



**REPORT REFERENCE: 2.2**

**LINCOLNSHIRE WASTE PARTNERSHIP**

**3 MARCH 2011**

<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 Partnership meeting on the 23<sup>rd</sup> September. This report updates the group on progress of the campaign since the last update on the 9 December.

The campaign will continue to run until the end of March 2011.

#### **DISCUSSIONS**

##### **Monitoring**

Post campaign monitoring started on the 14<sup>th</sup> February, and will run for a period of 4 weeks. This will establish behavioural change that has occurred in the campaign period. MEL Research Ltd are conducting this by door-knocking and interviewing a representative sample of people from each district. The sample has been taken using postcode data and ACORN classification groups. A standard questionnaire is used, and all interviewers employed by MEL Research are fully trained.

The post campaign monitoring will visit the same postcodes as before and evaluate the success of the campaign in terms of awareness raising, and the impact it has on food waste in the local area.

##### **Community engagement**

A number of events have been organised and delivered to date. Some additional events and cookery demonstrations/ classes are planned for the remainder of March.

Twenty five events across the County have been conducted to date. These include:

- Cookery demonstration for community groups.
- Market, supermarket and library stalls- information stalls distributing leaflets, recipe cards, spaghetti measurers, information and advice.
- Children centre cookery demonstrations and community group interactive workshops.
- Event talks – Short and presentations.
- Training workshops - Aimed at community workers/leaders who can further the campaign through their own work/contacts.
- Internal staff campaign for County Council and District Council staff – with a competition to win a smoothie maker (1 per partner). Three hundred and eighty one staff entered the competition, and the winners have been selected and notified. In addition to this, North Kesteven ran a competition asking staff to submit recipes, and had 18 entries. NK hope to develop this into an internal recipe book that will be sold in aid of the Nomad's Trust.

These events have been very successful with over 3000 people engaged with. Another 19 events are planned.

### **Competition**

Due to the tight timescale the idea of the competition has been altered. Instead of residents submitting recipe ideas, Lincolnshire chefs and organisations have submitted recipe ideas to create a Lincolnshire Food Lovers' Cookbook. This will be given out free of charge at future events.

### **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.