

MAYOR OF LONDON

Part 1 –Reduction and Recycling Plan (RRP) April 2023 to March 2025

1. Context:

Ealing is performing well and has consistently been in the top three in London in the last few years, but with an ambitious target to increase recycling to 55% by 2025. The introduction of alternate weekly collections for residual waste and dry mixed recycling (whilst maintaining a weekly food waste collection service) for kerbside properties in June 2016 has helped Ealing increase recycling rates, but more needs to be done, including recovering from the impacts of the pandemic on waste. The Council needs to continue to encourage behaviours in line with the waste hierarchy in order to meet this target. Of 135,000 households, approximately 35,000 properties are flats - retrofitting recycling services particularly food waste recycling can be difficult, participation can be low and contamination can be high. Ealing is a large borough with a transient population, a high number of HMOs and privately rented properties, high BME and high deprivation in parts.

Ealing makes a meaningful contribution to meeting the Mayor's targets by offering the Mayor's minimum level of household recycling service provision (6 key materials collected glass, cans, paper, card, plastic bottles and mixed rigid plastics), giving residents straightforward and easy-to-use recycling collection services for kerbside properties – and with recent improvements for residents living in blocks of flats. Food waste is collected separately and weekly from all kerbside properties. A proportion of flatted properties have access to a communal food waste recycling service, with this service currently being rolled out to further properties. It is important to encourage participation in services and strive to improve the quality of recycle.

Ealing Council's council plan sets out an ambitious vision for the borough while managing the challenges faced. The plan identifies the council's three priorities for the next year:

- Creating good jobs - returning good well-paid jobs to our borough and delivering the next generation of genuinely affordable homes.
- Tackling the climate crisis - cleaning our air and ensuring the borough we build is sustainable.
- Fighting inequality - those blights too many lives and disproportionately holds back all too many people from achieving their dreams and aspirations.

Ealing Council declared a climate emergency in April 2019, committing to treat the climate and ecological emergency as a crisis requiring immediate and vital action. The aim is to become carbon neutral, as a borough and an organisation by 2030. The strategy sets out a plan to reduce the council's produced emissions and outlines a commitment to use our influence to reduce emissions emitted across the borough.

The Council works closely with the Waste Disposal Authority, West London Waste Authority at a strategic level to ensure we are taking a holistic approach to resource management and that overall sustainability goals are supported. We have agreed the following priority areas for the next five years; to manage and automate waste data to share info in a timelier way, looking at Smart cities – bulky waste, flytipping, streets, booking systems, the transformation of HRRCs, and a food waste focus, delivering zero food in the residual waste. The Circular Economy Strategy will support green recovery and support facilitating a circular economy in West London, reducing waste and increasing material recovery.

The waste/recycling collection and cleansing contract is carried out by the Council's Local Authority Trading Company, Greener Ealing Limited. There is an alternate weekly collection service of residual waste and recycling, and weekly food waste collection service to kerbside properties, and weekly collection of residual waste and recycling to flatted properties. 25% of flatted properties have access to the food waste recycling service (at the end of 2022), with more currently being added. We currently also deliver a commercial waste service, with recycling services to some customers. There is one Reuse and Reduction Centre (RRC) within the borough, which is also operated by Greener Ealing Limited.

2. Key strategic documents linked to this plan:

Climate and Ecological Emergency Strategy 2021-2030 [Climate and ecological emergency strategy | Ealing Council](#)

