

London Waste and Recycling Board Board Meeting

2.30pm – 4.00pm Tuesday 6 June 2023
Meeting Room 8, The White Collar Factory, 1 Old Street Yard,
London EC1A 8AF



Webcast: <https://www.youtube.com/channel/UCvDI-KedJAexZNpLPZU9KpA>

Agenda

Part I: Regular business

No.	Item	Pg no	Action required	Relevant appendices
1	Welcome and apologies	-		
2	Declarations of interest	-		
3	Minutes of the previous meeting	2	For approval	
4	CEO's report	5	For information	1: Media coverage 2: Events list 3: Project dashboard 4: Finance report 5. Internal Audit Report
5	Annual Governance & Accountability Return	10	For approval	6. AGAR – Additional Information.
6a	Programme updates (Part A)	14	For information	
8	AOB	-		

Under Section 18 of The London Waste and Recycling Board Order 2008 this meeting is open to the public, which is facilitated via the webcast: this is subject to paragraphs 18 (2) and (3) which allow the exclusion of the public where confidential information may be disclosed.

Agenda item 3. Minutes from previous meeting

Decision:

The Board is asked to approve the minutes of the meeting of 16 March 2023 as presented below.

ReLondon Board Meeting Minutes

Minutes of the meeting of the ReLondon Board (London Waste and Recycling Board) held on **16 March 2023**, at: The White Collar Factory, 1 Old Street Yard, London EC1Y 8AF and remotely via Zoom.

Board Members Present

Liz Goodwin (Chair)
Cllr Claire Holland
Cllr Nicholas Bennett
Cllr Krupa Sheth
Shirley Rodrigues
Joe Murphy
Chantelle Nicholson

Approved at ReLondon Board Meeting on 6 June 2023

Signature:
Liz Goodwin, Chair

Also Present

ReLondon: Wayne Hubbard, Adam Leibowitz, Ali Moore, Antony Buchan,
Jo Rogers, Pauline Metivier

GLA Jemilah Bailey

1. Apologies

None.

2. Declarations of interest

No interests were declared over and above those previously recorded in the Board's standing register of interests.

3. Minutes of the previous meetings

Minutes of the meeting held on 15 December 2022 were approved.

4. Chief Executive Officer's Report (30/06/2022 - 2)

WH introduced the paper and emphasised the current top issue was the development of a long-term financial plan, and noted the outcome of a £1.4m bid to the UK Shared Prosperity Fund for the business transformation programme was still awaited.

WH also noted in particular the upcoming Repair Week which had now grown to over 90 events.

The Board noted the updates as presented.

5. Programmes updates (30/06/22 - 5)

The Board noted the programme updates as presented.

6. Delivery Plan 2023/24

WH introduced the paper and explained that the delivery plan and budget presented was predicated on a successful outcome to the current application for UKSPF funding and that if the application was unsuccessful, a revised delivery plan and budget would be put to the Board for approval.

WH explained that the plan had been developed in conjunction with the GLA and London Councils.

SR requested, in due course, further information on the budgetary split between the various behaviour change campaigns, and in particular the London-wide campaign.

The Board agreed the delivery plan and budget as presented.

Part B Confidential business

7. Programme update (Part B)

The Board noted the confidential programme updates as presented.

8. Pay proposal 2023/24

JR introduced the paper and highlighted that the proposal was for the 2023/24 year only and that a full review of ReLondon's pay and rewards policy would be carried out by the end of the 2023/24 financial year. WH noted that a pay proposal had been considered at the previous meeting of the Audit Committee no decision was made and the matter referred to this meeting of the full Board.

JR confirmed that the settlement was intended to compensate for the increased cost of living in the previous year, rather than anticipate increased costs in the coming year.

The Board:

- Agreed to a full review of the pay policy in 2023/24, including a benchmarking exercise and recommendations for a new pay system.
- Approved the cost the living proposal for April 2023 as presented:
 - A consolidated 4% uplift to all points on the payscale.
 - An additional, non-consolidated, supplementary payment of 3% of 2021/22 basic salary for all staff, to be paid in advance in four quarterly payments.

Agenda Item 4: Chief Executive Officer's report

Top issues

We were delighted to be informed of the success of our bid to UKSPF for £1.4m over two years to fund the business transformation team's work supporting the adoption and scaling of circular economy initiatives for London SMEs. This funding enables ReLondon to continue with its financial strategy and helps maintain the planned four year funding runway.

The financial strategy also includes the recruitment of a head of partnerships and external affairs to work building relationships with government and the corporate sector to secure longer term sustainable funding for ReLondon. The recruitment for this role has concluded and we have made an offer to our preferred candidate. A further update will be given at the meeting.

Since the last Board meeting myself and the team, along with the GLA and London Councils colleagues, we have held a series of meetings with senior Defra officials to press the case for a sustainable funding solution for ReLondon.

Repair Week took place in March, and more than doubled in size from 40 events in 2022 to over 100 this year. Events and digital promotion of repair also took place in Manchester, the first time another city has got involved; and the team has been approached by a further three cities about potential involvement in 2024. Engagement and reach through events, digital activity and PR was stronger this year than in 2022, reflecting a growing interest in repair in the capital.

ReLondon was recognised for its work at the Sustainable City Awards in May, winning best public sector campaign with Bexley for the Household Food Waste Campaign. A CIRCuIT demonstrator project upcycling waste timber into usable structural elements (delivered by Simple Works, Grimshaw Architects and UK CLT), won in the Product and Materials Initiative category at the inaugural Waste Build Zero Awards.

Staffing

Since the last meeting of the Board the following staff changes have taken place.

Leavers

- Corporate Communications Manager
- Online Community Manager (end of fixed term placement)

Moves

Following an internal recruitment process, the position of Corporate Communications Manager has been filled by a promotion from within the Communications and Behaviour Change Team.

Recruitment

The new position of Head of Partnerships and External Affairs was advertised in March. A good selection of applications were received. First and second interviews have taken place. An update will be given at the meeting.

