

Proposal to Become a ‘Refill Destination’ in Partnership with Hertford Town Council

Proposal by Cllrs Thomas Day and Barney Bryant, for consideration at Full Council on Monday 25th March 2024.

Summary

From www.citytosea.org.uk:

“Plastic pollution has quickly become one of the biggest environmental challenges facing us today... ..Lightweight, cheap to produce and virtually indestructible, plastic has been seen as a miracle material across countless industries. The big problem though, and the one we’re tackling, is single-use plastic. The stuff you use once and throw away – the stuff we’ve only recently become addicted to, but which now covers our beaches, rivers and floods our oceans.”

We have been in discussion with Cllrs Ann Woodward and Alex Daar from Hertford Town Council about how we can tackle one of the most prevalent forms of plastic waste affecting our two towns: single-use coffee cups (and, to a lesser extent, drinks bottles). A number of businesses in both towns have already signed-up to be a part of the Refill campaign run by City to Sea but our intention, and this proposition, is to work with City to Sea to rapidly boost the number of businesses taking part and increase the number residents using the Refill app to locate them. Even a modest increase of both will help us work towards our goal of becoming a ‘Plastic-free Community’ (which Ware Town Council resolved to become in February 2021).

Background

About City to Sea

City to Sea is a Bristol-based environmental organisation, campaigning to stop plastic pollution at source. It works with communities, businesses and everyday activists around the world to provide practical solutions to the plastic problem. It does this by:

- Tackling the single-use plastic items most commonly found on our beaches and in our rivers and oceans;
- Running people-powered, community serving campaigns to reduce single-use plastics in the UK and internationally;
- Inspiring people to change their behaviour by developing simple solutions to complicated problems;
- Empowering everyday activists to challenge the system, to create a more sustainable future for all;
- Engaging and influence brands, retailers and businesses, to reduce their use of plastics and make reusables more accessible;
- Encouraging everyone to rethink, refuse, reduce and reuse.

Key Statistics

- 1 million plastic bottles are bought around the world every minute.
- 2.5 billion takeaway coffee cups are used and thrown away each year in the UK.
- 11 billion pieces of packaging waste produced annually from our 'lunch on the go' habit in the UK.
- 114 billion pieces of throwaway plastic come from UK supermarkets every year.

World Refill Day – 16th June 2024

World Refill Day is a global public awareness campaign, run by City to Sea and designed to accelerate the transition away from single-use plastic and towards reuse systems. Over the last two years, it has built a global movement, demonstrating that a better future is possible, and the world is ready for a refill and reuse revolution. Its goal is to get people talking about refill and reuse and encourage the public to choose to reuse – driving trial and demand for refill options.

Proposal

Please refer to the attached proposal presentation from City to Sea for further details.

The cost of this scheme will be split equally between Ware and Hertford Town Councils (£4,750 total – £2,375 per council).

If Councillors are minded to support this proposal, it is suggested that the funding be taken from the 2024/25 budget allocation for plastic reduction projects (which totals £10,000, leaving a remainder of £7,625 for other projects).

The target to launch our involvement in the campaign would be World Refill Day 2024 – 16th June.

Recommendation

To sign-up, in partnership with Hertford Town Council, to become a 'Refill Destination' and to engage City to Sea CIC to provide support in delivering the campaign for a period of one year.