

“In to Win” Northamptonshire’s Food Waste Incentive Scheme

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Northamptonshire Waste Partnership:

- Seven Waste Collection Authorities and the Waste Disposal Authority in Northamptonshire:

“working together to manage waste in a sustainable manner
to meet the current and future needs of the
Northamptonshire Communities”

- Partnership working on waste since 1996.
- Regular meetings of officers and elected representatives.
- EO works on behalf of everyone, managing the partnership and supporting the work of member authorities.
- Focus on food waste in recent years.



Tackling Food Waste In Northamptonshire:

- Waste compositional analysis work done in 2011 showed that 35% of household waste collected in Northamptonshire was kitchen food waste. That's around 65,000 tonnes a year in Northamptonshire alone!
- **Avoidable Food Waste** – food which could have been eaten
- **Unavoidable Food Waste** – tea bags, peelings, bones, fruit cores etc.

The NWP have projects in place to tackle both unavoidable and avoidable food waste.



Avoidable

- Supporting and publicising the national campaign Love Food Hate Waste.
- Providing information on our website on how to reduce food waste and save money on shopping.
- Hand out promotional materials such as spaghetti and rice measurers, freezer bag clips, measure all jugs.
- Leftovers cookery and recipe competitions in schools.



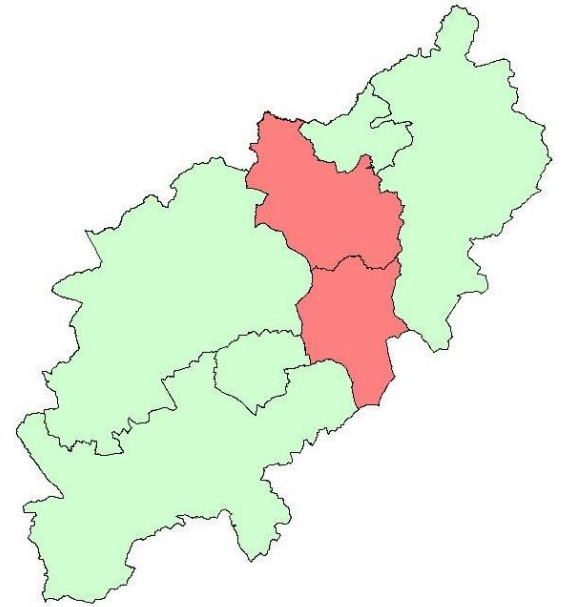
Unavoidable

- Making inexpensive home composters available to our residents to encourage home composting.
- Over 35,000 sold to Northants residents to date.
- Home composting advice on our website.
- Offering food waste collections from the kerbside.



