

<b>Board paper title</b>		Paper 24/03/2022 - 4
ReLondon Programmes Update		
<b>Report by</b>	Wayne Hubbard	
<b>Job Title</b>	Chief Executive Officer	
<b>Date of decision</b>	Board Meeting 24 March 2022	

<b>Summary</b>
This paper presents updates on the ReLondon 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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## PART A – Non-confidential items

### **Why the paper is being presented**

The programme update provides details of business plan activity across the ReLondon programme teams.

### **Business Transformation and Sector Support**

A number of regional projects are underway.

#### Material Flow Analysis

The Material Flow Analysis research for the textiles sector, in collaboration with the UCL and Circle Economy started in January. There have been some delays due to receiving the funding from the UKRI later than expected and due to resources challenges at UCL which is leading the project. A project board meeting has been set up for the end of March and a stakeholder workshop in April to finalise the scope of the project and discuss data availability and agree the approach.

In parallel, ReLondon is working with Circle Economy and continuing its efforts to secure funding for a plastics and an electrical material flow analysis.

#### Jobs and Skills

This research is underway and on track to be published during circular economy week. The definition and methodology to estimate current jobs in the London circular economy have been validated by the project board, and the consultant has progressed to develop scenarios of potential jobs creation in the circular economy and to understand the skills needed to support that growth. First results have been presented and discussed with the GLA and London Council on March 7<sup>th</sup> and a stakeholder workshop is planned for March 16<sup>th</sup>. Interviews with a selection of ReLondon's SMEs and corporates are being held to understand skills gaps as well as conversations with education providers to understand existing training provision and future training plans.

#### Methodology for measuring ReLondon's impact

This project has now gone to tender, with submissions to be reviewed towards the end of March. Consultants will be commissioned to start this work in April, with the aim of having an impact assessment methodology developed for ReLondon (across 30-40 projects for the years 2020-2022) by September. The consultants will present initial thoughts at ReLondon's Board meeting in June and then their refined findings in the September meeting.

#### CIRCuiT Programme

Work on our demonstrator projects has continued. The trial of upcycling timber reclaimed from demolition into structural timber elements was successful and information on this will be published academically and exhibited publicly.

The prototypes of four digital outputs (citizen engagement portal, dashboard, atlas and wiki) are now available online. We are continuing to explore how these can be further developed and utilised in London.

We have developed the scope for a prototype materials exchange portal, which is intended to be an 'umbrella' portal, to direct users to the existing and emerging platforms available in London. This will be procured in Spring 2022, ready for trialing by Autumn 2022. We continue to work closely with Enfield Council on this aspect of the project.

Our research into the recycling and reuse supply chain in London is being drafted into an insight note and is anticipated to be published early 2022.

We are currently conducting market engagement in collaboration with the GLA on circularity criteria that public organisations can include in their construction tenders.

Work has started scoping four training modules that will be developed this year, targeted at local authorities on various aspects of circular construction.

### EMF strategic Partnership – Food Flagship Initiative

The Food Flagship Initiative (FFI) is one of the key activities delivered as part of the strategic partnership between the Ellen MacArthur Foundation, the GLA and ReLondon.

The FFI unveiled two new 'pioneer projects':

- **LEAP Micro AD:** Micro-scale anaerobic digestion on the Poplar HARCA estate, processing food waste from nearby residential estates and producing by-products to support hydroponic and soil-based food growing for local consumption.
- **Circular food innovation in London's hospitality sector**, comprised of two initiatives: a) Roots is collecting washed citrus waste from local bars as well as reusing the surplus generated in their kitchen, and synthesising the citrus into cordials b) Caiger and Co. Catering, a boutique event caterer, is developing a zero-waste menu that makes use of surplus ingredients, alongside food waste monitoring in their kitchen.

