

# London Waste and Recycling Board Board Meeting

2.00pm, 14 March 2024

Boardroom, Sustainable Workspaces, County Hall,  
Belvedere Road, London SE1 7PB



## 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	<u>CEO's report</u>	4	For information	1: Media coverage 2: Events list 3: Project dashboard 4: Finance report
5	<u>Insight: UK Emission Trading Scheme</u>	-	Presentation	No papers
6	<u>Delivery plan and budget 2024/25</u>	9	For approval	
7	Audit committee membership	23	For discussion	
8A	Programme updates (Part A)	23	For information	5: waste and recycling data

Note: Members of the public may attend to observe non-confidential sections of the meeting by contacting [jo.rogers@relondon.gov.uk](mailto:jo.rogers@relondon.gov.uk) at least 24 hours in advance.

## Agenda item 3. Minutes from previous meeting

### Decision:

The Board is asked to approve the minutes of the meeting of 5 December 2023 as presented below.

Minutes of the meeting of the ReLondon Board (London Waste and Recycling Board) held on 5 December 2023, at: Sustainable Workspace, County Hall, Belvedere Road, London SE1 7PB and remotely via Zoom.

### Board Members Present

Liz Goodwin (Chair)  
Chantelle Nicholson  
Nicholas Bennett  
Joe Murphy

Approved at ReLondon Board Meeting on 14 March 2024

Signature: .....  
Liz Goodwin, Chair

### Also Present

Board advisors  
ReLondon Audit Cttee  
ReLondon:

Shaun Spiers, Mike Brown  
Dimitra Christakou  
Wayne Hubbard, Ali Moore, Antony Buchan, Jo  
Rogers, Pauline Metivier, Katie Rowberry, Adam  
Leibowitz

GLA:  
London Councils:

Jemilah Bailey  
Georgia Goddard

### 1 Welcome and Apologies

Apologies were received from Cllr Krupa Sheth and Shirley Rodrigues.

### 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 17 October 2023 were approved.

### 4 Chief Executive Officer's Report

WH introduced the paper and noted in particular the very significant response to the adverts for the two positions in the Communications and Behaviour Change Team, and that the Director of Partnerships and External Affairs is now in post.

NB noted that the two vacant councillor positions on the Board had not yet been filled. WH confirmed that London Councils had begun the process of filling these.

### 5a Programmes Update

Programme Managers introduced their sections of the paper, which was noted by the Board.

AB highlighted that Defra will now not be releasing recycling rate data until March and they were currently consulting on 'simpler recycling' proposals. AB reported

that he would be meeting with Defra shortly and will be making the case for funding of behavioural change work as well as service changes.

WH reported back on ReLondon attendance at the London Assembly Environment Committee in November where it was noted that part of the reason for recycling rates flatlining in London was attributable to the lack of local authority investment due to the delay in implementation of government's 'simpler recycling' proposals. The importance of ReLondon's work on flats and the need for implementation to be funded were also discussed by the committee.

AM highlighted very positive feedback received on Circular Economy Week, which this year encompassed 78 events.

AM reported she was currently speaking to local authorities and disposal authorities seeking funding to continue the Eat Like a Londoner campaign for a further year.

## **6 Governance Review Update**

LG welcomed the report presented as a useful contribution and reminder of the main role of the Board and its members.

The Board agreed that in future all Board meetings should be in person only rather than hybrid if possible.

Asked about flexibility around the size and composition of the Board, WH confirmed that there is no flexibility on membership of the Board itself as this is set out in statute. The Board had however appointed advisors (Mike Brown and Shaun Spiers) to provide additional expertise to the Board's discussions, and additional members of the Audit Committee (which is within the authority of the Board).

## **7 Any Other Business**

None

## **Part B Confidential business**

### **5b Programmes update**

Confidential section of the Programmes update paper was noted.

### **8 Any other business**

No further business was discussed.

## Agenda Item 4: Chief Executive Officer's report

### Top Risk Areas

#### People and skills

As at 1<sup>st</sup> March 2024, there are 30 permanent employees in ReLondon, in the preceding year, three members of staff in permanent positions left the organisation (10%). Of those 29 employees, all but one has been employed for longer than a year.

	Permanent employees	Leavers in preceding 12 months	Employees for over 1 year.
1 March 2024	30	3 (10%)	28 (93%)
1 December 2023	29	5 (17%)	28 (97%)

Since the last meeting of the Board on 5 December, the following staff changes have taken place.

#### *Joiners*

Campaigns and communications assistant started in Feb 2024

#### *Leavers*

None

The central team is midway through a restructure consultation process, an update will be provided at the meeting.

### Funding

As we approach the new financial year we can report £1.66m of secured funding for next financial year but are challenging ourselves to secure a further £1m through a combination of commercial revenue, campaign contributions (Eat Like A Londoner) and new partnerships, as well as bank interest on the released GLIF equity.

New income secured (c£315k) is predominantly made up of grants and contracts from Carbon Neutral Cities Alliance, Engineering and Physical Sciences Research Council (EPSRC), Ramboll Foundation and the GLA.

We continue to review our financial strategy and will discuss the budget for 2024/25 in this meeting. A further funding update is provided below and the Head of Stakeholder Relations and External Affairs will provide a verbal update.

## Stakeholder Relations

We are continuing to develop an engagement strategy with key stakeholders:

- Waste Authorities: meeting of Waste Authority Chairs has been scheduled for 11 March which will also be attended by the Chair of the ReLondon Board and the CEO.
- National government including Defra and Department for Energy Security and Net Zero.
- We have submitted a costed project concept note to a major global philanthropy funder to help shape their strategy around a key waste stream.
- Relationship development with a UK government innovation agency – submission of a costed proposal and strategic input on new funding round.

We have made significant progress with clarifying our offer. The Board strategy day in December (run by SMT) was extremely helpful in this stakeholder work - providing guidance and strategic input.

We continue to hold regular joint meetings with officers from London Councils and the GLA to identify and act upon emerging issues.

Plans for the next period:

- Further development and scoping of philanthropy and corporate funding opportunities.
- Focus on relationships with Borough environment leads and other local government stakeholders.

## Communications and publicity

### *Press releases:*

Two press releases have been issued since the last report: one listings release for Repair Week 2024 to drive footfall to London-wide repair events, and a wider news release with results from a commissioned survey into the economic benefits of repair and barriers towards it. The news release will profile Repair Week and promote repair as a behaviour among London residents. Media coverage for these two releases is unlikely to be available for reporting on by the time of the Board meeting.

