

## **Budget Proposal for 2023/24 – allocation of underspend**

Report of the Director of Climate Change, Environment and Transport

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Please note that the following recommendations are subject to consideration and determination by the Committee before taking effect.

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### **1) Recommendations:** that

- (a) the Committee approves the allocation of the underspend of £57,895 in 2023/24 towards a food waste campaign and commits to all authorities' support for the campaign;
- (b) the Committee approves the £25,000 identified previously for convergence to be used for the food waste campaign;
- (c) the Committee note the plan for the Clean Devon Liaison Officer.

### **2) Summary**

Further to the report submitted to the committee at the October meeting, ([Public Pack](#))[Agenda Document for Devon Authorities Strategic Waste Committee, 19/10/2022 14:15](#) and [Minutes Template \(devon.gov.uk\)](#) this report details a proposal for the allocation of the 2021/22 underspend combined with the convergence sum on a food waste campaign in 2023/24 and further details around the role of the Clean Devon Liaison Officer.

### **3) Introduction**

The underspend from 2021/22 was £57,895 and the allocation agreed at the October Committee for convergence project work was £25,000 for 2023/24. Following the results of the Waste Analysis which shows that even with all authorities either offering a food waste collection or rolling one out, in Devon 28.2% of the residue is still food waste (see report CET/23/7) and the equivalent figure for Torbay is 23.2%. It is therefore proposed that over the course of 2023/24 a major campaign tackling food waste will be implemented as below.

The Committee asked to see more detail in relation to the allocation for a Clean Devon Liaison Officer which is included in this report.

### **4) Proposal for food waste campaign**

The waste analysis showed that the District area with the highest amount of food waste per person was Teignbridge. North Devon and Mid Devon were second and third respectively. (Exeter was also high but this would be expected given their currently limited food waste collection service). It is therefore proposed that an intensive campaign of specific actions is carried out in Teignbridge to encourage more people to use their food waste collection service and reduce food waste in

residual waste. This will effectively be used as a pilot study to understand better which actions have the most impact.

At the same time food waste reduction will be promoted across the county and Torbay. Lessons learned in Teignbridge can then be used in other authorities and Torbay. The detailed proposal can be seen in Appendix 1. The work will be targeted at specific types of neighbourhoods where the analysis showed there were issues and will include door to door visits, work in schools, advertising e.g. vehicle livery, food waste guides, bin stickers, the offer of food waste caddies and PR.

The effect of this work will be monitored and measured to understand which methods have been most effective. In the second half of the year the most effective measures will be rolled out to other authorities.

Food waste prevention work will be promoted across Devon and Torbay. Also included in this will be the distribution of food waste guides, a food waste collection film, marketing material, extra advice from Waste and Recycling Advisors and the promotion of the Olio App and community fridges.

## **5) Options/Alternatives**

In terms of the underspend and an element of the 2023/24 budget other options could include the following:

- 1) Following on from the intensive work in Teignbridge, further intensive work could be carried out in North Devon and Mid Devon. This would, however, leave very little funding for the other districts and Torbay in this coming financial year. The project could be seen as a long-term plan in which case funding could be allocated in future years for other authorities.
- 2) A county and Torbay wide food waste campaign to divert food waste away from residual waste could be implemented, however, this blanket approach would mean that the funding would be spread very thinly, and a campaign would not benefit from the lessons learned from the intensive work proposed in section 4.
- 3) Materials other than food waste could be tackled e.g. plastics or textiles, or other elements of the convergence plan could be assessed, however, given the percentage of food waste and therefore significant tonnage in the residual waste it is considered most valuable to focus on food waste.
- 4) An element of the circa £80,000 could be spent on creating a video to help crews with their customer service, based on the one created by East Devon.

## **6) Plan for Clean Devon Liaison Officer**

This Committee agreed at its meeting in October to an allocation of £20,000 to fund a part time liaison officer (2 days a week) to focus on assisting the partnership to make headway on the key actions. This would be for an initial one year appointment. The Clean Devon partnership welcomed this support and felt that the greatest benefit from this new role would be that of liaison and support between existing partners. A central point of contact is a preferred approach by DEFRA and may

support future funding applications to continue the post beyond 2023/24. The local authorities already have well trained and experienced enforcement officers in place.

The Clean Devon Partnership agreed that the role should support practical enforcement and the main aim of the post would be:

- To establish and deliver an intelligence-led liaison role for the Clean Devon Partnership. This role will include ensuring a high degree of Data Quality for litter and fly tipping (waste crime) reporting and analysis. Identifying best practice, including developing intelligence sharing and enforcement capability. Also, to provide a public-facing engagement role to collate and promote enforcement outcomes and associated campaign messaging to the wider public.

