



# East Cambridgeshire Environment Strategy 2018





## **ENVIRONMENT STRATEGY**

Section	Title	Page
1	Forward	2
2	Litter/Street Cleansing and Enforcement	4
3	Waste Minimisation	20
4	Purge on plastics- Delivering the Council's Commitment	39

## **Purpose of this Strategy**

East Cambridgeshire is one of five districts within Cambridgeshire. It covers approximately 65,000 hectares of the eastern part of the County, south of Fenland and northeast of South Cambridgeshire districts. East Cambridgeshire shares boundaries with Norfolk County in the northeast and Suffolk County in the southeast. Its main urban centres are the market towns of Ely, Littleport and Soham. Ely is the largest of these, acting as a retail, service and administrative centre.<sup>1</sup>

East Cambridgeshire is a place rich in history and environmental assets. Historically, Ely and the surrounding villages are especially prominent. The name Ely means 'the island of the eels' and is so called because, until the 17th century when the Fens were drained, it was an island surrounded by water and marshes. Ely is famous for its magnificent medieval cathedral. Overall, there are more than 900 Listed Buildings (buildings designated as being of special architectural or historic interest) in the District (Source: English Heritage).

Geographically, East Cambridgeshire is part fen and part upland. Its western limits are defined by waterways: the Bedford levels, the River Ouse and the River Cam. The northern area, centred on Ely and also containing the smaller towns of Littleport and Soham, is a continuation of the peat fens north of the Bedford levels. The fen edge runs north and east from Lode, passing north of Newmarket. It provides the countryside with many of its more interesting rural features. Wildfowl and flora are among East Cambridgeshire's internationally important environmental assets. Sites of special scientific interest (SSSI) include the Devils Dyke (Ditch), Wicken Fen, and the Hundred Foot Washes (on the boundary with Fenland and Norfolk).

East Cambridgeshire is well connected via transport routes, with the A10 running north-to-south, and the A142 providing access to London and other parts of the country via the A14, A10 and M11. The District is well served by railway, with Ely acting as the main junction linking with Cambridge, King's Lynn, Peterborough and Norwich. East Cambridgeshire also has good access to Stansted Airport.

Economically, East Cambridgeshire is closely linked with Fenland and Cambridge, particularly the latter. Economic changes in the sub-region stimulated by the expansion of Cambridge have had a profound effect. Once an agricultural focused area, East Cambridgeshire is now a favoured business location in its own right. Ely is at the heart of local economic growth, providing both an affordable and accessible place for business, and a skilled workforce.

The Council wants to work in partnership to make sure East Cambridgeshire is a great place to live in, with clean water and air, beautiful countryside to enjoy and urban areas that are prosperous, vibrant and welcoming. The council wants an environment that is good for our wellbeing and good for our economy.

The overarching Environment Strategy sets out what the Council is doing to ensure it provides opportunities for residents, businesses and visitors to contribute to improving our environment and reducing the amount of waste we produce across the District.

This strategy lays down how the Council will convert its aims and objectives into action we will report back on progress against

- A litter free environment
- Waste minimisation
- Reducing the use of single use plastics
- Enforcement relating to fly-tipping, dog fouling and littering

It is recognised that education and enforcement are needed to achieve our aims and objectives therefore communication is a key feature to its successful implementation.

## **EAST CAMBRIDGESHIRE LITTER AND STREET CLEANSING SERVICES**

The Litter Strategy for England was published in April 2017. The strategy sets clear ambitions:

*To be the first generation to leave the natural environment of England in a better state than it found it. We are clear that we must act now to clean up the country and change our culture so that it is no longer acceptable to drop litter...*

*Our Strategy is to apply best practice in education, enforcement and infrastructure, to deliver a substantial reduction in litter and littering behaviour.*

The national strategy sets out what will be done between now and 2020 and is summarised below.

### *1. Sending a clear message*

*We will:*

- *Work with others to run a national anti-litter campaign*
- *Help people to clear up litter in their local areas*
- *Encourage young people to care about their local area*
- *Make sure that schools have what they need to teach about litter*
- *Encourage businesses to work with others to deal with local litter problems*
- *Ask businesses to think about designing their products and packaging in ways which will reduce litter*
- *Look for new ways to encourage more recycling and reducing litter*

### *2. Cleaning up the country*

*We will:*

- *Work to reduce litter on the country's major roads*
- *Make it as easy as possible for people to get rid of their rubbish properly*
- *Work with organisations to make sure they have the right facilities to get rid of litter*
- *Help councils in deciding where bins should be placed, what types to use and how many are needed*
- *Make sure the code of practice for litter and refuse is clear and up to date*
- *Support and encourage people sharing their experience of what works to reduce littering*

### 3. Improving enforcement

*We will:*

- *Ask people if we should increase the fines for dropping litter (and for similar crimes like graffiti and putting up posters illegally)*
- *Give local councils powers to fine vehicle owners if litter is thrown from it*
- *Provide guidance to local authorities on using these powers appropriately*

### **The National Picture**

The facts concerning litter speak for themselves:

- Street cleaning cost local government £778m in 2015/16. A significant portion of this will have been avoidable litter clear-up and the money could have been better spent on vital public services
- The National Crime Survey has found that 28-30% of people perceive “litter and rubbish lying around” to be a problem in their area
- 81% of people are angry and frustrated by the amount of litter lying all over the country
- In the 2016 Great British Beach Clean 802 litter items were collected per 100 metres of beach in England
- Last year the RSPCA received over 5,000 phone calls about litter-related incidents affecting animals

### **East Cambridgeshire**

It is recognised that tackling these issues can only be done in partnership, involving central and local government, volunteers, campaigners and businesses. We want East Cambridgeshire to be a great place to live in, with clean water and air, beautiful countryside to enjoy and urban areas that are prosperous, vibrant and welcoming. A littered environment is bad for our well-being and bad for the economy.

This plan sets out how the Council intends to deliver a cleaner, more environmentally friendly environment for us all to enjoy through:

- Education
- The provision of infrastructure

The Council wants to make it easy for people to get rid of their litter by providing the right infrastructure in the right place, such as litter and dog waste bins, and ensuring that they are emptied at regular intervals. We will be developing and implementing a communication/education plan to inform residents, businesses and visitors of the law relating to littering and fly tipping, including associated fines if caught.

East Cambridgeshire Street Scene has recently taken over the delivery of waste collection and street cleansing services for East Cambridgeshire DC. The transfer of services from Veolia provides greater control on driving improvement of the services and a more coordinated approach with the Environmental Services Department.

## **What are East Cambridgeshire DC already doing**

### **1. Fly tipping**

The Council has set clear goals for dealing with Environmental Crime. Within the Service Delivery plan for Environmental Services performance targets have been set, which relate specifically to Environmental Crime and fly tipping:

1. Undertake a targeted environmental crime promotional/educational campaign aimed at reducing the incidence of fly tipping, littering and dog fouling by December 2018 (this is planned for May/June)
2. Issue 100% of fixed penalty notices in cases where the evidence is sufficient to do so.

The Council recognises the importance keeping the district as clean as possible. A littered environment is bad for our wellbeing, and bad for the economy. This is reflected in the corporate priorities:

- We aim to have fly tips on public land removed within 2 full working days from it being reported.

The responsibility for the removal of fly tipping lies with East Cambridgeshire Street scene (ECSS). The Memorandum of understanding between ECSS and the Council sets out expected performance response times depending on the nature of the material that has been fly tipped:

- Fly tips of up to 3m<sup>3</sup> found by ECSS during Scheduled Cleansing shall be removed by ECSS to an approved Disposal Site, ensuring that items of Waste Electrical and Electronic Equipment (WEEE) are separated from other Waste collected.
- ECSS will remove all hazardous Fly Tips from streets and other locations throughout the District within 1 full working day of being notified of such an incident of fly tipping. Asbestos removal is undertaken by Fenland DC on behalf of the Council.
- ECSS will remove all non-hazardous Fly Tips from streets and other locations throughout the District within 2 full working days of being notified of such an incident of fly tipping.

The impact of the transfer of responsibilities to ECSS was demonstrated within the first weeks of the transfer. A backlog of fly tipping incidents that had been reported to the Council were cleared. The clear up cost over £3000 with 50 tonnes of fly tipped material being removed and disposed of. Where evidence is found, for example names and addresses, the Council's Enforcement Officers will investigate and take the most appropriate action.

