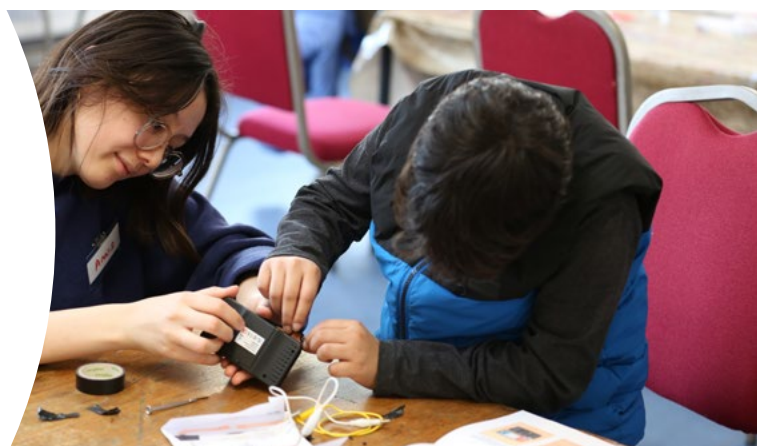




Circular neighbourhoods:

Heston in the Loop case study

April 2025



London Borough
of Hounslow



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1. Executive summary

The circular economy is a powerful systemic approach to reducing waste and the emissions associated with all the stuff that we make, distribute, use and then get rid of.

Through circular business models and behaviours – including renting rather than buying, swapping and sharing, buying second-hand, making things to last, repairing and recycling – a circular economy can make a substantial contribution to tackling the climate crisis, as the consumption of materials and resources accounts for almost half of all damaging greenhouse gas emissions globally.

But a circular economy can also be a complex idea which feels intangible and difficult to bring to life at a city or community level. Recognition of this has led to the development of the idea of circular neighbourhoods – defined as being areas usually based around a high street ‘hub’, in which local citizens have greater access to affordable, circular products and services which allow them to get, use and dispose of stuff in a

more sustainable way. Circular neighbourhoods also have the potential to deliver considerable social and economic benefits for citizens and businesses, such as greater community cohesion, reduced costs, increased skills, and new business and job opportunities, whilst delivering environmental impact through waste reduction and carbon savings.

What follows is a case study detailing a ‘first of its kind’ circular neighbourhood pilot in London, set up and run as a joint venture by ReLondon and Hounslow Council, in the neighbourhood of Heston: “Heston in the Loop”. Hounslow engaged with this project as part of their Future Neighbourhood work¹, and identified Heston as a prime location due to its vulnerability to climate change as well as high levels of deprivation and unemployment.



¹ https://www.hounslow.gov.uk/info/20006/environment/2489/future_neighbourhoods_2030

Project purpose

By providing access to more circular solutions which helped Heston citizens and businesses to waste less and reuse, repair, share and recycle more, the project aimed to achieve a reduction in the waste produced across the neighbourhood, as well as increases in recycling and a reduction in the neighbourhood's carbon footprint. The following desired outcomes were identified at the outset:

- Citizens, schools and businesses are aware of the project and the activities delivered.
- Heston citizens have a greater understanding of circular living, including benefits and where to source products and services locally.
- There is a sustained increase in the number of circular products and services offered to citizens locally.
- Citizens consume stuff differently, making repeated use of circular businesses and services.
- Local skills are developed and enhanced.

Alongside these, project partners wanted to ensure that citizens felt proud of their community; and both Hounslow Council and ReLondon were keen to learn whether the project could be a replicable model for the wider borough and beyond.

Project approach

The Heston neighbourhood project was designed collaboratively by Hounslow Council, ReLondon, the Heston community (through consultation events) and behavioural specialists who helped frame the approach. The team then identified and on-boarded 21 delivery partners to create interventions and touchpoints designed to connect with people throughout their daily lives – at school, when shopping, at work, online or in a variety of community settings.

The organisations and businesses selected as delivery partners deployed interventions from in-person events to online platforms, tackling materials from textiles to food and plastics, via business models from repair and refill to sharing and reusing. The interventions also targeted diverse audiences in a range of locations across Heston, and were supported by newly developed digital and physical communications under the umbrella branding of “Heston in the Loop”. The communications channels and assets were used by the core project team as well as delivery partners to promote the interventions and keep people engaged in the project and its activities.

Heston citizens and community groups were involved during the project planning through multiple resident engagement sessions, to ensure the project was designed to meet the needs of local people. During project delivery, three part-time community advisors were

employed from the Heston area (in partnership with local organisation C-Change West London) to engage directly with citizens and ensure the project continued to adapt and respond to the community's needs.



What was achieved?

Over the 12 months of project delivery, from March 2023 to March 2024, the team and delivery partners collectively ran 20 multi-faceted interventions. These included digital solutions such as sharing or redistribution apps, as well as in-person courses and events series; and they targeted materials including food, plastics, textiles, electricals, bicycles, furniture and various others. The solutions offered included:

- ♦ **Surplus food redistribution:** enabling access to food that would otherwise go to waste.
- ♦ **Expanded rental and sharing opportunities:** increasing options for renting and sharing items to reduce individual ownership.
- ♦ **Increased and improved recycling facilities:** schemes for hard-to-recycle materials from hair salons, and improved recycling facilities for schools and on estates.
- ♦ **Affordable household product refills:** providing low-cost, refillable options for cleaning and household products.
- ♦ **Skills for repair and maintenance:** upskilling citizens in repairing everyday items and improving access to local repair services.



7

Schools engaged



45

Businesses engaged



13

Community groups engaged



~5,000

interactions / engagements in one or several activities

Sharing and renting

6

Apps and/or websites and online platforms deployed to enable Heston residents to share and rent more

700+

downloads and users

5,300

items shared or rented, including **3,400kg** of food redistributed

29

Love Not Landfill event attendees, to foster clothes swapping in the community

Using stuff again and wisely

87

events to upskill Heston citizens: **53** repair workshops and **34** school pop-up shops with refillable solutions

900

attendees across all events – including **350** children

480+

items repaired

629

bottles refilled through **5** schools refill shops, and **11** businesses providing packaging refill options in the area

5

hair salons working on recycling hard to recycle materials

Make things well

35

community gardening sessions to train citizens to grow food locally

255

people engaged

Outcomes and impact

While at times the project was complex in its delivery and challenging in terms of measurability, it achieved some remarkable results - especially considering its demonstrator nature and the way the project needed to flex using a 'test and learn' approach over the 12 months of its delivery. The results show that people's attitudes and behaviours can shift and change if more circular options are made accessible and easy to use; and if the communications around those options present those behaviours as the norm in their community. The "Heston in the Loop" approach helped the delivery team to get the interventions and communications right for this neighbourhood in particular, and the framework used has since been developed with the aim that it can be adapted and scaled by others across London.

Project legacy and next steps

ReLondon and Hounslow Council hoped that Heston in the Loop would not just achieve its own project outcomes and impact, but would also:

- Leave behind infrastructure, capability and an appetite for circularity in Heston which would sustain positive results beyond the life of the project; and
- Provide learnings on which a scalable framework could be built and shared with others for scaling up circular neighbourhoods across the city and beyond.

In Heston much of the circular activity delivered as part of the project has now become self-sustaining, driven by new learned behaviours and demand from the community. Notably 65% of the interventions deployed as part of Heston in the Loop are continuing, including ongoing monthly repair café sessions and all five refill shops that were set up within schools.

ReLondon have also developed a circular neighbourhood framework and toolkit since completing the project, for other local authorities or organisations to use. The framework provides guidance on how to create circular neighbourhoods tailored to meet the needs of specific communities; and a communication toolkit contains guidance and editable assets to support other "in the Loop" neighbourhood projects. These are both available on request by contacting ReLondon at hello@relondon.gov.uk.

79%

of surveyed citizens were aware of at least one of the project interventions.

80%

of surveyed citizens said they understand how their daily activity could affect climate change - compared to 56% prior to the project.

19 tonnes

Between 6.5 and 19 tonnes of carbon saved due to project activity.

61%

of surveyed citizens indicated they are making changes to their lifestyle in order to reduce environmental impact - compared to 39% prior to the project.

11,584

visits to the project webpage or delivery partner webpage via social media link clicks.

5,300

Items shared or rented, including nearly 3,500kg of food redistributed.

65%

of interventions deployed have been sustained since project closure.

87

events run to upskill residents, with three new part-time roles created as a result.



2. Background

2.1. Project aim

Heston in the Loop was a ‘first of its kind’ project, aiming to test the principles for creating a **circular economy neighbourhood**. The goal was to establish whether, by deploying multiple behavioural interventions, a community can waste less, and reuse, repair, share and recycle more.

A **circular neighbourhood** is one in which citizens have greater access to affordable circular products and services, as well as more local opportunities to help them get, use and dispose of stuff in a more sustainable way. Circular neighbourhoods also have the potential to deliver considerable social and economic benefits, whilst also delivering positive environmental change.

The project aimed to establish a circular neighbourhood in Heston by providing new (or supporting existing) circular solutions that empower individuals and organisations—schools, businesses, places of worship, and community groups—to waste less and reuse, repair, share and recycle more. The interventions delivered as part of the project were designed to build awareness of, and support for, more circular behaviours while helping citizens gain practical skills (such as repair), save money and get to know others in their community better.

The project addressed consumption behaviours in relation to several key materials (plastics, food, textiles, electricals, bicycles), and through ReLondon’s five circular business models² (using stuff wisely, using stuff again, making things well, renting instead of buying, and sharing).

The ultimate goal of the project was to create a replicable model for neighbourhoods which genuinely transformed citizens’ and businesses’ relationship with stuff, by embedding circular economy practices at a neighbourhood level. As a co-benefit, the project was consciously designed to support measurable social and economic benefits.



² <https://relondon.gov.uk/circular-economy-explained>

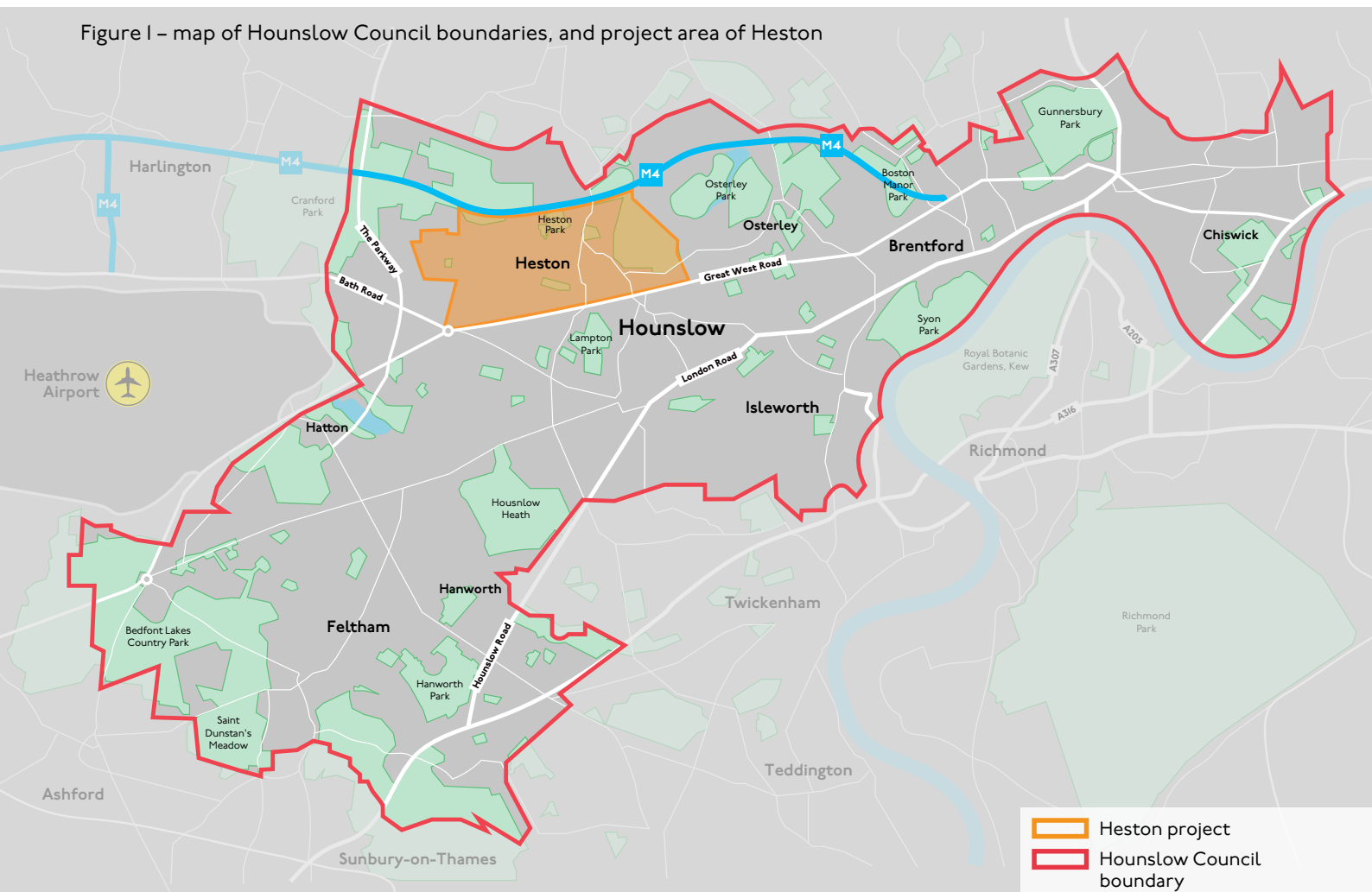
2.2. Who we worked with

The project was delivered jointly by ReLondon working in close partnership with Hounslow Council. In 2019, the council declared a climate emergency and pledged to achieve net zero carbon for the council's own estate and operations by 2030, whilst influencing wider borough emission reductions. Their Climate Emergency Action Plan³ outlines key programmes to achieve net zero and deliver a greener and more resilient Hounslow, which includes developing circular economy practices and net zero neighbourhoods to reduce waste and create sustainable, low carbon communities.

