



**GREAT  
YARMOUTH**  
BOROUGH COUNCIL

**SUSTAINABILITY**

**STRATEGY**





*“We recognise the world is changing and we must meet the challenge of global climate change by playing a positive local role leading by example. Great Yarmouth will be a place where sustainability is at the heart of our work and where people take pride in the clean and attractive environments found here” (Corporate Plan 2020-2025)”*

## Foreword

Sustainability requires us to think about the long term. Recognising that, the choices we make today are important in ensuring that Great Yarmouth continues to be a place that supports a thriving, sustainable community and a high quality of life.

Unfortunately, the growing pressures of human development on the natural world have created imbalance and this is destabilising our world through climate change but also in the pollution of our waterways and loss of biodiversity. Human action is threatening the very resilience of the natural systems upon which we depend.

We saw from COP26 that the commitments of national governments are vital in restoring balance. However, it is also important that all organisations and individuals look to the changes they can make in order to be part of the solution.

As a Council we have risen to this challenge by forming this strategy that will guide action over the coming years. We are committed to finding ways of reducing carbon emissions, managing our natural spaces to support nature and

provide opportunities for local people to make sustainable choices.

Moving towards sustainability is not something the Council can do on its own. The amount we can achieve will depend on the support we get from residents and local businesses. Working collaboratively has been at the core of the strategy development process, by engaging with key stakeholders and local residents through interviews, an online survey and a face-to-face workshop.

We recognise that this strategy is just the first step on a long journey towards sustainability; a journey brings us together as a community, strengthens our connections to our local surroundings and sets an example for others. We are excited to see what we can achieve together.

**Councillor Paul Wells**

## Summary of the Council's objectives

### Priority 1 - The Climate Challenge: GYBC becomes Net Zero by 2035

Vision: Great Yarmouth Borough Council will be a net zero organisation and will work with the community to reduce the Borough's overall footprint.

### Climate Challenge Objectives

- 1 Lead by example and reduce greenhouse gas emissions generated from our own estates and operations to achieve net zero by 2035
- 2 Influence businesses from whom we buy goods and services or who operate in Great Yarmouth by looking for opportunities to support them to reduce their emissions thereby impacting upon the Borough's overall footprint.
- 3 Deliver carbon offsetting measures that not only ensures the council meets its net zero target, but further removes greenhouse gases from the atmosphere.
- 4 Work to improve the sustainability of the borough's housing stock whilst supporting residents to make sustainable living choices and reduce their emissions.
- 5 Increase opportunities for the community to make sustainable travel choices.
- 6 Increase opportunities for the community to improve sustainability in their homes, make sustainable living choices and achieve emissions reductions.
- 7 Work with local businesses to reduce their carbon footprint & encourage the growth of low carbon businesses in the Borough.





## Priority 2 – The Nature Challenge: GYBC works to protect and enhance the Natural Environment of the Borough

Vision: Great Yarmouth provides space for nature, where the natural environment is protected and constantly improving. We envisage a Great Yarmouth where a resilient natural environment supports the health and wellbeing of our citizens and delivers key ecosystem services such as flood and climate change resilience. The Borough will prepare well and be resilient to the impacts of climate change, including coastal erosion, flooding and droughts.

### Nature Challenge Objectives

- 8 Preserve and manage natural resources under Council ownership and work with landowners, with the aim of enhancing biodiversity where possible
- 9 Help people improve their health and wellbeing by using outdoor natural spaces
- 10 Build a sense of ownership among communities for their local natural areas
- 11 Reduce risks from climate impacts where possible, including flooding and coastal erosion

### Priority 3 – The Waste Challenge: GYBC works to reduce waste created in the Borough

*Vision: A Great Yarmouth where waste and pollution are minimised leading to a cleaner, safer environment and a greater enjoyment of our towns, countryside and coast.*

#### Waste Challenge Objectives

- 12 Further reduce the amount of waste generated through Council activities through upcycling, reuse and recycling
- 13 Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse
- 14 Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices
- 15 Reduce fly-tipping, littering and plastic pollution to waterways and the sea





# Contents

Foreword	3
Summary of the Council's objectives	4
1.0 Why is a strategy needed?	12
1.1 Scope of the Strategy	15
1.2 Development of the Strategy	16
2.0 Policy Context	18
2.0 Regional Policy Context	20
2.0 Current Commitments of GYBC	22
3.0 Strategic Priorities	24
3.1 The Climate Change	24
3.1.2 What We Are Already Doing	29
3.1 The Nature Change	30
3.2.1 Nature Challenge: What Are the Issues?	31
3.2.2 What We are Already Doing	32
3.2.3 What We Will Do	33
3.1 The Waste Change	34
3.3.1 Waste Challenge: What Are the Issues?	34
3.2.2 What We are Already Doing	36
3.2.3 What We Will Do	38
3.4 Delivering the Strategy	40
3.4.2 Monitoring and Reviewing	42
3.5 Areas of focus for the longer term	42

## 1.0 Why is a strategy needed?

A strategy is useful if it can provide a framework for action by getting everyone to move in the same direction to address a challenge.

There are three related environmental challenges that need addressing:

1. The Climate Challenge: Globally the world faces increasing climate insecurity driven by an unprecedented rise in the release of greenhouse gases into our atmosphere;
2. The Nature Challenge: In the last 50 years the UK has witnessed a dramatic loss in the diversity of species present in our natural areas. 'Biodiversity' is a measure of a natural systems resilience and the loss of biodiversity limits nature's capacity to respond to change.
3. The Waste Challenge: The health and quality of ecosystems is negatively affected by increasing levels of pollution; both from the release of chemicals and the mismanagement of physical waste.

These crises affect life in Great Yarmouth directly, for example through the threat of coastal erosion, the loss of biodiversity and the decline in quality of natural ecosystems, and lower-than-average recycling rates in the Borough and plastic pollution in our waterways. Whilst the problems may have complicated causes, actions that are taken locally can become part of the solution, or at least avoid contributing to further damage.

There are many ongoing initiatives within the Great Yarmouth Borough area that are already tackling these big challenges, and this strategy can support them by stimulating dialogue and focusing thinking on sustainability amongst Great Yarmouth Borough Council (GYBC), local residents and businesses. The strategy aims to articulate a locally shared vision and provide a guide for action over the next five years. The action plan creates the framework to deliver against this strategy, helping to set priorities and giving a steer on how to allocate resources. It is clear that resources aren't available to do everything at once and decisions will need to be made based on an understanding of priorities.

Taking action now will ensure that future generations can live, work and enjoy the Great Yarmouth Borough area as much as current generations do.





Provided by Hubub

## 1.1 Scope of the Strategy

Taking a pragmatic approach to action at a local level, the strategy will focus primarily on areas in which the Council has the most opportunity to make change. In this way the Council will lead by example and aim to inspire others to also take action. Building on this, the Council recognises the importance of working collaboratively, and aims to explore new ways of working in partnership to build understanding of what is needed and how to effect change. These areas of influence each offer opportunities to take action towards meeting the strategic priorities of all three sustainability challenges.