West London Low Carbon Procurement Policy 2021

West London Waste Authority Circular Economy Strategy 2021

Joint Municipal Waste Management Strategy (JMWMS) 2019

3. RRP Dashboard:

Common Performance Targets	Baseline Performance (2019/20)	Performance Target 2024/25	Metric Guidance / Data source	Target Guidance
Total annual household waste per head (kgs/head)	240.68 (note 259.53 2021/22 figure)	252.17	Defra stats (Ex BVPI84a)	Borough sets own targets, informed by ReLondon /WRAP good practice.
Total annual household residual waste collected per household (kgs/household)	310.92	291.66	Defra stats (Ex NI191)	Borough sets own targets, informed by ReLondon/WRAP good practice.
Total annual household avoidable (edible) food waste (kgs/head)	76	60	Borough to estimate based on own or WRAP food waste composition data. Estimates should be based on avoidable food waste produced (i.e. not just food waste collected).	Based on estimated avoidable food waste produced. Borough to set own targets, informed by ReLondon/WRAP good practice and support programmes (e.g. Trifocal).
Annual household waste recycling rate (% by weight)	50.35	55	Defra stats	Borough sets own targets, informed by ReLondon/WRAP Route Map modelling and other good practice. The GLA will use the borough recycling benchmarking table in the Route Map modelling as a reference point when assessing local authority targets set in the RRP process (See Appendix 2 of the London Environment Strategy, page 111: https://www.london.gov.uk/sites/default/files/les_appendix_2_-_evidence_base_0_0.pdf)
Annual LACW recycling rate (% by weight)	34.89	50	Defra stats	Borough sets own targets, informed by ReLondon/WRAP good practice. Targets should at least match household recycling targets, going beyond the Mayor's 50 per cent LACW recycling target by 2025 where possible.
<u>Proportion (%) of properties receiving the Mayor's minimum level of service for household recycling:</u>				
% of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays) <u>and separate food waste</u>)	100	100	Borough to take from own info. Separate food waste does not include co-mingled with garden waste	Borough sets own target, informed by ReLondon/WRAP good practice. Separate food waste does not include co-mingled with garden waste
% of kerbside properties (all households on a kerbside collection) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays))	N/A	N/A	Borough to take from own info (<i>Nb included for boroughs that are unable to provide food waste collections due to long term contractual issues</i>).	Borough sets own target, informed by ReLondon/WRAP good practice.
% of flats (communal collections, <u>excluding flats above shops</u>) collecting six main dry materials <u>and separate food waste</u>	5 (note 25% at end of 2022)	90	Borough to take from own info.	Borough sets own target, informed by ReLondon/WRAP good practice.
% of flats (communal collections, <u>excluding flats above shops</u>) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)).	100	100	Borough to take from own info.	Borough sets own target, informed by ReLondon/WRAP good practice.
% of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)) <u>and separate food waste</u>	20	25	Borough to take from own info.	Borough sets own target, informed by ReLondon/WRAP good practice and FAS data.
% of flats above shops (FAS) collecting six main dry materials (glass, cans, paper, card, plastic bottles and mixed rigid plastics (pots, tubs and trays)).	100	100	Borough to take from own info.	Borough sets own target, informed by ReLondon/WRAP good practice and FAS data.
Proportion (%) of waste fleet heavy vehicles that are ULEZ compliant	100	100	See www.tfl.gov.uk/modes/driving/ultra-low-emission-zone	Borough should aim to operate a fully ULEZ compliant waste fleet as a minimum; with aspirations to introduce zero emission vehicles where practicable. Please include baseline and target % of waste vehicles that are zero emission capable where applicable
Performance of LACW activities against the Mayor's EPS (tonnes of CO2eq per tonne of waste managed).	-0.118	-0.084	Use tool found here Boroughs to set by uploading WDF data into the GLA tool.	Borough to run their own scenarios using GLA tool to determine planned service changes (DSO borough) or new contract options against the EPS for target years (2024/5). See London Environment Strategy Proposal 7.3.2.b

4. RRP Actions:

Ref	Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
