

GOING CIRCULAR



F.A.C.E.T

Facilitate the Adoption of Circular
Entrepreneurship in the Tourism and
Leisure sector.

Interreg 
2 Seas Mers Zeeën
FACTET
European Regional Development Fund

RETHINK

As much as 75% of the food thrown away from the hospitality sector could have been eaten instead. Perhaps it's time for a rethink?

Could you slim your bin, costs, time, and burden on the planet by rethinking your menu, portions and pack sizes?



MENU

A short and snappy menu provides customers with a clear list they can choose from quickly, easily and with more confidence. This helps you have all the items in stock.

With a shorter menu, service time could be reduced, your stock range become easier to track, with fewer items to purchase, and less waste (from low turnover items) - costs could come down too!

Offering a pre-order option on menu items can also be a useful strategy to help manage time, spend and minimise waste.

Further information:

lovefoodhatewaste.com

guardiansofgrub.com



PORTIONS

Introducing ways to standardise portions and offering a range of meal sizes will provide customers with constancy and choice.

Your profits could improve, food left on plates reduced and customer satisfaction ratings could increase too!

Over 1/3rd of customers are put off by large portions and 41% leave food uneaten because there is too much on their plate- So it can pay to resize your serving scoops, plates or containers so your serving sizes are just right for you and your customers.

Further information:

lovefoodhatewaste.com

guardiansofgrub.com



PACK SIZE

Rethinking the number and size of packs you buy to match changing seasons and customer demand will help ensure ingredients are fresh, providing a great reason for customers to come back.

Choose smaller pack sizes and/or fewer of them for less popular and highly seasonal menu items to reduce waste. For example, salad dressing might not be so popular when its cold outside, so downsize your jar size in winter.

Consider the type of packaging food items are in too, for example some types of packaging may extend shelf life more than others once opened. For frozen products, it may pay to select packaging that makes it easy to take out just a few items at a time when needed. It may seem more expensive to purchase in a smaller pack size initially, but you will make savings by being able to thaw

what you need as you go, rather than defrosting a whole large pack.

You may be able to reduce more than just food waste too. With less in the freezer and fridge, you could reduce your energy costs as well.

Further information:

lovefoodhatewaste.com

guardiansofgrub.com

REDUCE

Perhaps the largest positive impact we can have on the environment, is to use a little less of its natural resources.

Could you lower your bills, improve efficiency and

carbon footprint by reducing your food miles, energy and water, and consumables / disposables?



FOOD MILES

Buying food locally provides customers with fresher, healthier, quality options. It shows them your commitment to supporting their local community, environment and economy.

Using products in your menu from independent shops, market stalls and box schemes could help you meet the growing customer demand for local flavours and sustainability benefits that come from shopping local. It will add value to your business and can become part of your marketing and promotional activities

whilst strengthening your relationship with customers and the community. Buying food from Norfolk businesses could also mean that you are helping to support over 1,300 food related jobs in your local area.

Local food helps tell the story of a place and its heritage to holidaymakers and locals alike. With 41% of tourists agreeing that British cuisine is part of what attracts tourist to the UK and 56% believing that Britain is a good place to try local specialities, perhaps its time for your business to 'go local'?

Further information:

Norfolk Local Food Directory: lovebritishfood.co.uk/norfolk---local-food-directory

Norfolk Farm shops Directory: www.norfolk-norwich.com/news/some-of-the-best-farm-shops-in-norfolk.php

ENERGY & WATER

Good water and energy management provides customers with the same quality of service, keeps the price of their menu choices on budget, and shows that your outlet is thoughtful about the use of natural resources.

With just a few low and no-cost energy and water reduction measures in place, your business could save money, time, and help to fight climate change too. Simple checks, good housekeeping, and reminders to your team, could reduce your energy use by as much as 30%!

Cooling - Choosing the coolest part of the kitchen in which to locate your chillers, fridges, and freezers will reduce the energy they use. Making sure that their doors are closed, and seals are maintained and clean will help to keep costs down and food quality up. You can save 2-4% in energy use just by

keeping temperatures set at the manufacturer's guidelines. If you have fridges which only store drinks, turn them off after hours to save.

Lighting - Using low energy lights like Compact fluorescent lamps (CFLs) and light emitting diodes (LEDs), could help keep you cooler in the kitchen and save as much as 88% off your lighting bill. They also last up to 39 times longer than traditional halogen bulbs.