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

### *Events:*

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

- **World Resources Institute CoolFood Summit – 25-26/01/2024** – Katie Rowberry and Rachel Shairp attended the WRI CoolFood Summit in Copenhagen. The summit was an opportunity to connect with food sustainability stakeholders and potential funders.
- **Lewisham Get Started Workshop – 30/01/2024** – Lamia Sbiti and Graeme English delivered a workshop for small high street businesses in Lewisham as part of the high streets beyond waste programme.
- **London School of Economics: Circular Economy Society – Case study workshop – 31/01/2024** – Lara Pohl-Martell delivered a workshop for LSE's Circular Economy student society sharing case studies from the business transformation team's SME portfolio.
- **KTN CE innovation network – 08/02/2024** – Pauline Metivier and Katie Rowberry delivered a one-hour workshop on public-private collaboration in cities.
- **ReLondon business transformation: High Streets Beyond Waste – open get started workshop – 13/02/2024** – Graeme English and Lara Pohl-Martell delivered an online workshop for businesses interested in participating in the high streets beyond waste grants programme.
- **Good Food for All Londoners report launch 2024 – 29/02/2024** – Rachel Shairp presented the circular food procurement commitment at Sustain's event marking the launch of the 2024 Good Food for All Londoners report.
- **TU Delft-UCL event CE development in urban areas – 06/03/2024** – Pauline Metivier was a panellist at the event, presenting ReLondon's work on built environment.
- **Is Fashion's Future Secondhand? – 06/03/2024** – Lizzy Woods was a panellist at this event hosted by London College of Fashion, showcasing Love Not Landfill and ReLondon's work on circular fashion sector transformation.
- **Transform 2024 – 07/03/2024** – Wayne Hubbard presented London's work on advancing circular construction at the Green Building Council of Australia's annual conference.

Full details of all other events since the last Board meeting are shown in Appendix 2.

### *Awards:*

- **edie awards 2024** – ReLondon submitted an entry for Repair Week for the Engagement & Behaviour Change Initiative of the Year category but was not shortlisted.
- **2024 Awards for Excellence in Recycling & Waste Management** – ReLondon submitted an entry for Eat Like a Londoner for the Campaign of the Year category (new category this year). Winners will be announced on 16 May.

### **Project Dashboard Commentary**

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.

- Commercial preparedness research – moved grey to green as the waste data project started this quarter.
- CE Week 2023 – moved from green to grey as completed for the year.
- London Recycles (core) – moved from amber to green as the campaign team has now been boosted by recent recruitment of new roles. Digital channels will now be more regularly maintained and updated.
- ‘Be that person’ media campaign – moved from green to grey as this has now completed its third and final year. A new media campaign will only be developed if funding is secured in the new financial year.
- Podcast – moved from amber to grey as the decision has been taken not to continue unless funding secured.
- Recycle Week 2023 – moved from green to grey as this is complete.

### **Audit Committee Report**

The Committee met once (on 21 February 2024) since the last full Board meeting. The main items of discussion were:

#### *Finance Report*

The Committee noted the Q3 Finance Report as presented (see appendix 4), headlines of which were:

- Invoiced income is £1.23m year to date, below budget expectation of £1.27m. However, additional income has been secured but not yet invoiced (see below).
- Programme expenditure year to date is £2.6m: 8% below budget.
- Net programme expenditure is £1.4m: 12% below budget.
- Closing cash balance forecast is on track for budget at £3.2m.

### *Treasury Management*

The Committee noted a review of interest rates available on deposits and agreed that there should be no change to the current treasury management policy (funds on loan to GLA, currently receiving interest at 5.19%).

### *Reserves Policy and GLIF*

The audit committee considered the recommendation for reserves and approved a policy to hold £2m in reserves, equivalent to approximately six months operating costs.

It was noted that the release of £5.6m of ReLondon's investment in the GLIF was approved and in train but not expected to be received until next financial year. It was noted that there would be a £1.4m negative effect on the P&L and this would need to be managed carefully in external communications.

### *Transition Plan and 2024/25 budget*

The audit committee discussed the differences in aiming for a balanced budget in five years compared to maintaining the £2m reserves policy. Both are challenging and it was agreed that it should be kept under regular review. The Audit Committee agreed that the team would present a budget that did not exceed £1.6m draw on reserves in the next financial year and that future 'guard rails' would be continuously reviewed.

### *Pay Policy*

The Committee approved proposals for amendments to the ReLondon Pay Policy.

### *Risk Register*

The current, top level risk register was noted. No amendments were made.

The Committee approved, via a written resolution, a restructure of the Central Operations team.

### **Supporting documents:**

Appendix 1 Media coverage

Appendix 2 Events list

Appendix 3 Project dashboard

Appendix 4 2023/24 Q3 Finance report

## Agenda Item 6: Delivery plan and budget

The Board is asked to consider the 2024-2025 plan and approve the delivery plan and budget.

### Contents

#### Delivery Plan

- Vision and mission
- Activities and outcomes

#### Budget

#### Organogram (for info)

## Vision

*“Our vision is of a future without waste, where the way we make, consume and dispose of stuff actively tackles the climate crisis and protects our planet.”*

We are living through a climate emergency, where our actions and behaviours are having a devastating impact on the planet. If unchecked, the damage will be irreversible; our actions now will have a fundamental impact upon us and future generations.

**We believe** that the solution to the climate emergency is entirely within our collective grasp, and we can avoid the point of no return if we reduce CO<sub>2</sub>e emissions drastically.

**We believe** that we, a small organisation with a powerful reach, can catalyse transformational change in London by inspiring and empowering the action of others. We can mobilise our boroughs, businesses and citizens to change their policies, practices and behaviours, and we will proclaim the impact that this has through partners nationally to boost efforts worldwide.

## Mission

*“We will make London a global leader in sustainable ways to live, work and prosper, by revolutionising our relationship with stuff and helping London waste less and reuse, repair, share and recycle more.”*

In line with our legal objectives under the Greater London Authority Act we aim to achieve this by promoting and encouraging:

- The production of less waste
- An increase in the proportion of waste that is re-used or recycled
- The use of methods of collection, treatment and disposal of waste that are more beneficial to the environment

Our work is organised into three main areas:

- **Supporting London boroughs** we explore, test and roll out initiatives designed to reduce household and commercial waste in London; we encourage council teams to shift to more circular systems in their working practices; and we help improve the access to, take-up and range of recycling on offer to residents and local businesses, helping the **Mayor of London's** recycling targets to be achieved. We do this through an evidence-led and data driven approach.
- **Supporting London's businesses** we empower London's businesses to embrace circularity, transforming the way they work and creating long-term sustainable value and growth. ReLondon provides expert, practical, one-on-one support and consultancy to corporates, SMEs and startups, helping them to grow and lead the way through circular models and strategies.
- **Influencing London's citizens** we motivate hearts and minds to change deep-seated habits and behaviours with regard to their relationship with stuff. We encourage their engagement with London's boroughs' recycling and waste services, and with London's businesses' circular propositions. We run numerous campaigns and PR events aimed at reducing food and textile waste, increasing repair, promoting the circular economy, and increasing recycling.

ReLondon is required to produce a plan by 31st March each year, setting out its priorities for the coming year.

*ReLondon's overarching priorities are set out in the 2020-25 Business Plan. This document sets out ReLondon's delivery plan for 2024 -25 and should be read as complimentary to the Business Plan.*

### **Funding context**

ReLondon is a partnership, established by parliament, of London's boroughs and the Mayor of London. Under the terms of its establishment provision is made for the Secretary of State (for Environment and Rural Affairs) to provide funding to deliver ReLondon's legal objectives. However, no funding, or suitable alternative funding arrangement, has been made by government since 2015. ReLondon and its partners will continue to make the case for the provision government funding. In addition, we are seeking funding from multiple sources including local and regional government partners, national and international public sector funding bodies, corporate sponsors, philanthropic trusts and foundations, and through commercial activity.

