

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 03 September 2018

Portfolio:	Streetscene
Subject:	Single Use Plastic Policy
Report of:	Head of Streetscene
Corporate Priorities:	Protect and Enhance the Environment

Purpose:
To agree the Council's Single Use Plastic Policy and Communications plan.

Executive summary:

A notice of motion was considered by Council on 23 February 2018 in relation to the Council's use of single use plastic (SUP). Council agreed to review Fareham Borough Council's use of SUP and develop a strategy to phase out their use within the Council's offices and buildings as quickly as it is reasonably practicable to do so.

An officer working group was formed and subsequently completed an audit of the main Council buildings. The Council has an extensive range of buildings in its ownership, but in respect of the policy, the scope was confined to buildings where the majority of the Council's workforce is located and the high profile public buildings.

The information gathered in the audit has been used to prepare a series of policy statements which are set out in this report. These policy statements have been developed with the aim of phasing out SUP in Council buildings by 2020.

The proposed name for the policy is 'Give Plastic the Push'. A communications plan has been developed to help educate residents, businesses, Council staff and elected members about ways to help reduce the use of SUP. The implementation of the plan will be supported by a SUP Coordinator who will attend community events, visit businesses and schools to promote the policy and advise on ways to reduce SUP use.

There will be a range of 'Give Plastic the Push' promotional material including signs on the side of the Council's refuse and recycling vehicles, a promotional banner for events, and branded reusable coffee mugs and reusable drinking water bottles. Posters and leaflets will be available for distribution at key strategic sites around the Borough and the key messages for residents will be included in the bin collection Christmas calendar.

The policy statements and communications plan have been presented to the Streetscene Policy Development and Review Panel and were fully supported by the members of the panel.

Recommendation/Recommended Option:

It is recommended that the Executive approves:

- (a) the Council's single use plastic policy 'the Push' as set out in paragraph 20 of the report, and
- (b) the Communications Plan to promote the policy.

Reason:

To address the actions arising from the Notice of Motion submitted to Council on 23 February 2018 in relation to the Council's use of single use plastic (SUP).

Cost of proposals:

The cost of the communications plan to promote single use plastic policy is £10,000 which can be met from existing revenue budgets.

Appendices:

- A:** Give Plastic the Push Branding
- B:** Communications Material for Residents & Businesses
- C:** Communications Plan Costs

Background papers:

Streetscene Policy Development & Review Panel - 7 June 2018 – Single Use Plastic Scoping Report

Streetscene Policy Development & Review Panel – 12 July 2018 – Single Use Plastic Communications Plan

Reference papers: None

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BOROUGH COUNCIL

Executive Briefing Paper

Date:	03 September 2018
Subject:	Single Use Plastic Policy
Briefing by:	Head of Streetscene
Portfolio:	Streetscene

INTRODUCTION

1. A motion was submitted by Councillor Martin to Council on 23 February 2018 in relation to the Council's use of single use plastic (SUP). The motion, as agreed, was that the Council will review its use of "single use plastic" and develop a strategy to phase out their use within the Council's offices and buildings as quickly as it is reasonably practicable to do so.
2. The Council requested that the Streetscene Policy Development and Review Panel leads a review and researches the following additional actions:
 - i. Commence a programme to end all sales of SUP bottles in Council buildings and the use of plastic drinking straws by the end of 2018;
 - ii. Plan the replacement of drinks machines that meet the Council's strategy as they come to the end of their current contracts, providing water stations for staff as required;
 - iii. Develop an education programme within the borough to encourage businesses, restaurants and bars to phase-out SUP glasses, bottles, cutlery and straws and encourage reusable or deposit scheme cups;
 - iv. Develop an education policy to encourage, promote and assist employees and councillors to move towards finding alternatives to "single use plastic";
 - v. Roll out this Education programme to the residents of Fareham;
 - vi. Develop an Officers working group to develop the strategy and provide regular reports on progress to the Streetscene Panel.

BACKGROUND

3. Single-use plastic, or disposable plastics, are used only once before they are thrown away or recycled. These items are things like plastic bags, straws, coffee stirrers, fizzy drinks and water bottles and most plastic food packaging.