Heating - Regular cleaning of ovens, hobs, and griddles, along with putting lids on pans will all save energy. Stickers to show the heat-up times on equipment and reminders to turn it off when not in use could help keep costs down.

Water – Running your dishwasher when it is full, fixing dripping taps (just one can waste up to 15 litres of water a day), and washing fruit and vegetables in a bowl rather than under running water are all low-cost actions that add up to savings. If you choose to invest a little more, replacing an old spray nozzle with a new high performance one could reduce water consumption by up to 90%.

Further information:

Carbon Trust: carbontrust.com/resources/hospitality-sector-energy-saving-guide

carbontrust.com/resources/green-business-directory

Zero Waste Scotland: energy.zerowastescotland.org.uk/content/guides-and-tools-support-your-business

Relondon: relondon.gov.uk/business/wp-content/uploads/2020/06/Food_that_doesnt_cost_the_earth_Full_guide-1.pdf



CONSUMABLES / DISPOSABLES

Managing the use of disposable items in your business means that customers get what they need, at a budget they like, and know that your business takes its environmental responsibilities seriously.

If your establishment cannot avoid disposable tableware, (e.g. single serve condiments, bags, single-use napkins or stirrers, and straws) you can still reduce your costs, waste, and potentially local litter with thoughtful management.

Remove self-service stations for napkins, condiments, and cutlery, and ask customers what they need before handing out supplies. Some customers may be taking food home to eat or only want a napkin or single fork, so it could pay to ask first. Reminding your team about the environmental benefits of managing single-use items in this way may help make new

working practices stick.

Reducing your reliance on condiment sachets may still be possible too. By dispensing sauces into small paper pots and placing them inside other takeaway packaging may allow you to buy sauce in a larger quantity and take advantage of bulk buy pricing as well as reducing your storage space needs.

Don't forget to tell your customers that you are taking steps to reduce your environmental impacts! Front of house messaging will advertise your planet friendly practices and may win new customers. Why not encourage regular customers to bring their own reusable food containers with them by offering loyalty cards, discounts or vouchers? It could help strengthen your links with the local community, build loyalty, and repeat sales.

REFILL & REUSE

Half of all the plastic produced in the world each year is used just once before it's thrown away, with only around 18% of it being recycled. Perhaps it's time to avoid the single-use and refill our containers instead?

Could you save some space, money and reduce ocean pollution by refilling your soaps and sanitisers, condiments and cleaning products?

Over 2.8 million tonnes of waste each year is generated from hospitality outlets in the UK and lots of it could be avoided. Single-use items are costly to businesses and the planet, so perhaps it's time we choose to reuse first.

Could you invest in the future, save money, space, carbon, and waste, and reuse your tableware, cups and food storage and packaging?



SOAP & SANITISERS

Offering soaps and sanitizers in refillable dispensers gives your customers peace of mind that hygiene and the environment are central to your business.

Refill systems will help cut your packaging waste, your costs and maybe storage space too.

The choices available for dispensers and products to put in them are increasing every week. From high end luxury to everyday budget friendly options, and from tablets that mix with water to create a foaming soap to minimal packaging cartridges and returnable pouches.

Soap and gel dispensers are often far more durable than their single-use counterparts. Select from wall mounted fixtures, touchless, motion sensor systems or simple pump bottles in plastic, glass, pottery or aluminium. Whichever type of dispenser you choose, it is critical that they are cleaned and topped up regularly.



CONDIMENTS

Refillable containers for sauces, sweeteners, salt and pepper, vinegars, jams, pickles, milks and more – allow your customers to dispense just the right amount for them. Single serve alternatives can be a source of litter, difficult or impossible to recycle, and many of them reach the bin before ever being opened.

The UK campaign organisation “City to Sea” predicted that 855 BILLION plastic sachets would be used in 2020 – which is enough to cover the entire surface of the Earth.

By choosing refillable, your business can reduce waste and save money and space. You can buy in bulk, in more efficient packaging and just dispense as you need.

There is a wide range of choices from bottles and pots to jugs and jars, all

available in different sizes and materials. Select containers that are durable, easy to clean and fill. They might even help to reflect your brand identity with their design. If your business offers takeaway service, you could swap sauce sachets for pump dispensers and small paper pots.

Whatever you choose – it is important that your refillable containers and dispensers are checked regularly, cleaned and topped up when needed.