To make progress towards the strategic priorities, a set of key actions have been identified under each priority. The rationale and policy alignment underpinning each of these action points is detailed in the Action Plan at the end of the document in Appendix A.1.0. This table also considers delivery aspects: who is to oversee delivery and over what timeframe.

This strategy document includes:

- The Policy Context. An explanation of the wider policy objectives that provide a framework to guide sustainability work at a local level;
- Strategic Priorities that address each of the Sustainability Challenges. Each of the three challenges are outlined, with a focus on the implications for the Great Yarmouth Borough area, highlighting the objectives under each priority, and the key outcomes that will be achieved through this strategy;
- Delivering the Strategy. This section discusses who the council need to partner with in order to deliver wider change and considers new ways of working that can embed sustainability within the community and link to wider solutions regionally;

#CommunityFridge



## 1.2 Development of the Strategy

This strategy was developed in close collaboration with members of the Council and sought input from a range of stakeholders, including organisations and individuals in the Borough engaged in sustainability work. Figure 1 shows the three phases of the strategy development process.



In the first phase of the strategy development process, the opinions and insights of Council Members and staff were sought to gauge the level of ambition and understand the vision for the strategy. Meetings were held with key groups across the Council, including with the Environmental Committee and the Council's Management and Executive Leadership teams

To be achievable, the strategy needs to be grounded in an understanding of Great Yarmouth, its people, places and current activities in the area of sustainability. Desk research was complemented by conversations with local individuals which helped the team to build this contextual resource. Interviews were held with key Council staff, such as the strategic planning manager, local partners like the Broads Authority and key players in sustainable transport in the area. These targeted interviews provided the strategy team with an understanding of the interplay between the strategy and the Council's other responsibilities. We were also able to draw upon input from experts on specific topics such as public sector carbon emissions reductions, sustainable procurement, and sustainable transport.

To strengthen the ambition to deliver on the strategy collaboratively it is important that the strategy is meaningful and relevant for residents. In the second phase of the strategy development an initial iteration of themes was sent out for public feedback via an online survey. The survey

was launched on 15th of October 2021 and ran for three weeks. The number of respondents was lower than hoped but those who did respond engaged fully and provided a wealth of interesting ideas and viewpoints.

The survey found that the top five sustainability issues of high concern to residents were;

- Coastal erosion,
- Water pollution, including plastic waste,
- Biodiversity loss in the borough,
- Development pressure on greenfield/undeveloped land, and
- Vulnerability to climate change.

A face-to-face workshop was held with key stakeholders in the Borough. The workshop allowed participants to engage in dialogue and share their ideas on the potential solutions to sustainability challenges. Discussion also focused on how the Council can support the delivery of the strategy by building partnerships across the Borough.

The strategy presented in this document is a synthesis of the perspectives encountered throughout the consultation phases of the project, the Council's vision for the Borough, and the technical expertise sought out by the Council.

## 2.0 Policy Context

As the pressures that human activity places on the natural world grow, the UK Government continues to redefine its strategic goals in relation to our environment. At a national level there is considerable support for an ambitious approach to decarbonisation and the improved management of natural resources. These wider goals are achievable only through the cumulative effects of action at a local level.

### Climate and Decarbonisation Goals

The Net Zero Strategy: Build Back Greener (NZS) released in October 2021 sets out how the Government intends to reach net zero carbon emissions by 2050 which requires halving UK emissions in the next decade. The NZS follows a sectoral approach outlining key commitments in power, fuel supply, industry, heat and buildings, transport, natural gases and greenhouse gas (GHG) removals. There are indications that new funding streams will be made available to local authorities to move forward in some areas including:

- Financial support to councils in an effort to clamp down on landlords not complying with energy efficiency regulations.
- Financial support to enable local authorities to implement free, separate food waste collections from 2025.
- Publication of A Local Authority Toolkit, by the

end of 2021 that should help local authorities reduce their transport emissions.

The important role of Local Authorities in delivering net zero was recognised in a recent House of Commons Public Accounts Committee (March 2021); “Local authorities have a key role to play in achieving net zero. They have significant scope to influence emissions in their area, for example, by leading decarbonisation of sectors such as housing and transport..... Local authorities can also influence local businesses and residents to take climate action themselves”.

### Nature Goals

The UK 25 Year Environmental Plan (25 YEP) was published in 2018 and sets out the Government’s ten goals for protecting and enhancing the natural environment, improving its condition within a generation. By 2042, the 25YEP aims to restore 75% of protected sites, create or restore 500,000 hectares of habitats, recover iconic species, increase connectivity, forest cover and achieve a wide range of environmental and social benefits such as carbon capture, flood management, clean water, pollination and recreation.

The Environment Act 2021 provides the legislative changes needed to ensure the delivery of the goals of the 25 YEP. A range of targets have been set to drive progress towards the desired environmental outcomes as laid out in

the 25 YEP and the UK is now the first country to have a legal target to halt wildlife decline by 2030.

Local Authorities will be required to work together to produce Local Nature Recovery Strategies (LNRS) at a County level. These will be supported by the preparation of local Biodiversity Reports every five years, detailing monitoring data and actions taken. A new source of finance for biodiversity improvement projects will come through Biodiversity Net Gain (BNG) provision that requires new developments to demonstrate a 10% improvement in biodiversity either on site or offsite.

### Waste Goals

The Environment Act also places new obligations on Local Authorities relating to the management of waste. These include:

- An obligation on local authorities to collect a consistent set of dry recyclables: paper, card, metal packaging, glass, food and drink cartons (all by 2023) and plastic film (by 2026/2027).
- Local authorities will be required to provide a weekly separate food waste collection to all households (by 2023).
- Local authorities are required to take into account the quality of the material collected, and where technically and economically practicable to be collect them separately.

The Act also legislates for producer responsibility obligations, which places obligations on producers who place packaging on the market to ensure material is managed properly at the end of its life. Under the scheme, GYBC would receive payments for operating waste services. The scheme could result in changes to composition and tonnages of dry recycling as fee modulation and new targets will likely drive an increase in the recyclability of products and reduce the amount of packaging sent to residual waste.



## 2.0 Regional Policy Context

Policy direction for regional action was succinctly set out in the 2019 Norfolk County Council Environmental Policy that outlines regional policy aims for delivering on the 25 YEP goals. The key policy aims include:

- the sustainable management and enhancement of the local landscape and oceans;
- connecting people with the environment to improve health and wellbeing; and,
- increasing resource efficiency and reducing pollution and waste.

This provides a high-level framework for action in the region which GYBC can support at a district/ local level. Action within Great Yarmouth Borough area will contribute to a regional approach to tackle environmental challenges, by working in alignment with neighbouring authorities.

Neighbouring councils are also considering their role in tackling climate change and improving sustainability locally. Each council has its own unique approach, but all are striving towards a similar goal of reducing emissions and protecting their local environment. Councils have declared their net zero goals with varying scope and ambition, ranging from 2030 to 2050. As part of this strategy, GYBC is committing to a target of net zero by 2035 and to support this goal, we have recently completed a baseline carbon audit and are establishing a Carbon Reduction Action Plan that details the actions required over the next five years to meet our net zero target.

