

## 30/06/2022– 4 Programmes Update

<b>Board paper title</b>		Paper 30/06/2022 - 4
ReLondon Programmes Update		
<b>Report by</b>	Wayne Hubbard	
<b>Job Title</b>	Chief Executive Officer	
<b>Date of decision</b>	Board Meeting 30 June 2022	

### Summary

This paper presents updates on the ReLondon programmes.

### Recommendations

To note the updates presented.

### Risk Management

<b>Risk</b>	<b>Action to mitigate risk</b>
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.

<b>Originator</b>	Wayne Hubbard
<b>Contact details</b>	wayne.hubbard@relondon.gov.uk

### 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 & Sector Support**

A number of regional projects are underway.

##### Material Flow Analyses

The Material Flow Analysis research for the textiles sector is underway in collaboration with the UCL and Circle Economy. A project board meeting and a stakeholder workshop were held in April to discuss initial findings, data gaps and explore some of the challenges and opportunities to increasing circularity across the textiles supply chain. A second workshop and project board will be held in circular economy week to discuss the most feasible/impactful scenarios for increasing circularity and addressing emission hotspots in London's fashion textile supply chain. A report is due for the end of the (calendar) year.

ReLondon continues to work with Circle Economy to secure funding for a plastics and an electrical material flow analysis. The focus over the past few months has been on finalising a plastics concept note and reaching out to a prioritised list of funders, where a number of discussions are ongoing.

##### Jobs and Skills research

The jobs and skills report was launched at the opening of circular economy week, receiving a significant amount of media coverage across various media outlets. This is the first circular economy jobs definition for London to incorporate all circular economy jobs outside of the 'core' sectors and therefore highlights the significant economic benefits the circular economy can bring to the city. This research provides much needed evidence for making the case for a circular economy and was well-received by our key stakeholders.

##### Methodology for measuring ReLondon's impact

This project is now underway. ReLondon commissioned Winning Moves and Accelar to conduct this piece of work, with the project starting in May. Due to competing demands (such including the Jobs and Skills research), the project start was delayed and so the final timelines have been amended accordingly. The impact assessment methodology will be developed by December (based on the evaluated impact of c.40 projects delivered between 2020-2022). So far, the consultants have held interviews with project leads to understand ReLondon's various projects and have been analysing the available project data. The consultants will present initial thoughts at ReLondon's Board meeting in September and then their refined findings in the December meeting.

##### CIRCuiT Programme

The design and prototyping work on 7 of our 9 demonstrator projects is now complete. The focus for these demonstrators now is to capture the lessons learnt and to calculate the economic and environmental impact of them.

We have procured a developer 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. Development work will take place over the summer with the intention of trialling in Autumn 2022.

We held a very successful in-person networking event at the beginning of May in which over 100 people from across the public and private sector met to discuss the role of materials passports in supporting circular construction.

Our market engagement in collaboration with the GLA on circularity criteria that public organisations could include in their construction tenders concluded that circularity criteria are very rarely included in construction standards and that there are a number of barriers, however many contractors are already pushing these concepts with their supply chains to meet their own sustainability ambition and there was a general view that contractors can offer more than the market is currently requesting.

Work has continued scoping four training modules that will be developed this year, targeted at local authorities on various aspects of circular construction. It is anticipated that these will be incorporated into the Academy offering once tested.

We are in the process of planning some citizen-focused activity as part of Open House in September 2022 where we will raise awareness of circular construction and its benefits to a more general audience.

### Ellen MacArthur Foundation 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 three new 'pioneer projects':

- **Impact Hub King's Cross:** Feeding the City Accelerate is a transformative 5-month programme supporting 8 ethical food & drink enterprises to identify and embed circular practices.
- **Hubbub** is supporting a food hub in the London borough of Southwark to increase surplus food collection and redistribution by streamlining operations, piloting new business engagement tools, monitoring environmental and social impacts, and exploring self-sustainability and scalability.
- **Apricity** is a low waste restaurant that champions local farmers, growers and makers. Menus celebrate British vegetables, regenerative farming, and locally foraged food and are accompanied by a zero-waste approach to cooking. The restaurant itself has been designed using a restorative design framework.

8 of the 9 circular food pioneers project were showcased at a webinar on the 14<sup>th</sup> of June during CE week attended by 65 participants.

