiding junk mail 15%; and buying second hand 30-45%. On reuse, a higher percentage generally donates (clothes or bulky/WEEE goods) than purchases secondhand; however, Freecycle membership is growing fast in the UK and is currently around one million members. Up to 60% of people do at least one waste prevention behaviour but behaviours tend to be practised sometimes rather than always, and some people will do one or a few but not a whole range of behaviours. Willingness is consistently greater than the actual level of engagement in waste prevention behaviours. Donating items is commonly reported as the most practised behaviour; private reuse of items around the home and other "low effort" reduction behaviours tend to occupy an intermediate position; and those that require major changes in consumer habits are often least practised.

Practice varies across different socio-economic groups and the variations are often specific to the behaviour in question. In broad terms, however, waste prevention behaviours are more prevalent among individuals who are: older; middle to high income; female; living in detached properties; not living with children at home; and more concerned about the environment.

The motivations driving waste prevention are as many and varied as the diverse activities under the waste prevention umbrella: they cover many of the aspects flagged by theory; and are often specific to particular behaviours (e.g. food, home composting, reuse, etc.) Importantly, research has suggested that waste prevention behaviours are poorly correlated with recycling, and are sometimes even negatively correlated – such that recycling may become a reason for not doing more to reduce waste. The research also revealed a degree of confusion among the public between "recycling" and "reduction" and the two are often conflated in the public's mindset.

The Review revealed the difficulties in explaining waste prevention behaviour which may be explained by the complex mix of drivers affecting each individual activity. The most common motivations identified were:

**Values – universalism and moral motivations** - motivations for recycling are often described as more functional and influenced by external conditions (e.g. kerbside collection) than are those for waste prevention. Several authors link waste prevention behaviour to underlying personal values, including what are commonly termed "universal" values (generally where an individual puts collective benefits ahead of their own personal gain). Moral and charitable motivations are drivers for reuse (especially donation); and an "ethic of care" – a general sense of responsibility for the intrinsic value or on-going use of "things" – has also been flagged.

**Personal responsibility** - acceptance of personal responsibility is often cited as a primary requirement for prevention behaviour. It may be manifested, for example, as a sense of duty or obligation, satisfaction, embarrassment (or lack of it in relation to second hand goods), guilt, and active concern.

**Self-efficacy** - this describes the personal capabilities, confidence, know-how and skills needed to carry out a particular behaviour. Interventions or campaigns may address it by providing hands-on help or giving tips on how to perform an activity (e.g. the Love Food Hate Waste website).

**Costs** - saving money through avoided or alternative purchase has been shown to be an important motivator - for example on home composting (through subsidy of bins), carrier bags (charging), buying from charity shops, interest in refills, and switching from bottled to tap water.

Money saving is a complex driver, however, and has to be set against the risk that consumers will perceive cheaper or alternative products as lower quality or sub-optimal options.

**Social norms** - knowing or seeing that others are taking action can create a sense that individual contributions are worth the effort. A national survey, for example, indicated that 5% - 10% of home composters started due to encouragement from friends. Social norm effects and peer support are actively deployed in behaviour change interventions based around small groups working together and some have recorded significant reduction impacts among the individuals taking part (e.g. Global Action Plan and Love Food Champions).

**Habits** - can have either a negative or a positive effect on prevention behaviour: they can either block the take-up of new behaviours where routines are so established that consumers never think to question them; or help to maintain established “good” behaviours. The challenge for behavioural change interventions is to break into (or “disrupt”) routine thinking and help consumers maintain new habits once they try something new. This can be done through repeat communication and hands-on support, for example.

The Review also noted that international experience suggests that waste prevention is most effectively tackled where a complementary package of measures is in place – including prevention targets, producer responsibility, householder charging, public sector funding for pilot projects, collaboration between public, private and third sector organisations and intense public awareness/communications campaigns.

The barriers identified within the Review are summarised in Figure 5.

## Engaging consumers - barriers

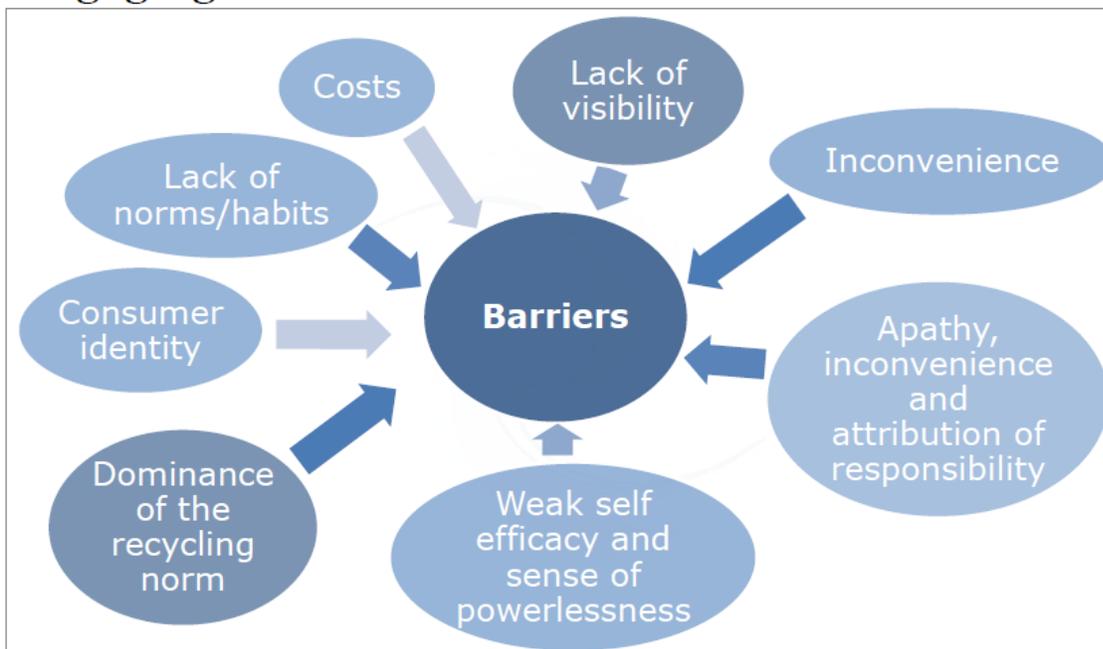


Figure 5 – barriers to engaging consumers in waste prevention. Source: Defra Evidence Review

The overarching barriers to engaging consumers are cited as:

- Lack of consumer understanding – in particular a tendency to equate the idea of ‘reduce waste’ with ‘recycling’...
- ...compounded by lack of visibility – how do we know when we’re doing waste prevention?
- Consumer identity – a status culture in which identity is defined through the acquisition of ‘stuff’.

The Review cites the key enabling tools which can be used to break down these barriers as:

- Waste prevention guidance and support
- Challenges and action plans (activity packs)
- Monitoring and feedback (diaries, weighing scales, feedback sheets)
- Special events (training and workshops on home composting/food waste)
- Doorstep teams (trained advisors, pledges and surveys)
- Directories (reuse centres, repair services – paper & online)
- Telephone helpline
- Newsletters (monthly feedback bulletins)
- Equipment (including freebies, cashback schemes, samples and vouchers).

The Review lists examples, gleaned from experience overseas, of the most effective waste prevention ideas suitable for implementation at a local level, including:

- Choose “emblematic” streams (e.g. plastic shopping bags, bottled water, home composting or junk mail) to lead the waste prevention debate
- Explain the link between waste & sustainable consumption
- Work to make secondhand purchases and renting more the social norm
- Empower householders/consumers (e.g. LA 21)
- Implement short-term specific campaigns and pilot projects, together with long-term awareness campaigns
- Target schools, offices and shops.

## **6. Funding the Waste Prevention Plan**

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At present there are no budgets in place specifically for waste prevention. As part of the Growth and Savings process to fund the Waste Strategy, £25k is being requested to fund the implementation of the Waste Prevention Plan. The money will be ring-fenced for waste prevention initiatives and will effectively be funded through savings in waste disposal costs.

Many actions can be carried out at zero cost utilising existing staff resources, for example tabletop sales with schools which can be self-funding; ticket entry swishing events; volunteer compost doctors; building community composting bins from discarded scaffolding planks, promoting community events; promoting Lambeth Freecycle and other actions.

Additional funding will come from Recycle Western Riverside which has allocated £3,000 per annum for ‘No Junk Mail’ stickers and £40,000 for 2010/11 to fund waste prevention promotions (furniture reuse project and Christmas-themed advice).

A part-time Waste Prevention Adviser is being funded through the Low Carbon Zone to develop and introduce waste prevention actions within the LCZ area until March 2012. The lessons learned through this outreach-based post will help Lambeth develop its approach to waste prevention and one action within this Development Plan is the creation of a voluntary Waste Prevention Adviser post covering the rest of the borough. The intention is to create fixed-term

placements for (ideally local) graduates struggling to find employment in a mutually beneficial arrangement that will increase their chances of employment.

The prevention of waste has a direct economic benefit to Lambeth of £107 per tonne during 2010/11 and £128/tonne during 2011/12. Additional funding later on in the Prevention Plan's life would increase the opportunities for preventing waste and achieving savings. Possibilities include:

- Employing a permanent Waste Prevention Adviser through an partner organisation – cost: £15,000 per annum for a 20-hour a week post
- Creating a Lambeth Scrap Store (for the reuse of business waste)
- Developing a REIY Centre (for the reuse of construction waste)
- Developing the proposed Brixton Reuse Centre and extend this concept to other disused garage undercrofts.

Any change in existing resources will impact positively or negatively on what can be achieved.

## **7. Waste Prevention Action Plan**

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The following section describes the waste prevention initiatives that Lambeth plans to implement between 2011 and 2031. The intention is to initiate action across all the key areas of waste prevention where action by householders is possible. Many of the actions listed require partnership working with Recycle Western Riverside, the third sector and local community groups, in general building on existing strong links.

This section draws heavily on WRAPs Waste Prevention Toolkit<sup>16</sup> for the main action areas, particularly in terms of interpreting the 4Es. WRAPs Toolkit constitutes current practical Government guidance to local authorities on addressing waste prevention.

The actions cited in the sections below are deliberately non-specific in terms of timescales. The annual action plans which will accompany Lambeth's Municipal Waste Management Strategy will detail exactly when specific actions will be carried out.

### **7.1 Reducing unwanted mail**

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Some or all of the mail items delivered to households can be judged by residents to be unwanted. This can include addressed and unaddressed items, fliers and free newspapers. A survey carried out by the Direct Mail Association in 2008<sup>17</sup> showed that 68% of people do not want to receive unaddressed mail and 56% of people do not want to receive unsolicited addressed mail.

Householders have a number of options available to them to prevent different types of mail being delivered. It is important to remember that some householders may want to receive some types of direct mail as shown by<sup>17</sup>:

- Kent County Council – a survey showed this to be true for households in rural areas
- The Royal Mail – a survey showed almost 80% of people have used a voucher or a coupon received
- The DMW Survey showed 58% of people enjoy or are happy receiving free newspapers.

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<sup>16</sup> [http://www.wrap.org.uk/applications/waste\\_prevention\\_toolkit/restricted.rm](http://www.wrap.org.uk/applications/waste_prevention_toolkit/restricted.rm)

<sup>17</sup> [http://www.wrap.org.uk/applications/waste\\_prevention\\_toolkit/page.rm?id=24899](http://www.wrap.org.uk/applications/waste_prevention_toolkit/page.rm?id=24899)

## Background

Direct marketing material is estimated to account for approximately 550,000 tonnes of the household waste stream each year<sup>18</sup>. This amounted to 32.7 billion items or 448,250 tonnes in 2008<sup>19</sup>. A recent analysis of direct mail in Lambeth carried out by MEL showed that free newspapers and magazines make up 6.24kg per household per year and definite/possible direct mail makes up 2.08kg per household per year. Most of this material is being placed out for recycling by residents. Lambeth households are recycling 79.5% of definite direct mail and 89.4% of all mail displaying address details. More than half (58.9%) of shredded paper is being recycled, compared to nearly all of the free magazines and newspapers (89.3%) and purchased magazines and newspapers (95.7%).

## What is unwanted mail?

Unwanted mail constitutes unwanted direct marketing items which could include:

- **Direct mail** – advertising that targets potential new customers (usually as a brochure or flyer) and advertising that targets existing customers, offering new or extended services and/or products
- **Door to door materials** – unaddressed advertisements posted by hand usually via the Royal Mail and often addressed to “The Occupier”; or from local businesses
- **Inserts** – advertising material in magazines and newspapers
- **Free newspapers** – local, own-branded newspapers delivered and supplied free of charge to local householders, e.g. local estate agent newspapers.

