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## **‘Food Waste, It all adds up’ campaign summary**

### **January 2024-December 2024**

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The Gloucestershire Resources and Waste Partnership launched the food waste campaign ‘It all adds up’ in January 2024. The campaign has highlighted how to reduce food waste throughout the year, providing general tips to make the most of the food residents buy to cut waste and save money.

#### **What methods were used?**

- Low waste cookery classes were run with the Gloucestershire County Council (GCC) adult education team from April – June with 49 attendees a new round of courses was launched in October 2024.
- Low waste cookery classes with Wiggly charity ran from March and had 52 attendees.
- Door knocking took place from August – November 2024. Over 12,000 houses were knocked and over 3,000 conversations with residents were held. Residents were encouraged to use their food waste bins.
- [An animated video](#) was created that outlined why recycling food is important alongside [a ‘real’ filmed video](#) that outlined how food is recycled.
- An 8 page booklet was posted to over 300,000 households in April 2024, focussing on how to reduce the amount of food wasted at home and also providing information on anaerobic digestion and how to recycle food waste [https://www.gloucestershirerecycles.com/media/b5ffpfvg/final\\_leaflet-8p-gcc-food-waste-leaflet-jan-2024.pdf](https://www.gloucestershirerecycles.com/media/b5ffpfvg/final_leaflet-8p-gcc-food-waste-leaflet-jan-2024.pdf)
- A press release was shared in January 2024.
- Community briefing emails were shared with partners to encourage them to participate in the campaign and help spread the word.

- Internal comms were shared to GCC's 4,000 staff including ad panels, desk top banner, email signatures and our internal newsletter TalkSmart.
- Imagery was added to the side of waste vehicles and HRC containers to advertise food waste recycling.

### **Cookery classes**

#### **Adult Education team**

- In total we delivered 8 workshops at key venues across the county with 49 attendees.
- The workshops focussed on the top 5 wasted ingredients (bread, potatoes, milk, bananas and salad) and how to reduce the amount of edible food thrown away, equipping the attendees with skills, knowledge and techniques on how to reduce this. [https://www.facebook.com/Gloucestershirecarershub/photos/food-waste-it-all-adds-upthis-workshop-is-an-opportunity-for-people-to-explore-t/876588367811437/?\\_rdr](https://www.facebook.com/Gloucestershirecarershub/photos/food-waste-it-all-adds-upthis-workshop-is-an-opportunity-for-people-to-explore-t/876588367811437/?_rdr)

#### **Wiggly Charity**

- In total 12 courses were held over six districts with a total of 52 attendees
- 98% of attendees changed their approach to waste as a result of attending the course.