4. Approximately 300 million tons of plastic is produced each year and half of it is disposable. World-wide only 10% of plastic items are recycled. The nature of petroleum based disposable plastic makes it difficult to recycle and new virgin materials and chemicals must be added to it to do so. Additionally, there are a limited number of items that can be made from recycled plastic.

SUP PROJECT TEAM

5. A group of officers were invited to join the project team to research the different actions and help shape the Council's single use plastic policy. This group is made up of representatives from Leisure & Community, Streetscene, Estates, Communications, Civic Offices and Finance. These officers were invited to join the group as they have knowledge of where and how SUP is currently being used in Council buildings.

SINGLE USE PLASTIC – KEY AREAS

6. The initial work of the project team was to understand where SUP is currently being used in Council buildings. The Council has an extensive range of buildings in its ownership, but in respect of the policy, the scope was confined to buildings where the majority of the Council's workforce is located and the high profile public buildings. This included the following:
 - i. Civic Offices
 - ii. Broadcut Depot
 - iii. Ferneham Hall
 - iv. Fareham & Holly Hill Leisure Centre (Managed by Everyone Active)
 - v. Westbury Manor Museum (Managed by Hampshire Cultural Trust)
7. The following provides a short summary of the findings from the investigation into current SUP use in the Council buildings included in the scope. As well as identifying current SUP use, there are also proposals for alternative arrangements to phase out or mitigate SUP use.
8. **Civic Offices** has limited SUP use with the main issue identified being the hot drink vending machines in the meeting rooms which dispense plastic cups. Wooden stirrers are available and the catering in the Mayor's parlour utilises steel knives and forks and ceramic cups and plates. Chilled drinking water points for staff are available in all the kitchenettes on each floor of the building. There is some use of bottled water for large civic events but these bottles are collected and recycled as part of the recycling collection arrangements for the building. There is some use of plastic containers and packaging for the sandwich delivery service and there will be further discussions about alternative packaging going forward.
9. **Westbury Manor Museum** is managed by Hampshire Cultural Trust who have a strong ethos of using reusable and recyclable products. The Trust is committed to reducing waste and increasing recycling. Although Hampshire Cultural Trust does not have a policy on SUP, Westbury Manor Museum is keen to work with the Council on a SUP policy. The café does not supply straws with drinks made on the premises, and all adult drinks are sold in glass bottles, washable cups and glasses. The take-away coffee cups are SUP, though the sales of this product are very low. However, the childrens' drinks that the shop stocks (Innocent, Fruit Shoot) contain plastic straws or are sold in plastic bottles.