The FFI has worked closely with London Council's One World Living programme to develop an action plan to reduce the capital's food-related consumption-based emissions. Based on outputs from a workshop held last October involving over 70 officers from 26 boroughs and the GLA group, the interventions in the draft action plan tackle the hotspot and leverage points identified in the MFA report and were selected based on their potential impact and cost effectiveness after several rounds of consultation with GLA, ReLondon, boroughs and partners. The interventions in the action plan include:

- A food supply chain roundtable with representatives from across the food sector to tackle consumption-based emissions and food losses and waste.
- The development of 10-15 food redistribution hubs in partnership with leading food redistribution organisations.
- A programme to train environmental health practitioners (EHPs) on food waste reduction / redistribution practices
- A pan-London behaviour change campaign on sustainable food consumption.

The FFI is currently developing those new projects and identifying partners and funding opportunities when needed.

### Business Transformation

The objective of this team is to support SMEs to build viable circular economy businesses and develop a strong circular ecosystem in London, with the ability to support London citizens, businesses, and boroughs to achieve positive economic and environmental outcomes. The full scope of activities delivered by the team is jointly funded by ERDF (with ReLondon contribution) and the Mayor of London's Green New Deal Fund, and recently successfully winning a bid with Islington Council for a localised grant scheme.

ReLondon's Business Transformation team continues to support the transition of London businesses to circular business models, as well as the growth and scale up of innovative circular SMEs. To date, the team has worked with 293 SMEs, of which 58% are start-ups and 62% are already circular businesses that are trying to scale. The spread of SMEs across ReLondon's target sectors is as follows:

- Built Environment – 17%
- Food – 29%
- Textiles – 20%
- Plastics – 13%
- Electrical – 5%
- Other – 13%

To date, across ERDF and Green New Deal funded activities, the team has contributed to the launch of 48 new circular products/services and contributed to the creation of 115 jobs.

The team has continued to deliver support in the virtual format but also increasingly through face-to-face events. The virtual outreach of the programme is steadily increasing including 1,743 followers on Twitter (an increase of 3% from last quarter) and roughly 40 new subscribers to the business transformation mailing list in the last quarter.

In the last quarter, the team delivered advisory and financial support to businesses in the form of specific support streams and events, and assessed the impact of its activities:

- **Emergency Grants:** The team re-allocated one of the grants returned by a recipient of the emergency grant (returned due to their pausing their business) to a new circular pilot (see below).
- **Circular Pilot Grants:** The team continued to offer wrap-around support to the 34 SMEs selected to receive £10,000 or £15,000 from the Green New Deal Fund to trial a circular business model. Businesses are provided with 1-2-1 support from business advisors to problem-solve issues arising with the pilot and capture baseline and impact data from the pilots. The final 25% value of the grant was also released to 32 out of 34 businesses upon receipt of progress updates.
- **Build Back Better advice:** The Build Back Better support continues to be delivered until end of March, with 46 SMEs approved for support. The objective is to support 50 'linear' businesses, particularly in the hospitality sector and those affected by COVID-19, to adopt circular practices in their recovery and achieve growth and jobs contribution. Businesses interested in applying for the Islington

Council grant scheme were encouraged to access this support to inform their application.

- Matchmaking platform: The matchmaking platform was launched on 31<sup>st</sup> January and selected businesses invited to participate. 53 businesses are engaging with the platform (29 profiles published and 24 in draft) and 5 investors are now signed up and using the platform. The objective of this digital platform is to increase access to markets and finance for circular SMEs.
- Validate your model: 3 circular business models were selected for the Validate your Model support, with 1-2-1 advisory support kicking off in January. This support is designed to help validate and stress-test the business models of already-circular SMEs.
- Insight paper: the team has developed an insight paper on the factors supporting the circular innovators emerging in London to tackle the city's food waste. This will be published by end of March.
- Programme Newsletter: The team provides a summary of key investment opportunities, critical sector events, SMEs success stories and other access to market and promotional information to all its portfolio SME members on a regular basis (monthly) in order to signpost them to relevant opportunities that could help them scale and grow.
- The team continued to operate the [Circular Economy Jobs portal](#) for circular SMEs, and to promote and showcase London's circular businesses to a diverse audience.