## Enable – Making it easier

There are a number of barriers for householders wanting to reduce unwanted mail. Typical barriers include:

- Lack of knowledge of how to do it. Over 50% of people are not aware of the Mailing Preference Service
- Lack of time to sign up to the preference services or opt-out services
- Lack of knowledge of how to benefit from opt-out services
- Fear of restricting choice (e.g. not receiving free newspapers)
- Fear of negative spin-offs, e.g. people are worried that they will stop receiving important circulars or favourite catalogues if they sign up to the MPS
- Residents don't want to display a large/unattractive sticker on their letterbox
- Many people complain that the Royal Mail opt-out service doesn't work in practice
- Residents don't see why they should have to go to the trouble of removing themselves; it is seen as a responsibility of the Government or of the companies concerned.

For some householders, direct mail is a useful marketing service while others are keen to reduce waste from what is often an unsolicited source. It is important to provide the information so householders can make a choice. Lambeth can offer practical support to overcome these barriers.

## Monitoring

Information on Your Choice is only available at the national level and the Royal Mail is currently not able to provide any data. However, the DMA are able to provide information on MPS registration by borough. Baseline data for Lambeth was obtained as at 6 January 2010 and can be summarised as:

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18 <http://www.defra.gov.uk/environment/waste/strategy/strategy07/>

19 [http://www.wrap.org.uk/applications/waste\\_prevention\\_toolkit/page.rm?id=24004&activity\\_id=1690](http://www.wrap.org.uk/applications/waste_prevention_toolkit/page.rm?id=24004&activity_id=1690)

- 23,504 households registered
- 5,805 further individuals registered within other households.

To monitor the success of campaigns to reduce unwanted mail, reports from the DMA will be obtained on a quarterly basis.

If information from Your Choice and/or the Royal Mail becomes available at a borough level then registrations for these services will be monitored as well.

<b>Reducing Unwanted Mail</b>	
<b>Targets</b>	To prevent an additional 80 tonnes of unwanted mail waste per annum by 2020 through increasing sign-up to MPS by 20,000 additional households by 2020. This assumes that households and individuals will also take other actions to prevent unwanted mail, such as displaying 'no junk mail' stickers
<b>Monitoring</b>	Borough-specific data is provided by the DMA on request
<b>Actions</b>	<p>Lambeth will aim to encourage and facilitate residents to reduce their levels of unwanted mail. Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council's overall Waste Management Strategy:</p> <ul style="list-style-type: none"> <li>• Provide feedback to residents on any demonstrable increase in MPS take-up or reductions in direct mail</li> <li>• Have regard to concerns over unwanted mail when planning related promotional campaigns</li> <li>• Update and reprint the original RWR <i>Unwanted Mail</i> pack to ensure a supply is always available at events and for residents to request. The pack will contain letterbox stickers; advice on signing-up for online billing; details on how to stop receiving paper phone directories; advice on recycling unwanted mail and security of personal information; links to advice websites; how to opt-out of being on the edited electoral register, as well as templates, tear-off cards or weblinks and phone numbers to make it easy for residents to subscribe to: <ul style="list-style-type: none"> <li>○ the Mailing Preference Service</li> <li>○ the other relevant DMA services, e.g. Baby Mailing Preference Service</li> <li>○ the new Your Choice Preference Scheme aimed at door-to-door distribution companies</li> <li>○ Royal Mail's door-to-door opt-out service</li> <li>○ redirection services</li> <li>○ Redirectmail</li> <li>○ and for contacting businesses that residents are customers with.</li> </ul> </li> <li>• Provide key messages aimed at motivating householders to participate and to dispel myths via the pack and online information. These will include: the MPS option does not stop all unwanted mail being delivered; the different opt-out options stop different types of unwanted mail being delivered; benefits of reduced nuisance from receiving unwanted mail and benefits from reduced waste disposal costs</li> </ul>

<b>Reducing Unwanted Mail</b>	
<b>Actions cont...</b>	<ul style="list-style-type: none"> <li>• Promote the above pack at every appropriate opportunity; make it available in libraries and other public buildings visited by residents and offer it via doorstepping campaigns when possible</li> <li>• Make the materials contained within the pack available online where possible</li> <li>• Obtain and distribute the 'reduce junk mail' letterbox stickers that are to be produced annually for the three years of the Recycle Western Riverside III campaign (April 2010-March 2013)</li> <li>• Develop a template letter for householders to use and send to companies they already have a relationship with. Add the letter to the pack and provide it online for download</li> <li>• Offer the ability to sign up to preference services at the doorstep or at events</li> <li>• Provide clear information about the implications of signing up to the various services</li> <li>• Create a weblink to MPS online (<a href="http://www.mpsonline.org.uk">www.mpsonline.org.uk</a>) from Lambeth's website</li> <li>• Ensure it is easy for residents to register that they do not wish to receive a paper copy of Lambeth Life and are aware that they can access an online version instead</li> <li>• Undertake research to determine whether there is any action Lambeth can take against businesses who deliver literature to households displaying 'no junk mail' letterbox stickers which specifically request not to receive advertising flyers. Take appropriate action if this is an option and invite residents to inform the council of businesses not complying with such requests</li> </ul> <p>Encourage residents to dematerialise through the use of ICT, e.g. through receiving bank and credit card statements online.</p>

## **7.2 Home composting and community composting**

Home and community composting is focused on the organic waste stream and can include garden waste and some items of food waste. The waste composition analysis<sup>20</sup> carried out in 2009 revealed that 13% of the waste collected from Lambeth's households is suitable for home and community composting. Compost has multiple uses including as a soil improver, mulch, plant feed or growing media.

Composting is beneficial in that it enables householders to put organic value back into their soil without loss of natural habitat (such as through peat extraction) and thereby helps gardens retain moisture and fertility.

Community composting can be used to complement home composting or replace it where home composting is not viable, for example in areas of flats or multi-occupancy houses with limited garden space.

### **What is home composting?**

The most popular home composting method for householders is the decomposition of biodegradable waste in an open-bottomed container. Other methods include:

20 Wells, P. (2009) *Western Riverside Waste Composition analysis*. Birmingham, MEL

- Wormeries (the process of using worms to breakdown food waste in an enclosed container)
- Digesters that allow decomposition of organic waste without producing compost at the end, e.g. Green Cone or Green Johanna
- Enclosed tumbler-type composters
- Probiotic pre-treatment encouraging fermentation by using micro-organisms in an anaerobic container – such as Bokashi bran.

Home compost bins can deal with softer garden waste, some paper/card and some food waste, e.g. fruit and vegetable peelings. In the case of digesters, wormeries, tumblers and Bokashi most food waste can be composted. There are no waste licensing issues if the householder is only composting their own garden or food waste. This also applies to small-scale community composting initiatives for flats.

Other environmental impacts from home composting include:

- Waste is essentially managed at source, which exemplifies the proximity principle
- Home composting avoids the need for local authorities to collect, transport, treat or dispose of the material, with consequent avoided costs
- A soil conditioner is produced that can help improve soil structure through increased humic content. This results (amongst other things) in the benefits of water retention, increased microbial density and recycling of trace minerals and micro-nutrients
- Organic matter that is accumulated in the soil can act as a carbon sink, delaying return of carbon to the atmosphere, thereby effecting a ‘time-limited sequestration’ of greenhouse gas emissions
- There is the possible risk of attracting vermin arising from poorly managed home composting processes. There is however little evidence for this being a significant issue
- Research has shown that home composting produces very low concentrations of methane emissions.

While home composting is applicable to Lambeth, it is likely to have a lower per capita impact than other less urban areas. Research by Recycle Western Riverside in 2006<sup>21</sup> estimated the total number of private gardens in Lambeth at 49,746, representing 38% of the total 130,000 households. There is potential for residents without access to a garden to compost using a wormery. However, wormeries are expensive, require a lot of care and attention and are not easy to manage. The uptake of highly subsidised wormeries has been successful in Tower Hamlets, although no assessment has been made of drop-out rates.

London households will also tend to have smaller gardens than those in less urban areas. GIS work carried out in Lambeth in 2006<sup>13</sup> showed the average garden size to be 121m<sup>2</sup>. WRAP research calculates that households with a garden less than 200m<sup>2</sup> will divert an estimated 180kg per year<sup>22</sup>.

Research by WRAP suggests a drop out rate of 2% per annum for home composters on a WRAP supported scheme. The drop out rate for home composters not on a WRAP scheme is much higher at 7.6%. Nationally, survey data suggests some 10% of people with gardens have tried home composting but have given up. This means that a support network is required to help residents overcome problems with their composting and regular publicity is required to encourage take-up and continuity.

Research suggests that free collections of garden waste tend to draw material into the formal waste management system. This includes material that was previously home composted.

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21 Recycle Western Riverside (2006) Green Waste Research Project Report  
 22 WRAP (2009) Home Composting Diversion: Household Level Analysis

Experience in Italy suggests significantly lower participation rates in home composting in municipalities where free garden waste collections are offered (approximately 33% participation, against an average of 59% participation where there is no free garden waste service). However, the average garden size in Lambeth is small and many residents who may otherwise support composting will not want, or will not be able to, to lose garden space to compost bins.

### **What is community composting?**

Organic materials are collected by a group, or the local authority, or delivered by residents and taken to be composted locally (e.g. on common or council-owned land such as allotments or community gardens). It is generally carried out in open composting bays or large compost bins. Small-scale In-Vessel Composting units (IVC) are used where cooked food waste, meat and dairy products are included. Groups often buy or hire a shredder to allow heavier/woodier materials to be composted. The advantages of community composting over larger-scale centralised composting are reduced environmental impacts and costs, and the social benefits to the community. Schemes are often linked to food growing projects or community gardens.

Community composting schemes based on estates are exempt from waste licensing requirements provided no material is brought onto the estate and the compost is all used within the grounds.

### **What is grasscycling?**

Grasscycling is leaving finely cut grass clippings on the lawn after mowing. This helps grass to naturally break down returning valuable nutrients and moisture to the soil. It also discourages the growth of weeds. According to research half an acre of lawn can generate as much as 4½ tonnes of grass cuttings a year – which can create nitrogen, potash and potassium – all great fertilising agents for grass.

Grasscycling is undertaken either with a special mower (usually referred to as a ‘mulching’ or ‘recycling’ mower) or using a normal mower, but cutting at a higher frequency than normal grass mowing, as the clippings must be very short to allow for faster decomposition. The UK has the perfect climatic conditions for grasscycling, and as a nation of keen gardeners it could be used far more widely than is currently the case. Grass cuttings can of course simply be left to decompose successfully following any regular mowing regime and this can be encouraged. However, the level of acceptance will depend heavily on the preferences of individuals.

## **Behavioural change**

### **Enable – Understanding the barriers**

This section is about understanding the barriers to home composting and grasscycling, how to overcome them and it also covers information provision.

Typical barriers for home composting include:

- Insufficient space (real or perceived) for a bin or wormery – for example for single person households and those with small gardens or limited space
- Being put off by the cost of composters and wormeries
- Lack of good quality information and support leading to confusion on what can be composted, how to do it, and how compost can be used
- Having tried once and been dissatisfied with the results, e.g. putting too much grass in the compost bin
- Being put off by perceived poor usability or design features of compost bins
- Image (may not be “cool” for some demographics).

Typical barriers to grasscycling include:

- Lack of time - perception that it takes too long to cut the grass using a cylinder mower or that the grass takes too long to compost
- Fear of lawn looking untidy or thatching
- Expectation that grass cuttings will be walked into house
- Being put off by the cost of a mulching mower
- Uncertainty over how to use the mower.

### **Enable – overcoming barriers – home composting**

Barriers to home composting can be overcome through provision of a well-publicised compost bin promotion scheme with low-priced units easily obtainable by residents. The scheme should include practical advice and tips on how to home compost successfully.

In addition, householders can be supported through the development of a Compost Doctor scheme. This could be run by Lambeth or in conjunction with the local community through the Green Community Champions Programme and through organisations such as Transition Town Brixton. The scheme trains volunteers to become Compost Doctors. The main role of a Compost Doctor is to raise awareness of the benefits of home composting, encourage more people to compost at home and to support those already composting to ensure they are successful.

Anyone can train to be a Compost Doctor – no prior knowledge or experience is necessary. The range of ages and backgrounds of Compost Doctors means that they can reach a wider audience than traditional compost promotions. A Compost Doctor's work can involve any of the following:

Giving tailored composting advice, talks and demonstrations to:

- Schools and youth groups
- Allotment groups and gardening clubs
- Friends & neighbours
- Workplace training events
- Community events, e.g. fetes, fundraising events.

Writing articles for:

- Local press, e.g. promoting the benefits of home made compost
- Gardening section of local papers
- Promotion of local sales of green waste compost
- Newsletters for allotment or local resident groups
- Church/Community/Resident Association publications.