## Supporting London's boroughs: primary objectives

- Supporting boroughs to navigate the national collection and packaging reforms (consistency, EPR and DRS);
- Unlock a systemic transformation to a circular economy by connecting citizens, businesses and local governments' actions at a neighbourhoods level.

Strategic aims	Activity and outputs	Outcomes
The production of less waste	<p><b>Heston Village project (Heston in the Loop):</b> completion of two year demonstrator circular economy neighbourhood that enables and encourages the community to waste less, reuse, repair, share and recycle more, through embedded circular economy opportunities at a neighbourhood level. Delivered in partnership with the LB Hounslow in the neighbourhood of Heston Village. The results of the demonstrator will be used to create a case study report, borough toolkit and asset bank which will be shared freely with boroughs.</p> <p><b>Circular Food Neighbourhood:</b> a demonstrator circular food community, developed and delivered in partnership with a London borough, embedding interventions that increase residents' consumption of low carbon food and reduce food waste. The project is funded by the Climate Neutral Cities Alliance (CNCA). The results of the demonstrator will be used to create a case study report, borough toolkit and asset bank which will be shared freely with boroughs.</p> <p><b>Circular Neighbourhoods Collaboration Network:</b> collaboration network of circular neighbourhood projects across London being delivered by boroughs, third sector organisations and business partnerships.</p>	<p>Production of less waste while creating greater community cohesion and boosting local economy.</p> <p>Reduction of food waste and consumption based emissions.</p> <p>London circular neighbourhood projects are better connected and better informed.</p>
An increase in the proportion of waste that is re-used or recycled	<p><b>Flats above Shops demonstrator:</b> demonstrator project testing interventions to improve recycling service provision to residents living in flats above shops. The results of the demonstrator will be used to create a case study report, borough toolkit and asset bank which will be shared freely with boroughs.</p>	<p>Boroughs are able to improve recycling services for residents and increase recycling rates.</p>

	<p><b>London Waste Composition project:</b> further development and augmentation of new data sources into ReLondon’s composite waste composition model for London. The data will be used to support individual authority and the London-wide case for funding under Extended Producer Responsibility.</p> <p><b>Waste Data project:</b> review available data on waste and recycling for London and provide analysis on the gaps and opportunities for increasing recycling rates and addressing the lack of commercial waste data for London. The project will include analysis of borough RRs, reviewing the existing GLA waste model and expanding or developing further modelling to assess what is realistic and ambitions for future scenarios, understanding the current landscape for municipal commercial (business) waste and recycling in London and service readiness for upcoming reforms. The project is split into three work packages: Analysis of RRs; Modelling household recycling rates; Commercial waste preparedness.</p> <p><b>‘One-to-many’ borough support:</b> fully funded support for London boroughs offered through one-to-many knowledge transfer and training opportunities, including: continued promotion of existing ReLondon support assets (such as the Flats Recycling Package and Cost of Contamination Tool Kit); support for the implementation of borough Reduction and Recycling Plans (RRP); and supporting boroughs to prepare for service changes needed as a result of the government’s collection and packaging reforms.</p> <p><b>Commercial Waste Officers Network:</b> collaboration network of London boroughs commercial waste managers, providing one-to-many knowledge transfer through network meetings, workshops/webinars.</p> <p><b>One World Living:</b> This a London Councils sponsored programme aimed at reducing London’s consumption based emissions. It comprises a steering group of relevant stakeholder from local government, private sector, academia, and the GLA, and includes ReLondon. ReLondon also support the programme and many parts of the OWL action plan have the same outputs as ReLondon’s delivery plans. In these instances we work closely together, particularly around areas such as food.</p>	<p>Boroughs, GLA and London Councils are better informed on waste composition and waste arisings.</p> <p>Borough commercial recycling services are fit for purpose in response to the government’s collection and packing reforms.</p> <p>Boroughs are able to improve recycling services for residents and increase recycling rates.</p> <p>Borough commercial recycling services are fit for purpose</p> <p>Reduction in waste leading to reduced consumption and associated CO2 emissions</p>
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**Supporting boroughs and the GLA to adopt circular economy policies, and empower businesses to transition: primary objectives**

- **Developing the evidence-base** for demonstrating the need and the opportunity of a circular economy in London, and for supporting decisions on where to focus efforts
- **Reducing waste and tackling consumption-based emissions across 4 critical sectors** (built-environment, food, textiles and packaging), working with diverse departments within boroughs (e.g. procurement, planning, schools...), the One World Living programme and the GLA, and influencing and major business players in the supply chain.
- **Supporting small businesses reducing their waste and/or developing products and services that help residents and other local businesses to reduce their waste.**

Strategic aims	Activity and outputs	Outcomes
The production of less waste	<p><b>Developing the evidence base:</b> This year’s focus will be on continuing to develop data to monitor material flows and consumption-based emissions, and to identify critical intervention points to reduce London’s waste and climate impact. We will launch the Packaging Material Flow report in October and start developing the built-environment and electricals material flow analyses.</p> <p><b>Sectoral programmes:</b></p> <ul style="list-style-type: none"> <li>• <b>London Circular Construction Coalition:</b> The LCCC 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. This year’s focus for the programme will be to develop recognised and measurable circularity metrics for buildings as well as achievable evidence-based targets against those metrics that could be integrated in boroughs’ or GLA’s tenders, in local plans or in the future London Plan.</li> <li>• <b>Food flagship initiative:</b> The focus this year will be to scale the reach and impact of London’s food purchasing commitment, to identify and develop actions that can scale food redistribution, and to continue engaging and influencing large food businesses to build on the food supply chain roundtable engagement.</li> </ul>	Reduction of waste from the construction sector, food supply, textiles industry and packaging in London leading to reduced CO2 emissions.

	<ul style="list-style-type: none"> <li>• <b>Textiles:</b> The focus this year will be to complete the drafting and publication of the pan-London action plan, and work closely will the One World Living programme and the GLA to deliver the highest priority actions that will be defined as part of the process.</li> <li>• <b>Packaging:</b> The focus this year will be, first, to support the One World Living programme to develop a data led single-use plastics reduction procurement pledge, through the establishment of a borough working group, and second, after the launch of the packaging material flow analysis, to work with the GLA and the One World Living programme to develop an evidence based plan to reduce London packaging waste and emissions.</li> </ul> <p><b><u>SME support</u></b>  ReLondon will continue to deliver support to 100+ small businesses in London to help them adopt and scale circular business models. We will help innovators refine and scale business models that shift how other businesses and individuals consume; as well as equip high street businesses to become more resilient through practices that tackle material use. This year we will deliver several support packages funded across UK Shared Prosperity Fund, London &amp; Partners and Southwark Pioneers Fund – including disbursing over £300,000 in grants, and connecting start-ups to public sector organisations to catalyse public-private partnerships.</p> <p><b>Circular Economy Week:</b> A week of partner-hosted and ReLondon events to showcase progress around the world to build circular economies at a city level; including partnerships with London’s boroughs, the GLA and other London partners to inspire further action to build local resilience and support a green recovery.</p>	<p>Reduction of waste from the businesses in London and increase in materials kept in circulation leading to reduced CO2 emissions</p> <p>Increase understanding of importance of circularity for a thriving economy and to tackle consumption-based emissions.</p>
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### Influencing London's citizens: primary objectives

- Inform, motivate and empower Londoners to play a part in tackling the climate emergency, by delivering targeted behaviour change campaigns on recycling, repair, reuse and waste prevention;
- Build shared objectives and powerful campaigns with reach and impact across London by collaborating with boroughs and businesses.