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

- Launch the 1-2-1 support for a selected number of businesses receiving circular economy grants from Islington Council, building on the model and learnings from the delivery of the Circular Pilot Grant support.
- Gather the insights across the 34 circular pilots into knowledge products about the commercial and environmental benefits of implementing these schemes, for knowledge sharing.
- Continue to refine the operation and experience of the Matchmaker platform, and integrate it into the business transformations SME propositions. An online community manager will be joining the team for 1 year to focus on this task, recruited through the On Purpose programme.

### Outcome Fund

Following the promising feasibility study for the development of a circular economy outcome fund, ReLondon is actively looking for an anchor funder that would bridge the financial gap between what would be an acceptable price for local authorities and the actual costs of delivering the outcome. The gap comes from the fact that the delivery of circular economy activities is estimated to be higher than the direct savings generated for local authorities in terms of waste management costs. Additional funding to cover this gap is therefore required from regional/national government and/or philanthropic partners. An application has been put forward to Friends Provident Fund in January and we are having conversations with several potential funders.

### **Local Authority Support**

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

#### Existing purpose-built flats

This project is phase two of the flats recycling project, which is jointly funded by Ecosurety and ReLondon. Working in partnership with LB Lambeth, new dry mixed recycling (DMR) services (in line with the previously tested flats recycling package), and three additional materials ( food and small electricals bins plus pop-up collections of small electricals and textiles) were rolled out to four estates in June with intervention 'live' until February 2022. These additional materials have been chosen as they represent a significant proportion of the waste that is currently not recyclable in many estates and in addition are some of the most common contaminants in the dry recycling.

The impact of the project is being measured through both quantitative (waste composition analysis) and qualitative evaluation. Pre-commencement waste composition analysis (WCA) was conducted in May, the interim WCA was delivered mid-September, the post WCA was delivered at the end of February 2022. The results from the post WCA are not yet known but will be reported back to the Board when the data analysis is complete. In addition to the WCA, ReLondon has also conducted resident surveys and interviews with residents, Tenant and Resident Association leads, and estate cleaners as the qualitative analysis. The fieldwork finished at the beginning of March and results will be reported to the Board once analysis is complete.

#### New build flats

Over the past year officers have worked with LB Tower Hamlets to develop supplementary planning guidance (SPG) for reuse, recycling and waste in new build residential developments (including purpose-built flats). The SPG was adopted in July. The next phase of work is developing a package of support (based on research and findings from the Tower Hamlets SPG) for other London authorities who are seeing significant increases in new build flats. Officers held a workshop with planning and waste officers in October to discuss future plans. Officers are working with a consultant to determine likely best practice recycling rates in new build flatted development and how the achievement of this would compare the status quo in terms of costs, carbon and recycling rates. Once this work has been completed, officers will present this to LEDNet

Officers will also be responding to the consultation on [Large-scale Purpose-built Shared Living London Plan Guidance](#), outlining the need to include adequate facilities for waste management.

#### Circular Economy Matchmaker

The Circular Economy Matchmaker was launched on January 31<sup>st</sup>. The platform includes the following functionalities: a directory of circular SMEs and a community space where investors, local authorities and businesses are able to engage with the circular SMEs. 74 SMEs have registered on the platform and 34 of these have published their profiles. Engagement activities are underway to get more SMEs signed up and published.

The development of the citizen-facing side of the directory has been paused as we are looking for a new developer able to deliver it. We are aiming to launch it by the Autumn.