### **Enable – overcoming barriers – grasscycling**

Practical support for grasscycling can be offered by providing information on the different methods and equipment that can be used:

- Cylinder and rotary mowers – if using a standard mower, householders need to understand that grass must be cut frequently
- Mulching mowers – for highly effective lawn mulching a purpose built lawnmower is an option. These produce very fine cuttings which don't clump together and don't have to be used as frequently as regular mowers. Mulching mowers retail for between £150-£900 depending on the make, style (push or powered, rotary or cylinder, electric or petrol) and power. Manufacturers include Toro, Honda, Mountfield and Stiga. Some lawn mowers

can be retrofitted with appropriate blades. Mulch mowers differ only in the blade use, so in some cases it is only necessary to buy a new blade costing around £20.

More information can be found at:

- Mulching Magic - A handy online guide to lawn mulching. Sponsored by two major mulching mower manufacturers: [www.mulching.co.uk](http://www.mulching.co.uk)
- Mowers Online - Sell a number of mulching mowers across a wide price range: [www.mowers-online.co.uk](http://www.mowers-online.co.uk)
- MowerPro - Online search engine for lawnmower dealers and suppliers: [www.mowerpro.co.uk](http://www.mowerpro.co.uk).

Mulching mowers can also be bought from most high street retailers e.g. B&Q / garden machinery stores etc.

### Engage – home composting

In order to get people involved it is important to understand the target audience, work with stakeholders and link to national initiatives such as the RecycleNow national home composting campaign and Composting Week. The target audience may not just involve those with gardens. There are a range of compost bins, digesters and wormeries to suit properties with large and small gardens, flats with balconies and houses with small open spaces.

Recent research has indicated that gardening is no longer the top motivation for people to start home composting. New recruits to home composting are now more likely to claim that they took it up because of a concern for the environment, largely to stop some of their waste going to landfill or to reduce their waste. Messaging may be more effective if bearing this in mind. There are a number of myths surrounding home composting which may be challenged with a little gentle persuasion. It is worth targeting households with gardens who have not tried composting before and are unsure of whether it is for them but are not outwardly against it. Some of the misconceptions around home composting (captured in comments from surveys by WRAP) include:

- I don't have a big enough garden
- I don't produce enough to put in a compost bin to make it worthwhile
- It's better to put it out for the council to take away isn't it?
- The council make money out of my garden waste so I'd rather give it to them
- Wouldn't know where to start and home composting is only for expert or really keen gardeners
- Have tried it but are disappointed or having difficulties with it.

Initially the target audience needs to be motivated by being made aware of: "What's in it for me?"

- The personal benefits such as the reduced need to purchase compost, fertilisers, etc. and helping to improve their garden
- The operational aspects, i.e. how easy it is to do it properly and that it's cheap
- Wider environmental benefits.

<b>Home and Community Composting</b>	
<b>Targets</b>	<ul style="list-style-type: none"> <li>• Sell an average of 250 compost bins per annum</li> <li>• Recruit and retain a pool of at least 10 compost doctors</li> <li>• Establish or provide support to at least two new community composting projects each year</li> <li>• Divert an additional 36 tonnes through home composting each year</li> </ul>

<b>Home and Community Composting</b>	
<b>Monitoring</b>	<p>Monitoring home and community composting in Lambeth will involve:</p> <ul style="list-style-type: none"> <li>• Recording the number of households that buy bins through Lambeth's home composting scheme</li> <li>• Applying a diversion figure of 150kg/hh/pa to the number of households (taking a lapse rate into account)</li> <li>• Attempting to determine a more accurate lapse rate for Lambeth through reviewing lapse rates among residents who have purchased compost bins through questionnaires or telephone surveys</li> <li>• carrying out surveys to determine the number of households actively composting at home</li> <li>• Carrying out surveys to find out the number of committed composters using the WRAP 'Committed home composter' metric</li> <li>• Keeping a record of active community composting schemes and, where possible, the number of residents utilising them for kitchen waste.</li> </ul>
<b>Actions</b>	<p>Lambeth will aim to encourage a greater uptake of home and community composting and to provide ongoing advice and support. Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council's overall Waste Management Strategy:</p> <ul style="list-style-type: none"> <li>• Establish a Lambeth Compost Doctor scheme</li> <li>• Promote home composting alongside garden waste and food waste collection services</li> <li>• Maintain a home composting offer for residents through the new National Purchasing Framework</li> <li>• Subsidise the £5 delivery charge on all home composting bins purchased by Lambeth residents through the above scheme</li> <li>• Subsidise the purchase cost of home composting bins</li> <li>• Maintain web-based information and advice</li> <li>• Maintain a database of residents purchasing compost bins through Lambeth sponsored schemes</li> <li>• Contact a minimum of 50 residents each year who have bought compost bins through Lambeth's scheme at least 12 months previously to find out if they are still home composting and offer advice and help where appropriate</li> <li>• Pilot a small number of food waste digesters (e.g. Green Cone) provided free to residents and monitor their success</li> <li>• Launch a community composting initiative for estates and other appropriate sites such as community gardens. This will include the purchase of suitable composting bins and associated equipment</li> <li>• Engage with community composting groups and assist them in their activities and in the promotion of composting where appropriate</li> <li>• Carry out a study to assess whether anything can be done to boost and develop composting on Lambeth's allotments, particularly in terms of encouraging the composting of food waste from allotment holder's kitchens</li> <li>• Link to National Compost Week and other national/regional campaigns. This will involve media releases and promotional events</li> </ul>

## Home and Community Composting

### Actions cont...

- Utilise Recycle Now resources and other Government-sponsored resources that become available. These are likely to be used to support seasonal promotions and as general resources at events
- Discuss with the appropriate officers whether grasscycling for parks, highways and schools maintenance is, or could be, included in specifications for council contracts
- Invite WRAPs waste prevention officer to events to promote home composting, among other issues
- Investigate the possibility of setting up a service to cut people's lawns with mulching lawnmowers as a community waste prevention project or a local hire scheme or Community Payback schemes
- Work with local retailers to provide point of sale information on mulching lawn mowers and associated products to demonstrate the benefits and practicalities of grasscycling
- Provide tailored advice on how to grasscycle effectively, e.g. via a Compost Doctor scheme and Green Community Champions
- Assess the viability of purchasing one or more communal shredders for residents to borrow/hire.

Advice on home composting will be provided through:

- A leaflet delivered with the bin on how to get started
- Leaflets about Lambeth's current scheme distributed at events and in public buildings
- Printed literature promoting garden and food waste collection services
- Seasonal media features that provide additional motivation and hints and tips, for example linking to Compost Week
- Lambeth's website
- Compost Doctors and Green Community Champions
- Community Groups and City Farms
- Information at Lambeth's Reuse & Recycling Centre
- Directing residents to the Recycle Now website.

Advice to householders on how to grasscycle will be provided on Lambeth's website, and by Compost Doctors and Green Community Champions. Key advice to be provided is:

- Ensure no more than one-third is cut off the top of the grass in one mowing session
- Mow regularly and when the grass is dry
- Keep lawnmower blades sharp
- Mow over clippings a second time if they are too long – this will shred them down even further
- Keep grass at around 2" in spring, 3-4" over the summer and lower to 2" by autumn.

## 7.3 Donation

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This section defines what is meant by donation and covers the issues, approaches to encouraging donation and the measurement of any changes. Donation includes:

- Community reuse / refurbishment schemes
- Donation to charity shops
- Scrap Stores
- Community Re>Paint
- Tool donations (through Tools for Self Reliance and Tools Shed)
- Reuse and Recycling Centres (RRCs)
- Reuse It Yourself Centres (ReIY) for construction materials
- Items offered to passers-by from individual properties
- Other donations to charities, e.g. collection bins in shops for spectacles, shoes and mobile phones.

### Background

By repairing or reusing goods which still retain some operational value there are financial and environmental benefits in comparison to producing a brand new product. There are also additional benefits:

- Providing training
- Developing skills to repair equipment
- Providing goods to members of the community who may not otherwise be able to afford them.

It is important to note that for some older electrical goods it may be better environmentally to recycle the items than reuse them as older items are likely to be less energy efficient.

### What is donation?

Charities, some of whom operate shops (e.g. Scope, Oxfam) and community reuse initiatives (e.g. Emmaus South Lambeth, FAST, Croydon ARC) already deal with various types of used goods that would otherwise become waste. This involves collection from various sources, some sorting, sometimes repair and then redistribution, direct to end-users or via a 'shop' or warehouse. Some schemes operate very locally while others operate regionally or nationally. They may work alone, or in a partnership. Western Riverside Waste Authority has successfully applied to the London Waste & Recycling Board to create a furniture reuse scheme covering the four constituent boroughs. The scheme is due to launch in the autumn of 2010 and will comprise a centralised call centre managed by LCRN where residents would book collections at a standard rate (£15). These would then be passed to one of the existing local reuse charities which would make the collections. Items collected would either be taken direct to their warehouses for reuse or taken to Smugglers Way, where a new refurbishment centre would deal with items needing repair, at the same time offering training opportunities. Materials collected which were only suitable for recycling or disposal would also be unloaded at Smugglers Way. Lambeth is unique across the four boroughs in offering a free bulky waste collection service and unless a charging mechanism is introduced it will be impossible to implement the scheme effectively.

Scrap Stores are places where unwanted materials are donated by businesses for craft, modelling work and art projects. The materials are used by community organisations such as the Brownies and schools. Scrap stores are a good outlet to dispose of materials which an organisation no longer requires, but these materials have to be of a good quality. The nearest scrap store to Lambeth is at the Professional Centre, Franciscan Road, Wandsworth – 2km from

Streatham. Most scrap stores are operated by community organisations but some are run directly by, or have varying degrees of support from, local authorities.

Community Re>Paint is an initiative where unused paint is donated for use by others within the community. Household donation points are often found at Reuse and Recycling Centres (RRCs or CA sites) including Lambeth's. Some DIY stores, such as B&Q and Homebase and trade centres such as Dulux Decorator Centres also take part in these schemes and offer any unsold or leftover paint. The paint is stored at a central location and redistributed to local charities, schools etc. and also to individuals in social need. The paint donated has to be of a minimum amount and of a good quality.

The Community Re>Paint network is managed by the not-for-profit environmental consultancy, Resource Futures. Research by Resource Futures shows that the network of 65 Community Re>Paint projects collected 450,000 litres of paint, with a market value of £1.75m, in 2007. Fifty per cent of the paint was leftover "half-tins" donated by the public at RRCs. The other 50 per cent was end-of-range and discontinued lines, dented tins, etc. donated by DIY retailers and manufacturers and decorators.

Tools for Self Reliance (TFSR) is an organisation which collects and sends unwanted tools and sewing machines to countries in Africa where local people can develop craft businesses and thus become self reliant. Together with the tools, TFSR also provides training to those who need it to help more people work their way out of poverty. TFSR operates across the UK in a number of cities and towns and has its warehouse, workshop and headquarters in Netley Marsh on the edge of the New Forest.

Tools Shed is a Registered Charity run by the Conservation Foundation as a tools for schools reuse project run in association with HMP Wandsworth. Broken and unwanted garden tools are repaired in the workshops at Wandsworth Prison, contributing to prisoners' training and rehabilitation. The spruced up tools are then given to London schools for their gardens at seasonal distribution days. There are numerous collection points including Lambeth's RRC.

RRCs can act as collection points for a range of donated materials, working in partnership with third sector and commercial organisations which will pick the materials up from the sites and take them for reuse. They are able to exploit local opportunities for reuse with businesses and organisations unique to the area. Lambeth's RRC currently collects 15 different materials specifically for reuse.

ReIY Centres are effectively scrap stores for building materials and are extremely numerous and popular in the US. There is currently a move underway to try and introduce the concept into the UK although funding is a major stumbling block at present. Croydon ARC has successfully applied for funding from the London Waste and Recycling Board to establish a ReIY Centre.

Many Lambeth residents dispose of unwanted goods by openly donating them to anyone – leaving them at the edge of their property with or without a sign.

A number of charities and businesses place collection bins into shops, businesses and public buildings for items for reuse. Common examples are shoes, mobile phones and spectacles.

### **Enable – reuse**

This section is about understanding the barriers to donation, both in setting up schemes and persuading householders to get involved, how to overcome them and information provision.

There are a number of potential barriers for reuse schemes, including the following:

- Entrenched disposal habits (e.g. our 'throw away' society, no consideration of reuse)
- Activities can be seen as time consuming
- Lack of knowledge about where to donate

- Lack of knowledge about services available
- Initial set-up costs for specific activities (for retailers and local authorities)
- Stigma of using someone else's old items
- Fundraising and / or continuing investment for community groups
- Need to have a market for the items
- Lack of facilities for donation.

