

**NOT PUBLISHED ON THE COUNCIL'S WEBSITE**

**NON-KEY DECISION TAKEN BY THE DIRECTOR OF PUBLIC HEALTH**

**Decision title:** Award funding from the *Improving Lives to Prevent Demand Fund* for Slim My Waste, Feed My Face – a food waste campaign

**Officer making decision:** Trudi Grant, Director of Public Health

**Author Contact Details:** Caroline Maddams, Head of Communications & Engagement  
SWP; 07976 611 570

**Date of Decision:** 11/7/19

**Details of the decision:**

Slim My Waste, Feed My Face (Slimmy) is a light-hearted, behaviour change campaign aimed at increasing public engagement in, and education about, reducing and recycling food waste, rather than putting it in the black bin to end up in landfill, or, in the future, as green energy from waste.

The campaign works as follows:

- All kerbside service residents receive a leaflet and stickers to decorate their food waste caddy
- Black bins have a 'I'm on a no food diet' sticker attached to their lid and are adorned with a bright yellow measuring tape around the middle
- The stickers provide a visual reminder not to use their black wheelie bin for food waste
- Targeted engagement is carried out in schools and communities in low food waste participation areas
- We partner with Co-op county-wide as a collection point for food waste caddies
- Residents are encouraged to share photos of their stickered bins on social media and can win a prize each month.



We have applied to the Improving Lives to Prevent Demand Fund as follows to carry out this campaign across Somerset this autumn:

What	Amount
Design	£1k
Consumables/marketing materials	£117k
Labour & Fleet	£126k
Food waste bins/delivery costs	£39k
<b>Total costs</b>	<b>£283k</b>
<b>Less: Match funding</b>	<b>£103k</b>
<b>Funding sought</b>	<b>£180k</b>

That the Director of Public Health authorises the granting of the above funds to SWP in order to carry out the Slim My Waste Feed My Face campaign, in order to change behaviour towards and increase education and awareness around food waste across Somerset, increasing the amount of food waste that is diverted away from landfill.

**Reasons for the decision:**

Recent analysis shows that just over a quarter (26%) of an average Somerset black bin is food waste which could be recycled. Of that quarter, one third is unopened food still in its packaging, with a further third being leftover food. That leaves only one third of that 26% as true food waste (food which is unfit for human consumption, such as egg shells or bones).

Put simply, when food waste ends up in landfill, it decomposes faster than other materials and produces a high amount of methane and other harmful greenhouse gases.

Furthermore, it costs Somerset £35 more per tonne to put materials in landfill compared to the anaerobic digester; money which could be reinvested in Somerset's economy.

We believe that based on the improvements in food waste capture rates shown in Bristol, significant strides in diverted food waste from the residual waste stream can be delivered. We have forecast that during the year of the project implementation (19/20) an increase of 12.5% of food waste is achievable, with the following year a decline to 10% increase

expected (as the novelty wears off) and a further decrease during 2021 to 2023 (to ensure we are not double-counting the anticipated benefits of Recycle More).

Table FM4 below shows the expected uplift from 2019 to 2023 as a consequence of the proposed Slimmy education campaign. Additionally, a % increase in capture rates is shown in relation to the peak capture rates achieved in 2016/2017, showing that, for example, whilst we expect a 12.5 % increase in capture rates during 19/20 over modelled values, this only represents a 5.7% increase in capture rates per property from those achieved in 2016/2017.

<b>Table FM4 - Uncaptured FW</b>	Recycle More			
	19/20	20/21	21/22	22/23
% Modelled Increased food waste capture	12.50%	10%	5%	5%
Modelled Capture Rate KG/HH/YR	75.2	83.3	84.2	87
Capture Rate without Intervention	66.8	75.7	80.2	82.9
% Above 16/17 Peak	5.7%	14.9%	15.8%	18.5%

Thanks to the campaign's mass exposure, we expect an ancillary benefit in increased capture of dry recyclables from the kerbside collection service. We conservatively estimate this will be within the region of 4kg per household per year, this has further benefit of driving materials away from costly treatment and disposal routes.

Table FM5 below shows the financial savings we are looking to achieve by the implementation of the Slimmy campaign, followed up with similar campaigns as part of the Recycle More roll-out.

<b>Table FM5 – Anticipated Residual Waste Treatment Diversion Savings</b>	Recycle More				<b>Total</b>
	19/20	20/21	21/22	22/23	
Modelled Diversion Savings from Residual	£87,745.17	£80,751.55	£49,246.59	£52,549.14	<b>£270,292.46</b>

Based on the diversion from landfill savings £270k and the funding applied for, the anticipated payback time would be just over two years.