### Plastics project

Based on research conducted earlier this year on the impact of, and action being taken to tackle single-use plastics in London; and based on stakeholder engagement (with the boroughs, communities and business); ReLondon has developed London's Low-plastic Community Group to connect actors tackling single-use plastic across London. The community group sits within the Circular Economy community platform and contains news, resources and blogs all linked to developing and managing London's low-plastic schemes. The group also hosts a discussion platform to allow for the exchange of knowledge and ideas. To date, all the London boroughs have been invited to join and there has been outreach to many community groups (including CitytoSea and Surfers Against Sewage's low plastic networks). The object of this community group is to make 'the whole greater than the sum of its parts' by connecting and joining up existing localised action. The aim is to show that London is a low-plastic city and help existing schemes grow and thrive.

### Food waste reduction pilot

ReLondon is working in partnership with food waste apps OLIO (a food sharing app) and Kitche (food shopping /meal planning app) and the London Borough of Bexley to deliver a household food waste reduction pilot. This ReLondon-funded project will measure the impact of targeted local promotion of the food waste apps and show whether these can reduce waste at a local level – which in turn would reduce emissions and save councils money.

A baseline waste composition analysis was conducted in late-January to measure the amount of edible food waste in the residual and food waste streams. The campaign went live on 28<sup>th</sup> February with communications and activity being delivered by Kitche and OLIO (supplemented by Bexley) until the end of June. A post-waste composition analysis will take place in July.

In addition, it is worth noting that both the apps are run by SMEs, who have received support from the Business Transformation team.

### Reduction and Recycling Plans (RRP)

The requirement to develop individual borough RRP is set out in the Mayor's London Environment Strategy. The first round of RRP covered the period of 2018-2022. ReLondon is now supporting the GLA and boroughs in the preparation of the second round of RRP for the period 2022-2026. However, due to borough concerns over the Resources and Waste Strategy (RWS) reforms schedule to be introduced in 2023 and the May 2022 London local elections, the GLA has agreed to change the format of the second round of RRP so they are in two parts, and to extend the submission deadline to September 2022.

- Part One will require boroughs to provide and update on any RRP business as usual activity (e.g. flats recycling improvements, behaviour change campaigns, waste minimisation work, liaison with schools etc.); and

- Part Two will require boroughs to provide a plan for the proposed reforms that need to be implemented as part of the RWS, including: the mandatory introduction of kerbside, flats and commercial food waste services; the introduction of free garden waste collections and the introduction of multi stream arrangements for the collection of recycling (i.e. a separate container for each stream).

The aim of Part Two is to try and encourage boroughs to start considering the significant changes that they will be required to make, and for ReLondon to use this information to start developing support packages.

The GLA wrote to each borough in November 2021, requesting an overview of their plans for considering the implementation of the proposed RWS reforms, and received responses from the majority of the boroughs.

The GLA issued guidance in January 2022 for the completion of the new set of RRP, and subsequently, ReLondon has set up a series of monthly drop in 'surgeries' for boroughs to ask questions about the RRP and also share information between themselves. The first surgery was held on 23<sup>rd</sup> February and was attended by around 10 boroughs. The second surgery is planned for 24<sup>th</sup> March, before the Board meeting.

### Waste Composition Analysis protocol

An accurate and standardised London waste composition has always been difficult to establish, even with many waste authorities conducting waste composition analyses. As previously reported officers in consultation with the waste composition analysis service providers have developed a protocol for local authorities to standardise how waste composition analyses are conducted. The protocol provides guidance and a downloadable specification for London local authorities. Officers had previously reported that this project was on hold as no boroughs were conducting waste compositional analysis at the time, however since that update the South London Waste Partnership (SLWP) has confirm it is doing a major WCA of its four constitute boroughs (LB Croydon, LB Sutton, LB Merton and RB Kingston). The planned WCA will be delivered in two phases, phase one in spring 2022 and phase two in autumn 2022. ReLondon is working with SLWP to test the protocol and has provided a small amount of match funding to the project. SLWP has used the protocol's template specification to procure the WCA contractor.

