



REPORT REFERENCE: 2.2

LINCOLNSHIRE WASTE PARTNERSHIP

23 SEPTEMBER 2010

SUBJECT:	Love Food Hate Waste Campaign - WRAP Support
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BACKGROUND INFORMATION

An estimated 8.3 million tonnes of household food and drink waste is produced each year in the UK, of which 5.3 million tonnes could have been eaten.

This 5.3 million tonnes equates to £480 per year for the average household, rising to £680 per year for families with children, or £50 per month.

84% of us believe that we throw none or hardly any food waste away.

Compositional and calorific value analysis from March and October 2009 indicate that 'kitchen organics' make up approximately 40% of residual waste composition in Lincolnshire.

Undertaking a food waste minimisation campaign is included in the LWP Waste Strategy action plan, as an action for objective 1 and objective 2.

An application was submitted to WRAP on behalf of the LWP to see if best practice advice and support was available to undertake a food waste minimisation campaign.

WRAP have been running the national Love Food Hate Waste campaign since November 2007, to enable and inspire UK householders to cut back on food waste.

DISCUSSIONS

Food waste accounts for approximately 40% of residual waste in Lincolnshire. The Waste Strategy Action Plan identifies the need to conduct a food waste minimisation campaign in order to prevent the growth of municipal waste and raise awareness of this.

From experience, it was suggested that Christmas generates additional waste, in particular additional food waste that ends up in landfill. It is felt that undertaking such a campaign in the run up to Christmas would be an ideal time to try and promote food waste reduction.

WRAP have confirmed that a sum of £85,250 is available for a Lincolnshire wide Love Food Hate Waste campaign. This funding is available from September 2010 to March 2011. No funding can be carried over to the next financial year.

The objective for this project is to increase the number of residents who take steps to reduce their level of food waste from September 2010 to April 2011, with a target to divert 3,117 tonnes of food waste from landfill by April 2011. These objectives have been suggested by WRAP.

Objectives will be measured by campaign monitoring that will be undertaken before and after the campaign. WRAP will also fund this monitoring as a separate element of this campaign to evaluate success and identify what food waste reduction has occurred. The monitoring will be undertaken by M.E.L consultants and will need input from each district to ensure that the areas identified for surveying are appropriate.

The £85,250 of funding is attributed to different activities including:

- 2 x Community Engagement Officers,
- Vehicle livery
- Cookery classes in the community
- Pull up display banners for use at events
- Local recipe cards
- Recipe competition

Quarterly reporting and statistics need to be submitted to WRAP.

The campaign requires in kind support from each WCA (staff time for training and events, information in council publications, on council websites etc) and funding for certain elements ie advertising. Any additional funding will be met by Lincolnshire County Council.

In addition to this, it is hoped that each authority will be able to promote messages internally using intranet, payslips and food waste free days.

OPTIONS

Accept WRAPs funding proposal and run a love food hate waste campaign with their support in the run up to Christmas.

Reject WRAPs funding proposal and undertake a minimal food waste campaign independently in the run up to Christmas.

Reject WRAPs proposals and undertake no food waste campaign.

RECOMMENDATIONS

The Lincolnshire Waste Partnership is recommended to:

1. Support WRAPs proposal for financial support for a Love Food Hate Waste campaign in the run up to Christmas;
2. Approve in kind support from each WCA for this campaign