In order for action to be successful, a number of sustainability issues must be dealt with in partnership at a regional level. Coastal management or the protection of biodiversity are not issues which can be contained within authority boundaries: a joint approach is required.

Organisations such as the Norfolk Climate Change Partnership, Norfolk Coast Partnership, the Anglian Eastern Regional Flood and Coastal Committee and the Broadland Catchment Partnership play a vital role in bringing together ambition and communicating these across different authorities. Transport similarly is a sector which must be addressed at the regional (if not national) level, with input from the district authorities.

In the business sector, the New Anglia Local Enterprise Partnership (NALEP) is a key driver for the low carbon economy in the region, promoting

the transition to a post-carbon economy through sustainable food production and sustainable energy generation. New initiatives like Net Zero East are also bringing together regional players to accelerate the transition to net zero by 2050.

This is not an exhaustive list of all the regional initiatives and partnerships moving the sustainable agenda forward, but it gives a flavour of how much drive there is in the area and of the potential for working collaboratively across the region.



## 2.0 Current Commitments of GYBC

---

The Corporate Plan for Great Yarmouth (2020-2025) identifies that a 'High quality and sustainable environment' is one of the four strategic priority areas in which the Council look to drive and facilitate change.

Three strategic outcomes were identified to achieve this and these are supported by a range of strategic aims:

- A high quality sustainable local environment where people feel proud to live.
- Our coastline and inland water will be managed in an environmentally focused and holistic way.
- Reduce our carbon footprint, improve recycling and prevent waste across the Borough.

The Local Plan Core Strategy (2015-2030), which is the strategy that aims to meet housing needs in the Borough and support its growth, highlights that climate change and sustainability also need to be central principles in planning. In the Core Strategy, the Core Policy 1 "Focusing on a sustainable future" mentions:

"Climate change is one of the greatest challenges facing the nation in the future and is reflected in the challenges and objectives in this Plan. Planning can help to support the transition to a low carbon economy and to provide resilience to impacts from a changing climate. Policies in the Core Strategy

and future Local Plan Documents will focus on the location and design of new development in the borough, ways to minimise greenhouse gas emissions, the risk of flooding and will encourage the use of renewable energy."

The Council's commitment to supporting the transition to a low carbon future through its planning policies is driven by:

- planning for new development in locations and ways that reduce greenhouse gas emissions;
- actively supporting energy efficiency improvements to existing buildings; and
- encouraging the use of renewable resources in a way consistent with the Government's zero carbon buildings policy.

The Local Plan Part 2 (LPP2), which details the policies underpinning the Core Strategy, is in the final stages of development. An updated Open Spaces strategy is being prepared as part of the LLP2, which will bring more detail about how green spaces in Great Yarmouth Borough area will be managed within the scope of the Local Plan and provide a new audit of open spaces in the Borough (parks and gardens, accessible natural greenspace, outdoor sports facilities, amenity greenspace...). A Green Infrastructure strategy is also being drafted, which will supersede the 2019 Habitats strategy.

GYBC's Locality strategy highlights the social needs of the community, and the existing inequalities that prevent some groups from enjoying a good quality of life. There are many actions within this sustainability strategy that could provide win-win opportunities in meeting sustainability priorities whilst also supporting healthier lifestyles and strengthening community networks. As work towards sustainability gathers momentum within the Great Yarmouth Borough area, there could also be potential for delivering training and jobs locally for example within the renewables sector and sustainable building construction sector.

The Great Yarmouth Transport Strategy states that "transport improvements are fundamental to achieving sustainable housing and economic growth in Great Yarmouth, tackling inequality, improving health and supporting regeneration."

There is significant focus on providing cleaner and healthier ways to travel, such as walking, cycling and public transport. This is supported by the Local Cycling and Walking Infrastructure Plan drafted in 2021, which outlines a number of proposed cycle and walking routes in the Borough and specifies a number of 'Active Travel Network Support Schemes' that provide infrastructure to encourage use of the networks. ,

All these strategies have a bearing on how the Borough moves forward on its sustainability commitments. The sustainability strategy aims to bring together these visions into one strategy and going forward will provide a reference for how these different areas can be brought to work together and enhance each other.



### 3.0 Strategic Priorities

GYBC's overall vision is for a cleaner, healthier, safer Great Yarmouth. The Borough will be adapting to climate change, protecting and enhancing its precious natural resources, and helping local people and businesses to make sustainable choices.

### 3.1 The Climate Change

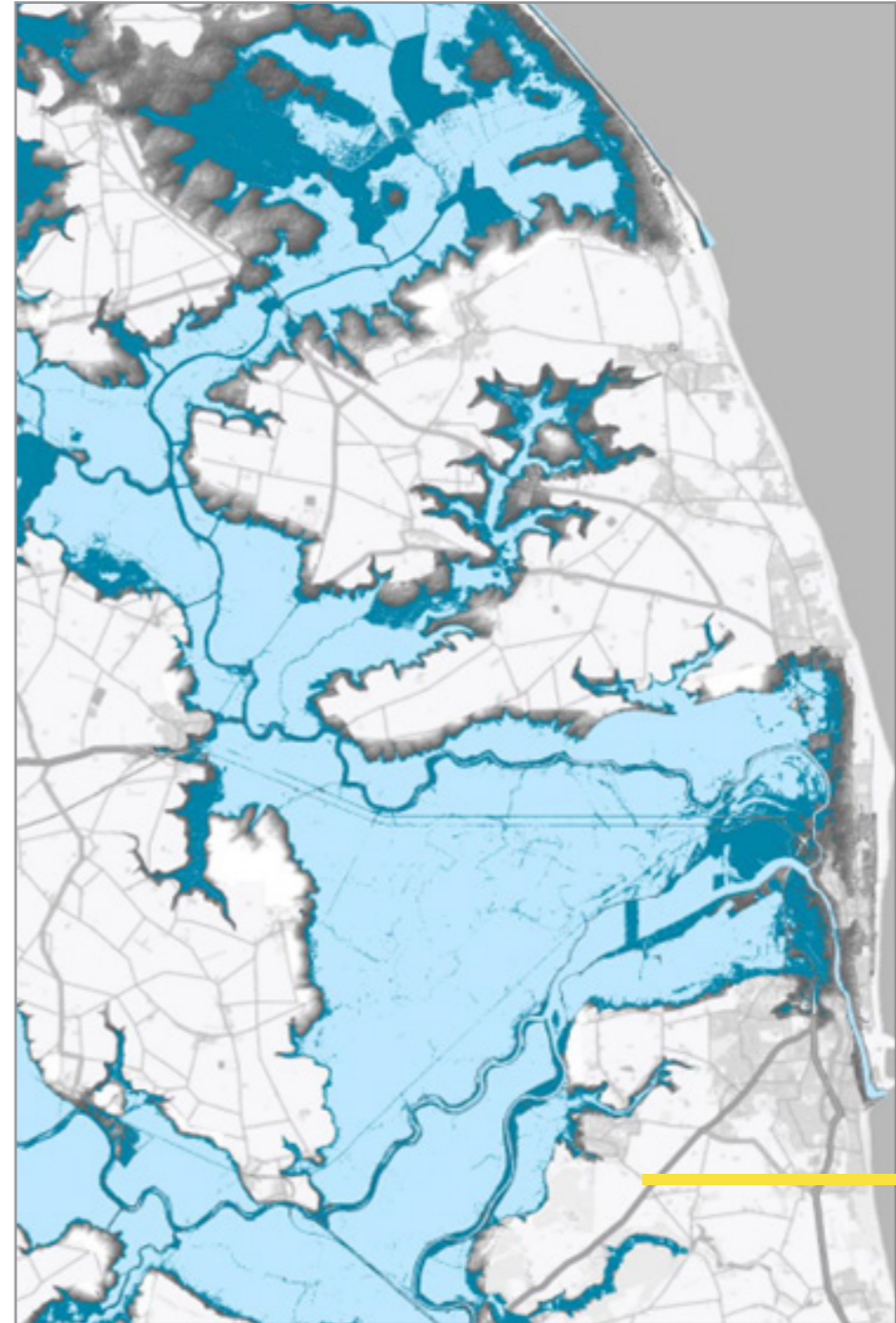
**Priority 1 - The Climate Challenge: GYBC becomes Net Zero by 2035**