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 which has been published in March 2022. Based on outputs from a workshop held last October involving over 70 officers from 26 boroughs and the GLA group, a range of interventions to tackle the food consumption-based emissions

were selected based on their potential impact and cost effectiveness after several rounds of consultation with GLA, ReLondon, boroughs and partners, including:

- A food supply chain roundtable with representatives from across the food sector to tackle consumption-based emissions and food losses and waste.
- A programme to train environmental health practitioners (EHPs) on food waste reduction / redistribution practices
- A food procurement working group to support local authorities in reducing consumption-based emissions from the food they procure, including school meals. 15 boroughs have signed up so far and committed to develop an ambitious pledge and a set of activities.
- A pan-London behaviour change campaign on sustainable food consumption. To date the GLA, ReLondon, 17 boroughs and 3 joint disposal waste authorities have committed to contribute funding, with more than £220k raised so far.

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

### Business Transformation

ReLondon's Business Transformation team continues to support both the transition of London businesses to circular business models, as well as the growth and scale up of innovative circular SMEs. The full scope of activities delivered by the team is funded by multiple funding streams, predominantly ERDF funding (with ReLondon matched contribution) and supplemented by other funding for specific projects such as Islington Council for a localised grant scheme, and historically by the Mayor of London's Green New Deal Fund for grant schemes & advisory support to businesses.

To date, the team has worked with 329 SMEs, of which 57% are businesses that already have circular offerings or initiatives that they are looking to scale, and 43% are traditional businesses exploring circular business models.

The spread of SMEs across ReLondon's target route map sectors is as follows:

- Built Environment – 19%
- Food – 31%
- Textiles – 20%
- Plastics – 13%
- Electrical – 5%
- Other – 13%

To date, across ERDF/ReLondon and Green New Deal funded activities, the team has contributed to the launch of 83 new circular products/services/processes and contributed to the creation of 152 jobs and safeguarding of 427 jobs.

The virtual outreach of the programme is sustained and complements in-person delivery, including 1,748 followers on Twitter, 492 followers on LinkedIn and 897 recipients to the Business Transformation Monthly Newsletter as at February. Over the coming months, the team will be reviewing its communication channels to focus efforts where there is greatest opportunity for influence and impact.

In the last quarter (Apr-Jun), 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:

- Green New Deal Build Back Better advice: The Build Back Better support continues to be delivered with an extension into May, with 51 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. 3 businesses were able to leverage the support to submit a successful application to the Islington Council Circular Economy Grant Scheme.
- Green New Deal Matchmaking platform: We continued to ramp up the onboarding of selected businesses invited to participate. 97 circular businesses are engaging with the platform to date (84 profiles published and the remainder 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.
- ERDF/ReLondon Validate your model: Delivering 121 Validate your Model support to 6 businesses, helping to stress-test their circular business models (completing in Aug).
- 
- Islington Council CE Grants: We launched 1-2-1 support for 13 of the 24 Islington-based businesses receiving circular economy grants, building on the model and learnings from the delivery of the Green New Deal Circular Pilot Grant support. We also ran a networking breakfast for all grantees in early June.
- Insight paper: we published an [insight paper](#) providing an evidence-based account of the factors supporting circular innovators tackling food waste emerging in London.
- 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 (Jul-Sep) include:

- Continuing to gather the insights across the 34 circular pilots into knowledge products about the commercial and environmental benefits of implementing these schemes, for knowledge sharing and reporting to the GLA in the summer.
- Continuing to refine the operation and experience of the Circular Economy Matchmaker platform (more details below) and integrate it into the business transformation's SME propositions. An online community manager joined the team for 1 year to focus on this task, recruited through the On Purpose programme.
- Continuing to deliver advisory support to grantees from the Islington Council Circular Economy scheme, including peer-to-peer sessions and 1-2-1 mentoring.

- Researching a new Insight Note about the state of packaging-free groceries solutions in London (e.g. refill stores/aisles, home deliveries in reusable packaging, etc), seeking to build the evidence base about the market trends and opportunities for a range of solutions, in response to anecdotal accounts.

### 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 while the market matures. Our application to Friends Provident Fund in January was unsuccessful however the concept was invited to present at a pitching event hosted by Big Social Capital in front of investors in social impact space.