**Encourage – give the right signals**

The key benefits are:

- Carbon benefits for every tonne of material reused
- Contribution to waste and non-waste national indicators
- Positive impact upon communities – for community schemes
- Provides a sense of belonging and community spirit gained from people partaking in community activities
- Certain schemes can be linked to fundraising for the local community or for national charities
- Low income families may be able to purchase items that they may not have been able to purchase first hand
- Increased awareness of the need to reduce and reuse household items
- Help to create jobs and training opportunities for disadvantaged groups such as the long term unemployed, homeless, ex-offenders, those with disabilities and so on.

Promotional material should also be aimed at addressing the negative perceptions of using someone else's old items.

<b>Donation</b>	
<b>Targets</b>	<ul style="list-style-type: none"> <li>• Divert at least 100 tonnes of furniture annually through the WRWA referral scheme</li> <li>• Increase the tonnage of items reused through Lambeth's RRC by 25% by 2020</li> </ul>
<b>Monitoring</b>	Where schemes keep a record of the types and number of items accepted for reuse this will be translated into tonnes reused and incorporated into Lambeth's NI returns. Ideally this will require weighing equipment, however often this is not practical and estimates will be used based on the average weights provided by the FRN
<b>Actions</b>	<p>Lambeth will aim to encourage and facilitate greater donation of unwanted goods within the Borough. Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council's overall Waste Management Strategy.</p> <ul style="list-style-type: none"> <li>• Establish baselines for as many donation schemes operating in Lambeth as possible and ensure systems are in place to accurately record quantities donated and convert this to tonnage</li> <li>• Develop SLAs with existing community reuse organisations based in the Borough and explore all reasonable opportunities to develop meaningful partnerships</li> <li>• Participate fully in the new WRWA furniture reuse &amp; refurb scheme</li> </ul>

Donation	
<p><b>Actions cont...</b></p>	<ul style="list-style-type: none"> <li>• Provide feedback to residents on the use of reuse services</li> <li>• Promote and publicise all furniture reuse schemes covering Lambeth</li> <li>• Provide myth-busting and other motivating messages that address the key barriers to donation</li> <li>• Work for an integrated approach with other departments such as Adults' and Community Services over furniture reuse</li> <li>• Produce a feasibility study on the creation of a Lambeth scrap store and proactively seek out opportunities to facilitate this through discussions with potential providers and identification of suitable premises and funding</li> <li>• Contact Work &amp; Play, the nearest scrap store to Lambeth, which is based in Wandsworth to see what Lambeth can do to promote their facility, for example: <ul style="list-style-type: none"> <li>○ Encouraging residents / community groups to use the scrap store</li> <li>○ Encouraging businesses to donate unwanted materials</li> <li>○ Providing information on location and contact details</li> <li>○ Directing people who want to set up a scheme to appropriate advice, like that from the CRN.</li> </ul> </li> <li>• Endeavour to provide a Community Re&gt;Paint facility within Lambeth in partnership with the community sector and look to create a network within the borough to increase donations from businesses and promote the paint on offer to potential users</li> <li>• Continue to provide a collection point for tools at Lambeth's RRC and publicise this facility</li> <li>• Actively seek opportunities for adding extra materials for reuse to the list of those collected at Lambeth's RRC, aiming to have the widest range of items collected for reuse at any of London's RRCs</li> <li>• Use publicity, signage and advice on site to ensure items donated at Lambeth's RRC are of the appropriate quality</li> <li>• Facilitate the creation of a ReIY centre within Lambeth through exploring funding opportunities and possible providers. Providing reasonable support to any organisation wishing to establish a ReIY centre and publicising any such centre once created</li> <li>• Play a role within the partnership working to develop a Brixton Reuse Centre within a disused garage undercroft</li> <li>• Encourage residents to offer unwanted items to neighbours and passers-by by leaving them in front gardens and affixing notices</li> <li>• Promote opportunities for local donation of working IT equipment</li> <li>• Address reuse and donation of unwanted items from council premises</li> </ul>

## 7.4 Sharing resources and time

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Sharing resources and time includes a range of activities diverting unwanted items from landfill by providing avenues for their reuse; and providing opportunities for items to be hired or loaned, including:

- Events where items are sold or taken away for free, including Give and Take Days, street sales, tabletop sales, car boot fairs, clothes swishing events and jumble sales
- Exchange systems (e.g. Freegle, Freecycle, Community Freebay, LETS)
- Loan and hire including book libraries, toy libraries and tool hire
- Product Support Systems.

### Background

Jumble sales and car boot fairs are well established activities usually led by the community or one main organiser. Give and Take Days can be community based projects or organised by councils and can take place in a number of locations. They can also become more permanent should a community group decide to set up a Swap Shop. The idea is that residents bring their unwanted items to a central point and swap it with other people's items without the exchange of money.

Tabletop sales offer the chance to sell unwanted items and tend to be focused on baby/ children's clothes, toys and accessories. They are often run by playgroups, schools and NCT groups as fundraising activities which can mean the rates for tables are quite expensive.

Swishing events involve participants donating good quality items of clothing and then being able to take an equivalent number of items away. They are generally organised among friends or are entry by ticket events.

### Case study – Community-based Street Sales

In October 2009 a street sale was organised in Lambeth by Albert Square and St Stephen's Association (ASSA), a resident's association. Residents set up stall outside their houses and sold or gave away unwanted items. At the end of the event the remaining items were collected up and donated to charity or taken for recycling. The event was very successful, not just in terms of waste prevention and recycling, but also in terms of strengthening the local community. It is planned that this will become an annual event and is something that could be easily replicated across the borough by other groups.

### Internet exchanges

Recent years have seen the rapid emergence of national and international web-based exchanges such as eBay, Gumtree and Loot. While items posted on these sites have a monetary value attached, other sites have been established which list items that are being given away. The most well known of these is Freecycle (most UK groups have now converted to the breakaway Freegle network which will include loaning and lending), though there are lesser known web exchanges including Efreeko, vskips, recycle.co.uk, [Freegive](#) and Free2collect.

eBay UK was launched in 1999 and is the UK's largest online market place. There are now 10 million items for sale on the site at any given time and the 15 million customer milestone was reached in May 2006. 47% of internet users visit [eBay.co.uk](#) at least once a month.

Freecycle is a global online network which offers individuals and non-profit organisations the opportunity to exchange unwanted reusable items within their local communities. Freecycle was set up in May 2003 in order to prevent reusable but unwanted items from entering the waste stream. The network allows for any goods that are legal, free and appropriate for all ages, to be posted onto the community sites. The first London Freecycle group was set up in October 2003.

As goods being exchanged are free there is much more of a focus on waste, resources and community than the financial focus of eBay. In London Freecycle groups have been divided along local authority boundaries and there are now 128,805 members (averaging approximately 4,000 per authority), exchanging approximately 564,166 items each year. Because Freecycle only deals with free goods, all items can justifiably be classified as waste being diverted. There are approximately 128,805 London members. The WRAP Toolkit states that using the Freecycle tonnage calculator this equates to 564,166 items being exchanged each year, weighing 4,720 tonnes per annum. Lambeth Freecycle have been contacted, but are unaware of such a calculator and are unable to provide figures on the number of items exchanged, let alone estimate the weight. The Defra Evidence Review mentioned previously stated that *“No reliable evidence was identified on tonnes reused through commercial and private second hand channels, or through Freecycle, though indicative estimates calculated from data in various sources suggest anywhere between 8kg and 25kg per Freecycle member per year.”*

Lambeth Freecycle (<http://groups.yahoo.com/group/freecyclelambeth/>) currently has over 18,000 members with around 2,200 messages posted each month. At present there is no link to this site from Lambeth's website.

LETS (Local Exchange Trading Systems/Schemes) is a means of trading goods and services without money changing hands, but using financial values as the basis. Everybody in the system has an account which is used to earn and spend. This can mean that one person in a street could offer to trim the hedges, gaining credit for doing so, and then be paid back by a neighbour power washing his car and another repairing his TV. The LETS schemes are relatively self-sufficient and once they become operational they do not require input from local authorities. However, a local authority can actively encourage the initiation of a new LETS scheme. They can also provide continuing support in the form of advertising the scheme and potentially assisting with any funding.

In 2006 it was estimated that there were around 30,000 people involved in approximately 300 LETS projects in the UK. There are no LETS schemes running in Lambeth and the nearest schemes are in Croydon and Wandsworth/Merton.

### **Loan and hire activities**

Hiring and leasing benefits include: convenience through using services (e.g. external catering or glass hire can save clearing up and washing up; using the latest technology and style; lower annual costs; less need for storage and space in the home and safer and better-maintained equipment.

As well as loaning books for free, local libraries often rent out videos, DVDs, computer games and CDs at low cost.

Book shares are easy to establish and need little attention once set up. The basic concept is that unwanted books are brought into the workplace and left in a designated area. These books are then available to be borrowed by staff and/or customers. No money is exchanged but everyone is able to benefit from the store of books that builds up. Book shares can also be organised by community groups.

A toy library provides the opportunity for children to have access to a wide range of toys which have been selected with their development and education in mind. The library acts as a meeting place for parents and carers whilst giving children the opportunity to play. Loan of toys is often subject to a small membership fee but in some instances is free.

Tool hire reduces the need to purchase new tools (that may only be used once or infrequently). There are several National Tool Hire Companies and also many local companies.

A new website [www.ecomodo.com](http://www.ecomodo.com) encourages people to rent out their goods and services to those who need them on a short term basis – meaning people don't have to buy a tent or a wallpaper stripper but can rent one at low cost from someone nearby.

### Product Service Systems (PSS)

The general idea of PSS is that consumers purchase some sort of service instead of owning a physical product, thereby reducing the number of goods they own and eventually throw away (e.g. appliances). One form of PSS is *result orientated PSS* – where the consumer has no contact with the product and simply buys an outcome, for example, clean clothes or a tidy garden. PSS concepts are largely academic at present but may well start to materialise and if they do Lambeth will promote appropriate systems that are able to reduce resource consumption.

### Enable – making it easier – barriers

This section is about understanding the barriers to sharing resources, how to overcome them and information provision. There are a number of potential barriers including the following:

- Entrenched disposal habits (e.g. our throwaway/consumerist society)
- Activities can be seen as time consuming
- Lack of knowledge about where the activities take place
- Reused items seen as inferior products, with little guarantees for reliability
- Image conscious may not want to buy secondhand goods or exchange items
- Barriers to setting up events such as lack of venues, need for licences etc.

### Encourage – give the right signals

Benefits of sharing resources include:

- An option for avoiding the disposal of bulky waste
- Positive impact upon communities – provides a sense of belonging and community spirit gained from people taking part in community activities
- Certain activities can be linked to fundraising for the local community
- Local residents can buy or obtain goods which they may have not been able to afford as new items and without the associated delivery costs, e.g. by hiring items
- The creation of jobs, e.g. with running a toy library
- The creation of options for volunteering
- Children are given access to a large range of high quality toys and books and financial benefits for parents in terms of not having to purchase brand new, costly, resources.

<b>Sharing Resources and Time</b>	
<b>Targets</b>	<ul style="list-style-type: none"> <li>• Facilitate at least six events per annum (e.g. Give or Take, tabletop sales, swishing)</li> </ul>
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>• Weight of items donated and taken away at events using FRN standard weights</li> </ul>
<b>Actions</b>	Lambeth will aim to encourage and facilitate greater sharing of resources and time within the Borough. Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council's

<b>Sharing Resources and Time</b>	
<b>Actions cont...</b>	<p>overall Waste Management Strategy:</p> <ul style="list-style-type: none"> <li>• Provide a link to Lambeth Freecycle from the council's website</li> <li>• Highlight places that provide support and advice - for example, <a href="http://www.yourbooty.co.uk">www.yourbooty.co.uk</a> and <a href="http://www.carbootjunction.com">www.carbootjunction.com</a></li> <li>• Provide information on the location of toy libraries, hire shops etc.</li> <li>• Provide examples of what can be done – e.g. NATLL offers expert advice, case studies and information about establishing a toy library</li> <li>• List websites and telephone numbers where more information can be found</li> <li>• Provide weblinks from the council website</li> <li>• Assist with any media stories</li> <li>• Assist with advertising via council produced newsletters and other forms of communications</li> <li>• Assist with publicity for local Toy Libraries to advertise their scheme</li> <li>• Investigate whether Lambeth can help facilitate the creation of a LETS scheme in Lambeth</li> <li>• Undertake a feasibility study into establishing LETS schemes in the borough</li> <li>• Provide a legal framework which is ideally free allowing community-based street sales to take place on the Highway across the borough. These would be led by residents groups with help from Lambeth depending on the exact nature of the initiative</li> <li>• Facilitate Give &amp; Take events across the Borough</li> <li>• Facilitate or help organise tabletop sales aimed particularly at providing opportunities for parents to sell children's clothes and equipment. These would operate at cost enabling low cost per table</li> <li>• Produce and publish guidance on offering unwanted items to passers-by from outside domestic properties</li> <li>• Promote product service systems if they become available to residents</li> <li>• Work with Green Community Champions to encourage them to develop waste reduction projects in their neighbourhoods.</li> </ul>

**7.5 Carrier bags**

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Plastic bags are made of petrochemicals (propane and butane), a non-renewable resource. They don't biodegrade, they photo-degrade, breaking down into smaller and smaller toxic pieces which can contaminate soil and waterways. They stay in the environment for hundred of years and can represent a hazard to wildlife. More than a million seabirds and 100,000 marine mammals and sea turtles die every year from mistakenly eating or getting entangled in plastic.