*Vision: Great Yarmouth Borough Council will be a net zero organisation and will work with the community to reduce the Borough's overall footprint.*

The world faces increasing climate insecurity driven by an unprecedented rise in the release of greenhouse gases into our atmosphere. Due to its coastal situation and low-lying topography, the Great Yarmouth Borough area is at risk from the climate change effects of sea level rise and the increased intensity of weather events.

Coastal erosion and flooding are problems which the Borough is already dealing with, and which are likely to increase in severity and frequency. In 50 years from now, the mean sea level around Great Yarmouth is expected to rise by 0.2-0.4m and potentially by 0.6-1m+ by 2100. This will make land much harder to drain and will increase the risk of flooding events, as shown in Figure 2.

*Figure 2: Changes to Land Below Mean Sea Level with One Metre of Sea Rise*



In order to tackle these challenges, the Borough needs to decarbonise to avoid the further intensification of climate change effects (mitigation) and prepare for the changes associated with the effects already in train (adaptation).

The total carbon emissions attributed to the Great Yarmouth borough area in 2019 were **349.9ktCO2**, which is comparable to other local authorities in the county. The recent carbon audit shows that the Council's emissions account for around 2% of total emissions in the Borough area. It is however recognised by the National

Climate Change Committee that local authorities, through their policies and practices, can have a strong influence on **more than a third** of emissions locally, therefore it is important we recognise the pivotal role we play and direct our actions to areas where we can have maximum impact.

There are many differing ways of accounting for carbon emissions. Figure 3 is based on government data that attributes the carbon to the end-use rather than where the emissions take place.

**Figure 3: Main Sources of Emissions in Great Yarmouth Area**



Source: Local Energy Asset Representation for Norfolk. Catapult Energy Systems Sept 2021 and Carbon Trust Carbon Baseline for GYBC, 2021



Figure 3 shows that transport is a largest contributor to emissions locally, followed closely by domestic consumption. Therefore, these are two areas of focus to help meet our climate challenge objectives.

However, when thinking about transport and domestic consumption, Great Yarmouth faces specific local challenges which need to be recognised:

- Within the housing stock a quarter of domestic buildings are over a century old so will require substantial intervention to be suitable for low carbon forms of heating such as heat pumps.
- Great Yarmouth also has high levels of fuel poverty in some communities. In certain areas his effects up to a quarter of households. In addition, nearly 4% of homes in Great Yarmouth lack central heating, which is notably higher than the Norfolk average of 2.4%. This limits the potential of residents

to invest in energy efficiency improvements themselves. However, were external funding available to upgrade these homes in a carbon efficient manner, there is an opportunity to lift households out of fuel poverty by reducing their ongoing running costs and alongside making carbon savings.

- Great Yarmouth has the lowest uptake of electric cars and vehicles of all boroughs in Norfolk, with only 113 vehicles, around a third of the number of the other Norfolk boroughs.

## 3.1.2 What We Are Already Doing

### Climate change adaptation

- Action has already been taken to protect the community from the threat of coastal flooding. In 2019 Great Yarmouth received a £40.3 million investment from central government and local partners which has been put towards the refurbishment and upgrade of tidal defences to provide protection to more than 4,500 homes and businesses in the area.
- The New Anglia Local Enterprise Partnership (NALEP) has also contributed significantly to projects that mitigate the damage from climate change to the local economy.

### Decarbonisation

- Government collected data on emissions by local authority area indicate that the Great Yarmouth Borough area has reduced emissions by 57% between 2005 and 2018. This reduction is higher than in the other Norfolk boroughs with the exception of the City of Norwich.
- In 2021, GYBC commissioned a baseline audit of its own carbon emissions that maps the organisational footprint and indicates where savings can be made.
- In 2022, GYBC will publish its Carbon Reduction Action plan which details the actions required over the next five years to meet its net zero target.

### Transport

- Prior to the outbreak of COVID-19, the Council worked with Active Norfolk and Liftshare to understand and assess of how staff travel to work and identify ways to increase more sustainable travel options. In pre-covid times the Council encouraged cycling to work and lift sharing, providing access to a shared pool car for work journeys.
- In 2019 the Council invested in rapid charging electric vehicle (EV) points, and an E-scooter pilot was launched in March 2021.
- Local Cycling and Walking Infrastructure Plans (LCWIP) are currently being developed which will better guide future funding to increase sustainable travel options for our residents.

### Energy and Buildings

A regional study has been conducted to understand local energy demand, how it fluctuates, how it is generated and stored. This is combined with an analysis of the building stock in the area and social factors that could affect routes to decarbonisation. This study provides a great resource to support strategic decisions on decarbonisation of the building stock in Great Yarmouth Borough area, but it will require detailed interpretation to translate it into a roadmap of actions.



## 3.1 The Nature Change

### Priority 2 – The Nature Challenge: GYBC works to protect and enhance the Natural Environment of the Borough

Vision: Great Yarmouth provides space for nature, where the natural environment is protected and constantly improving. We envisage a Great Yarmouth where a resilient natural environment supports the health and wellbeing of our citizens and delivers key ecosystem services such as flood and climate change resilience. The Borough will prepare well and be resilient to the impacts of climate change, including coastal erosion, flooding and droughts.



## 3.2.1 Nature Challenge: What Are the Issues?

In the UK, nature is in poor health. Data shows a 60% decline in priority species since 1970, and no improvement in the last decade with a 22% decline from 2011 to 2016. Biodiversity, a measure of the amount of variation in natural ecosystems, is one of the main markers for the health of ecosystems and is nature's toolkit for responding to change. Declining biodiversity can affect food production, economic prosperity and quality of life. The benefits that we receive from nature, known as ecosystem services, are dependent on the health and resilience of our ecosystems.

In 2018, the asset value of the UK's Natural Capital was valued at £921 billion. The value of the UK's natural capital is under serious threat from the decline in biodiversity.

