



23/06/2017 – 2: Programmes Update

Board paper title		Paper 23/06/2017 – 2
LWARB Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Operating Officer	
Date of decision	Board Meeting 23 June 2017	

Summary

This paper presents updates on the LWARB programmes.

Recommendations

- To note the updates presented.

Risk Management

Risk	Action to mitigate risk
N/A – no decisions being made.	

Implications**Legal**

N/A – no decisions being made.

Financial

N/A – no decisions being made.

Equalities

N/A – no decisions being made.

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PART A – Non-confidential items

Why the paper is being presented

The paper is presented to update the Board on activities in its current programmes.

Advance London

Progress is being made with each of the new circular economy programme initiatives. A summary of each element of the programme is discussed below.

Startup Support

During the period a £300k investment was concluded into Sustainable Accelerator, a newly formed programme seeking 10 innovative circular economy and low carbon startups in London. The balance of the funding requirement is being raised via Seedrs, a leading crowdfunding platform – the initial target raise has already been reached (after only 10 days of an expected 60 day process) demonstrating that there is investor appetite for businesses that have the potential to disrupt existing linear models.

Development work continues on the design of a more comprehensive startup support programme, led by LWARB. Initial free assistance has been provided by PA Consulting, a fellow Ellen Macarthur Foundation CE100 member who has substantial experience of startup programme design. A procurement process will be launched imminently to secure full support for the design and roll-out phase. In the meantime, LWARB officers have started to engage with potential programme partners and have also investigated potential location options. There has been a promising initial discussion with one Borough about potentially using their Section 106 powers to secure very cheap space in one of their major new office developments. We understand other Boroughs may be trying to use Section 106 powers in the same way and therefore we are attempting to engage with the relevant personnel.

Portfolio Management

See part B, confidential information.

Advance London Business Support

The business advisory support service is now live and actively working with a number of SMEs across London to assist them develop their circular business models. The service officially launched at City Hall in April, with around 100 stakeholders attending.

To date, a total of 35 Expressions of Interest have been received from SMEs across a range of sectors. Progress has already been made against targets with 3 businesses receiving 12 hours of support. A further 11 businesses have support plans agreed with the team working through actions now.

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In addition 2 workshops for participating SMEs have been arranged over the summer to tackle some of the common issues being raised, such as finance and supply chain issues.

London Business Waste and Recycling Ltd

See part B, confidential information.

Circular London

Communication

LWARB's circular economy route map for London was published on 19 June in partnership with the Green Construction Board. Councillor Bassam Mahfouz gave an overview of LWARB and its circular economy work to date. Deputy Mayor for Environment, Shirley Rodrigues spoke about the GLA/Mayors response to the route map. The Ellen MacArthur Foundation helped us to facilitate a video address from Ellen MacArthur as part of the event. Clare Ollerenshaw shared more detail on the background to the route map and how it will be taken forward

LWARB have committed to carrying out a number of actions under each focus area of the route map – built environment, food, textiles, electricals and plastics. There was a call to action at the event for stakeholders to join LWARB in delivering the route map. This work will be co-ordinated through the collaboration hub, see below, and will be reviewed annually.

AMEC Foster Wheeler have conducted an economic analysis of the route map and concluded that the circa.100 actions within the route map would benefit London by £2.8bn per year by 2036, out of the £7bn overall net benefit. The other £4.2bn comes from actions taken outside of London, nationally and globally.

Collaboration

At the route map launch LWARB also announced our intention to develop a circular economy collaboration hub for London. Our Collaboration Hub Project Officer started on 12 June, and is developing a structure and programme for the collaboration hub to be launched in the autumn this year. The collaboration hub will amongst other things, co-ordinate activity created through the route map.

The COO and Circular Economy Manager have been working with the GLA team to ensure that circular economy is embedded in the suite of mayoral strategies being developed including the Environment Strategy and the London Plan, with encouraging results. A draft of the Environment Strategy is expected later in June with the London Plan draft to follow in the autumn.

Further support in this area will be provided by the Circular Economy Project Officer, due to start 30 June, who is being employed with funding from an INTERREG project that LWARB have been successful in securing alongside seven other regions across Europe. The aim of the project is to increase the capability of local or regional policies that support the development of a circular economy. CircE aims to achieve this through:

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an exchange of knowledge and experience among partners; a continuous involvement of stakeholders; and through a deeper analysis of the local economic system. Councillor Bassam Mahfouz has kindly offered to chair the CircE steering group for London.