#### **Cookery classes summary**

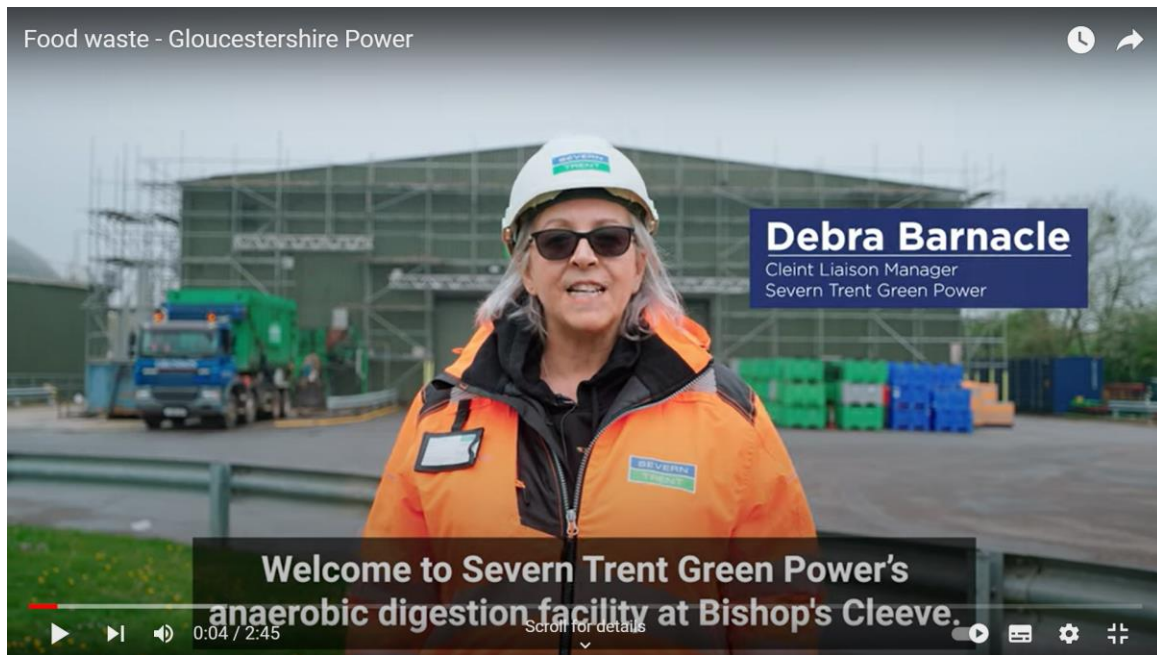
The cookery classes were well received by attendees and were quickly booked up. The adult education team is continuing to run these courses with minimal financial support from the waste team beyond the scope of the campaign.

Social content used to promote the course beforehand and the testimonials of attendees after the courses promoted the general messaging around low waste cooking.

98% of attendees changed a behaviour following the course and more courses are now scheduled.

### **YouTube videos**

- 924 views for the food waste recycling video as of the 24/10/2024 (launched June 2024). [https://www.youtube.com/watch?v=X\\_BnWwkXeQM](https://www.youtube.com/watch?v=X_BnWwkXeQM)
- 417 views for the how and why you should recycle your food waste animation as of the 24/10/2024 (launched June 2024). <https://www.youtube.com/watch?v=lLiyrYGfKXU>



### Out of home advertising

- Tewkesbury waste vehicles – applied food waste imagery to 16 vehicles.



