

## 25/02/21 – 4 Programmes Update

<b>Board paper title</b>		Paper 25/02/21 - 4
LWARB Programmes Update		
<b>Report by</b>	Wayne Hubbard	
<b>Job Title</b>	Chief Executive Officer	
<b>Date of decision</b>	Board Meeting 25 February 2021	

<b>Summary</b>
This paper presents updates on the LWARB programmes.

<b>Recommendations</b>
To note the updates presented.

<b>Risk Management</b>	
<b>Risk</b>	<b>Action to mitigate risk</b>
N/A – no decisions being made.	

<b>Implications</b>
<b>Legal</b> N/A – no decisions being made.
<b>Financial</b> N/A – no decisions being made.
<b>Equalities</b> N/A – no decisions being made.

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## 25/02/21 – 4 Programmes Update

### **PART A – Non-confidential items**

<b>Why the paper is being presented</b>
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The programme update provides details of planned business plan activity and continued COVID-19 contingency activity across the LWARB programme teams.
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<b>Circular London</b>
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A number of regional projects are underway.
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Routemap 2.0

To support our objectives, we have initiated work to create the London Circular Economy Route Map 2.0 (RM 2.0). The project has been divided into different stages, the first two stages are underway and are detailed below. The advisory board consists of representatives from a range of organisations including: C40, Ellen MacArthur Foundation, Institute of Policy Research, Defra, Policy Connect, SITRA, Glasgow City, Circle Economy and London Councils.

**Policy Mapping:** The policy mapping stage will review current policy at a London national and international level which is supporting the transition to a circular economy, identifying barriers/gaps. It will then review and identify opportunities for London to accelerate the implementation of the circular economy in London. The draft policy mapping report ready by end of March 2021, (and a summary report for publication also be created). This work will be fed into the scenario planning stage of the RM 2.0 to help identify which policies are likely to have the biggest impact for London in relation to reaching our circular economy goals. The work also aims to identify policy areas for immediate action.

**Material Flow Analysis:** The material flow analysis stage has begun with the appointment of consultants (Circle Economy) to complete a flow analysis for food at a London level. The project will create material flows and identify where the most impactful interventions can be undertaken to reduce CO2 and waste. In order to conduct material flows for LWARB's other focus areas LWARB will work in partnership with Circle Economy to develop a funding strategy and identify potential funding partners.

**London Councils consumption-based emissions action plan:** As part of the RM 2.0 work officers have been working to support London Councils work to create a consumption-based emissions action plan for boroughs as part of the London Council's programme of works on climate change. Over the past 6 months, LWARB has been supporting London Councils and boroughs to undertake focused workshops to identify potential actions for the action plan. LWARB is also working to ensure that the analytical work being undertaken as part of the RM 2.0 project can support the analysis which London Councils is identifying as part of the action needed within their consumption-based emissions action plan.

## 25/02/21 – 4 Programmes Update

### CIRCuiT Programme

LWARB has partnered with organisations from across London, Copenhagen, Hamburg and the Helsinki Region to participate in a four-year (2019-2023) collaborative project funded by the European Commission's Horizon 2020 programme called CIRCuiT - Circular Construction in Regenerative Cities. The aim of the programme is to increase the uptake of circular construction practices through demonstrating innovations, providing the evidence, data and tools to allow these to be scaled up and through dissemination and capacity building across the public and private sector.

Each city will implement 9 demonstrations, and in London we have started work on three of these.

- testing the accuracy and usefulness of pre-demolition audits on a commercial building in the City of London,
- maximising the reuse of materials from the demolition of an out-of-town retail building in LB Hounslow; and
- exploring how to maximize the incorporation of reclaimed materials into a renovation project in LB Westminster.

Work on these will continue over the next few months and be written up into case studies. We are in the process of finalizing our remaining demonstration projects which will explore transforming existing buildings and designing for adaptability, flexibility and demountability.

We have now held two meetings with our Urban Decision Maker Forum, which is an environment for local authorities to clarify and accelerate their role in implementing flexible and circular building projects. We have had participation from 6 local councils (Redbridge, Camden, Newham, Hounslow, City of London, and Southwark) and have had good debate on the role of governance, what is required for implementation and the evidence required in business cases.

We have established the CIRCuiT City Network, which is a group of 12 European cities in addition to the four project partners to both share learnings and get input to steer the project. We held the first meeting of the Network online on November 3<sup>rd</sup> and have since established a partnership with the C40 Cities Clean Construction and Waste to Resources networks to deliver a joint series of webinars. The first of these was held on 26<sup>th</sup> January.

