



# GREAT YARMOUTH BOROUGH COUNCIL

## Environment Committee

**Date:** Wednesday, 29 September 2021

**Time:** 18:30

**Venue:** Assembly Room

**Address:** Town Hall, Hall Plain, Great Yarmouth, NR30 2QF

### AGENDA

Open to Public and Press

#### 1 APOLOGIES FOR ABSENCE

To receive any apologies for absence.

#### 2 DECLARATIONS OF INTEREST

You have a Disclosable Pecuniary Interest in a matter to be discussed if it relates to something on your Register of Interests form. You must declare the interest and leave the room while the matter is dealt with.

You have a Personal Interest in a matter to be discussed if it affects

- your well being or financial position
- that of your family or close friends
- that of a club or society in which you have a management role
- that of another public body of which you are a member to a greater extent than others in your ward.

You must declare a personal interest but can speak and vote on the matter.

Whenever you declare an interest you must say why the interest arises, so that it can be included in the minutes.

- 3     **MINUTES**     4 - 8
- To confirm the minutes of the meeting held on the 28 July 2021.
- 4     **FORWARD PLAN**     9 - 9
- Report attached.
- 5     **FRIENDS OF HORSEY SEALS**
- A presentation will be given at the meeting.
- 6     **NORFOLK STRATEGIC FLOODING ALLIANCE (NSFA)**     10 - 32  
**STRATEGY AND ACTION PLAN**
- Report attached.
- A presentation will also be given at the meeting.
- 7     **PROJECT FACET**     33 - 38
- Report attached.
- 8     **GARDEN WASTE UPDATE**
- A presentation will be given at the meeting.
- 9     **HOUSEHOLD WASTE AND RECYCLING COLLECTION REVIEW**     39 - 46
- Report attached.
- A presentation will also be given at the meeting.
- 10    **ANY OTHER BUSINESS**
- To consider any other business as may be determined by the Chairman of the meeting as being of sufficient urgency to warrant consideration.





# Environment Committee

## Minutes

Wednesday, 28 July 2021 at 18:30

### **1 APOLOGIES FOR ABSENCE**

Apologies for absence were received from Councillors Thompson and Waters-Bunn.

### **2 DECLARATIONS OF INTEREST**

Councillor Wells declared a personal interest in items 6 and 7 as he is a Director of GYBServices.

He also advised members of his employment status and that his employer, the Rt Hon Brandon Lewis MP has made many public statements in respect of Item 5.

Councillor P Carpenter declared a personal interest in Item 5 as she is Chairman of Coastal Partnership East.

Councillor J Bensly declared a personal interest in Item 5 as he is a member of the Coastal Partnership and also has an interest in the Hemsby tourism industry.

However, in accordance with the Council's Constitution, they were allowed to both speak and vote on the matters.

### **3 MINUTES**

The minutes of the meeting held on 9 June 2021 were confirmed by assent.

The following matter arising was noted from the above minutes:

The letter in respect of the local campaign to remove Frisbees from sale in the Borough had been produced and sent as agreed at the last meeting.

A representative from the Friends of Horsey Seals is scheduled to attend the next Environment Meeting.

#### **4 FORWARD PLAN**

The Committee received and considered the Forward Plan.

The Strategic Director advised that Committee Members would be invited to a workshop to discuss bio-diversity and how this can be supported in the Borough.

A presentation by the Friends of Horsey Seals to be added to the next meeting forward plan.

Agreed.

#### **5 HEMSBY ROCK BERM**

The Committee received a presentation from Anne Casey, Coastal Adaptation Officer which summarised the report contents.

The Chair thanked Anne Casey and Rob Goodliffe for the presentation and the work undertaken by the team to get to this stage.

Councillor P Carpenter expressed her support for the report contents and options but emphasized that expectations need to be carefully managed, this will not stop the erosion fully and the funding is not yet in place.

Members discussed the progress to date and commented that it is at an early stage still but is a specific proposal that can now look for funding to move forward.

The Chair informed Members that he had invited Councillor Galer as a Ward Council to speak in respect of this item.

Councillor Galer reminded Committee of the long history of Hemsby coastal erosion and that there are 100 dwellings under threat along with the impact on the economy which is heavily dependent upon tourism. He advised that he is a Trustee of Save Hemsby Coastline and that the group were pleased to see that the blocks funded by this group have been incorporated into the proposals. In respect of the local economy he advised Committee of a report commissioned by the GYTA which gives granular details in respect of economic activity in the Borough.

RESOLVED:

- That the Committee note the progress of this work.
- That the rock berm outline design (Option 1) is taken forward to seek necessary consents and licences with flexibility to construct the shorter (Option 2) or lower (Option 4) structures. Funding for consents and licences is available as identified in section 12.1 totalling no more than £10,000 this being delegated to Head of Property and Asset Management and Section 151 Officer to authorise the following applications: planning consent, marine licence, coast protection notification, landowner consents.

- To exclude from further consideration rock berm option 3 for the reasons identified in table 1 of the report.
- A funding Strategy be developed and funding applications submitted to relevant sources to maximise the likelihood of a scheme proceeding

Agreed

## **6 WASTE AND RECYCLING UPDATE**

The Committee received and considered the Waste and Recycling update report from the Head of Environmental services.

He advised that the outcomes of the consultation were awaited and that there would be a further Committee report specifically in respect of Garden Waste.

The Committee discussed the high incidents of flytipping in certain areas of the Borough and how this was impacted by the type of accommodation located in those areas with specific references to HMO's where residents do not have room to store items. This is also linked with the work in respect of selective licencing which the Head of Environmental Services advised would be proactively worked on now that officers could be diverted from the Covid support work.

Councillor Wainwright asked if quickly removing flytipped bulky waste encouraged further flytipping.

Councillor D Hammond asked if the delays in organising bulky waste collection were making any difference.

The Head of Environmental Services commented that residents were prepared to wait for bulky waste collection currently and that there would be further communications in respect of potential enforcement action for unauthorised activity moving forward but this will be a slow process and may get worse before it gets better, he did not feel that the removal encouraged significant further issues.

The Committee asked that they are provided with information in respect of the telephoned reports made to GYServices and also if there was an analysis available in respect of duplicate reports of the same items.

Councillor Talbot suggested that there may be an option to look at recycling items which are collected as bulky waste and used to support members of the community who might benefit from receiving these items. The Head of Environmental Services advised that currently not all of the items would be suitable for recycling due to being left outside but this is an option that can be considered in the future.

Councillor Carpenter recalled that in the past there had been community action days which had been very successful and well received. The Strategic Director advised that any events of these type would need to be considered across the borough, to include the more rural parishes and would need to be carefully resourced and have a clear communication plan in respect of subsequent enforcement options.

Councillor Annison asked for an update in respect of the entrance to the Gapton Travellers Site. The Director of Operational Services advised that this work has been

delayed but it is hoped to commence shortly.

**RESOLVED**

- to note the information contained within the report.
- to note that service delivery in the main has been sustained with limited disruption despite the impact of Covid and the significant increase in tonnages and service demand
- to continue to support the enforcement stance of Environmental Services around street scene issues including flytipping
- to support the continuing educational work to address flytipping through localised targeted work (hotspot project) and collaborative work of the Norfolk Waste Enforcement Group.

Agreed

## **7 FLYTIPPING AND WASTE HOTSPOT PROJECT UPDATE**

The Committee received and considered the report from the Head of Environmental Services who provided an update on the current position of the flytipping hotspot work started earlier in the year and the actions planned over the next stage of this pilot project. The project is now in Stage 2, enforcement mode.

A further report in respect of lessons learned is expected to be presented to Committee at the next meeting.

**RESOLVED**

- to note the project update.

Agreed

## **8 ANNUAL PERFORMANCE STATISTICS UPDATE**

The Committee received a presentation to provide an update in respect of the annual performance statistics.

The Director of Operational Services advised members of the issues that had been experienced in respect of the receipt of brown bins, their delivery had been delayed but these have now been received and deliveries have commenced.

Councillor Bird asked for further clarity in respect of what can and what cannot be recycled so that this can be supplied to the Parishes who are keen to support recycling initiatives. The Head of Environmental Services advised that the best resource to find this information is on the Norfolk Waste website.

**RESOLVED**

- To note the presentation contents.

Agreed

## **9 ANY OTHER BUSINESS**

The Chairman reported that there was one urgent item which he had determined should be discussed at this meeting. Household Waste and Recycling Collection

## Round Review.

The Committee received and considered the report and were briefed on the details by the Director of Operational Services.

The timescales for implementation in mid October were discussed and the benefits of the scheme changes were reviewed.

The Chairman thanked the team for the work undertaken in this and felt that it was an exciting development.

The Strategic Director reminded the Committee that the communications and engagement with residents will be key to the success of this change.

An update report will be submitted to Committee in September.

## RESOLVED

- to confirm support to undertake a collection round review as set out in the report.
- To agree to underwrite the cost of up to £15,000 to undertake the review as a joint project between the council and its joint venture company Great Yarmouth Borough Services Limited.
- To request the Director of Operational Services to provide an update to the Environment committee pre-implementation of this review.

Agreed

The meeting ended at: 19:45

Present:

Councillor Wells (in the Chair): Councillors Annison, Bensly, Bird, Cameron, P Carpenter, Fairhead, D Hammond, Robinson-Payne, B Wright and Wainwright.