Communications and publicity

Press releases:

The following press releases have been issued since the last report:

- **Repair Week 2023** – 6th March – listings, trades and consumer news releases to promote the week and encourage events attendance;
- **Food Wave / Natural History Museum** – 13th March – promoting the collaboration with the Museum's 'Generation Hope' festival which took place from 20th-26th March

The following releases will be issued shortly before or immediately after the Board meeting:

- **Love Not Landfill** – 5th June – listings release for Love Not Landfill clothing pop-up shop in June at Angel Central
- **Textiles MFA report** – w/c 12th June (TBC) B2B release for trades/sector outlets following publication of London's Fashion Footprint report mapping clothing material flow in London
- **Love Not Landfill** – w/c 12th June (TBC) Consumer news release (a variation on the B2B one above) to fashion and London/other news outlets

One further press release is pending sign-off and release following the cancellation of a related event:

- **Green New Deal** – June (TBC) – showcasing the impacts of the Green New Deal funding and advisory support for circular SMEs, delivered by ReLondon's business transformation team.

Media coverage achieved since the last Board meeting relating to these and other events, projects and partnerships is at Appendix I.

Events:

Events at which ReLondon has been represented since the last report include:

- **"Explore Circular Economy" ReLondon x LSESU Circular Economy** – 15/03/2023 – Wayne Hubbard spoke at this LSE event about ReLondon's work to transform London towards a circular economy.

- **A Circular Economy for Textiles in Cities – 04/04/2023** – Sarah Malone spoke at this Circular Cities Declaration webinar about circular textiles activities currently happening in London, with a focus on ReLondon's business support programme, the Love Not Landfill campaign, Repair Week and the textiles material flow analysis which will be published in June 2023. The audience included other cities interested in textiles and circular economy.
- **ReLondon webinar: Re-launching the Circular Economy Matchmaker – 20/04/2023** – ReLondon's Local Authority Support team and Business Transformation team hosted a webinar attended by London local authorities following the re-launch of the updated Circular Economy Matchmaker.
- **Beyond Retro Earth Day Panel event – 20/04/2023** – Lizzy Woods from our Love Not Landfill team was a panellist at vintage clothing retailer Beyond Retro's event aimed at young Londoners, to encourage them to ditch fast fashion and buy second hand, to swap, repair, recycle and to give their old clothes to charity.
- **Circular Connect – 16/05/2023** – Networking event hosted by ReLondon for SMEs, investors and local authorities following re-launch of the Circular Economy Matchmaker.

Full detail of all other events since the last Board is in Appendix 2.

Awards:

- **Sustainable City Awards 2023 – May 2023** – ReLondon won the Campaign of the Year category for the food waste reduction app campaign run in partnership with London borough of Bexley, Kitche, and Olio. The Sustainable City Awards are hosted by Global Action Plan.
- **Awards for Excellence 2023 – May 2023** – ReLondon was a finalist in the Circular Economy Success category for Let's Recycle's Awards for Excellence 2023 for the "Driving Islington's circular economy through small business" initiative in partnership with Islington Council. Hackney Council scooped the winning award for its #ZeroWasteHackney, Go Beyond Recycling initiative.

Project Dashboard Commentary

The project dashboard has been updated to reflect the 2023-24 programme plan. Projects that were commenced in 2022-23 and are still in delivery are still listed on the dashboard. Projects that we closed or have not progressed into this delivery period have been removed from the dashboard, and new projects planned for this delivery period have been added.

Detailed updates are included in the programme update paper. The project dashboard is attached at Appendix 3. Commentary below details project changes highlighted on the dashboard.

Mindful Shopper: The budget needed to continue promoting and amplifying the impact of the Mindful Shopper platform hasn't been secured yet, but several funding opportunities are currently being explored.

London Circular Construction Coalition: The budget needed to go ahead with this project hasn't been secured yet, but several funding opportunities are currently being explored.

Commercial preparedness research: has been added to the dashboard as a new project. This project is listed as no activity / not started. This project is dependent on the release by government of the national consistency reform.

Recycle Week 2022 and Repair Week 2023 have both been changed from green to grey as they are complete; planning for both Recycle Week 2023 and Repair Week 2024 start in the next two months.

Love Not Landfill partnership events has moved from grey to green as planning is advanced for two pop-up shops in June 2023.

Commercial marketing has changed from green to grey as year one activity is complete and awaiting a review and planning session to determine commercial marketing required for 2023/24.

Impact reporting is a new entry and shown as grey as detailed work has not yet started on creating this new publication - planned to be annual in future - with both the research and communications teams involved.

Audit Committee activity

The Committee met once (on 17 May 2023) since the last full Board meeting on 16 March 2022. The Committee considered the following items:

Finance Report

The Q4 2022/23 finance report is attached at Appendix 4.

Internal Audit

The Committee received the internal auditors' audit report for 2022/23. It concluded an overall 'adequate' level of assurance and raised eight issues (of which five were desirable improvement recommendations). All recommendations were accepted by management and will be implemented in due course. Overall the internal auditors concluded that ReLondon "...may take comfort that your organisation operates a system of internal controls which is in our opinion adequate and effective, given the resources available to it, and for

the most part adheres to the Guide and other accounting and control principles for the financial year 2022/23.”

The full report may be seen at Appendix 5.

Annual Governance and Accountability Return

The committee reviewed and approved the AGAR submission for recommendation to the Board. (Agenda item 5).

HR Update

The committee noted the latest HR update which is presented above.

Risk Register

The Committee reviewed the current risk register, focusing on the top four risks for ReLondon. Following discussion it was agreed that the top risks identified for the Board and executive are:

- ReLondon remaining important as a delivery partner given that waste and recycling targets set out by the Mayor currently seem unlikely to be achieved.
- Maintaining support of key stakeholders.
- Developing and delivering a successful long term strategy for financial sustainability.
- Retaining / attracting the skills required to deliver on above strategy.

