



GREAT YARMOUTH BOROUGH COUNCIL

Environment Committee

Date: Wednesday, 25 May 2022

Time: 18:30

Venue: Council Chamber

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 16 March 2022.

4 MATTERS ARISING

To consider any matters arising from the above minutes.

5 FORWARD PLAN 9 - 9

Report attached.

6 EU INTERREG 2SEAS PROJECT FACET - SUPPORTING A CIRCULAR ECONOMY WITHIN THE TOURISM AND LEISURE SECTOR 10 - 19

Report attached.

7 UPDATE ON RECYCLING CONTAMINATION PROJECTS

Presentation to be given at the meeting.

8 GREAT YARMOUTH SUSTAINABILITY FORUM 20 - 25

Report attached.

9 ANY OTHER BUSINESS

(1) To consider an item of business which has been submitted by Councillor Waters-Bunn.

10 EXCLUSION OF PUBLIC

In the event of the Committee wishing to exclude the public from the meeting, the following resolution will be moved:-

"That under Section 100(A)(4) of the Local Government Act 1972, the public be excluded from the meeting for the following item of business on the grounds that it involved the likely disclosure of

exempt information as defined in paragraph 1 of Part I of Schedule 12(A) of the said Act."



GREAT YARMOUTH
BOROUGH COUNCIL

Environment Committee

Minutes

Wednesday, 16 March 2022 at 18:30

Present:

Councillor Wells (in the Chair); Councillors Annison, Bird, Borg, G Carpenter, P Carpenter, D Hammond, P Hammond, Robinson-Payne, Talbot, Thompson, Waters-Bunn and B Wright.

Also in attendance at the above meeting were:

Mrs P Boyce (Strategic Director), Mrs K Blakemore (Strategic Director), Mr J Wilson (Head of Environment and Sustainability) Mr M Brett (Desktop Engineer ICT) and Mrs T Bunn (Senior Democratic Services Officer).

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from Councillors Bensly (sub P Hammond), Cameron (sub G Carpenter) and Fairhead (sub Borg).

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES

The minutes of the meeting held on 16 February were agreed by assent.

4 FORWARD PLAN

The committee members discussed the forward plan with particular reference to the

proposal made at the last Environment Committee that a report in respect of low noise fireworks be presented. The Strategic Director advised that the Constitution was clear that Environment Committee was unable to agree new policies as these are the remit of the Policy and Resources Committee. Therefore it was proposed that officers are asked to produce a report in respect of increasing awareness of the benefits of the use of low noise fireworks and a proposal in respect of a governance framework and to ask that this is reviewed by Policy and Resources Committee with a view to a future policy being prepared.

The Strategic Director also briefed the Committee on the Trees for Cities item contained on the forward plan. This will contain an update in respect of the five sites contained within this project already underway and discussed as part of the Town Centre working group.

Other tree planting schemes will need to be considered separately and she advised that information in respect of this will be reported to the Environment Committee at a future date. A specific reference will be made to the need to include ward members in any future tree planting proposals outside of the Trees for Cities project.

Proposed amendment / additional items to the forward plan:

An awareness report in respect of low noise fireworks.
Borough Tree Planting Report to include an update on the Trees for Cities Project -
Date TBC

Agreed

5 SUSTAINABILITY STRATEGY

The Committee received a presentation by Star Molteno, Senior Consultant at Eunomia in respect of the Great Yarmouth Sustainability Strategy. This presentation was also provided virtually as an all member briefing.

She described the background in developing the strategy and the objectives moving forward, details of which were described in the report of the Strategic Director.

Councillor P Carpenter thanked Star Molteno for her presentation and observed that this will be a programme of work which will be ongoing for a considerable amount of time. She also suggested that there was an area of land in Caister, owned by the council which could be used as a nature reserve moving forwards.

Councillor Wells asked if there were any areas of work which could be prioritised to provide early benefits. Star Molteno suggested that the Biodiversity and Waste elements could be targeted as there is already a requirement to make changes to the waste collection process moving forward.

The Strategic Director advised Environment Committee that some of the objectives are being worked on within Project Facet, for example, organics, with thermocultures and pilots in respect of this are being undertaken within the tourism community.

Councillor Wells reminded the Committee that, although this is a relatively short

document it will underpin all the work of the council moving forward and this must be closely monitored by the Environment Committee to ensure the outcomes are achieved.