Ealing #1	<ul style="list-style-type: none"> Waste Reduction 	Restricting residual waste capacity	<ul style="list-style-type: none"> Following the successful implementation of the alternate weekly collection service in 2016, the residual waste wheelie bin capacity has been restricted, from 240 litres to 180 litres for standard kerbside properties. 	<ul style="list-style-type: none"> Where residual waste capacity is restricted, WRAP evidence indicates that recycling services perform better, and where frequency is reduced to fortnightly, waste services are more cost effective to deliver. Household recycling rates increased by 5% following introduction of alternate weekly collections. By restricting the residual waste capacity further, this should encourage a further reduction in residual waste arisings and an increase in recycling. ~3,500 180 litre bins delivered between February 2019 to February 2023. Containers are delivered to replace existing bins when residents request containers. All standard bins in the borough will be replaced with this smaller size across the life cycle of the original bins. 	<ul style="list-style-type: none"> Since February 2019, new and replacement standard bins issued are the smaller size of 180 litres for residual waste. Ongoing – we envisage an annual churn of average replacements until all 100,000 properties are covered. 	WCA
Ealing #2	<ul style="list-style-type: none"> Waste Reduction 	Revisiting larger bins criteria	<ul style="list-style-type: none"> The team have revisited the criteria for larger bins and the capacity provided for Houses in Multiple Occupation (HMOs), with the idea of reducing capacity or encouraging the sharing of bins. This will be on a case by case basis taking into account individual needs. Any change in capacity will be supplemented with engagement and education on how to dispose of waste and recycling correctly and in line with the waste hierarchy. Liaison takes place with Property Regulation on individual cases and issues, including reviewing capacity at particular properties. 	<ul style="list-style-type: none"> Reduction in residual waste, increase in quality recycling (reduction in contamination). Continued marketing and communications focusing on waste reduction, 'love food hate waste', reuse and correct recycling. Boroughwide engagement to remind residents 'which bin is for which material' Winter 2022. Any specific issues brought to the attention of the team are dealt with as and when received. Information is regularly communicated in the Licensed landlord and Agent quarterly newsletter. 	<ul style="list-style-type: none"> Regular communications and direct communications on a case by case basis, ongoing. Boroughwide engagement (Around Ealing magazine) to remind residents 'which bin is for which material' delivered Winter 2022. 	WCA
Ealing #3	<ul style="list-style-type: none"> Waste Reduction 	Commercial waste service	<ul style="list-style-type: none"> The commercial waste service offers residual waste collection and a new dry mixed recycling service (introduced in November 2019, see Maximising recycling section). Businesses are encouraged to consider overall waste management, including waste reduction, and then an appropriate and fit for purpose contract for the waste and recycling that they do produce. When on site with a person of authority, the commercial waste sales team review how much waste a business is producing, the type of containers used, storage available and what collection frequency can be recommended. When gaining an understanding on the type of waste being produced, the commercial waste sales team advise the business (if appropriate) that there is an environmental and cost saving opportunity by reviewing their suppliers on how they package the goods which are sold to the business and advise the business further that if their suppliers use less packaging, this will cause less waste being produced, meaning less commercial waste costs to the business and much 'greener' for the environment too. These activities encourage waste to be managed in line with the waste hierarchy as far as possible. Waste arisings should reduce with increased education, and there will also be a positive impact on waste collected for recycling. 	<ul style="list-style-type: none"> Initial discussions have commenced with ReLondon and the Commercial Waste Sales Manager. Gradual understanding of business owners and staff on benefit of reducing commercial waste being produced both economically and environmentally. Increase in customers using the dry mixed recycling service and reduction in residual waste. Increased understanding for local businesses on their waste production, separation and disposal cost and benefits. 	<ul style="list-style-type: none"> Ongoing. Ongoing. Summer 2023. 	WCA