Our consortium partners, BRE, have published two more deliverables. One on the data required to support more circular approaches and the other recommending circularity indicators at a building and city level. We will be working closely with the BRE and GLA over the coming months to establish the data capture mechanisms recommended.

LWARB have produced a report which outlines the possibilities and limitations of incorporating circular objectives into urban planning approaches. This is in the final stages of review and will be published in March.

## 25/02/21 – 4 Programmes Update

We have a new CIRCulT team member, Dr Purva Tavri, who has joined us part time for 6 months to focus on the reuse and recycling market in London. She will be conducting interviews and workshops with people from across the reuse supply chain from demolition companies, to reclamation yards, specifiers, exchange platforms to both understand the size of the market and to develop recommendations on how the market can be supported and developed. Over the next few months we will be developing and populating a wiki – an online resource that will compile existing knowledge and information about circular construction.

### Laudes Foundation

We are completing our work with the Laudes Foundation (formerly called the C&A Foundation) on the development of circular business models for the fashion industry. Currently the communication outputs from the project are being completed. LWARB will use these outputs to help build capacity in fashion businesses to understand the potential benefits of circular business models as well as a tool to help businesses investigate potential circular business models in their own business. This will include a learning platform, videos on the learnings, and case studies, and a circular fashion guide which will act as a toolkit for businesses.

### EMF strategic Partnership

The GLA and LWARB have worked on various strategic projects with the Ellen MacArthur Foundation since 2015 and in recognition, London, together with New York and Sao Paulo, have been designated Strategic Partner cities. The GLA, LWARB and EMF are in the final stages of negotiation on the partnership agreement and in preparation have commenced stakeholder interviews to help frame the partnership work programme.

The strategic partnership supersedes the Food Flagship city status and food will now be one of the focus areas amongst others. For the purpose of continuity in the communication, the food activities are gathered under the food flagship initiative umbrella.

We launched a call for action at the “London vs. food waste” event on the 3rd of December (SDG 12.3) with the objective of encouraging attendees to join the consortium. A webpage presenting the initiative was also published on LWARB website. The two key objectives of the initiative are to:

- 1) Design and deliver interventions and evidence-based policies to reduce the environmental impact of London’s food system. A first draft of a food material flow analysis was realised in January, a food policy workshop was organised on the 1st of February and the team is currently developing the modelling tool that will help to assess the impact of different circular economy for food scenarios.
- 2) Bring together a consortium of public and private stakeholders to implement pioneering circular food system solutions. A workshop gathering public and private stakeholders across London’s food value chain will be organised by the end of March and 4 demonstration projects have been pre-identified.

## 25/02/21 – 4 Programmes Update

### Advance London

The objective is to support SMEs in building viable circular economy businesses and develop a viable circular economy business cluster with the ability to support London citizens, businesses and boroughs.

Advance London continues to support the growth and scale up of innovative circular SMEs. To date, the team has supported circa 232 SMEs, launched 48 new circular products/services and contributed to the creation of 50 jobs. Despite the pandemic, the team has continued to deliver support and transitioned the delivery of all of its services to a virtual format. The virtual outreach of the programme is steadily increasing (including 1,561 followers on Twitter, an increase of 15% from last quarter). In 2020, the programme welcomed in total 50 new businesses.

The team delivered support to businesses with specific support streams being rolled out. More specifically:

- **Meet the Buyer: Food Innovations** (9<sup>th</sup> December 2020), during which we brokered more than 40 direct, virtual introductions between circular food SMEs and corporate buyers, including Pret, Abel&Cole, Tesco and others.
- **Meet the Borough: Hounslow** (15<sup>th</sup> December 2020). In partnership with the London Borough of Hounslow, we have brokered more than 37 direct, virtual introductions between circular SMEs and members of Hounslow's council, including representatives from almost all departments.
- The validation stream, validating 5 new SMEs including Cambond Ltd, Intelligest, Pangaia, Reflaunt, Reuse Revolution.
- Circular Pilots support continued throughout the quarter with the team working on two take-back schemes in the furniture and food retail industry.

The team is currently developing two new knowledge products.

- A Circular Business Guide featuring 50+ circular London based innovations
- A Circular Economy Jobs portal for circular SMEs featuring recruitment opportunities.

