

Conclusion

London CRN considers the Strategy Day to have been a success, providing a very clear basis on which it can plan for the future. The discussions and outcomes are very detailed considering only twelve members were present to provide input.

Future strategy days

To address the low level of representation by members at this event, the approach used for future strategy days will be reviewed. London CRN will consult with members in a more structured way to ensure that all parts of the community recycling sector are involved in the development of London CRN strategy and work plan.

London CRN proposes to replace the ½ -day event with extensive feedback gathering sessions, each addressing a key activity or material stream (i.e. kerbside, composting etc). This will involve:

1. Internally brainstorming the suggested principle challenges and issues facing each part of the sector
2. Arranging the outcome into a pre-strategy day feedback form
3. Inviting all members to complete the pre-strategy day feedback form
 - by email and/or post
4. Collating the feedback and follow-up
5. Compiling input and provide all members with the opportunity to prioritise activities
 - via post/email and a open day at London CRN
6. Writing up final feedback into a report and distribute

This proposal will be reviewed and discussed in greater detail and a final decision will be taken at London CRN AGM in February 2005.

Prioritised activities proposal

In response to the prioritised activities identified in this strategy day, under each of the main 3 strategies, London CRN proposes to:

1. Support

- a. Provide business development support to social enterprises through a bespoke business developer, who will deliver aspects of the LDA funded business support project.
- b. In partnership with other support organisations provide greater guidance to our membership through means such as training and the production of 'how to' guides in the following areas;
 - i. 'building partnerships'
 - ii. 'expansion and capacity building'
 - iii. 'entering contracts with Local Authorities'
 - iv. 'tender process and application'
 - v. 'financing recycling projects'
 - vi. 'social auditing and the measurement of 'soft outputs''
- c. Work to identify and disseminate best practice and work to address the relevant policy frameworks with respect to the above issues (see also representation - below).

- d. Make greater provision for 'peer-to-peer' training and mutual support among members. For example, run breakfast briefings and socials at which other members will present their projects, their learning curve, outcomes and lessons learned.
- e. Ensure that members are being made more aware of each other and highlight 'flagship' members.
- f. Clarify the relationship between London CRN and other support agencies, prevent duplication and ensure the best overall provision of support services.

2. Represent

- a. Work to address policy, legislative barriers and issues relevant to those areas listed in action b. (above support strategy activity).
- b. Prepare responses to national and regional consultation documents prior to deadlines and allow members to provide input into them.
- c. Represent members at regional and national level.
- d. Lobby relevant interests where it makes a difference.
- e. Produce a brochure of community recycling case studies and publicise it.
- f. Engage in greater dialogue with profit making waste industry and be more willing to build partnerships with it.

3. Excellent Services

- a. Provide a transparent and clear guide with respect to London CRN's services for members and other stakeholders. Simplify the 'front end' of services and continuously consult upon their development.
- b. Develop a better understanding of the core services and know-how of members, to allow London CRN to put a price to members' expertise.
- c. Encourage more member groups to benefit from the work of London CRN, its services, networking and events.
- d. Ensure that more members contribute to London CRN to allow it to present the community recycling sector even more efficiently and successfully

For London CRN to be able to make services and activities clearer and more transparent to members it is equally important that members provide clear information of their activities and services to London CRN.

This is essential for London CRN to:

- 1. offer excellent services, support and represent members
- 2. ensure that its existence makes a difference to community recyclers
- 3. present accurate facts and figures on waste tonnage, jobs and performance indicators to policy makers
- 4. prove the case for the community recycling sector and make it the preferred choice

The outcomes of this year's strategy day will be incorporated into London CRN's work plan, which will be presented at its AGM on Thursday 3rd February 2005.