



14/05/20: Programmes Update

Board paper title		Paper 14/05/20 – 3
LWARB Programmes Update		
Report by	Wayne Hubbard	
Job Title	Chief Executive Officer	
Date of decision	Board Meeting 14 May 2020	

Summary

This paper presents updates on the LWARB programmes.

Recommendations

To note the updates presented.

Risk Management

Risk	Action to mitigate risk
N/A – no decisions being made.	

Implications**Legal**

N/A – no decisions being made.

Financial

N/A – no decisions being made.

Equalities

N/A – no decisions being made.

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PART A – Non-confidential items

Why the paper is being presented

The paper is presented to update the Board on activities in its current programmes.

Circular London

Circular Construction In Regenerative Cities (CIRCulT)

LWARB is a partner in an EU Horizon 2020 project that will deliver a series of demonstrations, digital outputs, training, events and other dissemination activities that explore how circular construction principles and strategies can be replicated and scaled at city level. The project involves Copenhagen, Hamburg and Helsinki Region as well as London.

The Project Manager, Andrea Charlson, formerly the sustainability manager at HS2, started on 9 March 2020. LWARB provided significant assistance to Copenhagen to set up the project website. The website - <https://www.circuit-project.eu/> - was launched on 28 April 2020.

London partners are on track in the initial collection of existing data sets of material flows in the built environment to identify gaps and make recommendations that could be applied to demonstration projects. We continue to work with the GLA, BRE, UKGBC, and Grimshaw on narrowing down a longlist of promising pilot opportunities, among them projects in Merton and the redevelopment of a former Homebase store in Brentford.

The steering committee meeting, held in Helsinki from 27-29 January, involved:

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

Due to the travel restrictions imposed by the COVID-19 crisis a number of activities planned for June have been rescheduled for the Autumn, but other activities continue according to plan and effective ways of working are in place for the cities and London's partners.

C & A Foundation (now named Laudes) Fashion project

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

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A short video to illustrate the importance of circular business models has been created with footage from adidas, Farfetch and FW gear, and distributed through social media.

Work is now focusing on identifying the environmental impacts the new business models have brought about, and how the lessons from the project can be shared to encourage further uptake. Pre-lockdown this had included meetings with other fashion corporates to discuss how we might work with them.

We have also been developing a proposal for the Laudes which would set out how our relationship with Laudes can be extended into a longer-term funded partnership between LWARB and QSA, however this work is now on hold due to the coronavirus crisis.

Electricals

We have completed a review of current activity in London and good practice across Europe to accelerate the circular economy in the electricals sector. A summary report was published in March <https://www.lwarb.gov.uk/news-meetings/reports/lwarb-london-electrical-report/>.

Circular Economy Week

Following on from last year's success, planning is currently on the way for #CEweekLDN 2020 which will take place from 1st – 5th June to coincide with World Environment Day on 5th June. The week will begin with a launch event on Mon, 1st June followed by three key events on the CIRCuIT project on Tuesday 2nd, and behaviour change and finance on Weds 3rd and Fri 5th June respectively. We have arranged for the events to be undertaken virtually and we are promoting it through our networks:

<https://ceweek.london/>

As with previous years, interested parties in London will be encouraged to hold events throughout the week.

Circular Economy Policy Development

We are currently developing plans for a project which would work with the GLA to develop an evidence base and recommendations for a circular policy framework for London alongside specific policy recommendations.

London Plan - Circular Economy Statement and Guidance

LWARB worked with the GLA to procure technical specialists to work with the built environment sector in London to create guidance to accompany the new Circular Economy Statement policy within the draft London Plan. LWARB provided funding towards the development of the guidance and assisted in its development and work to test and refine it. The CE Statement policy is due to come into effect when the new London Plan is published. The CE Statement guidance pre-consultation was published on 28 April:

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<https://www.london.gov.uk/what-we-do/planning/implementing-london-plan/planning-guidance/circular-economy-statement-guidance-pre-consultation-draft/>

We are working with the GLA to identify how we can support the launch and the implementation of the policy.

CircE

CircE is an EU funded project where LWARB has worked in partnership with 7 EU regions to share best practice and build knowledge on circular economy policy. The project has enabled LWARB to help provide resource to input into the development of the London Plan and the London Environment Strategy. The action plan for LWARB (created as an outcome of the project) has now been approved by the EU. Phase 2 of the project (delivery of the action plan) is now underway.

Circular Economy Champions

Bromley and LWARB have been working on the development of a procurement tool to help boroughs include circular economy in procurements. A version of the tool is now being finalised for piloting. LWARB is exploring how the tool can be shared with other boroughs to increase take up of CE principles.