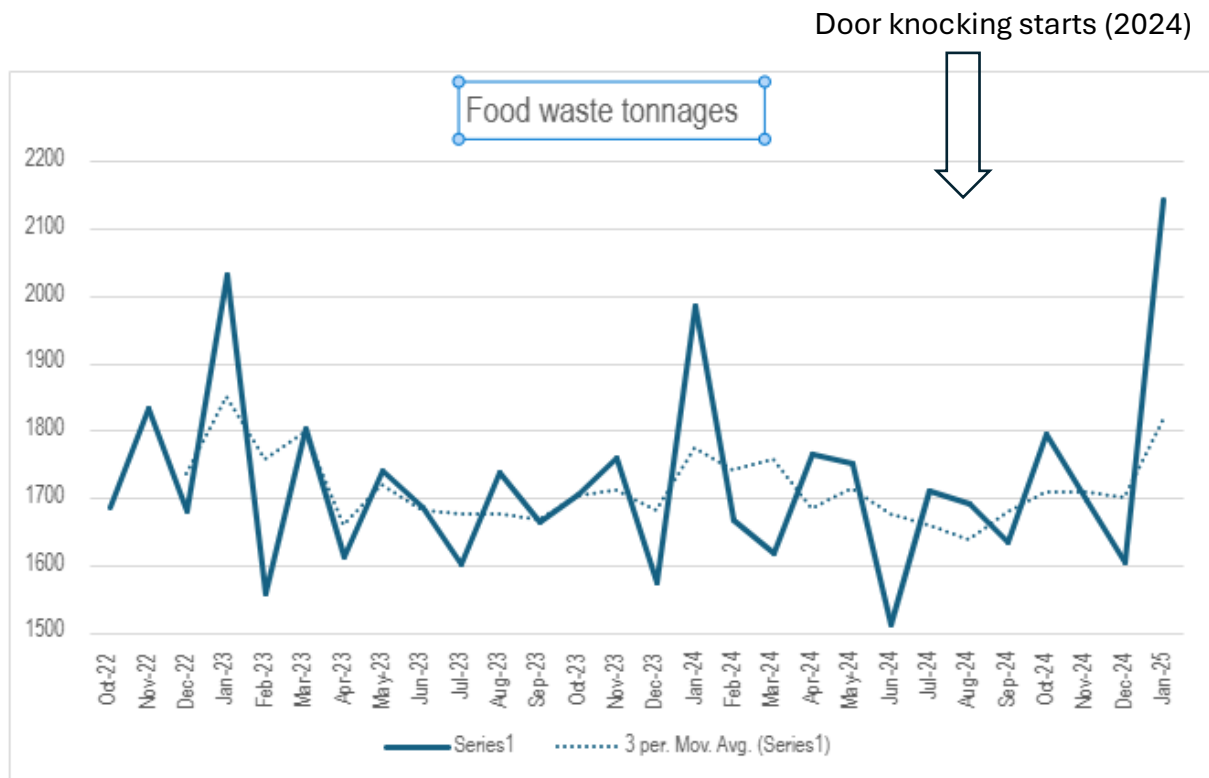
- 2 HRC container side adverts



### Door knocking

- 4 temporary staff were recruited to knock on residents' doors in Gloucestershire from August 2024, door knocking was completed in November 2024.
- 12,153 houses were knocked (8,256 were knocked when the project was run in 2022). Just over 3,605 conversations were held with residents on their doorsteps (3,071 in 2022). Around 30% of doors knocked answered.
- 11,799 houses were leafleted (8,314 in 2022)
- 83% of residents we talked to said they were already recycling food waste in their household (63% in 2022).
- 303 caddies were ordered through the door knockers (453 in 2022).
- 30 % of people answered their doors (3,605) (37% in 2022 and 30% is the average for other non-Gloucestershire projects).
- Although more houses were knocked than in the 2022 iteration of the project the significant increase in number of people saying that they were already using the service (from 63% to 83%) means that the costs per interaction with people who aren't using the bins was higher. Going forward interventions alongside bin crews that target residents who haven't put out food waste bins on collection days could address this.

## Tonnage data



The mean amount of food waste collected in 2024 was higher than in 2023. However, there was a sharp drop in food waste collected in summer 2024 following the leaflet mail out, cookery classes, community briefings, organic social media posts and newsletters.

From September 2024 when the door knockers were active there was a temporary increase in tonnage collected, before a fall again in December and an increase in January. Door knocking targeted less than 3% of houses in Gloucestershire so the overall differences in tonnages from this intervention would have a small impact on countywide data.



## Statistics on participation from door knocking

Reason	Number of responses	Percentage response	2022 percentage response
Does not have the correct caddies	204	41	25
Composts everything	79	16	15
Doesn't create any food waste	42	8	14
Other	39	8	8
Can't be bothered	35	7	8
It's too messy or disgusting	27	5	5
Out of the habit/ not used to doing it	21	4	1
Pests / wildlife get in the waste	21	4	4
Health/ mobility problems - can't manage more bins	12	2	1
Collection service is poor so I don't bother	10	2	6
No time to do it	6	1	2
Liners are too expensive	4	1	0
No space for the additional bins	1	0	1
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As with the last iteration of the project in 2022 the most popular reason given for not recycling food waste was not having the correct caddies. However, we saw a huge increase in the percentage of people who gave this response compared to the last time the campaign was run. This could be due to a number of factors including that some councils have introduced charges for ordering food bins. This is supported by the data as the districts that charge for replacement bins have the highest number of caddy orders.

The second most common reason given for not recycling food waste is that the participants compost everything. In these circumstances participants were challenged on what they do with non-compostable items and thanked for choosing this environmentally friendly option. It is estimated that the national average of households that compost is around 3-4% so these results suggest the number in Gloucestershire may be higher at around 14-15%.