Delivering a neighbourhood project in Heston was part of a specific workstream within Hounslow Council's plan, with a fundamental requirement to engage the community in co-designing and delivering a low carbon, thriving neighbourhood which served the community's needs. ReLondon was a named partner in this strategy, marking the inception of the Heston in the Loop collaboration.

2.3. Where it was delivered

Figure I – map of Hounslow Council boundaries, and project area of Heston



³ https://www.hounslow.gov.uk/info/20006/environment/2063/climate_emergency/2

Heston, also known as Heston Village, is a suburban area in northwest Hounslow. It is a relatively secluded part of the borough and somewhat isolated within Hounslow, bordered by the M4 to the north, the A4 to the south, Heathrow Airport to the west, and Osterley Park to the east, creating a distinct setting within the borough.

It is an area of approximately 4.6 km² hosting 24,000 citizens across 7,000 households, with much of the population (61%) of Asian descent – mainly Indian and Pakistani⁴.

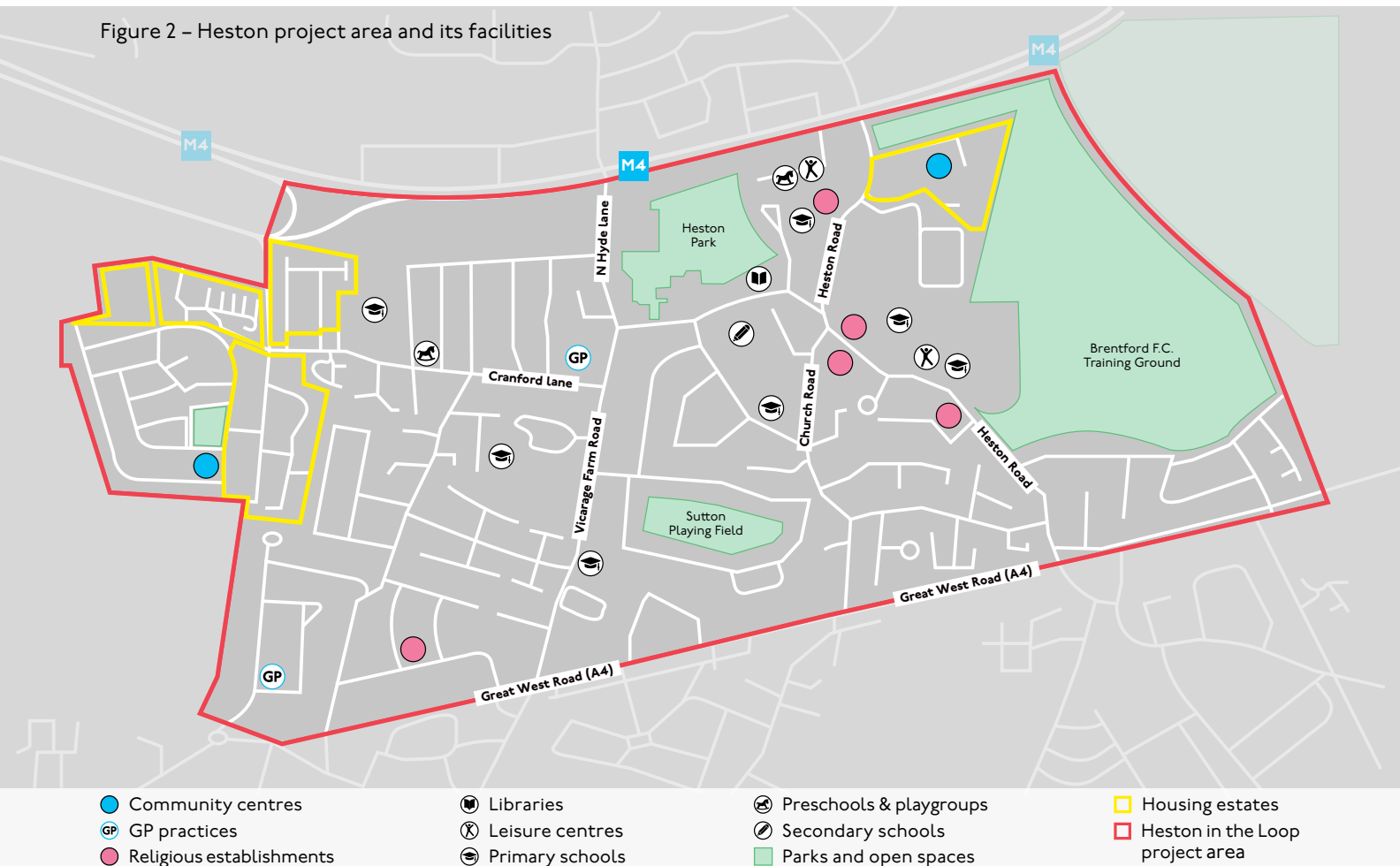
The area is categorised as vulnerable to the impacts of climate change, including flooding and heatwaves⁵, due to personal, environmental, and social factors that increase the population's sensitivity to these impacts. This challenge is

compounded by poor air quality⁶ and proximity to Heathrow Airport, with Heston situated directly under its flight paths.

Heston has long faced high levels of unemployment and deprivation, challenges that were further exacerbated by the COVID-19 pandemic. Although three years have passed, the area continues to feel the pandemic's lingering impacts. Employment in Heston is heavily reliant on Heathrow Airport, its supply chains, and the hospitality sector—industries particularly affected by the crisis. An additional consideration for project delivery was that many local residents speak multiple languages but do not speak English as a first, or sometimes a second, language; as well as evidence that communities in Heston are at elevated risk of digital exclusion⁷, further limiting opportunities for many citizens.

A full demographic breakdown of the area can be found in the appendices, section 8.1.

Figure 2 – Heston project area and its facilities



4 Office for National Statistics, Census 2021

5 <https://data.london.gov.uk/dataset/climate-risk-mapping>

6 <https://experience.arcgis.com/experience/I9c2f4f00d6d4c04ba41f246bf238ac4/>

7 <https://stats.hounslow.gov.uk/digital-exclusion/>

3. Methodology

3.1. Project design

The project was designed to touch different parts of a citizen's daily life, providing them with alternative, convenient ways to interact with “stuff” sustainably – from buying a cup of coffee or collecting their children from school, to getting a haircut or picking up groceries. In order to achieve this, the project team worked with a variety of delivery partners to deliver multi-faceted interventions covering a range of audiences, materials and behaviours.

The initial project scoping process involved close working with various internal and external stakeholders – including a workshop with several Hounslow Council departments and direct engagement with the community through consultation channels in the lead-up to, during and after the project. These included incorporating outputs from two Future Neighbourhoods 2030 co-design workshops in November 2022; attending the Heston and Cranford Area Forums both pre- and post-project; and regularly consulting with Hounslow's Community Development Team who work closely with people in the

neighbourhood to deliver on local aspirations and needs – helping residents shape the areas in which they live, work and study.

This community co-design helped the team understand the area's needs and clarify project objectives. In selecting Heston as the site for a circular neighbourhood, early engagement with existing community structures (such as local community groups and faith groups) — particularly those focused on sustainability— proved invaluable.

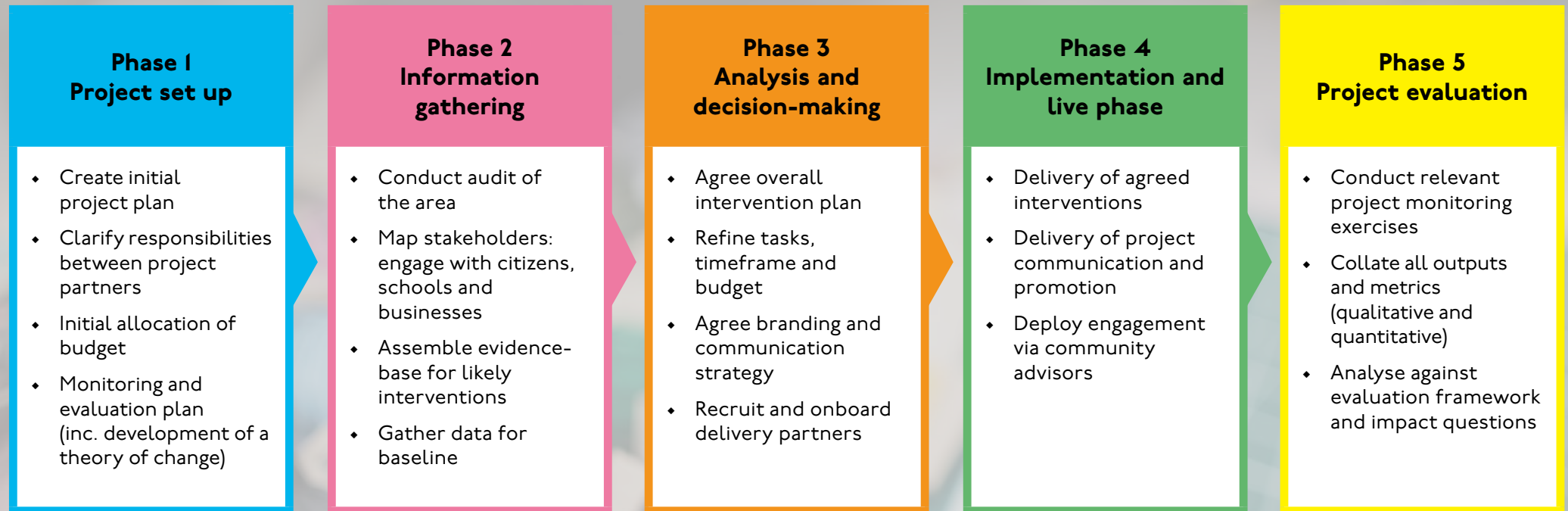
Working with a behaviour change specialist, the team worked on answering a series of strategic questions focused on six topics: intervention themes; community engagement; project phasing; communication; monitoring and evaluation; and project legacy. This process was iterative in nature, with stakeholder priorities against the six topics being mapped out and prioritised multiple times. This helped align design decisions across stakeholders (detailed considerations are available in the appendices, section 8.3).



3.2. Project delivery phases

Heston In The Loop was a two-year project, deployed over five phases as shown below.

Figure 3 – project delivery phases



4. Interventions

4.1. Intervention overview

The project's ambition was to “design out waste” by making alternative options accessible, such as:



Surplus food redistribution:

enabling access to food that would otherwise go to waste.



Affordable household product refills:

providing low-cost, refillable options for cleaning and household products.



Increased and improved recycling facilities:

schemes for hard-to-recycle materials from hair salons, and improved recycling facilities for schools and on estates.



Expanded rental and sharing opportunities:

increasing options for renting and sharing items to reduce individual ownership.



Skills for repair and maintenance:

upskilling citizens in repairing everyday items and improving access to local repair services.

To achieve the project's ambition to bring these options to Heston citizens, the team identified and engaged a range of partners, each of whom could deliver specific, targeted interventions in the neighbourhood. A suite of partners and circular interventions were developed and agreed (with an intervention referring to a coherent set of activities designed to address specific issues or achieve particular outcomes within a project). The aim of each intervention was to add to the sum total of accessible circular products and services available to citizens, and to nudge citizens – one behaviour at a time – towards more circular lifestyles.

At the beginning of the project, the hope was to deliver many of these interventions in some form of physical community space. However it was quickly identified that this was not a viable option due to limited available vacant space as well as budget restrictions. Many of the interventions were therefore digital or delivered through existing spaces such as schools; and other ways of having in-person connections with the community through the life of the project were explored (see section 5. Communications).