Agenda Item 5: Annual Governance and Accountability Return (AGAR)

Decision:

The Board is recommended to:

- Note the Internal Audit Report (Appendix 5).
- Note the Annual Internal Audit Report
- Approve the Governance Statements 2022/23 (Section 1 of the AGAR submission).
- Approve the Governance Statements 2022/23 (Section 2 of the AGAR submission).
- Note the additional information to be submitted with the AGAR (Appendix 6).

Timeline & Approval

ReLondon is required to approve and publish the Annual Governance and Accountability Return on its website by 30th June, and submit it to the external auditors (PKF Littlejohn) by 3rd July. The external auditors will provide their Audit Report by 30th September, by which date ReLondon must also publish the final, audited AGAR.

The Audit Committee reviewed and approved the Governance and Accounting Statements of the AGAR at its meeting on 17 May 2023 and has recommended they are approved by the full Board.

Internal Audit Report 2022/23

LWARB's internal auditor Validera HW Controls and Assurance Ltd, has carried out an review ReLondon's operations to satisfy the audit requirements for the AGAR. Their report is attached at Appendix 6 for information. The review gave an overall assessment of *adequate assurance*.

The auditor's Annual Internal Audit Report to be submitted as part of the AGAR is presented below. Note that the internal auditor has given an affirmative response to all of the relevant internal control objectives A to L listed as part of the report applicable to ReLondon.

Annual Internal Audit Report 2022/23

LONDON WASTE AND RECYCLING BOARD (T/A ReLondon)

<https://relondon.gov.uk/>

During the financial year ended 31 March 2023, this authority's internal auditor acting independently and on the basis of an assessment of risk, carried out a selective assessment of compliance with the relevant procedures and controls in operation and obtained appropriate evidence from the authority.

The internal audit for 2022/23 has been carried out in accordance with this authority's needs and planned coverage. On the basis of the findings in the areas examined, the internal audit conclusions are summarised in this table. Set out below are the objectives of internal control and alongside are the internal audit conclusions on whether, in all significant respects, the control objectives were being achieved throughout the financial year to a standard adequate to meet the needs of this authority.

Internal control objective	Yes	No*	Not covered**
A. Appropriate accounting records have been properly kept throughout the financial year.	✓		
B. This authority complied with its financial regulations, payments were supported by invoices, all expenditure was approved and VAT was appropriately accounted for.	✓		
C. This authority assessed the significant risks to achieving its objectives and reviewed the adequacy of arrangements to manage these.	✓		
D. The precept or rates requirement resulted from an adequate budgetary process; progress against the budget was regularly monitored; and reserves were appropriate.	✓		
E. Expected income was fully received, based on correct prices, properly recorded and promptly banked; and VAT was appropriately accounted for.	✓		
F. Petty cash payments were properly supported by receipts, all petty cash expenditure was approved and VAT appropriately accounted for.	✓		
G. Salaries to employees and allowances to members were paid in accordance with this authority's approvals, and PAYE and NI requirements were properly applied.	✓		
H. Asset and investments registers were complete and accurate and properly maintained.	✓		
I. Periodic bank account reconciliations were properly carried out during the year.	✓		
J. Accounting statements prepared during the year were prepared on the correct accounting basis (receipts and payments or income and expenditure), agreed to the cash book, supported by an adequate audit trail from underlying records and where appropriate debtors and creditors were properly recorded.	✓		
K. If the authority certified itself as exempt from a limited assurance review in 2021/22, it met the exemption criteria and correctly declared itself exempt. (If the authority had a limited assurance review of its 2021/22 AGAR tick "not covered")			✓
L. The authority published the required information on a website/webpage up to date at the time of the internal audit in accordance with the relevant legislation.			✓
M. In the year covered by this AGAR, the authority correctly provided for a period for the exercise of public rights as required by the Accounts and Audit Regulations (during the 2022-23 AGAR period, were public rights in relation to the 2021-22 AGAR evidenced by a notice on the website and/or authority approved minutes confirming the dates set).	✓		
N. The authority has complied with the publication requirements for 2021/22 AGAR (see AGAR Page 1 Guidance Notes).	✓		
O. (For local councils only) Trust funds (including charitable) – The council met its responsibilities as a trustee.			✓

For any other risk areas identified by this authority adequate controls existed (list any other risk areas on separate sheets if needed).

Date(s) internal audit undertaken

24/04/2023

05/05/2023

Name of person who carried out the internal audit

Lee Glover

Signature of person who carried out the internal audit



Date

10/05/2023

***If the response is 'no' please state the implications and action being taken to address any weakness in control identified (add separate sheets if needed).**

****Note: If the response is 'not covered' please state when the most recent internal audit work was done in this area and when it is next planned; or, if coverage is not required, the annual internal audit report must explain why not (add separate sheets if needed).**

Annual Governance Statement 2022/23

The Annual Governance Statement for 2022/23 is included at Section I of the AGAR presented below.

Section 1 – Annual Governance Statement 2022/23

We acknowledge as the members of:

LONDON WASTE AND RECYCLING BOARD (T/A ReLondon)

our responsibility for ensuring that there is a sound system of internal control, including arrangements for the preparation of the Accounting Statements. We confirm, to the best of our knowledge and belief, with respect to the Accounting Statements for the year ended 31 March 2023, that:

	Agreed		'Yes' means that this authority:
	Yes	No*	
1. We have put in place arrangements for effective financial management during the year, and for the preparation of the accounting statements.	✓		prepared its accounting statements in accordance with the Accounts and Audit Regulations.
2. We maintained an adequate system of internal control including measures designed to prevent and detect fraud and corruption and reviewed its effectiveness.	✓		made proper arrangements and accepted responsibility for safeguarding the public money and resources in its charge.
3. We took all reasonable steps to assure ourselves that there are no matters of actual or potential non-compliance with laws, regulations and Proper Practices that could have a significant financial effect on the ability of this authority to conduct its business or manage its finances.	✓		has only done what it has the legal power to do and has complied with Proper Practices in doing so.
4. We provided proper opportunity during the year for the exercise of electors' rights in accordance with the requirements of the Accounts and Audit Regulations.	✓		during the year gave all persons interested the opportunity to inspect and ask questions about this authority's accounts.
5. We carried out an assessment of the risks facing this authority and took appropriate steps to manage those risks, including the introduction of internal controls and/or external insurance cover where required.	✓		considered and documented the financial and other risks it faces and dealt with them properly.
6. We maintained throughout the year an adequate and effective system of internal audit of the accounting records and control systems.	✓		arranged for a competent person, independent of the financial controls and procedures, to give an objective view on whether internal controls meet the needs of this smaller authority.
7. We took appropriate action on all matters raised in reports from internal and external audit.	✓		responded to matters brought to its attention by internal and external audit.
8. We considered whether any litigation, liabilities or commitments, events or transactions, occurring either during or after the year-end, have a financial impact on this authority and, where appropriate, have included them in the accounting statements.	✓		disclosed everything it should have about its business activity during the year including events taking place after the year end if relevant.
9. (For local councils only) Trust funds including charitable. In our capacity as the sole managing trustee we discharged our accountability responsibilities for the fund(s)/assets, including financial reporting and, if required, independent examination or audit.	Yes	No	N/A
			has met all of its responsibilities where, as a body corporate, it is a sole managing trustee of a local trust or trusts.
		✓	

*Please provide explanations to the external auditor on a separate sheet for each 'No' response and describe how the authority will address the weaknesses identified. These sheets must be published with the Annual Governance Statement.

This Annual Governance Statement was approved at a meeting of the authority on:

DD/MM/YYYY

and recorded as minute reference:

MINUTE REFERENCE

Signed by the Chairman and Clerk of the meeting where approval was given:

Chairman

SIGNATURE REQUIRED

Clerk

SIGNATURE REQUIRED

<https://relondon.gov.uk/> OR PUBLICLY AVAILABLE WEBSITE/WEBPAGE ADDRESS

The Board is recommended (by the Audit Committee) to specifically approve the affirmative or 'not applicable' responses given to statements I to 9 of the Annual Governance Statement.

Accounting Statements for 2022/23

Accounting statements for 2022/23 are presented below. Supporting documentation required by the external auditors is attached at Appendix 6.

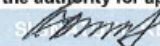
Section 2 – Accounting Statements 2022/23 for


LONDON WASTE AND RECYCLING BOARD (T/A ReLondon)				
	Year ending		Notes and guidance	
	31 March 2022 £	31 March 2023 £	<i>Please round all figures to nearest £1. Do not leave any boxes blank and report £0 or Nil balances. All figures must agree to underlying financial records.</i>	
1. Balances brought forward	14,786,720	10,316,785	<i>Total balances and reserves at the beginning of the year as recorded in the financial records. Value must agree to Box 7 of previous year.</i>	
2. (+) Precept or Rates and Levies	0	0	<i>Total amount of precept (or for IDBs rates and levies) received or receivable in the year. Exclude any grants received.</i>	
3. (+) Total other receipts	2,065,421	1,210,175	<i>Total income or receipts as recorded in the cashbook less the precept or rates/levies received (line 2). Include any grants received.</i>	
4. (-) Staff costs	-2,385,374	-2,513,420	<i>Total expenditure or payments made to and on behalf of all employees. Include gross salaries and wages, employers NI contributions, employers pension contributions, gratuities and severance payments.</i>	
5. (-) Loan interest/capital repayments	0	0	<i>Total expenditure or payments of capital and interest made during the year on the authority's borrowings (if any).</i>	
6. (-) All other payments	-4,149,982	-3,250,107	<i>Total expenditure or payments as recorded in the cashbook less staff costs (line 4) and loan interest/capital repayments (line 5).</i>	
7. (=) Balances carried forward	10,316,785	5,763,433	<i>Total balances and reserves at the end of the year. Must equal (1+2+3) - (4+5+6).</i>	
8. Total value of cash and short term investments	10,425,171	6,071,458	<i>The sum of all current and deposit bank accounts, cash holdings and short term investments held as at 31 March – To agree with bank reconciliation.</i>	
9. Total fixed assets plus long term investments and assets	7,390,896	9,174,562	<i>The value of all the property the authority owns – it is made up of all its fixed assets and long term investments as at 31 March.</i>	
10. Total borrowings	0	0	<i>The outstanding capital balance as at 31 March of all loans from third parties (including PWLB).</i>	

For Local Councils Only	Yes	No	N/A	
11a. Disclosure note re Trust funds (including charitable)				<i>The Council, as a body corporate, acts as sole trustee and is responsible for managing Trust funds or assets.</i>
11b. Disclosure note re Trust funds (including charitable)			✓	<i>The figures in the accounting statements above do not include any Trust transactions.</i>

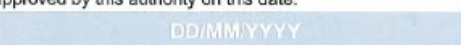
I certify that for the year ended 31 March 2023 the Accounting Statements in this Annual Governance and Accountability Return have been prepared on either a receipts and payments or income and expenditure basis following the guidance in Governance and Accountability for Smaller Authorities – a Practitioners' Guide to Proper Practices and present fairly the financial position of this authority.

Signed by Responsible Financial Officer before being presented to the authority for approval


 SIGNATURE REQUIRED

Date 


I confirm that these Accounting Statements were approved by this authority on this date:

 DD/MM/YYYY

as recorded in minute reference:

 MINUTE REFERENCE

Signed by Chairman of the meeting where the Accounting Statements were approved

 SIGNATURE REQUIRED

The Board is recommended (by the Audit Committee) to approve the Accounting Statements for 2022/23 included at Section 2 of the AGAR presented above.

Agenda Item 6A: Programmes update

Business & sector support

Material flow analyses

The Material Flow Analysis report for the textiles sector, conducted in collaboration with University College London (UCL) and Circle Economy, will be launched on June 28th at Angel Central in the Love Not Landfill pop-up shop.