Strategic aims	Activity and outputs	Outcomes
The production of less waste	<p><b>Repair Week:</b> A week-long campaign engaging partners and repairers across the city to run 80+ workshops, talks and other events sharing repair skills and celebrating London's repair businesses. The campaign delivers event support, PR, new social media content each year and a website with events listings, hacks, a repair directory and information about year-round repair workshops that Londoners can sign up to.</p> <p><b>Love Not Landfill:</b> Series of events (swaps, second-hand pop-ups, repair events) designed to keep clothes in use for longer and reduce textile consumption; supported by digital campaign in collaboration with charities, influencers and campaign groups to reach a younger audience 'where they are'.</p>	<p>Increase in the take up of repairs keeping 'stuff' in use for longer leading to less waste and lower consumption.</p> <p>Engage younger audiences with sustainable clothing practices to keep clothes in use for longer leading to less waste and lower consumption of new clothing.</p>
An increase in the proportion of waste that is re-used or recycled	<p><b>London Recycles:</b> multifaceted year round campaign that includes:</p> <ul style="list-style-type: none"> <li>- Core website and social media channels management, giving Londoners the information they need to be effective recyclers at home and at work;</li> <li>- Recycle Week: national social media campaign, run by WRAP in September each year and supported/upweighted by a London-based social media campaign on the London Recycles channels.</li> </ul>	Stronger motivation and better understanding of recycling systems to improve London's recycling rates.

	<p><b>Love Not Landfill:</b> Love Not Landfill also manages a small fleet of clothing banks, collecting unwanted clothing at c.8 sites (fluctuating through the year) across London. These are refurbished and maintained year round, with clothes collected by partner, GOOD, either being sold in their shops or resold via second-hand markets; but will be actively managed down this year as a lower priority action for textiles.</p>	<p>Textiles collections leading to tonnage of items diverted from landfill/incineration.</p>
Cross-cutting	<p><b>Behavioural approach review:</b> A review of our current approach to behaviour change and campaigns including: behavioural systems mapping; research and data analysis to identify the most powerful levers for change at a city level; developing proposals for future campaign and behaviour change activity which targets (a) most impactful and (b) most fundable propositions.</p>	<p>More focused action on areas and levers to more effectively change behaviours which will directly impact circularity – and demand for circular products and services – in London.</p>

## Funding dependent projects: further work identified that will require supplementary funding.

### Activity and outputs

#### Supporting London boroughs

- **Flats Recycling Package - ultra high rise:** proposals to develop an evidence based local authority toolkit (as part ReLondon flats work) showcasing how to provide services to residents living in ultra high rise flats.
- **Planning policy – best practice guide for flats:** develop best practice planning guide for new build flats – building on the template SPG.
- **Flats Recycling Package v3:** Revisiting the sites from the FRP and understanding how long the results have lasted (or not). This will be done from visual inspections and a waste comp to understand how the waste differs from when you last left it, and would also include an audit of what Lambeth have done since (e.g., number of contamination reports, number of lids fixed, number of new tenants etc).
- **Food waste composting:** Project supporting implementation of a local composting solution (eg Tumblebug/micro AD) on an estate or in a small area for businesses. Provide M&E support to see if the hyperlocal processing has an impact on participation/food waste behaviours of residents
- **Food waste improvements:** Project investigating different liner types, tied to Ultra High Rise / FLASH etc.
- **WEEE small electricals kerbside trial:** The WEEE regs are looking to mandate small WEE collections from all properties. Trials building on the Flats 2 project for PBF and also for kerbside, assessment of both feasibility of recycling AND reuse.

#### Supporting boroughs and the GLA to adopt circular economy policies, and empower businesses to transition

- **Electricals MFA:** Provide data and evidence on electricals enabling London policymakers and stakeholder to take actions to reduce CBE linked to EEE production, use, and WEEE.
- **London Circular Constructions Coalition:** Provide data and evidence on electricals enabling London policymakers and stakeholder to take actions to reduce CBE linked to EEE production, use, and WEEE.

- **Textiles Digital Passport:** Boost transparency and evidence building in the flow of textiles

### Influencing London's citizens

- **Pan London recycling campaign:** London-wide media campaign to replace 'Be that person', to increase Londoners' motivation to recycle and understanding of why it helps with the climate crisis. (p-EPR)
- **Eat Like a Londoner:** funding baseline currently being confirmed with boroughs and waste disposal authorities to continue the campaign through 2024/25; other commercial and traditional funding and partnerships will be sought through the year to increase outputs and impact.
- **Boosted Love not Landfill campaign:** depending on outcome of behavioural approach review (see above), a programme of fundable activations to boost existing core campaign activity for 2024/25. Potential to partner with OWL on this and below.
- **Electricals and packaging behaviour change:** in response to MFAs and other data/research, proposed behavioural/comms interventions to tackle emissions associated with both material streams.
- **Podcast series:** the Circular Economy Playbook will only be relaunched if an appropriate partnership is found to cover costs. A proposal will be developed early in 2024/25 and shared with potential partners as and when relevant.

### Supporting functions

#### Corporate communications

Continued support for the wider ReLondon team to develop, produce and publish regular articles, insight notes, case studies, toolkits and reports to inspire and influence a wider government and business audience on circular economy theory and practice. This includes BAU activities such as 'always-on' social media, website maintenance and development, webinars and report launches, and ReLondon's annual impact report production.

## **Operations and Governance**

The operations and governance team will focus on:

- Managing and maximising financial resources to maintain a five year funding pathway and improve financial model, controls and reporting systems.
- Supporting our people to achieve great outcomes. We will do this by improving performance management systems and mechanisms for professional development, and reviewing and modernising our employee value proposition.
- Improving systems and processes to manage our stakeholder relations and make our engagement more sophisticated.