### Commercial Recycling

In 2020 ReLondon supported Positively Putney business improvement district (BID) to launch a first-of-its-kind waste consolidation scheme – 'Putney Pedals'. Putney Pedals collects recycling and waste from local businesses by e-cargo bike and cycles it to an off-street consolidation point, ready for a weekly bulk collection. In October 2021 ReLondon published a case study available [here](#). Positively Putney and ReLondon have now submitted the scheme for a number various industry awards.

### Commercial waste research and data project

Despite both national and regional policies to drive up municipal commercial recycling rates, and ensure consistency across municipal waste collections, there is no up-to-date data on municipal commercial waste tonnages for London, or nationally. The latest

available estimates are based on a national survey commissioned in 2009 by Defra, for which ReLondon provided funding to upweight London data. ReLondon has been discussing a research project to refresh to this data and accurate picture of municipal commercial waste tonnages in London.

An options appraisal has been completed to identify the most appropriate way to obtain data and complete the research. ReLondon has committed resource and funding to the delivery of this project but, due to the scale, ReLondon has been seeking funding from several partners. To date, meetings have been held with a number of public and private partners, all of which have been extremely supportive of the project. However, ReLondon has been unable to secure any firm funding commitment, this project has therefore been put on hold until the new financial year when there will be more certainty on the timetable for the implementation of the changes set out in the government's Environment Bill. .

### London Councils consumption-based emissions action plan (renamed One World Living Programme)

This work is being led by the LB Harrow as part of London Council's programme of works on climate change. The action plan development is guided by a steering group attended by ReLondon CEO, Wayne Hubbard. Harrow has organised four sectorial working groups (focused on food, textiles, plastics and electricals), each led by a different borough (Hackney, Richmond, Wandsworth, and Hammersmith and Fulham respectively), that have an objective to develop an action plan for boroughs to support the reduction of 2/3 of consumption-based emissions by 2030. ReLondon is also being involved and support all four working to share its knowledge and align with existing activities to join force when feasible.

Starting from mid-March, ReLondon will also support the coordination of the programme, alongside Harrow and West London Waste Authority, and the delivery of cross-cutting activities, by participating to a coordination group that will meet on a fortnightly basis. ReLondon's alignment with the One World Living activity is written into ReLondon's 2022-23 Delivery Plan.

### Ultra-low Waste Neighbourhood (ULWN)

ReLondon has committed funding to develop and deliver a demonstrator circular economy neighbourhood project – currently called the Ultra-low Waste Neighbourhood (ULWN) – in partnership with the London Borough of Hounslow and in the neighbourhood of Heston Village. This project fits in with Hounslow's plan for the Green Recovery, including the development of their Future Neighbourhood 2030 Strategy.

The project is in the planning and research phase with a road map to project launch in September. Planning will include community outreach, including businesses and support from ReLondon's Business Transformation Team, citizens, schools and community groups. A detailed monitoring and evaluation strategy is currently being planned.

### Circular Neighbourhoods Projects meeting

ReLondon is planning an in-person collaborative meeting on 15 March to bring together a variety of stakeholders across London who are either designing and/or developing circular neighbourhoods or similar activities.

There are a number of circular neighbourhood 'type' projects in the works across a number of organisations, focusing on circular initiatives, and ReLondon is looking to pull together key officers and resources to share best practice.

The session will provide an opportunity for various speakers to share their project vision/journey/success with a Q&A and open discussion section to swap ideas and learnings, and discuss potential collaborations and partnering.