The Strategic Director advised that there will be a significant action plan sitting behind this report which was still in a draft format. Once this is completed, it will be tabled at the Environment Committee and can form the basis of the Committee's Forward Plan.

Councillor Waters-Bunn expressed her concerns that this action plan had not been submitted as part of the background documents to the Strategy to enable the Committee to have an overview of the contents. She felt that the Committee had only received half of the report notwithstanding it may still have been in draft format.

The Strategic Director advised that it was very important that the Sustainability Strategy adoption was not delayed as it is key to future funding bids which are time dependent and reconfirmed that the action plan would be brought to Committee in Quarter 1 of 2022/23..

RESOLVED

1. To recommend to Council the adoption of the Sustainability Strategy to include the setting of a Council's own Net Zero target of 2035.
2. To agree to the establishment of a sustainability forum to enable the council to work collaboratively with external stakeholders to better deliver against this strategy, with terms of reference for this forum to be agreed by Environment Committee.
3. To agree to the allocation of up to £65,000 from the invest to save reserve to appoint an Environmental Strategy Officer of a fixed term basis for 18 months, to support the deliver of our Carbon Reduction Action Plan, Sustainability Action Plan and to support the development of the Investment Plan in relation to this agenda as part of accessing the UK Shared Prosperity Fund.
4. To note there is an underspend of £8,368 for this strategy work, which Members are asked to allocate as a small reserve to support sustainability initiatives during 2022/23.

Agreed

6 CARBON FOOTPRINT ACTION PLAN

The Committee received a presentation by the Head of Environment and Sustainability which summarised the submitted report.

Councillor P Carpenter asked if the staffing resources were in place to support this work moving forward. The Head of Environment and Sustainability advised that this would form part of the work undertaken by the role identified as part of the

sustainability strategy report. Other issues would be picked up as part of normal service delivery.

Councillor Talbot asked what actions would be undertaken in respect of the council housing stock to tackle issues in respect of mould and cold bridging. The Head of Environment and Sustainability advised that council housing stock did not form part of the building emissions work but there was a separate de-carbonisation programme which was reported to the Housing and Neighbourhoods Committee with a budget of £5.8m to address these issues.

The Committee proposed an amendment to recommendation c, to read:

(c) Officers to bring monitoring reports to Environment Committee on a six monthly basis to enable members to review and track progress of the work set out within the Action Plan.

Agreed

RESOLVED

1. To accept and approve the Carbon Footprint Report completed by the Carbon Trust
2. To approve the adoption of the Councils' organisational Carbon Reduction Action Plan 2022-2027.
3. To receive six monthly update reports on the progress against the Action Plan.

Agreed

7 OUTSIDE BODIES 2021-2022 UPDATE

The Committee received the outside bodies report.

Councillor Robinson-Payne suggested that any future reports should clearly show member attendance data in respect of the individual outside bodies.

There were no recommendations from Environment Committee to the Policy and Resources Committee in respect of appointment which were no longer required.

RESOLVED

1. To note the report.
2. To recommend to Policy and Resources Committee that all the appointments to Outside Bodies listed in the report are retained.

Agreed

8 ANY OTHER BUSINESS

The Head of Environment and Sustainability was asked for an update in respect of the Covid Marshals now that the legislation in respect of Covid had changed. He advised that some of the Covid Marshals had been employed on a casual basis and that those appointments had now ended and moving forward there will be a smaller team supporting outreach work as Community Marshals and they would be part of a blended team in the Community Hub. Committee asked that he advise all Councillors of this change.

The meeting ended at: 20:30

Environment Committee			Pre Meet Date	Agenda Published	Committee Date
22-060	Interreg 2seas Project FACET - Update	Strategic Director (PB) / FACET Project Officer	13/05/22	17/05/22	24/05/22
22-059	Sustainability Forum - Terms of Reference	Strategic Director (PB)	13/05/22	17/05/22	24/05/22
22-058	Sustainability Action Plan	Strategic Director (PB) / Head of Environmental Services	08/07/22	12/07/22	19/07/22
22-064	Trees for Cities Planting Update	Strategic Director (KB)	02/09/22	05/09/22	13/09/22
21-126	Flytipping and Waste - lessons learned report	Head of Environmental Services	TBC	TBC	TBC
21-127	Hit Squad Review	Director of Operational Services	TBC	TBC	TBC
21-129	Vehicle Charging Point	Head of Customer Services	TBC	TBC	TBC
21-130	Norfolk Waste Partnership Update	Head of Environmental Services	TBC	TBC	TBC
22-012	Fleet Procurement Strategy	Head of Environmental Services	TBC	TBC	TBC

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

Report to: Environment Committee - 25 May 2022

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



SUBJECT MATTER

This report provides members with an update on the EU funded Interreg 2Seas project called FACET 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. The project runs to March 2023.