Procedures have been put in place to improve response and clean up times for fly tipping on Public land. Flow diagrams can be found below showing how the Council will deal with reports of fly tipping on both public and private land.

Note – it is the landowner's responsibility to protect and clear their land from fly tipping. As part of future plans, ECSS will be providing clearance services for private land owners.

Below is a picture of Fountain Lane Car Park Soham before and after the clear up



Cock Pen Road Fordham

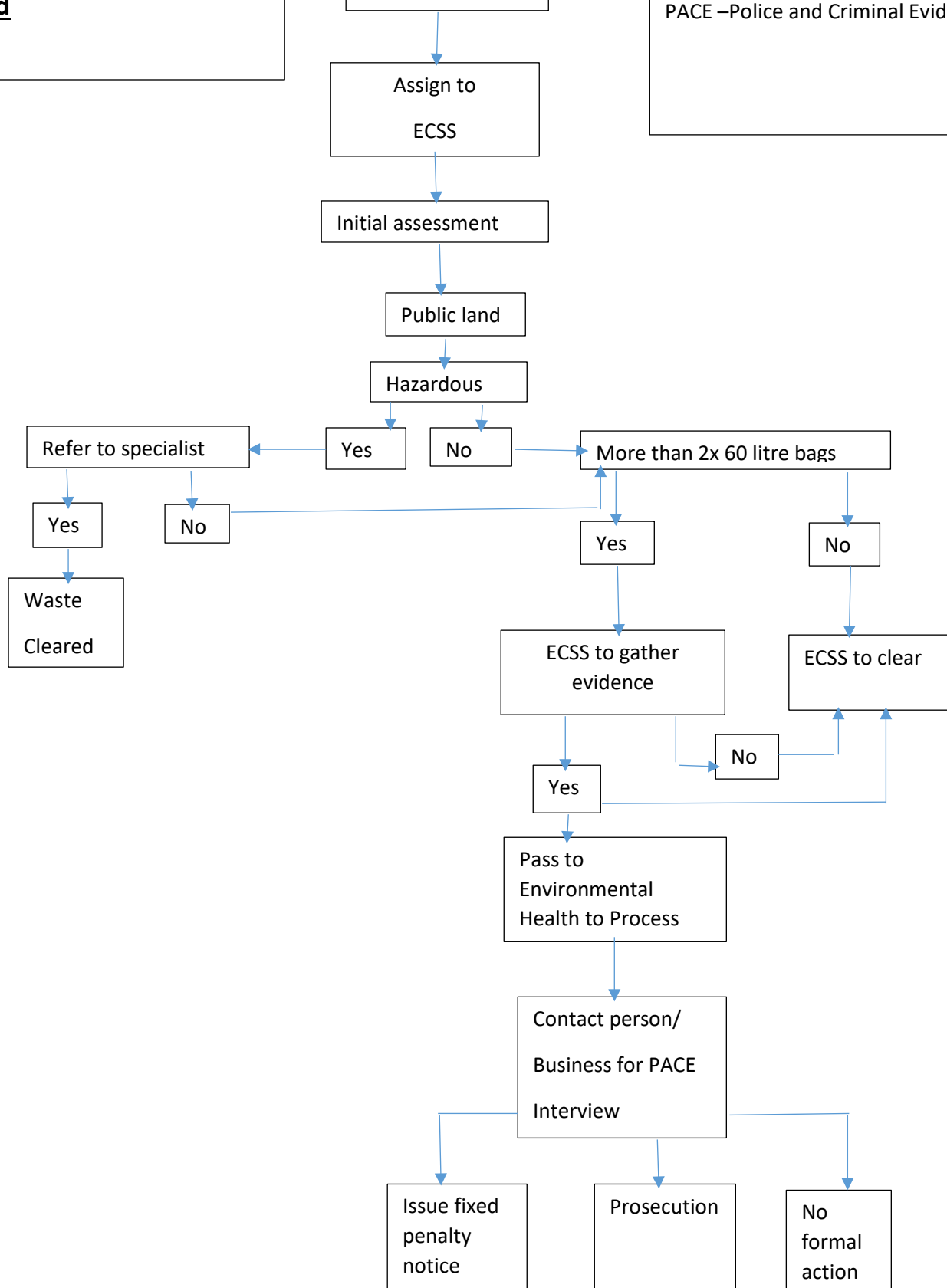




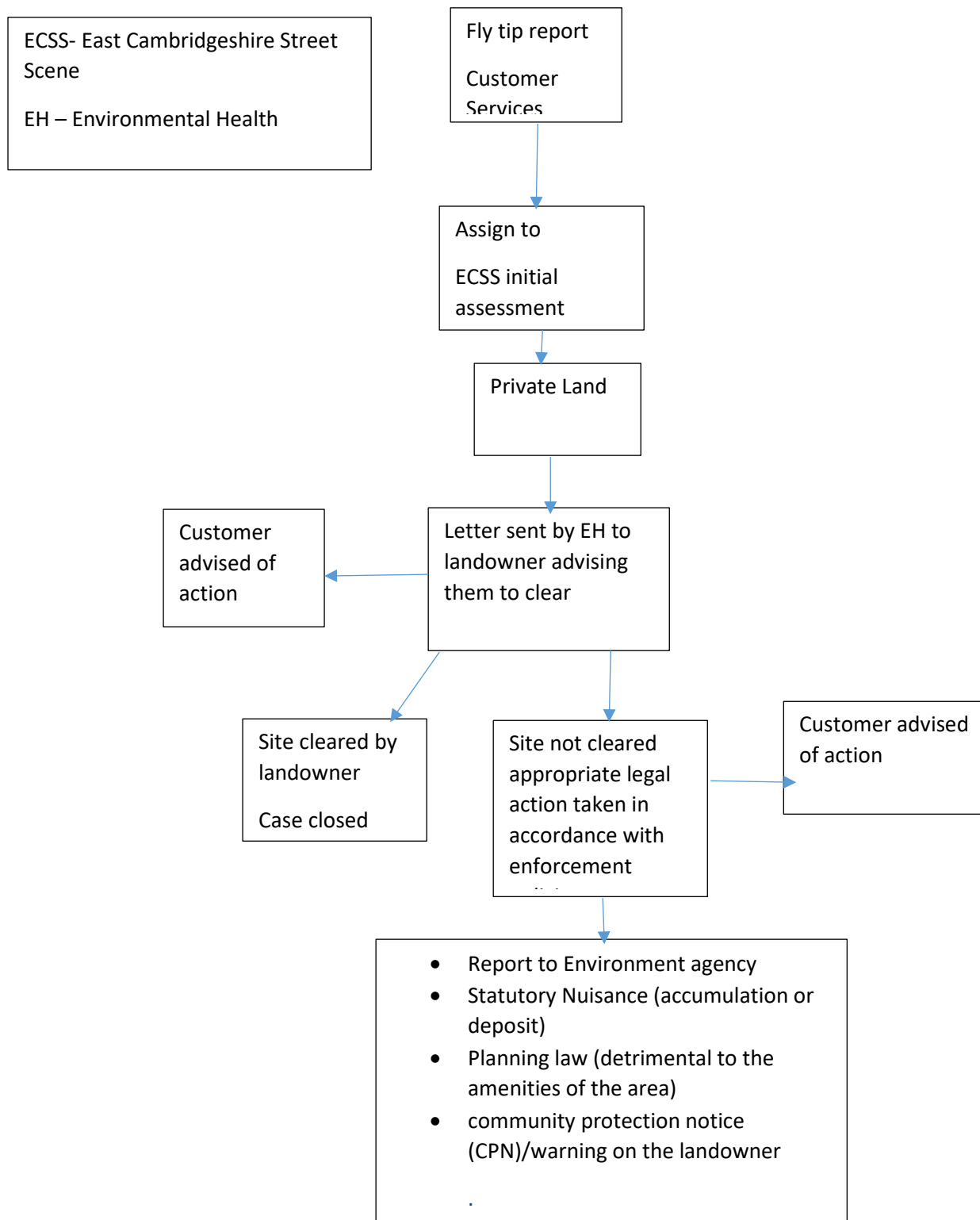
## Fly –tip Flow Chart Public Land

New fly-tip report  
Customer Services

ECSS –East Cambridgeshire street scene  
PACE –Police and Criminal Evidence



## Fly tip flow chart Private land



The Council offer a bulky waste collection service, at a cost, to all residential households. When used it guarantees that the waste collected will be disposed of in an appropriate manner, <http://www.eastcambs.gov.uk/waste/bulky-household-items>. The County Council also provide Household waste recycling Centres in Cambridgeshire where residents can dispose of all of household waste, this link provides opening times, location and a list of waste accepted <https://www.cambridgeshire.gov.uk/residents/waste-and-recycling/household-recycling-centres/>