With main duties being:

- To collaborate with Clean Devon Partners to ensure that waste crime incident reporting data achieves a high degree of Data Quality, and where appropriate, reported in accordance with reporting guidance including WasteDataFlow.
- To engage with Clean Devon Partners and other organisations to identify best practice for waste crime policy and enforcement activity, and to identify systems and processes which could support greater Partnership collaboration and intelligence sharing.
- To explore opportunities for a Partnership-wide waste crime surveillance resource within available budget, compliant with legal obligations, including the Surveillance Camera Code of Practice.
- To represent the Partnership through a public-facing engagement role which includes the collation and promotion of successful enforcement outcomes and associated campaign communications.
- To maintain regular and effective communications with the Partnership which may include attendance and representation at Partnership and Council meetings or other public-facing events.
- To explore opportunities for Clean Devon Partnership external funding / sponsorship to support delivery of the Action Plan.

Exeter City Council have agreed to recruit and employ the officer on behalf of the partnership and it is expected that the person will be in place as soon as recruitment allows, potentially in April.

## **7) Strategic Plan**

Responding to the climate emergency is the key area in the Devon Strategic Plan that this work relates to. Allocating funding to reduce food waste in line with the waste hierarchy will assist residents to further reduce, reuse and recycle waste and

conserve resources thereby aligning with the Strategic Plan's aim of "Ensuring resources are used more efficiently by waste reduction, re-use and recycling".

## **8) Financial Considerations**

This is a budget update showing a proposal for the 2021/22 underspend and more detail on how the allocation for the Clean Devon Liaison Officer will be spent.

## **9) Legal Considerations**

In relation to the Clean Devon Liaison Officer, any future surveillance work will comply with the appropriate legislation.

## **10) Environmental Impact Considerations (Including Climate Change)**

The proposed expenditure will have a positive effect on the environment and climate change.

## **11) Equality Considerations**

It is not considered that the proposals will result in any equality issues. They will be aimed at helping residents do more to reduce, reuse and recycle and to reduce fly tipping.

## **12) Risk Management Considerations**

No risks have been identified.

## **13) Public Health Impact**

Dealing with waste in a safe way in line with the waste hierarchy is a fundamental approach when allocating the DASWC budget. Fly tipping has a negative impact on the environment and public health. These proposals are expected to have a positive impact on Public Health.

## **14) Summary**

It is proposed that the 2021/22 underspend is allocated as detailed above. It is also proposed that the Clean Devon Liaison Officer will have the responsibilities noted above.

Meg Booth  
Director of Climate Change, Environment and Transport

Electoral Divisions: All

## **Local Government Act 1972: List of background papers**

Nil

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## Appendix 1 to CET/23/8

# Food Waste Communications 2023/24 Proposal

**Proposal:** To encourage more people to use their food waste collection service and reduce food waste in residual waste by carrying out a pilot of specific actions in Teignbridge whilst also promoting food waste reduction across the county.

The proposal responds to a need to address the amount of food waste in the residual waste stream in Devon as identified by recent waste analysis and on behalf of the Devon Authorities Strategic Waste Committee. The suggested strategy has taken account of detailed findings arising from the waste analysis and recent Market Research results. The proposal includes recommendations for communication activities to reduce food waste by encouraging participation in the food waste collection service and reducing food waste at home.

### Background

Waste Analysis carried out in October 2022 has identified that 28% (including fats and oils) of residual waste in Devon and Torbay is food waste. 79% of that food waste is avoidable and 35% of all discarded food is still packaged.

When looking at the amount of food waste produced by each authority in kg per household, per week the table below identifies three authorities with the highest amounts of food in the residual waste (excluding Exeter who at the time of the waste analysis research, did not have a Local Authority (LA) wide food waste collection service in place):

<b>Kitchen Organics in Local Authority order</b>		
	<b>Food Waste (kilogrammes/house hold/week)</b>	<b>Total Residual (kilogrammes/house hold/week)</b>
Teignbridge	1.44	4.47
Exeter*	1.40	3.69
North Devon	1.34	4.50
Mid Devon	1.31	5.28
Torbay	1.21	5.14
South Hams	1.20	4.89
West Devon	1.14	4.98
Torridge	1.08	3.91
East Devon	0.39	2.52

\* At the time of the waste analysis research, Exeter did not have a LA wide food waste collection service in place.

Focussing on the authorities with the highest amount of food in the residual waste, the following tables show how much of the food waste was avoidable and how much was recyclable using current collection services:

	<b>Avoidable food waste(KG/HH/WK)</b>			<b>Recyclable food waste</b>
Mid Devon	1.19		Teignbridge	30.6%
Teignbridge	1.11		North Devon	28.7%
North Devon	1.09		Mid Devon	24.6%

### Geodemographic targeting

The waste analysis utilised Acorn geodemographics to select where to take the waste samples from and identify which key Acorn types are disposing of the most food.