Over 13 billion plastic bags are used in UK every year and 8 billion end up in landfill with only one in every 200 bags being recycled. Several countries, including New Zealand and China have banned plastic bags. France and Italy are due to introduce bans in 2010. Several hundred towns and villages across the UK have introduced measures to reduce the use of plastic bags through voluntary agreements with local retailers. For example, Oxfordshire County Council has joined forces with Wantage District Council and the District Chamber of Commerce to ban plastic

bags in Wantage. Over 40 businesses have pledged to stop handing out plastic bags and encourage their customers to use reusable bags instead.

<b>Carrier Bags</b>	
<b>Targets</b>	To work in partnership with local businesses to reduce the number of single-use carrier bags distributed free of charge through Lambeth’s retailers. This would be on the basis of providing alternatives such as reusable bags, incentivising customers to bring their own bags or charging customers for single-use bags.
<b>Monitoring</b>	Number of businesses actively promoting alternatives to single-use carrier bags or which do not issue free single-use carrier bags
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Use RecycleNow’s ‘Get a Bag Habit’ campaign material to promote the concept of taking bags when doing the shopping</li> <li>• Work with Southwark to extend their reusable bag initiative in Herne Hill to retailers on Lambeth’s side of the border</li> <li>• Initiate a campaign under the Low Carbon Zone and Zero Waste Brixton banners to end the use of free single-use carrier bags in Brixton town centre</li> <li>• Extend the above concept into other town centres, resources permitting</li> <li>• Work with the Mayor on his proposed plans to move towards a plastic-bag-free London, although Lambeth hopes the campaign will become one against the issuing of free, single-use carrier bags</li> </ul>

## **7.6 Reducing Food Waste**

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This section is focused on the WRAP Love Food Hate Waste Campaign and the research behind it.

### **Background**

Household food waste is the largest single contributor to UK total food waste. Around 5.9 million tonnes is sent to landfill each year, with the remaining 0.8 million tonnes diverted through home composting, local authority provided food waste collections, fed to pets or put down the sink. This means that for an average household 16.5 kg of food per week is bought and approximately 5.2 kg per week is thrown away. This translates as between £4.80 and £7.70 worth of food thrown away each week, equivalent to £250 - £400 per annum. Other research suggests that the average household throws away food worth £424 per annum, with Londoners among the highest wasters of food, throwing away an average of £438 per household per year. Research by WRAP suggests that the demographic groups most likely to be ‘high food wasters’ are working people aged 16-34, and families with young children. London has a significant over-representation of the population in the 20-39 age bracket, and so the Love Food Hate Waste campaign is likely to be particularly applicable to the London context.

Experts in the UK and Europe suggest that almost 20% of total carbon emissions come from producing, transporting, preparing and storing food and drink. When food waste is sent to landfill it produces more greenhouse gases as it breaks down. If half of the food thrown away could have been eaten then this is equal to at least 18 million tonnes of carbon dioxide equivalents.

## **What is food waste reduction?**

Most of the 6.7 million tonnes of food thrown away by UK households every year could have been eaten if it had been managed better, stored correctly, used in time and the correct quantities cooked.

Some food waste is inevitable, such as carcasses, egg shells etc. but most is perfectly good food which could have been eaten. This “avoidable” food waste equates to a cost of at least £10bn per annum to consumers.

Reducing food waste means changing people’s behaviour with regards to wasting food by providing quick and easy tips to help effect this change.

## **Enable – making it easier**

WRAP has carried out ground-breaking research about people’s attitudes and behaviours to food and food waste. WRAP has also analysed research done by others on food waste.

The key points are:

- About 40% (by weight) of the food thrown away that could have been eaten is fresh fruit and vegetables (which includes potatoes)
- Meat and fish, bread and other bakery products, dairy produce, rice and pasta are all in the "top 5" most wasted foods
- The main reasons for throwing away food can be grouped into "cooking or preparing too much" or "not using food in time".

Examples of behaviour in the home which contribute to the issue of food waste include:

- A huge choice of food is available with wide availability of food at all times
- We are time poor, it now takes on average just 19 minutes to prepare a meal from scratch
- Lack of knowledge of how to prepare food and how to cook
- A lack of confidence with leftovers
- A steady drop in household size
- Moves to a shorter shelf life for products
- People do not plan their meals in advance, do not check stocks before shopping and don't take a list
- People are unclear about dates such as use by and best before
- People are unclear about storage, food condition and shelf life
- Poor portion control
- Throwing away food is largely an unconscious act – people are not aware that they are doing it!

Appropriate packaging does have a role – for portioning, shelf life, protection and freshness and quality, e.g. keeping certain fruit and vegetables in a loosely tied bag or in original packaging in the fridge can extend their life by up to two weeks.

Some food waste is inevitable. Egg shells, banana skins and tea bags are never going to be eaten and so home composting is the best option for appropriate food wastes.

## **Enable – overcome barriers**

As a local authority, Lambeth can offer practical support to overcome these barriers by promoting the top five personal behaviours the Love Food Hate Waste campaign seeks to influence:

1. Store food to keep it at its best for longer and chilling or freezing to eat for later.
2. Judging the right portion sizes for your family.

3. Using up odds and ends in the fridge and cupboard and making delicious meals from leftover ingredients can be easy and save money.
4. What's in store – checking stocks before shopping and keeping basics in the store cupboard and fridge can save money and help make instant meals.
5. Useful know-how – what do date labels mean? What fridge temperature is best for chilled foods?

A second approach is to provide ways to help householders recognise how much food they are wasting by:

- Case studies – personal testimony to what works for different households
- Provision of a food waste diary to be completed over a week. WRAP research involved householders recording details of how much and what food they threw away over the period of a week, and in addition why each item of food was thrown away, and how it was disposed of. Over 60% were surprised by the amount of waste; 70% stated that they intend to make every effort to minimise food waste; and 90% stated that they would make at least some effort
- Competitions linked to the above
- The introduction of separate food waste collection services provide stark evidence to householders of how much food waste they are throwing away. Many people with food waste collection services have highlighted this and said that they have taken steps to reduce food waste as a result. There is quantitative evidence from some local authorities that food waste schemes lead to a reduction in household waste. Therefore if Lambeth were to extend separate food waste collections it would be likely to lead to a reduction in waste arisings.

### **Encourage – give the right signals**

This section provides information about understanding the benefits of reducing food waste and providing incentives. The top motivating factor for consumers is money, closely followed by an emotional connection to the issue, and so making it personal is crucial:

- Cost savings through wasting less food. There is a potential to save the average household £420 a year on their shopping bills. This increases to £610 for families with children
- Time savings through using leftovers and following 'timesaver recipes' where you can cook once and freeze one portion for a later date
- Raises environmental awareness and provides a sense of "doing their bit" for the environment
- Has the potential to reduce the amount of food bought and wasted by up to one half.

Provide feedback on work that retailers are doing to help reduce food waste from the home. Such as work to increase shelf life; appropriate packaging to extend shelf life; meal/menu driven online shopping; portion control advice in store; storage advice in store. Working with retailers to promote the messages works far better than working against them.

### **Engage – get people involved**

In order to get people involved it is important to understand the target audience, work with stakeholders and link to national initiatives. The target audience should include all household members who are in charge of their own or the household shopping decisions and cooking behaviour.

Wasting food is an almost universal behaviour. However 10% of us say that we throw food away "quite a lot or a reasonable amount" but 84% of us describe the amount we throw away as

“some, a little, hardly any or none”. People are not aware of just how much they are throwing away.

### **Engage – working with partners**

As a local authority Lambeth may not be best placed to deliver the messages or may have a greater reach to the target audience through working with partners. It is important to involve all those who may be able to support projects as early on as possible to ensure their support and to benefit from their expertise. Potential partners are:

- Supermarkets, shopping centres, local retailers, high streets – for example trolley media within supermarkets and roadshows and showcasing what the retailer is doing to reduce food waste at the same time as promoting LFHW. Establish relations with local store managers and promote loving the food you buy not buying less
- Farmers markets – promotion of the following websites: [www.farmersmarkets.net](http://www.farmersmarkets.net) or [www.farmgarden.org.uk](http://www.farmgarden.org.uk) for details
- Markets managed through Lambeth contracts and other specialist markets
- Local businesses – promoting the messages to employees
- Community groups and volunteer networks, churches, sports and social clubs
- Local environmental Actions Groups e.g. Eco Teams, Community Waste Action Groups, Transition Groups and Friends of the Earth
- Green Community Champions
- Local opinion formers such as chefs/celebrities
- WRAP can provide support through the new Waste Reduction Advisers to help with promotion of the campaign
- Local press – stories for women’s pages, environment pages etc.

### **Engage – promoting**

The main way to promote food waste reduction is to support and use materials from the Love Food Hate Waste Campaign. The basis of the campaign creative is ‘to help food achieve its objective – to be eaten’ and to show that it ‘pays to be a food lover’. Most of the major supermarket retailers in the UK welcome the campaign and through the Courtauld Commitment have committed to work with WRAP to identify ways they can help WRAP and their customers, to reduce the amount of food thrown away. Templates, guidelines and case studies have been created to help local authorities run their own campaigns and can be downloaded from the RecycleNowPartners website. Templates include:

- press releases (updated regularly)
- newsletter copy
- a doordrop leaflet, one for authorities with a food waste collection and one for those without
- a simple A5 information leaflet
- a selection of logos; recipe cards; press ads; small space ads; outdoor ads such as billboards and adshels
- banners.

The Love Food Hate Waste campaign website is for consumers and acts as a focal point for all information about the campaign and offers all the hints and tips necessary to help consumers change their behaviour. There is also an integrated marketing campaign with regular advertisements in lifestyle magazines and complementary work with the national media.

There are many ways in which to promote Love Food Hate Waste. This can be done through leaflets, posters, press releases, billboards, websites, adverts on radio, in store prompts, road shows, farmers markets etc.

- Information, training and demonstrations can be delivered through workshops, local events and through businesses
- LFHW stands and table top displays work well at summer fairs, carnivals and county shows, garden centres and outside local shops
- Localised promotions work well through council newsletters and local newspapers and local library displays
- LFHW booklets and leaflets distributed through local retailers, events, libraries etc.

### **Engage – planning a campaign**

It is important to consider:

- Who are the target audiences?
- Where are they? Where do they live/work/shop?
- What stakeholders do we need to involve to help?
- What are the main benefits to our target audiences?
- Do we have all the information we need to understand the benefits and barriers. If not what do we need to do, e.g. carry out a survey?
- Are there any key food types that are produced locally which we can focus on?

### **Exemplify – local government takes the lead**

Local authorities can lead by example through:

- Promotion of the Love Food Hate Waste campaign – e.g. through printing messages on payslips and on the intranet
- Promoting waste free lunches
- Keeping the fridges in any council buildings at the correct temperature
- Providing fridges and microwaves to allow staff to keep and eat leftovers
- Promoting council activities, “employee stories”, which exemplify this behaviour to residents via Lambeth Life and to staff via Team Talk and e-news
- Procuring products and services that reduce food waste
- Calculating the waste and carbon savings to be made by reducing food waste
- Reviewing catering at council events – avoiding over-catering both in terms of the numbers provided for and portioning of food
- Producing and promoting case studies on local retailers/businesses “doing their bit”.

### **Committed Food Waste Reducer – baseline**

The Committed Food Waste Reducer Metric was developed by WRAP to measure the impact of the ‘Love Food Hate Waste’ campaign. The aim is to match how people responded to the metric questions with how much food they throw away.

In autumn 2008 M·E·L Research undertook a pre-campaign face-to-face survey to explore WRWA residents’ awareness of the LFHW campaign and habits around buying, preparing and disposal of food waste, prior to the launch of a local LFHW communications campaign across the authority. The sample of people interviewed was representative of the area, categorised according to numbers of people per household and ACORN profile.