## **2. Street Cleansing, Litter Bin and Dog waste Bin Emptying**

The Council will be implementing a structured framework for street cleansing services, this will include the emptying of both litter and dog waste bins. A memorandum of agreement between East Cambridgeshire DC and ECSS for the provision of the street cleansing operational service includes a full service specification for street cleansing that is consistent with the requirements of the Environmental Protection Act (EPA). This service specification includes the classification of all the land the Council is responsible for cleansing into the following cleansing zones:

- On all **Zone 1** sites, the complete site including grass areas, hedges, base of hedges, shrub beds, rose beds, hard areas, and paths etc., shall be cleansed of all litter and debris including that trapped or hanging within the foliage, together with items resting on the bed surface shall be cleansed by 10.00am daily. This includes the emptying of litter and dog bins.
- On all **Zone 2** sites, the complete site including grass areas, hedges, base of hedge, shrub beds, rose beds, hard areas, and paths etc., shall be cleansed of all litter and debris including that trapped or hanging within the foliage, together with items resting on the bed surface shall be cleansed by 10.00am three times a week on Monday, Wednesday, and Friday. This includes the emptying of all litter and dog bins.
- On all **Zone 3** sites, the complete site including grass areas, hedges, base of hedge, shrub beds, rose beds, hard areas, and paths etc., shall be cleansed of all litter and debris including that trapped or hanging within the foliage, together with items resting on the bed surface shall be cleansed once a week on an approved day. This includes the emptying of all litter and dog bins.
- On all **Zone 4** sites, the complete site including grass areas, hedges, base of hedge, shrub beds, rose beds, hard areas, and paths etc., shall be cleansed of all litter and debris including that trapped or hanging within the foliage, together with items resting on the bed surface shall be cleansed once every 6 weeks on an approved day. **However, the emptying of all litter and dog bins will be done weekly.**

### **Bin Emptying**

It is essential that litter and dog waste bins are emptied as frequently as necessary to avoid/reduce littering issues within the district.



Litter bin emptying in Zones 1, 2 and 3 will be emptied as part of scheduled cleansing activities for each of the zones by dedicated street cleansing staff. These staff will now also begin to examine side waste left by litter bins and report any incidents of trade waste being left to Environmental Health for potential enforcement action. For litter bin emptying in Zone 4 locations the weekly emptying of bins will continue to be by the weekly domestic refuse crews because this is most cost effective means to empty the bins weekly. All litter bins will be emptied weekly as a minimum with higher frequencies of emptying in Zones 1 to 3 to reflect the heavier use of the bins.

A resource from the dedicated street cleansing resource will be deployed two days each week to empty the dog bins across the district.

### **Dog Fouling Cleansing**

East Cambridgeshire Street Scene shall ensure that dog fouling, is removed at every street cleanse or when requested within 24 hours response time when requested as a service request by a resident.

[Link to street cleansing and litter bin emptying zone plan on web-site](#)

### **Baseline figures**

It is important to be able to measure and monitor performance. Below are figures of the number of incidents we have had reported to us through the Council's contact centre during 2016/17 and 2017/18. It is hoped by the implementation of this delivery plan that there will be a marked improvement with the number of reports reducing.

#### **Local Statistics 2016/17**

	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Total 16/17
Dog Fouling Report	12	5	4	3	2	14	19	25	21	37	22	18	182
Fly Tip Report	38	33	31	32	73	65	40	55	26	65	34	71	563
Full Bin Report	23	15	30	65	67	9	28	23	25	25	30	32	372
Litter Report	4	4	3	6	10	4	2	5	4	7	4	5	58
	77	57	68	106	152	92	89	108	76	134	90	126	1175

2017/18

	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Total 17/18
Dog Fouling Report	9	2	7	6	3	4	10	9	3	15	20	9	97
Fly Tip Report	60	34	34	34	45	41	63	55	26	59	51	90	592
Full Bin Report	62	46	56	47	37	66	31	73	29	51	88	109	695
Litter Report	0	11	7	3	2	3	3	3	1	7	8	18	66
	131	93	104	90	87	114	107	140	59	132	167	226	1450

Performance targets set for ECSS

Street Cleansing - Key Performance Indicators	2018/19	2019/20	2020/21	2021/22	2022/23
Street cleansing works to standard.	70%	74%	80%	85%	90%
NI195 results for street cleansing, (graded A-B).	80%	85%	90%	92%	94%
Street cleansing service requests resolved in 5 working days, (excludes service requests for trunk routes)	80%	82%	86%	88%	90%
Removal of offensive graffiti within 1 full working day of being reported.	95%	96%	97%	98%	98%
Removal of non-offensive graffiti within 2 full working days of being reported.	90%	92%	93%	94%	95%
Removal of hazardous fly-tipping within the timeframe agreed with Environmental Health.	95%	96%	97%	98%	98%
Removal of non-hazardous fly-tipping within 2 full working days of being reported for clearance.	85%	86%	87%	90%	92%
Residents satisfied with street cleansing services.	60%	64%	68%	72%	75

## **ENVIRONMENTAL CRIME ENFORCEMENT**

### **National Picture**

Littering and associated environmental offences such as dog fouling blight our communities and impose avoidable cost on the public purse, drawing away from other priority areas. Education and awareness measures will help to embed a culture which views littering as an undesirable act which creates an avoidable problem. In order to change behaviour

effectively we also need to back up this social message with appropriate and proportionate enforcement.

As a result of The Litter Strategy for England 2017 there have been a number of changes, which will help towards improved enforcement:

- Increased fines for fixed penalties for littering (and related offences)
- Regulate to allow English councils to fine the keepers of a vehicle from which litter is thrown
- Support councils in using new powers to issue fixed penalties for small-scale fly-tipping offences
- Promote the use of Community Protection Notices to deal with businesses or individuals whose behaviour is having a detrimental effect on the quality of life of those in a locality

It is essential that residents, businesses and visitors to East Cambridgeshire are made aware of the enforcement powers available to the Council for littering. The Council needs to adopt and implement a proportionate and responsible approach to enforcement against littering and other related environmental offences, so that it operates as an effective deterrent and retains support of the wider public. Enforcement should be used in conjunction with education.

## **Local Picture**

Through the Council's Environmental Enforcement Policy the Council has adopted best practice based on Government guidance and will take a balanced approach of education, encouragement and enforcement to help achieve our aims (Appendix1)

- Improved quality of the natural and built environment;
- A more pleasant place to live, visit and work;
- Reduce fear of crime;
- Greater awareness of Local Environmental Quality issues across the district;
- Improved understanding by residents and businesses of their responsibilities in relation to the waste that they produce, and the offences that they might commit.
- How East Cambridgeshire District Council will deal with individuals if they offend, and;
- The establishment of well-considered and appropriate policies and practices to achieve the above objectives.

The table below shows the offences covered under the Environmental Enforcement Policy and the fixed penalty charge that will be made if sufficient evidence is gathered to issue one.



Offence	Fixed penalty charge
Littering	£150
Graffiti	£150
Fly-posting	£150
Alarm noise	£80
Nuisance Parking	£100
Abandoning a vehicle	£200
Unauthorised distribution of free literature on designated land	£150
Dog Fouling	£80
Fly tipping	£400

As indicated within the Enforcement policy there needs to be a balance between education and enforcement. The Council will be using a variety of communication methods to make the public aware of the offences and the penalties associated with the crimes.



### **Dog fouling enforcement**

Dog fouling is a nuisance – it is unsightly, unhygienic and can also be a health hazard, particularly to young children, as it can lead to serious illnesses such as Toxocariasis. It particularly causes problems to users of parks, play areas and sports grounds. Whilst the majority of dog owners are responsible and pick up after their dogs, a small minority do not, and this affects the amenity of the area for other users.