Acorn categorises the population into demographic categories and types as follows:

1 Affluent achievers	2 Rising prosperity	3 Comfortable communities	4 Financially stretched	5 Urban adversity
1A Lavish lifestyles	2D City sophisticates	3F Countryside communities	4K Student life	5O Young hardship
1B Executive wealth	2E Career climbers	3G Successful suburbs	4L Modest means	5P Struggling estates
1C Mature money		3H Steady neighbourhoods	4M Striving families	5Q Difficult circumstances
		3I Comfortable seniors	4N Poorer pensioners	
		3J Starting out		

Looking at the authorities with the most food waste, the waste analysis has identified which key demographic types are discarding the most food in the residual waste and what type of food it is.

<b>Acorn Types</b>		<b>Food type</b>
Mid Devon	4 then 5	Mainly All food whole still in packaging
North Devon	5 then 4	All cooked and prepared food waste then All food whole still in packaging
Teignbridge	5 then 3	Mainly All food whole still in packaging then All cooked and prepared food wastes and Raw fruit & vegetable waste - unavoidable

### Market Research

During October and November 2022 on-street market research was conducted in 9 different locations across Devon and Torbay with 1,281 interviews. The research asked each respondent "At home what do you do with your food waste?". 62% of

people claimed to put their food waste in the food waste collection and 18% of people said that they put their food waste in the waste bin. The remainder either composted at home or gave it to their animals.

Looking at the authorities with the highest amount of food waste as identified by the waste analysis, respondents representing Teignbridge are the highest percentage of people who put their food waste in the bin at 19%, then North Devon respondents at 8% and Mid Devon respondents at 6%.

When the respondents were asked “Why do you put food waste in the general waste?” the main reason given was because they had no food caddy, particularly those who are in flats who say that they have communal bins/recycling. Another reason given was the number of bins to put out, smell and/or a problem with mice and flies.

The research also identified that 48% of people (excluding Exeter and South Hams) claim to be aware that they can use any bag to line their food waste caddy.

### **Proposed communications strategy**

**Aim:** to encourage more people to use their food waste collection service and reduce food waste in residual waste by carrying out a pilot of specific actions in Teignbridge whilst also promoting food waste reduction across the county and Torbay.

#### Objectives:

- To target communications to the authorities with the highest amount of food in the residual waste commencing with a pilot in Teignbridge
- To target Acorn groups in the pilot area and tailor activities and messages by focussing on the types of food discarded
- To overcoming barriers identified in the Market Research
- To develop and deliver communication activities
- To monitor, evaluate and report communication activity results
- To replicate successful communications from the pilot to the remainder of Devon/Torbay

### **Communication activities**

#### **Pilot area**

- Develop a range of marketing materials in partnership with local authority partners with consistent messages for use across Devon by all.
- Produce Food Waste Collection guides to be used for potential door drop/doorstepping and events.

- Advertising campaign to include targeted social media, vehicle livery and residual bin stickers.
- Public relations to include press, articles and newsletters (online and in print).
- Doorstepping to be carried out by the Waste and Recycling Advisors where possible.
- Schools' activities – deliver the Monster Bin assembly focussing on Acorn areas identified via the waste analysis.
- Specific area on RecycleDevon.org to include Frequently Asked Questions that are smart speaker friendly.
- Events providing consistent information, highlighting the any bag message and giving out free kitchen food waste caddies.
- Improve signage (and lighting if needed) in communal bin areas.
- Liaise with stakeholders, for example Local Authority partners, CAG Devon, local community groups, Transition Towns and Town/Parish Councils - share information and activities.

### **County wide**

- Share all marketing materials with local authority partners.
- Food Waste Collection guides.
- Anaerobic Digestion plant visits for residents.
- Food Waste collection film.
- Waste & Recycling Advisors – increase information on food waste collection service.
- Deliver a county-wide Food Waste Prevention campaign to reduce food waste at source.
- Increase awareness of the Olio application, Community Fridges and other food saving activities in the community.

### **Timing:**

#### **2023**

February/March – Concept development

April – Pre campaign monitoring - Pilot area

May/June – Campaign activities take place – Pilot area and County wide as detailed above

July – Post campaign monitoring – Pilot area

August to March – Analyse pilot results and replicate successful additional communication activities to remainder of Devon/Torbay  
October/November – Market Research takes place

## **2024**

April – Results analysis and final report

### **Targets:**

- Increase participation in food waste collection service in pilot area by 10% (tbc)  
- Set out rate monitoring will determine
- Increase collected food waste tonnage in pilot area by 5% (tbc) - Waste Data Flow statistics
- Decrease the percentage of people who claim to put their food waste in the residual bin in Devon and Torbay by 2% (tbc) - Market Research results

### **Budget:**

Pilot area Teignbridge - £30,000 campaign development + media, livery, print and caddy purchase

Remainder of Devon/Torbay - media £52,895

### **Monitoring and Evaluation:**

To carry out pre and post communication monitoring in the pilot area as follows:

- Sample set out rates for Food Waste collection service
- Food Waste collection tonnage

County wide Market Research

To evaluate all communications where possible:

- During and post campaign monitoring to ensure chosen paid media is meeting or exceeding estimated media performance
- Social media reach/engagement
- Web page sessions/engagement on all campaign related pages.