



31/10/19 – 4: Programmes Update

Board paper title		Paper 31/10/19 – 4
LWARB Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Operating Officer	
Date of decision	Board Meeting 31 October 2019	

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.

Circular London

Circular Construction In Regenerative Cities (CiRCUIT)

LWARB is a partner in an EU Horizon 2020 project that focuses on circular economy built environment demonstrator projects. The project involves Copenhagen, Hamburg and Helsinki Region as well as London. LWARB have put together a consortia in London that will receive around €2 million over 4 years, with around €1 million to cover LWARB staff time and to facilitate circular economy built environment demonstrator projects. The project is 100% funded by the EU. The London consortia partners are: Greater London Authority, Building Research Establishment (BRE), UKGBC (UK Green Building Council), Imperial College London, Grimshaw Architects and Clear Village.

C & A Foundation Fashion project

LWARB and our delivery partner QSA are continuing to work with four fashion retailers (3 corporates and one SME) to develop circular economy business models to be delivered in London, tailored to the retailers through in depth examination of their businesses. Ted Baker, Far fetch and FW were announced as partners in May. FW and Far fetch have both launched pilots which are being monitored. Further work for a stage 2 Far fetch pilot is currently in development. We have also announced the launch of the pilot with adidas to set up a new resale platform on their website. The final pilot is expected to launch in Spring 2020. Ted Baker announced that they will be launching a resale pilot in the spring with us.

Electricals

We have completed a review of current activity in London and good practice across Europe to accelerate the circular economy in the electricals sector and will publish the document by the end of November.

Circular Economy Week

The week was much bigger than last year with more than 40 events across the city throughout the week. This created significant activity in trade press, including a piece in the evening standard, and across our social media channels. It is estimated that more than 1200 people attended events over the week. As part of the activities LWARB host a launch event which had 150 attendees from across industry sectors and businesses in London and featured Kate Raworth as a keynote speaker. LWARB also organised a cities roundtable which was attended by 9 cities and a few regional representatives from Scotland and Wales as well as DEFRA. There is a desire that this will become a UK circular cities working group. This event also opened up to a global cities networking event hosting the wider Ellen MacArthur Foundation cities network.

London Plan - Circular Economy Statement and Guidance

LWARB worked with the GLA to procure technical specialists to work with the built environment sector in London to create guidance to accompany the new Circular Economy Statement policy within the draft London Plan. LWARB provided funding towards the development of the guidance and assisted in its development and work to test and refine it. The Circular Economy

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Statement policy was discussed as part of the London Plan Examination in Public (EiP) on 30th April. LWARB attended to support the policy. LWARB continues to work with the GLA to finalise the guidance. The guidance was welcomed by participants and the final draft has London Plan has now been submitted to the EiP panel. The guidance should be published by the end of 2019, as part of the Mayor's good growth by design guides. The GLA published the Circular Economy primer based on the guidance we have developed together.

CircE

CircE is an EU funded project where LWARB has worked in partnership with 7 EU regions to share best practice and build knowledge on circular economy policy. The project has enabled LWARB to help provide resource to input into the development of the London Plan and the London Environment Strategy. We have completed phase 1 and are now focusing on phase 2, the delivery of the action plan, which covers procurement, the circular economy statement and updating our strategy for the five focus areas.

Circular Economy Champions

The Circular Economy Policy and Projects Officer is developing a set of projects with the officers from each of the three champion boroughs (Bromley, Camden and Hackney). This includes embedding circular economy in procurement, and a refill mobile street market. The Bromley Champion and the LEDNET Chair (Tower Hamlets) accompanied the CEO to the EMF accelerator workshop in May to increase understanding about the circular economy in practice. Bromley are focusing on developing a procurement tool, Camden are developing a refill market stall and Hackney are setting up a Library of Things.

The third session of the LEDNET circular economy group was on 25th September. Each meeting includes a variety of external speakers to share knowledge on current and future circular economy work within London.

Circular London Accelerator

The six-month programme of support for the first cohort of startups was completed on 30th September with a celebratory event on 15 October. The feedback from the businesses has been extremely positive with them particularly valuing the bespoke nature of the support, describing it as a key differentiator from other programmes currently available. Each business received a tailored programme, delivered in partnership with the Carbon Trust, to help them sharpen their business model, improve their external communications, develop pitches to investors and customers and access grant support to help them grow.

Successes

Qflow have secured c.£800k of seed investment – including investment from MMC through GLIF - allowing a big expansion of their team over the summer.

Sustainability Cloud have received £120,000 of investment from the Antler accelerator programme after successfully pitching to their investment committee with our support valuable in helping them to refine their business model and hone their pitch.

Rapiere

The company has had a very positive response from the industry about their lifecycle assessment tool, ECCOlab, with discussions ongoing with BAM, Wilmott Dixon, Bouygues, ISG, and Westminster Estates to name a few.