A funding application to develop a Material Flow Analysis for electricals has been submitted in collaboration with Brunel University to UKRI. Results are expected by the end of the calendar year.

We have so far been unsuccessful in securing funding for the plastic material flow analysis. We will continue to seek alternative funding.

Methodology for measuring ReLondon's impact

The monitoring and evaluation framework for ReLondon's activities is being finalised. It will be used to evaluate 2022-23 activities and to produce an impact report by the end of the calendar year.

CIRCulT programme

In April, ReLondon hosted an in-person hackathon alongside the V&A museum to explore how reclaimed timber could be used for developing pieces of furniture or other materials to be used at V&A East. Students from several universities, including UCL and the University of Brighton were involved to propose solutions to that challenge.

In April and May, four training workshops were delivered to Westminster Council and City of London's officers about circular economy principles for the built environment and how to implement them through planning and procurement policies. Those workshops will be turned into e-learning modules that will be available to any other local authorities through the CIRCulT website.

The Circular Modern Method of Construction (MMC) roadmap was finalised. This was done in collaboration with the boroughs' Buyers' Club for the London Affordable Homes Programme, which aims to deliver £4bn worth of affordable homes. The roadmap proposes a series of practical recommendations for incorporating flexibility and reusability principles into the Buyer's Club Housing Pattern Book that will drive the design of thousands of standardised apartment blocks across London.

A first draft of a roadmap on data indicators and planning policy has been produced. This will feed into the Circular Economy Statement Implementation group at the GLA.

London Circular Construction Coalition

In collaboration with London boroughs, a proposition to continue leading the London effort towards a more circular built environment after the end of the CIRCuIT project has been developed. The proposed London Circular Construction Coalition will encourage and support boroughs and the GLA to make ambitious planning, procurement and infrastructure policies, by developing common evidence-based ambitions, organising knowledge sharing and supporting demonstrators.

Ellen MacArthur Foundation Strategic Partnership

The partnership's core focus is the Food Flagship Initiative but it also provides ad-hoc support to the work on circular neighbourhoods and ReLondon's research projects.

ReLondon officers attended the EMF network workshop in Amsterdam in March and heard from corporates on how they are interpreting the circular economy and what drives business decisions. The workshops were also attended by a number of other cities and regions allowing an open forum to discuss and explore how cities can create the right policy landscape and support framework to grow the circular economy. The March workshop focused on food and textiles, with a theme of the connection and role the circular economy can play in tackling climate change.

Food Flagship Initiative

- A food supply chain roundtable is being planned in the summer with representatives from across the food sector to tackle consumption-based emissions, food losses and waste. Preparation meetings with major retailers and food businesses have been held over the last month.
- Following the first cohort of Environmental Health Practitioners (EHPs) being trained on food waste reduction / redistribution in Hackney, they have engaged with and gathered data from 57 local hospitality businesses. Following this engagement, some restaurants are currently accessing further support, including a food waste audit and support process that is being delivered in partnership with the Sustainable Restaurant Association.
- A working group developed a pan-London pledge that launched in March 2023, with an ask for boroughs to commit to reducing consumption-based emissions and food waste from the food they procure, including school meals. ReLondon is supporting boroughs in committing to this pledge through the organisation of drop-in clinics, workshops and the development of a toolkit.
- Ten organisations in London have received the [circular food pioneer project status](#) and are being actively supported by the Food Flagship Initiative partners to amplify and scale their impact. Case studies are under development and a first cohort has been published.

Business transformation

Since 2017, the team has worked with 396 SMEs, of which 57% are businesses that already have circular offerings or initiatives that they are looking to scale, and 42% are traditional, everyday businesses exploring circular business models.

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

- Built Environment – 18%
- Food – 29%
- Textiles – 19%
- Plastics – 14%
- Electrical – 6%
- Other – 14%

To date, across all funded activities, the team has delivered over 7,015 hours of support and contributed to the launch of 81 new circular products/services/processes, the creation of 195 jobs and safeguarding of 532 jobs. SMEs supported by us have been able to secure over £8m in private and public funding to operate circular business models.

The virtual outreach of the programme is sustained and complements in-person delivery. We have 1548 recipients to the Business Transformation Monthly Newsletter and 1249 followers to the Business Transformation Instagram as at April 2023.

In the last quarter the team delivered its last quarter of support to SMEs under the ERDF-funded programme, including:

- Circular Economy Matchmaker relaunch: The improved version of the platform with new functionality to improve connections on the platform was relaunched in March. Extensive engagement activities were undertaken in April/May with public sector organisations and investors to onboard them to the platform.
- Ramp down ERDF-funded programme: the team has commissioned an external design agency to design and brand knowledge products that consolidate the team's experience of delivering support, which will be made available to SMEs via ReLondon's website and the Circular Economy Matchmaker

The team has been selected to receive UKSPF funding to continue delivering circular economy support to SMEs in London from 1st July 2023 to March 2025. This funding will be used to build on the learnings of ERDF-funded delivery and include both non-financial support and £300,000 in small business grants to help SMEs implement and scale circular economy initiatives.

Therefore, the focus on next quarter will be on finalising contractual agreements, and ramping up delivery – including (a) engagement with local authorities and sub-regional economic development groups and (b) preparing

the launch of a round of grants for 7 circular SMEs to increase the reach of their products and services

Local authority support

London waste composition project

ReLondon has developed a London-wide waste composition dataset. This has been created by combining existing recent waste composition analysis data from 22 London boroughs. The analysis provides the most comprehensive and recent household data available for London and provides critical data for London waste authorities, GLA and London Councils as London prepares for the implementation of the national collection and packaging reforms. ReLondon also considers that it provides the most robust data set for waste composition in a dense urban context and is therefore of national significance. The London WCA provides:

- data on compositional similarities and differences between household communal and kerbside waste;
- estimates of potential maximum recycling rates for kerbside and communal collections, with a model that will give a weighted average for London overall and can provide London wide based estimates for particular borough profiles;
- estimates of the potential impact of DRS on household recycling rates and the amounts of packaging eligible for EPR payments in the residual and recycling waste streams;
- data on high carbon materials (including edible food) and recyclable materials in the residual waste stream, and therefore the potential to reduce these and the emissions related to them;
- information on waste arisings including food from different LOAC types across London.