### Extended Producer Responsibility (EPR)

The Environment Bill includes legislation on Extended Producer Responsibility which will see packaging producers become responsible for the full cost of managing the packaging they place on the market. Payments for collection and processing of materials will be made to local authorities who are responsible for collecting waste and recycling. The government will appoint a scheme administrator to manage the cost recovery and payments - which the Government estimates to be in the region of £2.7bn in per the first year (currently 2024 after an announcement of a delay from 2023 by Defra). The government anticipates that when recycling performance payments are introduced, unallocated (i.e. withheld) payments may start to accumulate within the system. It has proposed that these unallocated payments should not be returned to producers in the first instance, but instead be re-invested to support lower performing local authorities to continue to improve. ReLondon has been working with London waste authorities (boroughs and JWDAs), waste authority networks, London Councils and the GLA to start to formulate a lobbying to make the case for London to secure a proportion of these unallocated funds for regional activities. Following a series of one-to-one meetings, ReLondon held a stakeholder workshop on 7<sup>th</sup> March to refine London's ask and in particular look at ReLondon's value add to London waste authorities and how all parties could support a London funding case that would see ReLondon receiving funding. The team is writing out the workshop output and will then work with the group individually and collectively to refine the lobbying ask. The intention being that all London stakeholders would then use this statement to represent London (and the case for ReLondon) in any negotiations with government or discussions with producers (and existing trade bodies and compliance schemes), so that there is a consistent voice making the case for London as the EPR process is refined.

### **Consultations**

#### HM Treasury call for evidence on Landfill Tax

In February ReLondon responded to the call for evidence from [HM Treasury on Landfill Tax](#). ReLondon did not respond to the technical questions contained within the call for evidence. Our submission was instead a lobbying response calling for funding for ReLondon and identifying that this could be achieved through a hypothecation of Landfill Tax for recycling and reduction, and devolving Landfill tax disbursement to London, for strategic disbursement. ReLondon's response was drafted to reflect the Mayor's response and complimented London Councils position on Landfill Tax disbursement.

The deadline for submissions to the call for evidence was 22nd February at 11.45. ReLondon's full response is available on request.

### Waste Tracking Consultation

Defra is currently consulting on proposals to develop a [central digital waste tracking service](#). The Environment Act 2021 sets out powers for the UK government to make regulations to establish a digital waste tracking system and require those who produce, handle, dispose of or make products from waste, to enter information onto it.

This consultation focuses on the practical aspects of introducing a digital waste tracking service to ensure that it meets the needs of all those who will either be required to enter information onto it or who will draw information from it. The consultation deadline is 15 April 2022. ReLondon is preparing its response in consultation with GLA and London borough colleagues.

## **Communications and behaviour change**

### **Corporate communications and marketing:**

#### PR and events:

Detail on press releases and attendance at events is included in the CEO report.

#### Circular Economy Week 2022:

CE Week is now in full planning, and a concept note for the week has been developed. It is likely to be a hybrid (off/online) series of events this year. The opening ReLondon event will focus on jobs, skills and the economic recovery, and will launch our new jobs and skills report; potential high profile speakers are currently being sought as keynotes for this anchor event.

The team aims to achieve £15k of sponsorship income to contribute to total costs for CE Week 2022; this compares to £6k achieved in 2021. A partner pack has been created and shared on a variety of channels, as well as directly with potential sponsors. Further leads are sought for potential partners, sponsors and event hosts as activity ramps up over the coming month.

The events platform requires less modification than last year and work has already started on platform and website updates. A new angle for PR is sought in order to achieve better coverage than last year; and the PR agency will be briefed on this by end March.

#### Podcast:

The podcast episode with Rapha – in a new, streamlined format – achieved good engagement on social media channels when launched and has had 380 listens at time of writing. Our podcast episodes as a whole have had over 10,200 listens to date.

The second episode in this new series, with Club Zero, will have been released by the time of the Board meeting. A further interview with Topup Truck has been recorded and will be 'topped and tailed' by the time the Board meeting takes place, for release before end March 2022.

The target of 10 episodes in 21-22 will not be achieved – only eight will have been produced – due to unforeseen changes in producer throughout the year. Our newest producer is no longer working on the podcast from February 2022 and the communications team has not yet been able to find a new one. Efforts continue to find a suitable producer.

### Newsletter:

The third quarterly ReLondon newsletter will have been distributed by the time of the Board meeting (target date 14<sup>th</sup> March). The process for newsletter content gathering and production is now firmly embedded and subscriber numbers are currently 2,200. The summer 2021 newsletter had a c.16% open rate which improved on the winter 2021 edition up to 21%.

