



FOOD WASTE COLLECTION SERVICE LAUNCH

North Warwickshire Borough Council's approach to introducing Food Waste and Household Batteries and Small Electrical Items Household Collection Service across the Borough.

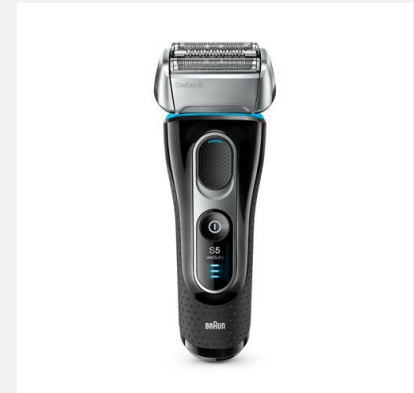
FOOD WASTE ROLLOUT

- 1) Trial before Main Roll Out
- 2) Extensive communications plan
- 3) Launch coincided with the extreme weather and the World Cup
- 4) Strong Member engagement and support



LAUNCH OF HOUSEHOLD BATTERIES AND SMALL ELECTRICAL ITEMS COLLECTION SERVICE

- Increased number of RCV fire incidents
- Opportunity to combine the launch with food waste rollout
- Trial provided valuable learning to improve the main rollout
- 4 slice toaster rule



STATS

Week One

Rolled out to 30,000 properties

Food waste tonnages = 35,640kg

Collected battery tonnages = 220kg

Small WEEE tonnages = 900kg

Vapes tonnages = 40kg

5 vehicles branded

15 additional staff employed

Direct engagement with people total: 405

Through :

- Events
- Door to door engagement
- Resident Enquiries



OUR COMMUNICATIONS JOURNEY

Constant review of website, adapting to sudden change efficiently (frequently asked questions and wording)



Monitoring comments and replying on Facebook.



Press releases have been created (about the service, truck designs)



Ongoing media content creation – visiting crews on collections

Visit of AD facility to create content for public to understand purpose of the new service



Regularly updating Communications plan to provide a clear structure of content to residents, focusing on the benefits and positives as much as we can.



North Warwickshire Borough Council

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We've seen that some residents have experienced maggots in their food waste caddies during the recent spell of hot weather.

While this can occasionally happen in warmer temperatures, there are some simple steps you can take to help prevent it. We've shared some practical tips to help keep your food waste caddy clean and reduce the likelihood of maggots.

Please don't let this put you off using the new food waste recycling service. Food waste recycling plays an important role in reducing waste and helping to produce renewable energy and nutrient-rich fertiliser for local farmers. By following a few simple steps, you can continue to use your caddy with confidence.

Take a look at our top tips 📌

How you can prevent maggots:

- Tie any food waste bags or liners tightly before placing them into your outdoor food waste caddy.
- Always keep the lid of your outdoor caddy fully closed and locked.
- Transfer your tied bags or loose food waste from your indoor caddy to your outdoor caddy as soon as it starts to get full, instead of leaving it to sit for too long indoors.
- Present your food waste caddy for collection every week, even if it isn't full.
- Give your outdoor caddy a quick rinse after it's been emptied to help keep it clean.

Read more: <https://www.northwarks.gov.uk/.../food-waste-collections/2> See less



VISUAL EXAMPLES OF WORK WE'VE DONE

- YouTube video for how to lock caddy
- 5 Vehicle designs drew by local children – wrapped on trucks
- Visits to schools – Engaging with younger audience
- Banners displayed across borough
- Social media videos with Councillor Hobley about food waste
- Letter sent to all residents in the borough
- Detailed Communications plan for our social media approach



Message	Schedule date	Image or Video?	Platform	Inspiration Link	Video / Image created?	Sent to Andy for approval	Approved?	Scheduled?	Not
Launch announcement video - "Food waste recycling collections start on 6 July."	27th May 2026	Video	All social media	https://www.facebook.com/share/v/1E8fPXmHd7/	Yes	Yes 28/05/26	Yes 28/05/26		Use caption that Rugby hav
Why are we introducing food waste post	09/06/2026	Static Post	All social media	N/A	Yes				Static i
Your food waste caddies are coming	8th June 2026	Video	All social media	https://www.facebook.com/share/v/1D4xRUFe/	WIP				
"2 weeks to go"	22nd June 2026	Image	All social media	See Food Captions SM Inspo tab and match date	Yes				
"1 week to go"	29th June 2026	Image	All social media	See Food Captions SM Inspo tab and match date	Yes	Yes	Yes	Yes	
Luke's step-by-step tutorial video - from potato to caddy	30/06/2026	Video	All social media	N/A	Yes	Yes	Yes	Yes	
Myth buster post - Egg	01/07/2026	Image	All social media	N/A	Yes	Yes	Yes 02/07		
Duplicate the attached video and use the tick graphic from Canva - "what you can put in your new food waste caddies"	02/07/2026	Image	All social media	https://www.facebook.com/share/v/1H6xQ7dqXb/	Yes	Yes	Yes	Yes	
Reminder - our new food waste collection service starts on Monday (link to website)	03/07/2026	Image	All social media	N/A	Yes	Yes	Yes	Yes	
Tutorial on how to use your caddy - with captions	03/07/2026	Video	YouTube	N/A	Yes	Yes	Yes	Yes	
Watch our tutorial on how to use your caddy	03/07/2026	Image	All social media	N/A	Yes	Video was approved so promoting video	Yes	Yes	
Did you know - Food Waste Collection vehicle	04/07/2026	Image	All social media	N/A	Yes	Yes	Yes 02/07	Yes	
Reminder - our new food waste collection service starts on Monday (link to website)	05/07/2026	Image	All social media	N/A	Yes	Yes	Yes	Yes	
Use the prerecorded Video of crews emptying caddies (including images)	7am - 06/07/2026	Video	All social media	N/A	Yes	Yes	Yes	Yes	
Thank you to everybody who has participated in putting out their food waste caddy	10/07/2026	Image	All social media	No inspo but Luke going out Monday 6th to take some pics	Yes	Yes	Yes (sent to MB)	No	
Jessica's food waste video explaining how the facility works	08/07/2026	Video	All social media	N/A	Adding voiceovers 13/7	No	No	No	
How to close and lock your food waste caddy	09/07/2026	Video	All social media	N/A	Yes	Yes	Yes 07/07	Yes	
Did you know - Eco	10/07/2026	Image	All social media	N/A	Yes	Yes	Yes 02/07	Yes	