The analysis has been presented to the GLA and London Councils and was presented to boroughs at a webinar of 17th May. ReLondon, with the GLA have been using the composition findings in various meetings with Defra and other key stakeholders including the Environmental Services Association (ESA), and the Industry Council for Packaging and the Environment (INCPEN). Below are a few key headlines

- The composition of communal and kerbside is very similar in terms of dry materials and food waste.
- There are large disparities in the capture of dry and food recycling between kerbside and communal service models.
- Current estimates of recycling rate for London are 21% for communal properties (for those that have food waste services) and 38% for kerbside properties. Compared to the London overall rate for 2021/22 of 32.7%. It should also be noted that a large number of communal properties do not yet have food waste collections, and so the actual recycling rate from flats is likely to be lower than this. Lack of garden waste in communal waste streams means that recycling rates for dense urban environments

are unlikely to ever reach kerbside levels. – the proportion of garden waste in total London kerbside waste (8%) is four times higher than that for total communal waste (2%). This in turn is half the England average (17%).

- London and other urban centres will potentially be at a disadvantage in benchmarking. The fact that waste composition does not differ but capture does demonstrates that there are significant infrastructure and behavioural challenges for increasing recycling from flats – and shows that having a service in place is not a guarantee of successful use of that service.
- A third of London boroughs however, have dry recycling rates that are above the national average – including several inner London authorities – showing that higher dry recycling rates are achievable even where there is a high proportion of communal properties.
- If current capture rates are maintained, and the proportion of properties with a communal waste collection increases to 50% (up from the current 30%), London's recycling rate is predicted to fall to 29%.
- Even with the introduction of food waste, garden waste and plastic film to all properties, with 50% communal collections and current capture rates, London's recycling rate would remain at 33%.
- A quarter (26%) of everything thrown away in household bins in London is food. And over two thirds of that food is edible food.
- Even from kerbside properties with established food waste collection services, only around a third of that food is being recycled (the rest ends up in residual waste).

Flats above shops (FLASH)

Officers are planning the live phase of flats above shops project and will shortly be opening up an expression of interest for boroughs to participate as one of the pilot authorities. This is a critical project for achievement of the national consistency agenda and will be the third project (following the Flats, and Flats 2.0) in ReLondon citizen first approach to considering recycling service provision in the dense urban context. The initial research report into recycling behaviours for citizen's living in flats above shops will be published in early summer.

Heston village project ('Heston in the Loop')

ReLondon in partnership with the London Borough of Hounslow, is developing a circular neighbourhood: 'Heston in the Loop'.

The project is being delivered between March 2022 to March 2024. Phase one focused on strategic development, design and baseline setting. Phase two, the live phase, commenced in March 2023. Over the next nine months a range of interventions will be delivered, by a wide range of community and businesses partners. The project is already partnered with a number of intervention providers, including:

- Ferris: a peer-to-peer household item sharing app
- Too Good To Go: a hospitality food waste prevention app

- Olio: a peer-to-peer food and household item sharing app
- Kitche: a meal planning and household food waste prevention app (The intervention being delivered by Kitche is also being replicated in LB Bexley as Phase two of the food waste prevention pilot detailed below)
- Pupils Profit: an Eco Refill shop initiative within schools
- TRAIID: textiles recycling, repair and reuse events within the community
- Cultivate London: community food growing sessions, delivered in partnership with Heston Action Group (HAG)
- City to Sea: onboarding local retailers and other businesses as water refill points for residents
- Love Not Landfill: community clothes swaps, under the ReLondon brand
- Team Repair: practical electrical repair sessions delivered in schools and workshops the community, with children ages 8-14yrs
- Green Salon Collective: providing sustainable solutions for hair salons, including recycling services for hair and foil and water saving showerheads
- Zero: online grocery offering goods in refillable / reusable containers
- A Good Thing: matchmaker platform linking businesses with unwanted 'stuff', to local charities
- The Recycled Candle Recycling Company: business and in-community collections of end-of-life candles, reusing disused wax to create new candles
- Re-Think Periods (City to Sea): plastic-free periods education programme in local secondary schools / colleges
- Our Barn: providing opportunities for local residents with learning difficulties to upskill through undertaking laptop repair sessions, with resulting repaired laptops being provided to residents in need within the Heston area.

This activity is all wrapped by LB Hounslow's business as usual work to improve the local waste and recycling services (in partnership with WLWA) and a targeted behaviour change and communications campaign, (based on the 'Heston in the Loop' project identify). The communications activity promotes the wide-ranging initiatives giving the project an identity directly linked to the community.

The next exciting addition, being delivered in partnership with local community partner C-Change, is the recruitment of local Heston in the Loop advisors. Two community advisors will be recruited and trained during May, to then be 'in the field' from June to talk to residents and visitors about the project and promote and highlight the new circular opportunities. The project team see this as a critical intervention to give many of the internet based interventions a physical presence.

Food waste reduction pilot

During 2022 ReLondon has worked in partnership with food waste apps OLIO (a food sharing app) and Kitche (food shopping /meal planning app) and the London Borough of Bexley to deliver a household food waste reduction pilot. This

ReLondon funded project looked to measure the impact of targeted local promotion of the food waste apps and show whether these can reduce waste at a local level. We're pleased to announce that on May 10th the project was announced as winner of Sustainable City Award for Public Sector Campaign of the Year. A second phase of the project is now in final pre-delivery planning and will be delivered in both LB Bexley and LB Hounslow as part of the Heston in Loop activity.