Great Yarmouth Borough area spans 192km.2 It includes areas of mixed farmland which are interspersed with areas of wet woodlands and grazing marshes. The Borough forms the backdrop to the Broads which are recognised as a naturally functioning wetland ecosystem

of international cultural, environmental and ecological importance. The coastline and dunes at Winterton-on-Sea within the Borough are designated as part of the Norfolk Coast Area of Outstanding Natural Beauty (AONB).

The borough has six Sites of Special Scientific Interest (SSSIs) - Breydon Water, Burgh Common & Muckfleet marshes, North Denes Dunes, Hall Farm Fen, Trinity Broads and Winterton & Horsey Dunes, as well as several European Special Areas of Conservation (SACs), Special Protection Areas (SPAs) and Ramsar sites. The condition of these sites is monitored regularly and work is progressing at a strategic level across Norfolk to investigate and address potential adverse impacts on such sites.

The need for new housing has increased development pressure and as the availability of brownfield sites diminishes this ultimately increases the risk of loss of greenfield sites and high-grade agricultural land.



### 3.2.2 What We are Already Doing

- Great Yarmouth has been successfully awarded a Trees for Cities grant to plant 500 semi-mature trees in the town over the next two years. Further financing is actively being sought to enable more planting and further development of Great Yarmouth's tree canopy.
- The Venetian Waterways in Great Yarmouth have been awarded Green Flag Award and Green Heritage Site Accreditation. Restoration of the area was funded by a £1.7m National Lottery grant awarded through The National Lottery Heritage Fund and The National Lottery Community Fund, plus further support from the borough council, New Anglia LEP and the Government.
- The Open Spaces Strategy and Green Infrastructure Strategy are currently being reviewed.

### 3.2.3 What We Will Do

The objectives identified that will focus work to meet the Nature Challenge are presented below.

#### Nature Challenge Objectives

- 7 Preserve and manage natural resources under Council ownership and work with landowners, with the aim of enhancing biodiversity
- 8 Help people improve their health and wellbeing by using natural outdoor spaces
- 9 Build a sense of ownership among communities for their local natural areas
- 10 Work to influence and directly improve water quality of inland waterways and coastal areas
- 11 Reduce risks from climate impacts where possible, including flooding and coastal erosion



Provided by Trees for Cities

## 3.1 The Waste Change

Priority 3 – The Waste Challenge: GYBC works to reduce waste created in the Borough

Vision: A Great Yarmouth where waste and pollution are minimised leading to a cleaner, safer environment and a greater enjoyment of our towns, countryside and coast.

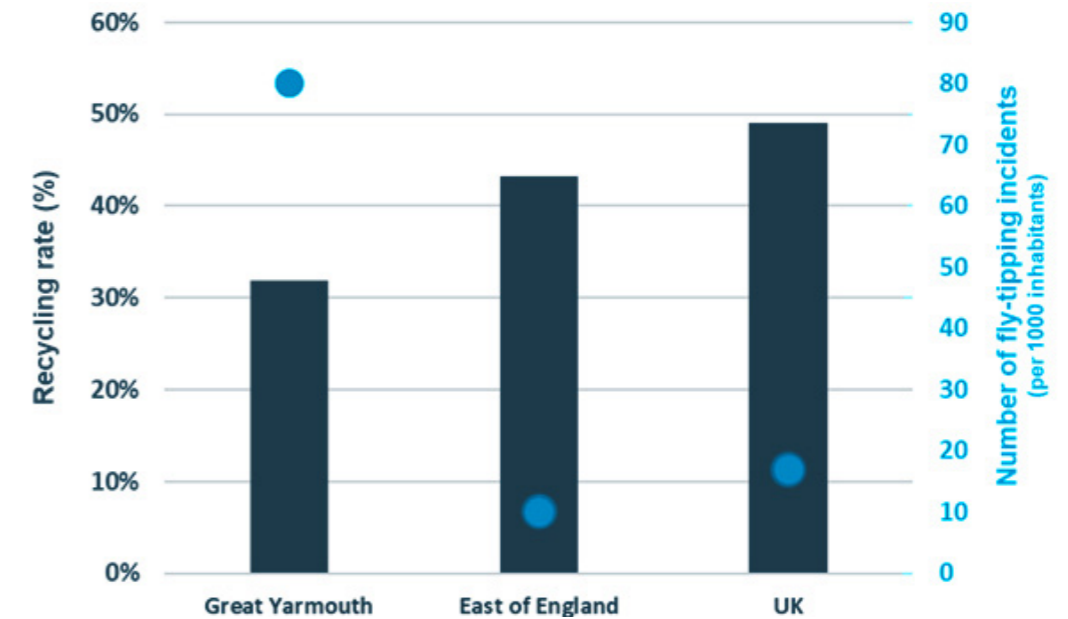
### 3.3.1 Waste Challenge: What Are the Issues?

Producing less waste and recycling more is crucial to dealing with the waste crisis we face both nationally and globally. Reuse and recycling help to conserve natural resources by keeping materials circulating for longer and reducing the need to produce raw material, thus saving energy and reducing GHG emissions from production. It also diverts waste from landfill (a practice that produces large quantities of methane – another powerful GHG) or incineration (which releases CO2 and other emissions into the atmosphere).

According to the 2021 Great Yarmouth Sustainability Appraisal, the percentage of household waste sent for reuse, recycling or composting was 31.9%. This is significantly less than the figures recorded for the eastern region of England (49%), and the UK as a whole (43.2%) (see Figure 4).

This relatively low recycling rate is understood to be linked to a particular set of circumstances by which Great Yarmouth Borough area is affected.

- There is a high level of deprivation in the Borough. The wards of Nelson and Northgate are amongst the UK's most deprived neighbourhoods, and while there has been recent improvement in the Borough's standing in the Indices of Multiple Deprivation, in 2019 the borough was ranked the 32nd most deprived in the country. For the residents living in areas of high deprivation, waste minimisation and recycling is unlikely to be seen as a priority issue.



- Low recycling performance is clustered within urban populations who have a particular set of barriers to engagement. Affected areas include those with a high proportion of multiple occupancy housing, large immigrant communities with potential language barriers and a higher-than-average number of elderly residents. In these situations, a common understanding of the recycling rules, and the differences between materials that can and can't be recycled may be lacking, leading to low recycling rates and/or high levels of contamination.
- As a highly popular tourist destination, Great Yarmouth faces an additional challenge of managing the waste of visitors. with over 1

million staying visitors and slightly under 4 million one-day visitors in 2011. Many of these people come to spend time along the beachfronts of Great Yarmouth (the Golden Mile), Gorleston and Hemsby. In this setting, a large amount of waste is generated from the food and drink businesses along the seafront and there is a significant risk of littered waste entering the sea.

- The borough also has a high incidence of fly tipping. The national average is 17 incidents per 1,000 people locally, and 10 per 1,000 in the East of England. Great Yarmouth reported 7,993 in 2016/17, an equivalent of 80 incidents per 1,000 people (see Figure 4).