The third most common reason given was not having any food waste, which again was the same as our 2022 results. However, there was a significant decrease in the number of people who gave this as a reason, potentially suggesting that people understand food waste more and the range of items that can go in the bins, especially as the door knocking was run after other interventions had been shared across the year.

There was an increase in the number of people saying they had gotten out of the habit of recycling food waste compared to 2022 and there was a decrease in the number of people saying that they did not participate because of poor service from the bin crews.

### Locations selected

- Locations were selected in conjunction with the districts. Each district used their individual knowledge and data from collections to decide where to knock.
- Some districts chose to target areas with very low participation whilst others targeted areas with mid-level participation – as it may be easier to convert people to recycle where some of their neighbours are already doing it.

### Limitations of the project

- The data collected as part of the door knocking was not intended to be the main output, conversations with and visibility to residents was the primary output of the project. As such there will be some bias in the way questions were asked and the responses that each of the canvassers received.
- 4 GCC TSS canvassers and 3 permanent GCC staff members collected data. There will be bias in the inputting and collection of this data.
- Of the most popular reasons that were given, ‘didn’t have bins’, ‘composts’ and ‘don’t waste anything’ were the top 3. These are all broadly “positive reasons” for not participating in the service and there may be some bias in the responses. Many people see the creation of food waste as something undesirable and may not want to admit that they have food waste that they don’t recycle.

### Socials reach

#### Paid adverts:

There were 3 paid adverts across both Facebook and Instagram, each running for 1 week. They had a reach of 43,750, with 1,804 link clicks (most of which coming from the first ad).

Total for paid for advertising	
Amount of posts	3
Reach	43,750
Link clicks	1,804
Likes	119
Shares/retweets	53
Total Cost	£232.13
Cost per reach	£0.0053

Cost per link click	£0.1287
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**Gloucestershire County Council**  
Sponsored · 🌐

We're offering (free!) cookery classes as part of our 'Food Waste, It All Adds Up' campaign. 🥗

Learn how to cook delicious recipes with the most common wasted ingredients to reduce food waste and save money!



gloucestershirerecycles.com  
**Free cookery classes!**  
Join Wiggly for a cookery clas... [Sign up](#)

Impressions	53,703
Reach	22,159
Reactions	61
Comments	16
Saves	13
Shares	39
Link clicks	1,200
Clicks (all)	4,553
Cost per link click	£0.09

**Gloucestershire County Council**  
Sponsored · 🌐

Come along to a (free!) low waste cookery class! 🥗

You will learn how to improve your cookery skills and gain confidence in the kitchen when it comes to ingredients that are frequently wasted  
#GloucestershireRecycles



gloucestershirerecycles.com  
**Low waste cooking!**  
#GloucestershireRecycles [Learn more](#)

Impressions	8,351
Reach	4,994
Reactions	21
Comments	1
Saves	3
Shares	10
Link clicks	243
Clicks (all)	879
Cost per link click	£0.08

**Gloucestershire County Council**  
Sponsored · 🌐

Recycling your food waste powers people's homes! 🏠 Find out how reducing food waste saves you money, what happens to your food waste and why it's important to recycle your leftovers. 🌱



gloucestershirerecycles.com  
**Recycle your food waste** [Learn more](#)

Impressions	38,804
Reach	16,597
Reactions	37
Comments	3
Saves	3
Shares	4
Link clicks	361
Clicks (all)	1,223
Cost per link click	£0.29

## Social Media – Organic reach



- **Instagram reel** – <https://www.instagram.com/gloucestershirecc/reel/C30AlqYt-ub/> - Likes: 38, Comments: 4, Saves: 6, Views: 1,341, Total, Reach: 813, Accounts engaged: 40
- **Organic posts** – 54 posts in total across X, FB and Instagram. 364 clicks, reached 159,304 people. The most successful was the launch post on FB with 25 clicks and reached 2172 people.