Appendix 1 - Waste Reduction and Recycling Plan

Ref	Theme <ul style="list-style-type: none"> • Waste Reduction • Maximising Recycling • Reducing Environmental Impact • Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
			<ul style="list-style-type: none"> • Liaison with ReLondon and available communications materials that could be used to support face to face visits around waste education. • ReLondon toolkit on commercial food waste recycling services and potential food waste trial for businesses in selected area/s of the borough. 	<ul style="list-style-type: none"> • Separation of food waste from residual waste for our business waste customers. Reducing disposal and container maintenance (due to weight, rusting and mess) costs whilst increasing food waste recycling numbers for the borough. 	<ul style="list-style-type: none"> • Identify a suitable area for a trial in 2023. 	
Ealing #4	<ul style="list-style-type: none"> • Waste Reduction 	Circular Economy Strategy and activities	<ul style="list-style-type: none"> • Stakeholder mapping currently being undertaken to identify local businesses and charities that support a circular economy and encourage their addition to a virtual circular economy hub run with WLWA. • Encourage reuse and repair by promoting local forums (e.g. Repair Café) and Repair week each year. • Explore the introduction of reuse hubs where repairs, reuse and prevention of waste can occur. • Build relationships with local charities and provide information to residents to encourage diversion of reusable items directly to organisations/people that can keep them in use. • Discussions with WLWA and Property Services regarding the feasibility of supporting temporary pop-up repair events and longer-term repair spaces by providing access to empty properties and community buildings. • Encourage swishing in the community http://getswishing.com/ • Trial a low waste/circular neighbourhood in one area of the borough. 	<ul style="list-style-type: none"> • To facilitate the creation of a Circular Economy Hub and foster an environment that encourages entrepreneurs. • Encourage local communities to embrace options of reuse and repairs. 	<ul style="list-style-type: none"> • Stakeholders map Autumn 2022. • Ongoing communications. • Discussions ongoing with WLWA. • Pilot hub trials Q4 2022-23. • Identify an appropriate area for a low waste/circular neighbourhood in Q3 2023. 	WCA/WDA
Ealing #5	<ul style="list-style-type: none"> • Waste Reduction 	Home composting promotions	<ul style="list-style-type: none"> • Ealing Council works with Straight Plc and Get Composting to offer discounts to residents that wish to take up composting at home. Work towards community composting is continuing with advice being given to residents and community groups. In addition, Christmas tree recycling points are provided over the festive season within open spaces and parks; this material is composted. A yearly compost event is also carried out to promote and advise residents (a competition was run in May 2022). • Information on home composting is available on the Ealing Council website and WLWA website. The team will investigate the feasibility of running further engagement events around composting. 	<ul style="list-style-type: none"> • It has been estimated by WRAP that a home composting bin can divert approximately 150 kg per household per year of organic waste. We aim to reach approximately 500 households a year with events and promotions of home composting, and therefore a potential anticipated diversion of 75 tonnes of organic waste from these activities. 	<ul style="list-style-type: none"> • Continued promotion of the subsidy and events. • Promotions in Q1 Spring-time and Q3 around leaf fall season and ongoing during e.g. compost awareness week. 	WCA
Ealing #6	<ul style="list-style-type: none"> • Waste Reduction 	Bulky/waste reuse	<ul style="list-style-type: none"> • Ealing Council previously worked with the London Reuse Network and Furnish on a bulky reuse collection service. Unfortunately, this ceased. The Council are looking at alternative ways to encourage bulky waste reuse locally and in partnership with WLWA. • With WLWA, explore the feasibility of introducing a material collection service which supports the collection of reusable items from homes. Use technology to support a quick and responsive service to collect items that are no longer wanted from peoples' homes. • The Council signposts residents to the reuse and recycling centre, and other local charities that collect or accept items for reuse. This activity will help towards reducing waste arisings. • Continue to explore alternative ways to encourage bulky waste reuse locally. • Discussions ongoing with WLWA, including separating bulky waste for reuse. • Abandoned bikes in Ealing collected and repaired/reused as part of the 'Let's Go Southall' programme for residents to become more active in this area. • Discussions taking place with Ealing Housing and Void Clearance Teams to ensure that items that are reusable or recyclable are separated from items for disposal where practicable. 	<ul style="list-style-type: none"> • Continue to divert bikes from the residual waste stream. Bikes being repaired/reused, further up the waste hierarchy (83 bikes reused from January – July 2022). • Other bulky items separated for reuse or recycling and tonnages captured. 	<ul style="list-style-type: none"> • Ongoing 	WCA/WDA
Ealing #7	<ul style="list-style-type: none"> • Waste Reduction 	Plan for the Environment (Adopted)	<ul style="list-style-type: none"> • Developers are required to refer to the Plan for the Environment (Adopted), National Planning Policy for Waste, SPG4 Refuse and recycling and complete the Sustainability Checklist when submitting planning applications to the Council. Developers also refer to the Council's Waste management guidance for developers. • Ensure that developments make sufficient provision for waste management and promotes good design to secure the integration of waste management facilities with the rest of the development and, in less developed areas, with the local landscape. This includes providing adequate storage facilities at residential premises, for example by ensuring that there is sufficient and discrete provision for bins, to facilitate a high quality, comprehensive and frequent household waste and recycling collection service. 	<ul style="list-style-type: none"> • Officers comment on developer waste management plans and provide advice on specific proposals, where required. This should ensure that developments meet the requirements for waste management. 	<ul style="list-style-type: none"> • Ongoing 	WCA