10. **Fareham and Holly Hill Leisure Centre** are managed under contract by Everyone Active who have environmental policies and recycling arrangements in place but not a specific SUP policy. Fareham Leisure Centre has a café that currently uses plastic straws, stirrers and cutlery. However, Everyone Active has already made the commitment to stop using SUP straws and stirrers and is limiting plastic cutlery to customers who request them when taking food off site. They are looking at ways to eliminate plastic cutlery and introducing reusable cups for takeaway teas and coffee. There are several vending machines at both centres that dispense drinks in plastic bottles but all these are recyclable. Both leisure centres have robust arrangements in place for recycling including bins for segregated recycling, so all plastic bottles collected on site are sent for recycling.
11. **Ferneham Hall** bar & café have been using a range of SUP including straws, stirrers and disposable cups for consumption of drinks in the auditorium. However, they are going to stop using SUP straws and stirrers and are investigating alternatives to SUP glasses such as hard plastic reusable alternatives. They have hot drink vending machines that dispense plastic cups and vending machines that dispense plastic bottles. There are no recycling facilities in place although these are currently being considered.
12. **Broadcut Depot** has limited SUP use except for the vending machines in the staff rest area. Chilled mains fed drinking water is available in the staff kitchen and has also been installed in the rest area. This will mean a significant reduction in the consumption of plastic cups used to vend chilled drinking water from the vending machine.
13. **Hot Drinks Vending Machines** in the Civic Offices, Broadcut Depot and Ferneham Hall use SUP cups which are not recycled. The vending supplier is currently looking at alternative recycled material for the cups but has given no indication when this might be available. The current contract expires in 2020 and the cost of an early termination of the contract is £6,000. There agreement from the different service areas that a vending operation that uses non-SUP cups will be procured when the current contract expires.
14. **Plastic Bottle Vending** is not available at the Civic Offices or Broadcut Depot. Drinks in plastic bottles are sold and dispensed via vending machines in the Leisure Centres, Westbury Manor Museum and Ferneham Hall. All the bottles in question can be recycled and there are appropriate collection arrangements in place at each of the properties. The only exception being Ferneham Hall which is currently considering introducing recycling collection arrangements.
15. **Catering Concessions** are in place at several locations across the Borough. There are four summer ice cream concessions and two winter hot food concessions which have licenses that are renewed every three years and are due to be re-tendered in 2019. The proposal is to include a clause in the licence that requires the licensee to be SUP free in line with the Council's SUP policy. There is a lease for the catering concession at Monks Hill, known as the Shack, which expires in 2021. The proposal is to include a clause in the lease that requires the licensee to be SUP free in line with the Council's SUP policy. The Daedalus café has a new licence for 12 months and the licensee has already made a commitment to be SUP free going forward.
16. **Other Areas** have been identified by the project team at several Council owned buildings that are managed via long term lease arrangements. These are either leased by commercial companies or not for profit organisations, such as community

associations. These have not been included in the scope of the detailed investigation as they are governed by long term lease arrangements but there is an opportunity to encourage the leaseholders to sign up to the Council's SUP policy. Longer term, when the lease is renewed, the proposal is to include a clause relating to the Council's SUP policy in the new lease agreement where appropriate.

SINGLE USE PLASTIC POLICY

17. The investigations into current SUP use have been undertaken in accordance with the actions defined in the notice of motion. These investigations have highlighted where SUP is being used in Council buildings and in some other areas where the Council has arrangements in place with external organisations.
18. Based on these findings, actions were developed which form the draft Fareham Borough Council policy statement on the use of SUP. The aim being that implementing this policy will set out the principle actions to phase out SUP in Council buildings.
19. These actions were debated by the Streetscene Policy Development & Review Panel when the findings of the investigation into the use of SUP in Council buildings were presented to the Panel meeting on 7 June 2018. There was unanimous endorsement of the actions from the members of the panel.
20. The following sets out the principle actions that will form the basis of the Council's Single Use Plastic Policy:
 - i. Stop using plastic straws and stirrers in Council buildings by the end of 2018;
 - ii. Implement non-SUP cups in the hot drink vending machines in the Civic Offices, Broadcut Depot and Ferneham Hall, if an alternative becomes available or install machines with non-SUP cups when the contract expires in 2020;
 - iii. No sale of drinks from SUP bottles in the Civic Offices and Broadcut Depot and seek suitable alternative arrangements at Fareham and Holly Hill Leisure Centres, Westbury Manor Museum and Ferneham Hall to phase out the sale of drinks from SUP bottles by 2020;
 - iv. Implement recycling bins with appropriate arrangements for collection and recycling at Council buildings where recyclable plastic bottles are sold or used, by the end of 2018;
 - v. Ensure all staff who work in the Civic Offices, Broadcut Depot and Ferneham Hall have access to appropriate mains fed drinking water facilities by the end of 2018;
 - vi. Where appropriate, leases and licences for catering concessions, commercial properties and community centres, will include a clause requiring the organisation to reduce the use of SUP in line with the Council's policy. These arrangements will be introduced when the lease/licence is renewed, where appropriate;
 - vii. Reduce the use of goods that contain excessive plastic packaging and containers and include the reduction of SUP packaging as a criterion in the procurement of goods and services going forward, where appropriate;
 - viii. Make it easier for residents to recycle by seeking ways in which a wider

range of plastics and other dry recyclable materials can go in the blue top bins.

