



**REPORT REFERENCE: 2.3**

**LINCOLNSHIRE WASTE PARTNERSHIP**

**9 DECEMBER 2010**

<b>SUBJECT:</b>	<b>LOVE FOOD HATE WASTE CAMPAIGN</b>
<b>REPORT BY:</b>	<b>LINCOLNSHIRE COUNTY COUNCIL</b>
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### **BACKGROUND INFORMATION**

The Lincolnshire Love Food Hate Waste Campaign was discussed and approved at the last Partnership meeting on the 23<sup>rd</sup> September. This report updates the group on progress of the campaign to date.

The campaign was launched during the second week of November with bus advertising, radio advertising and coverage, and a launch cookery demonstration on the 10<sup>th</sup> November at the Cornhill in Lincoln, attended by the Chairman Cllr Strange.

### **DISCUSSIONS**

#### **Monitoring**

Pre-campaign monitoring was conducted from the end of September for 4 weeks, to establish a representative baseline before the campaign activity started. This report is still waiting for approval and submission to the Partnership by WRAP. This monitoring exercise will be conducted again at the end of the campaign in March to see how behaviour has altered.

#### **Community engagement**

Two community engagement officers started on 8<sup>th</sup> November and will be in post until the end of the campaign. They are working on the planning, carrying out and monitoring community events.

Engagement resources such as banners, aprons, leaflets and recipe cards have already been ordered and distributed to the district partners, to assist in engagement activities.

A series of different events are being planned including:

- Cookery demonstration days where several community groups could be invited to attend timed slots throughout the day.
- Market, supermarket and library stalls- information stalls distributing leaflets, recipe cards, spaghetti measurers, information and advice.
- Children's centres and community group interactive workshops.
- Event talks - Short talks before/after organised talks with similar themes (e.g. Sustainable Caistor meetings)
- Training workshops - Aimed at community workers/leaders who can further the campaign through their own work/contacts

A full programme detailing all events will be forwarded to the group when it is finalised.

To date a number of engagement events have occurred/ are planned:

- 10 November - Cookery demonstration launch, Cornhill Lincoln
- 24 November – Cookery demonstration at the University of Lincoln to engage with students. Banners were up around the University all week, information was included on SirenFM and in the daily email bulletins.
- 25 November – Information stall at Waitrose Lincoln
- 27/28 November – Cookery demonstration and information stall at Taste of Lincolnshire Christmas Food and Drink Fair
- 28 November – Grantham Christmas market
- 5 December – Information stall at Louth Christmas market
- 7 December – Information stall at Spalding market and Spalding Library

All of the events carried out so far have been successful. A number of people have been spoken to, and all seem to be interested in learning more about how they can reduce their food waste and save money by doing a number of simple things.

In addition to the above, an LCC staff campaign is planned the week commencing the 24 January and it is anticipated that the district council partners will participate in this too.

## **Competition**

A competition asking residents to design starter, main course and pudding recipes made out of at least one leftover will be held during the campaign. The winner of each category will receive a luxury cookery course. The top 10 of each category will appear in a Lincolnshire Food Lovers Cookbook.

It is hoped that the judging panel will be made up of representatives, including a member from the LWP.

## **RECOMMENDATIONS**

The Lincolnshire Waste Partnership is recommended to:

1. Note the progress made to date and continue to support the Love Food Hate Waste campaign.
2. Select a Partnership representative to assist in judging the cookery design meal.