## **Partnerships and External Affairs**

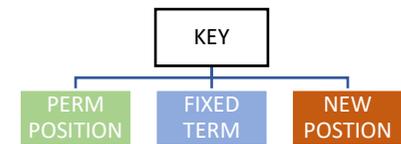
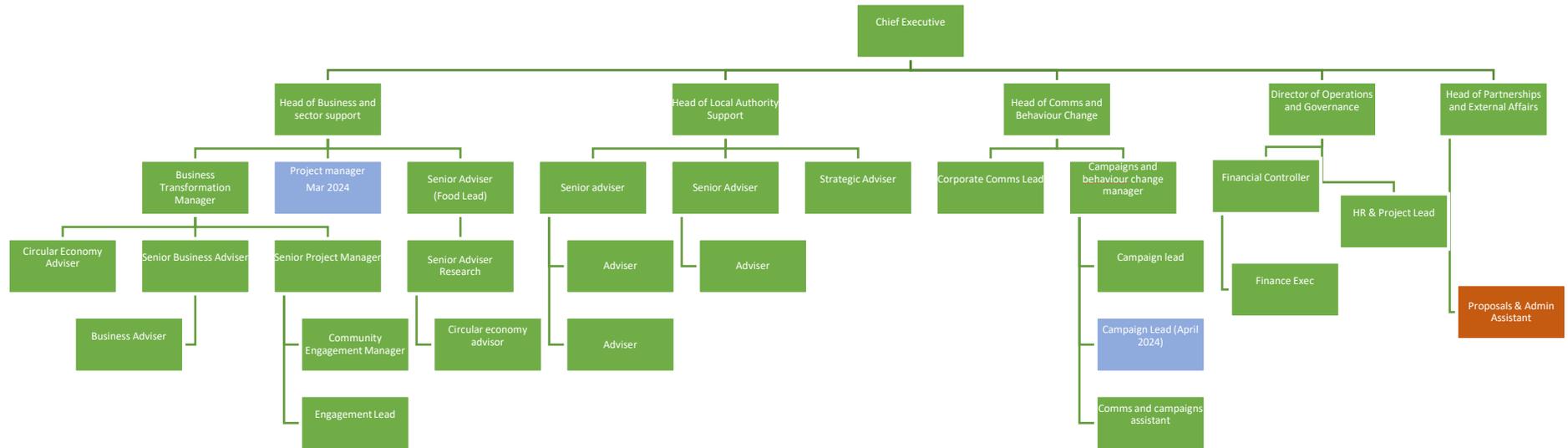
The new Head of Partnerships & External Affairs will work with the Chief Executive and Senior Management Team to focus on:

- Relationship development with local and national government, both with existing stakeholders, and parts of government we have not previously worked with. We will prioritise the most relevant partners, proactively have conversations to strengthen our work and clarify our future funding position and ensure ReLondon's government relationships remain as effective as possible whilst navigating the elections taking place in 2024.
- We will produce a partnership/income generation strategy, which clarifies our priorities and guides our work.
- During 2024 we will further develop and scope philanthropy and corporate funding opportunities, develop a pipeline of strategic funding opportunities, test our current funding hypothesis (and course correct as needed).

## Budget 2024/25

Income	Confirmed	To secure	Total
<b>Commercial</b>			
Waste and recycling consultancy & training	£161,780	£70,000	£231,780
Circular economy consultancy & training	£138,000	£70,000	£208,000
Sponsorship		£70,000	£70,000
Campaigns		£210,000	£210,000
			£0
<b>Grants and fundraising</b>			
Southwark Pioneers	£160,000		£160,000
UKSPF	£940,000		£940,000
PSP Circular	£92,600		£92,600
Build Zero (ESPRC)	£110,000		£110,000
Circular construction (Ramboll)	£52,000		£52,000
CE Metrics	£6,000		£6,000
New grants or fundraising		£250,000	£250,000
<b>Other</b>			
Investment income		£0	£0
Bank interest		£300,000	£300,000
	<b>£1,660,380</b>	<b>£970,000</b>	<b>£2,630,380</b>
<b>Expenditure</b>			
<b>Local Authority Support</b>			
Staff	£542,765		£542,765
Committed project costs	£126,000		£126,000
Core services delivery	£120,000		£120,000
	<b>£788,765</b>	<b>£0</b>	<b>£788,765</b>
<b>Business Sector Support</b>			
Staff	£972,036		£972,036
Core services delivery	£85,000		£85,000
Project costs			£0
UKSPF	£305,000		£305,000
PSP Circular	£2,000		£2,000
Southwark Pioneers	£110,000		£110,000
Ramboll	£14,000		£14,000
Build Zero	£45,000		£45,000
	<b>£1,533,036</b>	<b>£0</b>	<b>£1,533,036</b>
<b>Behaviour Change and Communications</b>			
Staff	£355,271	£37,000	£392,271
Core behaviour change campaigns	£150,000		£150,000
Sponsorship delivery costs		£0	£0
Circular Economy Week	£30,000		£30,000
Eat like a Londoner		£150,000	£150,000
Marketing and communications	£40,000		£40,000
	<b>£575,271</b>	<b>£187,000</b>	<b>£762,271</b>
<b>Central costs</b>			
Staff and board	£722,217		£722,217
Premises costs & overheads	£240,000		£240,000
Office expenses	£30,000		£30,000
Training	£25,000		£25,000
Professional fees	£45,000		£45,000
Investment draw downs	£84,000		£84,000
	<b>£1,146,217</b>	<b>£0</b>	<b>£1,146,217</b>
<b>Total expenditure</b>	<b>£4,043,289</b>	<b>£187,000</b>	<b>£4,230,289</b>
<b>Net expenditure</b>	<b>-£2,382,909</b>	<b>£783,000</b>	<b>-£1,599,909</b>
<b>Projectected opening cash balance</b>			<b>£8,725,000</b>
<b>Movement of funds</b>			<b>-£1,599,909</b>
<b>Closing balance</b>			<b>£7,125,091</b>

# Org structure (from 1 April)



## Agenda Item 7: Audit committee membership

There are currently six of seven seats at the Audit Committee filled. It was agreed by Audit Committee that quorum should be four members, as such it would be preferred if the remaining vacancy could be filled.

Current audit committee membership:

Joe Murphy (chair)  
Ayo Abbas  
Nicholas Bennett  
Dimitra Christokou  
Chantelle Nicholson  
Krupa Sheth

## Agenda Item 8A: Programmes update

### Business & Sector Support

#### *Material Flow Analysis (MFA): packaging*

ReLondon kick started the packaging MFA research with the support of appointed consultants from Valpak and WRAP. The first industry workshop to get feedback on the first draft of the data will take place on March 6<sup>th</sup>.

#### *Material Flow Analysis (MFA): built environment and electricals*

Funding has been secured to develop:

- London built environment MFA (as part of a bid to UKRI in collaboration with the University of Sheffield).
- London electricals MFA (delivered by Brunel University who got funding from UKRI).

Both projects are expected to start in April 2024 pending appropriate sign offs.

#### *GLA circular economy data, metrics and targets project*

The GLA provided a grant to ReLondon to analyse available data and research to:

- Understand the state of the circular economy in London.
- Demonstrate the potential environmental, social and economic benefits of a more circular economy in London.
- Identify the most impactful sectors and strategies that the GLA can support.
- Propose high-level targets that the GLA could pursue, based on industry recognised targets and other cities benchmarks.