### **Local Authority Support**

Several 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 was 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 2021 with intervention 'live' until February 2022. These additional materials were chosen as they represent a significant proportion of the waste that is currently not collected for recycling on many estates and in addition are some of the most common contaminants in the dry recycling.

The impact of the project was measured through both quantitative (waste composition analysis) and qualitative evaluation. Pre-commencement waste composition analysis (WCA) was conducted in May 2021, the interim WCA was delivered mid-September 2021, the post WCA was delivered at the end of February 2022. In addition to the WCA, ReLondon also conducted resident surveys and interviews with residents, Tenant and Resident Association leads, and estate cleaners as the qualitative analysis.

Data analysis is now complete, with very positive results including an average 152% (16 percentage point) increase in recycling rate across the four estates. The capture of food waste was particularly positive and, in some cases, comparable with kerbside food recycling collection rates. Resident insights showed that people who were already engaged with recycling were doing more, but those not engaged were less likely to change behaviour. More detail on results will be presented to the board during the meeting on 30 June. A summary report and updated Flats Recycling Package toolkit are currently being prepared, to be published in July.

### New build flats

Officers 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 2021. 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 also responded to the GLA consultation on [Large-scale Purpose-built Shared Living London Plan Guidance](#), outlining the need to include adequate facilities for waste management.

Circular Economy MatchmakerThe [Circular Economy Matchmaker](#) was launched on January 31<sup>st</sup> with access currently limited to businesses from within the business transformation portfolio until operations have been stabilised. The platform includes the following functionalities: a searchable directory of circular SMEs and a community space where investors, local authorities and businesses are able to engage with these circular SMEs. 95 SMEs have registered on the platform of which 75 have published their profiles. Engagement activities are underway to get more SMEs signed up and published, including developing the plan for opening access to the platform to a wider audience of interested stakeholders.

The development of the citizen-facing side of the directory has resumed. The citizen-facing offering is named *The Mindful Shopper - your guide to living with less waste* and will focus on a series of 'guides to living with less waste' which support Londoners to make more sustainable consumption choices and highlight relevant SMEs that can support this objective. The development of the website is underway with a soft launch planned for July 2022 which will be followed by a launch marketing campaign the Autumn.

### Plastics project

Based on research conducted in 2021 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 (hosted on the Circular Economy Matchmaker Community site) to connect actors tackling single-use plastic across London. The community 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. 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). There are now 52 members on the platform from a range of organisations (including 21 members representing 13 different local authorities). The aim is to show that London is a low-plastic city and help existing schemes grow and thrive, and members are able to advertise events and let others know about their work. Recent events have included a business breakfast run by Surfers Against Sewage, and online 'make your own plastic-free cleaning materials' run by Plastic Free Hackney. Members of the community will be taking part in an online panel discussion on 16 June on the future of tackling single-use plastics as part of CE Week.

### 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.

The project is currently live, with communications being delivered by both Kitche and OLIO (supported by London Borough of Bexley).

OLIO is currently in the process of completing a bin stickering exercise – with OLIO and Bexley branded stickers being placed on approximately 31,000 residual bins across the borough. Kitche have just begun a leaflet drop to 50,000 households, which includes a competition where any resident who downloads and uses the app enters a prize draw to win £720 worth of food vouchers. Both apps will have a presence at Bexley’s Eco-Festival which takes place on Saturday 25<sup>th</sup> June. The event runs from 11am-4pm with a variety of activities, including the “Zero Waste Brunch” which is a cooking demonstration from Kitche’s in-house chef.

A post-waste composition analysis will take place in mid-July.

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

### 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 draft protocol for local authorities to standardise how waste composition analyses are conducted. The South London Waste Partnership (SLWP) has confirmed 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 late spring 2022 and phase two in autumn 2022. ReLondon is working with SLWP to test the protocol.

### 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 May 2022 Positively Putney (supported by ReLondon) won a Lets Recycle Award for Excellence for the Putney Pedals project.

