



06/02/20 – 5: Programmes Update

| | | |
|--------------------------|--------------------------------|-----------------------|
| Board paper title | | Paper 06/02/20 – 5 |
| LWARB Programmes Update | | |
| Report by | Wayne Hubbard | |
| Job Title | Chief Executive Officer | |
| Date of decision | Board Meeting 06 February 2020 | |

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.

| | |
|------------------------|----------------------------|
| Originator | Wayne Hubbard |
| Contact details | wayne.hubbard@lwarb.gov.uk |

06/02/20 – 5: Programmes Update

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 (CIRCulT)

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 has recruited the Project Co-ordinator, who started in December 2019, and the Project Manager, who will begin the role on 9 March 2020. As the lead for communications, dissemination, and exploitation (CDE) activities, LWARB has completed the branding and communications package, which was submitted to the European Commission and circulated among consortium partners. We have also drafted a CDE plan that will be reviewed at the next steering committee meeting in Helsinki.

London partners are on track in the initial collection of existing data sets of material flows in the built environment to identify gaps and make recommendations that could be applied to demonstration projects. We are working with BRE, UKGBC, and Grimshaw on narrowing down a longlist of promising pilot opportunities, among them projects in Merton and the relocation of London's markets including New Spitalfields, Billingsgate and Smithfield.

The next steering committee meeting will be held in Helsinki from 27-29 January, which will involve:

- A presentation and discussions led by LWARB about the CDE plan
- A workshop (by GLA) to walk partners through CE Statement and Guidance journey for application to built environment
- Kicking off the work package focused on engagement with policy, for which LWARB is leading on WP 7.1: Analyse need and opportunities for CE in urban planning and permits.

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. Adidas, Far fetch and FW have all launched pilots which are running successfully, and we are collecting data from these to identify their level of environmental impact. Ted Baker is still on track to launch its pilot in Spring. Our partners QSA and Far fetch have also conducted new research into how reuse of clothing prevents buying of new clothes which will be published via a press release. Adidas and Far fetch are now looking at how to take their pilot business models further.

06/02/20 – 5: Programmes Update

As a result of media interest in our work with Adidas we have been contacted by other companies (including Lego) with whom we are currently in discussions to provide advice on developing their circular business model.

A panel discussion event to highlight the project and drive interest in other fashion companies will be held by LWARB on 20th February with panelists including Adidas, and Far fetch and chaired by the Editor of Drapers magazine.

We are also currently developing a proposal for the C&A Foundation which would set out how our relationship with C&A Foundation can be extended into a longer term funded partnership between LWARB and QSA.

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. A summary report is currently with designers for publication in the near future.

Circular Economy Week

Following on from last year's success, planning is currently on the way for #CEweekLDN 2020 which will take place from 1st – 5th June to coincide with World Environment Day on 5th June. The week will begin with a launch event on Mon, 1st June followed by two key events on behaviour change and finance on Weds 3rd and Fri 5th June respectively. We are currently in discussions with several potential partners for hosting and sponsoring. As with previous years, interested parties in London will be encouraged to hold events throughout the week.

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 CE Statement policy is due to come into effect when the new London Plan is published. The CE Statement guidance will be released at this time. We are working with the GLA to identify how we can support the launch.

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. The action plan for LWARB (created as an outcome of the project) has now been approved by the EU. Phase 2 of the project (delivery of the action plan) is now underway.

Circular Economy Champions

Bromley and LWARB have been working on the development of a procurement tool to help boroughs include circular economy in procurements. A draft version of the tool is

06/02/20 – 5: Programmes Update

now being tested and refined. Officers from LWARB will deliver a workshop to Bromley officers on 10th February to provide training on circular economy in procurement. LWARB is exploring how the tool can be shared with other boroughs.

Camden launched its refill market stall in December, and Hackney is setting up a Library of Things. An officer from Camden also accompanied LWARB representatives to an EMF CE100 event and Camden is now exploring with LWARB the opportunity to set up a plastics packaging optimisation pilot in Kentish town.