□

Also in attendance at the above meeting were:

□

Mrs K Blakemore (Strategic Director), Mr C Silverwood (Director of Operational Services), Mrs J Beck (Head of Property and Asset Management), Mr J Wilson (Head of Environmental Services), Councillor Galer (Ward Councillor), Ms A Casey, Coastal Adaptation Officer, Coastal Partnership East. Mr R Goodliffe, Coastal Manager, Coastal Partnership East & Mrs T Bunn (Senior Democratic Services Officer)



**Forward Plan for Environment Committee**

<b>ENVIRONMENT COMMITTEE</b>				<b>ELT Date</b>	<b>Pre Meet Date</b>	<b>Agenda Published</b>	<b>Committee Date</b>
3	21-063	Beach Cleansing and Marram Grass Review	Head of Environmental Services	10/11/2021	15/11/2021	17/11/2021	25/11/2021
7	21-146	Playground & Open Space Review	Head of Property & Asset Management	10/11/2021	15/11/2021	17/11/2021	25/11/2021
8	21-019	Air Quality Report	Senior Housing Licensing Officer	10/11/2021	15/11/2021	17/11/2021	25/11/2021
10	21-125	Environmental Strategy and Carbon Footprint Action Plan	Strategic Director (KW)	01/12/2022	17/01/2022	19/01/2022	26/01/2022
11	21-060	Project FACET	Head of Environmental Services	TBC	TBC	TBC	TBC
12	21-126	Flytipping and Waste - lessons learned report	Head of Environmental Services	TBC	TBC	TBC	TBC
13	21-127	Hit Squad Review	Director of Operational Services	TBC	TBC	TBC	TBC
14	21-128	Route Review Outcomes & Next Steps Report	Director of Operational Services	TBC	TBC	TBC	TBC
15	21-129	Vehicle Charging Points	Head of Customer Services	TBC	TBC	TBC	TBC
16	21-130	Norfolk Waste Partnership Update	Head of Environmental Services	TBC	TBC	TBC	TBC

**URN:** 21-073

**Subject:** Ratification of the Norfolk Strategic Flooding Alliance (NSFA) Strategy and Action Plan

**Report to:** Environment Committee, 29 September 2021

**Report by:** Karen Thomas (Coastal Partnership East) & David Glason (Director of Planning & Growth)

## **SUBJECT MATTER**

Following significant inland flood events in December 2020 the newly formed Norfolk Strategic Flooding Alliance (NSFA) have developed a new Inland and Coastal flooding Strategy and governance structure to ensure there is greater integration between risk management authorities and clearer line of sight for communities on flood risk matters.

Officers from Great Yarmouth Borough Council and Coastal Partnership East (CPE) have been working with stakeholders across Norfolk to develop the Strategy and agree a new governance structure. The NSFA now seek ratification from stakeholders of the Strategy and Action Plan (attached). Cllr Carl Smith & Cllr Graham Plant have also been engaged with the NSFA meetings to date.

The principles of the NSFA Strategy and Action Plan are appropriate, reasonable and cover the wide range of flooding outcomes from both coastal and fluvial incidents. The strategy is a high level document which engenders greater collaboration amongst stakeholders, but does not provide specific detail on the resource and financial implications.

## **RECOMMENDATIONS**

Members are recommended to:

1. endorse the Norfolk Strategic Flooding Alliance Strategy and Action Plan as set out in Appendix 1 to this report
2. support a collaborative approach to flooding and water management in Norfolk
3. ensure that there continues to be a planned and resilient approach to flooding across the County

## **1. Introduction**

- 1.1 The Norfolk Strategic Flooding Alliance (NSFA) was formed at the start of 2021 following winter flooding which occurred in several Norfolk districts over the Christmas period in 2020.

- 1.2 The NSFA is chaired by Lord Dannatt and brings together a range of stakeholders including the Environment Agency, Anglian Water, Norfolk Resilience Forum, Lead Local Flood Authority (Norfolk County Council), Water Resources East, Coastal Partnerships East, District/Borough Councils and Parish Councils.
- 1.3 The aim of the NSFA is to provide a single point of focus and collaboration for all flood related challenges facing the County of Norfolk.
- 1.4 The Alliance will consider both fluvial (river) and coastal flooding and work collaboratively with existing groups and organisations wherever possible to create a stronger framework for flood resilience across Norfolk.
- 1.5 The NSFA seek ratification from all Stakeholders of the overall NSFA Strategy and Action Plan. (Appendix 1)

## **2. Work to Date**

- 2.1 Coastal Partnership East have been working with Great Yarmouth Borough Council Senior officers and Chief Executive to establish our role in the NSFA review of flood risk issues and opportunities in Norfolk and have supported the development of the NSFA Strategy.
- 2.2 Existing programmes of work and projects critical to the delivery of flood resilience in the area have been identified and existing officer and member groups have been highlighted that have oversight and involvement in delivering flood and coastal risk management.
- 2.3 There are capital projects in Gorleston (Anglian Water) to manage surface water (pluvial) flood risk and the Environment Agency are delivering significant improvements along the extent of the river Yare in Great Yarmouth and Gorleston (tidal flood risk) with cross partnership funding of c.£40 million.
- 2.4 Coastal Partnership East manage the coastal erosion risk for the wider GYBC open coast frontage and support GYBC in the management of Environment Agency flood risk areas through the Shoreline Management Plans.
- 2.5 Coastal Partnership East also work closely with the Resilience Forums in Suffolk and Norfolk to ensure joined up approaches to coastal tidal surges and our readiness, response and recovery to those.
- 2.6 Coastal Partnership East have also recently been successful in attracting £8.4 million of Innovative Resilience Funding for the new Norfolk and Suffolk Coast Transition Programme attracting funds to support new resilience approaches at several pilots - including Great Yarmouth and Hemsby.
- 2.7 Officers have had discussions with neighbouring North Norfolk District Council and Kings Lynn and West Norfolk Borough (KL&WNBC) Council to ensure we have a joined-up approach along the whole Norfolk Coast.



- 2.8 As part of a new NSFA Governance structure we have recommended a new Norfolk Coastal Members Group with existing CPE Board members and member representatives from KL&WNBC and the Anglian Regional Flood and coastal Committee representative at Norfolk County Council. This Board will meet twice a year and be supported by existing officer groups - East Anglian Coastal Group and Norfolk Resilience Partnership and a re-branded Norfolk Coast Forum (formally North Norfolk Coast Forum).
- 2.9 This Governance structure has been agreed with all 3 Norfolk Coastal Authority Chief Executives and is included in the NSFA Strategy.
- 2.10 We are confident that this new approach to strategic oversight and join up between flood and coastal risks will significantly benefit those who manage flood risk and those who are affected by it in our communities.
- 2.11 All partners are therefore being asked to endorse the NSFA Strategy/Action Plan.

### **3. Next Steps**

3.1 The NSFA has asked for Great Yarmouth Borough Council to ratify the Strategy and Action Plan attached as Appendix 1 to this report.

3.2 The Strategy contains the vision, objectives and principles of the NSFA. The NSFA Strategy and Action Plan align with the strategic priorities in the Council's Corporate Plan, delivering a quality and sustainable environment. The inclusion of coastal flooding is of particular importance to us as a coastal authority, noting the threat of storm surges, inundation, cliff slippage and erosion.

3.3 The Strategy outlines the governance and structure of the NSFA and details the link with Coastal Partnership East. This is fundamental to the success of the NSFA and the collaborative approach.

3.4 Included in the strategy is how success will be monitored.

3.5 The Action Plan contains details of how the NSFA objectives will be achieved and is to be continually reviewed. This is a high-level document with the details of some action points yet to be confirmed. It is therefore difficult to identify the resource implications fully at this stage.

### **4. Financial Implications**

4.1 The high-level nature of this document does not set out the financial and resource implications. However, ratification of this Strategy does not commit the Local Authority to any resource or financial commitment aside from officer attendance at the NSFA meetings.

### **5. Risk Implications**

5.1 There are reputational risks if other stakeholders sign up to the principles of the NSFA and the Council does not.

## 6. Legal Implications

6.1 There are no legal implications relating to the ratification of this Strategy.

## 7. Conclusion

7.1 The Norfolk Strategic Flood Alliance Strategy and associated Action Plan are high level documents which accord with the Council's Corporate Plan and improves collaboration amongst key stakeholders.

7.2 Without details around delivery of specific projects, the full implications in terms of staff resource and financial commitment are unknown. It is therefore recommended that the documents are ratified in terms of agreeing to the principles, on the understanding that more detail is required in some areas where there are financial or resourcing implications.

7.3 The Council believes it is already leading the way in terms of coastal flooding, however we recognise the need for partnership working in this area and are therefore supportive of the principles contained within the Strategy.

7.4 A pro-active prevention approach to flooding through improved collaboration is much preferred to a reactionary approach.

## 8. Background Papers

8.1 Ratification Draft. V3 Norfolk Strategic Flooding Alliance Strategy document and action plan (Appendix 1).

*Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?*

Area for consideration	Comment
Monitoring Officer Consultation:	ELT
Section 151 Officer Consultation:	ELT
Existing Council Policies:	Corporate Plan
Financial Implications (including VAT and tax):	No financial commitment
Legal Implications (including human rights):	
Risk Implications:	Addressed in the report
Equality Issues/EQIA assessment:	N/A
Crime & Disorder:	N/A
Every Child Matters:	N/A



## NORFOLK STRATEGIC FLOODING ALLIANCE – OVERALL STRATEGY

***The purpose of the constituent members of the Norfolk Strategic Flooding Alliance (NSFA) is to work together so that Norfolk communities and infrastructure are safer and more resilient to the risks of inland and coastal flooding and better placed to ensure adequate water supplies during droughts.***

1. **Introduction.** The NSFA was formed following recognition that the county-wide response to flooding and flood-related risks is incoherent and improvements are required to protect and reassure Norfolk communities. Members of the NSFA are united in their determination to work collaboratively and transparently across boundaries and structures to improve the response of flooding and increase the coherency and consistency of flood risk management. The unique selling point of the NSFA is that it represents a single point of focus and collaboration for all flood-related challenges facing the County of Norfolk. Our Action Plan is at Appendix A and the record of actions achieved, so far, is at Appendix B.