### Website- Analytics (only available from July 2024)

- 1,365 views July – October 2024
- 938 active users
- 487 visits to most popular page which was 'order a food waste caddy'
- 262 visits to homepage 'reduce/food'
- 100 views to events pages
- Views during the campaign were highest on 25/07/24 at 135 views and second highest around the 05/08/24 at 45 views

### Advertising reach

- 283,000 circulation for the magazine adverts (37 scans of the QR code).

### Newsletters

- Food waste, it all adds up launch was sent on the 2<sup>nd</sup> February to 9,636 subscribers 50% Open Rate 5% Click Rate
- Top click <https://www.gloucestershirerecycles.com/reduce/food/recycling-your-food-waste/>
- Its pancake day tomorrow was sent on the 12<sup>th</sup> February to 9,681 subscribers 50% Open Rate 3% Click Rate
- Top click <https://www.toogoodtogo.com/en-gb>
- Don't miss out on free cookery classes was sent on the 14<sup>th</sup> February to 9,683 subscribers 50% Open Rate 1% Click Rate
- Top click <https://www.gloucestershirerecycles.com/reduce/food/low-waste-cooking-classes/>
- Its food waste action week was sent on the 22<sup>nd</sup> March to 9,851 subscribers 47% Open Rate 5% Click Rate
- Top click <https://www.gloucestershirerecycles.com/reduce/food/low-waste-cooking-classes/>
- April's food waste reduction tips was sent on the 19<sup>th</sup> April to 10,024 subscribers 49% Open Rate 5% Click Rate
- Top click <https://www.gloucestershirerecycles.com/reduce/food/low-waste-cooking-classes/>

- Ever wondered how your food waste is recycled? was sent on the 25<sup>th</sup> July to 10,218 subscribers 44% Open Rate 4% Click Rate
- Top click <https://www.youtube.com/watch?v=LIyrYGfKXU> (what happens to your food waste animation)
- How does our food waste get recycled was sent on the 1<sup>st</sup> August to 10,213 subscribers 46% Open Rate 4% Click Rate
- Top click [https://www.youtube.com/watch?v=X\\_BnWwkXeQM](https://www.youtube.com/watch?v=X_BnWwkXeQM) (Severn Trent Green Power food waste process video)

### **Press release and community briefings**

- The links below outline some of the reach from the press release and community briefings. The campaign was shared by a wide range of partners.
- <https://www.theforester.co.uk/environment/gloucestershire-launches-food-waste-it-all-adds-up-campaign-to-promote-waste-reduction-664807>
- <https://www.bbc.co.uk/sounds/play/p0hmjc6t?partner=uk.co.bbc&origin=share-mobile> the Wiggly feature was on at 10.43.
- <https://westdeanpc.org.uk/wp-content/uploads/2024/03/February-Report-to-Parishes.pdf>
- <https://www.hinton-pc.gov.uk/news/2024/02/pancakes-anyone>
- [https://www.facebook.com/CouncillorClaireBloomer/photos/cdc-are-working-with-our-sustainability-team-at-gloucestershire-county-council-a/882359070569488/?\\_rdr](https://www.facebook.com/CouncillorClaireBloomer/photos/cdc-are-working-with-our-sustainability-team-at-gloucestershire-county-council-a/882359070569488/?_rdr)
- <https://www.yourcircle.org.uk/Information/News>
- <https://www.leonardstanley-pc.gov.uk/uploads/county-cllr-report-feb-24-4.pdf?v=1707208571>

### **What were the results compared to the last food campaign in 2022?**

- Compared to 2022 food campaign
- £0.14 per link click compared to £0.15 for this campaign on Facebook adverts.
- More doors were knocked overall (11,000 compared to 8,000) but roughly the same number of conversations with residents were held. This is likely to reflect more people working from home in 2022 following the COVID-19 pandemic.
- In our previous campaign we had 5,900 newsletter subscribers, in 2024 we had 10,200 subscribers. Link clicks in newsletters totalled 485 last time and 5,291 this time.