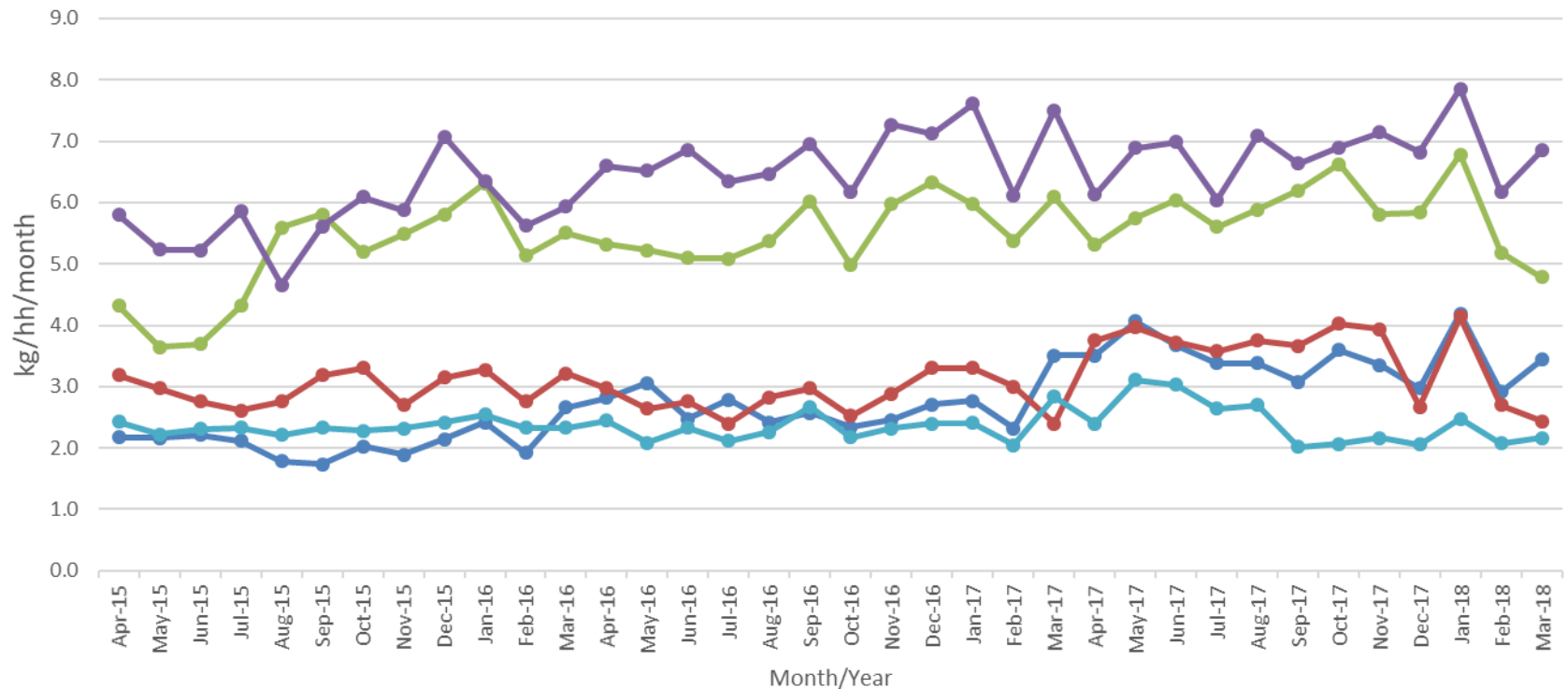
Food Waste Collections In Northamptonshire

- Offered in 5 of the 7 local authority areas in Northamptonshire.
- 225,000 households eligible out of a total of 306,000 households (74 % of county).
- Weekly collection from a 23 litre outdoor food waste caddy. Smaller 5 litre caddy provided for the kitchen.
- No liners provided other for promotional activities
- 11,000 tonnes of food waste collected in 2017/18



Kg Food Waste Per Household

Kg/hh Food Waste Collected by Authority April 2015 - March 2018



● CBC

● DDC

● ENC

● SNC

● NBC



Measures to enhance performance:

- Project with WRAP in Corby and Daventry to explore reasons why people present caddies. Provided trial areas with free caddy liners, bin stickers on their black bin and information leaflets. Participation increased 18 % in Corby and 23 % in Daventry.
- Soon to be replicated borough wide in Northampton.
- Yellow “No Food Waste Stickers” across the county. Food waste increased 17 % in South Northamptonshire.
- In to Win Incentive Scheme.



In to Win

- Fully funded from a grant from DCLG's Recycling Rewards Fund, 2015.
- £168,000 to spend over 3 years.
- Food Waste Incentive scheme introduced to 4 areas of Northamptonshire collecting food waste.
- Cost effective – main aim.
- Run in house – using existing staff.
- Set up our own dedicated website - www.feedyourcaddy.co.uk
- Subsequently set up same project for Warwickshire using same website and back office system.
- Minimal monitoring required, less of a burden on collection crews.



How Does It Work?

- Residents are encouraged to register on the website
- Once registered they are sent a registration pack through the post which contains:
 - A leaflet detailing how the scheme works
 - A leaflet from their own council about the full range of recycling services offered
 - An “I’m In “sticker for their food waste caddy
 - First 1000 sign ups received a food waste tea towel



How does it work cont....

