

	Meeting (No)	<b>Environmental &amp; Sustainability Sub-committee</b>	
	Date	<b>31 January 2023</b>	
	Document	Ref No	
	<b>Sub-committee priorities</b>		<b>ES3/32</b>

At the meeting on 22 November, it was agreed to focus on two priorities for the remainder of the Council year.

Priority one: that Neston Town Council engages proactively with the next Food Waste Action Week (6-12 March 2023).

Priority two: that Neston Town Council devises and environment and sustainability award scheme to recognise environmental innovation, improvement and best practice of individual businesses.

It was agreed that Councillors would investigate both these priorities and report back to the next meeting.

#### Food Waste Action Week 2023: Additional Information

WRAP have announced the theme for 2023: 'Win. Don't Bin.' The aim is to demonstrate how valuable food is in our lives, how it unites people and how using up everything we buy saves money, time and the planet. The campaign aims to increase citizens' confidence in 'using up leftovers' by promoting a range of skills that can be easily adopted but potentially have the greatest impact on reducing food waste in the home.

Neston Town Council has registered as a partner and has access to the following resources which are embargoed until 6 March:

- 30 second hero film to mark the launch of Food Waste Action Week. WRAP ask partners to share, like, retweet or embed in comms.
- A variety of static images and suggested social media posts.
- Logo lock-up ready for use on comms.
- Win. Don't Bin. quiz with chance to win prizes.
- WRAP will be announcing a celebratory ambassador who will highlight the message. Partners can share and embed in comms.
- Social media influencers will create bespoke content to amplify the message throughout the week. Partners can share the content.

There is also some trailer copy that can be used prior to the week to create interest.

Audrey Duncan  
Governance & Operations Manager