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Ref	Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
			<ul style="list-style-type: none"> The handling of waste arising from the construction and operation of development should maximise reuse/recovery opportunities (e.g. bulky items) and minimise off-site disposal. Sustainable development maximises reuse/recovery and recycling, contributing to waste reduction and increased contribution to recycling targets. Continued engagement with planning officers and developers to ensure that reuse (e.g. bulky items) and recycling is designed in to developments. 			
Ealing #8	<ul style="list-style-type: none"> Waste Reduction 	Championing waste reduction initiatives	<ul style="list-style-type: none"> Work in partnership with WLWA to promote waste reduction activities such as Love Food, Hate Waste through public stalls at community events. Food prevention workshops held at community events and schools; engagement to reduce amount of food waste disposed of per household. Explore partnership and local promotion of Olio, Kitche & the 'Too Good To Go' apps in the borough. Ealing will be part of the Pan-London sustainable food campaign which will run from 2022-24. The scope is to design and deliver a pan-London awareness-raising campaign to inform and empower individuals to reduce their personal food footprint. The campaign will use inspiring messages and practical advice to build on the success of past campaigns such as TRiFOCAL (the 'Small Change, Big Difference' campaign) and existing campaigns such as Food Wave. The project will develop a new, London-specific campaign built on relevant insights and delivered across a minimum of two years. Taking this approach would deliver a high impact, engaging and focused campaign designed to achieve exactly what stakeholders require. Advertise the Mindful Shopper website via the Council website, social media channels and at events. The Mindful Shopper is a guide to products and services which help people reduce waste as part of a more sustainable lifestyle. https://mindfulshopper.co.uk/ 	<ul style="list-style-type: none"> The Pan-London Sustainable food campaign will involve a mix of social and out-of-home advertising; pop-ups, events, and workshops; community projects & collabs; supermarket & business collabs (e.g. Kitche, Olio etc.); university collabs & co-creation. Based on the TRiFOCAL campaign (Small Change, Big Difference) led by ReLondon in 2017 in 6 boroughs achieved an average reduction of 9% in avoidable food waste per household per week. This food campaign could have a similar or higher impact across the city if enough funding is secured. Achieving a 9% food household food waste reduction across the city would mean that more than 80,000 tonnes of food waste would be avoided per year. 86% of the food consumed in London is eaten at home – around 460 kg per person per year. A change in consumption behaviours and diets could have a large impact on consumption-based emissions. A more detailed analysis will be needed to quantify this potential impact. 	<ul style="list-style-type: none"> Autumn 2022 go live for the Pan-London campaign Pre-campaign benchmarking – March 2023 Campaign launch – 27 March 2023 (OOH and social) 2nd burst of media – September 2023 (OOH and social) 3rd burst of media – March 2024 (Social and audio) Measurement and evaluation – April 2024 	WCA/WDA
Ealing #9	<ul style="list-style-type: none"> Waste Reduction 	Reusable nappies	<ul style="list-style-type: none"> Promoting WLWA's reusable/washable nappy trial packs https://westlondonnappies.com/ via the Council website. Investigating options to house washable nappy trial packs in public buildings around the borough or developing local volunteers to promote and loan out packs (subject to funding). Explore opportunities to provide a financial scheme to enable families to afford washable nappies (subject to funding). Look into the feasibility of providing information to all parents registering a new birth about opportunities to reduce waste and save money as a new parent including washable nappies, second hand opportunities. Liaise with Hillingdon Council, who were trialling a leaflet in early 2022. 	<ul style="list-style-type: none"> Using reusable/washable nappies means less waste and therefore reducing residual waste arisings. By using just one real nappy in place of a disposable every day could save 912 nappies from landfill/incineration from just one baby. 	<ul style="list-style-type: none"> Website updated Autumn 2022. Discussions with Hillingdon Council and WLWA to be arranged. 	WCA/WDA
Ealing #10	<ul style="list-style-type: none"> Waste Reduction Reducing Environmental Impact 	Partnership with social enterprise to develop a library of things	<ul style="list-style-type: none"> Partnership with a social enterprise, such as the Library of Things, third sector organisation or WLWA (to be confirmed) to develop an object lending library to help residents reduce waste and save money by renting tools and electronics rather than purchasing new, including locating an appropriate space such as a library, community centre or town centre retail space. Work with partner to stock range of tools and equipment for hire and ensure robust arrangements in place with suppliers. 	<ul style="list-style-type: none"> Reduction in residual waste to landfill and consumption based carbon emissions; increased awareness on the circular economy. Target to determine an appropriate space for a Library of Things by Summer 2023 	<ul style="list-style-type: none"> Options appraisal to be carried out during 2022/23 Determine an appropriate space by Summer 2023 	WCA/WDA
Ealing #11	<ul style="list-style-type: none"> Waste Reduction 	Development of the Council's Climate Emergency and Sustainability Strategy	<ul style="list-style-type: none"> The aim to make Ealing carbon neutral by 2030 has been considered in two parts – first, where the council has direct control over policies and resources and second, where the council is able to influence and advise. The Council is gathering data to establish current carbon emissions across the various sectors within the borough including Council's own estate, schools, homes, business and transport. Strategy developed and adopted by Cabinet in January 2021. Updates to be presented to Cabinet – timescale, to be confirmed. 	<ul style="list-style-type: none"> Reduction in carbon emissions associated with the Council's waste services. 	<ul style="list-style-type: none"> Baselining of waste services to be carried out, inception meeting March 2023. Updates on the Strategy to be 	WCA

