

## Warwickshire Waste Partnership

26 June 2012

### Review of Warwickshire's Love Food Hate Waste Christmas Campaign

#### Recommendation

That the Waste Partnership notes the progress made on the Love Food Hate Waste Winter 2011/12 Campaign, helping Warwickshire to achieve the targets set in the Waste Municipal Strategy.

#### 1.0 Background

The Waste Management team has been promoting the Love Food Hate Waste Campaign with the aim of achieving an increase in committed food waste reducers throughout the county, thereby reducing food waste by at least 1800 tonnes per year, equivalent to just half a loaf of bread per household per month or 681 grams.

#### 2.0 Love Food Hate Waste Promotion

Promotion took place between December 2011 and March 2012 in the form of radio activity, outdoor advertising, press advertising, talks and roadshows.

#### 3.0 Radio Activity

- 3.1 Touch FM, Rugby FM and Oak FM ran features to spread the message on-air and, in total, ran 10 weeks of promotion from December to March.
- 3.2 Waste Not Want Not – An interactive competition where listeners could phone in to enter a true or false quiz. Questions were based on food waste facts and figures published through WRAP's research. The quiz was aired on the breakfast show each morning for two weeks over the Christmas period, starting on the 19 December 2011 and was also promoted by other presenters throughout the day. As an incentive, a Love Food Hate Waste goodie bag was given to each listener who took part.
- 3.3 Love Food Hate Waste Challenge – Starting on 9 January for six weeks, two households were recruited by the radio station, to be part of the six-week long food waste challenge. A challenge was set each week with the aim of changing their food waste habits, for example, not going to the shops for a whole week and living out of what they had in their cupboards, or making tomorrow's meal out of yesterday's leftovers. Each Friday morning, the households would go on-air to update listeners on how their week went and what they had learnt. The competition culminated in a head-to-head challenge called 'Family Food Tunes', which was broadcast in a local town centre. Each family won a Love Food Hate Waste goodie bag and the winner went home with a £50 food voucher.

3.4 Love Food Hate Waste Week – Pre-promotion started week commencing 12 March 2012, with a week-long series of features aimed at householders and home owners commencing on 19 March 2012. The features pushed the central message of cutting down on waste in the home and highlighted the reasons for doing so.

#### **4.0 Outdoor Advertising**

Outdoor advertising took place in the form of billboards, bus streetliners and supermarket advertising with a minimum of 16 weeks exposure.

#### **5.0 Local Press**

5.1 In January 2012, a four-page newspaper wrap, based on the theme of freezing food and fridge storage, was published in the Rugby, Leamington and Stratford Observer, the Stratford Midweek and the Nuneaton Tribune.

5.2 In both December and March, a full-page editorial was published that also contained a survey to enable the number of committed food waste reducers to be measured at the end of the campaign.

#### **6.0 Roadshows and Talks**

Food demonstration roadshows took place in each District and Borough during the last two weeks of March 2012 to run alongside Love Food Hate Waste week on the radio. Cookery demonstration roadshows took place in Stratford, Leamington Spa, Rugby, Nuneaton and Atherstone to demonstrate to residents how delicious meals really can be made from leftover food or over-ripe fruit and vegetables, without compromising on taste.

#### **7.0 Survey**

Towards the end of the campaign, during March, a survey was published in the Rugby, Leamington and Stratford Observer, the Nuneaton Tribune and Stratford Herald. Residents could also complete the survey online, and at roadshows in return for a jute bag and giveaway. All completed surveys were entered into a free prize draw where 20 lucky winners were picked at random to receive a goodie bag. In total, 696 surveys were received.

#### **8.0 Conclusion**

Of the total surveys received, 675 answered questions which determine if they are committed food waste reducers (CFWR). Of these, 201 gave answers that determined they are CFWRs, giving a percentage of 30.3%. This shows an increase of 7,890 more residents now saving money by not wasting food.

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