### Commercial Waste Data project

The ‘commercial waste data’ project has moved from amber to red. In 2021-22 a significant amount of work was done to engage stakeholders (Defra, GLA, Boroughs and the private sector) in conducting a commercial waste data project for London. £50,000 of direct fund, plus officer time was allocated to the project, despite high-level



commitments to match fund the project a keystone funder was required, and the majority of stakeholders felt this should be Defra. As a result, the project did not move forward with funding rolled over into the 2022-23 programme period, while conversation with Defra continued. Subsequent to this Defra has announced a major national waste data project 'Programme of work on mixed waste composition'. This is a multi-year project with budget of nearly £2 million. ReLondon is exploring with Defra how London's data requirements might be met and whether there are opportunities for ReLondon's involvement. Until this is resolved the Commercial Waste Data project will remain on hold. This may lead to the allocated budget for this project being redistributed. NB. The budget for this project was rolled over from 2021-22 and was not part of the 2022-23 programme budget.

### Heston Village Project (Ultra-low Waste Neighbourhood (ULWN))

ReLondon has committed funding to develop and deliver a demonstrator circular economy neighbourhood project in partnership with the London Borough of Hounslow 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 includes community outreach, including businesses and support from ReLondon's Business Transformation Team, citizens, schools and community groups. A detailed theory of change has been developed and from this a monitoring and evaluation strategy. The project is currently out to tender to appoint a monitoring and evaluation contractor.

### Circular Neighbourhoods Collaboration meeting

In addition to the Heston Village Project, ReLondon is aware that there are other circular neighbourhood type projects happening across London being delivered by local boroughs (including the Mayor's Future Neighbourhood Boroughs), the third sector and major estate owners. To help draw some of this collective learning together ReLondon held a 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.

The session was well attended and proved to be a positive network for collaboration. A second workshop is planned for early summer looking specifically at developing 'theories of change' and establishing robust monitoring and evaluation plans.

In addition to the collaboration meeting, ReLondon in collaboration with GLA colleagues also facilitated a one-off workshop on 12 May on understanding and implementing the circular economy for all boroughs developing Future Neighbourhood Strategies. The workshop was also open to and attended by a number of organisations who receive support through the Mayor's High Streets for All scheme.

### 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). Each sectoral working group has developed an action plan for boroughs to support the reduction of 2/3 of consumption-based emissions by 2030. The programme is now working to engage boroughs in these action plans, part of this includes an OWL event lead by Harrow Council during CE Week (on the local authority day). Since March, ReLondon has also supported the coordination of the programme, by participating in a coordination group that meets fortnightly. ReLondon's alignment with the One World Living activity is written into ReLondon's 2022-23 Delivery Plan.

ReLondon is also working with London Councils and the GLA to calculate the household consumption-based GHG emissions for the Greater London Authority and disaggregate to the 33 London councils for 2019. This project aims to provide updated numbers to the research produced by the University of Leeds last year (which were for the years 2001 – 2018). The project kicks off this week and will result in a final report in July.

### Reduction and Recycling Plans (RRP)

The requirement to develop individual borough RRPs is set out in the Mayor's London Environment Strategy. ReLondon is supporting the GLA and boroughs in the preparation of the second round of RRPs for the period 2022-2026. The GLA has agreed to change the format of the second round of RRPs 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 issued guidance in January 2022 for the completion of the new set of RRPs. Since February ReLondon has held monthly drop in 'surgeries' for boroughs to ask questions about the RRPs and also share good practice.

### 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, following Defra's response to the consultation published

in March, is estimated to be in the region of £1.7bn (down from £2.7bn) in the first year - currently 2024 after an announcement of a delay from 2023 by Defra.

Defra's response also set out that unallocated payments will not be used to fund innovation and support for local authorities, as these activities fall outside 'necessary costs' of providing efficient recycling services. It is currently unclear how unallocated funds will be used, or how innovation will be funded. ReLondon is continuing to work with other authorities including Waste Network Chairs, to gather more information from Defra on this and other questions around the implementation of the EPR scheme.

ReLondon and GLA colleagues are also continuing conversations on how these changes might impact any opportunities for regional funding to support London authorities.

### **Consultations**

#### Waste Tracking Consultation

ReLondon responded to the proposal 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 focussed 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. ReLondon's full response is available on request.

#### Environmental Targets consultation

This [consultation](#) includes proposals for a number of targets, including a target to halve residual waste (per person) by 2042. The consultation outlines the impact that will be made towards this target from the implementation of the consistency, DRS and EPR reforms, and DEFRA has also produced a supporting evidence paper which outlines the assumptions made when developing the target.

ReLondon has developed a draft response in consultation with GLA and local authority colleagues. The deadline for submission is 27<sup>th</sup> June 2022.