### OUR GOALS

2. **Our Vision.** The NSFA will be successful through the coordinated actions of the statutory authorities from central to local government, through to commercial companies, land and property owners large and small, their communities and individuals themselves. As a result, the people of Norfolk will have high level of confidence that flood risks are as low as reasonably practicable and are being managed within the overall context of improved water management.

3. **Our Objectives.** Our objectives are:<sup>1</sup>

- a. Achieve a transparent, collaborative, integrated and sustainable approach to water management issues across the County of Norfolk that is applied coherently.<sup>2</sup>
- b. Provide a cooperative approach to local, regional and national funding opportunities to mitigate Norfolk's flood risks.
- c. In accordance with Shoreline Management Plan governance, establish a strategic group (or Groups) for the coastal areas from the Yare to the Wash/Ouse to help mitigate coastal erosion and coastal flooding.
- d. Examine how to implement whole river management best practice for inland waterways from catchment areas to the sea.
- e. The planning system across the County is coherently applied and does not exacerbate the flood risks to new and existing residents and communities.
- f. When preparing and delivering their statutory or lead-agency responsibilities, category one responders and other relevant bodies will, where appropriate, collaborate through the Norfolk Resilience Forum (NRF) to:
  - I. enable the Local Lead Flood Authority (LLFA) to compile a common flood risk picture,
  - II. develop a consolidated action plan that maps multi-agency activities and progress,
  - III. ensure local flood resilience and the response to flooding events, which is streamlined and cohered across the County,
  - IV. achieve synchronised initiatives across Norfolk that mitigate the risk of flooding and enhance communities' local resilience, and
  - V. deliver a programme of exercises to confirm NSFA effectiveness and assure progress development.<sup>3</sup>

<sup>1</sup> These are distilled further into a series of actions and tasks in Annex A.

<sup>2</sup> This will include an understanding of other water management strategies and activities already in practice through other bodies and organisations.

<sup>3</sup> We will do this in partnership with the Ministry of Housing, Communities and Local Government (MHCLG) or the Cabinet Office, partner authorities in the region and the Emergency Planning College, in the design, training, work up and delivery of the exercise.

- g. Enhance the confidence of Norfolk communities through regular public communications and engagement on flood risks, mitigation measures and resilience / self-reliance initiatives.
- h. Produce an Integrated Norfolk Water Management Strategy.<sup>4</sup>
- i. Deliver a united Norfolk view on flooding and water management issues to Central Government.

## OUR APPROACH

### 4. **Our Principles.** Our guiding principles are:

- a. We will work together in a collaborative and transparent manner through the statutory duties established by the Civil Contingencies Act (CCA) (2004) and its supporting doctrine and guidance as well as making maximum use of Public Sector Cooperation Agreements, where appropriate.
- b. Extant statutory or lead responsibilities remain with the relevant agency.
- c. We will share information and manage knowledge intelligently.
- d. We will focus on delivering the best outcome for Norfolk communities.
- e. We will speak with one voice and communicate clearly, coherently and consistently to Norfolk communities.
- f. We will exploit pre-existing structures and multi-agency fora to reduce duplication and ensure our activities are efficient and effective.
- g. We will ensure a balanced approach – delivering quick wins and set the conditions for achieving longer-term success.
- h. We will make evidence-based decisions and anticipate future risk through collaborative analysis and data sharing.
- i. We learn from others and our own experiences and seek to identify and share 'best practice' as appropriate.

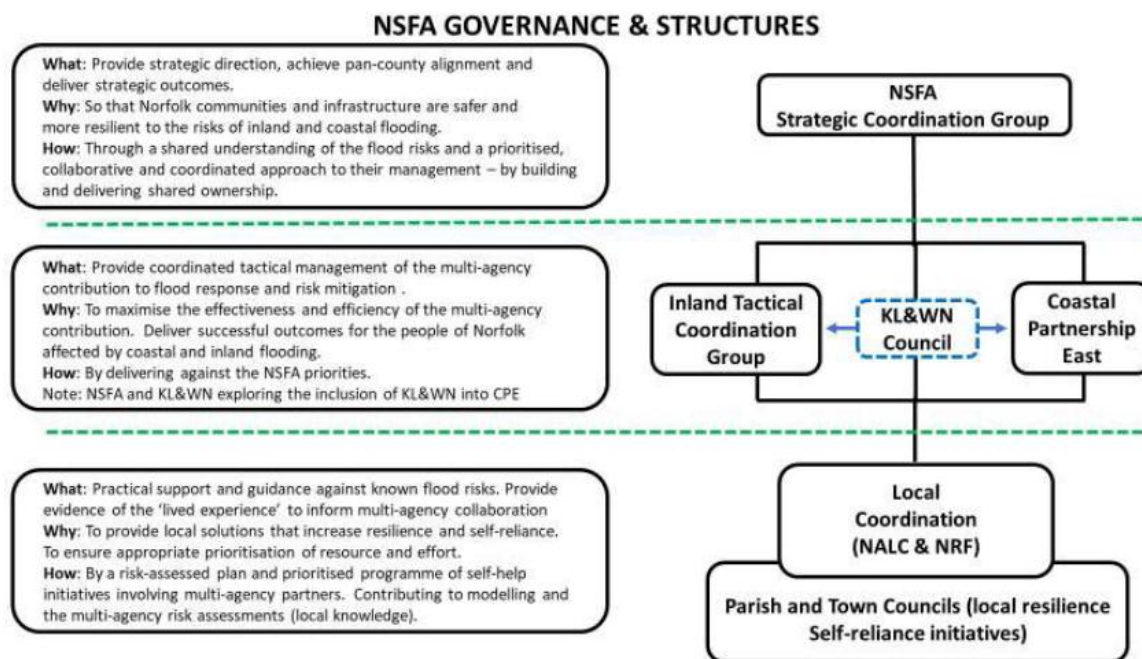
5. **Strategic Collaboration – Threats and Opportunities.** It is unlikely that any single entity will be able to develop projects or solutions alone to mitigate the threats of flooding or to promote the opportunities of better water management. Collaboration (not duplication) between NSFA and Water Resources East (WRE) is essential to a coherent approach across the County of Norfolk. From a water management perspective, WRE and its strategic partners will identify opportunities in the short, medium and long-term to connect fluvial flood risk reduction with water scarcity opportunities, ideally delivering water quality benefits at the same time. This will predominantly focus on the opportunities to capture and store flood water and make it available for use for example for irrigation, energy production and to drive environmental improvement and natural capital net gain. Key partners in this work, alongside Norfolk local authority colleagues and WRE's Norfolk Water Strategy partners (Anglian Water and The Nature Conservancy) will be landowners, internal drainage boards, local community leaders and environmental Non-Governmental Organisations (NGO).

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<sup>4</sup> To include an integrated approach to resource planning that considers all potential requests for funding to develop a single and prioritised statement of desired outcomes that all can work to deliver.



6. **How we Function.** The NSFA will operate across 3 levels (using Civil Contingencies Act doctrinal definitions for each level) – Strategic, Tactical and Operational/Delivery – a schematic representation of how this will be achieved, with broad roles and responsibilities, is shown below:<sup>5</sup> The NSFA recognises that member organisations and authorities have different priorities, funding arrangements, regulators and statutory obligations. It is incumbent on NSFA members to highlight to the NSFA their constraints to help the NSFA appreciate how best to work around these for the benefit of local communities. While the NSFA will determine its priorities, it accepts the need to use the statutory and funding frameworks of other bodies in order to realise these priorities. The Norfolk County Council (NCC) communications team would use this strategy and action plan to develop a proactive communications and engagement plan.



## ASSESSING SUCCESS

7. **What will success look like?** Achieving the stated vision will be the ultimate assessment of success for the NSFA. On our journey to achieving this vision, the NSFA will assess performance against the individual objectives (para 3), the specific actions and tasks (annex A) and our ways of working / guiding principles (Appendix B). On an annual basis (July NSFA meeting) members will be invited to affirm their commitment to the NSFA and the delivery of collaborative working in accordance with our guiding principles.

8. **Universal Stakeholder Buy In.** On an annual basis – commencing in July 2021 - the stakeholders, who are the constituent members of the NSFA (details at Appendix C), will commit to work together by formally signing off the annual NSFA Overall Strategy, of which this is the first.

<sup>5</sup> For local operational/delivery groups to be successful, there will need to be multiple (to spread the load), probably covering either the district council areas (with a number amalgamated to ensure there aren't too many groups for those of us that cover the whole of Norfolk) or Anglian Water water recycling collection areas. Discussions are underway to see if KL&WN might consider joining Coastal Partnership East and therefore remove the need for a bilateral arrangement between the NSFA and KL&WN on coastal flooding matters.



## APPENDIX A - ACTION PLAN

Code: **RED**: Significant issues to be resolved or task/outcome/action not commenced, **Amber**: Significant issues identified and plan to resolve developed – no target date set, **Yellow**: minor issues or progress to achieve goal is on track, **Green**: desired task/action/outcome achieved.