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Biohm were successful in securing two grants from Power2change and Waitrose in collaboration with their social enterprise partners, Onion Collective, to establish a manufacturing facility in Watchet, Somerset and undertake research on plastic as a feedstock for the mycelium.

Chip[s] Board

Chip[s] Board, having pivoted from built environment to the fashion sector, have reached the final shortlist for the Fashion, Textiles, Technology R&D SME Support Programme where they will receive support to develop a project proposal to pitch for up to £175k of funding later in the year. They are also awaiting the outcome of an Innovate UK application.

Next steps

The model for the next accelerator cohort will follow a similar format to the first one, with businesses selected to receive six months of bespoke support to help them commercialise their circular economy innovations. The next cohort will be cofinanced by LWARB and funders who have not yet been identified.

The sector focus for the second accelerator will be widened to include textiles and food alongside the built environment (with plastics as a cross cutting theme across all the sectors). The final selection of businesses will be based on an assessment of the alignment to LWARB's objectives and the challenges identified by the corporate sponsors.

Greater London Investment Fund - Circular Economy Equity Fund

LWARB has contributed £7 million to a £14 million (minimum) circular economy equity fund, forming part of the Mayor's £100 million Greater London Investment Fund. The equity fund, which is run by fund managers MMC, is targeting circular economy businesses in phases and has so far made two investments. QFlow, one of the LWARB accelerator businesses and Unmade, a garment manufacturer specialising in producing short run low waste apparel lines.

LWARB participated in the first Limited Partnership Advisory Committee for the MMC Greater London Fund Advisory Board and discussed current circular economy investments and pipeline. We committed to continuing to feed the pipeline from Advance London businesses. We are in discussions on representation on the GLIF Board which we feel is important to ensure our objectives are met.

Advance London Business Support

The Advance London business support project has now been extended for a further 3 years (originally due to end Dec 2019) with additional LWARB/ERDF funding and output targets. The portfolio now consists of 160 circular economy SMEs, who have each received business advice and support from LWARB's specialist team.

The team has recently enlisted a communications company to refine their messaging and has revised its service offerings to provide clear streams of support based on SME needs. The new services will be launched with a new look website, application processes and related materials is now live.

From October, SMEs will be able to apply for the following streams:

ReDesign Your Business: SMEs receive support aimed at redesigning a specific aspect of business e.g. packaging or a certain type of business e.g. restaurants to incorporate more circular models.

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Validate Your Model: SMEs work with the team to test their business model and circularity credentials to increase their circularity and confidence in their business plans.

Amplify Your Impact: Circular businesses are provided with one-to-one validation of their business and pitching practice before attending a Meet the Investor or Meet the Buyer event.

The new services are designed to encourage more SMEs looking to change the way they do business to register with the programme for technical support. The more general business growth support for already-circular businesses will be limited to the 'Amplify Your Impact' stream.

As at Sep 2019, the project has over-delivered or is on track to deliver its various 3 year target outputs. The extension targets, based on previous performance, have an increase of 40% on the first three years.

Output	Targets: 2017- 2019	Targets: 2020-2022	Total	Achieved so far (to Sep 2019)
P13 (No. of SMEs receiving 3h support)	100	140	240	141
C1 (No. of SMEs receiving 12h support)	80	112	192	91
C29 (SMEs supported to create new products)	30	45	75	27
C8 (New jobs created)	48	72	120	40
C5 (New enterprises supported)	0	18	18	0

LWARB investment portfolio

See Part B – Confidential Information

Resource London

Resource London Partnership Board

The Partnership Board met on 24 September 2019. The next meeting is scheduled for 4 December 2019.

Resource London programme activity

A number of regional demonstration projects are underway in partnership boroughs:

Existing purpose-built flats – The Resource London Peabody Flats Recycling Project is a two year project testing resident focused interventions and a minimum service standard designed to increase recycling and capture rates in purpose built flats. The project was delivered on 10 Peabody estates plus two control estates. The interventions were rolled out to the 12 estate in

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September/October 2018. The operational phase lasted 9 months, completing June 2019. Since June the focus has been on completing the various elements of the project evaluation.

Pre-intervention waste monitoring and waste compositional analysis was undertaken during 8 weeks in May and June 2018. This was repeated as in May-June 2019. Data shows the following overall results for the 12 estates in the project:

- The recycling rate (excluding contamination) increased by 26% from 10.7% to 13.4%.
- The capture rate increased by 22% from 38.2% to 46.8%.
- Contamination of mixed dry recycling reduced by 24% (from 30.7% to 23.4%).

The results show that the introduction of the minimum service standards and the interventions have had a positive impact on recycling and capture rates. The quantitative and qualitative data are being analysed through Qualitative Comparative Analysis to understand what activities are actually delivering change. The final report is timetabled for November, with a dissemination of event planned the same month.