Events that are in the pipeline for the next quarter this year include:

- Circular Business Masterclass with Bexley for Business (Feb 2021)
- Meet the Investor newsletter (Feb-March 2021)

Following our evidence-based appeal to the GLA for additional monetary support to maintain London's circular SME ecosystem alive during the pandemic, we have secured £900k of additional funding from the Mayor's Green New Deal, which we will be deploying in the form of grants (emergency and pilots), a "brokerage platform" and bespoke pivot advice for SMEs in London. LWARB will be also administering £105k worth of grants, on behalf of the Better Futures programme. It is expected that we will have a funding agreement signed with the GLA early February with the aim to open the first round of grants shortly after (est. 22<sup>nd</sup> February).

## 25/02/21 – 4 Programmes Update

### **Resource London**

A number of regional demonstration projects are underway as well as direct service support through borough RRP:

#### Existing purpose-built flats

- **Cost benefit tool**  
The key recommendation from the original Peabody Flats project was the introduction of the flats recycling package (FRP) for all purpose-built flats. To enable boroughs and housing provider to understand both the ongoing and one-off capital costs of the FRP as well as associated benefits, Resource London launched an online cost benefit calculator <https://resourcelondon.org/resources/toolkits/flats-recycling-package-tool/>. The launch webinar was attended by over 60 delegates and so far 11 boroughs have signed up to use the tool. Through our RRP work, we will encourage boroughs looking to implement changes to their flats services to utilise this tool.
- **Flats recycle project 2.0**  
Following an application to Ecosurety's<sup>1</sup> Exploration Fund in early 2020, LWARB were awarded £146,000 of funding in late 2020. The funding (along with over £100,000 from LWARB in officer time and some direct expenditure) will be used to build on the previous research to maximise recycling in purpose-built flats. This will be done by introducing the flats recycling package and implementing collection services for three additional materials (textiles, food and small electricals) to four estates in Lambeth. These materials have been chosen as they represent a significant proportion of the waste that is currently not recyclable at many estates and in addition are some of the most common contaminants in the dry recycling.

Although the project has been delayed by 3-4 months following the national lockdown, we anticipate conducting the pre project waste composition analysis in late April and rolling out the improvements in June. The project will be monitored using waste composition analysis and stakeholder interviews, with the project results shared widely through webinars, conferences and toolkits where appropriate on completion of the project in Q1 2021. Further details of the funding including a short video can be accessed at:

<https://www.ecosurety.com/impact/exploration-fund/>.

- **Covid-19 waste composition analysis (WCA)**  
In October 2020 we carried out an additional WCA on 10 of the 12 estates within the original flats study. The WCA was to: give us a detailed understanding of what impact COVID-19 has had on both waste composition and quantity; the impact of the introduction of new textile and food collections on some estates and to see performance uplifts have been maintained since the main study ended.

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<sup>1</sup> a leading producer responsibility compliance scheme.

## 25/02/21 – 4 Programmes Update

The data showed the following:

- An overall increase in total waste produced of 1.4% (made up of 1.8% increase in recyclable waste and 1.2% increase in non-recyclable waste)
- Residual waste increased by 0.2%
- MDR increased by 6.9%
- Significant increase (34%) in cardboard in the total waste (an increase of 36% and 27% in the residual and DMR stream respectively)
- On average 1 single-use mask per household/week was found in the waste<sup>2</sup> and 1 in 10 of these was being disposed of in the recycling (as contamination).
- On average the textile banks captured 68% of all the textiles arising on the estate.
- On average the new food waste service on two Westminster estates captured 19% of the food waste arising.
- On average, the performance across the 10 estates had maintained with small increases in capture, recycling rate and contamination rate respectively<sup>3</sup>.

### New build flats

Officers are working with LB Tower Hamlets to develop supplementary planning guidance (SPG) for reuse, recycling and waste in new build residential developments (including purpose-built flats). A draft SPG has been developed and is currently out for statutory consultation which closes on 29 March 2021. The details of the SPD and consultation can be found at: <https://talk.towerhamlets.gov.uk/rrwp>. The SPG will provide a template for other London authorities who are seeing significant increase in new build flats.

### Waste Composition Analysis (WCA) Protocol

A true London waste composition has always been difficult to establish, even with many waste authorities conducting WCAs. This is particularly true for flats waste data, where the LWARB study (of 12 estates) represents the best national waste composition data for waste from flats. Officers are developing a protocol for local authorities to standardise how WCAs are conducted. The protocol will provide guidance and a downloadable specification for London local authorities. The advisory group includes: the GLA, WRAP, LEDNet and boroughs. A draft consultation has been developed and officers are currently making amendments based on consultation feedback from the advisory group.

### Contamination and quality project

This project completed in 2020 as part of a multi phased activity to improve quality and reduce contamination. A findings and recommendations report was published in December and is now hosted on our [website](#). The findings have been disseminated through presentations at LROG and a bespoke workshop for heads of service via ALCO.

