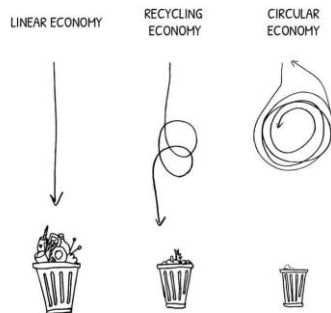




PROJECT AIMS



- To embed a number of circular economy opportunities in Heston, helping the community to **consume stuff differently, waste less and reuse, repair, share and recycle more.**
- To combat climate change while creating greater **community cohesion** and boosting **local economy** through shopping locally and promoting skills and job creation.
- To transform residents and businesses relationship with stuff and contribute to **wider social and economic benefits** as a result.



Audience

Broad focus

Citizens

Schools

Community
groups

Businesses

Business Models

Broad focus

Reuse

Repair

Sharing

Recycling

Materials

Broad focus

Plastics

Textiles

Food

Electricals

Others

EXPECTED OUTCOMES



Waste reduction



A fair and just recovery



Behaviour change



Increased recycling rates



Jobs and skills creation



Community engagement



Waste composition



Volunteering



Consumption-based
Carbon reduction



HESTON IN THE LOOP.

Bringing new ways to save money,
help the community and the environment.



DONATE UNWANTED CLOTHING AND ELECTRONICS

We'll be collecting clothes, textiles and electronics. Working or not, if you don't want it, we'll take it!

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HESTON REPAIR CAFE

Come for a fun & educational family day at Heston Repair Cafe where you can save money by learning how to do minor repairs to your own clothing & bikes!

Have unwanted clothing items that could go to someone else or be recycled?

Bring textile donations such as clothes (men's, women's and children's), shoes, bags, jewellery & accessories as well as linens & curtains (no duvets or pillows).

SATURDAY 30 SEPTEMBER
11am - 2pm, Heston Community Centre, 343 Vicarage Farm Road, TW5 0EE



SAVE MONEY THIS SUMMER.

HELP THE COMMUNITY
AND THE ENVIRONMENT.



Scan the QR code or go to
hounslow.gov.uk/hestonintheloop
to find out more.

LEARN TO GROW FOOD AND BE PART OF A LOCAL COMMUNITY

MAKE A BIG DIFFERENCE. SUPPORT SMALL, LOCAL BUSINESSES.

Find one of the five salons in Heston helping the community and planet by becoming more sustainable.

Keeping Heston in The Loop.

Partners Involved



Eco Refill
A Pupils Profit Initiative

**cultivate
london**
growing together



HESTON ACTION GROUP
Uniting To Clean & Green

**C-CHANGE
WEST LONDON**
TRAINING VOLUNTEERING WELLBEING

**REPAIR
CAFE** HESTON

bikehub
beyond bikes



CIRCULAR
THREADS



**GREEN
SALON
COLLECTIVE**

**OUR
BARN
COMMUNITY**

**LOVE
~~NOT~~
~~LANDFILL~~**



Too Good To Go



A
GOOD
THING

INTERVENTIONS AND ACTIVITIES



Sharing

Ferris – citizen stuff sharing app

Olio – citizen food sharing app

A Good Thing – business > charity sharing platform

Too Good To Go – business > resident sharing app

LoveNotLandfill clothes swap

Reducing

Kitche – reducing food waste app

City to Sea Refill – resident > business refill app

Pupils Profit – eco-refill shops in 5 schools (for parents / carers)

LBH Adult Ed – textile upcycling course

Recycling

Candle Recycling Co – Candle wax collection and recycling

Green Salon Collective – hair salon material recycling (hair, used foils, empty colour tubes, chemicals, PPE etc) recycling

Residential recycling infrastructural improvements

Repairing

Repair Cafés – repair your own textile, bikes & small electricals

Bike Maintenance Course – monthly sessions

Dr Bike – monthly repair sessions

Team Repair – electrical repair upskilling in schools and Repair Cafes

Sewing machine repair – upskilling in the community

Other

Cultivate London – community food sessions

Circular Threads – pre-Loved Asian occasion-wear pop-up, with textiles upcycling

Woodworking workshops – creating assets with and for the community

Advisors – community engagement

Publicity & behaviour change campaign

SHARING



Calling all Heston charities
8 sofa bed chairs



live on the app!

 A GOOD THING





ACTIVITIES IN THE AREA



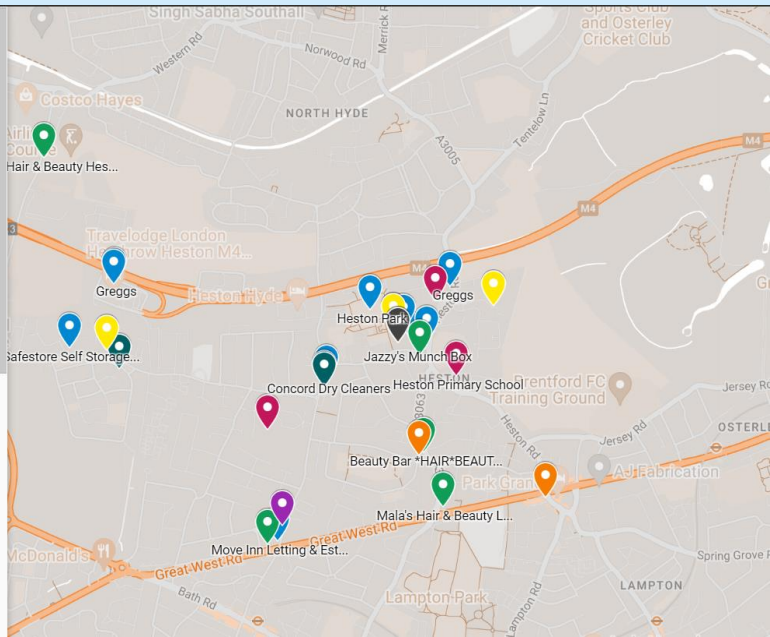
- Businesses, schools or charities providing eco-friendly services or products, or have signed up to 1 890 vistas
Publicado no dia 31 de agosto

Refill (water)

- Concord Dry Cleaners
- Jazzy's Munch Box
- Move Inn Letting & Estate Ag...
- Rose & Crown Heston
- ... Mais 9

Green Salon Collective

- Florence Hair & Beauty
- Mala's Hair & Beauty Lounge
- Beauty Bar *HAIR*BEAUTY*L...
- Salon 15



OUTPUTS (SO FAR)



**50+ community
events
& courses**

10 volunteers onboarded

**21 local
businesses
embedded new
circular practice**

**21 types of
circular activity
introduced to the
neighbourhood**

**5 schools delivering monthly
refill shops**

**22 circular
delivery
partners
onboarded**

3 jobs created



THANK YOU!

Joana Lima – Net Zero Project Manager

London Borough of Hounslow

Instagram / Facebook: @hestonintheloop

<https://www.hounslow.gov.uk/hestonintheloop>