Under the Dogs (Fouling of Land) Act 1996 it is an offence not to clear up after your dog and could result in a fixed penalty notice or court action. Being unaware your dog has fouled or not having a suitable bag is not a reasonable excuse. Bagging up the mess and leaving it is just as bad as not bagging it, and will be dealt with in the same way. However catching people in the act is very difficult.

East Cambridgeshire District Council is currently working towards implementing a dog fouling Public Spaces Protection Order to cover the whole district. Enforcement officers will undertake spot checks of areas known to experience a problem with dog fouling and will take enforcement action against anyone who is witnessed not clearing up after their dog. Under the PSPO, if it goes ahead, the fine will be £80.00 or prosecution. A public campaign will be launched to make the public aware of the new order, and once it has been implemented new signage will be erected around the district.



### General Littering

Litter may not always be at the forefront of people's minds in our busy modern world, however statistics – and sometimes a quick glance at the area around you – show that we really do need to take action on this growing problem in the UK. Whilst it is suggested by Keep Britain Tidy that 57% of people in our country believe that litter *is a problem* in their area, it is people who **cause** the problem in the first place. And what a big problem it has become.

Clearing up the litter dropped in the streets and green spaces in England alone is **costing the UK taxpayer £1 billion a year**.



There are not just *direct* costs involved with the dropping of litter, but indirect ones too, such as: damage made to vehicle tyres, harm to animals, drain blockages causing floods and an increase in rat populations. This is of course just a few random examples; the scope for danger caused by litter is large.

Keep Britain Tidy's 2013 litter survey listed mental health and wellbeing, crime rates, damage by vermin and road traffic accidents as examples of important things that litter can have a negative effect on. There are far too many to list here.

The RSPCA receives around 7000 calls a year regarding animals that have been injured by litter; this includes pets as well as wildlife.

Our nation has turned in to a mass of litterbugs; 62% of people in England drop litter, although only 28% will admit to it. The problem is that, with so much money being pumped in to keeping our streets clean, some areas are indeed very clean, meaning nobody sees the problem. Out of sight, out of mind.

Other areas, however, end up neglected, and with a limit on local funds they simply fill with litter. Even with the amount of money currently being spent on cleaning up the UK, there is still litter on the streets. Something needs to change – we need to stop dropping litter.

Throwing rubbish from a vehicle is just as unacceptable as dropping it in the street and the council will tackle this antisocial behaviour by issuing fixed penalty notices

These new fines will make sure the perpetrators, not the local community, bear the cost of keeping our streets and roads clean.


For the first time, local authorities will also be able to apply these penalties for littering to vehicle owners if it can be proved litter was thrown from their car - even if it was discarded by somebody else.





## Discarding Cigarettes and related litter

**122TONS**  
**of smoking related**  
**litter is dropped**  
**EACH DAY**



**Did you know?** (Keep Scotland Beautiful; City Of Liverpool)

- In the UK, 122 tonnes of cigarette related litter are discarded on our streets every day
- Cigarettes account for over 40 per cent of street litter
- Cigarette filters can take up to 12 years to degrade
- If you litter with cigarette butts you

can face a £75 fixed penalty fine.

- Approximately 4.5 trillion cigarette butts are littered worldwide each year
- Cigarette butts leak toxins that contaminate water and harm marine life and the environment
- Every day UK smokers throw away about 200 million butts
- Cigarette filters have been found in the stomachs of fish, birds, whales and other marine creatures, who mistake them for food

The Council's enforcement officers will work closely with ECSS to ensure that our street are clean. The council will work with Parish councils, businesses, residents and the voluntary sector to tackle this anti social behaviour and reduce the amount of litter, dog fouling, fly tipping and other environmental crime that is evident within the district. We all need to take responsibility for the environment we live in.

## Working in Partnership

To deal effectively with environmental crime we need help from our residents and businesses. Not only do we need them to report incidents of littering, fly tipping and dog fouling we also need them to be prepared to be witnesses and provide the Council with statements. The Council has made it easy to report incidents on-line:

### Fly tipping

[https://eastcambs-self.achieveservice.com/en/AchieveForms/?form\\_uri=sandbox-publish://AF-Process-79ff53f4-08c6-48cd-abaf-36355452d581/AF-Stage-3c1bccaf-66f0-4875-8b5f-287a39bea1a3/definition.json&redirectlink=%2Fen&cancelRedirectLink=%2Fen](https://eastcambs-self.achieveservice.com/en/AchieveForms/?form_uri=sandbox-publish://AF-Process-79ff53f4-08c6-48cd-abaf-36355452d581/AF-Stage-3c1bccaf-66f0-4875-8b5f-287a39bea1a3/definition.json&redirectlink=%2Fen&cancelRedirectLink=%2Fen)

### Dog Fouling

[https://eastcambs-self.achieveservice.com/en/AchieveForms/?form\\_uri=sandbox-publish://AF-Process-1fe2a6ef-fcce-45e9-a22c-ec39f416bbfe/AF-Stage-11215228-dad1-4b81-9da9-5b7436976b0b/definition.json&redirectlink=%2Fen&cancelRedirectLink=%2Fen](https://eastcambs-self.achieveservice.com/en/AchieveForms/?form_uri=sandbox-publish://AF-Process-1fe2a6ef-fcce-45e9-a22c-ec39f416bbfe/AF-Stage-11215228-dad1-4b81-9da9-5b7436976b0b/definition.json&redirectlink=%2Fen&cancelRedirectLink=%2Fen)

## Actions

Strategy Areas	How	who	when	target
<b>Education</b> Litter/flytipping/Dog fouling	Develop a communications Plan named Litter free East Cambs. To cover Fly tipping Littering Dog Fouling	Environmental Services/Prominent/ Sustainability Officer	By August 2018	
	Engage with schools, target secondary schools to become Litter Champions	Sustainability Officer	June –on going	Enlist 2 schools
	Engage with businesses to be responsible for litter generated from their premises. Introduce a "litter prevention code"	Sustainability officer/ other officers visiting premises	June- on going	5 businesses to sign up
	Support Clean up days and litter picks	East Cambridgeshire Street Scene/Environmental Health/ Sanctuary Housing/Police/Fire Parish/Town councils		Litter picks x10 Clean up days x2
	Prepare and encourage bids for Litter Innovation Fund	EH/Sustainability Officer/businesses/ Parish/Town Councils/Voluntary sector	Need to find out timetable for next round of bids	4 bids across the district
	Review information on website	EH/Sustainability officer	August-March 2019	
	Use social media to target message	Prominent		
	Take part in National Anti-litter campaign	Work with Prominence/Keep Britain Tidy	As and when	1 campaign
	Implement new fly tipping procedure	EH/ECSS	April 2018	

<b>Enforcement</b> Litter/fly tipping/dog Fouling	Issue Fixed penalty notices/Prosecution	Enforcement officers to carry out proactive /reactive investigations of reported incidents	On going	100% when sufficient evidence
	Consult on Public space order for implementation	Dog warden, SEHO	June- August	To be in place by September 2018
	Implement new fly tipping procedure	EH/ECSS	April 2018	
	Work with private landowners to clear fly tipped on their land	Land owners/NFU/EH/ECSS	June 2018	
	Audit Signage in the district	EH/ECSS/Parish/Town Councils		
	Consider contract with Kingdom proactive enforcement fixed penalty	Environmental Services Manger	November 2018	

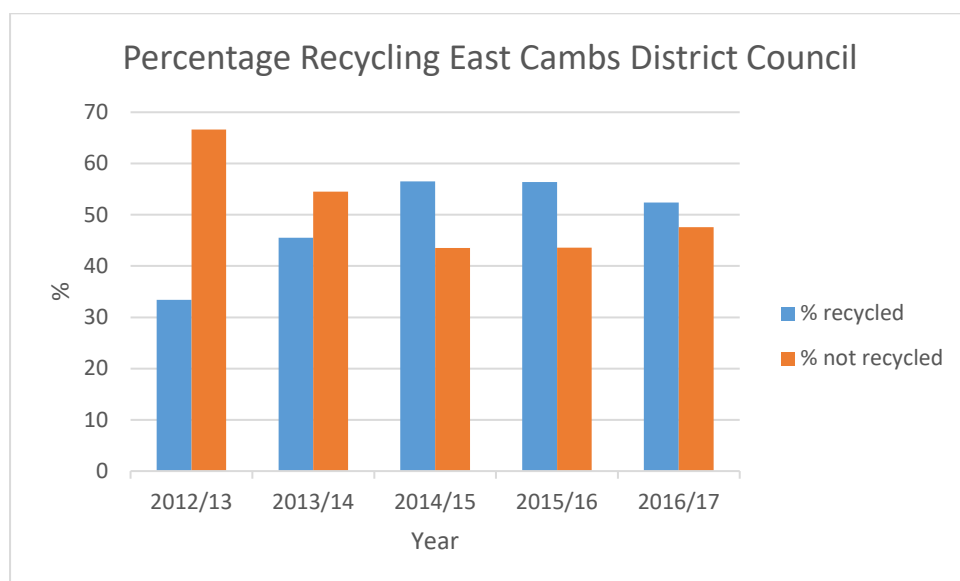
## **EAST CAMBRIDGESHIRE WASTE MINIMISATION**

We generate about 177 million tonnes of waste every year in England alone. This is a poor use of resources and costs businesses and households money. It also causes environmental damage – for example, waste sent to landfill produces methane, a powerful greenhouse gas.