Demonstration

A project looking at how circular economy could be embedded at the Old Oak Park Royal site has been completed. The report sets out ten themes to report opportunities against and seven guiding principles. The report goes on to develop four scenarios of cross cutting activity including:

- The Royal Garden – collection of food waste, local reprocessing and use of product in urban gardening
- Clean Tech Estate – a local incubator located within a cluster development, providing a nexus between research from nearby Imperial College White City campus, and new business ventures that require support and funding.
- Adaptable development – high rise developments will use sustainable materials and innovative fabrication techniques, building in flexible spaces and services that are adaptable over time.
- Sharing community – citizens can access and share local resources, skills and tools via digital platforms.

A 16 page summary of the full report is available on request.

Resource London

The Resource London Partnership Board met on 31 March 2017. At this meeting the Partnership Board approved the Resource London 2017-18 programme plan and budget including an updated Recycle for London campaign plan. The first meeting of 2017-18 has been delayed due to the General Election.

Programme Plan <http://resourcelondon.org/who-we-are/programme-plan/>

Changes from the 2016-17 plan are designed to ensure that the programme can provide the most relevant and effective support to London waste authorities. For 2017-18 the programme objectives have changed (as follows) to reflect the Mayor of London's manifesto commitments and his emerging Environment Strategy:

By 2020, London will have more harmonised, consistent and efficient waste and recycling services that will:

- *Reduce the city's waste footprint and reinvigorate recycling to make a significant contribution towards the Mayor's ambition for London to achieve 65% recycling by 2030;*
- *make an effective contribution to the Mayor of London's CO₂ emissions performance standard; and*
- *make a significant contribution towards England achieving its 50% household waste recycling target by 2020.*

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Programme activities

Service support

- **Service reviews**
Resource London continues to provide a number of bespoke service review projects with waste authorities planning or delivering service change.
- **Contamination**
In January Resource London, in partnership with LEDNET launched the Cost of Contamination Toolkit. <http://resourcelondon.org/resources/toolkits/cost-contamination-toolkit/> to aid boroughs to assess the true cost of contamination in their services. Following on from this Resource London is now supporting six London boroughs to review their services and implement targeted interventions designed to reduce contamination. These projects will then be used as good practice case studies to support other London authorities.
- **Back to Basics**
As part of its contamination work Resource London is also delivering phase two of its 'Back to Basics' project with LB Newham – a communications project delivering highly simplified and targeted communications materials to address the issue of contamination. The objective is to increase the amount of clean, dry paper collected from the recycling.
- **Clinical waste**
Resource London, in partnership with University College London Partnership Procurement Service (PPS), has developed (through the procurement of two framework contracts) a pan-London approach to clinical waste service delivery, with the potential to deliver significant efficiencies for London boroughs and improve the resident experience. The announcement of the successful contractor will be made later this month. Resource London will then organise a borough workshop to promote the new framework opportunity.

Communications and behaviour change

- **Recycle for London campaign**
The 2017-18 Programme Plan includes an updated Recycle for London (RfL) campaign plan. The RfL campaign plan sets out how the campaign will grow and develop over the next three years to 2020, including planning for the delivery of a major (c.£2.4 million) three year communication and behaviour change campaign.

Using WRAP's new behaviour change campaign solutions framework Resource London has conducted a procurement exercise and selected a behaviour change specialist, Ogilvy Change. Resource London has also conducted a procurement

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through the Crown Commercial Services framework for a public relations (PR) agency to support the creative campaign agency and campaign delivery and has selected Forster Communications to fulfil this. NB. in addition to providing PR support to the RfL campaign, the PR agency will also provide LWARB corporate PR support.

Over the next few months (working towards an autumn 2017 launch) Resource London will be working with Ogilvy to develop the campaign plan and will share developing creatives with the LWARB Board for information as the campaign takes shape.