Contamination Hit Squad – with all London boroughs providing some form of co-mingled recycling, delivering quality of the recyclate is critical to increasing recycling rates. Resource London, with LEDNET are piloting a centrally managed resource of contamination officers to deliver the Council's feedback to householders that contaminate. The aim of the pilot is to test the hypothesis that a shared dedicated team of officers (the hit squad) checking contamination in kerbside containers, presents a cost-effective way of managing and reducing contamination. The project is working with four boroughs: Lewisham, Greenwich, Brent and Haringey. The project is currently live in Lewisham and Greenwich, but will transition to Brent and Haringey in early November. Early indications are that the intervention is having a positive impact.

Short-term-lets – There is significant anecdotal evidence that recycling rates are low and contamination rates are high from properties within the Short Term Lets sector. Two interrelated projects are being delivered: an ethnographic study of HMO residents to look at waste and recycling behaviours; and audience insights research into users of London holiday rentals to gain a better understanding the impact of their waste management behaviours on borough services. Research phases are live for both elements.

In addition to the demonstration projects a number of 1-2-1 borough support projects are being delivered including: Barnet; Hackney; Haringey; Enfield; Westminster City Council; RBKC and Hammersmith and Fulham.

The Resource London is also supporting boroughs with the development of their reduction and recycling (RRP) plans. Providing knowledge and expertise to help boroughs navigate this new requirement. The boroughs have been placed into one of three phases. Phase 1 and 2 boroughs have submitted their RRP. Phase 3 is due by 20th December 2019. The Mayor's office has confirmed that they will be approving the RRP, at the time of writing approx. 50% have been signed off as the final version. Officers are working with GLA colleagues to determine the arrangements for future monitoring.

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In line with the Mayor's municipal waste target Resource London is also working to increase London's commercial recycling rates. The workstream includes:

- establishing and facilitating a borough commercial waste service network
- developing the Commercial Waste Communications Toolkit
- working with Business Improvement Districts (BIDs) and business partnerships to improve recycling service provision and support waste consolidation schemes.

Resource London manages three behaviour change One Bin Is Rubbish (London Recycles), Love Not Landfill and, Small change big difference.

- London Recycles (formerly Recycle for London) – National Recycling Awards campaign of the year 2019 (joint winner with LWARB's Love Not Landfill campaign). The third and final year of the 'one bin is rubbish' campaign will launch in early October. Activity year includes: Bus-side adverts; a digital campaign; a retail partnership(s); and localisation campaigns with target boroughs. Over the previous two years evaluation has shown the campaign going from strength to strength, key results being:
 - 55% of our target audience have seen and recall the campaign;
 - 8% of our target audience have seen the campaign, acquired or hacked a second bin for recycling in the last year, and say they are recycling more;
 - A further 13% of our target audience have seen the campaign and say they are recycling more without having acquired a second bin.
 - Social norming of recycling continues to improve, and contamination rates of key items have reduced
- Love Not Landfill (#LNL) – National Recycling Awards campaign of the year 2019. #LNL is LWARB's sustainable textiles campaign targeted at 16-24 year olds, funded through EU Life. The campaign delivers a digital campaign and experiential events to engage the 'fast fashion' generation in sustainable fashion, clothing reuse and textile recycling. The campaign also owns 20 banks, 5 of which are Bambi-branded and 15 of which are campaign-branded. 12 are currently in situ at locations across the capital; one of the Bambi banks is retained as a 'touring bank' for swaps, talks and pop-ups. ,090 kilos of clothing have been collected so far. The ECAP project ends on 31 December 2019. The last flagship event pop up #2 will take place between 13 – 17 November 2019. The events is being delivered in partnership with Shaftsbury PLC (who grant the location), four charities (Oxfam, Trinity Hospice, Barnardo's, and Cancer Research UK), depop and the Clothes Doctor (a mending and repair specialist). Final evaluation is not yet available of the wider ECAP project, but a survey of young (16-24) consumers has taken place recently in London to look at changes in clothing behaviours since the beginning of the project. A question was added to this post-campaign survey about recognition and recall of #LNL, which shows that 32% of 16-24 year olds in London know about the campaign. This is a significant result given that it has only been running for 18 months with relatively low spend.
- The TRiFOCAL project and its accompanying 'Small Change, Big Difference' householder campaign is an EU Life funded project being delivered in partnership with WRAP and Groundworks London. The project is now in its third and final year (ending January 2020). Between June and October, a programme of 30 cookery workshops (to

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deliver hands-on kitchen skills around healthy sustainable eating, waste prevention and food waste recycling) were delivered across London. A final wave of campaign activity was then delivered between 14- 20 October. This was a celebratory week of activity co-delivered with 12 boroughs (Brent, City of London, Hackney, Islington, Lambeth, Lewisham, Richmond, Southwark, SLWP boroughs) and will wrap up all the external-facing elements of the project. The London-wide activity during the campaign week was centred around a PR stunt, with a 'waste house' being created illustrating the amount of food waste generated by householders in London during a typical month. The evaluation, including extensive post-project waste composition analysis (WCA) shows an encouraging average of 9% reduction in householder food waste across the 6 boroughs in which WCA was carried out.