SER	TASK	ACTION	PROGRESS	LEAD/OWNER	ASSESSMENT
1		<p><b>1.1</b> More effective collaboration to ensure clearer multi-agency emergency response, recovery and remediation actions.</p> <p><b>1.2</b> The need to have a single consolidated approach to flooding across Norfolk so there is no 'post code lottery' (e.g. removal of the confusion about the utility and availability of sandbags).</p>	<p>Agreement to this strategy signifies a commitment from members to adopt the principles and objectives in their own programmes, plans and strategies and a commitment to work collaboratively to achieve the NSFA's objectives.</p> <p>To be addressed through the NSFA Inland Flooding Group. The NRF is developing a picture of what districts provide in terms of flooding support during both response and recovery phases. The NRF (via the Multi-Agency Fusion Group (MAFG)) will provide a formal update on who does what to the next Inland Flooding Group meeting in September.</p> <p>Explore the role of the Severe Weather and Flood Risk working group and how this might inform the working of the coastal and inland flooding groups.</p> <p>This work should recognise the roles and responsibilities of all 3 tiers of local government and consider how we balance locally derived needs with autonomy of decision-making and resourcing (especially finance) while achieving appropriate county-wide consistency.</p>	All	
2	Task 1. Develop closer working between all agencies and better co-operation			<p>Chair NSFA Inland Flooding Gp</p> <p>NRF Chair</p>	

3	<p><b>1.3</b> Develop in partnership with others (such as Water Resources East (WRE) and the Broadland Futures Initiative (BFI)) options for how flood water might be used to alleviate drought risks or managed in a more integrated multi-agency approach.</p>	<p>First formal meeting between NSFA and WRE programmed for 17 May. It discussed opportunities for shared working and what 'plugs and sockets' are required between the 2 structures to ensure opportunities to deliver a holistic approach to water management might be achieved.</p> <p>Develop an appropriate 'plug and socket' approach with existing flood and drought initiatives to ensure an integrated approach while not duplicating effort.</p> <p>The BFI should be reviewed by the NSFA and areas of collaborative opportunity identified and factored into the NSFA Action Plan. The BFI considers existing and new plans that will emerge and impact upon the BFI plan area. It is expected that the BFI will inform the Norfolk Strategic Flooding Alliance (NSFA).</p> <p>Ensure the Current Shoreline Management Plans for the County are referenced in relation to the strategic flood (and erosion) management on the coast.</p>	<p>Chair NSFA</p> <p>MD WRE</p> <p>Chair BFI</p>	
4	<p><b>1.4</b> Develop a prioritised list of known flooding risk areas to guide initial collaborative working</p>	<p>NSFA members will share their capital and maintenance plans with each other to ensure the maximum opportunities possible for the development of synchronised and mutually supporting work and to help communicate our work with Norfolk Communities.</p>	<p>Chair NSFA</p> <p>Chairs of Inland and Coastal</p>	

			<p>An initial prioritised list comprises 16 flood sites that have been identified as complex and requiring multi-agency involvement to resolve. Outline costed solutions will be worked up, with a lead agency for each site. These solutions can then be delivered when the necessary funding has been secured.</p> <p>A second tranche of flood risk sites is being considered.</p>	Working Groups	
5	<b>Task 2.</b> Clarify roles and responsibilities both amongst partners themselves and for the general public.	<b>2.1</b> Education of Riparian owners, homeowners and businesses on their responsibilities, how to be more resilient in the face of severe weather and who to reach out to in times of flooding.	<p>Flyer produced and to be distributed to all properties (business and private across Norfolk). It provides basic advice and linkages to where specific advice can be found.</p> <p>NFRS, NRF and NALC exploring ways to improve local resilience and self-reliance through education and advisory programmes.</p> <p>Riparian owners need to be updated on their responsibilities to watercourse maintenance. This might be led by the CLA and NFU.</p>	CFO, NFRS  NALC  CLA  NFU	
6		<b>2.2</b> The potential for a Memorandum of Understanding to provide greater clarity and the need to undertake a gap analysis of areas not covered by agencies.	<p>To be considered by the NCC as the LLFA. Consideration should be given to the NRF to lead on developing this.</p>	NCC as LLFA (through NRF)	
7		<b>2.3</b> Encourage local support groups to help improve community resilience through provision of support, education and information.	<p>Consideration should be given to the Coastal and Inland groups leading on this with NRF liaison for delivery of engagement and education programme. These groups might want to explore the role of the Coastal Flood Wardens as</p>		



Page 20 of 46		<p>a resource that might be developed for other scenarios.</p> <p>Consider the development of dashboard, to guide planning and response, in which flood data and the current picture is made accessible to all stakeholders.</p> <p>Consider the Introduction of a web-based portal to help householders and businesses identify who is responsible for what drainage asset.</p> <p>Integration of data feeds by the NCCC Norfolk Office of Data Analytics (NODA) to create an more holistic appreciation of risk and situational awareness. Intention to embed this in an open forum website (Norfolk Prepared) to ensure agencies and public maintain situational awareness and can prepare and response more effectively</p>	<p>Chairs of Inland &amp; Coastal Groups</p> <p>CFO, NFRS</p> <p>NALC</p> <p>NRF</p>	
8	<p><b>2.4</b> Maintain regular communications with Norfolk communities on flooding related issues to ensure communities are as well informed on NSFA activities as is practicable.</p>	<p>This recognises the need for direct (NSFA to communities) and indirect (through a third party) communications. Parish Councils will have a key role to play here.</p> <p>Requires close collaboration and coordination on flooding related communications. NCC will lead on the development of a coordinated NSFA Communications Plans (including agreed, immediate lines to take in times of crisis).</p> <p>Utilise Norfolk Prepared website, tactical delivery through inland and coastal NSFA groups.</p>	<p>Chair NSFA</p> <p>Chair Inland and Coastal Groups</p> <p>NCC as LLFA</p> <p>NRF</p> <p>NALC</p>	

			The Norfolk Prepared website was advertised in the flood flyer and the website provides broad resilience and self-reliance advice.		
9		<p><b>2.5</b> Consider what flood protection and mitigation capabilities are required and how they might be supported and supplied.</p>	<p>Item needs to be addressed by the inland and coastal flooding groups to identify most appropriate capabilities to mitigate flooding. Once the 2 groups have considered the issue for their respective remits, the NSFA should consider a consolidate view including how capabilities might be resourced</p>	NSFA Chairs of inland and Coastal groups	
10	<p><b>Task 3.</b> Determine and implement appropriate mechanisms for funding flood-related initiatives.</p>	<p><b>3.1</b> A shared resilience fund to help agencies and authorities better react to emergency situations in a collaborative manner.</p>	<p>The Chairs of the Inland and Coastal working groups should consider what additional resources they required. This detail should be submitted to the NSFA who would fuse the requirements into a single submission for the LLFA to consider. This should be completed by end of July 21.</p>	Chairs of the inland and Coastal working groups	
11		<p><b>3.2</b> Maximising the capital, maintenance and revenue funding streams of NSFA members , as well as resource and skills, jointly to agree common priorities and funding for proactive water management initiatives.</p>	<p>CPE is also exploring a coastal adaptation mechanism to support those affected by erosion which could be linked</p> <p>A more collaborative approach to funding-streams, utilising Regional Flood and Coastal Committees (RFCC), and a more coordinated approach to the Business Plans of NSFA members should be the preferred method to operationalise the water management outcomes we seek for Norfolk.</p> <p>The NSFA will work integrally with Anglian ( Eastern) and Anglian (Gt Ouse) RFCCs to ensure Flood Defence Grant in Aid capital and other</p>	All	

			funding opportunities are maximised for all RMAS in Norfolk.		
12		<p><b>3.3</b> Lobbying DEFRA regarding the funding criteria for retro-fitting SuDS and drainage improvement works, as current model undervalues the damage caused by surface water flooding and the costs of mitigation schemes</p>			
13	<p><b>Task 4.</b> Improve the coherency of planning processes across the County to ensure that new developments do not exacerbate the flood and coastal erosion risks or act as a barrier to the development of options.</p>	<p><b>4.1</b> Removal of the automatic right to connect surface water from new developments to the sewerage system, which should be replaced with a more conditional approach to ensure all parties work together to assess and approve connections to the sewer network.</p>	<p>Anglian Water is already involved in this work nationally with Water UK.</p> <p>Lord Dannatt and George Freeman MP wrote, on 23 Jun 21, to SofS EFRA and SofS HCLG to express concerns over 2 planning policy matters. The first regarding the automatic rights for developers to connect surface water from new developments to the sewerage system. Second, The ongoing responsibility of developers for drainage and water management on their developments.</p>	<p>Chair NSFA</p> <p>Anglian Water</p>	
14		<p><b>4.2</b> Planning policy and guidance to be updated and strengthened to require flood risk and to betterment in areas of high flood risk and to reflect new environment policy objectives and new SuDs National Non-Statutory Technical Standards.</p>	<p>CPE is working with our 3 LA planning teams and those at KLVNBC and south into Essex to ensure we have integrated coastal planning policy in relation to erosion and coastal change. we have a shared Supplementary Planning Document which we are currently reviewing in line with new and emerging Local Plans. We are also exploring spatial planning and development in Coastal Change Management areas with planners locally and nationally.</p> <p>Farmers and landowners perceive planning to be a barrier to the development of on-farm reservoirs, which will play a crucial role in</p>	<p>Chair NSFA</p> <p>NCC and District / Borough Councils</p>	