A pre-campaign survey was undertaken between Monday 20<sup>th</sup> October and Friday 14<sup>th</sup> November 2008 with 1,107 interviews completed. The key findings of the survey were:

- Overall, the proportion of CFWRs in WRWA was 19%, compared with 14% nationally (from the national tracker survey that was carried out in February to March 2008).
- Lambeth had the highest proportion of CFWRs at 24%.

<b>Reducing food waste</b>	
<b>Targets</b>	<p>The targets for Lambeth link to the wider Western Riverside LFHW campaign. The objectives of the campaign in Western Riverside are:</p> <ul style="list-style-type: none"> <li>• To increase the percentage of Committed Food Waste Reducers in Lambeth to 34% by 2015 and 40% by 2020</li> <li>• As a result of Objective 1, to divert an additional 3,327 tonnes of food waste from landfill by 2012</li> </ul>
<b>Monitoring</b>	<p>To monitor Love Food Hate Waste campaigns and calculate tonnage diversion the best method is to estimate the percentage of Committed Food Waste Reducers (CFWR). This requires a survey to be carried out both before and after any campaign. The CFWR questions have been developed by WRAP and will be included in any survey in full. A CFWR survey will be carried out annually across at least 250 households. If the surveys are not commissioned by Recycle Western Riverside they will be carried out by Lambeth officers</p>
<b>Actions</b>	<p>Lambeth will commit to a number of actions to encourage residents to reduce food waste and contribute to achieving the target for Western Riverside. These will be split into two main areas – ongoing actions to be carried out through the year and a LFHW campaign that will be run every year for a minimum of two weeks. Ideally this will be through a continuation of the joint Recycle Western Riverside initiative and supporting the new Recycle for London campaign. However, if there is no joint/London-wide initiative, Lambeth will run its own campaign which will operate on a reduced basis.</p> <p>Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council’s overall Waste Management Strategy.</p> <p><b>Ongoing Actions</b></p> <ul style="list-style-type: none"> <li>• Maintain a section on preventing food waste on Lambeth’s website which will link to the LFHW website: <a href="http://www.lovefoodhatewaste.com">www.lovefoodhatewaste.com</a> which has a huge range of resources to help including getting portions right, top tips and using up leftovers</li> <li>• Retain a stock of LFHW merchandise (e.g. rice and spaghetti measurers and shopping list pads) for use at events attended by waste management staff throughout the year</li> <li>• Keep promotional items for use within the Recycling bus</li> <li>• Promote LFHW through the Green Community Champions.</li> </ul> <p><b>LFHW Campaign to consist of:</b></p> <ul style="list-style-type: none"> <li>• Media release and editorial in Lambeth Life</li> <li>• Items in local newsletters, e.g. Lambeth Living</li> <li>• Resident case study, including food diary</li> <li>• Community events centred around cookery demonstrations, possibly linking to specific communities</li> <li>• Initiatives with partners, e.g. Transition groups and supermarkets</li> <li>• Doorstepping, to include distribution of leaflet and freebies and carrying out CFWR survey</li> </ul>

<b>Reducing food waste</b>	
<b>Actions cont...</b>	<ul style="list-style-type: none"> <li>• Ad campaign – using current LFHW advertising materials at bus shelters</li> <li>• Poster campaign – using current LFHW posters at community locations</li> <li>• Distribution of LFHW leaflets (and booklets if available) to libraries, council offices and other locations with leaflet distribution points</li> <li>• Creation of LFHW resource packs for residents, including recipe/tip cards and useful freebies. These will be distributed via doorstepping and other engagement activities</li> <li>• Manned displays at supermarkets, Lambeth markets and other high footfall locations to promote the concept and distribute campaign resources</li> <li>• Internal communications to promote the campaign, e.g. intranet, e-news, Team Talk and work with Facilities Management over fridge temperatures</li> <li>• Work with Green Community Champions to encourage them to develop food waste reduction/awareness-raising projects in their neighbourhoods.</li> </ul>

## **7.7 Waste Aware Shopping & small changes in the home**

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### **What is Waste Aware Shopping?**

Waste Aware Shopping (WAS), commonly referred to as “SMART Shopping” (Saving Money and Reducing Trash) and also known as “Green Shopping” or “Informed Purchasing” is about encouraging householders to think about the goods they buy and the associated packaging from a waste perspective and making informed decisions when purchasing (or deciding not to purchase) items, on the basis of environmental criteria. In the context of waste reduction this involves evaluation of the waste impacts of consumption choices, such as the quantity of packaging involved, whether something can be repaired, whether a service can be purchased rather than a product (e.g. renting DVDs, or downloading music), or whether long life alternatives are available. Activities encompass a variety of shopping decisions made from the moment the decision is taken to go shopping. It involves the careful planning of purchases in order to minimise waste and includes thinking about:

- What is going to be bought
- How many times it is planned to use the item(s)
- The packaging of the item
- How it will be carried home
- How it will be disposed of
- Whether there is actually a need to buy it in the first place.

Key actions to reduce waste through shopping include:

### **Packaging**

- Avoiding excessively packaged goods where there is a choice
- Using a ‘bag for life’ or reusable cotton shopping bag
- Making use of container refills, deposit schemes and bulk-buying of non perishable goods and dry food items where available
- Making use of markets and vegetable box schemes

- Other opportunities to minimise packaging for example using a 'milkman' for refillable glass bottles for milk and fruit juice.

### **Watch what you buy**

- Repairing items instead of automatically replacing broken or damaged goods
- Avoiding purchase of disposable items (e.g. cups, razors)
- Purchasing long-life products (e.g. energy efficient light bulbs, quality appliances and rechargeable batteries)
- Buying secondhand rather than new goods
- Buying recycled products.

### **Buy services rather than goods**

- Accessing information and music electronically
- Giving experiences as presents rather than goods (e.g. theatre tickets, massage, concerts, cooking demonstrations, ski passes)
- Utilise charity gift schemes (e.g. seeds for African farmers)
- Make use of hire services rather than buying equipment for very occasional use
- Borrowing or leasing rather than purchasing (e.g. book library, toy library, car club).

### **Case study – Waste Free Fridays/Holidays**

In the 1990s, King County, Seattle, started a project called "Waste Free Fridays" that involved 19 local businesses. The types of activities included: A coffee shop providing discounts for those buying drinks in reusable mugs, discounts on double sided copying, purchase of mulching lawn mowers etc. Ticketmaster offered discounts on 'experience' gifts rather than 'stuff'. The businesses benefit from free publicity and a greener image.

In 2000 the project became "Waste Free Holidays", covering the period from Thanksgiving to New Year, when a disproportionate number of purchasing decisions are made. The slogan was "Give Experiences not Stuff". The project involved 94 community organisations and businesses and offered tickets to various events at discount prices. In addition various media organisations were involved, including radio and TV stations, newspapers and web-based companies such as Citysearch.com. The retailer Ticketmaster was heavily involved in the project. Posters were also placed on buses and taxis.

An Experience Gift Guide was also produced and 65,000 copies distributed. The advertising budget was \$33,500 leveraging \$205,000 dollars worth of advertising through reduced rates and donations of space. No attempt was made to measure the impact of the programme. Similar projects now run in various cities/states in the USA.

**Source: Key Actions to Reduce Waste in London, Final Report to the Greater London Authority, Eunomia, 2008.**

Work is already in place to reduce the amount of packaging with the items we buy through The Courtauld Commitment. This is an agreement between WRAP and major retailers and brands which is resulting in new packaging solutions and technologies so that the amount of packaging produced is reduced. The agreement is proving a real vehicle for change. The signatories for Phase 1 included over 90% of the UK grocery retail sector.

Although householders comment on excess packaging, research indicates that rejecting over-packaged goods is one of the least practiced waste prevention activities and therefore it is necessary to be aware of the challenges surrounding tackling it. In terms of food, packaging is very important in preventing product wastage.

The Evidence Review carried out for Defra<sup>23</sup> looked in some detail at refilling containers and supplied figures on the estimated reductions in packaging that could be achieved from modern refillable options:

- Glass instant coffee jars supported by soft pack refills: 77,000 tonnes per annum
- Soap pack pump dispensers supported by lidded packs: 4,000-7,000 tonnes per annum (the higher figure being if the refill is a bulk container providing several refills)
- A trigger household cleaner dispenser supported by a capped bottle: 7,500 tonnes per annum
- A soap dispenser supported by pouch refills: 5,000 tonnes per annum
- Deodorant stick dispensers supported by shrink wrap refills: 10,000–11,000 tonnes per annum.

### **What are small changes in the home?**

“Small changes” are reuse activities that can be carried out by residents in their own homes. It provides the opportunity for householders to use products beyond their original purpose or for an entirely new use. Rather than having a “single life”, many household items could be used again. This is generally concerned with encouraging small lifestyle changes and some of the key activities are:

- Reusing containers, e.g. for storage and packed lunches, water bottles, plant pots
- Reusing old newspapers, envelopes and scrap paper
- Reusing Christmas cards to make gift tags
- Utilising Christmas card reuse labels
- Newspaper and magazine donations – residents donate their unwanted magazines and newspapers to local businesses, schools, dentists and GP surgeries, beauty parlours, hairdressers etc.
- Repair and craft activities, e.g. fixing furniture and clothing; or junk modelling.

### **Enable – making it easier – Waste Aware Shopping**

This section is about understanding the barriers, how to overcome them and information provision. Typical barriers to WAS include:

- Inadequate provision of products and services that offer less packaging
- Consumer choice – consumers often buy things they cannot or will not use
- Cost – durable products are generally more expensive and forgone for short-term cost savings
- Storage space – often single-households or couples do not have sufficient storage space for bulk purchases
- Lack of good quality information on the choices available
- Entrenched shopping habits – shopping without a plan and buying too much
- Forgetfulness – packaging and other WAS considerations are not taken into account at point of purchase
- Lack of knowledge – about where and what products can be refilled and about service alternatives to products
- Time – WAS activities can be seen as time consuming.

Promoting Waste Aware Shopping is essentially an awareness raising exercise. The message can be delivered through regular council communications, special mail-outs and brochures, media and PR (e.g. articles about waste or packaging can include tips on how to reduce waste

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23 WR1204 Household Waste Prevention Evidence Review: Executive Report, 2009

through green shopping), the internet, point of sale messages (e.g. promotion of reusable bags), road-shows etc. There are a number of ways to provide information on WAS, but providing prompts and reminders are important to forming shopping habits. In addition, it is important to highlight the wider benefits, for example:

- Cost savings realised from bulk-buying and purchasing more durable products which need replacing less frequently
- Raised environmental awareness and providing a sense of “doing your bit” for the environment
- Reducing reliance on the materials, manufacturing process, distribution and energy that would be required to make a new product

**Enable – making it easier – small changes**

Small changes in the home are one of the most “invisible” waste prevention activities. In other words, no one outside of the home sees whether they are happening or not. Therefore, these behaviours cannot be easily influenced by others. The key barriers are:

- Lack of time to pursue repair or craft activities – it is easier to just buy new items
- Sense of embarrassment at reusing old containers as a lunch box/water bottles etc.
- Belief that taking on a new behaviour will have a negative impact on current lifestyle (particularly time)
- Changing habits is perceived to be difficult because of effort needed
- Maintaining one’s self-identity and avoiding negative perceptions of ‘green’ lifestyles.

To overcome some of the barriers, the key need is to provide information on the activities residents can carry out. In addition it is worth highlighting the wider benefits, for example:

- Many actions save householders money and time, through needing to buy new items less frequently
- Sense of “doing your bit” for the environment – “feel good factor”
- Activities are easy to do
- Delays many household items entering the residual waste stream by extending their useful life.

