

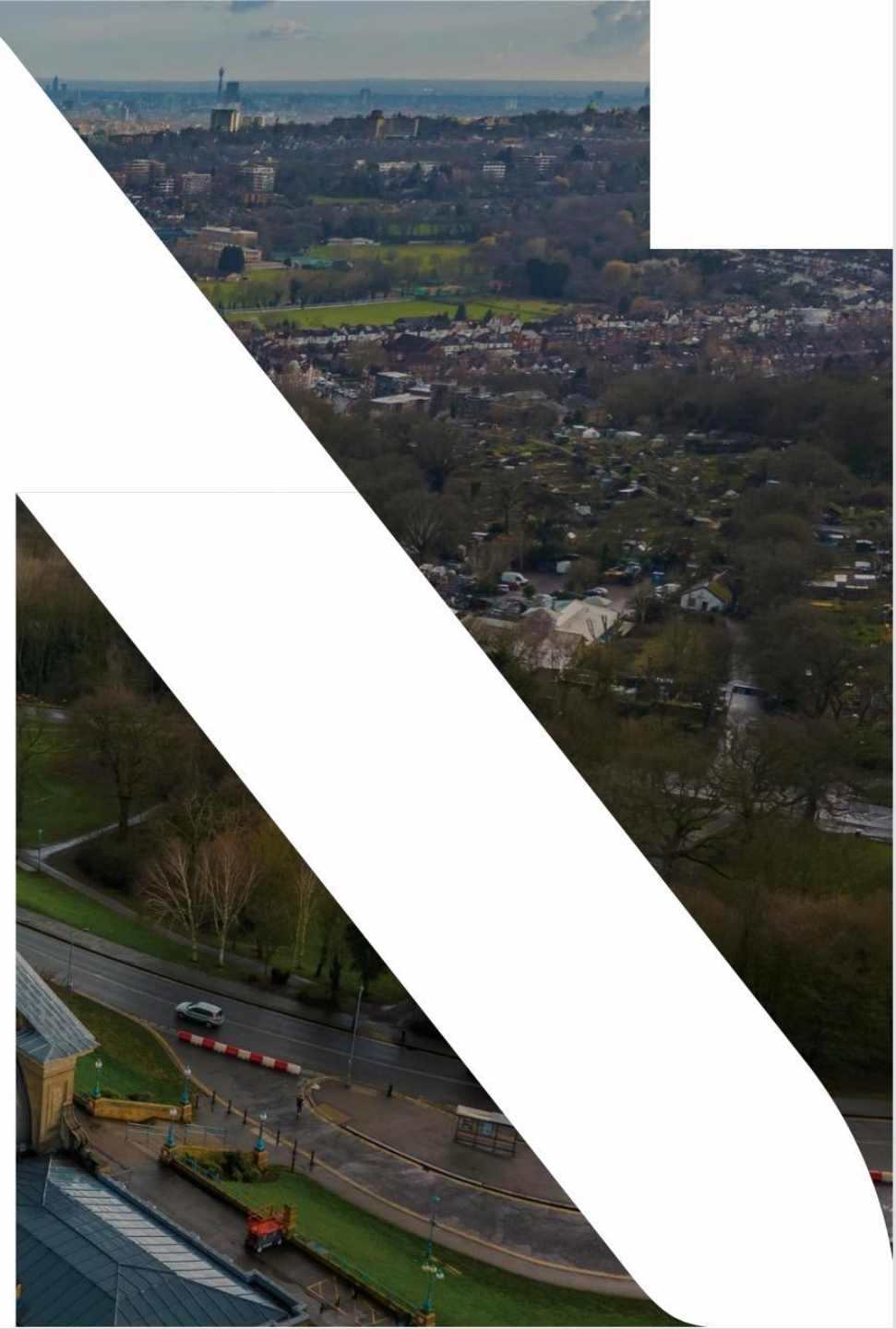
Restart Project with repair voucher scheme

Luke Ellis, NLWA



Waste Prevention Plan: Update on deliverables

Luke Ellis – Waste Prevention Manager
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Waste Prevention Projects

Behaviour change campaigns on absorbent hygiene products (Reduce, Reuse, Your Cycle), plastic reduction (Bring It), food waste, and waste reduction through connection to nature

Education

Educating schools and residents through sessions at our centre, EcoPark House, and in schools through our In the Know programme on the importance of waste reduction



North London Community Fund

Working with grassroots organisations to deliver the small (up to £5,000), medium (up to £15,000), and large (up to £100,000) projects across north London

Awarded 105 projects since it's launch in 2017, 14 focussing in Haringey.

Currently evaluating the next cohort of applicants ready for to kick off from April 2025.



Joint Waste Strategy

Developing a new ambitious strategy towards a low waste north London

Two-stage consultation (listening exercise and formal consultation) on draft strategy has now closed, including engagement with community groups

- Draft strategy reflects priorities of north London residents
- Next steps to refine strategy to include feedback from north London residents and sign-off with boroughs



Towards a low waste north London

Summary guide to the North London Joint Waste Strategy 2025 - 2040



NLCF: Repair Voucher Scheme

Overview of project

This year, a voucher for electrical repair will be available for North London residents. This voucher will help residents access repair services by reducing the cost of repair by 50% (up to £100) at participating high street businesses.

Who: Project led by the Restart Project with support from ReLondon and FixFirst. Funded by NLWA.

What: Household electricals and electronics (no white goods).

Where: Across North London (businesses within Hackney, Haringey and Waltham Forest).

When: 6-month trial from 1 April to 30 September 2025.



Why repair?

Why: Repair extends a product's lifetime and helps to displace the purchase of virgin materials. However, citizens do not always consider repair as the first port of call and reusable devices are often discarded before they reach their end of life. In fact, ~50% of the electricals sent for recycling could be repaired or reused and cost has been identified as a key barrier.

This project aims to:

1. Assess whether reduced cost results in increased demand for repair.
2. Assess whether behaviour change is sustained beyond the project delivery.
3. Measure uptake by income level and location.
4. Measure demand by key products as well as success rates.
5. Gather lessons learnt from how the scheme was delivered and integrate the pilot into a London-wide, multi-material feasibility study.



Repair Voucher

Communications and promotion

Bespoke communication assets will be developed using Repair Week branding that will focus on motivational elements (i.e. keeping loved items for longer, cost benefits) and provide signposting for how to access and use the vouchers. **We will be prioritising dissemination to lower-income and other marginalised/hard-to-reach groups** to encourage them to access the scheme.

	Webpages	Free	Paid
Confirmed	<ul style="list-style-type: none"> Repair Week webpage FixFirst landing page 	<ul style="list-style-type: none"> Repair week/ReLondon channels Restart channels NLWA channels 	<ul style="list-style-type: none"> Repair Week PR
Potential	<ul style="list-style-type: none"> <i>Borough websites</i> <i>Restart's Fixing Factories</i> 	<ul style="list-style-type: none"> <i>Borough social channels</i> <i>'Fixer' community groups</i> <i>Climate centres</i> <i>Foodbanks/libraries</i> <i>Low-income mailing lists</i> 	<ul style="list-style-type: none"> <i>Vinyl window stickers</i> <i>On-street advertising</i> <i>E-waste bins</i> <i>Refuse Collection Vehicles</i> <i>Borough newspapers</i>

Note: a communications pack (incl. branding, social media assets, poster files, key messages, image bank and links) will be available.