			connecting flood risk with water resources, delivering economic and environmental benefits. The group needs to consider what is most needed, is it formal policy changes, guidance to landowners submitting applications or is internal guidance for planners needed to help them with reviewing an application? It would also be helpful to identify a number of 'shovel-ready' projects and test them through the planning system.  The NSFA would consider forming a focused working group to understand the breadth of planning-related challenges and recommend a programme of work to address these.		
15		<p><b>4.3</b> LLFA to review thresholds for bespoke responses to consultations on Major Development and LPAs to review provision of drainage advice for Minor Development to improve the technical expertise in flooding.</p> <p><b>4.4</b> A clear process to remove and replace misconnections to sewers through Building Control, or re-classification of foul sewers into combined sewers.</p>		NCC / LLFA	
16			<p>Seems a logical for Anglian Water to lead, given their role (this might ensure that foul sewer are <b>not</b> reclassified as combined sewers).</p> <p>Building Control at the local authorities with regards to spotting and addressing misconnections, working with Anglian Water to ensure that foul sewers are <b>not</b> reclassified as combined sewers).</p>	Anglian Water  and local authority Building Control teams	
17	Task 5. Improve collective	<b>5.1</b> Develop a shared surface water flood risk mapping resource and asset register, and provide districts with access to the LLFA's GIS system.	Encourage wider use of EA flood map to increase awareness of surface water flood risks in the County. Information can be found on <a href="https://eur02.safelinks.protection.outlook.com/">https://eur02.safelinks.protection.outlook.com/</a>	EA  Anglian Water	

	understanding of the flood risks through the development of multi-agency situational awareness and data sharing protocols, establishing a commonly accessible mapping resource and modelling function.		<p>Anglian Water is developing something similar for all flood risk partners across the region, so no need to reinvent the wheel.</p> <p>CPE is also keen to develop a shared asset register for coastal locations so they can develop integrated asset investment strategies with their partners (similar to that with AW).</p>		
18	<p><b>5.2</b> Establishing local community champions to support communities to map out relevant water management assets.</p> <p><b>5.3</b> Develop and then monitor the concerns of Norfolk communities affected by flood and drought risks and realities – a form of persistent audience sentiment and analysis.</p>	<p>Potentially incorporated in LRF Stronger Community Resilience pilot. LRF to work with NALC, Community Resilience, PH etc to help identify local champions.</p> <p>The development of a prioritised list is based upon inputs from local communities and historic data. It is addressed by the Local Issues Working Group. Discussions have taken place with NCC Comms to explore a proactive approach to communications and with sentiment analysis.</p> <p>CPE is holding its first join Suffolk and Norfolk Coastal Community conference this autumn to discuss coastal change. They have held a Suffolk event for several years and invited schools and guest speakers as well as the community leads and partners. It's a very effective event for sharing information, networking and supporting peoples understanding of risks and solutions.</p>	<p>NRF Strategic Support Officer</p> <p>Nick Tupper NSFA</p>		
20	<b>6.1</b> A coordinated effort from all RMAs to ensure that all their assets are regularly and proactively maintained, to lead by example.	EA and Anglian Water have an established, mature risk-based maintenance programme and could support others developing the same.		Anglian Water	



	<b>Task 6.</b> Creation of a sustainable approach to drainage through a coherent county-wide programme of improvements, prioritised maintenance and through the planning of new developments.		CPE conducts regular inspections of all its coastal assets and this informs their annual maintenance programmes. They also have a £150M capital delivery programme for 10 years: they have already delivered the Bacton Sandscaping project and are in the process of progressing Lowestoft tidal flood walls and barrier. They will have a capital scheme for Cromer and Mundesley online early next year.	EA	
21		<b>6.2</b> The maintenance regimes of delivery agencies and authorities are shared between NSFA partners to facilitate closer cooperation in areas of mutual interest / responsibility.		Anglian Water EA IDBs	
22		<b>7.1</b> Sharing mobile numbers of all first responders to reduce the time it takes to contact the appropriate person who can make decisions with the skills and knowledge on the ground.	Services with 24hr response - contact should always be through established arrangements - not to individuals - relying on individual contacts more likely to impede and not enhance response - eg leave, change of roles, assigned to other events etc. Item closed – to be transferred to Appendix B.	NRF Chair	
23	<b>Task 7.</b> Effective management of the multi-agency response to improve consistency of delivery across the County to ensure we retain the confidence of Norfolk communities.	<b>7.2</b> Explore the creation of Community Resilience Team at Parish Council level able to respond to flooding events.	Being considered by NRF, NFRS and NALC. To be assisted and enabled by increased situational awareness from data embedded in Norfolk Prepared website.  Norfolk ALC is already doing work in this area to gather names into a 'register'.  Learn from and make links with any COVID support groups set up at county, district or Parish level.	NRF Chair CFO, NFRS NALC	

24	<p><b>7.3</b> Explore potential roles for the NRF and local resilience planners in advising, preparing and supporting mitigation measures (such as education).</p>	<p>Being considered by NRF. Will require identification of risks specific to geographical location. NRF assessing options for education/training of community champions. Norfolk Prepared to be used as a platform to inform public on pre-emptive actions that can improve their resilience to local risks.</p>	NRF Strategic Support Officer	
25	<p><b>7.4</b> Consider how the NCC Resilience Hub might lead in the setting up of initial coordination function of flooding events (what resources are required to enable this?)</p>	<p>NRF assessing options for an improved cascade call system for setting up initial response groups. Confirmation of Local Coordination Group (LCG) roles and responsibilities being amended in Norfolk Emergency Response Guidance (NERG).</p>	NRF Chair	
26	<p><b>7.5</b> Consider how regular exercise events might be used to prove and improve NSFA functionality and effectiveness through the use of a series of testing scenarios involving coastal and inland flooding events (and explore how these might mitigate drought risks).</p>	<p>Training and assessment exercises are a key indicator of progress and to drive learning and development.</p> <p>A NSFA Flood exercise planning meeting will take place on 8 Jul (details to follow) to determine scope and objective for the NSFA autumn exercise. It will also explore options for the Norfolk contribution for the National Flood exercise in Oct 22.</p> <p>An exercise is being developed by NRF's multi-agency fusion group (MAFG) that will test our response to inland and coastal flood challenges. Expected to be delivered 26-28 Oct 21.</p>	NRF Chair	

27		<p><b>7.6</b> Ensure the Current Shoreline Management Plans for the County are referenced in relation to the strategic flood ( and erosion) management on the coast. Can be accessed via <a href="https://eur02.safelinks.protection.outlook.com/">https://eur02.safelinks.protection.outlook.com/</a></p>	<p>CPE will be developing this further with EA and our coastal partners and communities through the SMP action plans and via our IRF bid.</p> <p>An education campaign about climate change and SL rise at a regional/county level would help all RMA's in the discussions we have to have with communities.</p>		
28	<p><b>Task 8.</b> Improving the oversight of and managing delivery of riparian responsibilities.</p> <p>Page 27 of 46</p>	<p><b>8.1</b> An education campaign to educate landowners and homeowners in terms of their responsibilities around keeping ditches and culverts cleared.</p>	<p>The EA are considering developing some guidance on this nationally but some local guidance could perhaps be developed more quickly with a Parish Council as a test area and involving local engagement from riparian owners about what support, knowledge, H&amp;S considerations and equipment a riparian owner needs.</p> <p>Cambridgeshire County Council are developing riparian guidance asap on this so perhaps you could collaborate with them for efficiency and speed?</p> <p>Charles Krolik-Root is the lead on this at CCC.</p>	NCC as LLFA	
29		<p><b>8.2</b> Explore the practicalities and benefits of a single lead organisation for managing all watercourses in the County. How would this be resourced and what authorities would it require (how might these impact on the statutory obligations of other NSFA elements)?</p>			
30		<p><b>8.3</b> The NSFA partners will review existing responsibilities of the EA, LLFA, Broads Authority and IDBs across the County to assess if there is a better balance of those responsibilities in managing and maintaining</p>			



31	<p><b>Task 9.</b> Improve understanding of the policy framework across all NSFA members and improve the consistency of its delivery across the County of Norfolk</p>	<p>the County's watercourses alongside riparian owners, and to look at mechanisms for achieving that, including new legislation.</p> <p><b>9.1</b> Need to better understand EA's policy around river dredging and whether this is being undertaken.</p>	<p>EA provides their current policy position:</p> <p>Dredging means removing accumulated material in waterways, such as gravel or soil (often referred to as silt). Dredging in certain locations may improve land drainage by lowering the river level to allow water to flow from the land or from drains, however it may sometimes cause unintentional flooding downstream. Dredging may also be ineffective in reducing flooding, as the natural processes in many rivers can cause silt to build up again quickly. Dredging may also damage wildlife and ecosystems in certain areas. In extreme flooding events, the small increases in width and depth achieved by dredging a waterway do not provide enough capacity to contain the excess flood water. This means dredging is not always the best solution to managing flood risk, and we may suggest other measures instead. When the EA dredges they focus work on locations where the risk of flooding, economic loss and risk to life are the greatest. They may dredge an area if there is evidence that:</p> <ul style="list-style-type: none"> <li>• dredging will reduce flood risk to local properties will not increase flooding downstream it is affordable to do so (disposal of silt may be expensive).</li> </ul>	All	<p>Item closed. Will be transferred to the record of completed actions in Jul 21.</p>
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			<ul style="list-style-type: none"><li>it is compatible with restrictions around protected species.</li></ul>		
32		<b>9.2</b> Need to better understand the Declassification of Infrastructure Programme being undertaken by Anglian Water.	Anglian Water does not have a declassification programme, but they will review assets that are incorrectly classified when they are made aware. Anglian Water to lead this work and communicate it comprehensively with the NSFA.	Anglian Water	

**APPENDIX B – RECORD OF ACHIEVEMENTS**

<b>SER</b>	<b>ACTION</b>	<b>OUTCOME</b>	<b>ACHIEVED</b>
1	Consider the need for a single, centralised flood line number that provides a mechanism through which flooding can be reported, specific triage advice can be provided and generic flood prevention and resilience guidance can be sought.	Single flood line number in place to provide 24/7 hub for flood advice and support. Flyer produced that covers advice and provides details on organisational flood roles and responsibilities. Flyer will be distributed to all properties and business and properties across Norfolk by the end of May 21	27 May 21
2	Production of clear comms tools (leaflet/website) for householders and businesses with emergency contact numbers.	Flyer produced by the NRF (MAFG) and NCC Comms that has been distributed to all addresses across the County. This flyer provided details on the single flood line number, the roles and responsibilities of various agencies and authorities and provided link to other advisory / resilience websites.	27 May 21
3	Develop a prioritised list of flood work that can be used to galvanise a collaborative approach to complex flooding sites	First tranche comprises a list of 16 flood sites that have been identified as complex and requiring multi agency involvement to resolve. Outline costed solutions will be worked up, with a lead agency for each site. These solutions can then be delivered when the necessary funding has been secured.	