Camden have rolled out their refill market stall and pre-lockdown were using the stall to deliver refillable products to residents at various market sites. Camden were also looking at how they could expand the refill programme with other stalls.

Hackney have now signed contracts for a Library of Things in Dalston CLR James Library which was due to open in June.

Greater London Investment Fund - Circular Economy Equity Fund

We are in close discussion with Funding London and the fund managers on the implications on the portfolio of the pandemic. So far, the investments and pipeline remain robust in the face of the pandemic with recent capital injections giving the businesses a reasonable runway. We will keep the situation under review.

Advance London Business Support

The Advance London business support programme continues to provide support services to London's SMEs. The portfolio now consists of over 200 SMEs which have each received business advice and support from LWARB's specialist team.

Since the COVID19 outbreak the team has provided the following support:

- We are maintaining an active repository of funding opportunities related to small businesses which is updated every two days with latest news on grants/subsidies etc.
- We are reaching out, on a one to one basis, to all of the SMEs in the Advance London portfolio to ensure that they feel supported and heard. We are also collecting information on how the virus outbreak has impacted them and what types of support they need.

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- At the same time, we have launched an online survey through which we are collecting more detailed information on how the SMEs are affected with the aim to feedback to our network of local government, investors, universities, circularity experts and larger businesses in order to make a case for targeted support.
- We have done more than 30 direct introductions between businesses that needed brokerage with partners/investors that were in our network
- We have mobilised our social media networks to highlight and/promote individual business initiatives (e.g. Globechain, First Mile & Delphis Eco, Elysia, Pedal Me) but also share business specific requests (e.g. WASE, Reconome).
- We have produced a dedicated blog highlighting the agile character of many small circular businesses and spread the word through our networks.
- We encouraged many SMEs (where relevant) to join the Payitforward initiative of the GLA <https://payitforward.london.gov.uk/>
- We kept our validation services open and businesses who have applied are receiving the services from the team in a business as usual way.
- We are going to be reviewing the new survey results on a weekly basis and next week we will be defining a more solid plan of support action for the coming months.

The team is currently planning for a consistent and targeted support to the SMEs before and in the post COVID19 era, with two key objectives:

- To keep existing circular SMEs up and running.
- To influence those SMEs who will need to re-launch to do so in a 'new' circular way.

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

- Circular Business Masterclass on the 21st of January in partnership with First Mile Recycling, onboarding 13 new SMEs.
- The Unwrapping 'circular' packaging stream, onboarding 8 new SMEs (the study visit has been postponed due to COVID19).
- The Meet the Investor stream, supporting 13 circular SMEs to access investment. The support stream has been completed, despite the virus outbreak, while the physical Mtl event was replaced by direct introductions between SMEs and investors. More than 56 direct introductions were brokered between businesses and potential funders.

The team is currently developing two knowledge products; completion has been delayed and/or is under review:

- A Circular Restaurant Guide in collaboration with the Sustainable Restaurant Association completion.
- A Circular Business Guide.

Events that have been postponed to later in the year include:

- The Meet the Buyer for the Food sector (new dates to be confirmed).
- Our participation to the Sports Positive Summit (moved to October).

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Other Activities

We have been working with the GLA to see how we can help support the Post-COVID 19 recovery with a set of ideas to support SMEs, promote circular economy activities with businesses and boroughs and accelerate training to enhance circular economy skills. We have also connected with Central Government departments to offer our insights and experience in relation to green recovery programmes.

We opened our We Are Circular hub for SMEs within the circular economy/waste management industry in November 2019. Since the launch, there has been a steady flow of interest in occupying desk space but usage of the office space and payment by the businesses is now suspended.

We continue to speak at and participate in events including the Green Business Council of Australia and the Chatham House circular economy conference (by video conference).

LWARB investment portfolio

See Part B – Confidential Information

Resource London

The programme update relates to planned business plan activity, rather than COVID-19 contingency activity (reported as part of the CEO report).

Resource London Partnership Board

The Partnership Board last met on 04 December 2019. A meeting was planned for 31 March 2020, but this meeting did not take place. An update on the future of the Partnership Board is given in the governance paper.

Resource London programme activity

A number of regional demonstration projects are underway in partnership boroughs:

Existing purpose-built flats – Work continues to disseminate [flats report](#) and associated [toolkit](#). Meetings have been held with several key partners including the G15 (the network of London's largest housing associations). Two national webinars have been delivered (each with c.200 attendees).

The key recommendation from the Flats project was the introduction of the flats recycling package. Resource London is currently procuring a consultant to develop a cost calculator for the Flats Recycling Package. The cost calculator will provide information on which London local authorities and housing providers can calculate the one-off capital and on-going revenue costs and savings (from improving capture rates and reducing contamination) associated with rolling out the Package.