Circular Neighbourhoods Collaboration Network

ReLondon convenes a network of London community / neighbourhood circular economy projects, borough and third sector lead. The network held its fourth collaboration workshop on 10th May with a presentation from the City of Rotterdam.

Reduction and recycling Plans (RRP)

ReLondon is supporting the GLA and boroughs in the review of the second round of RRP's for the period 2023-2025. The GLA is working towards an early summer deadline (end of June or as soon as possible thereafter) to have final sign off for all borough RRP's.

Webinar series

Since March, ReLondon has delivered two topic specific webinars. These focused on ReLondon's Matchmaker platform (detailed below) and the London household waste comp analysis (detailed above). June's webinar is being held for consistency and statutory guidance consultation (pending the release of the Government response).

Circular Economy Matchmaker

The [Circular Economy Matchmaker](#) was launched on January 31st 2022 and was refreshed in March 2023, with new features added to improve user experience, functionality for public sector organisations and impact tracking.

Communications and behaviour change

Corporate communications and marketing:

PR and events:

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

Circular Economy Week (future):

CE Week will take place 16th-20th October. We have begun corporate engagement to seek sponsorship for the week, and are conducting partner outreach with businesses and local authorities. On the opening day, Monday 16th October, we will host ReLondon's inaugural International Circular Cities Day with two webinars (one in the morning with APAC/EMEA cities and one in the late afternoon with Americas/cities in western time zones) showcasing circular economy efforts and initiatives being taken by global cities to inspire greater

action. ReLondon is co-ordinating city outreach efforts with the Ellen MacArthur Foundation and Pyxera Global as well as wider city network contacts to secure 3-4 cities per webinar.

On Tuesday 17th October, ReLondon hopes to host an in-person B2G/B2B event, and efforts are underway to identify objectives and outcomes for the event, and secure a high-profile keynote speaker. As in previous years, there will be theme/industry days/half days for different sectors e.g. food, textiles, plastics, built environment and electrical and electronic items. There are sponsorship packages available for these day/half-day industry days.

Podcast:

One episode has been released since the last Board meeting, a special Repair Week episode with three guests. There are two upcoming episodes slated for release in May and June with guests from IEMA and textile retailer KAPDAA respectively. Following release of the upcoming two episodes, the podcast will be halted while a future commercialised (sponsorable) format is decided.

Listenership to date:

- 26,000+ downloads of episodes
- Average listeners per episode = 2,392
- Top 4 countries (total listenership) = USA; Mexico; France; UK
- Top 4 countries (average listenership per episode) = UK; USA; Germany; France
- Majority of listeners tune in via android apps or our corporate website

Newsletter:

No newsletter has been issued since the last Board meeting. The next edition will go out during June.

Publication process:

The following knowledge products have been published on the ReLondon website since the last Board meeting:

- **Toolkit:** Circular Economy Week 2023: Partner pack – published in April
- **Case studies:** circular SMEs (June, Home of Sustainable Things) – published in March and April
- **Case studies:** Food Flagship Initiative Pioneer Projects (SOURCE by LEAP, Kitche and Olio: Bexley food waste reduction campaign project, and Caiger & Co.) – published in March for Food Waste Action Week
- **Case study:** Green New Deal/business transformation impacts – published in March
- **Op-ed:** Communication is central to building circular behaviours (cross-post of Local Government Chronicle sponsored content) – published in March

Coming up are the following:

- Cost Benefit Calculator for the Flats Recycling Package toolkit – scheduled for June
- Jobs and skills case study series – scheduled between May, June and July
- Textiles material flow analysis report – the next MFA instalment of our focus areas, aiming to highlight emissions of textiles imported into the city – scheduled in June
- Flats above shops (FLASH) – resident insight research (Revealing Reality external report) – scheduled for June
- Food Flagship Initiative Procurement toolkit – scheduled for June
- Circular SME community: 3 leaflets (food, plastics and textiles) and 3 topic guides (same sectors) – scheduled for July

Digital:

Figures for the ReLondon website's page views are up in the period from March 2023 to May 2023, with a total of 43,878 page views (up 29% from last period) but users are down from the last period to 7,610 users, from 8,000 users (down 4.8% from last period – although this period is shorter than the previous one).

Commercial marketing:

Commercial marketing is focusing still on local authority consulting and support. Activities began in December 2022 and continued into March 2023 were:

- Paid social media advertising on LinkedIn, targeting London and wider UK government administration audiences (manager and above).
- A 3-part advertorial series in Local Government Chronicle to build brand awareness amongst senior local authority officers and councillors.

The LinkedIn advertising had the following results:

- 161,285 impressions, 535 clicks and 4 conversions from three months of activity
- For January the ads resonated better with the broader UK audience than London but for both February and March this was the other way around
- Overall, the highest number of link clicks and conversions was in January but higher CTR (Click Through Rate) in March and February
- Cost per click (a measure of campaign effectiveness) was considerably better when we changed from a broad UK local authority audience to specific city councils
- Although the London audiences performed better in the latter two months, they continued to have a high cost per click (over £10), but this audience was where more conversions were recorded (users clicking on the landing page to find out more)
- CTR was generally above benchmark and was particularly strong in London

- There was stronger engagement with London-based authorities throughout the three months with Birmingham being the only non-London authority to appear on the leader board when looking at the bursts as a whole (the Local Authority Support team is working on some paid consultancy work with Birmingham City Council which was initiated before the adverts went live, but council contacts continued to engage with the adverts subsequently).

Plans for the new financial year will be developed over the coming months and are likely to continue to be focused on generating and tracking leads for paid consultancy.

Behaviour change campaigns:

London Recycles

The 'Be That Person' media campaign performed incredibly well in its second year. Those who had seen the campaign were 36 percentage points more likely to say they had been recycling more in the last month compared with the average Londoner. When asked to rate whether the campaign made them feel they should be recycling more, 78% of participants in the evaluation rated the campaign 4 or more out of 5. With a reduced budget for its third year, we are considering how to use it most effectively, likely focusing in on a smaller group of boroughs with lower recycling rates. The campaign assets have been available to boroughs for free on our website for two years, but we have not seen any local usage. We intend to present the results to the next quarterly Borough Comms Meeting with the hopes of increasing local take up of a campaign that has proven extremely effective.