**APPENDIX C – NSFA MEMBERSHIP**

<b>SER</b>	<b>ORGANISATION</b>	<b>REPRESENTATIVE</b>	<b>COMMENT</b>
1	NSFA Executive	Lord Richard Dannatt	Chair
2	NSFA Executive	Nick Tupper	Local Authorities POC
3	NSFA Executive	Philip Lester	Strategy, NRF and Exercising POC
4	NCC / LLFA	Cllr Andrew Proctor	Leader County Council
5	NCC / LLFA	Tom McCabe	ED Paid Services
6	NCC / LLFA	Graham Bygrave	Highways
7	NCC / LLFA	Mark Ogden	Flood and Water Management
8	NCC / LLFA	Duncan Merren	Communications
9	Inland Flooding Group	Trevor Holden	MD Broadland & South Norfolk District Council
10	Coastal Flooding Group	Sheila Oxtoby	CEx Great Yarmouth Borough Council
11	Breckland District Council	Cllr Sam Chapman-Allen	Leader District Council
12	Breckland District Council	Maxine O'Mahony	ED District Council
13	Broadlands District Council	Cllr Shaun Vincent	Leader District Council
14	Borough of Gt Yarmouth Council	Cllr Carl Smith	Leader Borough Council
15	Borough of Kings Lynn & West Norfolk Council	Cllr Stuart Dark	Leader Borough Council
16	Borough of Kings Lynn & West Norfolk Council	Lorraine Gore	CEx District Council
17	North Norfolk District Council	Cllr Sarah Butikofer	Leader District Council
18	North Norfolk District Council	Steve Blatch	CEx District Council
19	Norwich City Council	Cllr Alan Waters	Leader City Council
20	Norwich City Council	Stephen Evans	CEx City Council
21	South Norfolk District Council	Cllr John Fuller	Leader District Council
22	Anglian (Great Ouse) Regional Flood and Coastal Committee (ARFCC)	Richard Powell	
23	Anglian Eastern Regional Flood and Coastal Committee (AERFCC)	Brian Stewart	
24	Association of Drainage Authorities (ADA)	Innes Thompson	
25	Anglia Water (AW)	Jonathan Glerum	
26	Broads Authority (BA)	Marie-Pierre Tighe	
27	Coastal Partnership East (CPE)	Karen Thomas	
28	Environment Agency (EA)	Mark Johnson	
29	Highways Agency (HA)	Simon Amor	
30	National Farmers Union (NFU)	Rob Wise	
31	Norfolk Resilience Forum (NRF)	Stuart Ruff	Also Chief Fire Officer, NFRS

32	Norfolk Association of Local Councils (NALC)	John Pennell	
33	Water Resources East (WRE)	Robin Price	
34	Water Management Alliance (WMA)	Phil Camomile	

DRAFT



**URN**

**Subject:** EU Interreg 2Seas Project FACET - supporting a Circular Economy within the tourism & leisure Sector

**Report to:** Environment Committee - 29 September 2021

**Report by:** Paula Boyce, Strategic Director  
Benjamin Gulliver, FACET Project Officer



**SUBJECT MATTER**

FACET is an EU funded Interreg 2Seas project which seeks to support tourism, leisure & hospitality businesses in the borough of Great Yarmouth move to more resource efficient business models by adopting 'Circular Economy' practices.

Circular Economy (CE) solutions are those that aim to avoid, reduce, reuse and recycle the amount of waste in the system while increasing the quantity of recyclable materials and finding ways to utilise them within the local economy. With partner support and shared learning, this will be achieved by delivering a series of practical pilots over two years in the borough and measuring the impact with local hospitality sector businesses.

FACET also includes linking CE solutions with consumer/visitor behaviour change interventions thereby improving the availability of on-street litter and recycling.

As an Interreg project, FACET is a wider partnership of public, private and academic partners from across the Netherlands, France, Belgium and in the UK. The UK's named partner is Norfolk County Council and the chosen place for the investment is the borough of Great Yarmouth. The Borough Council is responsible for local delivery working with Norfolk CC's environment & waste services.

The project runs until 31<sup>st</sup> March 2023 and totals 3.9 million euros (£3.3 million) allocated across the programme.

**Recommendation:**

**That the Environment Committee notes the contents of this report and endorses the continued development of this project.**

**1. INTRODUCTION**

1.1. 'FACET' stands for: *Facilitate the Adoption of Circular Entrepreneurship in the Tourism and Leisure Sector*. Project FACET is part of the wider Interreg 2Seas Programme.

1.2. Interreg 2Seas 2014-2020 is a European Territorial Cooperation Programme covering England, France, The Netherlands and Belgium. The programme is part financed by the European Regional Development Fund. The overall objective of Interreg 2 Seas is to develop an

innovative, knowledge and research based, sustainable 2 Seas area, where natural resources are protected, and the green economy is promoted. As a result, the 2 Seas Interreg Programme provides 60% of funding to projects including FACET, all of which contribute to one of the specific objectives shown below, including, building a Circular Economy.



- 1.3. FACET involves supporting and testing how, in sustainable terms, a shift to a more Circular Economy could be achieved to benefit the tourism & leisure sector, residents and visitors. The partner business organisations in Project FACET, are therefore either tourist resorts or companies/public sector organisations promoting the visitor economy:  
<https://www.interreg2seas.eu/en/FACET>.
- 1.4. Tourism and the visitor economy are a fundamental part of the economy for Great Yarmouth but, besides income, tourism also brings mass consumption of resources which could strain the already limited resources of the region. Tourists also tend to produce more waste than locals (European Environment Agency in Tourism and the Environment, 2018), further increasing the challenge, in particular, due to the seasonality of waste and waste processing.
- 1.5. With this in mind, the objective of FACET is to move away from 'make, use, dispose' known as the 'linear economy' and support local tourism, leisure and hospitality businesses in the Borough of Great Yarmouth to adopt a 'Circular Economy'. CE uses resources for as long as possible, regenerates materials and, in turn, prevents costly and unsustainable levels of waste.
- 1.6. The overall lead partner is based in The Netherlands. In the UK, the contingent is Norfolk County Council and Great Yarmouth Borough Council. The University of Greenwich is also included as an academic partner.

## 2. BUSINESS ENGAGEMENT AND PILOTS

- 2.1. Since its start-up in April 2020, the project has been gaining momentum and as of August 2021, it has over 30 local businesses across the borough signed-up to either learn more or take the bold step and be part of testing our pilots supported by both councils and our partners GYB Services Limited, Visit Great Yarmouth and the Town Centre Partnership.

- 2.2. In order to inform a set of pilot studies, a series of detailed waste audits and diagnostic meetings have been taking place with each of the interested businesses. The diagnostics are providing the FACET team with baseline data to measure the performance of pilot studies. An Action Plan for each participating business is also being developed as a result to establish 'CE business champions' that can share best practice with others in the sector in terms of practical interventions which have been proven to reduce the waste each business creates.
- 2.3. A generic Circular Economy toolkit is also in development and will be provided to all businesses signed-up to FACET in order to encourage the adoption of circular practices.
- 2.4. Research and learning to date, through speaking directly to interested local businesses suggests focusing on setting-up 4 Pilots to put in place solutions for: (1) Single Use Packaging (2) Food/Organic Waste (3) Reusable Cup Schemes and (4) Behaviour Change through an Art Sculpture Trail. These are summarised below.
- 2.5. **Single Use Packaging** – FACET is creating an opportunity for a social enterprise or Community Interest Company to take-up the opportunity to work with local communities and businesses to recycle post-consumer take away plastic packaging into other new plastic products which can be used within the borough. It is unclear at this stage if such a social enterprise exists or will be developed in response to this opportunity. However, the brief led by Norfolk County Council will also include partnering with East Norfolk Sixth Form college's design & technology department to undertake prototype testing and research as part of the pilot to develop a product (or products) which use this locally collected post-consumer plastic as a secondary raw material. The aim being to divert plastic material from disposal and turn it into valuable products that can be used locally.
- 2.6. **Food waste** – FACET will bolster the existing network of community fridges with the introduction of three new fridges in key locations where local food business can donate 'in date' items for redistribution to the local community. This will increase the ability to redistribute surplus chilled food. Subject to space being available and the types of waste generated, on site composting opportunities are also currently being explored. Self-catering accommodation providers are likely to be the most appropriate hosts due to space and suitability of waste produced for composting. A toolkit for participating businesses is also being developed which will include hints and tips to avoid food waste such as portion size and stock control.
- 2.7. **Reusable Cup Scheme** – Although many businesses are switching from polystyrene to paper cups, these are often not recyclable due to the wax lining. Therefore, many of the on-street general litter bins are filling up quickly with bulky cardboard chip trays and paper cups. FACET will tackle this issue by piloting a reusable cup scheme. The proposal is that customers will pay a £1 deposit which they will get back when the cup is dropped off at any of the participating cafés. Hemsby has been identified as a suitable location for an initial trial due to the density of food & drink outlets and willingness of local cafes to co-operatively take-part, thereby making it easier for consumers to find a local drop-off point. Similar schemes exist elsewhere (in Holt and Shrewsbury) and work within environmental health food hygiene guidelines.
- 2.8. **Behaviour Change Art Sculpture Trail** – whilst carbon reduction, net zero, and sustainability is becoming better understood across society, associating these new CE operating models in the

hearts and minds of consumers (residents and visitors) is critical to their success. The FACET pilots need people to understand and be willing to co-operate with reuse schemes and deposit their items in line with recycling rules etc when recycling on-the-go. Six iconic semi-permanent outdoor recycling drop-off points are therefore proposed. Each sculpture will encourage consumers to deposit their empty plastic bottles into eye-catching artistic drop-off bins (3 in Great Yarmouth, 1 in Hemsby and 2 in Gorleston-on-Sea) as part of the FACET project.