#### *London Circular Construction Coalition (LCCC)*

In collaboration with London boroughs, we are developing a proposition to lead the London effort towards a more circular built environment. The LCCC 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.

To deliver this programme in the financial year 2024-25, we have secured a grant from the Ramboll Foundation to develop and test circularity metrics for buildings, and to propose achievable evidence-based targets against those metrics that could be integrated in boroughs' or GLA's tenders, in local plans or in the future London Plan.

### *Plastics*

ReLondon has been supporting London Council's One World Living Plastics theme leads to set up a Working Group for boroughs, with the purpose of developing a single-use plastic reduction procurement pledge. The Working Group is scheduled to be launched at the end of February, with the first Working Group meeting scheduled for 25<sup>th</sup> March.

### *Food Flagship Initiative*

Work is now complete to co-design with the GLA a work programme for the Food Flagship Initiative for 2024 that builds on work undertaken last year. The programme includes workstreams to:

- Influence households to reduce food waste and eat more sustainable food.
- Identify actions to increase food redistribution.
- Scale the reach and impact of London's food purchasing commitment.
- Explore with WRAP and other partners how we might work with industry to increase measurement and action around waste and emissions.
- Explore funding options for a work programme with businesses which builds on the food supply chain roundtable engagement.

ReLondon was successful in its application to the Carbon Neutral Cities Alliance's Game Changer Fund for £85k to deliver a replicable model for a circular food community in London. More details are provided in the Local Authority Support section.

We are supporting borough signatories to the Food Purchasing Commitment with collecting their baseline data on emissions, waste and food provenance, which is due by the end of March 2024. We are also working with colleagues in London Councils' to bolster support for the Commitment and we hosted a Circular Food Procurement Working Group meeting on 1<sup>st</sup> February to raise awareness about the Commitment and its reporting requirements among non-signatory boroughs.

### *Textiles*

Following the publication of the [London's fashion footprint](#) research report in June 2023, ReLondon has been working with OWL, the GLA and the Ellen MacArthur Foundation to develop a Pan-London Action Plan for textiles. This builds off of a joint [commitment](#) to convene the industry to deliver collaborative actions that reduce textile waste and lower fashion-related consumption-based emissions across the city.

In February 2024, we hosted the second in a series of engagement workshops for boroughs. This workshop was attended by eleven boroughs and two GLA officers (representatives from both the Culture and Creative Industries Unit and the Waste and the Circular Economy unit). During the workshop participants agreed a working vision statement and outcome pillars for the Action Plan, and identified areas for collaborative action.

A draft of the Action Plan will be developed by April 2024.

### *Electricals*

ReLondon partnered with Barnet Council, the OWL programme, London Office of Technology and Innovation (LOTI), and LEDnet in 2023 to develop research that identifies specific motivations and barriers to the repair of household electricals according to user groups. After securing funding through the Challenge LDN, this project was commissioned to Imperial College and results are expected by April 2024.

In January 2024, ReLondon supported the OWL electricals working group in the development of an application for Hubbub's Time after Time Fund. The proposed project aims to establish a network of collection points for high value reusable electricals from citizens across London and redirect donations to repair facilities enabling reuse and redistribution, instead of sending them to traditional incineration or recycling streams. Results of the application are expected in March 2024.

ReLondon also participated in a Policy Connect roundtable with Barry Sheerman MP, to discuss policy reform for e-waste. These roundtables will be ongoing, and insights are being used to inform the All-Party Parliamentary Group for Sustainable Resource.

### *Business Transformation*

Since 2017, the team has registered 549 SMEs for support, half of which are start-ups/scale-ups with circular offerings, and the other half traditional, everyday businesses exploring circular business models. The spread of SMEs across ReLondon's target route map sectors is as follows:

- Food – 33%
- Textiles – 19%
- Built Environment – 16%
- Plastics – 13%

- Electrical – 6%
- Other – 13%

To date, across all funded activities, the team has brokered over 210 introductions on behalf of circular SMEs and contributed to the launch of 81 new circular products/services/processes, the creation of 195 jobs and safeguarding of 532 jobs. Supported SMEs have been able to secure over £8m in private and public funding to refine and scale circular business models.

In the last quarter (Jan-Mar) the team has:

- delivered training and action plans to 50 high street businesses as part of our [High Street Beyond Waste](#) UKSPF-funded support package, and invited businesses to apply for grants worth up to £10,000 to implement circular interventions;
- kicked-off support for the 10 grantees of our [Growing London's circular food system](#) UKSPF-funded support package. We held an in-person launch event, and provided guidance to businesses on how to baseline and measure environmental impact during project implementation;
- connected 14 circular innovators to [the Loop](#), a micro-demonstrator for the circular economy led by Hackney Wick & Fish Island CDT and delivered as part of the UKSPF-funded SHIFT Future Industries Demonstrator programme;
- delivered training to 20 circular innovators interested in partnering with public sector organisations on the Food Purchasing Commitment and facilities/office management, as part of the [Circular Partnerships](#) L&P-funded support package;
- supported the West London Waste Authority in its development of the Re-Acton Hub, by helping them define the scope of the project through two workshops. The next step is to help them connect with relevant circular businesses who they could partner with. This work is also delivered as part of the [Circular Partnerships](#) L&P funding;
- processed applications from 83 businesses interested in our services, of which 25 were onboarded to the [Circular Economy Matchmaker](#) (now showcasing 107 circular businesses) based on their circularity maturity, business maturity and innovation level. This is part of our UKSPF-funded SME community package.

In the next quarter (Apr-Jun) the team will:

- confirm the 23 grantees to the [High streets beyond waste](#) UKSPF-funded support package and begin delivering support;
- deliver training to 15 circular innovators interested in partnering with public sector organisations on circular neighbourhoods, as part of the [Circular Partnerships](#) L&P-funded support package, and convene sessions connecting circular businesses and public sector representatives;
- deliver training to 36 Southwark-based high street businesses under *Southwark Pioneers Fund*, replicating the *High streets beyond waste*

support at a local level. We will be disbursing £95,000 in grants to 15 local businesses to implement promising ideas.

## Local Authority Support

### *Flats above shops (FLASH)*

ReLondon is working with the London boroughs of Hammersmith and Fulham, Islington and Waltham Forest to deliver the project in six streets (two per borough, ~1,300hh in total).

Following initial desk-based research and an in-depth ethnographic study with residents living in flats above shops (FLASH), ReLondon is now deploying the live phase of the FLASH demonstrator project.

In line with 'Simpler Recycling', where possible, a food waste collection service will be introduced, in addition to improving the quantity and quality of dry recycling collected across all sites.

The specific interventions per site consist of residents being provided with smaller recycling bags to encourage residents to recycle "little and often"; refreshing all signage; and deploying food waste collections outdoor bins which have been chosen and designed to be sensitive to the street scene. Local businesses have also been informed and encouraged via in person engagement to support the initiatives.