Appendix 1 - Waste Reduction and Recycling Plan

Ref	Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
					presented to Cabinet – timescale to be confirmed.	
Ealing #12	<ul style="list-style-type: none"> Waste Reduction 	Courtauld Commitment 2025	<ul style="list-style-type: none"> Aim to become a signatory to the Courtauld Commitment 2025. Use the reports, guides, tools and case studies created by WRAP to work with third sector companies and commercial organisations to reduce food waste and packaging. 	<ul style="list-style-type: none"> Activities will contribute towards reducing waste arisings. Plans to be linked to work around the Circular Economy. The Regeneration Team can assist with engaging businesses locally. 	<ul style="list-style-type: none"> Ongoing. 	WCA
Ealing #13	<ul style="list-style-type: none"> Waste Reduction 	Plastic waste reduction	<ul style="list-style-type: none"> There are 8 water fountains installed so far in the borough of Ealing through various partnerships and funding streams, including the Mayor's Office, Thames Water and #OneLess. Officers will continue to encourage the reduction in use of single-use plastic, refilling and reusing (and recycling e.g. plastic bottles when applicable). This activity should help towards reducing plastic waste arisings. Funding opportunities to be sought for installing further water fountains across the borough. Raise awareness of local businesses and Council Officers that regularly engage with businesses of Refill London scheme membership Refill London - Refill - Staying hydrated in the capital Continue to work with colleagues in the Sustainability team and Facilities Management across all Council buildings to remove single use plastic cups where possible. The head office complex in Ealing does not use plastic cups. Staff are encouraged to bring reusable cups/mugs/bottles for cold and hot drinks. Work with WLWA to promote ways to encourage reduction in plastic use; West London Waste Plastics 	<ul style="list-style-type: none"> Activities will contribute towards reducing waste arisings. Raised awareness of action on single use plastics, re-use and waste reduction. Analyse current use of single use plastics across Council buildings and develop programme to remove single use plastic cups across all sites where possible, in line with the head office complex by Q4 2023. 	<ul style="list-style-type: none"> Ongoing. 	WCA
Ealing #14	<ul style="list-style-type: none"> Maximising Recycling 	Alternate weekly collection service	<ul style="list-style-type: none"> It is important to ensure that residents participate fully in the waste and recycling services available. Using ReLondon communications assets, boroughwide engagement (Around Ealing magazine, targeted social media) is planned to remind residents 'which bin is for which material'. This will help to improve participation in services and reduce contamination, ensuring quality recycle. A doorknocking campaign to encourage residents to use the food waste recycling service has started (August 2022). The campaign focuses on kerbside properties in 6 lower performing (low participation) rounds and is scheduled to complete in March 2023. In partnership with WLWA, waste composition analysis will be carried out approximately every 15 months, with results used to inform communication campaigns and potential service changes. 	<ul style="list-style-type: none"> Reduced contamination of dry mixed recycling and increased participation in the food waste recycling service, therefore maximising recycling. Analysis of the impact of the doorknocking campaign to be carried out Q1 2023-24 	<ul style="list-style-type: none"> Doorknocking campaign August 2022 onwards. Boroughwide engagement (Around Ealing magazine) to remind residents 'which bin is for which material' delivered Winter 2022. 	WCA/WDA
Ealing #15	<ul style="list-style-type: none"> Maximising Recycling 	Increased participation in the garden waste collection service	<ul style="list-style-type: none"> Annual communications to promote the garden waste collection service, also with regular communications to subscribers, and communications specifically around the half yearly discount offer in October each year. 	<ul style="list-style-type: none"> Subscriber numbers currently 13,000 with a target of 14,000 each year. 	<ul style="list-style-type: none"> Communications carried out in October 2022, March 2023 and continue annually in March/October. 	WCA
Ealing #16	<ul style="list-style-type: none"> Maximising Recycling 	Improving recycling quality and reducing contamination of dry mixed recycling from flats	<ul style="list-style-type: none"> Signage across bin stores will be reviewed in line with the ReLondon Flats Recycling package and posters provided in communal spaces where practical. 	<ul style="list-style-type: none"> Reduced contamination of dry mixed recycling, therefore maximising recycling. Target to review signage during Summer 2023. 	<ul style="list-style-type: none"> Boroughwide engagement (Around Ealing magazine) to remind residents 'which bin is for which material' delivered Winter 2022. 	WCA
Ealing #17	<ul style="list-style-type: none"> Maximising Recycling 	Reinvigorate flats food waste collection service and introduction of service to further blocks of flats	<ul style="list-style-type: none"> Encourage take up of food waste recycling service at existing flats by communicating and reminding residents of the service via leaflets, and targeted social media. Rolling programme introducing food waste recycling to the remaining blocks of flats in the borough. 	<ul style="list-style-type: none"> Coverage currently 25% (approximately 9,000 properties) with a target of 90% coverage by 2023, where practicable, leading to an increase in recycling. Target 2kg/hh/week. 	<ul style="list-style-type: none"> Roll out continuing 2022-23. 	WCA
Ealing #18	<ul style="list-style-type: none"> Maximising Recycling 	Schools recycling	<ul style="list-style-type: none"> Regular communications to schools about recycling and food waste recycling. Reinvigorate schools recycling with a communications campaign (using WRAP resources) to ensure that recycling services are being used to their full potential. 	<ul style="list-style-type: none"> All schools signed up to the Council's waste collection services have dry mixed recycling and food waste collection services. 	<ul style="list-style-type: none"> Develop communications campaign in line with WRAP resources and seek funding opportunities for 	WCA