SINGLE USE PLASTIC POLICY COMMUNICATIONS PLAN

21. The notice of motion made specific reference to the requirement to promote the SUP message to the key groups, elected members and employees of the Council, residents and business in the Borough of Fareham.
22. To help promote the Council's SUP policy, the officer working group developed a strap line for the policy 'Give Plastic the Push'. This is supported with a campaign logo incorporating the 'Give Plastic the Push' strap line which can be seen in Appendix A.
23. A SUP page on the Council's internal intranet pages commenced in June 2018 and was a key feature in the Chief Executive Officers e-bulletin. This provided Council employees with updates on progress with the development of the SUP policy and hints and tips on how to reduce the use of SUP. Plans are in place to publish similar information in the Members Newsletter and to provide information about the work of external organisations.
24. A series of five key messages aimed at reducing SUP have been developed to target residents and businesses. These have been reproduced in graphic form, incorporating the 'Give Plastic the Push' logo and branding. Examples of these can be seen in Appendix B but a summary of the messages is as follows:

Residents

- Say no to disposable straws and cutlery;
- Carry a reusable water bottle;
- Bring your own cup;
- Bring your own shopping bag;
- Skip the plastic produce bags.

Businesses

- Offer to fill reusable water bottles for free;
- No more single-serving plastic sachets;
- Stop serving drinks with plastic straws;
- Provide reusable cutlery and crockery;
- Cut down on plastic packaging.

25. To effectively promote the SUP policy to residents and businesses alike, the proposal is to employ a SUP coordinator for three days a week for a period of six months. The role of the coordinator will be to attend community events and to visit businesses and schools to promote the policy and advise on ways to reduce SUP use.
26. There will be a range of 'Give Plastic the Push' promotional material including signs on

the side of the Council's refuse and recycling vehicles, promotional banners for events, branded reusable coffee mugs and reusable drinking water bottles. Posters and leaflets will be available for distribution at key strategic sites around the Borough and the key messages for residents will be included in the bin collection Christmas calendar.

27. The proposed Communications Plan for the Single Use Plastic Policy was presented to the Streetscene Policy Development & Review Panel on 12 July. The members of the panel fully endorsed the plan.

28. The cost of the Communications Plan is £10,000. A detailed breakdown can be seen in Appendix C.

RISK ASSESSMENT

29. There are no significant risk considerations in relation to this report

CONCLUSION

30. The investigations carried out by the project team have identified where there is currently SUP use in the main Council buildings. In many cases there are alternative arrangements that can be implemented and there is already a strong commitment to reduce SUP from Council staff and the organisations that manage the public buildings. Therefore, the Council is in a good position to respond positively to the actions identified in the notice of motion.

31. A series of policy statements and a communications plan to promote these have been developed by the SUP team. These proposals have been presented to the Streetscene Policy Development and Review Panel and fully endorsed by the members of the panel.

32. There will be ongoing monitoring of the progress made with the implementation of the SUP policy which will be reported to the Streetscene Policy & Development Review Panel.

Enquiries:

For further information on this report please contact Mark Bowler. (Ext 4420)

Appendix A – Give Plastic the Push Branding



GIVE PLASTIC THE PUSH IDENTITY #1

Appendix B – Communications Material for Residents



www.fareham.gov.uk/gtp

5 TIPS

1  Say no to disposable straws and cutlery

2  Carry a reusable water bottle

3  Bring your own cup

4  Bring your own shopping bag

5  Skip the plastic produce bags

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www.fareham.gov.uk/gtp

5 TIPS FOR YOUR BUSINESS

1  Offer to fill reusable water bottles for free

2  No more single-serving plastic sachets

3  Stop serving drinks with plastic straws

4  Provide re-usable cutlery and crockery

5  Cut down on your plastic packaging

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Appendix C – Communication Plan Costs

Item	Amount
SUP Coordinator – 3 days a week for 6 months.	£7,200
120 SUP logo branded reusable coffee mugs and Water Bottles	£600
Graphic design work for logos posters and leaflets	£500
Printing Costs	£1,000
Pop -up promotional banner	£300
Refuse & Recycling Vehicles banner	£400
Total	£10,000