Waste Composition Analysis (WCA) Protocol – A true London waste composition has always been difficult to establish, even with many waste authorities conducting WCAs.

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This is particularly true for flats waste data, where the LWARB study (of 10 estates) represents the best national waste composition data for flats. Officers are developing a protocol for local authorities to standardise how WCAs are conducted. The protocol will provide guidance and a downloadable specification for London local authorities. An advisory group has been set up for the project which includes: the GLA, WRAP, LEDNet and boroughs.

The benefits of the protocol include:

1. for boroughs, WDA/partnerships it would make the procurement process easier (saving time and money) and importantly would assure them that they would receive high quality data to use for planning or scheme design.
2. for Resource London to aggregate the data from different Boroughs to generate London-wide estimates, confident that comparable methods have been used.

New built flats – Officers are working with LB Tower Hamlets to develop supplementary planning guidance for waste in new build (including purpose-built flats) that could be used as a template for other authorities. Contractor has been appointed but the project is currently on hold due to COVID restrictions.

Contamination Hit Squad – This project is testing the hypothesis that a shared dedicated team of officers (the hit squad) checking contamination in kerbside containers, presents a cost-effective way of managing and reducing contamination. The pilot was being delivered in the London boroughs of Lewisham, Greenwich, Haringey and Brent. The first wave of activity was completed in late 2019. The second wave of activity went live in late January. The hit squad was still in the field, with two and half weeks left of monitoring when the lockdown was introduced. In the interest of staff safety and inline with social distancing it was agreed to end phase two early. The contractor confirmed that sufficient data had been gathered by this point to analysis of the impact of the intervention. Officers are now writing up the final report. Findings will be shared with boroughs in the summer.

Short-term-lets – Two interrelated projects are being delivered: an ethnographic study of HMO residents to look at waste and recycling behaviours; and audience insights research into users of London holiday rentals to gain a better understanding the impact of their waste management behaviours on borough services.

- HMOs – the ethnographic research has now completed. Officers are reviewing the finding to design interventions for borough services. These will then be tested in a real service environment (similar to the flats and CHS projects).
- Holiday rentals – the audience insights work has reported back, and phase two has commenced, testing the findings with landlords. The final output will be used to develop better waste management practices in London's growing holiday rentals sector.

Plastic project

The Business Plan sets out a commitment to undertake research and develop pilots through the London Lab to support the boroughs with the delivery of their RRP's and develop circular projects to tackle the material streams within our focus areas. Plastics is a key focus area, and in particular, single-use plastic packaging. Therefore, initially a

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research project will be launched to produce a 'state of the nation' report. This will involve capturing all of the activity taking place across London to tackle single-use plastics and plastic packaging, engaging with key stakeholders and learning valuable lessons. This will also include engaging with those boroughs that have set out RRP commitments around reduction of plastic and those that have already launched or committed to launch low plastic zones. In addition to the report a key output from this phase will be the production of an interactive map to amplify the existing activity across London, from Low Plastic Zones to Refill Shops. This research phase is even more essential in the current climate, to enable us to understand the impact of COVID-19 on these activities and also identify opportunities to support the Green Recovery. This initial research phase will then allow us to identify where our efforts could be most effective in tackling the issue of single-use plastic packaging in London.

Training academy

The Business Plan identified a capacity deficit in circular economy awareness, particularly with local authorities. To address this, LWARB has committed to develop a Circular Economy Training Academy, open to local government and business to realise the opportunities of the circular economy and develop skills within the sector. Initial internal conversations have been held to start the planning phase of the academy, but these are in the early stages. The academy could provide LWARB with an exciting opportunity to upskill and prepare London for a green post-COVID recovery. Training can easily be delivered online utilising video conferencing platforms.

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

Reduction and Recycling Plans (RRP) – The LES includes a requirement for all boroughs to develop RRP, the first of which will cover the four-year period from 2018 - 2022. All boroughs have now submitted their plans. The GLA is working through the plans to approve them. Officers are working with GLA colleagues to determine the arrangements for monitoring. Officers have been through all the plans and put each identified action (c.500 individual actions across the 33 RRP covering household and commercial waste services) into a database. Actions have then been categorised and grouped. These groupings are being cross referenced against the Mayor's priorities (set out in the LES) and LWARB business plan. The analysis will be used to target LWARB's support and define the support offering i.e. resources in place or new support resources needed; free support or support provided at cost; 1-2-1 or 1-2-many support.