Recommendation:

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

1. INTRODUCTION

- 1.1. The Committee will recall that the FACET project was first explained in a report tabled at the Environment Committee on 25 November 2021 when the Committee endorsed the implementation of the project. Subsequently, a verbal update was given at Committee on 16 February 2022 .
- 1.2. '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 which is a European Territorial Cooperation Programme covering England, France, The Netherlands and Belgium.
- 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. The previous report on FACET set-out that through extensive research and speaking directly to local tourism and hospitality-related businesses, that four pilots Circular Economy solutions were proposed for testing: (1) Plastic waste (2) Food waste (3) Single use takeaway packaging waste and (4) Behaviour Change/Educational support. Each of these pilots are now underway and this report provides members with an update on each pilot.

2. CIRCULAR ECONOMY PILOT PROJECTS

2.1 **Plastic waste** – Norfolk County Council for the FACET project has commissioned a locally-grown Community Interest Company (CIC) based in Great Yarmouth known as WasteSmiths CIC. WasteSmiths is a newly formed entity set-up to work with local communities and businesses to collect using a form of green transport and re-manufacture post-consumer take away plastic packaging materials, and develop other new plastic products made-out of recycle. The intention is for these recycled products to be used within the borough thereby supporting Circular Economy principles.

2.2 The aim of this pilot is therefore to divert plastic material from disposal and turn it into valuable products that can be used locally. Trading as 'Precious Plastics East', the CIC has secured a base on Estcourt Road, Great Yarmouth, with the aim of being operational by June 2022.

2.3 To aid the CIC's research and design stage, the Borough and County Council introduced Precious Plastics East to the design department of East Norfolk Sixth Form College. Together, with input from design students, the College and the CIC have been exploring the possibilities for future re-manufactured products which utilise locally collected post-consumer plastic as a secondary raw material. To date, preliminary studies suggest that a mixture of high value items, such as jewellery and high-volume products, such as pallets, planters, furniture etc. (a prototype of a bench is shown here) , to be the most sustainable business model for the CIC beyond the life of the FACET funding. The thought being that this would enable large amounts of plastic to be collected and re-manufactured, whilst also ensuring the financial viability of the project longer term. Initial conversations with businesses indicate a strong interest, with collections due to take place using an e-cargo bike to avoid vehicle related emissions.



2.4 **Food waste** – FACET has bolstered the existing network of Community Fridges with the opening of Great Yarmouth Community Fridge at Sally's Store on Peggotty Road and Hemsby Community Fridge, which is due to open at The Barn Room towards the end of May. Community Fridges allow local food business to donate 'in date' items for redistribution to the local community. This will increase the ability to redistribute surplus chilled food in order to save tons of food from being needlessly thrown away each year. Food business with unopened produce still within the best before date can donate to a Community Fridge with the food items being used by the local community.



- 2.5 FACET has also partnered with the agency Garden Organic to be able to deliver a composting business support package for up to 10 interested businesses wishing to reduce organic waste. The support package includes an initial consultation, development of a food waste reduction plan and the purchase of suitably identified composting units to be used on-premises. Follow-up training, guidance and monitoring and evaluation is also included via Garden Organic working closely with each hospitality business.
- 2.6 **Single use takeaway packaging waste** – FACET has launched a reusable cup scheme in Hemsby called the ‘Hemsby Cup’ to tackle single use takeaway packaging waste. Customers pay a £2 deposit which they will get back when the zero-waste cup is dropped off at any of the 7 participating cafés. 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. Hemsby was 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.