Further information:

UN Environment Programme: Rethinking single-use plastic products in Travel & Tourism, 2021

wedocs.unep.org/bitstream/

www.foodmadegood.org/

CUPS

Reusable, returnable cups provide customers with a better tasting brew and the knowledge they are not contributing to the 2.5 billion cups thrown away in the UK every year (a number that is still growing).

Switching to a cup return scheme can help to ensure that your business is doing its bit. It will show your customers you invest in the future and care for the environment. It could give your business a marketing edge and help to reduce litter in the areas around your outlet.

Every day, around 500,000 single-use cups end up littering our communities. It makes our beaches, streets, and parks less pleasant places to be and creates a danger to our wildlife and habitats. It is also a financial burden to clean up. Over 99.98% of single-use cups

cannot be recycled either because of the way they are made or due to the liquid left in them.

Just by asking take-away customers for a small deposit and to drop their empty cups back at any participating outlet – we can all do something to reduce the single-use cup mountain!

Further information:

To find out more or take part in your local cup return scheme please contact:

Ben Gulliver - FACET
Project Officer Great
Yarmouth Borough Council:
benjamin.gulliver@great-yarmouth.gov.uk

01493 846120



CLEANING PRODUCTS

There are an increasing number of refillable systems for cleaning products that offer everything from washing up liquid to surface sprays. They provide customers with the satisfaction your business has positive environmental values.

Selecting refillable cleaning products can save storage space, slim your bin, and save you money – as well as being better for the planet.

There are a wide range of products on the market, so shop around to find one that suits you. Some products are supplied as tablets or concentrated liquids for you to dilute with water at your premises. Others, come in pouches for you to decant

into your dispenser with some suppliers offering a postal return service for the packaging. For some products, retailers provide in-store refill services. Many suppliers now offer subscription deliveries, so you have one less thing to remember which reduces the need for those last minute orders and visits to the wholesaler.

Plenty of brands offering refill products are also 'eco-friendly', offering low odour and low chemical choices too. This does not mean they are less effective than traditional options, just that they are less likely to have a negative impact on our environment.

TABLEWARE

Reusable cutlery and plates offer customers quality, consistency, and shows that your business cares for the environment.

Swapping single-use for reuse could save you money and space in the longer term and improve your environmental impact.

For eat-in establishments the move to reusable can be easy, but even if you run a takeaway or on-the-go kiosk there are still opportunities to offer your customers reusable tableware.

If your customers tend to consume their purchases

close by, for example on the seafront or at picnic tables at a local park, returning reusable tableware is unlikely to be an inconvenience for them.

You may wish to run a small deposit scheme to help encourage returns or offer customers the choice of single-use or reusable tableware at point of sale – it could even give you an advantage over your competition!

Further information:

citytosea.org.uk/takeaway-packaging-guidance

foodmadegood.org

FOOD STORAGE & PACKAGING SOLUTIONS

Using reusable food storage and working with suppliers to reduce non-essential packaging can help cut waste, keep food fresh, and show off your environmental ethics to customers.

Many food items arrive from suppliers in single use packaging to protect products from damage in transit. Why not ask your suppliers if they can offer re-usable or returnable transit packaging instead? It could save you space, time and money.

Single-use plastic wrap or cling film as we know it, has long played a convenient and important part in keeping food safe, fresh, and reducing food waste. But it is difficult to recycle and there are limited facilities to do so, it does not easily degrade in landfill and, if it becomes litter, can be a major risk to wildlife and marine habitats.

There are alternatives that can help to reduce your waste, save you money in the long run, may allow you to use space more efficiently, and help reduce the impact on our planet.

Containers with lids can be used time and time again and can offer more protection in fridges and freezers than cling film. With a ridged lid, containers can be stacked and provide more efficient use of space. Alternatively, why not try a reusable food wrap such as cotton and beeswax or stretch silicon lids that can fit different shapes and sized bowls.

Reusable vacuum bags for freezer storage are becoming more available from suppliers. The bags can be hand washed and some makes can be put in the dishwasher to be cleaned.

RECYCLE

Some waste is unavoidable, but recycling means we can help keep materials in use for longer. With 9 out of 10 of us in the habit of recycling, perhaps it's time to take that habit to work?

Could you power the planet, avoid landfill or incineration, and generate some cash by recycling your oil, food waste or packaging?



OIL

Recycling cooking oil provides customers with the knowledge that you are a responsible business that cares for the environment.