## 3.2.2 What We are Already Doing

### Council Operations and Waste Collection Services

In the area of waste, the Council has already taken key steps to lead by example:

- Office recycling systems are in place to deal with paper, card, glass, metal cans, plastic, toner cartridges and crisp packets. Food waste caddies were introduced in 2019 with the unwanted organic material being composted using vermiculture on-site (worm bins). The substrate is used as plant feed. Single use disposable cups were replaced in February 2020 with reusable cups, but further work could be done to reduce a wider range of single use plastic items.
- The Council is adapting our waste collection services to meet the requirements of the Environment Act 2021
- Continuation of the garden waste collection service on a subscription basis, which runs successfully in the areas in which it operates. The Government has consulted on a requirement to provide free garden waste collections, which may require the Council to move away from its current subscription-based system.

### Business waste

The FACET scheme currently in operation is helping to instill new ways of managing waste, particularly among tourism businesses along the seafront in Great Yarmouth and Hemsby. The Interreg FACET scheme (funded from spring 2021 until March 2023) intends to facilitate the adoption of circular entrepreneurship in the tourism and leisure sectors by working with businesses along the seafront to reduce their waste and associated costs through reuse and recycling in smarter ways, as well as protecting the coastal environment through litter reduction. The project aims to achieve a 15% reduction in the amount of single use packaging used by the participating businesses, a 15% reduction of business waste generated and a 50% reduction in the number of on-street waste collections in two years. So far, the scheme has been very successful in engaging businesses in waste reduction and management activities including:

- supporting food and drinks businesses in developing waste reduction plans, with 90% of businesses expressing interest in a cardboard recycling scheme;
- implementing a reusable cups pilot scheme in 2021-2022; and
- introducing a fruit and vegetable composting bin pilot scheme (likely to be implemented in 2022).

### Community Action against Littering

The community is already actively involved in caring for its environment and addressing waste pollution. There are several schemes afoot locally which are targeting littering and fly tipping, such as several community-led beach cleans (e.g. Norfolk Beach Cleans), the Great Yarmouth Community Clean Up week, and the Love Clean Streets app which is used by residents to report incidences of fly tipping.



### 3.2.3 What We Will Do

In our actions on waste, our priorities reflect those of the waste hierarchy and support the creation of a circular economy. The primary goal is to eliminate or substantially reduce waste generation, followed by support for recycling

and composting. Only then should products be considered waste and disposed of accordingly.

The objectives identified that will focus work to meet the Waste challenge are:

#### Waste Challenge Objectives

- 12 Further reduce the amount of waste generated through Council activities through upcycling, reuse and recycling
- 13 Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse
- 14 Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices
- 15 Reduce fly-tipping, littering and plastic pollution to waterways and the sea



### 3.4 Delivering the Strategy

The priorities and objectives presented in this strategy cut across all areas of council operations and will require a collaborative and inclusive approach in order to embed sustainable practices in all that we do. In order to embed these practices it is suggested that a officer working group is established to oversee the delivery of this strategy through the implementation of the Action Plan.

The Council also has a well established Environment Committee which will continue to oversee this work, receiving 6 monthly updates of progress against this Strategy. In addition to this both officers and elected Members will continue to work collaboratively with local and regional partners in supporting both this strategy and wider sustainability ambitions.

Further to this we will:

- Embed sustainable principles across Council departments:

awareness raising and communications programme for council staff to highlight work on sustainability across the Council's estate and operations.

- Improve coordination across Council departments of actions that support this strategy:

establish a dedicated resource to oversee the delivery of this strategy, making connections across the Council's strategic work and seeking out funding opportunities to facilitate action.

Establish new ways of working with the community to achieve wider change and establish accountability for delivery:

Set up a key partners forum and explore the potential for a citizens' forum.

Develop an engagement plan addressing how local people can take action to tackle climate change across all three themes; reducing carbon emissions, sustainable travel choices, waste minimisation etc.

- Improve communication between GYBC and residents on sustainability matters:

Add a sustainability section on the Council's website with a key point of contact

Send out quarterly newsletter to email list of interested residents on sustainability matters building on the response to the public survey

- Engage actively in regional partnerships seeking to deliver regional responses to the sustainability challenges:

Norfolk Climate Change Partnership

Greater Norwich Development Partnership

East of England Plastics Coalition

New Anglia Local Enterprise Partnership

Neighbouring Authorities

Institute for Sustainability Leadership, University of Cambridge

University of East Anglia



### 3.4.2 Monitoring and Reviewing

Key Performance Indicators are designed for demonstrating continuous improvement and as such are not ideal to demonstrate progression of an action plan, except where specific time bound targets have been set.

Alternatively, a set of milestones developed by the council team could be used to monitor achievements and guide delivery. One survey

respondent suggested working with the University of East Anglia to establish indicators covering emissions and environmental protection. A flexible approach is suitable as some of the actions require sourcing external funding, and partnership work which currently cannot be timetabled into the plan.

### 3.5 Areas of focus for the longer term

In delivering this strategy it is intended that Great Yarmouth can build its reputation as a borough that is taking sustainability seriously and working towards a positive vision.

If GYBC successfully delivers on this strategy it could focus on building its reputation as a ecotourism destination. Being the centre of the offshore renewables sector in the UK is a draw, and this should be complemented by providing

opportunities for tourists to holiday with low impact, enjoy quality natural spaces for recreation and support the local economy. In this way the borough may be able to attract additional inward investment and stimulate economic growth. Placing sustainability centre stage would enable an exciting and flourishing future for the Great Yarmouth Borough area.





---

# GREAT YARMOUTH'S SUSTAINABILITY STRATEGY

## A 3-Year Plan of Action for the Borough (2022 to 2025)

---





**Table 1: Icons used in Action Plan**

Icon	Area of Influence	Description
	<b>Built Environment</b>	Council owned buildings, residents' homes, business premises etc.
	<b>Natural Environment</b>	Green spaces, beaches, waterways, agricultural land etc. Horticulture & arboriculture management.
	<b>Waste and Recycling</b>	Waste related operations and recycling services.
	<b>Transport and Travel Infrastructure</b>	Transport infrastructure, support for alternative forms of travel etc. fuel use, mileage.
	<b>Council Operations</b>	Processes internal to the Council's ways of working.
	<b>Engagement and Collaboration</b>	Communication and collaboration both within the council, reaching the community and local businesses, and more widely in the region.