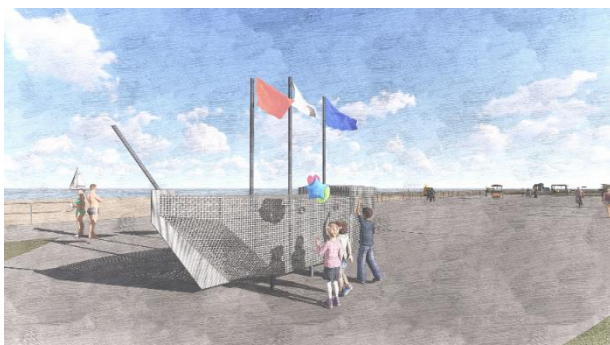


- 2.7 **Behaviour change project ‘BottleShipsGY’** – Inspired by the now famous ‘Goby the Fish’ plastic waste collection sculptures around the world, consumers will soon be able to deposit their empty plastic bottles into Great Yarmouth’s own eye-catching artistic drop off bins, in the form of 3 iconic vessels which represent the borough’s maritime heritage. The plastic bottle recycling points called ‘BottleShips’, will encourage positive behaviour change by creating a strong, visual experience which will capture attention. Each sculpture will be accompanied by an interpretation board which provides information on the ship’s history, how to use the bin correctly and wider facts around waste, plastic pollution and circular economy principles. Installation of the BottleShips is planned for the end of June.

- 2.8 In March, members may have spotted the BottleShip interactive build that took place as part of the Paint the Town Festival. This involved local primary schools helping to construct a boat out of plastic bottles in St. George’s Park to highlight the problem of plastic waste and to explain the aim of the BottleShipsGY initiative. These primary schools will be invited to help launch the actual BottleShips art sculptures when they arrive.



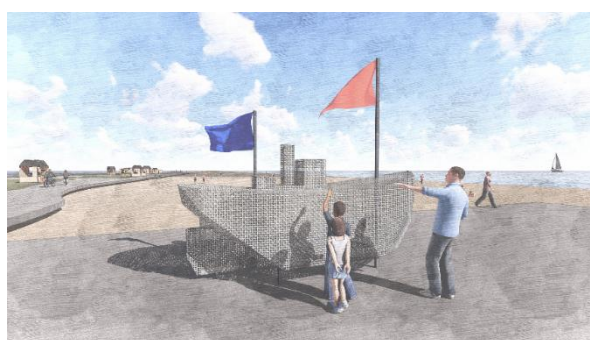
2.9 An artist's impression and locations of the three Bottleships are shown below:



Great Yarmouth, Jetty – Bottleship: HMS Elephant



Hemsby, land adjacent to Beach Café – Bottleship: Sea Weaver



Gorleston-on-Sea, lower promenade – Bottleship: Lydia Eva

- 2.10 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.
- 2.11 The council's in-house design team is supporting the FACET project with marketing and awareness-raising campaign which has started to promote the 'Hemsby Cup', Great Yarmouth Community Fridge and on street litter bin improvements. 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 Since the last Committee report, the joint county and borough council officer team has been focused on building local ownership and buy-in, which has included listening to the ideas emanating from local hospitality, tourism and food-related businesses wishing to be part of FACET, exploring practical and logistical barriers to finding circular solutions and consequently undertaking procurement of equipment and provider contracts needed to operate the four pilot project interventions.
- 3.2 With installation of equipment now underway across all workstreams, the officer team is focusing on sharing learning with other FACET European partners as well as making ready for the monitoring & evaluation phase to commence. Great Yarmouth will be hosting the FACET Partnership meeting with European partners on 22nd & 23rd June 2022, for a study visit and information exchange.
- 3.3 Working with the local Circular Economy businesses and GYB Services Limited, baseline measurements of waste quantities, volumes and collection costs have been identified with each business agreeing to provide feedback throughout the monitoring & evaluation phase between June to December 2022. FACET now has 16 businesses actively participating and willing to share their experience and impact knowledge to the broader tourism sector. We expect this number to increase significantly in June as the composting support and plastic recycling scheme are rolled out.
- 3.4 The overall targets for the Interreg 2Seas FACET project in Great Yarmouth are summarised in the table below, together with progress to date on how these will be delivered:

Circular Economy Targets	Actions to date (May 2022)
Reach 40 unique SMEs overall (broken down below): *Please note we cannot double count SMEs for reporting purposes, even though they may fall into more than one category.	
20 SMEs will undertake a shift towards circularity by June 2022.	6 businesses have been involved so far through our innovative ballot bins: Bar 1 – Ballot Bins The Green Bear – Ballot Bins Bell View – Ballot Bins The Forum Café – Ballot Bins Uptown – Ballot Bins Peggotty's – Ballot Bins This will be further enabled by the launch of a CE Toolkit for businesses wanting to embrace the circular economy.
Involve 10 SMEs in the pilot studies.	10 SMEs have been involved in our pilots: Hemsby Beach Café – Hemsby Cup

	<p>Vegan & Veggie Hut – Hemsby Cup</p> <p>Benny’s – Hemsby Cup</p> <p>Oasis – Hemsby Cup</p> <p>Madisons Coffee & Donuts – Hemsby Cup</p> <p>Richardsons Hemsby Beach Holiday Park – Hemsby Cup</p> <p>MB’s Leisure Bar & Lacon Arms – Hemsby Cup</p> <p>Mill Farm Eco Barns – Compost Support Package</p> <p>The Edge Café – Compost Support Package</p> <p>Populate – Plastic Recycling Scheme</p>
<p>Have at least 10 additional SMEs committed to join one of the pilots upon success of the pilot studies by December 2022.</p>	<p>Additional SMEs will have the opportunity to join the pilots at the end of the trial period.</p> <p>Great Yarmouth Market Place has been identified as a suitable location to build on Hemsby’s reusable cup scheme.</p> <p>The Composting Support Package has an additional 8 spaces for businesses to participate.</p> <p>Once the plastic recycling scheme has started collecting plastic from their initial intake of businesses, they are required to partner with a minimum of 25 businesses overall between June and December.</p>
<p>15% reduction in amount of single use packaging by the actively participating businesses.</p>	<p>Enabled via the Hemsby Cup Scheme:</p> <ul style="list-style-type: none"> • Baseline data captured 11/04/2022 - measures total units of single use takeaway cups bought from May to December 2021. • Measurement period is May to December 2022. • Strength of data varies from businesses to businesses based on their reporting systems.
<p>15% waste reduction and/or valorisation of otherwise generated business waste by actively participating businesses.</p>	<p>1/2 Enabled via seed funding to a new Community Interest Company known as WasteSmiths trading as Precious Plastics East which is working with East Norfolk Sixth Form College.</p> <ul style="list-style-type: none"> • Collection via e-cargo bike of post-consumer plastic packaging from business to commence in June 2022. • Measurement and prototyping of re-manufactured & secondary products take place June to October 2022. <p>2/2 A 15% reduction in business waste will be achieved by the businesses who participate in the composting support scheme. This will allow us to show the amount of waste diverted from disposal into compost.</p> <p>*Exact method to collect data being considered by Garden Organic e.g., Overall tonnage before and after composting begins.</p>

50% reduction in number of on street waste/litter collections in the geographic area(s) where street waste initiatives have been implemented.	<p>Enabled via the installation of smart litter bins in Hemsby, additional on-the-go recycling and litter facilities in Great Yarmouth and Gorleston and behaviour change campaigns using the FACET logo.</p> <p>This target will be measured by calculating the difference in the number of litter collections per day, after the implementation of the improved bin infrastructure vs before from May to December, to determine the % decrease in collections.</p> <ul style="list-style-type: none"> • Great Yarmouth on-the-go recycling bins are installed. • Overall litter bin capacity has been increased. • Hemsby smart bins scheduled for summer 2022. • Gorleston bin improvements being explored. • 6 x novel Cigarette Bins being trialled by public houses in Great Yarmouth & Gorleston with a further 14 available to be hosted by businesses.
A reduction of at least 10% purchase costs where CE business waste solutions have been implemented as part of the pilot(s).	<p>Enabled via the Hemsby Cup Scheme:</p> <ul style="list-style-type: none"> • Baseline data captured 11/04/2022 - measures total £ spent on single use takeaway cups bought from May to December 2021. • Measurement period is May to December 2022. • Strength of data varies from businesses to businesses based on their reporting systems.
20% visitor engagement with CE waste solutions.	<p>Visit Great Yarmouth, the Town Centre Partnership & individual Circular Economy businesses to support feedback from visitors aided by the recycling art sculptures known as BottleShips and CE advice, promotion of the brand etc.</p> <ul style="list-style-type: none"> • 3 x BottleShips in Hemsby, Gorleston & Great Yarmouth due to be installed in June 2022, to stimulate awareness of plastic pollution and the need to avoid, reuse or recycle this product. • 3 x Community Fridges being set-up; the first Fridge is operational at Sally's Store, Great Yarmouth; the second will be placed at The Barn, Hemsby and the 3rd in Gorleston high street. Exact location tbc.