The LEDNET Circular Economy group held 3 meetings throughout 2019 with the aim of increasing group members understanding of the circular economy. To ensure this knowledge is now applied and turned into action, the group will become part of the Climate Change group. This will allow closer alignment of LWARB's ambition to reduce CO2 emissions through circular economy action across London.

Circular London Accelerator

The Circular London Accelerator has been reviewed as part of the development of the Business Plan for 2020–2025, particularly in the context of the commercialisation activity that the Circular London programme will be expanding into over the business plan period.

The accelerator provided valued support to the six start-ups it worked with, helping them to sharpen their business model, improve their external communications, develop pitches to investors and customers and access grant support to help them grow, and they are continuing to gain traction, as evidenced by the fact that each of the businesses have either raised funding or have a plan for doing so. Feedback from individual organisations has also been positive.

Since the accelerator was first conceived the market for start-up support for circular economy businesses has grown substantially. For example, Sustainable Ventures have just completed a fundraise on Seedrs for its third accelerator programme which achieved double the investment amount sought, raising £1,021,720 from an initial target of £500,000.

In addition to this, programmes such as our Advance London programme, and the GLA's Better Future's programme provide free business support to circular economy and cleantech businesses across London. With the Advance London programme supporting over 160 businesses over the three years it has operated to date.

Early discussions with potential co-funders indicated that there may not be market demand for co-financing an accelerator, as many organisations are exploring corporate venturing and internal innovation labs as a route to innovation.

As a result, for 2019-20, the accelerator budget has been reallocated to support other core LWARB programme activity. We will continue to be monitor opportunities in the context of the Commercialisation Strategy and will explore and assess potential opportunities in line with the Business Plan objectives.

06/02/20 – 5: Programmes Update

Greater London Investment Fund - Circular Economy Equity Fund

Progressing according to plan with appropriate representation now agreed.

Advance London Business Support

The Advance London business support programme has completed a rebranding cycle that resulted in a significantly upgraded, on-line programme presence. The support services provided to the SMEs have been streamlined and businesses can apply for specific services (redesign, validate or amplify). The portfolio now consists of 176 SMEs (leads and converted) who have each received business advice and support from LWARB's specialist team. Over half of these have received the higher level of support (12 hours), which in many cases lead to the launch of new circular products or services (see table below). The website features 9 case studies with businesses that Advance London has either helped amplify their impact and reach new markets or has guided in starting their circular trajectory.

In Q1 of 2020, the team will continue to deliver support to businesses with specific support streams being rolled out. More specifically:

- Circular Business Masterclass on the 21st of January in partnership with First Mile Recycling, 16 new SMEs have applied
- Unwrapping 'circular' packaging on the 25th February, currently 7 new SMEs have applied
- Meet the Investor on the 17th March, currently 12 new SMEs have applied

The team is currently developing two knowledge products:

- A Circular Restaurant Guide in collaboration with the Sustainable Restaurant Association with the aim to be completed by March 2020.
- A Circular Business Guide estimated to be completed by end of March

An engagement strategy is being prepared for rolling out business engagement activities in different London boroughs. The team has already engaged with London Borough of Barking and Dagenham, Bexley, Sutton, Islington as well as with BIDs and has set the ambition to have reached SMEs in all London 33 boroughs by the end of 2022. Currently, businesses from 30 out of 33 boroughs are part of the AL cohort. The table below presents the SME spread as of Dec 2019.