- **Recycle Week**
Resource London will again be supporting the national Recycle Week through regional digital and PR activity and through supporting local activity. We will be funding six boroughs and three joint waste disposal authorities to a total of c.£50K. All activity funded must begin and end during Recycle Week, which will be taking place 25 September – 1 October.
- **Reuse and repair quarter**
Following last year's hugely successful 'Reuse and Repair quarter' RfL will be delivering the same activities for 2017-18. A total of £50K has been budgeted to deliver three different activities: Jumble Trails, electrical repair workshops and sewing workshops. Resource London will be funding:
 - seven boroughs for Jumble Trails with the aim to hold one event a week on a Saturday or Sunday throughout July and August. The first is running on Sunday 16 July and the last event will be 27th August - Bank Holiday Sunday.
 - 10 electrical repair workshops across 10 boroughs taking place between September and December; and
 - 16 sewing workshops across 16 boroughs during November and December.
- **Results of the food waste quarter**
During 2016-17 Resource London funded eight pilots to boost food waste recycling in existing borough food waste services. These projects have now completed and initial data from completed projects shows a positive impact on both participation and capture rates. Following on from these Resource London working with Sainsbury's and using a range of innovative media delivered further targeted food waste recycling communications in five of the eight boroughs. These have proved hugely successful in terms of contact with residents and involved a first major tie-up with a commercial partner.
- **TRIFOCAL**
Transforming City Food Habits for LIFE commenced on 1 September 2016 and was officially launched by Liz Goodwin at the London Conference on 16 March 2017. Resource London is responsible for actions relating to householder engagement, WRAP is leading on the business engagement and Groundwork London the community and schools engagement actions.

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Resource London with WRAP are now in the planning and implementation phase for the householder engagement actions. A communication strategy has been completed, and a communications and behaviour change agency has been appointed, and nine partner boroughs have been identified and signed up (Bexley, Croydon, Hackney, Hounslow, Islington, Lambeth, Merton, Sutton and Tower Hamlets.)

Food waste compositional analysis will be conducted in six of the nine borough. The project is on track to commence public facing activity regionally and targeted in the first three boroughs from September 2017.

- **European Clothing Action Plan (ECAP)**
In 2015 LWARB signed up to be a partner in the EU-funded ECAP project. Resource London provided c.£75K plus a contribution from the Circular Economy programme budget of c.£40K, to make a total London contribution of c.£115k. This funding in turn levers in an additional c.£166,400 (i.e. 60%) Life+ funding. Resource London and LWARB's participation in the ECAP project finally received EU approval at the end of May 2017. Resource London will now commence project activity which will include the appointment of a Love Your Clothes officer on a part time fix term contract.

Flats activity

For 2017-20 Resource London's core work-streams will be boosted with a flats specific focus (capitalised with £1million of additional funding from LWARB). The flats activity will sit across all of Resource London's work-streams. The additional monies are not a challenge/grant fund, but will instead be used in a strategic and targeted way, working with boroughs and other key stakeholders to improve recycling performance from flats. The challenge is twofold: i) to increase recycling rates from purpose built flats, and ii) to ensure that new build flatted properties are designed to accommodate the needs of high quality recycling. The flats activity is currently under development and Resource London is talking with a number of key non-local authority stakeholders.

- **Stakeholder group**
To kick off the flats activity, Resource London is planning a flats intervention stakeholder day. Officers have had initial conversations with a number of key stakeholders and the workshop will involve key stakeholders from across the public and private sector including local authority flats officers, social and private housing providers and sector representatives, as well as planners, developers and behaviour change experts. The purpose will be to bring together existing learning and understanding on what has worked and why and look at what new and innovative interventions are available.
- **Flats task force**
This is the element of the flats activity that will deliver direct on the ground

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interventions. As part of this Resource London is seeking to work with major London housing providers (as well as the boroughs) to deliver exemplar recycling services. Officers have had a number of very positive meetings with one such social housing provider who has significant presence across London and officers are working with them to develop a joint project. Social landlords are in a unique position to be able to affect the success of flats recycling services. They provide homes for a significant percentage of Londoners and own and manage a huge percentage of London's flats (and the connected infrastructure) across the capital. Along with the local authority they therefore have the ability to influence the accessibility, viability and awareness of waste and recycling services available to their residents. Additionally working with social landlords will allow the project to work across borough boundaries and therefore different service delivery models of the boroughs.

Social landlords also have a unique relationship with their residents. They understand the particular pressures that social tenants are under as well as having an insight into their motivations, which if effectively harnessed can be used to optimise the impact of the behaviour change initiatives.

- Developer / new build

GLA projections estimate that by 2030, 46% of London properties will be purpose-built flats (the figure is currently 37%). These projections suggest that, of the properties built between now and 2030, 88% of those new-builds will be purpose-built flats (c.1.89million households), demonstrating the dominant growth in this housing type across the capital. Resource London has therefore also been talking with a major London development project to discuss developing a good practice toolkit for designing in sustainable waste management both in-home and within the public realm.