3.5 With the final investments in equipment being made in May/June, monitoring & evaluation will take place between June and December 2022, with lesson learnt, further information sharing and analysis from January 2023 to March 2023.

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. New bins and supporting infrastructure have begun to be rolled out across Great Yarmouth Seafront which increase capacity and ability to cope with extra pressure during the summer months. These improvements aim to keep the seafront and beach free of litter.
- 4.2 In conjunction with 4.1, on-the-go recycling bins have been introduced alongside the general waste street litter bins, to start capturing plastic and glass bottles and aluminium cans. This will divert a significant portion of waste away from disposal to be recycled. Insights from other areas who have introduced on the go recycling successfully are reflected in the signage on the bins, to ensure the correct waste is disposed of. Early signs show low contamination levels.



- 4.3 In addition, 'Smart' sensor bins are due to be installed in Hemsby over summer which will alert the waste collection team when each bin is reaching capacity, thereby preventing overflowing and increasing the collection efficiency to reduce vehicle related emissions.
- 4.4 FACET has also begun the installation of novel 'Ballot Bins' <https://ballotbin.co.uk/#find-out-more> working across the borough in an effort to reduce cigarette butt littering, to help keep our streets clean and tidy for residents and visitors alike. Further Ballot Bins are due to be installed in the coming months.

5 NEXT STEPS

- 5.1 With the new reuse, re-manufacturing, composting & recycling infrastructure due to be installed and all operating from June 2022, the next phase of the FACET project is to monitor the impact of each intervention and assess impact. Baseline data has been gathered to enable GYB Services, Precious Plastics East and Garden Organic to support each business participating and County and Borough Council officers working together will continue to raise awareness through vibrant and eye-catching public-facing marketing campaigns.
- 5.2 Data capture will take place throughout June to December 2022 after which time, a further impact report will be tabled at Committee. It is proposed that the outcomes and impact of

these pilots will help shape other on-street recycling solutions across the borough. It is also hoped that the current Circular Economy Businesses will act as ambassadors to promote the benefits of a green pound and grow participation within business sectors.

6 FINANCIAL IMPLICATIONS

- 6.1 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.
- 6.2 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).

7 RISKS

- 7.1 The bold and innovative nature of our pilots including the reusable cup scheme in Hemsby, bring challenges in relation to meeting our targets as it requires a fundamental shift in consumer/tourist behaviour. Although businesses have shown strong support with marketing assistance from the Borough Council and Visit Great Yarmouth, society is accustomed to using single use takeaway packaging. The Hemsby Cup scheme has been designed to make it as easy and convenient as possible for customers to participate, to give the pilot every chance of succeeding.
- 7.2 Providing an on-the-go recycling service has proved challenging for many local authorities due to high levels of contamination found. This is especially prevalent in areas with low household recycling rates and high transient communities. To mitigate this, each bin features clear messaging on what is accepted and will have bottle apertures fitted to reduce contamination in the recycling bins. These recommendations emanate from the work of the environmental charity Hubbub which has provided evidence of successful behaviour change case studies in other parts of the UK. Continued co-operation is required between Great Yarmouth Borough Council and GY Borough Services Limited to ensure the target to half collections is achieved.

8 CONCLUSION

- 8.1 FACET has begun to pilot solutions which seek to reduce the amount of food, plastic and packaging waste being produced in Great Yarmouth, by supporting businesses to shift operations based on circular economy principles, with the support of public facing behaviour change campaigns. This includes the launch of Great Yarmouth Community Fridge, the 'Hemsby Cup' and the Precious Plastics East Venture. These will soon be joined by composting support for businesses, BottleShips and the Hemsby Community Fridge. 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. Early indications show the improvements in waste

infrastructure are performing well, with low levels of contamination. This, along with all other interventions will be closely monitored moving forward against FACET targets.