The government wants to move towards a “zero waste economy”. This doesn’t mean that no waste exists – it’s a society where resources are fully valued, financially and environmentally. It means we reduce, reuse and recycle all we can, and throw things away only as a last resort.

East Cambridgeshire has over recent years seen a sharp increase in the amount of waste recycled. The introduction in wheeled bins for recycling and green waste has made it easier for residents to recycle more decreasing the amount of waste East Cambridgeshire is sending to landfill. The Council has set itself a target of 60% for recycling of kerbside collected waste. Our recycling performance for 17/18 was 56%. We will continue to work with residents through education via the Michael Recycle brand and the provision of improved collection services to reach the target we have set ourselves.

East Cambridgeshire Waste Statistics <https://www.letsrecycle.com/councils/league-tables/>



About 75% of waste could be recycled through recycling collections in East Cambridgeshire. East Cambridgeshire households produce an average of 820kg/year, equivalent to 16 bags of sugar per week. We need to work towards reducing the amount that can be recycled or reused before it is put into a black sack.

Since introducing wheeled bin recycling collections in 2013, East Cambridgeshire has:

- Increased the percentage of waste recycled from 34% to 56%; This has exceeded the 60% target set by the Council during certain months of the year
- Improved from 257th of 320 English councils for recycling performance to 26th, and;
- Been 3rd most improved English council for recycling for 2013/14 and 2014/15.

During 2013 dry recycling collections changed from paper, glass and cans collected separately using a single recycling box to a comingled wheeled bin service. The change enabled expansion of the range of materials collected to include: cardboard, plastic bottles, pots, tubs & trays, and cartons.

At the same time, food & garden waste collections were changed from paper sack to wheeled bins. Refuse collections remain unchanged with a weekly black sack service.

Recycling performance increased significantly following introduction of service changes. In 2013/14 & 2014/15 East Cambridgeshire was 3<sup>rd</sup> most improved English council for recycling performance, moving from 257<sup>th</sup> of 320 councils responsible for recycling collections.

A comprehensive communications campaign is believed to have significantly contributed to the smooth introduction of service changes. Recycling rate projections were surpassed.



Principle aims:

- Increased participation of recycling collections;
- Increased capture rate of acceptable materials, and;
- Reduced contamination levels of material collected.

#### Participants

Bin hanger, saying:

- Thank you for recycling;
- You have been entered into this month's prize draw, and;



- Are you recycling everything that you can?

Participants were entered into a monthly prize draw, with a first prize of £250, 3 second prizes of £100, and 50 prizes of £10. All prizes were in High Street Shopping Vouchers, which were expected to be spent in local shops & restaurants to help support the local economy.

#### Non-participants

Leaflet, saying:

- If you had recycled, you would have been entered into the prize draw;
- Put your bin out next time, and you will be included;
- What can be recycled, and;
- Let us know if anything is stopping you recycling.

#### Contaminated bins

Return visit to explain problems and where possible arrange emptying of bin.

#### **Promotion**

A communications campaign included:

#### To Public

- Monthly press advertisements, including scheme details & location of previous month's winners;
- Milestone media releases;
- Radio advertisements;
- Literature:
  - Bin hangers for participants
  - Leaflets for non-participants
  - Promotional leaflet for household distribution, events & static displays
- Roadshows:
  - Activities & giveaways available to encourage engagement
- Displays at Council offices & public meetings;
- Web information;
- Collection vehicle display panels.

#### Schools

A themed art competition was held in autumn 2015 for local schools.

#### Partner organisations

- Parish councils -
  - Each month parishes were e-mailed that month's press ad, including the location of competition winners. Campaign updates & details of events where the scheme will be promoted was also provided for inclusion in parish magazines.
- Other Cambridgeshire districts and Cambridgeshire County Council -

- Updates were provided at liaison meetings.
- Other local authorities and interested parties –
  - This campaign update was intended to be made available to interested parties. It has been made available to the Waste Network Chairs group monitoring progress of schemes funded through DCLG's 'Recycling Reward Scheme' fund.



Further progress requires that promotional activity is maintained and refreshed. The campaign aimed to incentivise residents to recycle, increase consciousness of waste issues, and knowledge of waste collection schemes, as well as creating good will towards the service.

The "It pays to recycle" scheme has now been superseded by the "Michael Recycle" Scheme.

Michael Recycle

**Meet Michael - the superhero set to help East Cambridgeshire District Council to boost recycling rates.**

Michael was designed by Brooke Smith, a year four pupil at Littleport Community Primary School.

The nine-year-old was among hundreds of schoolchildren across the region invited to use their imagination and creativity to design a recycling champion for the district.

The winning design was picked to front the “Be Like Michael, Recycle” campaign in January 2017 and a professional illustrator worked with Brooke’s drawing so he could be used across marketing materials.

Michael appears on recycling lorries across East Cambridgeshire. He has his own [Twitter account @MikeLRecycle](#).



#### Second Blue Bin (additional Blue Bin)

From 1st February 2018 residents in East Cambridgeshire could request a second blue bin for a one-off administration fee of £25 - with no additional cost for it to be emptied. Collections started in April, and additional blue bins are collected within normal blue bin collection rounds.

Residents of East Cambridgeshire are encouraged to take up the offer of the second blue bin to help the council achieve its 60% recycling rate target. To date, 582 second blue bins have been purchased across the district

Targets are set for both the % of household waste sent to landfill and household waste recycled and composted. The overall aim is to reduce the tonnage of waste collected. To do this a further communication plan has been developed and is shown below



# **Annual Communications Plan for Waste Minimisation 2018/19**

## **Section 1: Purpose of the Plan**

- 1.1 The purpose of this document is to set out the annual activities that will support the operational delivery of waste minimisation activities and waste collection services provided by East Cambs Street Scene Ltd (ECSS) and to improve the effectiveness of the communication with residents. It will also allow the Council to budget, plan and focus communications effectively. The communications work is currently undertaken by the Waste Minimisation Team of the Council (WMT), ECSS and Prominent (the Council's retained PR Advisors).
- 1.2 In doing so it is intended to address the following issues:
  - a) Targeting promotional activity to decision makers in households.
  - b) Identifying of the need for any other languages.
  - c) Mapping of incidents of contamination to enable proactive action to reduce contamination.
  - d) Confirming the percentage of residents participating in low performing areas to enable targeted intervention with non-participants.

- e) Joint review by ECSS and the WMT of customer feedback with customer services (on a quarterly basis to enable remedial and improvement actions to enhance the quality of service provided).
- f) Obtaining a greater understanding of the impact of social /economic factors on participation in recycling.

## Section 2: Aims and Objectives

2.1 The aim of the Communications Plan is to ensure:

***‘Effective promotion of waste minimisation and recycling to residents, motivating and educating residents to take responsibility for managing their waste in a sustainable way’.***

2.2 The key objectives for the Communication Plan are detailed below:

- a) To increase recycling and composting rates to 60%.
- b) To decrease waste sent to landfill to 43%.
- c) To decrease contamination of recyclates collected to less than 8%.
- d) To increase residents satisfied with waste collection services to 80%.
- e) To produce an annual communication plan to deliver the targets.