---






## Priority 1: The Climate Challenge

ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
<b>1. Lead by example and reduce greenhouse gas emissions on our own estates and operations to achieve net zero by 2035.</b>					
1.1 Improve data collection systems to ensure that data can be easily collected and used to identify Greenhouse gas (GHG) reduction opportunities and monitor progress against the net zero target (e.g. data management systems for Council buildings, business travel data, front line services).		Climate Change Officer	Yr1 22/23	Date available and in use to measure impact	
1.2 Identify what percentage of the council's energy can be sourced from a true green tariff and develop a business case.		Climate Change Officer	Yr2 23/24	Lower carbon buildings	
1.3 Prepare Fleet Strategy and review the council's vehicle usage and as the opportunity arises, replace fleet vehicles with more fuel-efficient or alternative fuel/power options whilst ensuring household waste & recycling collection routes are optimised.		Head of Environmental Services & Sustainability Director of Operational Services	Yr1 22/23	Lower carbon fleet	
1.4 Seek funding opportunities to retrofit existing council buildings to be greener/low carbon i.e. solar panels, PV, insulation, alternative fuel heating/lighting systems, crematorium etc.		Climate Change Officer	Yr2 23/24	Lower carbon, more energy efficient buildings	






<p>1.5 Support sustainable travel options for council employees Including lease schemes for Electric Vehicles and Cycle to Work Scheme</p>		<p>Head of Environmental Services &amp; Sustainability Head of Organisational Development</p>	<p>Yr2 22/23</p>	<p>Lower impact on the environment</p>	
<p>1.6 Promote behaviour change to net zero that staff &amp; members can adopt in offices: switching off screens, lights, heaters and other electrical equipment. Lights on timers etc.</p>		<p>Climate Change Officer</p>	<p>Yr1 22/23</p>	<p>Lower impact on environment</p>	
<p><b>2. Influence businesses from whom we buy goods and services to reduce their emissions, thereby impacting upon the Borough's overall footprint.</b></p>					
<p>2.1 To contribute to the Local Plan review to continue to deliver sustainable development by encouraging low carbon development which enhances biodiversity and the natural environment, whilst still meeting housing needs and delivering economic growth.</p>		<p>Strategic Planning Manager Climate Change Officer</p>	<p>Yr1 22/23 onwards</p>	<p>Low carbon &amp; sustainability considered</p>	
<p>2.2 Evaluate sustainability outcomes delivered through our procurement activities.</p>		<p>Climate Change Officer</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon purchases. Positive environmental influence on supply chains</p>	



<p>2.3 Play an active part in the Norfolk Climate Change Partnership to explore reducing GHG emissions on a regional level, share lessons learned, encourage joint procurement opportunities.</p>		<p>Strategic Director (PB)</p>	<p>Yr1 22/23 onwards</p>	<p>Low carbon &amp; sustainability considered</p>	
<p><b>3. Deliver carbon offsetting measures that not only ensures the council meets its net zero target, but further removes greenhouse gases from the atmosphere.</b></p>					
<p>3.1 Explore local opportunities for nature-based offsetting such as tree planting, tree management and re-wilding.</p>		<p>Head of Environmental Services &amp; Sustainability Climate Change Officer</p>	<p>Yr 2 23/24</p>	<p>Local open spaces being invested in and biodiversity increased.</p>	
<p>3.2 Support community schemes to promote biodiversity through schemes such as: wildflower areas, bird boxes, community take-over and growing projects.</p>		<p>Climate Change Officer</p>	<p>Yr 2 23/24</p>	<p>Local open spaces being invested in and biodiversity increased.</p>	









**4. Work to improve the sustainability of the borough's housing stock whilst supporting residents to make sustainable living choices and reduce their emissions.**

<p>4.1 Improve the energy efficiency of homes within the council's housing stock. E.g. Eco-homes where we build/develop, future new developments to include solar panels, retrofit insulation.</p>		<p>Director of Housing Assets</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon, more energy efficient buildings</p>	
<p>4.2 Encourage and support private home owners to seek financial support towards making their homes energy efficient – see 6.2 Warm Homes Scheme.</p>		<p>Head of Environmental Services &amp; Sustainability</p>	<p>Yr1 22/23 onwards</p>	<p>Lower carbon, more energy efficient buildings, saving homeowners fuel bills.</p>	
<p>4.3 Promote community energy schemes signposting to lead partners for advice, information &amp; guidance.</p>		<p>Head of Environmental Services &amp; Sustainability Climate Change Officer</p>	<p>Yr3 24/25</p>	<p>Communities able to access information to support schemes</p>	

**5. Increase opportunities for the community to make sustainable travel choices.**




<p>5.1 Identify opportunities for multi-modal public transport hubs that will link up active travel options with public transport services. <i>Multi-modal transport is transport which enables people to use different modes of transport in a safe and reliable way, e.g. cycling to a station, storing the bike, and continuing the journey by train/bus</i></p>		<p>Development Director</p>	<p>Yr2 23/24</p>	<p>Low carbon &amp; sustainability considered</p>	
<p>5.2 Support the expansion of infrastructure that facilitates low carbon transport and active travel such as cycle paths, bike parking and e-bike charging points, car share scheme, bike rental through the development &amp; adoption of a Borough-wide Design Code to ensure</p>		<p>Development Director</p>	<p>Yr2 23/24 onwards</p>	<p>An increase in green travel</p>	





urban design of new developments supports active travel & health lifestyles.				options available locally.	
5.3 Proactively work with the private sector to increase the supply of EV (Electric Vehicle) charging points and other investments in infrastructure that facilitate the uptake of electric vehicles.		Head of Customer Services Strategic Director (KB)	Yr1 22/23 onwards	An increase in green travel options available locally.	
<b>6. Increase opportunities for the community to improve sustainability in their homes, make sustainable living choices and achieve emissions reductions.</b>					
6.1 Raise awareness of and signpost residents to available funding streams that support a transition to sustainable and low carbon practices to boost uptake of grants locally e.g. off-street EV charging points, retrofitting properties.		Climate Change Officer	Yr 2 23/24	An increase in green travel options available locally.  Residents supported to opt for EV vehicles	
6.2 Continue to implement the 'Warm Homes' Scheme working with other Norfolk councils.		Director of Housing Assets	Yr1 22/23 onwards	Lower carbon, more energy efficient buildings, saving homeowners fuel bills.	
6.3 Develop a communication & engagement plan to raise understanding of the climate challenge and encourage behaviour change to include working directly with our own tenants		Head of Communications & Marketing Climate Change Officer	Yr 1/ Yr2/ Y3  22/23 23/24 24/25	Increased awareness & practical behaviour	

				change taking place	
<b>7. Work with local businesses to reduce their carbon footprint &amp; encourage the growth of low carbon businesses in the Borough.</b>					
7.1 Support local businesses seeking to improve their sustainability through signposting to sources of expertise and funding working in partnership with New Anglia LEP, the Norfolk Climate Change Partnership and Norfolk CC.		Head of Inward Investment	Yr1 22/23 onwards	Increased awareness & practical behaviour change taking place Businesses adopting more Circular Economy solutions	
7.2 Encourage the sharing of low carbon/net zero good practice amongst businesses and local organisations through partnership structures.		Head of Inward Investment	Yr1 22/23 onwards	Businesses adopting more Circular Economy solutions	