**Environmental benefits:** By capturing more food waste and using anaerobic digestion to recycle it, we are able to generate clean energy and produce a compost-like product, helping to protect the environment. If all of Somerset's food waste was recycled it would save the Council £950k per annum, and 882 tonnes CO2 eq (carbon) per annum (using the widely-accepted Scottish Government Carbon Calculator). When food is buried in landfill sites it breaks down to produce methane, a potent greenhouse gas, and through capturing more food waste we will be avoiding this environmental cost.

**Supporting the roll-out of Recycle More:** If people are recycling their food waste weekly, they will find it easier to transition to Recycle More as they will have less residual waste and cleaner bins. This decreases the risk of an adverse public reaction to the new Recycle More service, which enables us to deliver the much wider environmental benefits forecast.

**Managing future policy risk:** National Government has suggested in its Resources & Waste Strategy that food waste going to landfill may be banned in future. Whilst we don't know the nature of this ban, by removing even more food waste from our residual waste we decrease the policy risk.

**Reach/cross-promotion of new app:** We expect our online campaign and our 'best food waste face' social media competitions to substantially increase our social media reach, especially amongst target groups with whom we have previously found engagement challenging. We expect to be in a position to cross-promote the new SWP mobile app and online reporting, which will launch concurrently. This app is a crucial enabler ahead of Recycle More, empowering people to report issues online and allowing us to remind people of their collection days and to target specific behavioural change messages at particular groups within the community.

**Reputation:** A high-profile campaign will increase the profile and local reputation of SWP and, alongside our ongoing schools programme, our focus on plastics and on high quality recycling in the UK, should further enhance SWP's reputation. The partnership working (with Bristol Waste Company sharing their campaign for no cost) will also be an important demonstration of collaboration across the South West. With Government strongly promoting partnership and collaboration amongst local authorities on waste, this should enhance our national reputation.

### **County Vision and Business Plan**

The Slimmy campaign actively encourages and endorses positive behaviour regarding preventing food waste in the first place, giving people healthy tips for using leftovers and encouraging people to think about the amount of food that is being wasted. This supports the Council's plan for improved health and wellbeing for all Somerset residents.

Beyond that, the campaign educates people about the environmental consequences of putting food waste into the black bin, supporting the Council's vision of a protected natural environment which all communities can enjoy.

With the combined support of our district and county council partners, the collaboration with Bristol Waste Company and the anticipated results from the campaign, the Council's pledge to work together for the benefit of our residents, communities and businesses and the environment in which we all live is fully upheld.

Finally, the education and awareness-raising which underpins the campaign demonstrates that in providing people with right information, advice and guidance to help them help themselves, we are actively supporting the communities across Somerset in a positive and aligned way.

### **Background to the decision:**

This campaign was successfully launched by Bristol Waste Company in 2017 and has had significant results in reducing food waste into landfill, increasing public awareness

about food waste and increased engagement with, and rates of, recycling in general, which we anticipate being replicated (and bettered) in Somerset, with a predicted 12.5% increase in food waste tonnage in the first year (see above section: Reasons for the decision).

This campaign precedes our county-wide roll out of the Recycle More campaign, where more than ever will be collected weekly at the kerbside and residual waste will move to a three-weekly collection, increasing benefits to the environment as well as saving money across Somerset's services (see table FM5 above). Thanks to the education this campaign will provide, residents will find the transition to three-weekly bin collections easier to accept.

A comprehensive risk analysis has been carried out with mitigation in place. Full details can be found in section 9 of the original business plan.

The business plan for the campaign has been taken through the Commissioning Gateway and any queries already answered to mutual satisfaction.

No public consultation has been necessary, thanks to the demonstrated results from Bristol's campaign last year and our modelled replication of these results as evidenced in the business plan.

**Background papers:**

Improving Lives to prevent Demand Fund Slim My Waste Feed My Face Business Plan, 26 April 2019

Slim My Waste Feed My Face communications plan, July 2019

**Compliance section:**

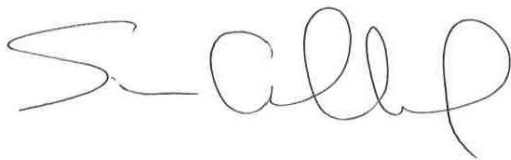
Members consulted; members informed:	Yes
Officer consultations completed:	Not considered necessary
Senior (including statutory) officer sign off completed	Yes
Public / other consultations undertaken	Not considered necessary
Do you have sufficient budget or additional funding available and approval to commit this budget or funding and has this been confirmed with the appropriate Finance Service or Strategic Manager?	Yes
Has the proposal passed through the relevant Commissioning Gateway?	Yes
Are there any legal considerations to be made?	No
Has Legal Services been consulted?	Not considered necessary
Are there any TUPE implications arising?	No
Has HR/OD been consulted?	Not considered necessary
Is the decision likely to lead to a procurement exercise?	Yes
Has the Commercial and Procurement Team been consulted?	Yes
Are there any risks arising?	Yes
Have mitigating actions already been taken?	Yes
Have all Due Regard implications been considered?	Yes
<b>If ticked 'No' or 'not considered necessary' for any of the above, please provide your justification below:</b>	

No officer or public consultations needed as campaign focuses on positive behaviour change, environmental and financial benefits with demonstrable results. It's also not an enforced service change and residents are free not to participate if they so wish.