<b>Waste Aware Shopping &amp; small changes in the home</b>	
<b>Targets</b>	No targets proposed
<b>Monitoring</b>	No monitoring proposed
<b>Actions</b>	<p>Measures to inform and encourage residents to undertake Waste Aware Shopping and increase reuse at home will be aimed at all householders and at shoppers in general. Actions are listed below and will be converted into SMART objectives within the annual Action Plans linked to the Council’s overall Waste Management Strategy.</p> <ul style="list-style-type: none"> <li>• Provide advice on waste aware shopping and tips on reuse actions at home. The key reuse actions at home promoted will be:               <ul style="list-style-type: none"> <li>○ Using washable cloths to cut down on paper towels</li> <li>○ Using rechargeable batteries as opposed to non-rechargeables</li> <li>○ Creating waste-free lunches</li> <li>○ Reusing containers</li> <li>○ Reusing envelopes</li> </ul> </li> </ul>

<b>Waste Aware Shopping &amp; small changes in the home</b>	
<b>Actions cont...</b>	<ul style="list-style-type: none"> <li>○ Using a local milk delivery service</li> <li>○ Using energy efficient lightbulbs</li> <li>○ Printer cartridge refill services</li> <li>○ Reducing bottled water purchase</li> <li>○ Avoiding disposable products.</li> </ul> <ul style="list-style-type: none"> <li>● Build up links with retailers and look to develop joint opportunities to promote green shopping and to encourage businesses to make changes to support these principles</li> <li>● Run or help facilitate workshops for children based around creating objects or toys from waste materials</li> <li>● Investigate the possibility of creating or helping to facilitate the creation of bulk-buying groups/food co-ops</li> <li>● Provide advice on bulk-buying opportunities within and around Lambeth, e.g. cash and carry stores; wholefood companies; supermarkets and corner shops</li> <li>● Reflect the aims of waste aware shopping when choosing competition prizes and survey incentives</li> <li>● Promote the benefits of purchasing durable products, incorporating potential cost savings where this information can be obtained</li> <li>● Discuss with local retailers the possibility of promoting low-packaged goods in-store</li> <li>● Promote 'National Buy Nothing Day'</li> </ul>

## **7.8 Real nappies**

Real nappies are either the traditional terry towels or the modern equivalent requiring no safety pins or folding. Modern real nappies come in a range of shapes, sizes and colours, are easy to use (for example making use of Velcro straps) and can be readily washed at home as normal laundry (at 60°C).

Nappy laundering schemes collect used nappies and launder these locally to NHS standards. These are then returned to participating households, crèches or hospitals.

### **What are real nappies?**

The three main types are:

- Flat nappies – a general term used for squares of cotton. The traditional terry nappies are still used but Prefolds are far more popular. These are folded with a thin liner used inside next to the baby's skin, and an outer waterproof cover (wrap)
- Shaped nappies – this style is shaped and needs no folding. They can be used with liners and need an outer waterproof wrap
- All-in-one – this is a shaped nappy with the waterproof outer cover already attached. You just need to slip in a liner if you want to use one.

All of the nappies are available in different sizes as the baby grows, or alternatively there is a "One size fits all" option whereby shaped nappies are designed to be adjusted to fit different-sized babies.

## What are real nappy laundry services?

When a nappy is changed the wet nappy is stored in a lined, deodorised bin with a secure lid (usually supplied by the laundry service). The bin is collected weekly from the doorstep (or the crèche etc.) and at the same time a supply of clean reusable nappies is delivered. Participants receive a one week supply of clean pre-fold style nappies. Normally the waterproof wraps are hired or bought separately. All nappies are laundered to the same standard used in hospitals.

After an initial joining fee, a laundry service (including the supply of nappies) will normally cost around £10 to £15 per week<sup>24</sup>. Reductions are usually available for a second child at the same address.

## Enable – making it easier

The potential barriers to families using real nappies include the following:

- up-front costs of buying nappies
- lack of understanding about the different types
- increased hassle as they can be more messy to handle than disposables
- perceptions of negative impacts around water, detergent and energy use from washing
- the costs and difficulties of widely promoting a scheme.

Real Nappies	
<b>Targets</b>	The target for Lambeth is to encourage 150 parents to take-up washable nappies each year through the use of vouchers, preventing 55 tonnes of waste
<b>Monitoring</b>	Monitoring will be provided via the Real Nappies for London database
<b>Actions</b>	Lambeth will undertake the following actions to promote the use of real nappies and help parents overcome barriers: <ul style="list-style-type: none"><li>• Provide myth-busting and other motivating messages that address the key barriers</li><li>• Provide information on nappy suppliers, local advisors/sales reps. and laundry services covering Lambeth</li><li>• Use sample nappies to demonstrate the use and attractiveness of modern washables</li><li>• Subscribe to Real Nappies for London</li><li>• Introduce a Lambeth incentive voucher worth £40</li><li>• Participate in Real Nappy Week each year</li><li>• Seek to work with the maternity unit at King's College Hospital and other health professionals based in Lambeth to promote washable nappies and investigate the possibility of an on-ward washables policy</li><li>• Commit outreach resources to promoting real nappies, aiming to target prospective parents and parents at the ante-natal stage</li><li>• Investigate the possibility of establishing a loan scheme to help parents invest up front in a set of washable nappies</li><li>• Investigate what, if anything, can be done to promote the use of washable products within adult incontinence services.</li></ul>

<sup>24</sup> <http://www.goreal.org.uk/using/laundries>

## **7.9 Zero Waste Brixton / Brixton Low Carbon Zone**

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In 2009 Lambeth successfully applied to create a Low Carbon Zone across part of Brixton, as well as a Zero Waste Places Zone covering the same area, but with extensions to the north and east. Both designations brought additional funding to promote waste prevention and recycling. The key waste prevention initiatives already introduced or planned for 2010/11 are:

- The employment of a part-time (20 hours per week) community waste prevention adviser. The recruitment and management was tendered and won by a partnership of Remade in Brixton and London Community Resource Network. The adviser is implementing most of the waste prevention actions within the Zone
- The introduction of a community composting scheme linked to growing projects on estates. Twin compartment wooden compost bins have been introduced and take a combination of green waste from the food plots and kitchen waste from residents. Participating residents are supplied with kitchen caddies and starch liners
- A Zero Waste Brixton Guide and Brixton Re-Directory distributed through a doorstepping campaign to all residents. The Guide includes practical tips and advice on 10 key areas of waste prevention and information on recycling services. The Brixton Re-Directory is a listing of local businesses and services supporting waste prevention, e.g. charity shops and businesses offering hire, refills and recycled goods
- Remade in Brixton and other community groups have taken on the lease of one of the shop units within Brixton Village. Here re-skilling workshops are run, information disseminated and recycled products sold, mostly from local artists and businesses
- A Love Food Hate Waste campaign, run in partnership with Recycle Western Riverside, including events at Brixton market, Tesco and with community/residents groups; promotional work with food retailers in and around the market, providing freebies to be given away to customers; the distribution of freebie packs including recipe/tip cards, a bag clip, fridge thermometer and rice portion measuring scoop
- Give & Take events run at community centres and widely publicised to residents within the Zone
- Swishing events giving residents an opportunity to swap clothes
- Home composting promotion to properties with gardens promoting reduced price compost bins offered through Lambeth's arrangement with Straight plc
- Enhanced web-based information on waste prevention added to Lambeth's website
- The creation of a partnership with Brixton-based charity Artworks Direct. Lambeth will be installing a shipping container at its Reuse & Recycling Centre for donated bicycles which will be collected by Artworks and used in refurbishment workshops with local young people
- At least 25 SMEs within the LCZ have been offered free visits under the Go Green Plus initiative. The advice offered includes moving to more sustainable waste management techniques, including waste prevention
- The distribution of a Business Resource Efficiency Pack to 500 businesses within the Zone. Lambeth has added supplementary information linked to the LCZ initiative, including advice on waste prevention
- The creation of a cotton Brixton shopping bag featuring two designs, one from a local artist and the other from a local school pupil. These are being marketed to retail outlets

in Brixton and have formed the starting point of a campaign to eliminate single-use carrier bags from Brixton town centre

- A Zero Waste Challenge to be run for residents to see how little waste they can create over a week
- Business waste audits will be carried out aimed at establishing a resource exchange scheme for local businesses
- Textiles and book/media banks are being installed onto estates. Books and music items will be re-sold in local charity shops and 60% of the content of the textiles banks will be reused
- A street swap event where residents place out unwanted, but reusable items on a set day for others to take.

<b>Zero Waste Brixton / Brixton Low Carbon Zone</b>	
<b>Targets</b>	To contribute towards the LCZ target of a 20.12% reduction in carbon emissions by 2012
<b>Monitoring</b>	The intention is to gather accurate weight-based data to demonstrate the reduction achieved. This will be dependent on procuring suitable portable bin-weighing equipment
<b>Actions</b>	<p>The actions planned for 2011/12 are:</p> <ul style="list-style-type: none"> <li>• Organise tabletop sales in conjunction with local schools/community facilities aimed at giving parents an opportunity to buy and sell nearly new baby and children's clothes, toys and accessories</li> <li>• Support the establishment and running of the proposed Brixton Reuse Centre where practicable. This has the potential to act as a hub for the WRWA bulky waste reuse project, a REIY centre and to house other waste prevention-related activities</li> <li>• Re-run the Zero waste Challenge for residents</li> <li>• Update the Brixton Re-Directory</li> <li>• Organise at least one Give or Take event and at least one swishing event</li> <li>• Run a Love Food Hate Waste campaign</li> <li>• Carry out at least one doorstep exercise</li> <li>• Extend community composting provision</li> <li>• Continue the campaign to reduce the distribution of single-use carrier bags</li> <li>• Complete coverage of textiles and media banks across the main estates</li> </ul>

## **7.10 Education and awareness**

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Encouraging waste prevention behaviour is essentially based around campaigns and advice. In most cases marketing activity will be specific to particular events or campaigns. However, Lambeth also intends to provide generic advice through a variety of methods:

### **Zero Waste Guide**

The booklet developed for the Zero Waste Brixton initiative will be modified to provide information relevant to the whole Borough and will be available to download from Lambeth's website. If resources allow, it will form part of a printed waste management services guide, distributed to all households as part of the implementation of Lambeth's Waste Strategy.

### **Town centre-based Re-directories**

A Brixton Re-directory was produced as part of the Zero Waste Brixton initiative, a project originally started by Remade in Brixton. The Re-directory is a listing of local businesses providing appropriate goods or services, such as appliance repair, refills and secondhand sales. Re-directories covering each of the five town centres will be developed and provided as an online resource, regularly updated. Some hard copies will be produced and distributed as appropriate.

### **Lambeth website**

The website will be improved to include a much broader range of advice on waste prevention, links to other websites such as [www.frugal.org.uk](http://www.frugal.org.uk); include the listing of relevant local businesses, an events calendar and downloadable information.

### **Presentations to community groups**

All presentations made to community groups will emphasis the importance of waste prevention and give specific examples. Literature will be left behind where appropriate.

### **Work with schools**

Engaging young people is crucial in achieving the Council's waste management objectives, and education on this subject has a positive effect in a number of ways. As well as instilling sustainable habits from an early age, a Waste Watch survey<sup>25</sup> showed that children can exert a strong element of "pester power" with regard to waste behaviour. Over 50% of households in the study stated that children influence waste behaviour at home.

Much of Lambeth's work with schools is carried out through the Recycle Western Riverside (RWR) Core Works Programme. RWR III will run from 2010 to 2013 and the schools programme has an annual budget of £130,000. The work centres around a package of activities for schools including presentations made with Cycler the rappin' robot.

In addition to the educational benefits, working with schools on an individual basis can help highlight how to adopt more sustainable waste practices. Lambeth council and RWR offer the following waste prevention-related services to schools in the borough:

- **Eco-Schools support programme**  
Officers can provide advice on how to reduce and reuse waste
- **Resources**  
RWR has produced a number of resources for teachers and schools to help integrate sustainable waste management into the national curriculum, including advice on waste

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25 Southwark Council (2007): Waste Minimisation Strategy for the London Borough of Southwark

prevention. Lambeth also provides a termly newsletter which includes features on waste prevention activities

- **Assemblies**

The assemblies and presentations to smaller groups offered by RWR and Lambeth include information on waste prevention

- **Waste audits**

Schools in Lambeth can receive a waste audit to show how much waste they are producing and which waste streams can be recycled

- **MRF visits**

From October 2010 schools in the borough can request a tour of the new MRF currently being built at Smugglers Way. Presentations will include a focus on waste prevention and the Western Riverside furniture reuse project.

### **European, national, regional and sub-regional campaigns**

In addition, Lambeth will proactively participate in European, national, regional and sub-regional waste prevention campaigns. National campaigns are likely to be instigated by WRAP or Defra and provide new opportunities in terms of resources, campaign materials and consumer advice. In the main these will focus on specific activities, for example the Love Food Hate Waste campaign and can then be incorporated into Lambeth's Action Plan.

A major three-year London-wide 3Rs campaign will shortly be instigated through Recycle for London and funded via the London Waste & Recycling Fund to the tune of £5m. The element of this fund associated with waste prevention is limited to £875,000 to promote the Love Food Hate Waste campaign, 75% of which will be spent at the London level. However, Lambeth welcomes this campaign and will engage fully to utilise its share of the localised funding.

Recycle for London has also recently become the regional organiser for The European Week for Waste Reduction – a three year project supported by the LIFE+ Programme of the European Commission until 2011, which takes place during the last week of November.