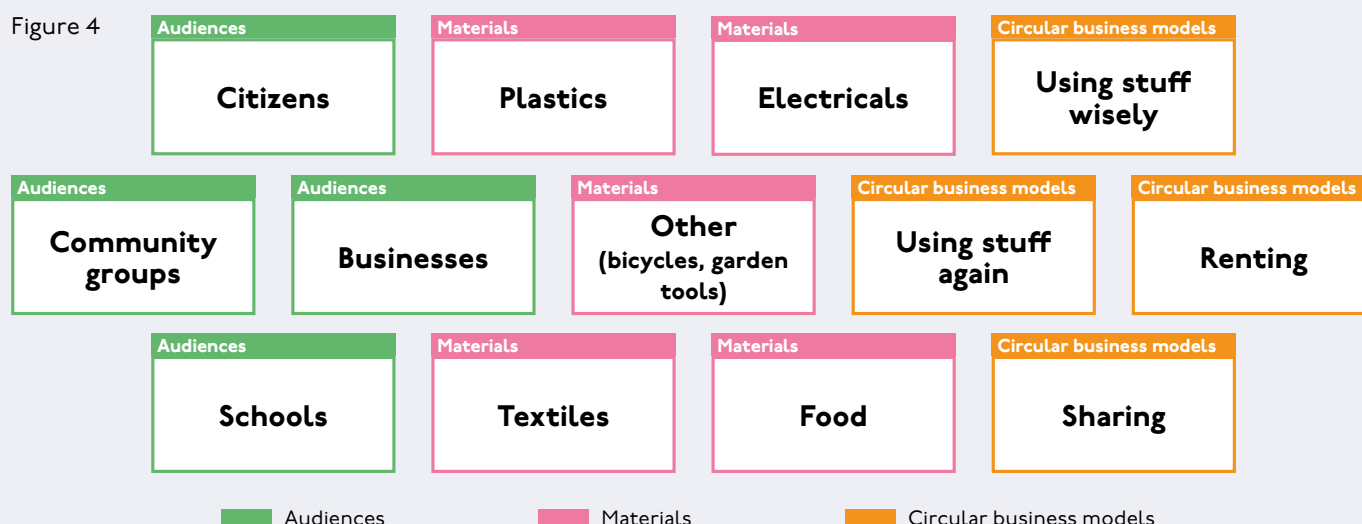
4.2. Intervention design

An initial longlist of interventions was developed, using insights and experience from the community, sector specialists, workshop outputs, previous projects, and wider research. The team focused on interventions that were aligned with the project objectives and were feasible within the context of the project.

| | |
|---|---|
| Set of decision making criteria: | <ul style="list-style-type: none"> Practicalities – capacity of the project team to carry out or support the interventions Outcomes – whether interventions being delivered will contribute to the project objectives |
| <ul style="list-style-type: none"> Project duration and available budget Community wants and needs - informed by Hounslow Council community engagement sessions | |

As the design of the project was broad in scope, the interventions were selected to address as many audiences, materials and circular business models as possible. In response to community consultation and evidence of higher levels of digital exclusion in Heston, the team also built in significantly more in-person activities and interventions to ensure that the project was inclusive for the entire community. In addition, three part-time community advisor roles were created to provide a physical presence and increased opportunity for face-to-face engagement.

Figure 4



4.3. Intervention delivery

20 interventions were finally selected and deployed as part of the project, and what follows is a selection of short case studies on some of the more impactful ones. The majority of interventions required the expertise of either local or external delivery partners; and the recruitment of these delivery partners allowed for a breadth of business models and materials to be effectively covered.

Most of the interventions performed well, with in-person events and activations getting good attendance and engagement, and the larger, more visible digital platforms (such as Olio and Too Good to Go) getting good traction with citizens on the whole. However there were some interventions which performed less well, in particular the smaller digital platforms (such as Kitche and Ferris); but it is difficult to accurately pinpoint any common cause of more or less effective interventions, as each was delivered by a different partner with a wide range of resources and channels at their disposal.

The next few pages offer a representative sample of six of the 20 interventions.

Case studies

Sharing, renting and redistribution via digital platforms

Collaboration with various digital platforms, such as Too Good To Go, Olio and Ferris, encouraged sharing within the community – either peer to peer or from businesses to citizens. Dedicated communication campaigns utilised co-branded assets on a range of channels including social media adverts, household leaflet drops and bin stickers.

- Over **2,000 items** (household and food) shared via Olio.
- **2 tonnes** of food shared via Olio, equivalent to approximately **£8,000**.
- **3,097 meals** redistributed from businesses via Too Good To Go.
- Social media adverts for Olio, Too Good To Go and Ferris were seen over **804,000 times** with a minimum of **4,200 link clicks** through to partner websites or app stores.

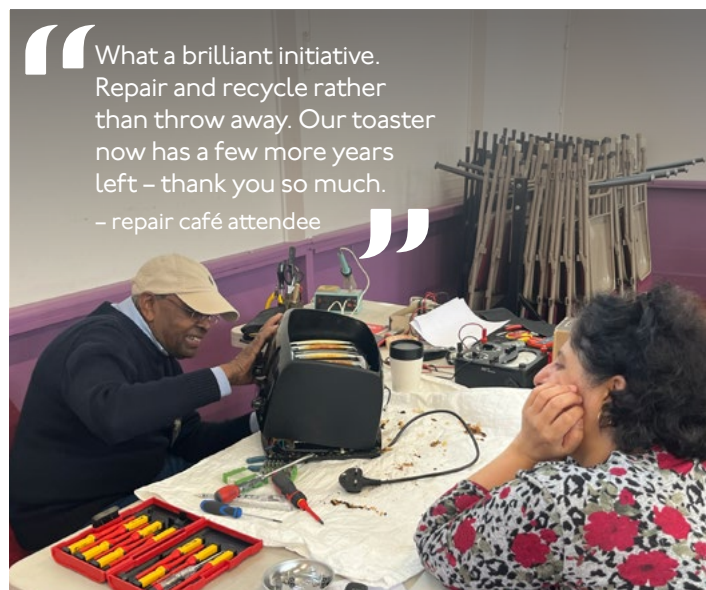


Repair Café

Community events offered participants the opportunity to save money by extending the life of their possessions and reducing waste. They fostered community engagement while teaching citizens to carry out minor repairs on personal items. They were delivered through collaboration between volunteers, service providers and citizens.

- **9 events, 247 attendees, 9 volunteers, 4 local repairers.**
- 289 items presented for repair and 199 (~70%) of items repaired.
- 8 partner service providers, offering specialised skills and resources: TRAIID, London Bike Hub, The ReStart Project, Blue Summit, Team Repair, Creative Spaces London CIC, ReNew Sharpening.

6 types of materials repair services: textile, bikes and scooters, small electrical appliances, laptops/PCs and games consoles, gardening tools, and other household items.



“What a brilliant initiative. Repair and recycle rather than throw away. Our toaster now has a few more years left – thank you so much.”
– repair café attendee

Swap shop

Clothes swapping tackled fast fashion consumption and textile waste generation amongst young people. The swaps were delivered via a partnership between Love Not Landfill (ReLondon) and Cranford Community College.

- ♦ **1 swap shop event**, with self-sustaining school-led swaps thereafter.
- ♦ **15 students engaged** and responsible for event planning and delivery.
- ♦ **29 students attended** the event; with 75% of those surveyed reporting they wanted to attend swaps and swap clothes more frequently in the future.
- ♦ Knowledge and experience sharing with schools in Ukraine.



Refill shops in schools

Monthly pupil-led eco-refill shops tackled single use plastic by selling liquid refills for household products such as washing up liquid and hand wash, to the wider school cohort (parents, carers, staff); whilst building pupils' skills and encouraging positive community behaviour. The refill shops were delivered via a partnership between Pupils Profit and the local schools.

- ♦ **5 schools** received training and stock to set up their own shops, using the profits from sales to replenish stock.
- ♦ Promotions offered to increase sales and new customers.
- ♦ **75 children trained** to run shops, supported by two teachers from each school.
- ♦ **629 plastic bottles refilled** (85.6kg of plastic waste saved in one year).
- ♦ 71% of parents said the refill shop helped them refill more often.
- ♦ Increased environmental awareness amongst each school's community (staff, children and parents) whilst children develop entrepreneurial skills.

“ You're doing a great job. My son has been working in the refill shop and he really likes the experience. It also allows me to be more mindful about using less plastic. ”
– School parent



Repair sessions for young people

Sessions in schools taught young people how to fix electronic gadgets, combining STEM education whilst nurturing sustainability mindsets and skills. The repair sessions were delivered via a partnership between Team Repair and the local schools.

- ♦ **5 teachers** across **three schools**, facilitating sessions to **6 classes**.
- ♦ **240 children** receiving repair kits and lessons.
- ♦ **Three community workshops** delivered to **35 children** during Repair Café events.
- ♦ 38% of students more likely to fix broken items.
- ♦ Higher impact for female students' attitudes towards fixing and interest in science/tech careers.



“ We ran three community workshops as a part of the project, and multiple families returned after the first session because their children said they wanted to redo the session. ”
– Team Repair

Gardening sessions

Gardening sessions delivered in Heston Community Garden, embedded circular economy practices and fostered environmental awareness by promoting sustainable resource use and waste reduction. There were two session types: learning the basics of gardening; and facilitating gardening sessions to the community. These were delivered through a partnership between Cultivate London and Heston Action Group (HAG). Sessions encouraged practices such as composting organic waste, reusing materials like pots or containers, and harvesting rainwater, helping create a closed-loop system.

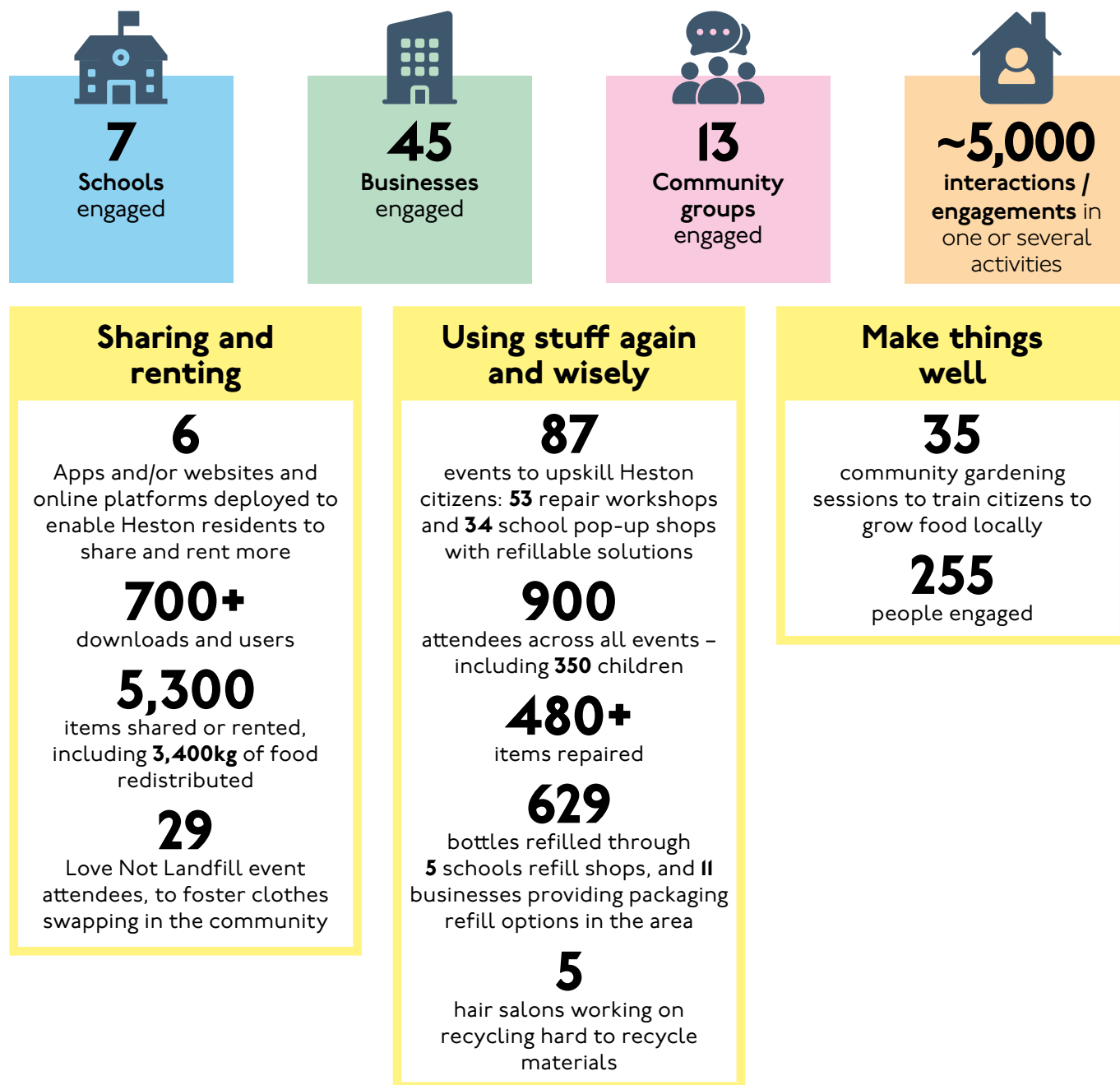
- ♦ **35 sessions delivered**, average of 10 participants per session.
- ♦ **39 unique attendees** throughout.
- ♦ 7 new people signed up as volunteers with HAG activities beyond the project.