### *Heston in the Loop*

The circular neighbourhood project '@Heston in the Loop', in partnership with LB Hounslow is now in the final period of activity. New and upcoming activity includes:

- Monthly repair cafes, being led by local community volunteers and supported by a number of delivery partners including Restart, Dr Bike and Team Repair; providing residents with the opportunity to repair electrical items, textile garments, bikes and more. These are growing in popularity (with an average participation of 40-60 resident attending each event) and continue to be delivered monthly at the Heston Community Centre.
- Bin stickers have recently been distributed to all household food bins in Heston to increase awareness of the Olio food sharing app and reduce food waste, whilst also increasing Heston in the Loop brand awareness.
- Successful Love Not Landfill community clothes swap, run with Cranford College students, under the ReLondon brand, to encourage and raise the profile of textiles reuse. The co-produced event was extremely well received by the students, and they are planning to run further events themselves.
- A new community rental initiative has been launched, partnering with Fat Llama, to offer a platform through which local residents can rent items at cost-effective rates from others in the neighbourhood.

- Woodwork workshops (delivered in partnership with Groundwork), upskilling residents in upcycling of unwanted wooden items. A beautiful bench has been created and installed in the community.
- This academic term sees the continuation of circular activity in schools, including Pupils Profit refill initiative and Team Repair electronics repair sessions.
- Community growing sessions continue to be delivered, as free sessions to local residents, in partnership with Heston Action Group and Cultivate London.
- City to Sea refill scheme (to reduce single use plastic), Too Good To Go food sharing app (to reduce waste and increase B2C sharing) and Kitche app (to reduce food waste in the home) continue to be promoted and used by local residents.
- The Green Salon Collective continue to work with 5 hair salons in the local area to increase circularity of their operations.
- A Good Thing continue to partner businesses with local charities, to share and rehome unwanted items.

The final phase of the behaviour change comms campaign is now live; bus stop advertising, lamppost banners, as well as competitions are being used, to bolster interest in the programme.

With the project coming to a formal close at end March, there is a focus on project closedown, data collation and evaluation (to monitor performance, including undertaking a food waste composition analysis in Heston). Following project evaluation, a case study report will be produced, with the outputs used to develop and strengthen ReLondon's circular neighbourhoods framework, which will be promoted to boroughs.

#### *Circular Neighbourhoods Collaboration Network*

ReLondon convenes a network of London community / neighbourhood circular economy projects. The network held its sixth meeting in February 2024. Ten network members (excluding ReLondon) attended two site visits, one to a community furniture reuse hub on a housing estate in Barnet and the second to Westminster Wheels, a bicycle repair shop that recruits and upskills local unemployed citizens.

The seventh meeting, due in May 2024, will be hosted at ReLondon's new office in Waterloo – allowing for a full session of project updates and sharing best practice. By March this year, the network will have been running for two years, growing in member numbers during this time.

#### *Circular Food Community project*

ReLondon has secured £85k funding from the Carbon Neutral Cities Alliance (CNCA) 'Game Changer' fund, to develop a replicable model for a circular food community in London, embedding interventions that increase residents' consumption of low carbon food and reduce food waste. The project

commenced in January 2024 and will run until December 2025, with a live phase planned from Autumn 2024 until March 2025.

The project will be delivered in partnership with one London borough and a community partner from within the selected borough, and deployed in a climate risk community within the selected borough. These key partners are being sought via an open expression of interest (closing 26<sup>th</sup> February).

The research phase is also underway; [Shared Planet](#) has been commissioned to identify and benchmark examples of community based interventions implemented in urban contexts across the globe, which aim to reduce food waste and increase consumption of low carbon food. The research is due to be completed by April 2024, with the research outcomes informing the project intervention design.

Key upcoming elements will include project scoping and co-design with the selected borough and community partner, as well as appointing a monitoring and evaluation specialist to support on the project.

#### *Reduction and Recycling Plans (RRP)*

All 33 borough RRP's are now completed, signed off and uploaded to the [London Datastore](#). ReLondon has created a searchable [database](#) of the 864 actions contained within the RRP's. This will enable better knowledge sharing between boroughs and interested parties, and a copy has been provided to the GLA and has been made available to the public via the London Datastore.

ReLondon is supporting the GLA to develop an RRP 'celebration event' to be held at City Hall in April 2024 (rearranged from January due to tube strikes), this will include knowledge sharing presentations from boroughs on various projects.

#### *Collection and Packaging Reforms*

ReLondon is supporting the GLA and boroughs to understand and prepare for the Government's Collection and Packaging Reforms:

- *Simpler Recycling – New Burdens funding* – under the Simpler Recycling Reforms local authorities will need to provide food waste recycling services to all households. This is a new statutory burden for local authorities, and as such Defra confirmed that it would make £295 million of funding available to English local authorities to cover the reasonable net costs of this additional duty.

In January 2024, the CEOs of all English local authorities received a letter from Defra outlining the amounts of funding that each English Local Authorities would be receiving. There were significant variations in the allocations (nationally and) within London (from £0 to £2.7 million). ReLondon acted on this not only on behalf of London, but nationally –

establishing dialog with Defra and WRAP, establishing the route by which LA could contest their allocation and shared this intel with boroughs and key stakeholders. ReLondon then supported London Councils in the preparation of joint letter from London Councils TEC and LEDNet to lobby Defra for a review of the funding allocations to ensure boroughs true net costs were met by the new burdens funding allocations.

- *Packaging Extended Producer Responsibility (pEPR)* – alongside the Simpler Recycling reforms, Government is progressing the systems required for the implementation of pEPR in which producers will cover the full net cost of managing packaging waste (collection / sorting / recycling / disposal – including service communications). ReLondon is supporting boroughs to prepare for the implementation of pEPR. The key consideration continues to be uncertainty over what ‘Efficient and Effective’ means for the delivery of waste and recycling services, and how ‘Efficient and Effective’ will be assessed. ReLondon is working with Government to ensure any guidance takes into account London specific issues.

#### *Producer responsibility system for waste electrical and electronic equipment consultation*

Defra is currently consulting on proposals to establish an extended producer responsibility system for the management of waste electrical and electronic equipment. ReLondon is working with boroughs, London Councils and the GLA to coordinate a London response. The consultation runs until March 7<sup>th</sup>.

#### *Creating a smokefree generation and tackling youth vaping*

In October 2023 the Department of Health and Social Care consulted on Creating a smokefree generation and tackling youth vaping. ReLondon, with key London partners and national waste sector responded to this consultation to highlight the impact of disposable vapes, specifically the non-circular nature of these products and the potential health and safety risk they posed if caught in waste processing infrastructure. At the end of January, the Government confirmed that it will be bringing in legislation to ban disposable vapes in England, Scotland and Wales.

#### *Waste Data project*

The GLA has provided grant funding to ReLondon to review available data on waste and recycling for London and provide analysis on the gaps and opportunities for increasing recycling rates and addressing the lack of commercial waste data for London. This project will span six months from February 2024, and will include analysis of borough RRP, reviewing the existing GLA waste model and expanding or developing further modelling to assess what is realistic and ambitions for future scenarios, understanding the current

landscape for municipal commercial (business) waste and recycling in London and service readiness for upcoming reforms.