<sup>2</sup> Roughly scaled up for London it equates to 3.5 million masks/week

<sup>3</sup> Note there were differences in performance between the 10 estates

## 25/02/21 – 4 Programmes Update

### Circular Economy Directory

We have initiated our work on the circular economy directory which will connect citizens to circular products and services (many linked with the Advance London programme). The first phase is market analysis on the current provision, the need for a directory and how it could complement local authority procurement activities. There is an opportunity to link the Directory to the Green New Deal funded 'brokerage platform' (detailed above) that would extend the reach of SMEs supported by Advance London and Better Futures to citizens, businesses and public organisations. The directory will also be linked to the circular economy procurement toolkit that is being piloted by Bromley council.

### Training Academy

We are currently working on the framework of what a 'Circular Economy Training Academy' could entail, as well as developing a circular economy masterclass for London boroughs (to be delivered at cost). To date, we have completed stakeholder consultation to identify training needs around circular economy in the boroughs, including recruiting both RBKC and Hounslow councils to work with us on the development and testing of the masterclass. We are in the process of deciding how the courses will be developed and delivered and are working on the commercial business model.

### Plastics project

Officers have completed research to map activity taking place across London to tackle single-use plastics (pre-pandemic), how activities have been impacted by the COVID-19 response; and if there are learnings from other cities. The findings were presented at a closed stakeholder workshop on 10<sup>th</sup> February, where possible intervention ideas were discussed. This is currently being written up into a final report to include recommendations on what London can do collectively to tackle single use plastics to take activity beyond pre-COVID-19 levels. The report will also identify possible intervention that LWARB can lead, and is linking with the Routemap 2.0 project, and the EMF Strategic Partnership.

### Reduction and Recycling Plans (RRP)

The London Environment Strategy (LES) includes a requirement for all boroughs to develop RRP, the first of which will cover the four-year period from 2018 - 2022.

Working with GLA colleagues, officers have reviewed all the plans and put each identified action (c.500 individual actions across the 33 RRP covering household and commercial waste services) into a database. Actions have then been categorised and grouped in 50 key topics (cross referenced against the Mayor's priorities).

Based on borough priorities and in agreement with the GLA, and given current restrictions, support has so far been provided in the form of webinars on:

- improving participation in food waste services;
- restricted residual (size and frequency);
- improving flats recycling services; and
- commercial food waste collections.

## 25/02/21 – 4 Programmes Update

In addition meeting was also held with two London boroughs interested in exploring the introduction of three-weekly residual collections.

A workshop is being held with LEDNet members on 19<sup>th</sup> February, to discuss the contribution of the RRP activities towards the Green Recovery. Officers will present information on how the RRP activities can help Boroughs recover financially as well as supporting theirs and the Mayors aspirations towards increasing recycling rates.

### Commercial Recycled

Resource London has supported Positively Putney business improvement district (BID) to launch a first-of-its-kind waste consolidation scheme – ‘Putney Pedals’. This has been in the form of advice and guidance over the past 18 months as well as funding. Putney High Street regularly breaches it’s annual air pollution limits within the first weeks of January, and the congested streets mean local business struggle to get their waste and recycling collected. Launched on Clean Air Day last year, Putney Pedals collects waste and recycling from local businesses by e-cargo bike and cycles it to an off-street consolidation point, ready for a weekly bulk collection. Putney Pedals will encourage increased recycling, allow a better service for local businesses, cleaner air and less congested streets. Due to the COVID-19 restrictions, and lockdown that followed the launch, Putney Pedals is currently not operating as many local businesses are closed. We continue to work with Positively Putney to support them to resume the service when COVID-19 restrictions allow.

### **Communications and behaviour change**

#### London Recycles

The focus on the COVID-19 response (see below) has meant that planning the 2020-21 London Recycles activity has been delayed.

Something uplifting: However, during the last two weeks of February London Recycles will be running a boosted social media campaign to communication more positive messaging. The campaign will run a paid social media advertising campaign across Facebook and Instagram that will focus on upbeat positive messaging around dry and food waste recycling. With the COVID-19 comms campaigns London recycles has delivered over the past year, a more serious approach has been taken, which deviates from the campaign’s usual tone of voice. In order to alleviate some of the tension, the campaign will be taking steps back to it’s usual light-hearted yet informative approach. The campaign will be re-using creatives produced previously by JOE Media (recycling is so easy even a dog can do it and recycling rube Goldberg) as well as by our social media agency Small Axe for the Small Change, Big Difference food waste campaign (food waste recycling rube Goldberg and Use Your Caddy animations).