The aims of the European Week for Waste Reduction are:

- To raise awareness about waste reduction strategies and about the policies of the European Union and its Member States on this subject
- To promote sustainable waste reduction actions across Europe
- To highlight the work accomplished by various actors, through concrete examples of waste reduction
- To encourage changes in the behaviour of Europeans (consumption, production) in everyday life.

Lambeth will take part in the 2010 and 2011 weeks by publicising waste prevention and organising specific activities during the week, linking to the RfL campaign.

Similarly, Lambeth will fully engage with the development and implementation of all waste prevention related campaigns organised through Recycle Western Riverside.

### **Green Community Champions**

With over 60 groups across Lambeth the Green Community Champions can be resourced to help spread the waste reduction message along with other green lifestyle promotion.

<b>Education and Awareness</b>	
<b>Targets</b>	Increase awareness of the importance of waste prevention issues and provide practical advice and guidance
<b>Monitoring</b>	Resources produced and distributed and number of activities organised
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Produce a generic online waste prevention guide for Lambeth and produce a limited number of hard copies for targeted distribution</li> <li>• Produce an online Lambeth Re-directory organised by Town Centre, but multi-searchable. Print and distribute hard copies as appropriate.</li> <li>• Update the Re-directory every six months</li> <li>• Provide a comprehensive range of waste prevention information on Lambeth's website</li> <li>• Ensure reference to waste prevention is made in all presentations</li> <li>• Participate in European Week for Waste Reduction</li> <li>• Support and link into RfL waste prevention programmes</li> <li>• Work pro-actively with RWR to promote waste prevention initiatives</li> <li>• Exploit opportunities for Green Community Champions to promote and publicise waste prevention initiatives</li> </ul>

## **7.11 Packaging (Essential Requirements) Regulations**

The Packaging (Essential Requirements) Regulations 2003 (SI 2003 No 1941) are amended by the Packaging (Essential Requirements) (Amendment) Regulations 2004 (SI 2004 No 1188) and the Packaging (Essential Requirements) (Amendment) Regulations 2006 (SI 2006 No 1492).

The Regulations implement provisions of the European Parliament and Council Directive on Packaging and Packaging Waste (94/62/EC) ("the Directive"). The main requirement is that no person who is responsible for packing or filling products into packaging or importing packed or filled packaging into the United Kingdom may place that packaging on the market unless that packaging fulfils the Essential Requirements and is within the heavy metal concentration limits.

The Essential Requirements are, in summary:

- Packaging volume and weight must be the minimum amount to maintain necessary levels of safety, hygiene and acceptance for the packed product and for the consumer
- Packaging must be manufactured so as to permit reuse or recovery in accordance with specific requirements
- Noxious or hazardous substances in packaging must be minimised in emissions, ash or leachate from incineration or landfill.

Trading Standards officers may assess the compliance of any packaging by requesting technical documentation on both the essential requirements and the heavy metal limits. This documentation must be produced within 28 days of the request being made.

The enforcement authorities have various powers based on the Consumer Protection Act 1987, including:

- Issuing suspension notices prohibiting the supply of packaging which is considered to breach the Regulations

- Making test purchases
- Entering premises at any reasonable time
- Requesting compliance documentation, inspecting processes and performing tests.

Enforcement practice will be based around the Home Authority Principle developed by LACORS. This means that any guidance given to a business by a 'home authority' (usually the one covering the area where the headquarters of the business is based) will be recognised by all Trading Standards Departments. The principle is designed to promote good practice and thereby protect the consumer and encourage fair trading, consistency and common sense. The four express aims of the Home Authority Principle are to:

- Encourage authorities to place special emphasis on goods and services originating within their area
- Provide businesses with a home authority source of guidance and advice
- Support efficient liaison between local authorities
- Provide a system for the resolution of problems and disputes.

The Essential Packaging Regulations introduce or refer to the following offences:

- Contravening or failing to comply with the essential requirements and heavy metal limits, penalised by a fine up to level 5 on the standard scale (currently £5000) on summary conviction or an unlimited fine on conviction on indictment
- Failing to submit compliance documentation at the request of the enforcement authorities, penalised by a fine up to level 5 on the standard scale
- Contravening a suspension notice, penalised by up to 3 months imprisonment or a fine up to level 5
- Intentionally obstructing the enforcement authorities, penalised by a fine up to level 5
- Knowingly or recklessly making a false statement of compliance, penalised by a fine up to the statutory maximum on summary conviction (currently £5000) or an unlimited fine on conviction on indictment.

At present there is no information available on Lambeth's website for consumers relating to these Regulations. The Sustainable Waste Management Team and Trading Standards have discussed the best way to increase consumer awareness of the Regulations and the action they can take if they believe they have purchased an excessively over-packaged product. Lambeth's website will be adapted to include information on the Regulations on the waste prevention pages and point residents to Consumer Direct.

<b>Packaging (Essential Requirements) Regulations</b>	
<b>Targets</b>	Increase consumer awareness of action they can take if they purchase goods which they believe are excessively packaged
<b>Monitoring</b>	Complaints passed to Consumer Direct and Lambeth's Trading Standards
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Add information to the waste prevention advice on Lambeth's website summarising the legislation and encouraging residents to contact Consumer Direct if they have concerns. If appropriate, Consumer Direct will pass these concerns to the Trading Standards team in the borough or district where the company producing the item is based</li> <li>• Lambeth's Trading Standards team will investigate instances of reported excess packaging relating to businesses based within Lambeth and seek prosecution where appropriate</li> </ul>

## 7.12 Waste prevention adviser

Lambeth intends to recruit a waste prevention adviser to build on the work that will be achieved within the Low Carbon Zone at a borough level. This would be a specialist position with the officer focusing solely on community-based waste prevention initiatives. The need to achieve significant savings across Lambeth's budgets means that the priority for this post will be to seek external funding or utilise voluntary work placements.

<b>Waste Prevention Adviser</b>	
<b>Targets</b>	Recruit a short-term voluntary Waste Prevention Adviser and maintain the position on a rolling basis
<b>Monitoring</b>	Length of time the post is filled
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Create a JD, PS and advert</li> <li>• Identify the benefits to the postholder</li> <li>• Advertise the post nationally through free advertising mediums</li> <li>• Advertise the post locally through green networking channels such as Project Dirt and the Green Community Champions email chain</li> <li>• Target local HE and FE institutions to explore opportunities for advertising the position</li> <li>• Continually seek external funding opportunities for creating a salaried post</li> </ul>

## 7.13 Charging for specific household waste streams

Lambeth does not currently impose charges for any waste collections. It is widely acknowledged that free garden waste collection services lead to the generation of additional material that wasn't previously being collected. This is acceptable if the priority is increasing recycling levels, but not if the emphasis is on waste prevention. Monitoring of the bulky waste service has revealed that almost all the material collected is either reusable, recyclable or commercial in origin. Without a collection charge it would not be possible to effectively implement the Western Riverside furniture reuse initiative.

<b>Charging for specific waste streams</b>	
<b>Targets</b>	<ul style="list-style-type: none"> <li>• Divert at least 100 tonnes of bulky waste into the Western Riverside reuse initiative per annum</li> <li>• Reduce separately collected bulky waste to under 500 tonnes per annum</li> <li>• Increase items diverted for reuse through Lambeth's RRC by 25% by 2020</li> </ul>
<b>Monitoring</b>	Through weighbridge records and data from LCRN provided through the reuse initiative

<b>Charging for specific waste streams</b>	
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Implement a charge for bulky waste collections</li> <li>• Introduce an opt-in garden waste service with an annual fee</li> <li>• Ban garden waste from the residual waste collection service</li> </ul>

### **7.14 Internal actions on waste prevention**

This is an issue that will be addressed by Lambeth's Sustainability Unit through the development of a Sustainability Action Plan. At present a number of relevant actions are being implemented across the Authority, including:

- All new printers and photocopiers are set to print double-sided as default and staff have been informed as to why this is important
- In November 2009 the staff-based Environmental Champions scheme was re-launched and encourages employees to get involved in encouraging waste prevention activities within the workplace. Over 120 staff have signed up as Champions. Regular lunchtime learning sessions take place with one example being the re-gifting event organised each January where all staff are able to swap unwanted Christmas presents. Other sessions have included waste-free lunches, a composting masterclass and a session on how to manage a wormery
- Since December 2009 all committee agendas and related papers have been made available online and the members of Lambeth's leadership network have pledged to reduce their use of printed copies of agendas. Staff can opt to receive email alerts when agendas and minutes are published on the website
- In January 2010 employee payslips were changed to a new, smaller design, reducing the amount of paper used
- In February 2010 Office Depot began trialling a new council-wide delivery scheme with orders delivered twice a week instead of every day. This scheme has a number of environmental benefits, including reducing the amount of packaging associated with Lambeth's deliveries. Office Depot has also been trialling reusable tote boxes instead of cardboard boxes to deliver goods. 58% of goods purchased through Office Depot are recycled, or environmentally friendly. Lambeth has only used 100% post consumer recycled paper since 2001
- In March 2010 a new electronic recruitment service was launched, transferring the entire process to a fully online paperless system
- Blue Star House has food waste collection points in each kitchen and has five wormeries in the yard. Shakespeare Road Depot also processes food waste through a wormery
- Major contracts such as the Highways contract use recycled aggregate and other materials in the construction of new road surfaces
- The office cleaning contract specifies recycled toilet tissue and hand towels.

### **7.15 External funding**

Lambeth will constantly review opportunities for obtaining external funding which will enable it to enhance waste prevention initiatives or introduce new ones. In particular, Lambeth will engage proactively with Recycle for London and seek to maximise funding obtained to locally support the new campaigns.

## 7.16 Waste composition analyses

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Lambeth, in partnership with RWR, will carry out regular waste composition analyses in order to aid decisions around prioritising material-specific waste prevention campaigns and to provide data with which to inform residents and provide feedback.

## 7.17 Working with businesses

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Lambeth currently offers free waste prevention advice to SMEs as part of its funding of the Go Green Plus programme<sup>26</sup>. A more detailed programme is being developed in Brixton as part of the Low Carbon Zone/Zero Waste Brixton initiatives. The Brixton package includes:

- Distribution of a resource efficiency pack
- Information on external contacts such as Envirowise
- Tidy Britain Group Green Business Awards
- Advice or help with waste audits
- Opportunity to join a campaign to ban single-use carrier bags in Brixton and to purchase a reusable Brixton shopping bag for re-sale to customers
- Information to hand out to employees, e.g. on waste-free lunches
- Practical tips on reducing waste in the workplace
- How to find information on reuse opportunities, e.g. for redundant furniture and IT equipment
- A business waste exchange system
- Information on donating materials to the local scrap store
- Help with establishing a book exchange.

Providing resources allow, elements of this programme will be rolled out across the Borough as part of the Waste Prevention Plan.

In addition, Lambeth will review its policy of charging a fixed rate for 1-5 sacks of commercial waste per week as this works against encouraging small businesses to reduce their waste at the lower end of the scale.

<b>Work with Businesses</b>	
<b>Targets</b>	Provide a package of waste prevention advice to at least 50 businesses per annum
<b>Monitoring</b>	Internal record-keeping and obtaining records from Go-Green Plus
<b>Actions</b>	<ul style="list-style-type: none"><li>• Continue to support the Go-Green Plus programme</li><li>• Ensure up to date website content aimed at the business community</li><li>• Develop an advice pack based on WRAPs Business Resource Efficiency Pack supplemented with local information and actively distribute it to businesses</li></ul>

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<sup>26</sup> <http://www.southlondon.biz/greening/index.htm>

## **8. Monitoring and Review of the Waste Prevention Plan**

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The targets contained within this Plan will be monitored on an annual basis and the results published within an annual report. The quantities of residual household waste not reused, composted or recycled will be monitored monthly through the performance pack via the score for NI 191. However, as discussed previously many elements feed into levels of residual waste and it is acknowledged that action by Lambeth through this Plan will be just one contributing factor.

Reviews of the Waste Prevention Plan will be undertaken in line with the review schedule for the overall Municipal Waste Management Strategy for Lambeth. It will be revised at a maximum of four year intervals at the stated review points, which link to vehicle procurement opportunities, i.e. in 2013, 2017, 2021 and 2025. In 2029 work will commence on a completely new Strategy. Apart from this the Plan will only require revision if:

- New external drivers (e.g. legislation or regulation) render it fundamentally 'out of date'
- The Action Plans have become inconsistent (in terms of what they are trying to deliver) with the content of the Headline Strategy.

The Action Plan will be kept under much more regular review – minor changes in approach will not impact on the strategic vision set out in this Plan. The Action Plan includes a table of short-term actions lasting for two years at a time and it will be revised annually.

Responsibility for implementing, monitoring and reviewing the Waste Prevention Plan lies with the Waste Strategy Manager and the Sustainable Waste Management Team.