



Brent Council
Waste Policy Team
1st Floor, Brent House
349-357 High Road
Wembley
HA9 6BZ

**West London
Waste Authority**

Jim Brennan, The Director

Mogden Works, Mogden Lane
Isleworth, Middlesex TW7 7LP

Telephone 020 8587 1770

Fax 020 8560 5684

jimbrennan@westlondonwaste.gov.uk

Date: 19th October 2010

Your ref:

Dear Sir / Madam,

Household waste and recycling collection strategy consultation

Thank you for the opportunity to comment on your new collection strategy. The Authority welcomes and supports your new strategy and we look forward to working with you to deliver the stretching, but achievable targets that you have set yourselves.

The strategy document itself is well researched and presents clearly the evidence base for the policies that you are planning to adopt. Your new vision to improve services is clearly stated and easy to understand. Your proposed policies support those in the West London Waste Authority Joint Municipal Waste Management Strategy, and indeed, in some areas exceed the current targets, and address the goals in the Authority's new vision.

The focus on waste minimisation and re-use is welcomed. With our new Waste Minimisation Coordinator in place the Authority is able to provide a sub regional lead in this area providing a joined up message and efficiencies where possible across the six constituent boroughs. Your own annual plans and projects will need to be developed with this in mind.

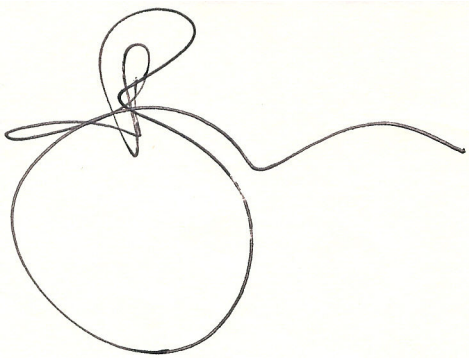
As your agents for the provision of the Household Re-use and Recycling Centre, we share your vision for its future development and look forward to working with you to provide even greater opportunities for residents to recycle, compost and re-use. We will also be keen to understand and address the recent dip in customer satisfaction survey results.

The support and engagement of your residents will be vital in achieving your targets; hence your communications plans will be vital. As well as informing residents of new service improvements, your communications plan should include for feedback on results achieved, celebration of successes and provide a means of thanking residents for their co-operation and support.

Finally, when your consultation is complete and you begin the detailed service planning for change and implementation it is important that you involve the Authority as early as possible to allow us to put in place any additional capacity that you may require at organic and other waste treatment plants.

I look forward to working in partnership with you to deliver the targets that you have set in your new strategy.

Yours sincerely,

A handwritten signature in black ink on a light yellow background. The signature is highly stylized, starting with a large, loopy 'J' that loops back down and around to the left. A horizontal line extends to the right from the top of the 'J', followed by a wavy line that ends in a small hook.

Jim Brennan
Director