Food Waste Action Week (1 – 7 March 2021): London recycles is funding 24 local councils to run a targeted social media campaign across Facebook and Instagram in their boroughs for Food Waste Action Week. The inaugural week, created by WRAP and the Love Food Hate Waste campaign, will see a network of public and private sector partners and supporters raising awareness amongst citizens that wasting food

## 25/02/21 – 4 Programmes Update

feeds climate change. Boroughs will select creatives produced by the national team and target key groups and areas with campaign messaging. The London recycles team will also be running a social media campaign using the campaign creatives concurrently and will focus on a core 18-35-year-old demographic.

### Love Not Landfill

Officers continue to explore commercial partnerships and other funding approaches to help LWARB sustain the campaign and deliver impactful activities. Focus has been on the NLWA partnership, see Commercial Contracts below, and now planning for 2021 activity with one specific campaign and the Love Not Landfill Pop Up as the focus. Productive relationships with Westfield, Graduate Fashion Foundation our charity partners and many others continue to yield opportunities for getting the message out but the next step needs to be taken now to ensure that concrete partnerships are in place with one or more of these by the summer of 2021.

### FoodWave

Food Wave is an international project lead by the City of Milan and funded by the EU DEAR Fund, which aims to increase awareness, knowledge, and understanding of sustainable methods of food production and consumption for climate change mitigation and adaptation. The project's intended audience is young people (specified as aged 15 to 35) and the intended outcome is for them to commit to change their food consumption behaviour as well as to actively promote the shift towards ecological and inclusive urban food systems. LWARB become official project partners in December and will received c.€340,000 to deliver targeted food waste prevention behaviour change activities until June 2022. Current plans include online cookery workshops, the production of a video to showcase young people's thoughts around food consumption and climate change and a social media campaign. Further activities are currently in development.

## **COVID-19 Response**

When the pandemic hit, LWARB acted quickly to support boroughs, frontline services and support businesses. Given the ongoing pandemic restrictions the team is continuing to deliver COVID19 related project that focus on recovery.

### London Recycles

In January 2021, the London recycles campaign supported local councils with their COVID-19 communications by writing a schedule covering the months of January and February with content that can be used across Facebook, Instagram and Twitter channels. The schedule was shared directly with council and GLA officers as well as via LROG and LEDNet networks.

### COVID-19 Adaption for commercial waste services

In July 2020, when restrictions from the first national lockdown were being lifted, Resource London produced a considerations document for London boroughs. It looked at the immediate impacts of COVID-19 on commercial waste, focusing on potential changes to day-to-day local authority services and operations, with the aim of sharing good practice.

## 25/02/21 – 4 Programmes Update

In October 2020 Resource London started work on phase two of the commercial waste adaptation project. A report was commissioned to help boroughs understand the longer-term impact of COVID-19 on commercial waste tonnages; and commercial waste composition. The report summarises what was anticipated regarding differential impacts on different types and sizes of businesses, and to use this information to estimate how each borough may be affected and give insight into business types that may be more resilient to the negative economic impacts of COVID-19. The aim of this report was to provide local authorities with a basis on which to plan their commercial waste resources, improve collection efficiency and reduce costs, as well as to identify possible opportunities for growth. After further tier restrictions for London at the end of 2020, which were followed by a national lockdown, Resource London have commissioned an updated report. This will have the same focus and aims as the first, but will look at more recent commercial waste, economic and health data to make predications on commercial waste in London for 2021/22. This report will be ready for publication by the end of March 2021.

### **COVID19 response – Business**

In addition, the Advance London programme has secured £900k from the Mayor's Green New Deal, to be directed towards London-based, circular SMEs currently facing difficulties due to the pandemic (based on the results of the April-June 2020 SME survey conducted by Advance London). Of these, £590k will be provided in the form of grants, of which £200 will be dedicated to emergency grants, supporting Advance London SMEs to prolong their survival runway. The funding will also allow for the team to provide additional, bespoke, pivot advice to businesses from industries that have been significantly hit by the pandemic (e.g. hospitality, tourism) in areas of London that have also been significantly impacted (e.g. West London). Special attention and priority will be provided to businesses run by individuals from under-represented groups such as Women and Black, Asian or minority ethnic background. To date, we have received expressions of interest from more than 140 businesses and by the end of the quarter, we will have collected a second round of data on the impact of COVID19 on circular SMEs in London, that would allow us to calibrate or design additional support responses.