- Registered addresses kept on a secure, password protected spreadsheet.
- Each month, 5 addresses picked at random from each area.
- Addresses sent to each authority to monitor participation.
- Address with highest participation is declared the winner.
- Prizes are all vouchers or experiences from local businesses to the value of £30.
- Regular newsletter sent to those who agreed to receive such information, with news of winner and other waste information.

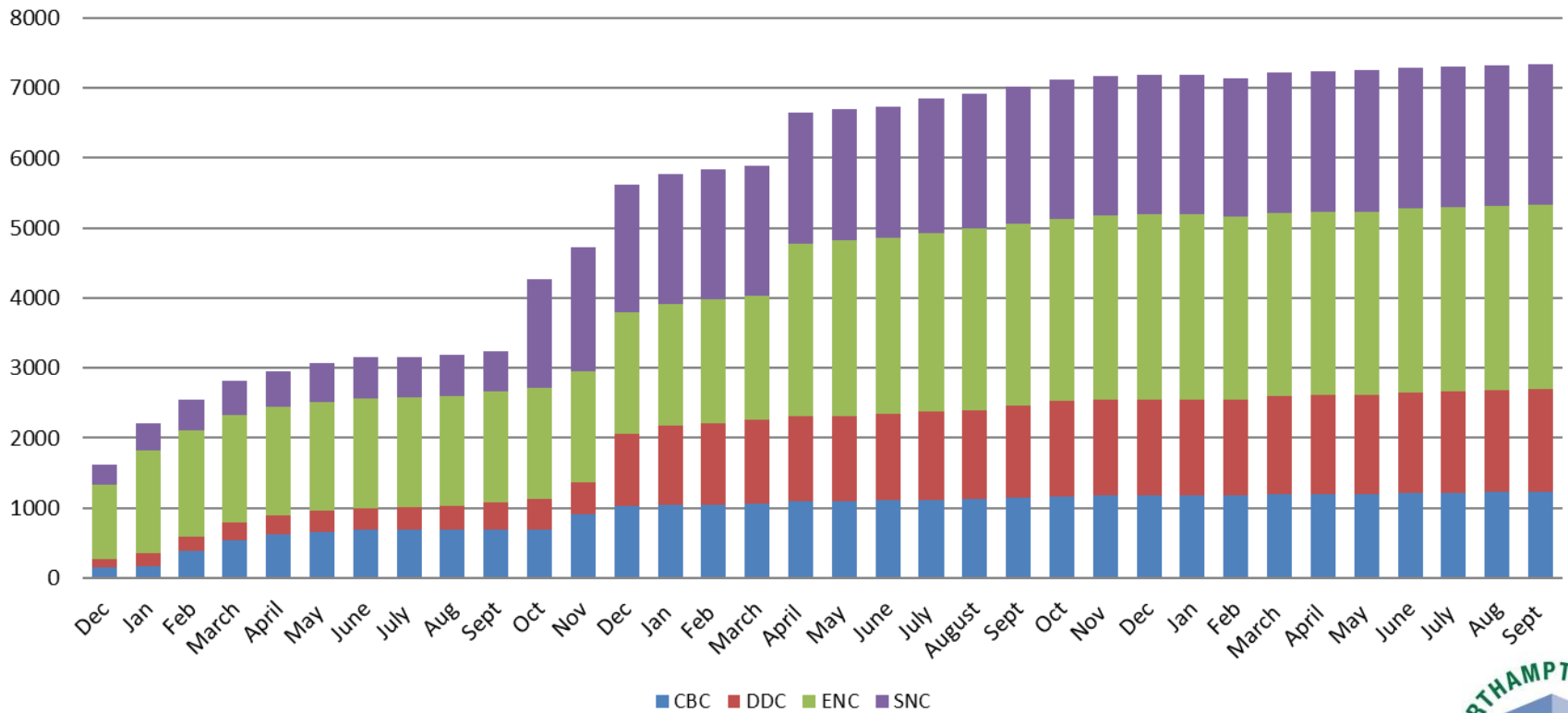


Advertising Methods



Results

Number of Households Registered on In to Win since Launch (Nov 2015)