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Ref	Theme <ul style="list-style-type: none"> Waste Reduction Maximising Recycling Reducing Environmental Impact Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
				<ul style="list-style-type: none"> Communications campaign to be developed to ensure we are maximising recycling from schools. 	further engagement with schools during 2023-24.	
Ealing #19	<ul style="list-style-type: none"> Maximising Recycling 	Expansion of commercial waste service to offer further dry mixed recycling services and trial food waste collections	<ul style="list-style-type: none"> Commercial customers are currently offered a dry mixed recycling sack collection, which was introduced in November 2019. Service growth has been limited due to the pandemic. 4% of current commercial customers utilise the dry recycling sack collection service. A survey is currently being carried out to inform the development of the recycling service to include bins, as well as sacks. This will increase the take up of the service, as sacks are not suitable for all commercial properties. Current commercial waste customers are being targeted for uptake of the recycling service as well as new businesses that may not have used the Council service previously due to a limited recycling service offer. The recycling service is more cost effective and environmentally friendly and evidences the customer's own sustainability credentials and therefore should drive uptake. The survey will capture data from current residual waste bin customers to understand how many would take on a dry mixed recycling bin service. Commercial properties are not currently offered a food waste collection service. The development of this service has unfortunately been delayed due to the pandemic. We are looking to introduce a trial food waste collection service to some commercial properties in 2023. We are working with ReLondon for help and guidance around food waste collections from commercial properties and in discussion with other boroughs also. Discussions to take place regarding a commercial food waste collection trial in selected area/s of the borough where known food waste production is at its highest to gain data on how this could work and logistically how effective this may be. Trial data to be used to understand on the demand business have for this service, how viable a commercial food waste service is operationally for businesses and the cost/saving opportunity to the council whilst working toward the recycling rate targets. 	<ul style="list-style-type: none"> To contribute to achieving the local authority collected waste recycling rate. Using results of survey, customers to be spoken to/visited and contracts amended to introduce dry mixed recycling bins alongside their residual waste collection, thus increasing recycling tonnages and reducing landfill/incineration. Initially target the equivalent of 1,500 sack collections per week or 100 bin collections per week for dry mixed recycling. 	<ul style="list-style-type: none"> Survey sent out in January 2023. Follow up survey to be sent March 2023. Summer 2023 Dry mixed recycling bins and collections to be rolled out. Identify a suitable area for a commercial food waste collection trial in 2023. 	WCA
Ealing #20	<ul style="list-style-type: none"> Maximising Recycling 	Flats above shops food waste recycling trial	<ul style="list-style-type: none"> Introduce a pilot to trial food waste collections from flats above shops along one high-street/parade in the borough, accompanied by a targeted communication campaign. Discuss with ReLondon and other boroughs to learn from best practice. Should the pilot be successful, and subject to what government will require as part of Consistency policy, funding will be sought to roll out this service. This could also include flatted properties that may be unsuitable for the current communal food waste recycling service being rolled out and require a different solution. 	<ul style="list-style-type: none"> Increased availability of food waste recycling services to residents, therefore maximising recycling. Target 1kg/hh per week of food waste. 	<ul style="list-style-type: none"> Identify appropriate pilot area Q1 2023-24. 	WCA
Ealing #21	<ul style="list-style-type: none"> Maximising Recycling 	Waste management guidance for developers to be updated in line with best practice	<ul style="list-style-type: none"> Developers refer to the Council's Waste management guidance for developers. Update in line with ReLondon's report Making recycling work for people in flats 2.0 and example supplementary planning guidance. Ensure that developments make sufficient provision for waste management and promotes good design to secure the integration of waste management facilities with the rest of the development and, in less developed areas, with the local landscape. This includes providing adequate storage facilities at residential premises, for example by ensuring that there is sufficient and discrete provision for bins, to facilitate a high quality, comprehensive and frequent household waste and recycling collection service. The handling of waste arising from the construction and operation of development should maximise reuse/recovery opportunities (e.g. bulky items) and minimise off-site disposal. Sustainable development maximises reuse/recovery and recycling, contributing to waste reduction and increased contribution to recycling targets. Continued engagement with planning officers and developers to ensure that reuse (e.g. bulky items) and recycling is designed in to developments. 	<ul style="list-style-type: none"> Officers comment on developer waste management plans and provide advice on specific proposals, where required. This should ensure that developments meet the requirements for waste management. 	<ul style="list-style-type: none"> Ongoing. 	WCA
Ealing #22	<ul style="list-style-type: none"> Maximising Recycling 	Expand the range of materials that can be accepted for recycling at the kerbside	<ul style="list-style-type: none"> Textiles and household batteries continue to be collected from kerbside properties by the Council's Local Authority Trading Company, Greener Ealing Limited. Reuse of items such as textiles where suitable. Promote the doorstep collection of textiles, e-waste and bric-a-brac using the existing TRAIID collection services https://traid.org.uk/collect/ Promote battery recycling facilities in local shops and other spaces, where collection is not available from home. Promote the recycling of soft/flexible plastics in local supermarkets www.recyclenow.com/repeatthecycle 	<ul style="list-style-type: none"> Decrease in residual waste with more items being diverted from the residual waste stream. Increase in reuse and recycling by 0.02% Review Council website to ensure information up to date. 	<ul style="list-style-type: none"> Reviewed website information Autumn 2022. 	WCA
Ealing #23	<ul style="list-style-type: none"> Maximising local waste sites 	Expand the range of materials that can be accepted for recycling at	<ul style="list-style-type: none"> Expansion of the range of materials that can be accepted, including recent partnering with Terracycle to trial collecting hard to recycle items such as toothpaste tubes and pringles tubes from the Household Reuse and Recycling Centre in Greenford. 	<ul style="list-style-type: none"> Decrease in residual waste with more items being diverted from the residual waste stream. 	<ul style="list-style-type: none"> 6 months Terracycle reviewed end of November 2022 with 	WCA/WDA