- 8.2 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	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 Sustainability Strategy
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

Subject: Great Yarmouth Sustainability Forum

Report to: Environment Committee – Wednesday 25th May 2022

Report by Paula Boyce, Strategic Director

SUMMARY

At Environment Committee (16 March 2022), Members resolved to recommend to Council the adoption of a Sustainability Strategy for the borough of Great Yarmouth and the development of an Action Plan; these will be tabled at Environment Committee and on to Council in July 2022.

At the same time, members agreed on 16 March 2022 to the establishment of a Sustainability Forum to enable the Council to work collaboratively with external stakeholders to support delivery of the Strategy and its developing Action Plan.

The Committee requested that the terms of reference for this Great Yarmouth Sustainability Forum be brought back to the Environment Committee for approval. This report provides those Terms of Reference for members' consideration.

RECOMMENDATIONS

Members are asked to:

- (a) Approve the Terms of Reference for a Great Yarmouth Sustainability Forum.**

1. BACKGROUND

- 1.1 A Sustainability Strategy for the borough of Great Yarmouth is being developed through a collaborative approach with Members and officers of the Council with input from local community and partner organisations and individuals across the Borough.
- 1.2 Initially over the next five years (2022 to 2027) it is proposed that the Sustainability Strategy and Action Plan will be a live document that will be reviewed annually and refreshed in milestone years over the next 13 years to 2035 i.e., 2027 to 2032 and 2032 to 2035.
- 1.3 The Sustainability Strategy provides a framework for action to address the three interconnected environmental challenges it sets out:

- **The Climate Challenge:** Globally the world faces increasing climate insecurity driven by an unprecedented rise in temperature and the release of greenhouse gases into our atmosphere.
- **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.
- **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.

1.4 The impacts of these three challenges affect life in Great Yarmouth directly and 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.

1.5 Given that there are already many active people, local projects and initiatives within the borough of Great Yarmouth, where local people are tackling and addressing these challenges, it is proposed to reach-out to community groups and individuals working in this field to form a Great Yarmouth Sustainability Forum.

2. GREAT YARMOUTH SUSTAINABILITY FORUM

2.1 The aim of the new Forum is to establish, where needed, support and grow a community-led network of people and community groups interested in supporting the local natural, environment, climate change, sustainability, waste prevention, circular economy and net zero.

2.2 The Forum offers a positive network where people can come together regularly, share ideas, provide feedback to the Borough Council and its partners organisations about sustainability projects and initiatives linked to the Great Yarmouth Sustainability Strategy and Action Plan.

2.3 The Forum, chaired by the Chairperson of the Environment Committee and supported by officers, will meet twice per year, either virtually or in-person to facilitate the sharing of local project information. It can also consider best practice sustainability solutions in similar coastal areas and explore external funding opportunities.

2.4 Its purpose therefore is to develop opportunities to protect and enhance the human and natural environment of the borough of Great Yarmouth for the benefit of residents and communities. The Terms of Reference for the Great Yarmouth Sustainability Forum can be found in Appendix 1 for members' comments and consideration.

3. FINANCIAL IMPLICATIONS

3.1 Within existing resources, the Great Yarmouth Sustainability Forum will be supported by the newly appointed Climate Change Officer commencing in autumn 2022.

4. LEGAL IMPLAICATIONS

- 4.1 In June 2019, the UK Government legislated the 2050 Net Zero target, following a recommendation from the Committee on Climate Change by amending the Climate Change Act 2008. Whilst local authorities find themselves in an ambiguous position as to their role in tackling climate change and where they fit into a coherent national picture, as they do not have a specific duty to deliver Net Zero, nor to report emissions reductions, they clearly have a leading role under this agenda.

5. CONCLUSION

- 5.1 The Great Yarmouth Sustainability Forum will bring together environmentally conscious community and neighbourhood organisations working across the borough to support delivery of the actions contained in the borough's Sustainability Strategy. In turn where the council can support the development of opportunities to protect and enhance the human and natural environment working with residents and communities.

6. BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	As part of ELT review.
Section 151 Officer Consultation:	As part of ELT review.
Existing Council Policies:	Corporate Plan Annual Action Plan Economic Growth Strategy Culture, Heritage & Tourism Strategy Locality Strategy Open Spaces Strategy Sustainability Strategy Carbon Reduction Plan
Financial Implications:	N/a
Legal Implications (including human rights):	N/a
Risk Implications:	N/a
Equality Issues/EQIA:	On file
Crime & Disorder:	N/a
Every Child Matters:	N/a

Great Yarmouth Sustainability Forum

Terms of Reference



Aim

To establish, support and grow a community-led network of people and community groups interested in supporting the local natural, environment, climate change, sustainability, waste prevention, circular economy and net zero.