06/02/20 – 5: Programmes Update

| London Borough | Number of SMES in AL programme |
|------------------------|---------------------------------------|
| Islington | 20 |
| Hackney | 14 |
| Southwark | 14 |
| Camden | 13 |
| Westminster | 13 |
| Tower Hamlets | 9 |
| Haringey | 7 |
| City of London | 6 |
| Enfield | 6 |
| Richmond upon Thames | 6 |
| Hammersmith and Fulham | 5 |
| Kensington and Chelsea | 5 |
| Lambeth | 5 |
| Wandsworth | 5 |
| Hillingdon | 4 |
| Barnet | 3 |
| Ealing | 3 |
| Harrow | 3 |
| Hounslow | 3 |
| Kingston upon Thames | 3 |
| Brent | 2 |
| Havering | 2 |
| Waltham Forest | 2 |
| Lewisham | 2 |
| Bromley | 1 |
| Croydon | 1 |
| Greenwich | 1 |
| Merton | 1 |
| Redbridge | 1 |
| Sutton | 1 |

06/02/20 – 5: Programmes Update

As of Dec 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 Dec 2019) |
|---|---------------------------|-----------------------|-------|----------------------------------|
| P13 (No. of SMEs receiving 3h support) | 100 | 140 | 240 | 147 |
| C1 (No. of SMEs receiving 12h support) | 80 | 112 | 192 | 97 |
| C29 (SMEs supported to create new products) | 30 | 45 | 75 | 30 |
| C8 (New jobs created) | 48 | 72 | 120 | 48 |
| C5 (New enterprises supported) | 0 | 18 | 18 | 0 |

Note: the data for delivery on targets for Q4 2019 are currently being collected so the 'Achieved so far' data are an estimate.

Other Activities

We opened our We Are Circular hub for SMEs within the circular economy/waste management industry in November 2019. Since the launch, there has been a steady flow of interest in occupying desk space. We currently have two businesses (Ditto Sustainability and Cryptocycle) paying for six desks with another business (Homethings) starting 1 Feb taking three desks.

To support the business planning process, we have commissioned analytical work on materials flow in London (for both mass and consumption-based emissions) to support decision making, development of metrics and the outcome of our work. We now have a comprehensive repository of data and a suite of decision making spreadsheets which we will continue to develop and refine.

We are promoting the space on LWARB and Circular London websites and social media channels. We have also offered space for free (until we found paying occupants) to Circular Economy Club members.

As set out in the Building Our Presence section, we have significantly raised the Circular London and LWARB profile in a wide variety of fora including two remunerated speaking assignments in Catalonia in October and San Sebastian in January.

We have also delivered paid consulting assignments with a SME and corporate.

LWARB investment portfolio

See Part B – Confidential Information

06/02/20 – 5: Programmes Update

Resource London

Resource London Partnership Board

The Partnership Board met on 04 December 2019. At the meeting the Partnership Board considered the draft Resource London 2020-21 programme plan as part of the wider LWARB 2020-25 business plan. The Partnership Board agreed the principles of the 2020-21 programme plan with the final version to be brought back to the next meeting (scheduled for 31 March 2020) for final signoff, once the LWARB business plan has been approved.

National recycling rates

On 28 November 2019 Defra released the 2018/19 waste and recycling data. Attached at Appendix 1 is a briefing shared with the board at the time of the release. In 2018/19 **London achieved a 'household' recycling rate of 33.4%** – a 0.3 percentage point increase from 2017/18. This is against an England 'household' recycling rate of 43.5% in 2018/19 – up 0.3 percentage points on 2017/18.

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 has now completed. At the time of writing, officers are working towards a launch date for the final report and toolkit in late January. A verbal update will be provided at the meeting. The report includes a 'in support of' section with quotes from key stakeholders.

New built flats – Officers are working with an inner London borough with the second highest number of new households due to be built over the next 20 years to develop supplementary planning guidance for waste in new build purpose-built flats that could be used as a template for other authorities.

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 recycling quality 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 first cycle has been completed in the London boroughs of Lewisham, Greenwich, Haringey and Brent. Early indications are that the intervention is having a positive impact. After a short break to allow for the Christmas catch up, cycle two will commence in Lewisham w/c 20 January and w/c 24 February in Haringey and Brent. Due to round changes, and with mutual agreement, the LB Greenwich will not participate in the second cycle. Final results will be ready in the early summer of 2020.