## Priority 2: The Nature Challenge

ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
<b>8. Preserve and manage the natural assets under the council's ownership and work with other landowners with the aim of enhancing biodiversity where possible.</b>					
8.1 Working with Norfolk County Council & advisors WRE (Water Resources East) as part of the Local Nature Recovery Strategy, to carry out an assets inventory of natural resources in the Borough area to quantify the ecosystem services that these can deliver.		Strategic Director (KB)	Yr2 23/24 Ongoing	Information available to support baseline data and inform biodiversity interventions	
8.2 Use assets inventory to identify opportunities for the council to access new funding mechanisms focused on the management of natural assets for ecosystem services delivery (e.g. Biodiversity Net Gain).		Strategic Director (KB)	Yr3 24/25	Information available to support baseline data and inform biodiversity interventions	
8.3 Assist in fulfilling regional targets of a 'Million Trees in Norfolk' by supporting tree planting initiatives in the Borough area.		Strategic Director (KB)	Yr 1 22/23 onwards	Increase in the number of trees in the borough	




<p>8.4 Maximise biodiversity where possible through planting schemes and changing open spaces, tree and park management where appropriate (e.g. trial no-mow areas on council open spaces).</p> <p>Consider maturity of biodiversity and enhance e.g. verges, gardens of remembrances with wildflowers, bee friendly roundabouts, install bee bricks, install vibrant signage to explain/promote : <i>'Excuse the weeds we're feeding the bees</i></p>		<p>Head of Property &amp; Asset Management Director of Operational Services</p>	<p>Yr 1 22/23 onwards</p>	<p>Increased awareness and practical biodiversity interventions made possible</p>	
<p><b>9. Help people improve their health and wellbeing by using outdoor natural spaces.</b></p>					
<p>9.1 Work together with partners such as Active Norfolk, Green Gym and Park Run to encourage people to use natural spaces.</p>		<p>Strategic Director (KB) Head of Environmental Services &amp; Sustainability</p>	<p>Yr 1 22/23</p>	<p>Increase in community pride, health &amp; wellbeing and activities that take care of local surroundings</p>	
<p><b>10. Build a sense of ownership among communities for their local natural areas.</b></p>					
<p>10.1 Establish and support a Great Yarmouth Sustainability Forum to involve and engage with community and interest groups.</p>		<p>Strategic Director (PB)</p>	<p>Yr 1 22/23</p>	<p>Improved awareness and ownership of sustainability in practice</p>	
<p>10.2 Develop a programme of community and schools involvement in the development and maintenance of outdoor natural spaces and explore demand for a community gardening scheme.</p>		<p>Climate Change Officer</p>	<p>Yr3 24/25</p>	<p>Increased awareness of sustainability, low carbon and net zero</p>	







<p>10.3 Continue to promote and support volunteer-led beach clean-ups, and town/village litter picks.</p>		<p>Head of Environmental Services &amp; Sustainability</p>	<p>Yr1 22/23 onwards</p>	<p>Reduction on litter. Increase in community pride and involvement</p>	
<p>10.4 Lead community awareness campaigns on the impact of inaction &amp; action. i.e. – frisbees, sky lanterns, balloon releases etc.</p>		<p>Climate Change Officer Head of Marketing &amp; Communications</p>	<p>Yr1 22/23 onwards</p>	<p>Reduction on litter. Increase in community pride and involvement</p>	
<p><b>11. Reduce risks from climate impacts where possible, including flooding and coastal erosion.</b></p>					
<p>11.1 Continue to provide support to communities at risk from coastal erosion &amp; flooding, linking up with regional action on this issue.</p>		<p>Head of Property &amp; Asset Management</p>	<p>Yr1 22/23 onwards</p>	<p>Communities engaged in agenda</p>	







## Priority 3: The Waste Challenge



ACTION	AREA OF INFLUENCE	LEAD	YEAR	OUTCOME	PROGRESS
<b>12. Further reduce the amount of waste generated through the council's own activities such as upcycling, reuse and recycling.</b>					
12.1 Work towards zero single use plastic in council operations by 2023/24.		Head of Environmental Services & Sustainability Climate Change Officer	Yr1 22/23 onwards	Reduction of single Use Plastics year on year	
12.2 Support and grow SEG Green Group and the running of staff awareness campaigns to reduce the amount of waste from council operations and to promote best practice waste management.		Head of Organisational Development Climate Change Officer	Yr1 22/23	Increase in awareness of sustainability issues and direct action	
12.3 Promote waste prevention and minimisation. Lead by example by supporting exemplary reuse and recycling schemes.		Head of Environmental Services & Sustainability Climate Change Officer	Yr1 22/23	Reduction in overall council (as an organisation) and household waste	

**13. Promote the efficient use of resources and waste minimisation in the residential and business communities, in particular by encouraging reuse.**

<p>13.1 Support the ongoing Circular Economy Project FACET by exploring ways to build on successes, provide continued support, and advice for businesses minimising their waste.</p>		<p>Strategic Director (PB)</p>	<p>Yr1 22/23</p>	<p>Increase in the number of businesses adopting Circular Economy solutions</p>	
<p>13.2 Investigate the set-up of 'Maker Spaces' including upcycling workshops for local people to learn how to recycle/reuse their household items.</p>		<p>Head of Inward Investment Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Feasibility Study undertaken. Maker Spaces identified with partners and funding secured</p>	
<p>13.3 Host local community events where residents can reuse and recycle unwanted items (Amnesty Days).</p>		<p>Head of Environmental Services &amp; Sustainability Director of Operational Services</p>	<p>Yr3 24/25</p>	<p>Communities sharing and avoiding waste Reduction in fly tipping</p>	
<p>13.4 Grow a sharing community through the establishment of a 'Library of Things' community borrowing service.</p>		<p>Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Increase in loaned &amp; shared equipment. New employment/skills &amp; training opportunities created</p>	

13.5 Complete a feasibility study on the development of an app for businesses to offer reduced priced food nearing end of life		Climate Change Officer	Yr2 23/24	Community pride increased. Awareness of refill/reuse, and less litter created	
<b>14. Improve waste collection services to maximise recycling and raise awareness of the benefits of good recycling practices.</b>					
14.1 Introduce a weekly food waste collection in line with Government requirements.		Head of Environmental Services & Sustainability Director of Operational Services	Yr3 24/25	To reduce organic/food waste requiring disposal To increase composting	
14.2 Continue to raise awareness through marketing campaigns focused on waste reduction, reuse and recycling appropriately.		Head of Communications & Marketing	Yr1 22/23	Increased recycling and quality of materials	
14.3 Analyse the impact of Deposit Return Scheme (DRS) and Extended Producer Responsibility (EPR) on services offered from 2023 onwards, including a review of how litter could be managed better if additional resources were available.		Head of Environmental Services & Sustainability Director of Operational services	Yr3 24/25	Develop a plan for investment via DRS and EPR	

**15. Reduce fly-tipping, littering and plastic pollution to waterways and the sea.**

<p>15.1 Tackle littering by encouraging the use of reusable or recyclable cups across the fast food and hospitality sector (building on FACET pilot studies).</p>		<p>Head of Environmental Services &amp; Sustainability Climate Change Officer</p>	<p>Yr1 22/23</p>	<p>Reduction in litter, and increase in use of disposable packaging (cups etc)</p>	
<p>15.1 Produce and promote a borough map of local drop-off and collection points for hard-to-recycle items.</p>		<p>Climate Change Officer</p>	<p>Yr2 23/24</p>	<p>Increased awareness of recycling drop-off places</p>	