The Forum will be a positive place with space to come together regularly, share ideas, provide feedback to the Borough Council and its partners organisations about sustainability projects and initiatives linked to the Great Yarmouth Sustainability Strategy and Action Plan.

1. Purpose

- 1.1 The Great Yarmouth Sustainability Forum will work to develop opportunities to protect and enhance the human and natural environment of the borough of Great Yarmouth for the benefit of residents and communities.

2. Key Responsibilities

- 2.1 The Great Yarmouth Sustainability Forum will:
 - Support the delivery of Great Yarmouth's Sustainability Strategy Action Plan in relation to community-focused sustainability projects and initiatives which benefit the environment.
 - Raise awareness of environmental and sustainable development issues in partnership with the community, including capturing feedback and sharing updates across the communities to encourage more people to actively support participation in sustainable/green projects.
 - Disseminate key research, showcase best practice relating to sustainable development, carbon reduction, the circular economy and net zero, building links to support community projects across the borough of Great Yarmouth.
 - Create opportunities for increased partnership projects, investment and funding opportunities to benefit the borough of Great Yarmouth and its natural environment.

3. Membership

- 3.1 Membership and representation will be drawn from local environmental, sustainability, low carbon community groups and partner organisations. The Sustainability Forum will seek to develop and maintain appropriate links with other themed groups, including the Norfolk Climate Change Partnership (NCCP) and Norfolk Waste Partnership (NWP), and other key sectors of interest to maximise engagement with the widest community base.
- 3.2 Partner bodies and representatives will be expected to participate fully in the development and delivery of the responsibilities of the Sustainability Forum.
- 3.3 Members of the Forum are expected to be respectful of each other's views so as to foster an inclusive and receptive environment where all individuals are welcome to seek help, foster ideas and exchange knowledge. Participants in the Forum will therefore:

- Encourage free sharing of knowledge.
 - Respect fellow members as human beings, along with the diversity of our members' backgrounds, perspectives, education, and experiences.
 - Be supportive of each other.
 - Be polite and friendly.
 - Be tolerant and considerate.
 - Act professionally, ethically and with integrity.
- 3.4 Any representative of the Sustainability Forum who has a personal financial interest, a business interest or any other direct or indirect private or personal interest in a matter under discussion should, as soon as it is practicable, declare that interest and take no part in the discussion of the matter.
- 3.5 Great Yarmouth Sustainability Forum meetings may include the following personnel as required:
- Chair/Vice Chair of the Environment Committee
 - Strategic Director/Head of Environment & Sustainability
 - Climate Change Officer
 - Note-taker
- 3.6 Members of the Sustainability Forum may, from time to time, arrange for other individuals to attend meetings of the partnership in a supporting or advisory capacity with the approval of the Chair. Other officers or individuals may be invited to attend meetings to provide information or advice about specific matters, at the discretion of the Chair.

4. Chair

- 4.1 The Sustainability Forum will be chaired by the elected councillor nominated to chair the Borough Council's Environment Committee.
- 4.3 The responsibilities of the Chair are:
- To decide on the agenda of meetings.
 - To decide on matters of order, competency, relevance and conduct and keep meetings focussed on the agenda.
 - To ensure that a fair opportunity is given to all members of the Forum to express their views on any matter of business.
 - To preserve order during the meeting.
 - To determine any matters of procedure or protocol for which no provision is made in these standing orders.

5. Meetings

- 5.1 The Sustainability Forum will meet twice per year either in-person or virtually. Other meetings may be called, as required, by the Chair.
- 5.2 Membership, administration and secretariat will be supported by Great Yarmouth Borough Council.
- 5.3 The agenda of the Sustainability Forum will be prepared by the lead officer in consultation with the Chair. Members of the Forum will be invited to propose agenda items which are relevant to the Great Yarmouth Sustainability Strategy.

- 5.4 Meetings of the Great Yarmouth Sustainability Forum may be attended by the press and public, subject to adequate space being available and within health and safety guidelines. Members of the press or public may observe but not participate in meetings, unless by prior arrangement with the Chair in relation to an item on the agenda.