No legal, HR or TUPE relevance.

**Note - that with immediate effect existing delegations for officer decision making have been suspended. Any officer decisions that propose a commitment to spend over £10k can only be approved by a relevant Strategic Manager, and spend over £25k by a relevant Service Director AND the following Directors depending upon what the decision relates to:**

**Corporate Affairs Director Approval:** (please note all procurement or contract decisions must be approved by the Corporate Affairs Director (Simon Clifford) before the decision can be taken).



Sign-off date: 05/07/2019

**Director of Finance:** (please note any decisions involving spend greater than £25k, applying for or accepting grants or external monies and any decisions involving changes to allocated budgets must be approved by Interim Finance Director (Sheila Collins) before the decision can be taken).



Sign-off date: 08/07/2019

**Director of Commissioning and Lead Commissioner for ECI:** (please note any decisions involving the disposal or acquisition of property or works to any SCC property must be approved by the Director of Commissioning and Lead Commissioner for ECI (Paula Hewitt) before the decision can be taken).



Sign-off date: 05/07/2019



<b>Member consultation completed:</b>	<b>Name(s)</b>	<b>Date</b>
Relevant local County Councillors consulted where decision directly affects their Division	N/a	
Relevant Cabinet Member(s) consulted (if applicable)	David Hall	4/7/19
Opposition Spokesperson informed (if applicable)	Simon Coles	4/7/19
Chairman of relevant Scrutiny informed (if applicable)	Anna Groskop	4/7/19

**Decision Maker**

**I am aware of the details of this decision, have considered the reasons, options, representations and consultation responses (where applicable) and give my approval / agreement to its implementation.**



**Signed by relevant SLT Director:**

**Name: Trudi Grant**

**Post: Director of Public Health**

**Date: 11/7/19**

# Somerset Equality Impact Assessment

Before completing this EIA please ensure you have read the EIA guidance notes – available from your Equality Officer

**Version**

1

**Date**

5/7/19

**Description of what is being impact assessed**

**Slim My Waste Feed My Face food waste campaign**

**Evidence**

**What data/information have you used to assess how this policy/service might impact on protected groups?** Sources such as the [Office of National Statistics](#), [Somerset Intelligence Partnership](#), [Somerset's Joint Strategic Needs Analysis \(JSNA\)](#), Staff and/ or [area profiles](#),, should be detailed here

No identified adverse equality impacts from this campaign.

**Who have you consulted with to assess possible impact on protected groups?** If you have not consulted other people, please explain why?

No identified adverse equality impacts from this campaign so no consultation has taken place.



## Analysis of impact on protected groups

The Public Sector Equality Duty requires us to eliminate discrimination, advance equality of opportunity and foster good relations with protected groups. Consider how this policy/service will achieve these aims. In the table below, using the evidence outlined above and your own understanding, detail what considerations and potential impacts against each of the three aims of the Public Sector Equality Duty. Based on this information, make an assessment of the likely outcome, before you have implemented any mitigation.

Protected group	Summary of impact	Negative outcome	Neutral outcome	Positive outcome
Age	<ul style="list-style-type: none"><li></li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Disability	<ul style="list-style-type: none"><li></li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Gender reassignment	<ul style="list-style-type: none"><li></li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Marriage and civil partnership	<ul style="list-style-type: none"><li></li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<b>Pregnancy and maternity</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Race and ethnicity</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Religion or belief</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Sex</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Sexual orientation</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Other, e.g. carers, veterans, homeless, low income, rurality/isolation, etc.</b>	<ul style="list-style-type: none"><li>•</li></ul>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**Negative outcomes action plan**

Where you have ascertained that there will potentially be negative outcomes, you are required to mitigate the impact of these. Please detail below the actions that you intend to take.

Action taken/to be taken	Date	Person responsible	How will it be monitored?	Action complete
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>
	Select date			<input type="checkbox"/>

**If negative impacts remain, please provide an explanation below.**

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<b>Completed by:</b>	<b>Caroline Maddams</b>
<b>Date</b>	<b>5/7/19</b>
<b>Signed off by:</b>	<b>Mickey Green</b>

<b>Date</b>	<b>5/7/19</b>
<b>Equality Lead/Manager sign off date:</b>	
<b>To be reviewed by: (officer name)</b>	<b>Caroline Maddams</b>
<b>Review date:</b>	<b>1/12/20</b>