### **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:

At the time of writing CE Week is underway, with a successful inaugural event on Monday 13<sup>th</sup> June to launch the new jobs and skills report, 'The circular economy at work'. Five additional ReLondon events are taking place throughout the week, including

## 30/06/2022– 4 Programmes Update

a collaborative networking event with NatWest and their accelerator team to close the week. Almost 60 events in total are running as part of CE Week.

£9.5k in sponsorship income has been secured so far this year, with Cleveland Steel and Tubes Ltd taking the lead sponsorship; and LEDNet providing sponsorship support for an afternoon of local authority-related content mid-week. CE Week supporters this year are Mayor of London; London & Partners; Ellen MacArthur Foundation; Circular Economy Club; IEMA; CIWM; and NatWest.

PR coverage has so far been achieved in Business Green, Circular Online, MRW, London Loves Business and six other outlets.

### Podcast:

Recent episodes in the new format have achieved the following listens:

- Bringing the refill store to your door (Topup Truck) = 389
- Tackling the takeaway problem (CLUB ZERO) = 368

Total listens as of 10<sup>th</sup> June 2022 for this series of the podcast are 3,456.

A new producer has been found and appointed, and work on the 10 episodes targeted for this plan year will begin in July 2022.

### Newsletter:

The spring 2022 newsletter achieved 250 views and a 26.1% open rate, compared to winter 2021 open rate of 21%, which shows a consistent improvement. The newsletter goes to an 'opt-in' audience plus key stakeholders and contacts, including boroughs (but with the option to opt out).

### Publication process:

The only knowledge product published in quarter 1 of the 2022-23 plan year has been the jobs and skills report – 'The circular economy at work' – published on 13<sup>th</sup> June to launch Circular Economy Week.

The Ecosurety flats project is due to publish its report and toolkit, accompanied by a news release, at the end of June.

While programme teams have positive intentions and ideas for content publishing, other priorities (in particular CE Week in the past quarter) often prevent a fuller programme of content production, and recently the publications process has been particularly slow. We aim to maintain as a minimum monthly content production but would prefer to increase this to at least two items per month (including articles/blogs). Efforts will continue to make this happen.

### Digital:

Figures for page views and users are marginally down in the period from April-June 2022, with a total of 22,000 page views and 6,667 users. The top 5 pages in the period were (as per previous quarter):

- Homepage
- Jobs and tenders

- Resources
- About us
- Work with us

On social media, our following is up by 1.55% from the last quarter on Twitter; and by 4.2% on LinkedIn. Both increases reflect increased (and organised) focus from new team members. Engagement rates have also improved on Twitter, up 0.3% from last quarter to 2.7%.

### Communications review:

A review of communications priorities and campaigns is planned for initiation in quarter 2, with the scope to include both corporate communications (e.g. podcast, Circular Economy Week) and behaviour change campaigns (specifically London Recycles and Love Not Landfill, as the other – food-related - campaigns are funded by third parties). The main aim will be to establish which of our communications activities best support ReLondon's objectives and set KPIs for each prioritised area of communications and campaign activity. Detailed scope and objectives for the review have yet to be defined and there are no internal resources available to conduct it; so external contractors will be procured and briefed.

### Commercial marketing:

A workshop to develop a commercial marketing plan is taking place in July, to support the development of commercial revenue streams and design marketing communications to both (a) promote specific products (e.g. the academy, consultancy to local authorities) and (b) build ReLondon's brand and reputation amongst target audiences.

## **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. End of year 1 evaluation took place in March amongst our target audience and reported in May, showing that:

- Those who have seen the campaign...
  - o Are 30 percentage points (89%) more likely to report recycling more in the past few months than those who have not seen the campaign (59%)
  - o Strongly agree/agree that the campaign made them feel they should be recycling more (74% scoring 4 or 5 on a 5-point scale)
  - o Strongly agree/agree that the campaign made them think about their own recycling (72%)
  - o Strongly agree/agree that the campaign portrays the type of people that they know or recognise (75%)
  - o Are more confident (or potentially over-confident) that items can be recycled
  - o Are more likely to report recycling trickier plastics like film, wrapping and pouches)