Appendix 1 - Waste Reduction and Recycling Plan

Ref	Theme <ul style="list-style-type: none"> • Waste Reduction • Maximising Recycling • Reducing Environmental Impact • Maximising local waste sites 	Action title	Action Description	Expected Target / Impact	Timescale for action	WCA/WDA
	<ul style="list-style-type: none"> • Waste Reduction • Maximising Recycling 	the HRRC, and explore reuse/repair activities	<ul style="list-style-type: none"> • Introduction of a laptop repair and reuse scheme with dedicated drop off point at the Household Reuse and Recycling Centre in Greenford. • HRRC improvements project to review layout, refresh signage and allow pedestrian access to the site. • Develop great communications about using the HRRC sites so residents can maximise their separation for recycling and reuse e.g. videos showing how a resident would use the site, profiles of different materials and what happens to them after the resident leaves them at site • Provide more information about performance on site including recycling rates, reuse rates. • Review (with Greener Ealing Limited) the gatekeeping at residual waste containers to encourage maximum sorting of materials. • Work in partnership with other WCA and WLWA to trial collections of hard to capture materials e.g. flexible plastics, rigid plastics. 	<ul style="list-style-type: none"> • Increase in reuse and recycling. • Estimate reuse increase of approximately 2 tonnes per year with laptops and bikes • Social value impact from bikes up to approximately 100 people per year 	<ul style="list-style-type: none"> • additional drop off location to be added in March 2023 • Laptop reuse drop off point introduced in July 2022 • HRRC improvements project underway August 2022 (refresh signage and pedestrian access) 	
Ealing #24	<ul style="list-style-type: none"> • Maximising local waste sites 	Neighbourhood sites for recycling electricals and textiles/shoes	<ul style="list-style-type: none"> • The Council operates 22 neighbourhood recycling sites with facilities to reuse/recycle items that cannot always be recycled from home, such as textiles and e-waste. Continue to promote these facilities and expand where appropriate (e.g. into schools). 	<ul style="list-style-type: none"> • Decrease in residual waste with more items being diverted from the residual waste stream. • 5.5 tonnes annually e-waste recycled • 500 tonnes annually textiles recycled 	<ul style="list-style-type: none"> • Reviewed website information Autumn 2022. 	WCA
Ealing #25	<ul style="list-style-type: none"> • Reducing environmental impact 	Shift towards to HVO and electric waste collection fleet	<ul style="list-style-type: none"> • Discussions are taking place with Greener Ealing Limited regarding the potential use of HVO and a trial of an eRCV. Timescales and funding to be confirmed. • Electric panel vans operational from July 2020 for part of the fleet. Charging point infrastructure at the Council depot has been delayed. Further vehicles to be ordered once timeline confirmed. 	<ul style="list-style-type: none"> • Reduction in carbon emissions associated with the Council's waste services. • Contributing towards the Mayor's zero carbon city 2030 target • Potential carbon emissions savings of ~1,700t CO2^e per annum compared to full diesel alternatives. 	<ul style="list-style-type: none"> • Timescales to be confirmed. 	WCA
Ealing #26	<ul style="list-style-type: none"> • Reducing environmental impact 	Reducing carbon impact	<ul style="list-style-type: none"> • The Emissions Performance Standard tool highlighted areas in need of improvement. • For example, commercial waste recycling is currently highlighted as low. This is being addressed by the introduction of the commercial waste dry mixed recycling bin service in 2023 and a commercial food waste recycling trial. Procurement of ULEZ compliant vehicles, electric vehicles where possible, the use of HVO and further optimisation of fleet journeys will contribute to reducing carbon impact. Further introduction of food waste recycling collections from flats will be positive. • Consider pre-sorting of residual waste, where prior sorting of certain waste streams takes place prior to being sent to the energy recovery centre. Discussions to take place with West London Waste Authority. • Address MRF reject rate and improve with communications with residents, and ensuring contamination is removed during the bulking process, where practicable. • Collect fleet data (miles, fuel use etc.) to feed into the process of delivering more effective rounds (in partnership with Greener Ealing Limited). • Review data around collections to ensure the sources are correctly identified and the performance of each collection road can be measured to enable targeting of communications about how to use services and what materials are accepted at low performing rounds. • Use vehicle tracking data to identify potential changes to collection rounds to improve efficiency. • With WLWA, investigate the potential use of sensors in the creation of collection rounds for blocks of flats, on-street banks and litter bins to provide responsive services. 	<ul style="list-style-type: none"> • Reduction in carbon emissions associated with the Council's waste services. • Contributing towards the Mayor's zero carbon city 2030 target 	<ul style="list-style-type: none"> • Ongoing. 	WCA/WDA

