

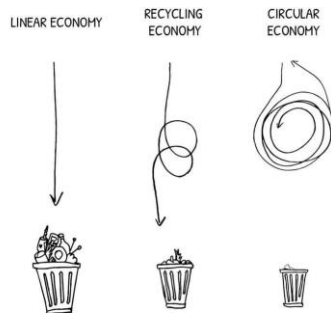


# PROJECT AIMS



- 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](https://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



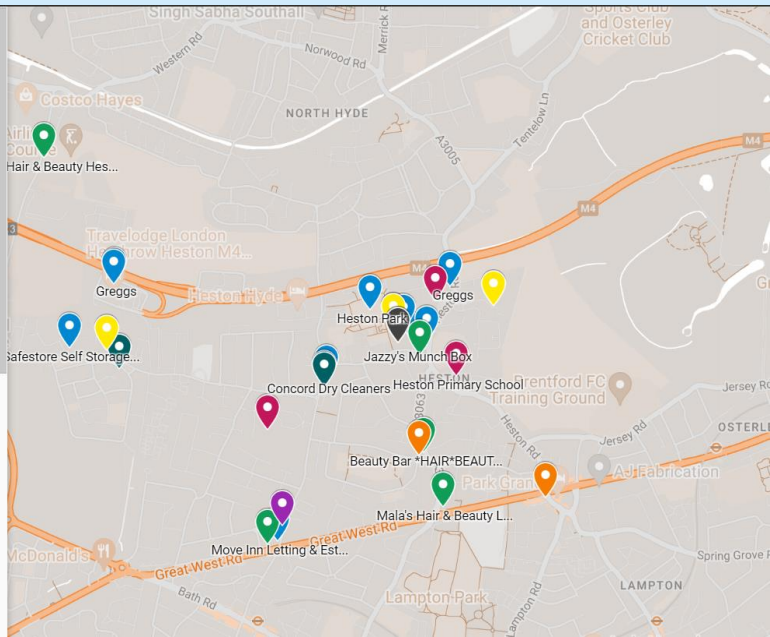
- Businesses, schools or charities providing eco-friendly services or products, or have signed up to 1 890 vistas  
Publicado no dia 31 de agosto

## 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>