Attendees reported increased connection to nature, deeper understanding of circular living, having developed a more sustainable lifestyle and increased levels of confidence and knowledge about food growing.



“ All the participants have said they recycle more as a result of the Thursday sessions and they feel that they are producing less waste too, they all commented that they have a good or excellent understanding of how a circular economy works. ”
– Cultivate London

Across all 20 interventions, a wide range of people and organisations were engaged in diverse activities, promotions and services locally which achieved some inspiring outputs and outcomes.



A full list of all the interventions and partners involved with Heston in the Loop is included in appendix 8.6.

5. Project communications

The project commissioned a behaviour change creative agency to develop a communication campaign which included overall project naming, creative assets and guidelines, messaging, and a partner toolkit.

5.1. Project branding

Multiple mock project brands were developed and tested with a community focus group. Feedback and insights were gathered from participants on various elements such as the project name, visuals, phrasing of interventions, and brand colours – to better understand what resonated with the community. This led to the development of the ‘Heston in the Loop’ brand. Those surveyed said they connected with ‘In the Loop’ and grasped the various layers of messaging about staying informed, communication, and the environment.

For overall messaging, feedback from citizens combined with the agency’s expertise guided the decision to focus on the financial benefits of more circular habits, such as saving money by repairing items or swapping and buying pre-loved clothing, over the environmental benefits.

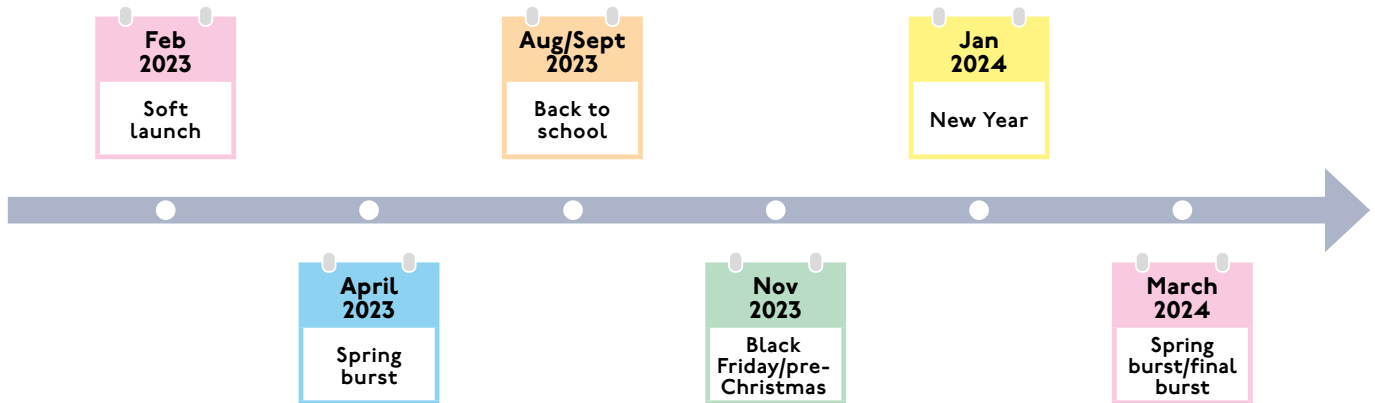
The communications used photography of local people from schools, businesses and community groups. A photoshoot was organised using various locations and citizens from across the community to create “everyday Heston” images. The purpose was to ensure that people felt these behaviours were relatable; and to influence social norms by highlighting positive behaviours and creating a sense that the rest of the community were doing them.



5.2. Communications planning

The deployment of communications was split into two types of activity:

- **Major activity** – ‘six waves’ scheduled around key moments across the year which see increased consumption or shifts in behaviour (for example the return to school period, the end of November around Black Friday, and the New Year when new habits are commonly formed).
- **Minor activity** – smaller, ad-hoc communication bursts related to specific intervention or events.

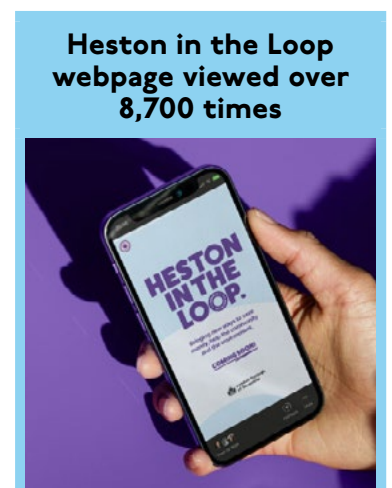
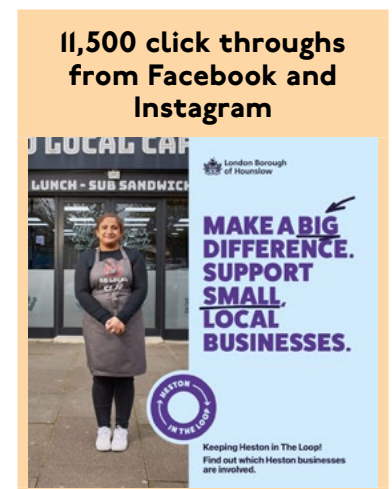
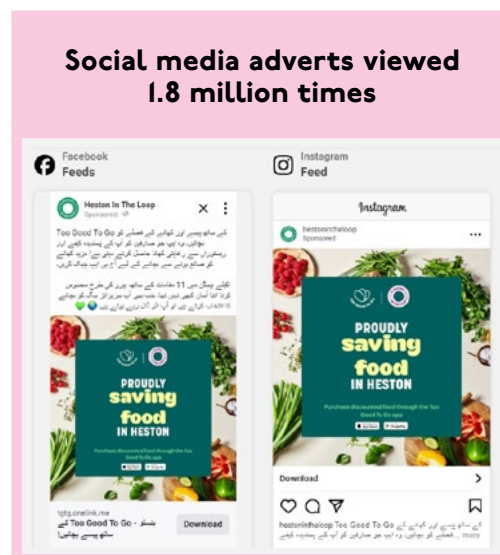


All six waves of communication included a combination of digital and physical channels.

5.3. Digital communications

A dedicated webpage was created on Hounslow Council's website, as a central point to direct citizens to for project information including promotion of events. The page also hosted a Google map of the area signposting citizens to locations of circular products or services.

Heston in the Loop Facebook and Instagram accounts were created for organic posts and targeted paid-for social media adverts. This allowed specific geotargeting to Heston and the surrounding area. These channels played a fundamental role in all project communications. Based on the composition of the community and insight from Hounslow Council Community Liaison, some adverts were also published in locally spoken languages Urdu and Punjabi.



5.4. Physical communications

Out-of-home advertising was used to complement digital channels, and initial plans were adapted to include more opportunities for outdoor, physical communications as research had indicated high levels of digital exclusion in the area. The campaign ran bursts of promotion across bus stop posters, phone kiosks, railing banners and posters in shop windows.



5.5. Community engagement

The project recruited three part-time community advisors from Hounslow (in partnership with local organisation C-Change West London) to engage directly with citizens and promote new circular opportunities. The advisors provided the project with a physical presence, wearing branded clothing and attending key community locations – such as the sports centre and local parks – as well as community events. This in-person approach helped mitigate the absence of a dedicated physical hub and gave the project a human face.

The advisors' responsibilities included: general promotion of the project; answering citizen's questions; helping them access the project webpage or apps on their phones; highlighting local businesses in Heston that were participating (such as grocers or salons); and promoting upcoming events like repair cafes or clothes

swaps. They also supported local businesses in their circular initiatives, such as food waste reduction through Too Good To Go or reduced plastic use via refill stations. They represented the project at community events and at Hounslow Council Area Forum meetings.

The area boasts a strong and active community, with organisations such as Heston Action Group and C-Change West London working tirelessly as local advocates on areas including health and well-being, employment and the environment. The Heston in the Loop team collaborated with these local groups and organisations to co-deliver and promote project initiatives. These groups supported outreach through word-of-mouth, newsletters, and WhatsApp groups, broadening the project's reach and helping to engage with underrepresented groups.

Over 3,000 citizens and business interactions / conversations



Engagement with a diverse range of demographic groups – including underrepresented voices



Attendance at 84 drop-in sessions and 23 community events



5.6. Communications results

The project communications achieved very positive results. The main area where the project experienced challenges were delivery partners offering digital solutions which had low levels of engagement (compared to their services in other areas). This limited engagement might be attributable to the high levels of digital exclusion in the area.

Despite this, the project achieved over 5,000 engagements with the community – including citizens, community groups, schools and

businesses – and high levels of reach and impressions via social media adverts with over 17 million views across the project. The average click-through rate increased steadily across the duration of the project, starting at 0.2% for wave one and achieving 2.4% by wave six. The click through rate achieved by project end is well above industry benchmarks provided by Meta (0.39%)⁸ and demonstrates increased engagement in digital content as it became more targeted and relevant throughout the project.

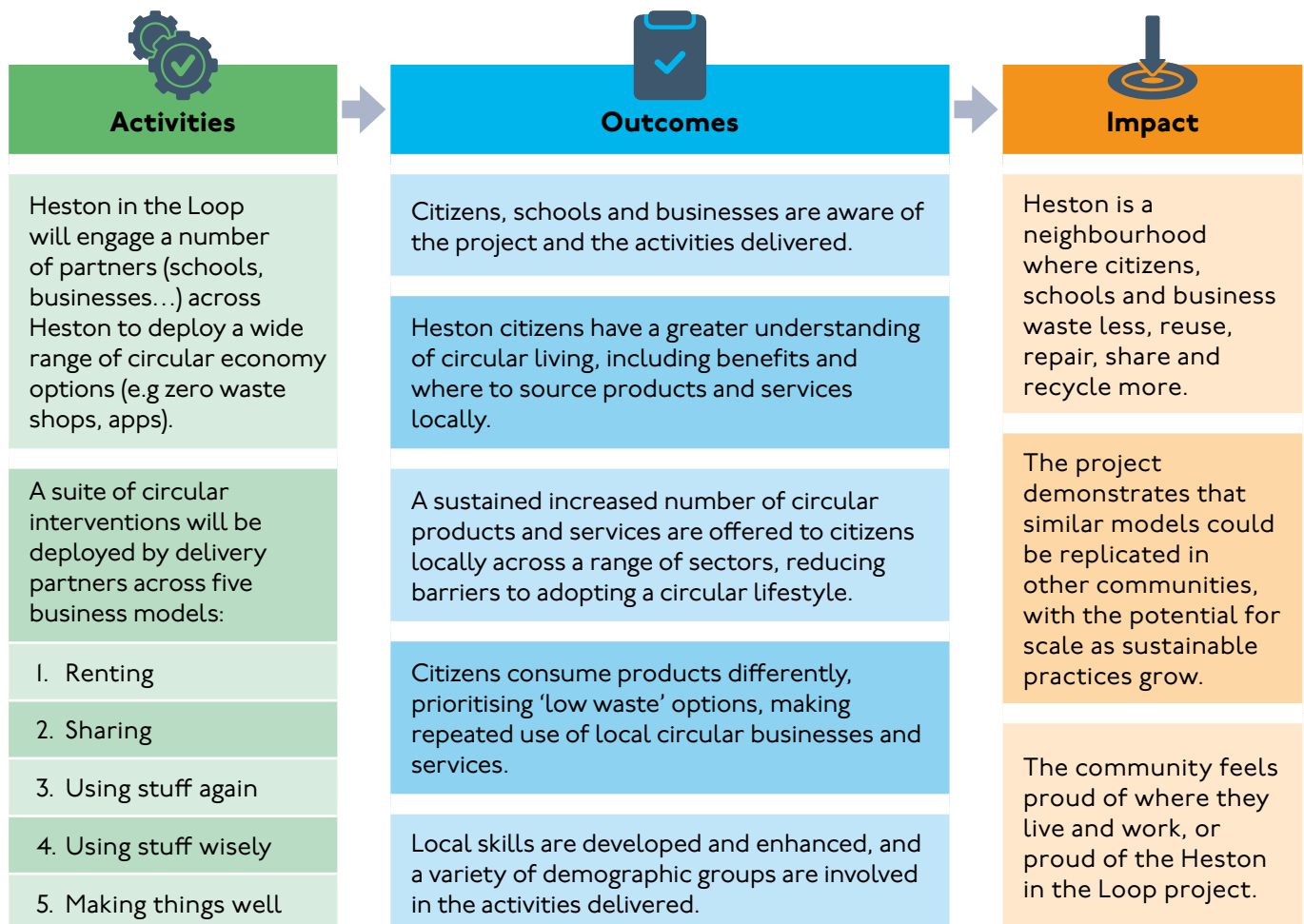
⁸ Altair Media internal data

6. Monitoring success

6.1. Evaluation process

A monitoring and evaluation strategy was developed to measure the project's success and its effectiveness in helping create a circular neighbourhood. This included the development of the project's theory of change model.