- 26% of the target audience say they saw one or more campaign assets, but amongst sub-groups this rose to 38% amongst men aged 18-34 (a particular target group for the campaign)
- Campaign recognition varies across the cohort and suggests it engaged multiple groups (18-34 men; homeowners; those more predisposed to recycling).
- The campaign performed strongly according to key metrics (e.g. stand out, making people reflect)
- The 'dissonance' messaging appears to have had most impact, with verbatims showing that the message has been clearly understood by the audience:
  - o *'Because it's easy to do, isn't time consuming and I don't want to be that person'*
  - o *'Knowing it doesn't take a long time means it can be achieved easily. So it guilted me into recycling more which is a positive result'*

The smaller media budgets for this campaign (compared to 'One bin is rubbish', 2017-2020) mean that while impact has been strong and positive on those who have seen the campaign, the wider audience impact has been lower due to smaller numbers of our target audience being reached.

Year 2 planning has begun, and the second year of campaign activity is targeted to start in early autumn 2022.

It is important to note that there is currently no funding available for London Recycles beyond the end of March 2023. A campaign manager remains on the staff template but there is no external budget to spend on creative, events, media or other education and behaviour change activity.

### Repair Week 2022

Our second Repair Week took place from 14<sup>th</sup>-20<sup>th</sup> March, with over 40 events taking place during the week, and over 800 people engaging directly during the events. The week was sponsored by Primark and Currys, with Primark running nine repair and upcycling events in London stores through the week; and Currys offering a discount on repair services in-store.

The London Recycles team created a wide range of social media assets for use throughout the week, and event hosts, partners and sponsors all shared the content widely.

There were 5,618 page views of the website during the week, with most visitors looking at multiple pages. Over 557,000 accounts were reached on Instagram with repair content; and on Facebook we reached over 732,000 accounts, where the week was advertised on London-based buy, share and swap groups achieving just under 500,000 impressions and 3,500 post engagements. London Recycles achieved over 10,300 profile visits on Twitter during the week.

### Love Not Landfill

Love Not Landfill remains the campaign for which the communications and behaviour change team receives the most direct requests for collaboration and discussions about

partnerships. However a lack of internal resource, following the departure (after a short sabbatical) of our campaign manager, means that many of these cannot be progressed.

Focus instead remains on maintaining the campaign's social media presence, including the development of regular Instagram Live talks and other digital activations and engagement; as well as managing the fleet of clothes banks. New leads are currently being developed for placement of banks, and refurbishment of the existing banks is planned for the next three months.

A potential outdoor market activation for the campaign has been brought to the team by a major retail landlord in central London; and new charity and higher education (e.g London College of Fashion) relationships are being forged to support future events.

### Food Wave

The Food Wave campaign has just completed an intensive period of project reporting to the EU, which has required resources to be focused on financial and administrative elements for the last month. The team will be focused from mid-June and for the next quarter on:

- The **young people on low incomes** work package – core activity has been completed and a brief has been written to contract third parties to help deliver a series of satellite sessions, taking the core content out to a wider group of Londoners via local authority collaboration.
- **Street action** – this will take place at Angel Central in Islington in early July, using the outdoor plaza space and an unoccupied shop space for the activity. A hackathon took place with students from a variety of universities in April, on the London campus of Loughborough University, in Stratford. The event itself will focus on the diverse food cultures in Islington, and will involve an installation, cookery demos and a series of talks and workshops over a 4-day programme.
- The **'high level events'** work package – this will involve workshops, pop-ups, talks or other engaging activities as part of a wider, large event in London. This is due to take place in November/December 2022.
- The project also requires some **'local events'** to be organised, which are yet to be confirmed.

### New food campaign

As mentioned in the Food Flagship Initiative section above, a new pan-London food campaign focused on household food waste and reduced meat consumption has been initiated by ReLondon in response to borough and waste disposal authority interest, and the inclusion of a pan-London campaign in the One World Living food action plan.

A concept note, timeline and proposed MoU has been shared widely with waste disposal authorities and boroughs with the goal of crowd-funding the campaign. Target funding for a 2-year campaign is c.£350k, and so far 18 boroughs have confirmed contributions (11 of which are via their joint waste disposal authority); three JWDAs are involved (two of which are providing the full funding for their boroughs); and a further 11 boroughs have expressed interest and are pending confirmation. In addition funding has been committed by the GLA and the Ellen MacArthur Foundation; and interest expressed by a potential commercial funder.