Commercial Recycling support – In line with the Mayor's municipal waste target Resource London is also working to increase London's commercial recycling rates. Given the impact of the COVID lockdown, and commercial waste decreasing in some areas by up to 90%, the business as usual work in this programme areas has been more significantly impacted. However, much of the work detailed in the COVID response briefing (and specifically the development of the WasteSupport platform) included in the CEO report relates directly to commercial waste sector support. The work on the COVID response has helped to build relationships with London's commercial waste companies

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which will be hugely valuable as part of the post lockdown activities. This includes work to improve commercial waste data across London which there is a lack of from the private sector across London (and the UK). Prior to COVID officers have been engaging with private waste companies to have sight of this.

That said officers are still working to develop new support offerings. Following the development last year of a Commercial Waste Communications Toolkit officers are expanding this to include more materials for local authorities and businesses to utilise. In addition, bespoke commercial recycling pages for Londonrecycles.co.uk are being developed. The pages will contain information, support materials and interactive tools to help boroughs and businesses increase commercial recycling rates. The aim is to launch these new pages with as part of the Londonrecycles.co.uk refresh in mid summer.

Behaviour Change – Resource London manages three behaviour change campaigns: One Bin Is Rubbish (London Recycles), Love Not Landfill and Small Change, Big Difference.

- London Recycles:
In recent weeks, the London Recycles campaign channels have been dedicated to the COVID response, supporting borough services (see separate COVID response briefing).

Pre-lockdown London Recycles was focused on delivering the final year of its One Bin is Rubbish (OBIR) campaign. The third year of the campaign commenced in October 2019 and involved bursts of out-of-home advertising (bus-sides) and digital (social media) content. Officers have just received the final year evaluation for OBIR which shows very positive in-year results and overall campaign results:

In year:

- Over half (57%) of the target audience say they have seen one or more of the OBIR communications, up from 2018 (32%) and in line with 2019 (55%).
- The OBIR campaign has directly led, in the past year, to 8.2% of the target audience acquiring a new recycling bin/alternative and recycling more as a result. This is significantly more than in 2018 (2.5%) and in line with 2019 (7.8%).

Full campaign:

- 27% of all the bins/alternatives among the target audience are specifically for recycling (an increase from 21% in 2017 and 24% in 2019).
- There has been an increase in the perceived norms of (a) having a dedicated bin/alternative for recycling in the home; and (b) having recycling bins/alternatives in rooms around the home (other than the kitchen). In both cases there is a clear association with seeing OBIR materials. There has also been an increase in the perceived norm of 'everyone recycles where I live'.

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- The average number of recycling bins/alternatives per home now stands at 2.1, up from 1.1 in 2017 and 1.6 in 2019. In particular, there has been a significant increase in informal recycling bins and recycling 'spots' in the home among those who have seen OBIR.
- There has been a decrease in the proportion of the target audience who dispose of plastic items in the general rubbish – including toiletries/shampoo bottles, detergent/cleaning bottles, and plastic pots/tubs/ trays. There has also been a decrease in the proportion who put several 'contaminant' items in the recycling – including plastic carrier bags, bubble wrap, tissues/wet wipes, pizza boxes or foil with food/oil residue and black plastic bags containing recycling.
- Recognition of London recycling brands has increased – to 73% for either London Recycles or Recycle for London (up from 66% in 2017).

Officers are now planning the 2020-21 London Recycles activity. To support this officers have commissioned audience insight research to understand what motivates 18-34-year olds to recycle. Research and project evaluation (including the recent flats project) repeatedly tell us that young people (defined primarily as 18-34-year olds) are the least effective recyclers in the city. This research will build on existing findings to suggest motivational levers we can use to encourage more people to make the effort to recycle.

- Love Not Landfill: The ECAP project concluded on the 31 December, with EU Life project administration lasting until end of January. LNL is now continuing as an LWARB proprietary campaign.

Officers are exploring funding opportunities and have developed a pitch deck with campaign ideas to develop commercial brand partnerships. To support this ambition officers have commissioned audience insights research into whether young people connect their fashion behaviours with climate change. The insights research will look specifically at 'generation Z' to understand behaviours, attitudes and propensity to change fashion habits in the light of a climate emergency. This proprietary research will then be used to build the #LNL campaign and secure commercial partnerships.

During the COVID lockdown LNL has run the #BigTryOn campaign through its social channels. With the drop off in retail sales, the campaign aims to get citizens to rediscover some of the £30 billion worth of unworn clothes sitting in UK wardrobes. The team is also developing campaign ideas to support its charity partners while their shops are closed.

- Small Change, Big Difference: The TRiFOCAL project concluded on the 31 January, with EU Life project administration lasting until end of February. The final project report was submitted to the monitoring agency, EASME, on 28 April marking the final project deliverable and project close.