### Publication process:

Knowledge products published in quarter 4 were:

- Commercial waste advice for local authorities (January 2022) – toolkit/report
- Recycling from holiday lets (February 2022) – research report
- Food waste innovation (March 2022) – insight note

While programme teams have positive intentions and ideas for content publishing, other priorities often prevent a fuller programme of content production. We are still however maintaining minimum monthly content production but will focus in the new financial year on increasing this to at least two items per month (including articles/blogs).

Planned knowledge products for quarter 1 of the new financial year include:

- Flats project (phase 2) outputs (April 2022) – report and toolkit
- Learnings from Green New Deal pilots (April 2022) – article/blog
- Jobs and skills (June 2022) – report

### Digital:

The website is now updated weekly and had 26,000 page views and over 7.5k users between December 21 and March 2022. The top 5 pages in the period were:

1. Homepage
2. Jobs and tenders
3. Resources
4. About us
5. Work with us

Social media following is growing and Twitter is now at 6k. Engagement on Twitter has increased from 0.8% to 2.3% over the last year, reflecting the increased attention it is being given by new team members.

### **Behaviour change campaigns:**

#### London Recycles

The London-wide campaign 'Be that person' went live on 15<sup>th</sup> November and year one's three waves of media placement have now been completed. This first year included:

- Out-of-home advertising in/near Tube stations across 8 boroughs;
- Social media advertising directly to the target audience (18-34 year olds) across 19 boroughs;
- A-frame bicycle advertising pre-Christmas with the ad bikes being parked in busy market and shopping areas with high footfall of younger Londoners;
- Targeted audio advertising on podcasts, Spotify etc. plus animated ads on YouTube; and
- A borough toolkit to share with those boroughs wanting to amplify the campaign locally.

A baseline survey was completed in October 2021 and a follow-up survey to evaluate campaign awareness and impacts will run in March 2022. A full report on results will be available by May 2022 and will inform planning for the second year of the campaign, which is due to end in March 2023.

#### Repair Week 2022

Our second Repair Week is taking place from 14<sup>th</sup>-20<sup>th</sup> March but associated events start on 12<sup>th</sup> March. Uptake and interest has been even higher this year than in 2020, with over 40 events likely to take place during the week. We have secured commercial sponsorship this year from both Primark and Currys, with Primark running nine repair and upcycling events in London stores through the week; and Currys offering a discount off repair services in-store.

The [Repair Week pages](#) on the London Recycles website contain a host of information on events, repair businesses in the capital, hints and tips for taking care of your possessions, along with partner and sponsor information and signposts to year-round repair facilities across the capital.

A press release based on the findings of a survey of London adults about their repair knowledge, skills and behaviours is being sold in to media at the time of writing and will hopefully result in a range of broadcast and other news items through the week. Primark and Currys are actively supporting on this element of the promotional activity.

The London Recycles team has created a wide range of social media assets for use throughout the week, and will promote all our partners' events as well as hints and tips, facts and stats and short films featuring London repair heroes throughout the week. Most of these assets will also be made available to partners and supporters, including 20 London boroughs and a range of businesses and charities. In addition a paid social media campaign will broaden reach, improve engagement and increase events attendance.

A full report will be produced after the week is complete, to inform both sponsors and other partners/stakeholders about the results achieved.

### Love Not Landfill

The third Love Not Landfill charity pop-up shop took place in a donated space in Angel Central from November 10<sup>th</sup> – 14<sup>th</sup>, sponsored by Vanish and Oxwash and featuring collections from four charities as well as Love Not Landfill, in partnership with our textile recycling partner GOOD. Footfall in the shop over the four days was c.1,300 with the charities and GOOD taking revenues of c.£16.5k. Average spend per customer was up more than 250% from the previous pop-up in 2019, at c.£4.90; the team believe this is due to the location being less of a tourist destination and more likely to attract people committed to shop, rather than drop in as they passed. Vanish and Oxwash were extremely pleased with the activation and a follow-up meeting with them resulted in the team providing a proposal for potential collaborations in 2022-23.