Repair Week took place 20-26 March. It was once again a huge success, with over 100 events, up from 40 last year and 19 in its first year. There was also a huge increase in the amount of partners. From visible mending for shoes in Covent Garden to bike repair in a 700 year-old barn in Hillingdon, there was a huge variety of events this year.

On social channels we shared hacks and ran paid-for advertising promoting our three Repair Heroes: Team Repair; Phil Dobson of Upcycle; and Hannah Elliman (a textile repairer and upcycler). We saw high levels of engagement and increased our following on channels. Social content directed to our website, where citizens could find out more about the events, access our repair directory, watch hacks and find out about year-round workshops in London. Our website had around 2,600 more unique views than last year and we increased the amount of time people spent on the site. The website is now at capacity in terms of storage, and we still have businesses to add to the directory.

Over 40 million people had the opportunity to find out about Repair Week through our PR, which included an interview with London Live and multiple Big

Issue articles. Our message was relevant, reflecting the cost-of-living crisis, and the financial benefits of repair alongside the environmental.

Our funded partnership with Suez this year included activity in Manchester which involved an open house at Greater Manchester Combined Authority's reuse and repair hub in Salford, plus a small number of workshops and events. We have now received interest in participation from other cities which we are keen to pursue; however Repair Week is more than doubling in size each year, and we have reached capacity for our current staffing and funding levels so need to consider carefully how to plan for and fund any growth in Repair Week next year.

Love Not Landfill

Love Not Landfill clothing banks have now been refurbished and are out in new locations in Barking Riverside, Westminster University and Waltham Forest. Our touring bank has also been refurbished and has locations to go out to through the summer months. Clothing banks in Ealing have continued to be used to stock community clothing swaps, a model that we're hoping will be adopted by other clothing bank locations.

The team are currently working to produce two pop-up shops in June. The first will be in a small retail space at Graduate Fashion Week in the Truman Brewery, Brick Lane, to access our target demographic of university-aged people. We will be working with students to help curate collections and with charity partners Shelter and Red Cross, to spotlight the very best in second hand clothing.

Our second pop-up will take place at Angel Central and will be an opportunity for us to launch and celebrate the textiles material flow analysis, 'London's fashion footprint'. Across the four-day pop-up, Love Not Landfill will collaborate with partners at Shelter, CRUK, Fara and Hurr Collective to bring together the second hand and rental markets in London, raise money for the charities and promote the findings of the report.

In March, we completed a partnership with Kingston University where we worked with second-year design students to create innovative solutions for Love Not Landfill. Over the course of three months, students created a range of digital assets that have since proved very popular on Love Not Landfill social media platforms. Since then we have continued to work with a select group of those students to further collaborate on Love Not Landfill projects, including the upcoming pop-up shops.

Food Wave

As part of the Food Wave project ReLondon ran a dynamic pop-up at the Natural History Museum's 'Generation Hope: Act for the Planet' festival from March 20th - 25th 2023. The free programme of inspiring workshops, panels and talks were created in partnership with young people, for young people aged 16+, helping them understand the impacts of the planetary emergency and

strengthen their own skills. From reducing food waste to embracing planet-friendly diets, ReLondon's Food Wave stall engaged over one thousand attendees, teaching them how they can help tackle climate change, one meal at a time. ReLondon also invited a number of community-based organisations, artists and food activists that the project team has worked with over the past two years to join the pop-up.

The second phase of our 'local events' work package has been successfully completed and it has been confirmed that over the course of the 11 events we funded and co-delivered, there were 174 attendees who learned about sustainable food practices and gained growing and cooking skills.

For the 'young people on low incomes' work package, all eight in-person workshops and two online webinars have been delivered. The workshop series welcomed over 150 participants and was hosted in six different boroughs, including Enfield, Lambeth, Islington, Wandsworth, Hackney and Hammersmith & Fulham.

Since joining the Food Wave campaign in 2021, ReLondon has delivered and hosted cookery classes, filmmaking workshops, planting sessions, community feasts, panel discussions, film screenings, student hackathons, graphic design competitions, digital campaigns, public pop-ups and large-scale festivals. We've collaborated with a range of stakeholders across the capital, from universities and grassroots groups to local authorities and cultural institutions. Our key metrics as required by the EU are as follows:

- In-depth, in-person engagement = 578 beneficiaries
- Broader in-person engagement = 79,573 beneficiaries

Eat Like a Londoner

The pan-London food campaign, has now launched with a media burst across all participating boroughs:

- Total funding levels are now almost £385k, with the addition of four new boroughs joining the campaign – Kingston, Richmond, Wandsworth and Merton. Conversations with our commercial sponsor have progressed, and they have now shared details of their proposed activation plans, which include café takeovers at their London office, staff social events to drive awareness of the campaign, kitchen training guides, online food talks and cooking classes in their teaching kitchen. Conversations around the contract continue and we hope to have this finalised soon. The Eat Like a Londoner campaign will be discussed at the food business round table, where we hope to attract further interest from commercial partners.
- Our pre-campaign benchmarking survey carried out by YouGov for the GLA had 1,179 respondents and allowed us to understand claimed behaviours, attitudes and motivations to food waste and plant-based eating. Responses show that while citizens' current claimed behaviour and

consideration to minimising food waste is relatively high, there are greater gains to be made on plant-based eating where this is not currently widely adopted or considered as a key driver to tackling climate change.

- The launch of the campaign achieved 6,820,257 total impressions on digital channels, 1,024,544 total video views and 27,176 total clicks. The best performing assets were those that focused on taste (which is aligned to our initial research) and on our mission (in line with the results from the A/B testing in January).

Wayne Hubbard
CEO
May 2023