- 2.9. This will provide exciting opportunities for residents and visitors to engage in waste reduction activities as well as highlighting no littering and sustainability messages throughout the year. The County Council's brief, open to local and other artists, includes ensuring the art sculpture drop-off bins reflect the character of the resorts of Great Yarmouth, Hemsby and Gorleston-on-Sea – their unique history, culture, and their sustainable future. Each sculpture will be accompanied by an interpretation board to encourage CE thinking. The brief includes involvement of a series of awareness raising informative sustainability events involving local communities and schools. The purpose being to motivate individuals to think about Circular Economy principals, including prevention, reuse and recycling.
- 2.10. The council's in-house design team is supporting the FACET project with marketing and awareness-raising campaign planned once the CE interventions are in place with local businesses and on-street. This includes a new local CE brand which highlights the principles of the Circular Economy as shown below. This brand will appear and be promoted on all pilots, street bins and at the point of sale of participating businesses.



### 3. FACET TARGETS

3.1. The overall targets for the FACET project in Great Yarmouth are as follows:

- 20 SMEs will undertake a shift towards circularity through investments by June 2022.
- 15% reduction in amount of single use packaging by the actively participating businesses.
- 15% waste reduction and/or valorisation of otherwise generated business waste by actively participating businesses.
- 50% reduction in number of on street waste/litter collections in the geographic area(s) where street waste initiatives have been implemented.
- 20% visitor engagement with CE waste solutions.

- Involve 10 SMEs in the pilot studies.
- A reduction of at least 10% purchase costs where CE business waste solutions have been implemented as part of the pilot(s).
- Have at least 10 additional SMEs committed to implement circular solutions upon success of the pilot studies by December 2022.

3.2 Whilst it is early days in establishing the local pilots, each is being designed to meet or exceed these ambitious targets in order to make a lasting positive environmental impact on the visitor economy.

#### **4. ON STREET LITTER IMPROVEMENTS**

4.1. In addition to the pilot studies above, FACET aims to support the improvement of on-street litter, recycling and general waste facilities. This includes the introduction of 'smart' sensor bins in Hemsby which will alert waste teams when each bin is reaching capacity, thereby preventing overflowing and increasing the collection efficiency to reduce vehicle related emissions.

4.2. Bin capacity is also due to increase along Great Yarmouth seafront, in conjunction with the introduction of on-the-go recycling bins, to start capturing plastic and glass bottles and aluminium cans.

4.3. FACET will also install a number of novel 'ballot bins' <https://ballotbin.co.uk/#find-out-more> across the borough in an effort to reduce cigarette butt littering, to help keep our streets clean and tidy for residents and visitors alike.

#### **5. FINANCIAL IMPLICATIONS**

5.1. The complete Interreg 2Seas FACET Project totals 3.9 million euros (£3.3million) across all partners in the programme over two years. Each FACET partner contributes 40% of the funding as part of the EU Interreg 2-Seas Programme with the fund providing the further 60% match. The Borough Council's contribution as part of this is £80,000 which has been funded from the existing resources and the Norfolk Strategic Fund.

5.2. The borough, as a prime tourism area, will receive the full benefit of the UK's portion of this investment which is € 790,701 in total (£678,714).

#### **6. RISKS**

6.1. The impact of COVID-19 significantly slowed down the process of business engagement up until March 2021. This has increased the time pressure in relation spend so as not be financially penalised by Interreg. The budget has been adjusted to deliver the 4 pilot studies and improvements to on-street waste management facilities to meet the required spend.

6.2. Circular Economy is a new concept to many of our local businesses. Although engagement and sign-up has been a challenge due to the pandemic, FACET now has a strong group of

businesses willing and ready to participate in the pilot studies in order for targets to be achieved.

## 7. CONCLUSION

- 7.1 Despite the impact of COVID-19 affecting the ability to engage with businesses around implementing Circular Economy solutions, project FACET is now in a strong position to begin shifting businesses operating in the tourism and leisure sector within the borough towards circular business models. This is due to a positive response during the last round of engagement.
- 7.2 Insights from businesses engaged on the project have helped inform the decision to deliver 4 pilots (Single Use Packaging, Food/Organic Waste, Reusable Cup Schemes and Behaviour Change Art Sculpture Trail) which will aid the adoption of Circular Economy principles, along with targeted Action Plans and the Circular Economy Toolkit. This, coupled with the improvements to on-street waste management facilities through adopting smart technology, increasing bin capacity and introducing novel ballot bins, will reduce the amount of waste produced and associated emissions while increasing the capture of recyclable materials to be used to support the local economy.
- 7.3 Being cleaner and more environmentally aware can only help to improve the borough's standing as one of the UK's main tourist destinations.

Area for consideration	Comment
Monitoring Officer Consultation	Yes – via ELT
Section 151 Officer Consultation	Yes – via ELT
Existing Council Policies (See background papers)	Corporate Plan 2020 – 2025 A Quality and Sustainable Environment
Financial Implications e.g. within existing budgets or funding identified	In budget for 2020/21 & 2021/22
Legal Implications (including human rights)	No
Risk Implications	As above
Equality Issues/EQIA assessment	No
Crime & Disorder	No
Every Child Matters	No



**URN:** 21-123

**Report to:** Environment Committee – 29 September 2021

**Subject:** Household Waste & Recycling Collection - Round Review Update

**Report by:** Chris Silverwood, Director of Operational Services

## **RECOMMENDATIONS**

**That the Environment Committee:**

- a) **Notes the update contained in this report**
- b) **Approves the implementation of the round review as set out in para 3**

## **1. INTRODUCTION**

- 1.1 On 28 July 2021, a 'Household Waste & Recycling Collection Round Review' was approved by the Environment Committee. The project aims to re-design the alternate weekly domestic waste & recycling collection rounds across the borough due to the current daily routes being imbalanced across the geographic area.
- 1.2 GYBS Ltd, the council's joint venture company with Norse Commercial Services, proposed a 3-Phased approach to this round review. Phase One being to rationalise, re-calculate and re-set each of the existing collection vehicle routes. Phase Two to look at hard-to-access properties and Phase Three may involve looking again at how collection services are carried out in light of any revised government direction on household recycling services.
- 1.3 Phase 1 redesigns collection routes ensuring built-in capacity for growth in housing numbers informed by the Local Plan. Subject to government direction of the future of how household waste and recycling is collected, Phases 2 & 3 may then be required to look at the type of collection vehicles and what is collected from each household.

## **2. PROJECT UPDATE**

- 2.1 The project team was put together which is made up of officers from GYBC & GYBS also an external Project Manager was recruited to oversee the project. The project was anticipated to take four months to complete and is on schedule.
- 2.2 The first project inception meeting was on the 5 August to commence the project, to agree the scope, timeline, processes, systems, risks and the principles of project management.

- 2.3 The scope of the round review included all domestic waste collections undertaken in the borough from houses, flats, and hard-to-reach properties. In order to future proof the changes, route modelling will be informed by 2 years' worth of approved housing growth figures to avoid the rounds becoming immediately obsolete due to further housing growth.
- 2.4 GYBS Ltd appointed the specialist advisors Integrated Skills Limited (ISL) to undertake the data analysis of routes and number of properties by way of its 'RouteSmart' technology system. This route optimisation software package is used by a number of local authorities to reorganise the collection routes. RouteSmart required a significant amount of property location data in preparation for route modelling. The first batch of data was provided in July and included Local Land and Property Gazetteer (LLPG) address information for every one of the 48,200 houses in the borough on wheeled bins, the 700 flats, 400 sack collections and 400 hard-to-reach properties including 2 years of approved growth.
- 2.5 A number of associated actions were also completed including preparation of a communication plan to explain to ward members and residents the changes to their respective waste and recycling collections days/times and weeks.
- 2.6 In early September draft routes were tested with the crews to ensure the new routes were fit for purpose and took onboard any local quirks of collection and access to homes. Thereafter the new routes were finalised and are now ready for implementation subject to committee approval of the changes proposed.