## Section 3: Key Principles and Measures

3.1 The means by which messages are communicated to the key stakeholders, residents, businesses, Elected Members both District and Parish Councils, Customer Services of the Council and staff in ECSS and the WMT will be undertaken in such a way to ensure that they are accurate and accessible to everyone, by using a range of media and languages that is appropriate to the target audience. It is intended that the Communications Plan will maximise the engagement and involvement of stakeholders and thereby enabling them to provide feedback when necessary.

3.2 It is intended that the following communication principles be adopted:

- a) **Messages will be open and honest:** which will help in developing transparency and respect between stakeholders and ECSS/WMT.
- b) **Messages will be clear and to the point:** including what we want people to consider, sense, say or do as a result of the communication. The messages will not include unnecessary jargon, technical terms or abbreviations.
- c) **Messages will be tailored to audience needs:** this is to reflect that different groups have different needs in respect of communication. The messages about waste minimisation and collection services will be tailored to specific audiences.
- d) **Multiple communication channels will be used:** a variety of channels, participating and non-participating, will be used where appropriate to ensure maximum receptivity for messages. These will include:



- **Internal communication channels (aimed at Elected Members and staff of ECDC and ECSS):** ECDC Intranet, toolbox talks, team briefings, Member briefings, the Connect Newsletter, Committee reports and ECSS Board reports.
  - **External communication channels:** ECDC Website, social media, Parish newsletters, road shows, community events, displays in public buildings, adverts/editorials and school visits.
- e) **Communicating regularly:** the primary approach will be that communication will be proactive and frequent.
- f) **Opportunities will be provided for feedback:** giving stakeholders the opportunity to provide feedback is essential to improving credibility, understanding and buy-in in the services provided.
- g) **Messages will be timely, consistent and coordinated:** to ensure stakeholders are receptive and can appreciate the messages relevance. Consistency will be maintained by messages being editorially controlled by the Sustainability Officer with support from Prominent.
- h) **The right person will deliver the message:** for messages to be well received it is important that they are delivered by the appropriate person. The Sustainability Officer and Prominent will accordingly consider the following:
- **Authority:** who has the appropriate level of authority to deliver the message?
  - **Stakeholder perception:** who would people normally expect to hear the message from?
  - **Credibility:** who is considered to be a credible and trusted source to deliver the message?

## Section 4: Responsibilities and Governance Arrangements

- 4.1 Oversight of the delivery of the Communications Plan will rest with the Waste and Street Cleansing Performance Monitoring Board (based on quarterly progress reports); with delivery of the Communications Plan being with the Waste and Street Cleansing Leadership Team, with the Sustainability Officer acting as the project manager for the delivery of the Communications Plan. Accordingly, the following governance arrangements will be adopted:
- a) The Waste and Street Cleansing Performance Monitoring Board shall be responsible for:
- Approving the annual Communications Plan and major communication initiatives thereafter.
  - Oversight of the delivery of the Communications Plan including managing any issues of non-compliance with the Communication Plan.

- b) The Waste and Street Cleansing Leadership Team, with the Sustainability Officer acting as the project manager shall be responsible for:
- Development of the annual Communications Plan that meets the stakeholders' requirements.
  - Reporting communications issues to the Performance Monitoring Board.
  - On-going management of the Communications Plan, including development of internal communication media; development and distribution of newsletters, briefing notes, e-mails etc.; and development of feedback mechanisms.
  - Management of stakeholder expectations.
  - Escalation of any communication issues emanating from the Leadership Team to Performance Monitoring Board.
  - Matching the Communications Plan to the operational delivery arrangements to ensure achievement of key communications milestones.

## **Section 5: Methods of Communication**

- 5.1 Detailed overleaf in Table 1 are the types of communications to be utilised and timescales in which the information needs to be disseminated.

Activities	Resources	Duration	Success/Criteria
Member Briefing	Director.	Quarterly (TBC by JB).	<ul style="list-style-type: none"> <li>Members committed and engaged.</li> <li>Members understanding the issues of the services and constraints.</li> </ul>
Operational staff briefings	ECSS Management Team with support from the Waste Minimisation Team (WMT).	Monthly	<ul style="list-style-type: none"> <li>Operational staff understand and connect to the issues and objectives of the service.</li> <li>Operational delivery against individual service targets/</li> <li>Service requests and complaints.</li> </ul>
Connect Newsletter	Sustainability Officer, WMT & Prominent.	Monthly	<ul style="list-style-type: none"> <li>Improved recycling levels.</li> </ul>
Waste & Street Cleansing Leadership Team meetings	Director.	Monthly	<ul style="list-style-type: none"> <li>Management team committed and engaged.</li> </ul>
Waste Champion/Leader/Deputy Leader and ECSS board briefings	Director & Leadership Team.	Monthly	<ul style="list-style-type: none"> <li>Committed and engaged</li> </ul>
Customer Services meetings	Sustainability Officer/Waste Minimisation & Fleet Manager.	Monthly	<ul style="list-style-type: none"> <li>Integrated working with Customer Services – embedding first time fixes for service requests.</li> </ul>
Articles/press releases.	Sustainability Officer, WMT & Prominent.	When required	<ul style="list-style-type: none"> <li>Improved recycling levels in low performing areas.</li> </ul>
Customer Satisfaction Surveys	Sustainability Officer & WMT.	Annual	<ul style="list-style-type: none"> <li>Improved recycling levels.</li> <li>Residents having the opportunity to give feedback.</li> </ul>

<b>Publicity Material:</b> <ul style="list-style-type: none"> <li>• Michael Recycle Leaflets to promote recycling general (to be extended to include waste minimisation).</li> <li>• Christmas/Easter Collection leaflets.</li> <li>• Materials Display Boards.</li> </ul>	Sustainability Officer, WMT & Prominent.	When required	<ul style="list-style-type: none"> <li>• Continual supply of planned information and updates to the public (hitting frequencies for activities).</li> <li>• Wider public awareness of waste minimisation. Public awareness of special collection arrangements.</li> <li>• General awareness of recycling and waste minimisation for staff.</li> </ul>
	Sustainability Officer, WMT & Prominent	When required	
	Sustainability Officer.	When required & special events	
<b>Events:</b> <ul style="list-style-type: none"> <li>• Road Shows;</li> <li>• Community; Engagement.</li> </ul>	Sustainability Officer & WMT.	Set annual targets	<ul style="list-style-type: none"> <li>• Achievement of recycling targets.</li> <li>• Achievement of waste to landfill target.</li> </ul>
<b>Social Media:</b> <ul style="list-style-type: none"> <li>• Council Intranet;</li> <li>• Council Website;</li> <li>• Facebook;</li> <li>• Twitter.</li> </ul>	Sustainability Officer & WMT.	On going	<ul style="list-style-type: none"> <li>• Improved recycling levels in low performing areas.</li> <li>• Up to date on the website/intranet.</li> <li>• Residents having the opportunity to give feedback.</li> </ul>

## Sections 6: The Annual Action

The deliver of the annul Communications Plan shall be through an annual action plan, and the version of the action plan for 2018/19 is attached overleaf:

## Action Plan (Version 1 – 21 May 18)

**Key Objective: To achieve an overall recycling rate of 60% and less than 43 % of household waste going to landfill by March 2019**

Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Residents	<b>Promotional Plan:</b> Produce and implement an annual promotional plan detailing monthly activity for the key communication channels, focusing on waste minimisation and recycling initiatives to include press releases, social media updates and advertorials culminating in the issue of the annual calendar.	Waste Minim Team. (WMT)	Production of the plan for approval.  Submission of quarterly performance reports against the plan.	Cost of producing the plan included in current budgets.  Promotions budget of £x0,000.	April 2018	May 2019	May 2019		Project document updates
Residents (Recyclers)	<b>Web Site:</b> 1. Ensure all the information on the website is timely and accurate. 2. Develop a web page that summarises frequent complaints and measures that have been taken to rectify the cause of the complaints. 3. Develop a web page that publicises recycling performance by area on a quarterly basis.	Sustainability Officer, WMT & Prominent  WMT and CS WMT & CS Sustainability Officer, WMT &	Web site up to Date  Web page on line  Web page on line	Existing budget  Existing budget  Existing budget	May 2018  May 2018  July 2018  Dec 2018	On going  August 2018  Sept 2018  Feb 2019	June 2018  August 2018  Sept 2018  Feb 2019		Performance reports



