



Circular Business Plan Highlights

Richardson's

Richardson's Beach Holiday Park has roots going back to the 1940's. Today, it offers a wide array of tourism activities in Hemsby including food and drink. Hemsby has aspirations to become a leading environmentally friendly destination in the East of England.



Challenges



Issue

Single use, disposable cups for takeaway drinks contribute to the general waste stream placing infrastructure under stress. Biodegradable cups have been utilised, but these require specialised recycling facilities that are not available locally.



Circular Solution

Reusable cup deposit return scheme provided as an option for consumers in participating businesses. The cups will be returned to participating businesses, cleaned, and re-used for the next customer. Can be recycled at end of life.



Collaboration

Local businesses in Hemsby will work collaboratively to collect, clean, and distribute the reusable cups. There are future opportunities for this cooperative to jointly purchase cups after the end of the FACET project.



Added Value

People

Customers will have the option to choose an environmentally friendly way to consume takeaway drinks.

Places

Less single use packaging litter on beaches, making the destination more attractive to visit.

Environment

Less emissions from removing part of the waste stream. Wildlife will benefit from less litter. ¹



Lessons Learned

The Hemsby cup pilot follows similar local initiatives² to replace single use cups with deposit return schemes. The businesses must maintain a mutual understanding and close professional relationship for this type of cooperative pilot to be successful.





Circular Value Chain



9R Strategy

Refuse

If a reusable cup is used every day for 6 months instead of 182 single-use cups, then 95% of an individual's current carbon emissions is saved.

Re-use

A deposit-return scheme will help to encourage visitors to return cups for re-use.

Rethink

Plastic cups will be collected, cleaned, and redistributed by a cooperative of businesses.

Recycle

The green house gas footprint of recycled plastic is less than 15% of the footprint of virgin plastic.¹ After approx. 1000 uses, the cups can be recycled at end of use.

Circular Economy ↑	Smarter product use and manufacturing	R0 Refuse	Make product redundant
		R1 Rethink	Make use of product more intensive
		R2 Reduce	Consume less through efficient manufacturing or use
	Extend lifespan of products and its parts	R3 Re-use	Re-use of functioning discarded products by another use
		R4 Repair	Repair and maintenance of defects to keep original function
		R5 Refurbish	Restore and update
		R6 Remanufacture	Use part in new product with the same function
		R7 Repurpose	Use products or parts in new product with different function
	Useful application of materials	R8 Recycle	Process materials to obtain the same or lower quality
R9 Recover		Incineration of materials with energy recovery	
Linear Economy			



Financial



Planning



Investment and Revenue

Estimated investment

Community cups were purchased by the FACET project for £2199 for 1000 cups and 250 lids, including logo printing.

Depending on supplier used in the future, costs may vary.

Estimated Savings

This is dependant on how many times each cup is reused.

The FACET project has procured the materials to pilot this scheme.

Businesses will need to come together before the end of the FACET project to discuss the future of this project including joint purchasing of new cups when needed and marketing the scheme.



Additional Actions to Prevent Waste



Actions to Consider Now

Action	Notes	Benefits
<i>Review food procurement lists to identify options to reduce packaging that does not serve a safety function.</i>	Some food items are heavily packaged. Working with suppliers to reduce packaging (or introduce packaging take-back systems) can reduce the volume of materials sent to landfill.	Cardboard can comprise as much as 42% of easily recyclable materials by weight in restaurant waste bins. Taking steps to reduce it can reduce costs.
<i>Consider options for installing recycling bins into individual chalets (alongside existing general waste bins). Provide clear signage about items that can be recycled and where on the park recycling facilities are located.</i>	Waste contamination of on-site customer facing recycling facilities is a significant issue that increases the costs of waste disposal. Companies like Center Parcs make very public commitments about their initiatives to support recycling and Butlins make information about recycling available in their pre-arrival packs.	Providing recycling bins in chalets alongside clear messaging about what can be recycled may help reduce contamination and increase recycling rates. When communicated positively, this action it can also ensure that customers recognise the environmental commitments of the business.
<i>Improve signage around customer facing recycling bins (potentially using campaign materials that are replicated across Hemsby) to increase the percentage of waste that is recycled and reduce contamination.</i>	Story telling, gaming or attractive bin design and associated campaigns can better engage customers (and especially children) in recycling. Examples of places that have done this especially well are: Lucerne and Bluestone (which has a mission to become known for its recycling), both of which have focussed on making recycling fun.	Some holiday parks such as Bluestone recycle almost all their waste (99%), significantly reducing both costs and environmental impacts.



Actions to Consider in the Next 3 –6 Months

Action	Notes	Benefits
<i>Consider providing a refill your bottle scheme and promote this to customers as a way of reducing single use plastic containers.</i>	According to a YouGov poll, 17% of people avoid plastic packaging as much as possible and 88% of people use a refillable water bottle at least some times.	A Refill scheme could enhance image and reduce the number of single use plastic bottles in the waste stream.
<i>Consider engaging with a network of like-minded self-catering and tourism providers across Hemsby and Winterton to promote local food products (with minimal plastic packaging) as an alternative to supermarket deliveries.</i>	Flear Farm cottages and Clachaig Holidays both provide options for local suppliers to deliver to customers as an alternative to conventional supermarket choices.	Local food supports the local economy as well as creating sense of place.



Actions to Consider in the Long-Term

Action	Notes	Benefits
<i>Consider composting food waste.</i>	Food waste can be composted by directly by the business (if it has space, appropriate shelter and a regular supply of waste) or in partnership with a community group. The Facet team could help you assess the feasibility of this.	Hot compost systems can accept almost all food wastes (including small bones) and break them down over time. As such, they can significantly reduce waste disposal costs.
<i>Work with the BID and the Council to engage residents and visitors in actions that protect the environment, enhance sense of place and build the image of Hemsby as a destination that can offer eco-tourism opportunities year-round.</i>	The FACET team are developing a range of materials to engage residents and visitors in supporting environmental actions and enhancing their sense of place.	People have a strong attachment to the place that they live and – if it feels cared for – are more likely to feel a sense of pride. 71% of residents say that they support community actions to improve the place in which they live. Residents who care are a great asset when seeking to attract tourists and wildlife can generate significant economic value

Disclaimer

The recommendations in this action plan have been produced as a part of the FACET project. While believed to be correct at the time of publication, these recommendations are intended as a guide only. FACET recommend that any technologies or changes to practices are tested thoroughly and customer comments are monitored before permanent implementation. FACET, NCC, nor GYBC can take responsibility for actions taken solely on the basis of the information contained within this Action Plan.

¹ Source: <https://www.oecd.org/environment/waste/policy-highlights-improving-plastics-management.pdf>

² Source: <https://www.northnorfolknews.co.uk/news/reusable-cup-scheme-starts-in-holt-8008864>