Short-term-lets – 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

06/02/20 – 5: Programmes Update

for both elements. Both projects are live and in the fieldwork phase and will be completed in Spring 2020

1-2-1 borough support – In addition to the demonstration projects officers continue to provide bespoke borough support. Projects are currently being delivered with Haringey; Islington; Westminster; and Hammersmith and Fulham.

Reduction and Recycling Plans (RRP) – The LES includes a requirement for all boroughs to develop a RRP, the first of which will cover the four-year period from 2018 - 2022. At the time of writing 29 boroughs had submitted their plans, with the GLA working with the remaining four boroughs. The Mayor's office has confirmed that they will be approving the RRP's. Officers are working with GLA colleagues to determine the arrangements for future monitoring these were presented to LEDNET on 02 December and LROG on 10 December. Final arrangements are being confirmed.

Commercial Recycling support – In line with the Mayor's municipal waste target Resource London is also working to increase London's commercial recycling rates.

LA Support:

Officers established and facilitate the Commercial Waste Network for Local Authorities. Three meetings have been held to date (June, September and December). This is the first time there has been a good practice network for these officers.

A Commercial Waste Communications Toolkit has been produced consisting of:

- A suite of six bin posters designed to be distributed by Local Authorities to their commercial waste customers. They are customisable to match their service offering, and advise customers what can, and cannot, go into their bins.
- Educational video and guide focusing on the importance of recycling; and
- Educational video and guide focusing on the duty of care legislation.

Business Support:

Officers are also supporting the London BIDs and business groups / partnerships and have established a network similar to the Commercial Waste Network for Local Authorities detailed above. A working group was held in August to shape this forum, with the first meeting held in December. One to one support also continues to be provided to BIDs and business groups / partnerships. This year officers have worked with six to provide advice on establishing waste consolidation schemes.

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

- London Recycles:
One bin is rubbish: The 'One bin is rubbish' campaign relaunched for its third and final year in October, starting with bus-sides and then moving into digital (social media) advertising in November. Both bus-sides and digital advertising will continue in bursts between now and the end of February, including a plastics

06/02/20 – 5: Programmes Update

push in mid-January, focusing on what plastic items can and cannot be recycled easily from home.

Officers are also exploring potential retail partnerships, with the aim of collaborating to signpost consumers through our digital advertising campaign to cheap, convenient bin solutions for recycling at home. Initial interest is encouraging with two corporates asking for meetings to discuss.

Borough toolkit: A toolkit is in development incorporating all the campaign assets created over the past three years, to share with boroughs so that they can use them over the coming years.

- **Small Change Big Difference:** The TRiFOCAL project has now concluded its outward-facing activity and is in reporting and evidence-gathering phase before project closure at the end of January 2020. The last wave activity took place in October with a final celebratory week of activity co-delivered with WRAP, 12 boroughs and a communications agency. London-wide activity revolved around a PR stunt involving a 'house of food waste', an installation constructed on the front of a house in Hackney using fruit and vegetables to represent the amount of edible food that 14 households throw in the bin every year. Borough-level activity involved 22 resident events, including cookery demonstrations and classes, market stalls and pop-ups, and an urban foraging walk in a community park.
- **Love Not Landfill:** The ECAP project concluded on the 31 December. Its final outward-facing activity was the second charity pop-up shop in November. The pop-up ran from 14th to 17th November in a large shop on Neal Street, Covent Garden. The space was provided for free by Shaftesbury PLC. The shop was hugely successful raising c.£23k for the four charity partners.

However, it is hoped that this won't be the end of the LNL campaign. LWARB's draft business plan recognises the contribution of behaviour change and campaign work to delivering its mission. As a consequence, the contracts for the LNL team have been made permanent and the campaign will continue on a core funding basis beyond March 2020. This does not however negate the need to pursue partnerships and funding to amplify and grow the work of the campaign. The team is now working in earnest to secure match funding to continue to grow and develop the campaign.