	4. Develop a 'You Tube' video that focuses on the collection and processing of recyclates, to address concerns of waste going to landfill	Prominent Sustainability Officer, WMT & Prominent	Video on line	Est. £2000					Performance reports
Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Residents (Non-recyclers)	With Prominent develop a social media campaign for households in low performing areas.	WMT & Prom	Campaign running	Possibly existing budget	Sept 18	Dec 18	Dec 18		Project document updates
Residents (Non-recyclers)	Identify schools in low performing areas and develop proposals in conjunction with Headteachers to develop a 'Whole School' approach to promoting waste minimisation and recycling linked to the national curriculum and a school incentive scheme.	WMT	Programme running	Existing budget	Sept 18 (term time)	March 19	March 18		Performance reports
Residents	Produce posters quarterly to report recycling performance to be displayed in public buildings.	Sustainability Officer & WMT.	Posters Produced	Existing budget	Sept 18	May 19	May 19		Performance reports
Members	Produce a quarterly electronic newsletter for Members to report the performance of ECSS.	WMT	Newsletter produced	Existing budget	Sept 18	May 19	May 19		Performance reports

Customer Services Staff	Undertake quarterly meetings with Customer Services to ensure recycling is being promoted within the adopted business rules/workflows.	WMT	Meetings taking place	Existing budget	Sept 18	On going	May 19		Performance reports
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Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
ECSS Staff	Undertake a monthly toolbox talk to report performance and reinforce waste and cleansing service standards	F M WMT	Meetings taking pace	Existing budget	June 18	On going	On going		Communication Plan
Waste Management Team	Undertake monthly meetings to monitor performance against set recycling targets and to ensure compliance with waste policies.	F M	Meetings taking pace	Existing budget	June 18	On going	On going		Performance reports
ECSS Frontline Staff	Produce quarterly newsletter on recycling performance.	WMT	Quarterly report produced	£2,000	Sept 18	On going	On going		Performance reports Communication Plan

**Key Objective: To reduce and maintain levels of contamination of household dry recyclates below 8% by March 2019**

Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Residents (Non-recyclers)	<b>Policy:</b> Reinforce current contamination policy to residents through the agreed communications channels.	WMT	Decrease in contamination rates	Existing budget	May 2018	May 2019	May 2019		Project document updates Performance reports
Residents (non-recyclers)	<b>Addressing Contamination:</b> <ul style="list-style-type: none"> <li>Collection crews to identify households not conforming to the guidance received on correct use of the recycling wheelbin.</li> <li>Identify barriers to participation (e.g. language barriers, multi-occupancy properties, etc.)</li> <li>Develop bespoke plans to rectify householder behaviour, using WRAP guidance, liaising with Parish Councils and Prominent.</li> <li>In conjunction with Parish Councils identify local Community Champions to reinforce the policy on recycling and to provide feedback form residents</li> </ul>	WMT	Reduction in contamination rates. Increase in recycling rates.	Existing budget	May 2018	May 2019	May 2019		Performance reports
		WMT	Reduction in contamination rates.	Existing budget	May 2018	May 2019	May 2019		
		WMT	Increase in recycling rates.	£2000	May 2018	May 2019	May 2019		
		WMT	Reduction in contamination rates. Increase in recycling rates.	Existing budget	May 2018	May 2019	May 2019		

	on the collection services provided.								
Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Frontline Staff	Monitoring contaminated recyclates: <ul style="list-style-type: none"> <li>Provide toolbox talks to ensure collection crews understand the criteria for contaminated recyclates and the action to be taken in recording any incidents.</li> <li>Provide feedback at monthly toolbox talks on recycling performance on contamination levels.</li> </ul>	WMT	Reduction in contamination rates	Existing budget	May 2018	May 2019	May 2019		Performance reports
		WMT	Reduction in contamination rates	Existing budget	May 2018	May 2019	May 2019		Performance reports

**Key Objective: To achieve a customer satisfaction rate for waste collection services of 80% by March 2019**

Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Residents	<b>Community Consultation:</b> <ul style="list-style-type: none"> <li>Attend as a minimum, each of the Parish Councils annually to promote waste minimisation and the services provided by ECDC/ECSS.</li> <li>Produce an annual programme of</li> </ul>	Sustainability Officer & WMT.	Increase in recycling rates and reduction in contamination rates	Existing budget	May 2018	May 2019	May 2019		Communication Plan
						May	May		



Stakeholder Category	Activity	Who	Performance Indicator	Cost	Start Date	Finish Date	Projected Finish Date	RAG Rating	Output
Residents	<b>Social Media:</b> Link with ECDC's social media strategy and use social media to provide responses to common enquiries and updates on recycling performance.	Sustainability Officer, WMT & Prominent.	Increase in recycling rates.  Increase in customer satisfaction.  Decrease in customer complaints	Existing budget	May 2018	May 2019	May 2019		Performance reports
Frontline Staff	<ul style="list-style-type: none"> <li>Undertake monthly toolbox talks to reinforce performance standards required of collection and street cleansing crews.</li> <li>Quarterly staff newsletter to include details of complaints and compliments received.</li> </ul>	WMT  Sustainability Officer, WMT & Prominent.	Recycling rates  Increase in customer satisfaction.  Decrease in customer complaints	Existing budget  £500	May 2018  May 2018	May 2019  May 2019	May 2019  May 2019		Communication Plan  Newsletter produced



## **Purge on Plastics – Delivering the Council’s Commitment**

### **National Picture**

Single use plastic is generally considered to be defined as; *Single-use plastics, or disposable plastics, are used only once before they are thrown away or recycled. These items are things like plastic bags, straws, coffee stirrers, soda and water bottles and most food packaging (plastic free challenge).*

About 300 million tons of plastic is produced globally each year. Only 10% of that is recycled. Of the plastic that is simply thrown away 79% has ended up in landfills or the natural environment, an estimated seven million tons ends up in the sea each year.

50% of the plastic we use, we use just use once and throw away. Enough plastic is thrown away each year to circle the earth four times.

As a result of the increased public awareness of the issue from The Blue Planet programme, commitments are being made from high street retailers to reduce their use of single use plastics.

In May 2018 a report was produced in reply to the Chancellor of the Exchequer’s call for evidence on single use packaging “Tackling the issue of single use plastic and plastic pollution.” This round table discussion comprised leading experts drawn from solid waste management fields (private and public sectors) both domestically and internationally. The driving themes of the discussions were focused around legislation, supportive measures and global responsibilities (and opportunities) the UK has in tackling the problem.

The report recognises that single use plastic is not a single topic issue. There are many functions of Solid Waste Management that influence consumer attitudes and behaviours as well as impact on the ability of people to take positive, sustainable action.

The report concludes that there has rarely, if ever before been the opportunity to bring about what has the potential to be, a hugely substantial shift in developing a more sustainable approach to packaging pollution.

The report considers the following points as a focus of attention to help the government to shape its thinking and policies

#### **1. Education**

It is vital that the energy and enthusiasm that abounds in children on sustainability be properly harnessed. Waste related subjects need to be applied more widely across curriculums, especially primary schools

#### **2. Simplicity**

Efforts need to be made to simplify current recycling systems and information provided to enable positive consumer choice and action. As a nation, it will be difficult to move forward when too many people remain confused about the status quo

### 3. Cost-share

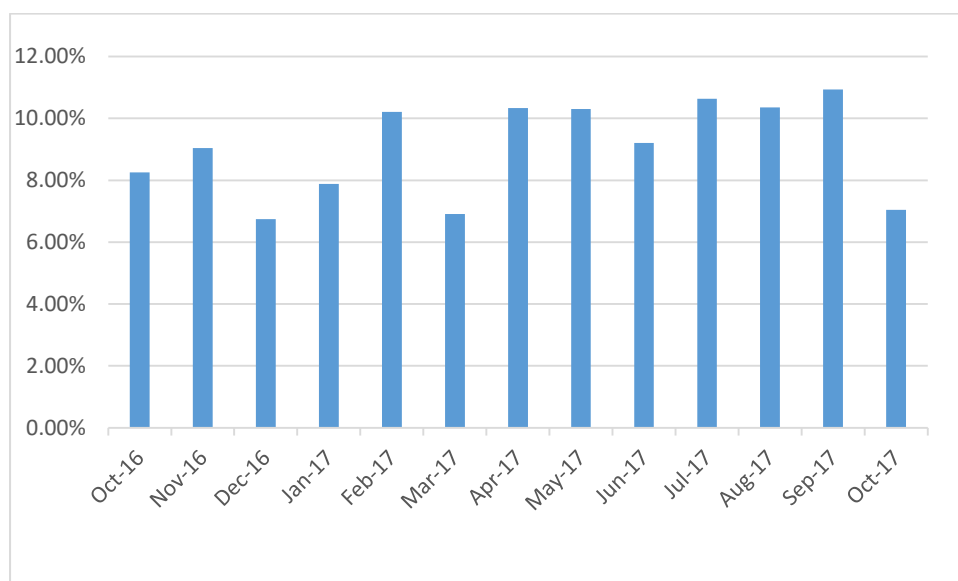
There needs to be greater fairness in the disposal of the costs for dealing with waste. The current system provides little if any choice to consumers; in many cases they have purchased products so it is only right the providers of the packaging contribute to the cost of dealing with it when it becomes waste. At the same time, mechanisms are needed to financially incentivise change