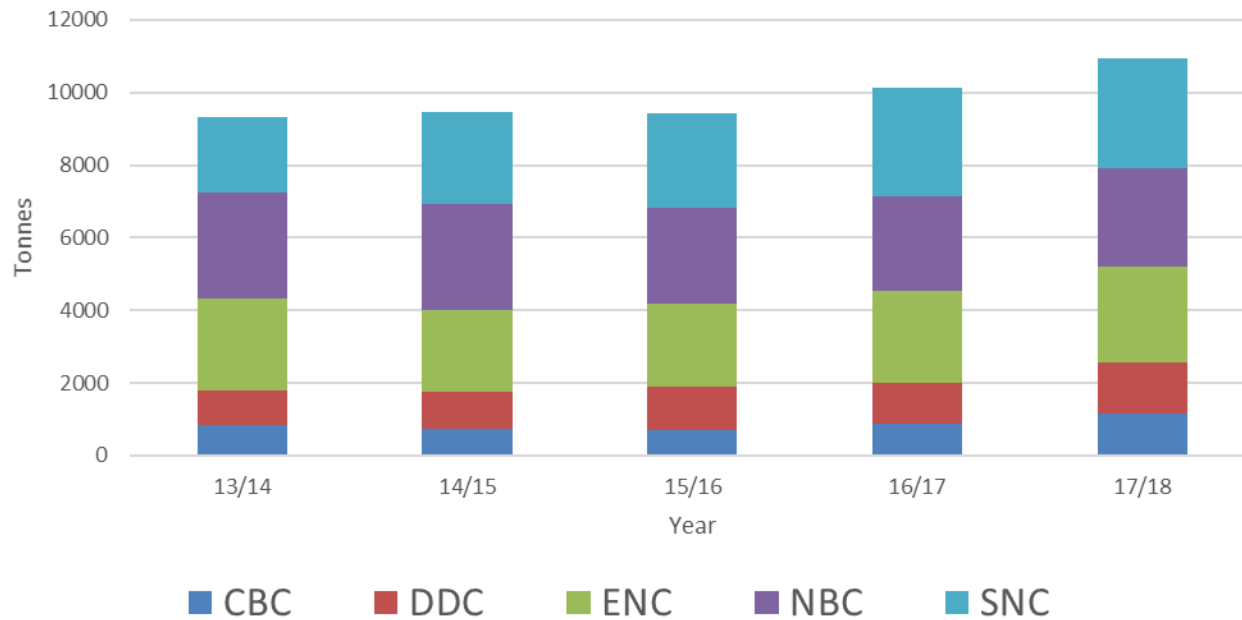


Prizes



Performance

Tonnage of Food Waste Collected 2013/14 - 2017/18 per authority



Results....

- 7,350 households now signed up to the incentive scheme for NCC (5,500 signed up in WCC).
- The amount of food waste collected in the schemes has increased year on year since the work started.
- Now collecting 1,600 tonnes more food waste than before launch – a 24 % increase.
- Saving around £92,000 per year in waste disposal costs.
- Knock on effect on dry recycling which is up 7 %.



But

- SNC – highest kg/hh food waste collected for recycling in the county
- 2018 Waste analysis showed – 22 % of residual waste collected was recyclable food waste!
- So – lots more work to be done, even in high performing areas.



Successes

- Team run a duplicate scheme in Warwickshire, using same website and back office system
- Two other local authorities interested in joining in
- Shortlisted for a National Recycling Award
- Shortlisted for a CIWM Sustainability & Resource Award



Thank you!
Any Questions?

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www.feedyourcaddy.co.uk

www.recyclefornorthamptonshire.co.uk

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 Recycle for Northamptonshire