A theory of change is a roadmap that explains how a specific intervention or set of actions is expected to lead to a desired change, outlining the steps and assumptions involved in achieving a larger goal, essentially showing “why and how” the work will create the intended impact. A simplified version of the project's theory of change is presented below.



The project's full theory of change can be found in appendix 8.4.

The theory of change led to the development of the below set of impact questions, designed to determine the impact of the project.

Impact questions:

1. Do citizens, schools and businesses have greater understanding of a circular economy lifestyle, including the potential benefits, and know where to source products and services locally? Does the community feel empowered to change the status quo of linear consumption?
2. How has the availability of circular consumption options to Heston citizens increased – including improved recycling services, and the number and availability of circular products and services?
3. Do citizens consume products differently, prioritising 'low waste' options, making regular or repeated use of local circular businesses and services (including online)?
4. Do citizens feel the neighbourhood is more prepared for the effects of climate change?
5. Does the community feel proud of where they live and work / the project?

Independent evaluation consultants were appointed to monitor and evaluate the project, and identify whether the project influenced citizens' consumption behaviours. This evaluation was split into three phases: baseline; interim reporting; and final evaluation.



Baseline evaluation Autumn 2022

- Qualitative baseline survey of Heston citizens and visitors, exploring knowledge, attitudes and behaviour around circular living.
- Quantitative waste tonnage data collection.



Interim evaluation Autumn 2023

- Survey of project team and intervention delivery partners, focusing on delivery process, any insight into attribution, impact to date, and learnings.
- Analysis of interim data from each intervention, providing evidence on the key intended outcomes.



Final evaluation Spring / Summer 2024

- Final citizens insights survey looking at awareness, behaviours and attitudes.
- Final quantitative data analysis, including intervention metrics, food and residual waste tonnages, and food capture rates.
- Final report amalgamating all evidence covering the delivery process (was it delivered as anticipated, successes / challenges in delivery, learnings for future similar projects etc.) and impacts of the project.

6.2. Outcomes




The project aimed to achieve several key outcomes:

- ♦ Improved awareness and engagement among citizens, schools and businesses.
- ♦ Improved understanding of circularity amongst Heston citizens, including awareness of local options for sustainable products and services.
- ♦ A sustained increase in locally available circular products and services across various sectors, lowering barriers to adopting a circular lifestyle.
- ♦ A shift in citizen consumption habits, with a focus on 'low waste' options, and repeated use of local circular businesses and services.
- ♦ Development of local skills and diverse community participation in project activities.

Due to the demonstrator nature of the project, setting realistic and quantifiable targets presented challenges. However despite these challenges, the evaluation results indicate that the outcomes listed above were successfully achieved across several key metrics. The outcomes were measured by:

- ♦ Performance metrics from delivery partners
- ♦ Feedback survey with delivery partners⁹
- ♦ Project team and key stakeholder interviews
- ♦ Baseline and final citizen survey¹⁰
- ♦ Waste composition and waste and recycling tonnage data¹¹






|  Outcome sought |  Method of evaluation |  Outcome achieved |
|--|--|--|
| Improved awareness and engagement amongst citizens, schools and businesses | <ul style="list-style-type: none"> Performance metrics from delivery partners Feedback survey with delivery partners Citizen insight survey | <ul style="list-style-type: none"> Successful engagement with seven schools, 45 businesses and 13 community groups, experiencing over 5,000 interactions either with these stakeholders or directly with citizens. All delivery partners reported good engagement with their activity from Heston citizens, businesses or schools, and anecdotally with citizens who have not participated in these types of activities before. Significant evidence of improved awareness and engagement in Heston: 79% of those surveyed were aware of (even if they had not engaged with) at least one of the project interventions. |
| Improved understanding of circularity (inc. awareness of local options) | Citizen insights survey | <ul style="list-style-type: none"> Statistically significant increases in the proportion of respondents acknowledging the effects of climate change (and their effect on it) as well as greater willingness to make changes towards a more circular lifestyle and reduction in environmental impact. 80% of surveyed citizens said they understand how their daily activity could affect climate change and 83% understand how climate change could affect their daily life (compared to 56% and 61% respectively prior to the project). 68% were aware of facilities or wider infrastructure to enable them to make more circular choices – with shops and cafes offering refill options having the highest level of awareness. |
| Sustained increase in locally available products and services | Delivery partner survey | <ul style="list-style-type: none"> An increase in physical and non-physical circular economy opportunities in Heston – including six app-based services, 16 refill locations and 122 in-person courses and events. 12 out of 17 partners surveyed confirmed that they would not have delivered any activity in Heston without the catalyst of the project. 65% of delivery partners said they would sustain these activities and maintain a similar or same level of presence. |

9 Evaluation consultancy conducted a survey with 17 of the 21 delivery partners

10 In-person citizen insight survey conducted with c.200 self-selecting residents interviewed on the street, both pre- and post-project (223 in October 2022, 212 in May 2024).

11 Food waste composition analysis conducted on 238 households, West London Waste Authority residual waste composition data, round tonnage data provided by Hounslow Council.

|  Outcome sought |  Method of evaluation |  Outcome achieved |
|--|--|---|
| A shift in citizen consumption habits | Performance metrics from delivery partners | <ul style="list-style-type: none"> As a result of Heston-related interventions alone, over 5,000 items were shared or rented, 900 people attended reuse, repair or growing events and 600 products were purchased via refills. Increase from 32% to 55% of citizens stating they were more likely to buy a product that causes less harm to the environment even though it cost more and / or was harder to find than alternatives. 43% declared they were prepared to make changes to their lifestyle in order to reduce their environmental impact, compared to 16% prior to the project. |
| Development of local skills | Performance metrics from delivery partners | <ul style="list-style-type: none"> A wide range of demographics including underrepresented groups took part in hands-on skills development activities. Citizens enhanced their skills through attendance at 122 events and courses, such as Team Repair workshops and the Pupils Profit refill initiative with children, Repair Café events, community growing sessions and textiles courses with adults.. Upskilling opportunities and social value benefits were provided with 45 volunteers taking part in project activities, and three part-time roles created. Significant reductions in citizens citing barriers to implementing circular behaviours, including around lack of knowledge on how to repair items – reducing from 55% to 14% following the project. |

The above presents clear evidence the project achieving the intended outcome for Heston citizens – across infrastructure improvements, citizen engagement, and changes in attitudes and behaviours.

6.3. Impact

The project aimed to achieve several key impacts, based on the following statements:




- ♦ Heston is a neighbourhood where citizens, schools and businesses waste less and reuse, repair, share and recycle more.
- ♦ The community feels proud of where they live or work, or proud of the project.
- ♦ The project demonstrates the concept and viability of a circular neighbourhood and supports the scaling and expansion of this approach.

In addition to these three key impact statements, the project hoped to achieve carbon reductions as a consequence of increased circularity in the neighbourhood.

Heston in the Loop has had such a positive impact in Heston and for the environment we live in. I will use the branded cup and hoodie with pride and promote the great work of Heston in the Loop.

- Heston resident and community leader

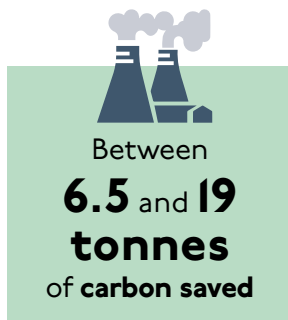


|  Impact goal |  Measured by |  Impact achieved |
|--|---|---|
| Heston is a neighbourhood where citizens, schools and businesses waste less and reuse, repair, share and recycle more. | <ul style="list-style-type: none"> ♦ Citizen insights survey ♦ Waste composition and waste and recycling tonnage data ♦ Performance metrics from delivery partners | <ul style="list-style-type: none"> ♦ Significant increases in the proportion of citizens strongly agreeing that they were prepared to make changes to their lifestyle to reduce their environment impact (increasing from 39% to 61%). ♦ 5% increase in recycling rates in Heston between October 2022 and September 2023. Reduction in residual waste produced per household, decreasing from 6.3kg in December 2022 to 4.42kg in December 2023. ♦ Self-reported acts of sharing and recycling increased, with citizens showing improvements in targeted behaviours, such as avoiding the disposal of textiles or electrical items by sharing or donating them instead. Those stating they donate small electrical items increased from 9% to 25%, with textiles / clothing increasing from 61% to 73%. These figures align with the reduced barrier around “lack of knowledge on how to use sharing apps” – decreasing from 54% to 35%. <p>Additionally, there have been increases in areas not directly targeted by the project, like the recycling of flexible plastics, Tetrapak, and food. For instance, those stating they use a general or specific recycling bin for flexible plastics increased from 29% to 40%, with recycling of unused / surplus food also increasing from 11% to 29%.</p> |
| The community feels proud of where they live or work. | <ul style="list-style-type: none"> ♦ Citizen insights survey ♦ Delivery partner survey | <ul style="list-style-type: none"> ♦ 79% of respondents agreed that Heston ‘has a strong identity’, compared to 55% in the baseline survey. ♦ 81% of respondents agreed that Heston ‘has a strong community’, compared to 53% in the baseline survey. ♦ The survey results were reinforced anecdotally at in-person activities and in conversation with community organisations such as C-Change, Heston Action Group and the Heston Repair Café. Almost half of the citizens asked post-project said they felt included in Heston community activities. |
| Demonstrate the concept and viability of a circular neighbourhood, to support the scaling and expansion of this approach. | Project team and key stakeholder interviews | <ul style="list-style-type: none"> ♦ The project established a circular neighbourhood by improving and creating the opportunities for the local community to change their consumption habits. The interventions delivered as part of the project built awareness of, and support for, more circular behaviours while helping citizens gain practical skills (such as repair), save money and get to know others in their community better. ♦ The project provided valuable learnings for future circular neighbourhoods, including a number of ways in which delivery of future, similar projects could be enhanced (recommendations follow in section 6.5). |

6.4. Potential carbon savings

Activity delivered in Heston resulted in a minimum carbon savings of **6,440kg CO₂e** with an estimated maximum of **19,278kg CO₂e**.

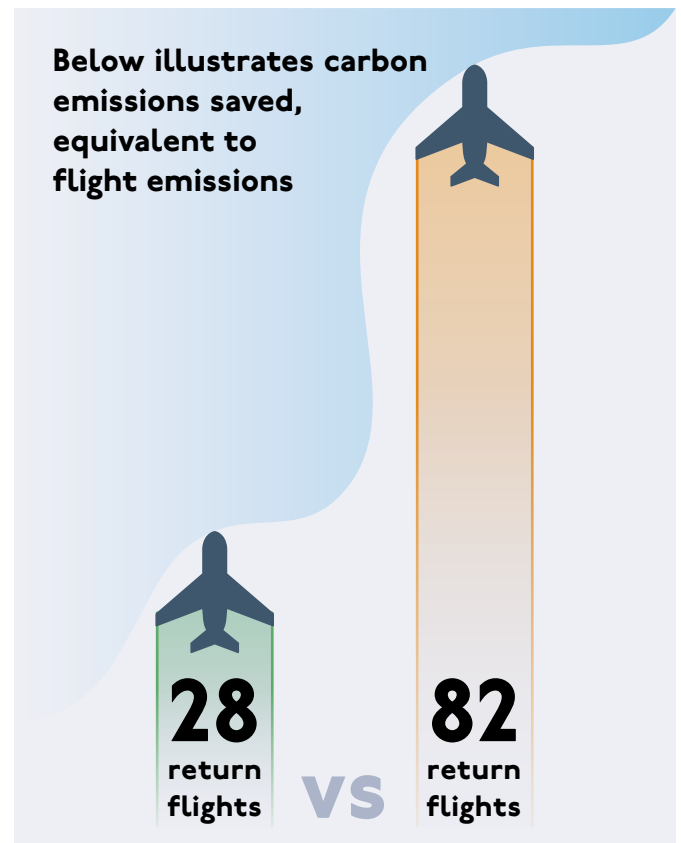
While the project focused mainly on waste reduction, along with pride in the community and future project scalability, the team also looked at ways of quantifying the likely carbon savings associated with a circular neighbourhood.