Tackling Single issue of single use plastic and plastic pollution –A reply to the Chancellor of the Exchequer's Call for Evidence on Single Use Packaging – Summary report 18<sup>th</sup> May 2018

### Local Picture

In East Cambridgeshire residents are encouraged to recycle plastics through the dry – recycling collection service.

The Chart below provides information on the amount of plastics collected and recycled through the dry recycling collection at the Materials Recycling Facility.



It is recognised by the Council that we need to encourage residents and businesses to consider the use and disposal of all plastic products. Increased awareness and wider public interest in single use plastic and associated topics has led to a highly encouraging movement amongst innovators and inventors coming forth with all manner of solutions, most of which are excellent in their thinking and intent. For these technical solutions to be fully realised, they need to be developed and ultimately exist within clear government policies.

East Cambridgeshire District Council (ECDC) wants to lead by example and unanimously passed a motion committing to reduce single use plastics and to encourage others in the district to do the same.

At the Full Council meeting held on the 19th April), the Council agreed to endorse the Government's initiative "A Green Future: Our 25 Year Plan to Improve the Environment" as

well as committing to a number of pledges including reducing the reliance on single use plastics across the district.

Through the motion, the Council acknowledges it has an important part to play in meeting the ambitious targets set out in the Government report by acting as an example to public, private, voluntary bodies and individual members of the community.

As a result of the motion, ECDC and its trading companies will initially focus on plastic packaging and will aim to:

- Eliminate within the Council unnecessary and problematic single-use plastic packaging.
- Make sure within the Council that all plastic packaging is reusable, recyclable or compostable.
- Continue to increase the ease of collection and recycling of plastic packaging within East Cambridgeshire.
- Encourage businesses in East Cambridgeshire to increase recycled content in plastic packaging to drive demand for recycled material.
- Impassion and enable residents and businesses in East Cambridgeshire to play their part in reducing plastic packaging waste and litter.

As a result of this commitment, three workstreams have been developed with the aim of focussing the whole Council on changing its culture and habits. The aim is to reach a point in the Council, amongst all staff and members, where we do things in a way that avoids the use of single use plastics, where we help to create the right infrastructure to make this easy and we encourage others with whom we interact to do the same. Council Commitment: The Council is fundamentally committed to getting everyone in East Cambridgeshire to engage and act to reduce the use of single use plastics.

**Work stream 1:** Eliminate within the Council unnecessary and problematic single-use plastic packaging, including making sure within the Council that all plastic packaging is reusable, recyclable or compostable.

**Work stream 2:** Continue to increase the ease of collection and recycling of plastic packaging within East Cambridgeshire, including impassioning and enabling residents in East Cambridgeshire to play their part in reducing plastic packaging waste and litter.

**Work stream 3:** Encourage businesses in East Cambridgeshire to increase recycled content in plastic packaging to drive demand for recycled material. Including Impassioning and enabling businesses in East Cambridgeshire to play their part in reducing plastic packaging waste and litter.

## **Report on Activity to Reduce Single Use Plastics**

### **Ely Markets**

Ely Markets are encouraging both traders and shoppers to think more about how they can reduce the use of plastic in their everyday shopping and enjoyment of Ely Markets.



- Beginning with our traders, we have asked them to let us know what they are doing to use more eco-friendly wrapping, utensils, etc., and to provide us with information on their good practice and sourcing of eco-friendly products.
- We are sharing this good practice across all our market traders, with information and advice on how to move to more eco-friendly (or even no) materials. If there is sufficient demand amongst traders, we may create a purchasing group in order to bulk buy products that in smaller quantities may be more expensive for traders to usually consider using.
- We are creating a series of interviews and tips to go on our website and social media to inspire both traders and shoppers to consider using more eco-friendly alternatives to plastic. Initial discussions with traders have revealed quite a few useful hints and the fact that many shoppers are keen to use their own bags.
- Michael Recycle joined us at the launch of our Mini-Markets on 4 April on our special promotion around “Ditch the plastic” and “Bring your own” designed to encourage shoppers to bring their own bags, containers, cups and even cutlery when shopping.
- We are promoting this across all our markets as an ongoing campaign designed to influence the behaviour of both traders and shoppers. A prize draw is offered with a chance to win an Ely Markets “BringYourOwn” pack which comprises:

Jute bag

Cloth shopping bag

Re-usable bamboo drinks mug

Collapsible re-usable container

Re-usable handy size cutlery set

- We are encouraging shoppers to bring their pack with them when shopping to (obviously) carry their shopping but also to proffer their re-usable mug if having a drink or re-usable container to carry their slice of cake (or whatever). We are working with traders to see if they can offer a discount if shoppers bring their own containers.

We see this as an ongoing campaign embedded across all our markets and in all that we do. We are looking at our own recycling and waste collection as part of this.

- The #PlasticFreeFriday and #DitchThePlastic hashtags are gaining use and popularity on social media and we are using these to reach as many people as possible to spread the word. Ely Markets is leading the way in taking a more thoughtful approach to shopping - making a few small changes can make a big difference. We hope, and will be working towards, this spreading to local shops and businesses.



## Environmental Health (Commercial Section)

Officers for the Environmental Health Commercial section undertake visits and provide advice to food premises within the district. As a result of the Council's commitment to reduce the use of single use plastics officers have developed a leaflet "**Reducing single-use plastics in catering premises**" that will be left with businesses at the end of the inspection.

## Reducing single-use plastics in catering premises



Plastic litters our streets, chokes our seas and endangers wildlife. What can you do as a caterer to reduce the use of single-use plastic and plastic generally?

Please consider where you use plastic in your business and think how you can make simple changes. You may find you can not only help the environment, but save money too. Here are some examples:

- Stop offering straws (if you **must** offer them, compostable ones are available).
- Buy vegetables and fruit that are loose and not wrapped in plastic.
- Avoid the use of plastic film.
- Offer takeaway food in paper bags, rather than plastic.
- Give one, rather than a handful of napkins.
- Use compostable takeaway containers.
- Use wood or bamboo rather than plastic spoons, forks and knives.
- Sell drinks in glass rather than plastic bottles.
- Refill the customer's own drinking cup. Consider joining Anglian Water's Campaign to fill water bottles for free, see <https://media.anglianwater.co.uk/new-national-drinking-water-scheme-by-water-companies-to-cut-plastic-bottle-use-by-millions/>
- Stop adding recyclable waste to your general waste. Make sure you recycle all the waste that you can.
- Recycle clean items by rinsing them and removing as much food as you can.

For more information please see:

Love food hate waste [https://www.lovefoodhatewaste.com/article/unite-food-waste-fight?gclid=EAlaIqobChMlo\\_i3j8bu2wIVjrXtCh1Seg7zEAAYASAAEgLwDPD\\_BwE](https://www.lovefoodhatewaste.com/article/unite-food-waste-fight?gclid=EAlaIqobChMlo_i3j8bu2wIVjrXtCh1Seg7zEAAYASAAEgLwDPD_BwE)

Wrap UK – Hospitality and Food Service work <http://www.wrap.org.uk/content/hospitality-and-food-service-wraps-work-0>

Global Citizen <https://www.globalcitizen.org/en/gb/>

Friends of the Earth <https://friendsoftheearth.uk/plastics/9-really-good-alternatives-plastic>