In December 2021 the decision was taken internally to put all Love Not Landfill activity, other than core social media and the management of our small fleet of textile banks, on hold. This is due to staff departures and sabbaticals, with the remaining behaviour change campaign team focusing on London Recycles, Food Wave and borough support for quarter 4 and the first quarter of 2022-23.

Textile banks are now being serviced by GOOD, who are being paid a small monthly sum to manage all communications with locations as well as the core operation and maintenance of the banks. Conversations have begun with them about the potential sale of 10 of the banks which are currently housed on a site in the north of England. One of the higher performing banks, in Truman Brewery, has been removed due to persistent fly-tipping; but two more leads for new locations will be followed up in the next month.

Due to the staff departures and absences mentioned above, our panel of youth mentors (the 'youth panel') has been stood down until at least summer 2022, when resource availability to continue Love Not Landfill will be clearer and a decision taken on the future of the campaign.

### Food Wave

The Food Wave campaign continues to make steady progress:

- The **digital campaign** continues, and the assets created by young London-based design students have been shared more widely at a recent virtual event with Milan (the lead project partner) and all other 30 EU partners. They have been extremely well-received by the consortium and are being used by the lead campaign agency as well as other cities and organisations across Europe.
- The **film** produced by young Londoners with the support of Young Film Academy will have another screening via the LSE student-run circular economy society on 16<sup>th</sup> March. A panel discussion will be moderated by our Food Wave campaign manager as part of the event, involving the National Food Service, Sutton Community Farm, one of the young film-makers and a relevant LSE academic.
- The work package designed to engage with **young people on low incomes** was restarted in December as a new organisation (Bread n Butter, a north London-based social enterprise teaching cookery skills in community settings) was procured to run the package. They have run a series of events already with schools, young people moving into independent living and young people with

disabilities. Their activities will be completed by the end of March and planning is underway for a series of satellite sessions, taking the content developed by Bread n Butter out to a wider group of Londoners via local authority collaboration.

- **Street actions** – a location has been secured for London’s street action, at Angel Central in Islington, who have committed their outdoor plaza space and potentially some unoccupied interior shop space for the activity. Planning is underway on this package, in particular via a hackathon being co-organised with the London campus of Loughborough University, in Stratford. Their outreach has resulted in more London universities getting involved, including the London College of Fashion, City University and at least two more. The hackathon will be in early April and aims to output detailed activity designs for the 5-day street action in June.
- The **‘high level events’** work package requires the team to run workshops, pop-ups, talks or other engaging activities as part of a wider, large event in London. This has still not been pinned down and, due to resource constraints and the need to prioritise the street action during the first quarter of the new year, is likely to be moved back to November/December 2022.
- The project also requires some **‘local events’** to be organised, and discussions are underway with a bee-friendly gardening activist who has secured some ground at Greenwich University about the possibility of running a localised food systems-related event at the site with their support and input. This is currently planned to be in September 2022 but is subject to further discussions.

### New food campaign

As mentioned above in the Food Flagship Initiative section, ReLondon has been approached by a small number of boroughs and waste disposal authorities over the past six months asking about food-related campaign activity and assets. In addition, the One World Living group focusing on food has identified ReLondon as the preferred delivery partner to run a London-wide food campaign, focusing on behaviours which can reduce the consumption-based emissions associated with Londoners’ food habits.

A meeting to which all boroughs and waste disposal authorities were invited, as well as the GLA, WRAP, WRI and the Ellen MacArthur Foundation, took place on 27<sup>th</sup> January and had extremely high attendance. A follow-up survey has shown a willingness and ability for boroughs and WDAs to contribute crowd-funding to get the campaign kick-started in the new financial year; and ReLondon is now working to identify potential (mainly private sector) match-funding opportunities to achieve a 2-year budget of £350k.