Not all of the partners were able to quantify potential carbon savings associated with their interventions, but where data was available, the activity delivered in Heston was calculated to have resulted in a

minimum carbon saving of **6,440kg CO₂e** – using a calculation methodology based on reuse only (i.e. the carbon savings from not sending the items in question to be incinerated). This led to carbon savings equivalent to 28 return flights¹² from London to Rome.

However if carbon savings are estimated using a whole lifecycle approach¹³ – i.e. the carbon savings from not having to make, distribute, use and then dispose of the items in question – this results in carbon savings nearly three times higher, at **19,278kg CO₂e** – equivalent to 82 return flights from London to Rome.



As well as achieving the project impacts above, there is evidence of wider impacts for the area itself. Full details of benefits seen for delivery partners can be found in the legacy section (7) and in the appendices, section 8.7.



¹² <https://www.statista.com/statistics/1029998/worldwide-return-flight-carbon-footprint-uk/>

¹³ This methodology assumes the maximum likely effect caused by displacing a new purchase, i.e. that repair extends the life of an existing item by the same length of time that a new one would be in use for.

6.5. Conclusions

The project aimed to establish a circular neighbourhood in Heston by improving and creating the right conditions for the local community to change their consumption habits. The partners and project team successfully implemented circular solutions that allowed the community to waste less and reuse, repair, share and recycle more.

The overall outcome of the project has been positive, with project evaluation showing that the 20 deployed interventions provided greater access to affordable circular products and services, and created more local opportunities for citizens to get, use and dispose of stuff in a more sustainable way.

The circular economy neighbourhood model met environmental, economic, and social aspirations. The project resulted in multiple benefits such as savings of 6,440kg - 19,278kg carbon, increased awareness of circularity (from those surveyed), and strengthened community cohesion through partnerships between local businesses, charities, and community organisations.

Through activities such as the repair café and sewing courses, the project offered citizens the chance to improve skills and save money ¹⁴ in a challenging economic climate, which is evident from both attendee feedback and citizen survey responses.

“The course helped increase my confidence and self-esteem, improved my English and communication skills, [and] felt more active in the community.”
-Sewing course attendee

The project highlighted the importance of local infrastructure, like access to digital resources, easy to access repair facilities, and clear information about how to benefit from these resources made available in relevant languages. Time constraints and financial pressures, often barriers to engaging with circular practices, can be mitigated by integrating circular solutions within existing networks, creating multiple pathways to participation, and ensuring accessibility across all demographics.

Heston in the Loop has shown that local action can meaningfully contribute to global sustainability goals, such as waste prevention and carbon reduction, whilst demonstrating tangible community benefits. Moving forward, it provides a scalable, adaptable model for other communities interested in fostering a culture of sharing, repairing, and reusing - tailored to their unique local contexts.



¹⁴ Via items redistributed in the community with an estimated value of £9,200 (as a minimum - only two of 21 partners collected financial data).

6.6. Recommendations and Learnings

6.6.1. Recommendations for replicating a circular neighbourhood

The project yielded valuable insights for implementing similar circular neighbourhood projects, with learnings that extend beyond Heston and into other communities.

Partner with specialists

The project's collaboration with a range of delivery partners highlighted the role of specialised expertise in community-driven circular solutions. If the model is to be replicated in other communities, it is recommended that those responsible for the initiative identify programme delivery partners with specific, specialist knowledge (local or national).

Combine a range of engagement approaches

Collaboration with a range of partners helped the project reach citizens at multiple touchpoints in their daily lives through partners' various channels. The interventions were delivered through a real mix of engagement methods, which is recommended in an area of mixed demographics.

Digital platforms can serve as powerful tools to engage different demographics within the community, but using both digital and non-digital channels and platforms can also help accommodate different levels of digital literacy and technology access. Regular in-person

events and physical interventions can prove effective, offering opportunities for community members to actively participate in circular activities. Such events can also provide up-skilling opportunities for citizens, together with social support, particularly for those facing isolation, confidence challenges, or community disconnection.

Work closely with the local community

In addition to working with 'external' partners, the project successfully collaborated with local groups. It is highly recommended to leverage existing networks and community organisations. Community co-design is critical to embedding a project within the local context and building on what is there already. Engage local networks and key organisations to give community members a sense of ownership, enhance outreach, and improve access for underrepresented groups. This approach can boost project sustainability and relevance by building on established relationships and trust.

Keep it financially accessible

Whilst not necessarily deliberate when designing the project, all interventions delivered were either at no-cost or low-cost to the community. Financial accessibility is essential for fostering broad community participation; so by prioritising low-cost or free interventions, you can lower financial barriers and support inclusive access to, and adoption of, sustainable behaviours.

Write (and translate) for your audience

Another method to increase inclusivity is to adopt multilingual and culturally relevant approaches. Future projects can address language barriers by communicating about circular products and services in multiple languages and culturally relevant formats. Tailor messaging to reflect the diversity of citizens, taking into account cultural and faith backgrounds to ensure inclusive and accessible information sharing. Social media content trialled in Urdu and Punjabi often performed well in Heston, and occasionally outperformed the English content.



6.6.2. Learnings from Heston In The Loop

The team learned, adapted and tested a range of approaches throughout the year of project delivery, and there were some learnings which were incorporated in later stages which others could benefit from incorporating in their own circular neighbourhood project from the outset.

Be culturally connected

A key takeaway from the project is the importance of designing circular solutions that are accessible, inclusive, and context-sensitive. In Heston's diverse community, this meant prioritising culturally relevant, multilingual engagement strategies and balancing digital tools with in-person outreach to effectively reach citizens with varying levels of digital access. It also involved delivering culturally relevant activity, such as offering rented or pre-loved south-east Asian clothing. Actively building on pre-existing cultural practices and beliefs from the outset may also help engage citizens more quickly and deeply.

Start with community insights

To facilitate community buy-in, it's important to conduct early community insights, using both qualitative and quantitative data, as well as direct feedback to identify pre-existing circular behaviours as well as engagement opportunities and potential barriers. Looking at existing consultations for relevant insights, or initiating your own targeted data collection in the neighbourhood, can uncover local priorities in areas such as health, wellbeing, skills, sustainability, digital inclusion, and transport – allowing project design to directly address these themes. It can also uncover pre-existing community attitudes, networks, behaviours and capabilities which should be built on collaboratively to make your project activities locally relevant. Think about how you can allow for this in budget and time allocations before project delivery begins.

Be physically present in the community

Where feasible, establishing a local physical presence is recommended – in particular in those communities with higher levels of digital exclusion. A neighbourhood-based presence, whether through a physical hub space or by appointing community advisors, is extremely valuable for promoting project activities and creating a coordinated, accessible focal point in the community. Identifying and using a physical

focal point (such as an existing community centre or vacant council-owned space) can make the project tangible, provide a 'spoke-and-wheel' for other interventions, and connect you with an established audience, serving as a convenient physical venue to be used for pop-up or temporary events. The involvement of community advisors can also be valuable in providing a regular in-person presence.

Be realistic about timescales

When replicating a similar model elsewhere, it is important to recognise that, even if not delivering the activity in-house, the planning and coordination of interventions and delivery partners is time intensive – so managing expectations on timescales is crucial. Working with multiple delivery partners (the local authority, charities, businesses and community groups) can introduce a wide range of viewpoints, objectives, and priorities, which (along with other factors such as the audience and budget) can slow down decision-making on the package of interventions to be deployed.

Take others' capacity into account – and keep it deliverable

While your neighbourhood ambitions might be considerable, it is important to be realistic about the scale of the project and to consider the capacity and resources of delivery partners. When selecting partners, consider their internal resources and capacity, as some may require more support than others – and this is time-consuming. Balance the number of partners with the level of support your team can realistically provide to ensure effective delivery and minimise resource strain. Available budget will also heavily impact the scale of the project or number of interventions that can be deployed.

7. Legacy

The project showed potential to be sustained in Heston, and also demonstrated how similar models could be implemented in other communities, with the potential to scale as circular practices become more commonplace and accessible.

7.1. In Heston and Hounslow

In Heston much of the circular activity delivered as part of the project has now become self-sustaining, driven by new learned behaviours and demand from the community. Notably 65% of the interventions deployed as part of Heston in the Loop are continuing, including repair café sessions and all five refill shops within schools.

“The Heston in the Loop project was an incredible opportunity to get involved in. The community was perfect for our target audience and we really believed in supporting an incredible cause to make Heston more circular.

- Project partner

The majority of the digital platforms will be maintaining a presence in the area (despite formal promotion ceasing) due to continued organic activity by users.

In a survey conducted upon project completion, partners were asked to what extent their activities in Heston would have occurred without the project. Attribution of activity to the project was high – **with 12 of 16 surveyed stating they would not have engaged in any activities in Heston without the project.**

“The Heston in the Loop project gave us access...which wouldn't have otherwise been possible. Without the project, we wouldn't have had visibility of the area.

- Project partner

Partner feedback on their involvement in the project has been positive, **with 12 partners stating they would be 'likely' or 'very likely' to take part in a future, similar project.**



Following the success of the project, several initiatives have taken root within the Hounslow community, building longer term sustainability and community involvement:

- ♦ **Team Repair** and **Pupil's Profit** are seeing continued growth in Hounslow following their involvement in Heston in the Loop. Since the formal conclusion of the project, Team Repair have expanded to provide electronic repair workshops for children in two new local schools and have been independently commissioned by a previously partnered college. Hounslow Council has also purchased 20 Team Repair class kits to be used in schools across the 2024/25 academic year. Pupil's Profit refill shops continue to flourish in the five schools, engaging further children and families.
- ♦ **Hounslow Repair Café** has been formally established as the Hounslow Repair Café CIC, and will carry forward the work of hosting repair cafés in Heston and across the borough. This will provide citizens with regular opportunities to participate in repair and reuse activities, helping them save money, reduce waste and build their practical skills.

- ♦ **Cranford Community College** has fully embraced the Heston in the Loop concept, incorporating it into the college's guiding principles. The college students have taken the Clothes Swap Shop to another level, training students at schools in Ukraine to enable them to host their own Swap Shops. They have also expanded their swap events to include toys and books. The college Staff Conference 2024 focused on climate and environmental awareness, inviting a local primary school to set up a Refill Shop and Hounslow Repair Café CIC to deliver a repair café session during the event. They also spoke to all 200 attendees about sustainability and circular living.

Hounslow Council will use the next iteration of their Reduction and Recycling Plan to expand circular economy activities, including scaling of the Heston In The Loop approach, to the borough more widely, alongside delivery of their core statutory waste and recycling activities.

A comprehensive list of delivery partners and their ongoing successes can be found in the appendices, section 8.7.



7.2. ReLondon and beyond

7.2.1. Circular neighbourhood framework

Since developing Heston in the Loop with Hounslow Council, ReLondon has designed a framework to help local authorities build a shared vision for a circular economy neighbourhood, and to guide them through key steps and decisions in setting one up.

The framework supports the design and implementation of a circular neighbourhood that is tailored to their local area and audience.

The framework consists of two key elements:

- ♦ **Vision fundamentals:** how to understand the neighbourhood today and create a vision for tomorrow, and;
- ♦ **Design decisions:** nine key design decisions which underpin an effective, localised approach to circular neighbourhoods.

Contact ReLondon at hello@reondon.gov.uk to find out more.

7.2.2. Communications toolkit

A communications toolkit has been developed to accompany this report and support local authorities with the delivery of their own circular neighbourhood.

The toolkit provides branding to promote circular neighbourhood projects and initiatives. It outlines good practice key messaging to use as well as how to adapt visuals and creatives. It features a bank of editable “...in the Loop” templates to use, including social media posts, leaflets, posters and digital screens - which can all be tailored to a specific local authority or area.

The toolkit consists of:

1. **Universal elements** - essentials that can be lifted and reused wherever the toolkit is deployed (including colours, basic graphical elements, directional elements).
2. **Adaptable elements** - components that need to be customised based on the local context, such as area-specific photography, tailored messaging, and localized names.
3. **Heston-specific elements** - examples from the Heston in the Loop project that illustrate how these elements were effectively applied in this initiative.

The goal is to inspire other organisations to adopt the “...in the Loop” branding and establish circular neighbourhoods throughout London and other cities.



