



Circular Business Plan Highlights

St George's Theatre

The Theatre was built in the 1970's in a Grade II listed building which has been a church until it fell out of use. St George's Theatre offers a wide selection of theatre productions, musicals, live music, and children's shows.



Challenges



Issue

There is a large amount of plastic waste that still cannot be recycled. The plastic waste that can be recycled, isn't turned into a resource that can be sold locally.



Circular Solution

Localised recycling enterprise which collects waste plastic, grinds it down and turns it into items like furniture or jewellery, to be sold locally.



Collaboration

A local college is part of the product development stage of the project. The enterprise has engaged with other localised recycling projects to share learning.



Added Value

People

Opportunity for learning experiences and hands on skills for young people and those out of employment.

Places

Opportunity to participate in a localised plastic recycling and remanufacture scheme.

Environment

More plastic will be recycled and on a local level, this will reduce carbon emissions from transportation and incineration.



Lessons Learned

There is a large amount of plastic required to make a product. High end quality products like furniture & jewellery look like they will be the most appropriate products based on initial research.





Circular Value Chain



9R Strategy

Reduce

The green house gas footprint of recycled plastic is less than 15% of the footprint of virgin plastic.¹ The amount of plastic going in to the residual waste bin will be reduced.

Rethink

95% of plastic packaging value is lost after the first use.³ Plastic will be separated for reuse instead of disposal.

Repurpose

390 million tonnes of CO2 was emitted in 2012 from plastic production.² HDPE milk bottle lids and other plastic products will be repurposed into a product which increases their value.

Circular Economy ↑ Linear 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	



Financial



Investment and Revenue

Estimated Investment

Key investment is in a separate waste container for the plastic (type of container depends on contractors requirements).

Estimated Savings

Estimated savings of £150 per year based on weight for diversion from waste disposal. But this could be larger as plastic tends to take up significant volume and may lead to a reduction in the bin capacity required.



Planning

FACET project has instigated a pilot to recycle plastics from businesses.

Plastic recycling collection arrangements are arranged between the businesses and the recycling contractor. This will be continued after the pilot has ended.



Additional Actions to Prevent Waste



Actions to Consider Now

Action	Notes	Benefits
<i>Undertake a review of the existing waste contract, analyse the components of the waste stream and identify saving targets.</i>	The business is under new management and there is little information about previous operating procedures. This action will help to establish baseline data about waste weights and composition.	A review of bin content may identify options to reduce costs as well as identifying opportunities to improve the volume of materials sent for recycling.
<i>Identify the best option to replace existing disposable plastic cups/ glasses with a more 'sustainable' alternative.</i>	The FACET project is launching a reusable cup scheme in Hemsby and would like to do the same in Great Yarmouth and Gorleston.	Brands such as Starbucks have introduced reusable cup schemes.
<i>Identify local suppliers who can service the new catering facility with a minimum of packaging, whilst maximising the benefits to the local economy. Promote the local credentials of products to customers.</i>	The business is keen to support the local economy, but needs to do so in a way that keeps costs affordable for customers.	Buying food from small scale local suppliers can reduce food miles and support local jobs. Small suppliers may also be more willing to work to provide products with minimal plastic packaging.



Actions to Consider in the Next 3 –6 Months

Action	Notes	Benefits
<i>Consider providing a pre-order app to allow customers to pre-book their refreshments (including food choices). Think about incentivising pre-visit ordering and use data to plan procurement.</i>	An increasing number of outlets offer menu pre-ordering as a means of reducing waste and speeding up food service. A small deposit can guard against no-shows. Insider cinemas offer a food and drink pre-order offer to reduce queueing, support decisions about staffing requirements and reduce food waste.	A pre-order system can help better match food procurement to demand. In some instances, it can also reduce queue lengths and deliver an uplift in average customer spend.

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://researchbriefings.files.parliament.uk/documents/CBP-8515/CBP-8515.pdf>

³ Source: <https://ellenmacarthurfoundation.org/the-new-plastics-economy-rethinking-the-future-of-plastics-and-catalysing>