### 3. PROPOSED CHANGES

- 3.1. The number of rounds and routes before the route modelling exercise started is illustrated in table 1 below. Currently there are 8 collection rounds covering 40 daily routes per week which require 2 support crews to help out daily Monday to Friday.
- 3.2. RouteSmart routes are currently in draft form, final results are likely to change based on operational feedback and route refinement

**Table 1**

<b>Rounds</b>	<b>Properties per week</b>	<b>Routes per week</b>	<b>Residual Mileage per week</b>	<b>Residual Tips per week</b>
<b>1.</b>	3,036	5	344	10
<b>2.</b>	6,835	5	334	16
<b>3.</b>	6,507	5	238	16
<b>4.</b>	5,301	5	281	13
<b>5.</b>	5,776	5	155	14
<b>6.</b>	5,819	5	317	14
<b>7.</b>	8,074	5	193	19
<b>8.</b>	5,791	5	242	15
<b>Support 1</b>				
<b>Support 2</b>				
<b>Total</b>	<b>47,139</b>	<b>40</b>	<b>2,104</b>	<b>117</b>



- 3.3. The number of rounds and routes after the route modelling exercise are illustrated in table 2 below. The 9 proposed new collection rounds cover 45 daily routes per week Monday to Friday no support crew help is required. The new routes have also got 2 years of growth built in.

**Table 2**

<b>Rounds</b>	<b>Properties per week</b>	<b>Routes per week</b>	<b>Residual Mileage per week</b>	<b>Residual Tips per week</b>
<b>1.</b>	4,553	5	233	12
<b>2.</b>	5,325	5	179	12
<b>3.</b>	5,521	5	173	13
<b>4.</b>	5,492	5	163	13
<b>5.</b>	5,356	5	214	12
<b>6.</b>	5,109	5	229	13
<b>7.</b>	5,270	5	214	14
<b>8.</b>	5,615	5	196	14
<b>9.</b>	5663	5	182	14
<b>Total</b>	<b>47,904</b>	<b>45</b>	<b>1,783</b>	<b>117</b>

- 3.4. The scale of the changes covers the whole of the Borough, however there are some wards with no collection day or day/week changes, please refer to **Appendix A** for the full list of ward changes.
- 3.5. The headline data in table 3 below shows the impact of the newly modelled proposed collection rounds. Mileage Reduction for residual based on 5mpg this is based on the core crew of 8 with RouteSmart optimised sequence as no support crew route mileage is currently available

**Table 3**

	<b>Mileage reduction</b>	<b>Fuel reduction (Litres @5mpg)</b>	<b>CO<sup>2</sup> reduction (kg)</b>	<b>Housing growth</b>
<b>Weekly Residual</b>	321	292	782	2 years
<b>Annual Residual</b>	16,692	15,177	40,673	2 years

#### **4. COMMUNICATIONS PLAN**

- 4.1. A Communications Plan includes key messages for all service users, residents and ward members together with multiple channels to communicate the change to each household and the wider local area i.e. Parish Councils.
- 4.2. Internal communications; GYBS and GYBC staff, Trade Unions, an all-member briefing and drop-in sessions for individual ward members. External communications; resident letter

(Appendix B) and reminder leaflet with new collection day calendar, structured social media posts and online website information, posters for local noticeboards and a media release.

- 4.3. For all enquiries IT are ready to create a Hunt group on 01493 742190 & [gybwastequeries@ncsgrp.co.uk](mailto:gybwastequeries@ncsgrp.co.uk). This will be live for a 6-week period.
- 4.4. During the months of September and October the changes to the routes and collection days need to be clearly communicated with residents which will include the following:

Communication Channel	Activity	Deadline
Resident letter	Letter sent to print	6 October
	Landing	11 October
Bin Tag	Sent to print	20 September
	Distributed	W/C 4 October
Social Media	Messaging composed and dates scheduled	1 October
	Posts	W/C 11 October
Press Release	Press release	11 October
	Release	W/C 11 October
Website	IT to set up look up	TBC
	FAQ's	11 October
	Go live	18 October

- 4.5. The design and scope of each new route will be set out for ward members so they are able to help explain and communicate the changes to residents and community leaders locally. Every household will receive an update on their waste and recycling collection services even if there is no change to their day or week of collection. Other key messages such as promoting the garden waste service, and reminders about how and what to place in households' recycling bin will also be incorporated in order to help reduce recycling contamination levels with unwanted non-recyclable or unrinsed materials.

## 5. LEGAL IMPLICATIONS

- 5.1 As a Waste Collection Authority, the council has a duty to collect household waste & recycling under the Environmental Protection Act (EPA) 1990 Section 45 with the definition of household waste being defined in section 75(5) of the EPA 1990 and the Controlled Waste (England and Wales) Regulations 2012 (SI 2012/811), as amended.
- 5.2 Section 46 of the EPA allows local authorities to specify the type of receptacle household waste & recycling should be presented in for collection by its contractor. For the purposes of these statutory obligations, GYB Services Ltd provides the collection services prescribed by the borough council under this duty.

## 6. FINANCIAL IMPLICATIONS

- 6.1 As a reminder GYB Services Ltd has estimated the total cost of undertaking this round review project as £31,000, currently the project is financially on track.

## 7. CONCLUSION

- 7.1 The route optimisation project will deliver a range of benefits including more efficient waste & recycling collection routes, balanced and up to date waste collection rounds, a reduction in

fuel use and waste miles, a reduction in agency staff spend and built-in growth for future housing developments.

**Appendix A – changes by Ward**

**Appendix B – Resident letter**

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan and Annual Action Plan 2020/21
Financial Implications:	As set out in the report
Legal Implications (including human rights):	As set out in the report
Risk Implications:	Yes – risk log will be prepared as part of project governance
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a



## Appendix A

Ward	Property count	No Change	Day change only	Week change only	Day & week change	% of change
Bradwell North	2,932	1,105	1,346	468	0	62%
Bradwell South and Hopton	4,072	268	1,806	11	1,636	93%
Caister North	2,200	6	2,192	0	0	100%
Caister South	2,337	1,273	1,058	0	1	46%
Central and Northgate	4,216	1,426	2,497	23	211	66%
Claydon	3,485	1,580	1,501	61	321	55%
East Flegg	3,635	1,833	1,787	0	0	50%
Fleggburgh	1,279	195	1,066	0	0	85%
Gorleston	2,510	618	2	964	921	75%
Lothingland	2,289	541	1,733	0	4	76%
Magdalen	3,167	874	1,679	293	320	72%
Nelson	3,882	0	361	2	3,417	100%
Ormesby	2,490	969	1,511	0	0	61%
Southtown and Cobholm	2,479	1,228	1,229	22	0	50%
St Andrews	2,343	888	1,195	41	208	62%
West Flegg	2,609	1,807	663	0	0	31%
Yarmouth North	1,981	1,221	760	0	0	38%
<b>Total</b>	<b>47,906</b>	<b>15,832</b>	<b>22,386</b>	<b>1,885</b>	<b>7,039</b>	<b>67%</b>





A joint Venture with  
Great Yarmouth Borough Council

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Date

Dear Resident,

Address1  
Address 2  
Address3  
Postcode

UPRN: Insert UPRN

## **We are changing bin collection days in October 2021**

You may already be aware from the tag placed on your bin after your last collection that we are making changes to our waste and recycling collection rounds.

### **1. Why are we changing our collection rounds?**

- To make sure each vehicle's collection route can cope with the number of households in each area.
- Over time, additional properties requiring a collection are added. It is now timely to ensure collection routes are fit for purpose and flexible enough to absorb any new houses that may be built in the future.

### **2. What does that mean for my waste and recycling collections?**

We will continue to empty your black bin on week one and your green bin on week two. This alternate weekly collection frequency will not change.

However, your household's bin collection day may change. The time of collection may also be different. Which bin is emptied on which week may also change. These changes will only happen during the changeover fortnight (of week one and week two) and then will remain your new collection day/week going forward.

### **3. When will your collection day change?**

- The changes for both the black bin (mixed waste) and green bin (mixed recyclables) collection days will take effect from the week commencing **18<sup>th</sup> October 2021**.

### **4. Which days will be my new collection days?**

- Your black bin for mixed waste will be collected on: **Insert Next Waste Collection Date**
- Your green bin for clean recyclable materials will be collected on: **Insert Next Recycling Collection Date:**

#### 5. Other important information

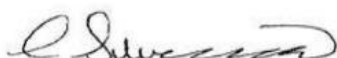
- Please ensure your bin (green or black) is put out by **6.30am** on your notified collection day as we will be unable to return for missed bins.
- If you pay for a garden waste brown bin collection, those schedules will not change.

If your waste collection is delayed by these changes, we will collect additional one-off black sacks tied-up & placed out beside your bin on the first new black bin collection day. We will collect additional recycling as always but please ensure any glass is contained within the bin and additional recycling is placed in a box beside the bin.

To keep updated regarding refuse collections in your area and for information about recycling please visit [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)

- Seu dia de coleta de lixo está mudando. Para ver a versão em português desta carta, visite: [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)
- Ваш день вывоза мусора меняется. Чтобы просмотреть русскую версию этого письма, посетите: [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)
- Денят ви за събиране на кошчета се променя. За да видите българската версия на това писмо, моля, посетете: [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)
- Jūsų šiukšliadėžės surinkimo diena keičiasi. Norėdami peržiūrėti šio laiško versiją bulgarų kalba, apsilankykite: [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)
- Jūsu atkritumu savākšanas diena mainās. Lai apskatītu šīs vēstules versiju bulgāru valodā, lūdzu, apmeklējiet: [www.great-yarmouth.gov.uk/rubbish-and-recycling](http://www.great-yarmouth.gov.uk/rubbish-and-recycling)

Yours faithfully



Chris Silverwood  
Director of Operational Services