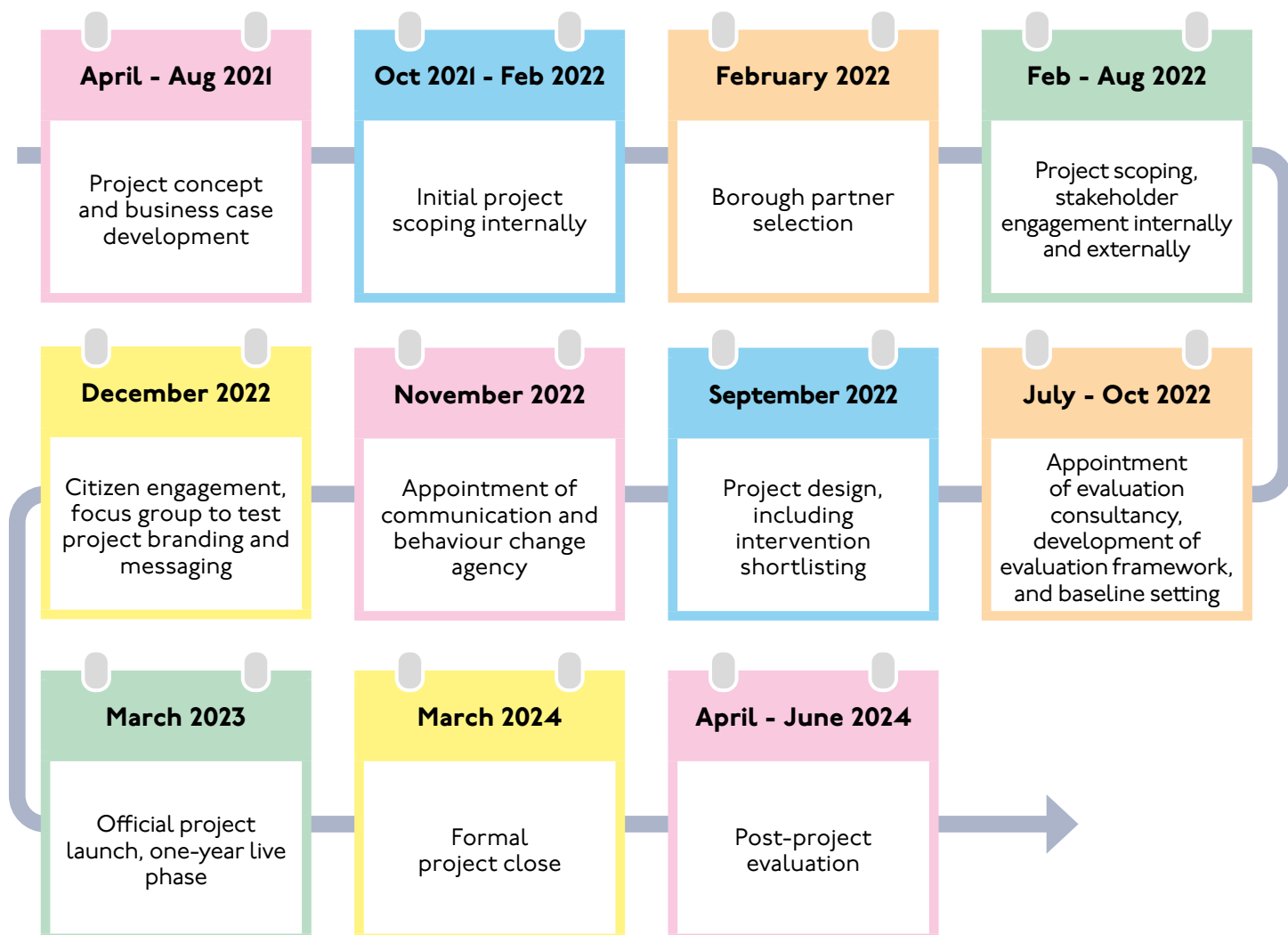
8. Appendices

8.1. Appendix 1 – overview of project area ‘Heston’

| Location | London Borough of Hounslow |
|------------------------|---|
| Population | Approx 24,000 |
| Demographics | 61.2% Asian, 18.8% White, 6.4% Black African/Caribbean/Black British, 10.4% Other, 3.2% Mixed or Multiple ethnic groups |
| Languages | 63.8% Main language is English, 25.9% South Asian (largely Panjabi) language speaking, 5.4% EU language speaking |
| Religion | Sikh 25.3%, Christian 24.9%, Muslim 23.5%, Hindu 12.8%, 0.8% Other religion |
| Indices of deprivation | Medium to high |
| Digital use | ~45% digitally excluded / disengaged |
| Climate vulnerability | Medium to high (exposure to flooding / heatwaves) |
| Air quality | Medium to high (exposure to NO2 & PM2.5) |

8.2. Appendix 2 – timeline of project

The project timeline is set out below providing a full picture from project conception through to the publication of this report.



8.3. Appendix 3 – key design considerations

| Design element | Considerations |
|--|---|
| Target intervention themes and behaviour design - what mix of themes and behaviours should the project cover? | <ul style="list-style-type: none"> Across the project team there was a desire for a breadth of interventions that spanned a multitude of stakeholders and circular economy areas. There was a strong argument for creating a physical hub as a core element of the project – providing the activity with a tangible, physical presence. The feasibility of this was explored but unfortunately did not come to fruition due to lack of vacant council-owned buildings and / or insufficient budget for renting a space. Above other circular models, it was recognised that repair and reuse interventions would help bring more community cohesion, better increase skills and employability, and help citizens save money. There were numerous activities that could be delivered to tackle desired behaviour change. The project required a systematic way of selecting the themes to focus on. A longlist of interventions needed to be created and assessed. |
| Community and stakeholder design - how will the project engage and involve the community and other stakeholders including businesses? | <ul style="list-style-type: none"> The community must be at the heart of the project – taking ownership, experiencing improved cohesion and enjoying the economic benefits. The community perspective should be taken into account, and it will be important to seek community views. Identified challenges included: <ul style="list-style-type: none"> Local community groups may not represent everyone in the community and they're already actively engaged – how to tap into a new audience? There's no business improvement district or business group in the project area to facilitate engagement with local businesses. Ensuring activity with local businesses was either low cost or no cost was important. |
| Phased design - how is project activity phased? | <ul style="list-style-type: none"> The project needs to have a lightly staggered approach to the intervention deployment, rather than one big bang due to internal resource capacity, and from a messaging angle, ensure the audience are not overwhelmed with too many calls to action. It would therefore be useful to set a roadmap of interventions and events, to assist with plotting the frequency of events. |

| | |
|--|---|
| <p>Communication and branding design - how is the overall project going to be branded and communicated?</p> | <ul style="list-style-type: none"> ♦ The project must normalise the desired behaviours using community-focused terms, and avoid jargon. ♦ Where possible, the branding should be co-created with the community for stakeholder buy-in and ownership. ♦ There is a need for a central hub of information to direct the community to, with Hounslow Council website most suitable. ♦ Inclusivity must be taken into account within the branding. ♦ It is important to investigate where the community gets its information from. ♦ The team needs to decide on the overarching messaging of the project i.e. what is the hook - the environment, social cohesion etc. The Heston In The Loop team decided that cost saving messages would prove most successful. |
| <p>Monitoring and evaluation design - how will the project be evaluated?</p> | <ul style="list-style-type: none"> ♦ The project has to demonstrate tangible impact of circular behaviours e.g. uptake of refill, reuse and repair, reduced residual waste, increase in recycling, and any related carbon savings. ♦ Highlight the need to source an evaluation partner (to support the development of an evaluation framework). ♦ The project needs to establish a baseline for the area - both quantitative and qualitative. ♦ To measure behaviour change, the team should start by understanding current knowledge, attitudes and behaviours. Effectiveness of interventions can be understood by looking at changes over time. An initial survey establishes current attitudes and interests. ♦ Be aware that some of the target behaviours the project is looking to encourage (e.g. sharing) won't be captured through the project activity (e.g. if there's an increase in sharing on Facebook Marketplace or Vinted). |
| <p>Long-term legacy design - what is the long-term legacy of the project?</p> | <ul style="list-style-type: none"> ♦ The project should create new, improved and long-lasting habits and relationship with "stuff". ♦ The project should create long-term social impact, not just environmental, however improvement to local environmental quality was important. ♦ The team should be prepared to learn and adapt when things do not work. ♦ Establish how the project can link up with existing Hounslow strategies. ♦ The interventions must be self-sustaining, and have legacy beyond the formal project close. ♦ Establish whether the project needs additional or longer-term funding to remain sustainable. |

8.4. Appendix 4 – full theory of change

The theory of change enabled the project team to:

- ♦ **Define the problem:** understand the issue the project aimed to address within the community.
- ♦ **Set impact goals:** establish long-term goals and outline the steps required to achieve them, providing a vision for the desired community impact.
- ♦ **Identify outcomes and outputs:** determine the immediate and intermediate changes needed to achieve the project's impact, and what activity needed to be delivered to achieve these.
- ♦ **Identify assumptions:** make explicit the assumptions underlying the project.
- ♦ **Develop performance metrics:** assist in deciding which performance metrics to gather.
- ♦ **Create an evaluation framework:** lay the foundation for evaluating the project's impact and effectiveness.

8.4. Appendix 4 – project theory of change - continued

Heston project THEORY OF CHANGE

Ultimate goal: Establish a circular economy demonstrator neighbourhoods which enables and encourages the community of Heston to waste less, reuse, repair, share and recycle more, through embedded circular economy opportunities in the neighbourhood

| Needs that the project addresses | Activities (inputs) | Outputs | Intermediate outcomes/enablers | Outcomes (18 months) | Impacts (6-months after project end) |
|--|---|---|---|--|--|
| 1. Education <ul style="list-style-type: none"> Increasing citizens' and businesses' awareness of the value of transitioning to a circular economy 2. Infrastructure <ul style="list-style-type: none"> Increasing opportunities for Heston citizens to participate in 'low waste' consumption behaviours Supporting local businesses to embed a circular business model 3. Behaviour <ul style="list-style-type: none"> Increasing adoption of circular behaviours which leads to reducing household and businesses resource consumption 4. Equitable/Just transition to the circular economy <ul style="list-style-type: none"> Improving access to infrastructure and services which facilitate the ability for all to participate in circular behaviours 5. Net zero neighbourhood <ul style="list-style-type: none"> Increasing the neighborhood's ability to adapt and protect itself against the effects of climate change | Design project activities: <ul style="list-style-type: none"> A menu of interventions for the neighbourhood (citizens, schools, businesses, the Council and community groups) Co-designing (some) interventions with the community and businesses Engagement plan for schools, businesses and community Recycling services for all property types (commercial and residential - as far as reasonably possible) Engage with delivery partners to secure involvement and actions businesses, schools, community and change makers Monitoring and evaluation strategy Communications strategy and plan On-going project management and engagement with stakeholders and delivery partners (in-kind staff hours contribution from ReLondon and Hounslow Council) Funding from ReLondon and Hounslow Council | 1. Education e.g.: <ul style="list-style-type: none"> Number of workshops delivered Number of residents take part in training/volunteering Number of schools engaged 2. Infrastructure e.g. <ul style="list-style-type: none"> Number of businesses embedding circular business model Number of external stakeholder (enablers) beginning to promote and offer their circular products and services Number of businesses committed to supplying circular products and services locally Number of schools embedding circular business model (operations) and circular behaviours (education) into the school 3. Behaviour <ul style="list-style-type: none"> Number of people taking part in circular living Number of people downloading the Too Good to go App 4. Equitable/Just transition <ul style="list-style-type: none"> % of participants are from seldom heard communities 5. Net zero neighbourhood: outputs from education and infrastructure | 1. Education <ul style="list-style-type: none"> An increase in acquired knowledge and capacity on circular behaviours for businesses, schools and community groups 2. Infrastructure <ul style="list-style-type: none"> An increase in the availability of products and services which enable circular behaviours, supplied by local businesses and community initiatives An increase in opportunities for participation in community action and skills development activities including volunteering, training and community participation related to circular behaviours Identify possible gaps in the activities throughout the project (missing activities, groups of people, interventions, comms, etc) Increase in number of businesses recycling Improve accessibility of waste and recycling infrastructure service 3. Behaviour <ul style="list-style-type: none"> Community express interest in attending, leading, delivering initiatives/comms/engagement. Residents repeat circular behaviours. 4. Equitable/Just transition <ul style="list-style-type: none"> An increase in access to the choice infrastructure to enable circular living. 5. Net zero neighbourhood | 1. Education: <ul style="list-style-type: none"> Citizens, schools and businesses have a greater understanding of circular living, including benefits and where to source products and services locally 2. Infrastructure <ul style="list-style-type: none"> Schools embed a circular business model in their operations (including education content) and produces less waste overall Businesses embed a circular business model such as reducing single-plastic use, sourcing locally, reducing waste, recycling More circular economy businesses are operating in the area Increased number of circular products and services offered to citizens locally across a range of sectors (food, personal care) 3. Behaviour <ul style="list-style-type: none"> Residents consume products differently, prioritising circular options, making regular or repeated use of local circular businesses and services (including online) and community-led projects that support circular behaviours Residents produce less waste overall and recycle more of what remains Businesses embedding new circular business model approaches and (self-)identify commercial/operational benefits as a consequence (e.g. increase in customers/ sales/profit margin/market share; decrease in costs; reduced compliance risk; talent engagement and retention; other) Businesses embedding new circular business model approaches and (self-) identify environmental benefits as a consequence (e.g. reduced levels of waste, higher rates of recycling, reduced emissions, other) 4. Equitable/Just transition <ul style="list-style-type: none"> Seldom heard voices are included in co-production and benefit from outcomes Increased access to circular solutions (products and services) 5. Net zero neighbourhood <ul style="list-style-type: none"> Residents feel more prepared for the effects of climate change in their neighbourhood Residents have a smaller carbon footprint | A Greener Hounslow <ul style="list-style-type: none"> Heston is a neighborhood where citizens, schools and businesses can lead on and/or use services and infrastructure to waste less, reuse, repair, share & recycle more. The community feels empowered to change the status quo of linear consumption A Liveable Hounslow <ul style="list-style-type: none"> The community feels proud of where they live and work / the project New/improved community assets Community is more inclusive and resilient A Thriving Hounslow <ul style="list-style-type: none"> Local businesses are thriving and resilient Local jobs and skills are created (dependant on intervention) Number of new skills or jobs acquired The project becomes a demonstrator for Hounslow Council and other councils |