### ***Local Authority Recycling Rates***

Defra published the 2022/23 household waste and recycling figures for England and local authorities on 31 January 2024. London's household waste recycling rate was unchanged from 2021/22 at 32.7%. This is against a national decrease of 0.7% (due in part to the hot summer of 2022 affecting volumes of garden waste, which London is less vulnerable to). This decline in other regions means that London currently has the second lowest recycling rate of the English regions.

There was an overall decline in the amount of waste generated in London (and in England), and London authorities continue to have relatively low waste generation per head, with Lambeth remaining the lowest in the country.

A briefing on the statistics has been prepared and circulated to the board, London Council and the GLA (attached as Appendix 5).

## Communications and behaviour change

### Behaviour change campaigns

#### *London Recycles*

Year 3 activity for the **Be That Person** campaign is now complete, the team having run two media bursts this year: one in late October, and one from pre-Christmas through to the end of January. Media results will be available before the Board takes place but have not been supplied yet; a full behavioural impact survey did not take place for this third and final year, as the previous two were expensive and yielded approximately the same results each time. There will be no London-wide media campaign on recycling for 2024-25 unless partnership funding of £150k+ is secured (plus ideally £100k+ p.a. for a further two years beyond the campaign initiation year).

**Social media** content for London Recycles continues to be focused on informing our already engaged audience about which items can and cannot be recycled, looking primarily at items people frequently get wrong, which continues to perform well. In addition to this, we have put some budget towards promoting the Be That Person assets on social media which has helped us to increase reach across all platforms. As a result, on Instagram alone, we have reached over 550,000 accounts since November.

Preparations are also well underway for **Repair Week 2024**. With a date now set for the 11<sup>th</sup>-17<sup>th</sup> March 2024, the team is securing partners to hold events during the week and are currently predicting around twice as many partners as in 2023. We are also expecting at least 100 events again, after our busiest week so far last year had 103. The website is being updated with listings for confirmed events; social media assets are being created; and an improved evaluation approach is being developed this year in order to report more effectively on impact.

Manchester (via the Greater Manchester Combined Authority's 'Recycle for Greater Manchester' team) are also running their first full Repair Week this year, and we are collaborating with them closely to ensure that they have all the assets and support required to do so, thereby generating a small income for the week.

#### *Love Not Landfill*

In November, the Love Not Landfill team worked with Heston in the Loop to produce a Love Not Landfill clothes swap in a sixth form college on Black Friday. Over the course of two months, the team worked with 15 students to co-produce the event. The event was a great success and has since prompted the college to invest in materials and equipment to host their own series of student-led swaps due to their popularity.

At the end of November, Love Not Landfill also took part in a collaboration with Makers Mark to provide a 'donation drop-off space' in their 'Makers Mark ReMade To Party' shop on Shoreditch High Street. All clothes dropped off were either upcycled at the event or collected for reuse by our textiles collection partner.

In December, Love Not Landfill collaborated with two boroughs (Hackney and Waltham Forest) to produce day-long party wear events in each, bringing together multiple circular textile organisations into one space to engage our target audience with repair, upcycling and second-hand party and occasion wear. Both events were a great success with over 60% of attendees to the Hackney event saying that swapping an item at the event had prevented them from buying new.

The team is currently working on a number of textile repair events due to take place during Repair Week. As well as this, we are set to place a third clothing bank in Ealing Broadway in March to meet demand.

#### *Food Wave*

Food Wave is now complete, with the final report and financials submitted. We are awaiting confirmation of the final payment and any further audit requirements.

#### *Eat Like a Londoner*

The third paid media phase of Eat like a Londoner will be running from 4<sup>th</sup> – 17<sup>th</sup> March, on digital channels only (including Facebook, Instagram and YouTube). For this phase we are also using programmatic advertising, which involves adverts appearing across a wide range of websites and apps and appearing more or less frequently based on the user's interactions with them.

End-of-year campaign evaluation will take place in early April, via a YouGov survey and using the same questions as were asked in our baseline survey in March 2023. This should indicate behaviour change against our target behaviours. In addition a survey by London Councils which ran in September 2023 shows a very high recall already of the campaign (22% across a representative sample of Londoners) and, amongst those who remembered seeing the campaign, some good behavioural indicators (38% self-reported eating a more plant-based diet; and 46% self-reported wasting less food at home).

In October the Compass (catering) team at Google's London campus ran campaign interventions for colleagues and they have since fed back on the results. While engagement was high at events, they did not have enough responses to their internal evaluation surveys to be able to evidence levels of awareness and changed behaviours amongst Google staff. Their feedback however has been broadly positive in terms of the content and messaging of the campaign and its alignment with their own food programme objectives.

Conversations are continuing with Google about the potential to remain involved in the campaign for a further year.

Funding for another year of the campaign has been actively pursued over the past four months, with meetings between the campaign team and boroughs/waste disposal authorities to establish a strong baseline from which to pursue further partnerships and support. While we are waiting for final confirmation from some boroughs, support for continuation is very high and current indications of baseline borough funding are enough to support the extension of our current dedicated 0.6 FTE campaign manager, as well as some initial campaign delivery. Fundraising will continue over the coming months to ensure that we reach optimum funding (target £290k) for a further year.

## Corporate communications and marketing

### *PR and events:*

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

### *Impact report:*

By the time of the Board meeting ReLondon's first ever impact report will have been published on the website, promoted by social media posts and an e-shot to newsletter sign-ups to share it with stakeholders.

Next year's impact report (covering the 2023-24 financial year) will be worked on between April and November 2024 and published in December.

### *Newsletter:*

Two newsletters have been issued since the last board meeting: one in mid-December 2023, and the second in early March 2024.

### *Publication process:*

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

- **Article:** LinkedIn – Behaviour in crisis
- **Case studies:** The Felix Project, Toast Brewing, Girasole Taste of Italy, Seep, Moree Limited, Team Repair
- **Toolkit:** London Repair Week 2024 – partner pack
- **Report:** Estimates of London household waste composition
- **Circular SME community:** Three **topic guides** (food, plastics and textiles)
- **Report:** ReLondon impact report (FY22-23)
- **Report:** CIRCuIT final report

The following knowledge products are upcoming:

- **Article:** Food Waste Action Week – LinkedIn article spotlighting how London is driving circular food system transformation to reduce food waste
- **Case studies:** thelittleloop, Clothes Doctor – jobs and skills case study series, circular partnerships spotlight.

*Digital:*

Between 1 December and 26 February 2023 (time of writing) there were 27,662 page views for ReLondon’s website. In this period the most visited web pages are the resources section, the jobs and tenders section, about ReLondon, and about the circular economy. Work has begun on updating and refreshing sections of the website to reflect ReLondon’s evolving strategic direction. It is anticipated the work will be completed by early-mid April 2024.

On social media, ReLondon’s LinkedIn following has grown to 10,044 followers with an average engagement rate of 6.1% (against average benchmark of 2%.) Activity has been suspended on Twitter/X, and an account has been started on Threads although account growth and engagement remains low.

Wayne Hubbard, CEO  
March 2024