### **What was the cost per engagement?**

- For print magazines it cost £0.0077 per printed advert (less than a penny)

- For the cookery classes run with the adult education team the total cost per attendee was £11.
- For the cookery classes run with the Wiggly charity team the total cost per attendee was £80.
- We had 1,804 advert click throughs from advertising at a cost of £0.13 per click.
- Reach on social media for paid ads was 43,750, with a cost of £0.0053 per reach.
- Per watch to date of the Severn Trent facility video cost (£1,800 / 900 views) £2 per watch but the cost will decrease as it is watched further.

### **Carbon savings of anaerobic digestion**

- National government data states that “Digesting one tonne of food waste rather than sending it to landfill will save between 0.5 and 1 tonne of CO<sub>2</sub> equivalent. “  
<https://www.gov.uk/government/news/anaerobic-digestion-realising-the-potential--2#:~:text=Digesting%20one%20tonne%20of%20food,1%20tonne%20of%20CO2%20equivalent.>
- According to the facility 569,811.37m<sup>3</sup> of biogas was produced in 2024. Estimates vary when comparing the carbon produced by biogas but they could represent between a 50 and 70% reduction in emissions according to recent research  
<https://pubs.rsc.org/en/content/articlelanding/2024/ee/d3ee02516k#:~:text=Our%20findings%20reveal%20that%20biogas,all%20hydrogen%20production%20routes%2C%20respectively.> Government conversion factors estimate there are 2.05kg of CO<sub>2</sub> e produced per M<sup>3</sup> of natural gas meaning that 569811 × 2.05 = 1,168,112.55 kg co<sub>2</sub>e or 1,169 tonnes. This means that between 584,000 to 817,000 kg of co<sub>2</sub>e or between 584 – 817 tonnes of CO<sub>2</sub> e are saved in equivalent gas consumption
- Additionally this waste was used to create soil enhancer for local farms, replacing artificial fertilizers which have a high carbon footprint. We are seeking data on the total amount of digestate produced. 2.6 tonnes of carbon dioxide equivalent is produced per tonne of nitrate fertilizer used.  
<https://www.carbonchain.com/blog/understand-your-synthetic-fertilizer-emissions#:~:text=Around%202.6%20tonnes%20of%20carbon,of%20potassium%2Dbased%20fertilizer%20production.>
- Further work will be undertaken to add in the waste vehicle emissions to estimate an overall saving.

### **Carbon savings of food waste reduction**

- WRAP estimates that food waste creates around 341kg of CO<sub>2</sub>e per household of 4. <https://www.wrap.ngo/resources/report/household-food-and-drink-waste-united-kingdom-2021-22>
- If everyone who attended courses reduced their household food waste by half this would create a saving of 17,220.5 kg of CO<sub>2</sub> or 17 tonnes.
- If the wider reduction messaging resonated with half the audience who either clicked on a Facebook link, visited our website or opened our newsletters during this period around 4,000 people could have made a small change, if they actioned one small food waste saving tip this could reduce their household carbon footprint by 10kg per year – altogether this would save 40,000kg of CO<sub>2</sub> or 40 tonnes of CO<sub>2</sub>e.

### **Suggestions for running the campaign again**

- The increase in the number of people saying they are recycling food waste from 63% to 83% aligns with national reports from WRAP that more households are aware of food waste and are taking action.  
<https://www.wrap.ngo/resources/report/food-waste-reduction-roadmap-progress-update-2023> these self reported high levels of participation could be backed up by composition analysis.
- Separating out low food waste messages from food waste recycling messages is a helpful way of measuring success.
- Incentivising participation in surveys would be useful for future work.

### **What we will build on...**

- Momentum should be kept up with food waste messages.
- Working with the districts the barriers to getting food caddies should be addressed – this remains the most common reason people don't participate in the service.
- Sending surveys out earlier and throughout the campaign to track how responses change during the campaign.