8.5. Appendix 5 – matrix of interventions

| Intervention | Circular business model | | | | | Audience | | | | Material | | | | |
|---|-------------------------|-------------------|--------------------|--------------------|---------|----------|----------|---------|------------------|----------|----------|----------|------------|-------|
| | Using stuff wisely | Using stuff again | Making things well | Renting not buying | Sharing | Citizens | Business | Schools | Community groups | Food | Textiles | Plastics | Electrical | Other |
| Short courses on sewing and reuse of upcycling textile materials | ○ | ○ | | | | ○ | | | | | ○ | | | |
| Bike repair short courses to help citizens develop new skills, and reduce items being disposed of and replaced | ○ | | | | | ○ | | | | | | | | ○ |
| Physical engagement with the community carried out by advisors | ○ | ○ | ○ | ○ | ○ | ○ | ○ | | ○ | ○ | ○ | ○ | ○ | ○ |
| Pre-loved and rental South Asian clothing platform | | ○ | | ○ | | ○ | | | | | ○ | | | |
| 'Refill' campaign – a network of points which accept refillable bottles or containers for tap water, coffee or food | ○ | | | | | ○ | ○ | | | | | ○ | | |
| Community-led sewing sessions to help citizens develop new skills, save money and re-use materials at home. | ○ | ○ | | | | ○ | | | | | ○ | | | |
| Regular gardening and horticulture sessions teaching new skills around local food growing | ○ | | | | | ○ | | | ○ | ○ | | | | ○ |
| Digital platform for peer-to-peer renting | | | | ○ | | ○ | | | | | | | ○ | ○ |
| Digital platform for peer to peer sharing of household items | | | | | ○ | ○ | | | | | ○ | ○ | ○ | ○ |

| Intervention | Circular business model | | | | | Audience | | | | Material | | | | |
|--|-------------------------|-------------------|--------------------|--------------------|---------|----------|----------|---------|------------------|----------|----------|----------|------------|-------|
| | Using stuff wisely | Using stuff again | Making things well | Renting not buying | Sharing | Citizens | Business | Schools | Community groups | Food | Textiles | Plastics | Electrical | Other |
| Matchmaking platform linking businesses donating items with charities receiving them | | | | | ○ | | ○ | | | ○ | ○ | ○ | ○ | ○ |
| Specialist hair salon support to minimise water and energy usage, and collect hard to recycle materials such as hair and used foil for recycling | ○ | ○ | | | | | ○ | | | | ○ | | | ○ |
| Monthly repair event teaching citizens how to undertake minor repairs to electronics, clothing and bicycles | ○ | | | | | ○ | | | | | ○ | | ○ | ○ |
| Kitchen food waste app for cost saving and food waste reduction at home | ○ | | | | | ○ | | | | ○ | | | | |
| Clothing swap event with schools to encourage sharing of pre-loved clothing | | | | | ○ | | | ○ | | | ○ | | | |
| Digital peer to peer sharing platform for food and household items | | | | | ○ | ○ | | | | ○ | ○ | ○ | ○ | ○ |
| Refill shops within schools for affordable, liquid household items | ○ | | | | | ○ | | ○ | | | | ○ | | |
| Redistribution of surplus food from businesses to citizens | | | | | ○ | ○ | ○ | | | ○ | | | | |
| Textile collection for reuse and recycling | | ○ | | | | ○ | | | | | ○ | | | |
| School lessons and community workshops teaching children electricals repair | ○ | | | | | ○ | | ○ | | | | | ○ | |

8.6. Appendix 6 – full list of interventions and project partners

| Intervention | Aim | Delivery partner | Circular model | Audience | Material |
|--|--|-------------------------|--|--|--|
| Bike repair courses | Help citizens develop bike repair skills via short courses, increase item longevity and reduce items being disposed of | Back in the Saddles | Using stuff wisely | Citizens | Other |
| Business-to-charity sharing | Introduce donation of unwanted items from businesses to charities via a digital matchmaking platform, and reduce waste | A Good Thing | Sharing | Businesses | Food Textiles Plastics Electricals Other |
| Candle recycling | Introduce candle wax recycling into the community and local businesses, maximising wax recycled and reduce disposal | Recycled Candle Company | Using stuff wisely | Citizens Businesses | Other |
| Clothing swap events in schools | Increase sharing of pre-loved clothing between school students, and reduce textiles waste | Love Not Landfill | Sharing | Schools | Textiles |
| Community Advisor, face-to-face engagement | Maximise project awareness amongst the community and provide a physical presence for the project | C-Change West London | Sharing, using stuff wisely Using stuff again Renting not buying | Citizens Businesses Community groups | Food Textiles Plastics Electricals Other |

| | | | | | |
|--|---|--|--------------------|------------------------------|--|
| Electricals repair lessons for young people | Increase electricals repair skills through school lessons and community workshops, reducing e-waste and increasing repair | Team Repair | Using stuff wisely | Schools Citizens | Electricals |
| Food waste reduction app | Reduce citizen food waste and save citizens money through the use of a food waste reduction app | Kitchen | Using stuff wisely | Citizens | Food |
| Gardening and horticulture sessions | Deliver regular hands-on gardening sessions for the community, upskilling citizens in food growing and seasonal eating, providing socialisation opportunities | Cultivate London & Heston Action Group (HAG) | Using stuff wisely | Citizens Community groups | Food Other |
| Hair salon circular innovation | Provide specialist hair salon support to minimise water and energy usage, and collect hard to recycle materials such as hair and used foil | Green Salon Collective | Using stuff wisely | Businesses | Plastics Other |
| Peer-to-peer sharing of food and household items | Increase peer-to-peer sharing of food and household items via a digital app, and reduce items bought and disposed of | Olio | Sharing | Citizens | Food Textiles Electricals Other |

| | | | | | |
|--|---|------------------|--|------------------------|--|
| Peer-to-peer sharing of household items | Increase peer-to-peer sharing of household items via a digital platform, and reduce items bought and disposed of | Ferris | Sharing | Citizens | Textiles Plastics Electricals Other |
| Peer-to-peer rental | Increase peer-to-peer rental of household items via a digital platform, and reduce items bought and disposed of | Fat Llama | Renting, not buying | Citizens | Electricals Textiles Other |
| Pre-loved South Asian clothing rental | Increase rental and reuse of south Asian occasion wear via events and a digital platform, reduce textiles being disposed of | Circular Threads | Using stuff again Renting, not buying | Citizens | Textiles |
| Redistribution of surplus food from businesses to citizens | Redistribution of surplus food from business to citizens via a digital app, to reduce food waste, provide financial savings to citizens and boost business resilience | Too Good To Go | Sharing | Citizens Businesses | Food |
| Refill campaign | Develop a network of refill points accepting refillable bottles or containers for tap water, coffee or food, and increase awareness of refill in the community | City to Sea | Using stuff wisely | Citizens Businesses | Plastics |

| | | | | | |
|------------------------------------|---|--|---|---------------------|----------------------------------|
| Refill shops in schools | Increase citizen refill of liquid household items, provide cost-savings to citizens and upskill students in circular economy and business | Pupils Profit | Using stuff wisely | Schools Citizens | Plastics |
| Repair events | Deliver regular (monthly) repair events to teach citizens how to undertake minor repairs to electronics, clothing and bicycles, to reduce waste, maximise reuse and provide socialisation opportunities | Heston Repair Café (including support from London Bike Hub, Blue Summit, The ReStart Project, TRAID) | Using stuff wisely | Citizens | Electricals Textiles Other |
| Sewing and textile reuse workshops | Upcycle textiles, develop citizen sewing and textile repair skills and provide socialisation opportunities | Adult Education (Hounslow Council) | Using stuff again Using stuff wisely | Citizens | Textiles |
| Textile reuse and recycling | Increase collection of textiles for reuse and recycling, reduce textile waste | TRAID | Using stuff again | Citizens | Textiles |
| Textile upcycling sessions | Deliver community-led upcycling sessions to help citizens develop new skills, save money and re-use materials at home | Creative Spaces | Using stuff again Using stuff wisely | Citizens | Textiles |

8.7. Appendix 7 – delivery partner legacy

As a result of the partnership with ReLondon and Hounslow Council, a selection of delivery partners are experiencing the benefits of such collaboration. Some are engaging in discussions regarding participation in additional circular neighbourhoods, while others have accessed networks that provide them with greater visibility across the whole of London.

Team Repair is seeing continued growth in Hounslow following their involvement in the project. Since the formal conclusion of the project, Team Repair has expanded to provide electronic repair workshops for children in two new local schools and re-engaged with a previously partnered college, which has since independently commissioned a continuation of services. Additionally, Hounslow Council has purchased 20 Team Repair class kits to be used in schools across the 2024/25 academic year.

Hounslow Repair Café has recently been formally established as the Hounslow Repair Café CIC, and will carry forward the work of hosting repair cafés in Heston and across the borough. This ongoing initiative will provide citizens with regular opportunities to participate in repair and reuse activities, reducing waste and building practical skills locally.

Cranford Community College has fully embraced the Heston in the Loop concept, incorporating it into the college's guiding principles. The college students have taken the Clothes Swap Shop to another level, training students at schools in Ukraine to enable them to host their own Swap Shops. Additionally, they have expanded their swap events to include toys and books. The college Staff Conference 2024 focused on climate and environmental awareness, inviting a local primary school to set up a Refill Shop and Hounslow Repair Café CIC to deliver a repair café session during the event, as well as all 200 attendees being spoken to about sustainability and circular living.

Delivery partner **'A Good Thing'** (a platform for businesses to share unwanted items with charities) has experienced a successful ripple effect due to their involvement in the project. Following the recruitment of one Heston hotel, A Good Thing gained the opportunity to speak at a hotel association meeting, granting them visibility to a network of hotels across London. Since then they have had 19 additional hotels sign up to the platform and donate in excess of 2,150 items.

In November 2023 a Heston hotel signed up with us as a result of the Heston in the Loop project, and many other hotels right across London quickly followed. The platform has now seen duvets, shaving kits, baby buggies, sofa beds, artwork, bowls, mattresses and hundreds of pillows from London hotels all rehomed with brilliant local charities in the past month or so. A huge thanks to you all for including A Good Thing in the Heston project. Without it, we almost certainly would not have had access to these sorts of opportunities.

- Project partner

Sewing Club by Creative Spaces and local Hounslow citizens have launched a sewing club, offering the community access to valuable sewing skills and a shared space to connect. Plans are underway to continue the club into the new year, encouraging more citizens to participate in sustainable practices.

Community Gardens and borough-wide repair cafés have gained continued investment, with various teams within Hounslow Council supporting initiatives to establish community gardens and repair cafés in Heston and other borough locations. These efforts aim to foster green spaces and hands-on activities, enabling citizens to actively engage with sustainable practices close to home.

C-Change West London have adopted many of the Heston in the Loop principles and integrated them into current and future projects. They aim to increase local engagement and drive sustainable practices throughout the community, ensuring that these values are embedded across a wide range of initiatives.

Bike repair workshops have grown and a new initiative has brought bike repair workshops to three local schools in collaboration with Hounslow Council Transport Team. This program not only supports sustainable transportation but also equips students with practical repair skills, reinforcing the project's legacy in both environmental and community resilience.



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