Used cooking oil is collected, processed, and can then be used again to cook in or as an ingredient in anything from cosmetics to animal food or to create biofuels to power vehicles or produce energy.

Recycling used cooking oil could provide your business with a small income, voucher, or rebate for doing the 'right thing'.

Cooking oil recycling is well established and there

are lots of organisations, such as waste management companies, wholesalers and catering suppliers that offer commercial cooking oil recycling.

Before entering into any agreement with a provider, check they are registered with the Environment Agency for the service they are offering.

Further information:

environment.data.gov.uk/public-register

FOOD WASTE

When food waste cannot be avoided, recycling it into a useful secondary product with the help of worms or more traditional composting, gives customers the confidence that your business is doing its bit to tackle the 600,000 tonnes of food waste generated every year from UK hotels, pubs, restaurants and quick service restaurants.

Recycling food waste returns nutrients to our natural systems to keep the soil ecosystem healthy and functioning well, which helps grow our food – closing the circle from farm to folk. It could also help your business to reduce waste disposal costs, build community relationships, and create a great story to tell your customers.

Vermiculture is a fancy term for keeping specialist worms that breakdown food waste. Wormeries (the structures that house the worms) do not take

up much space, don't cause smells, and can be located indoors or out. To make sure worms can break down food effectively, they need to be carefully chosen to match the food waste from your business.

Composting is the term used to describe the process to break down or decompose organic material. Composters (a structure used to help speed up the process) come in wide range of shapes and sizes to fit the outdoor space and the amount and type of food waste you have.

To receive free composting support tailored to your business (subject to availability), including the compost unit, please contact:

Ben Gulliver - FACET Project Officer Great Yarmouth Borough Council: benjamin.gulliver@great-yarmouth.gov.uk, 01493 846120

PACKAGING

Many customers will expect your business to be recycling and playing its part in the war on waste - just like they do at home.

Recycling could reduce your waste management costs (recycling packaging should cost less than general waste), meet customer expectations, and improve your environmental performance.

Card, paper, glass, and metals are commonplace kitchen packaging materials and - along with some plastics - can all be recycled. If you don't already have separate recycling collections in place, speak to your waste management supplier and others in your region to see if this is something they can offer

Some of Norfolk's recycling centres will accept paper, textiles, card, and glass bottles from businesses.

There is a charge for this service and you will need to make sure you have a waste carriers' licence.

Further information

Norfolk recycles:
www.norfolkrecycles.com/wp-content/uploads/2019/10/Trade-Waste-08-2019.pdf

Commercial service providers in the Great Yarmouth area include:

White's: mwwhite.co.uk

Biffa: biffa.co.uk

Norse: norsegroup.co.uk/services/waste-and-environmental-management/

BUY RECYCLED & REFURBISHED

More than half of us (54%) take sustainable packaging into consideration when selecting a product.

Keeping materials in use for longer is part of the answer to a more sustainable future. Using recycled material in product manufacturing means that less water and energy is needed (compared to making it from virgin material) and greenhouse gas emissions (which contribute to climate change) are also reduced.

Although we may be getting better at separating our waste for recycling, perhaps its time to close the recycling loop and buy recycled too?

Could you help to keep materials and products in use longer, save money, improve your carbon footprint and show strong environmental ethics by purchasing recycled paper and card, textiles, and products for your property?



PAPER & CARD

Choosing toilet paper, napkins, kitchen blue roll, paper bags and cardboard made with recycled material provides customers with the good news story about closing the recycling loop.

Manufacturing paper products using recycled material can use 40% less energy than making it from new wood fibre, and reduce the number of trees cut down. Using just one tonne of recycled paper saves 17 trees.

Buying recycled products provides your business with the same quality of materials but a lower carbon footprint. It will help show your commitment to conserving natural resources to your staff and customers.

Many mainstream wholesales will stock sustainable and recycled paper products. Look carefully at the product

information, some logos can just mean that a product can be recycled not that it contains recycled material.

Choose FSC Recycled (Forest Stewardship Council), PEFC Recycled (Programme for the Endorsement of Forest Certification), Nordic Swan or EU eco-label products. These are all certificated schemes, so you can have confidence that products displaying these logos are made with traceable recycled fibres and sustainably managed sources.

Further information

[fsc-uk.org/en-uk/about-fsc](https://www.fsc-uk.org/en-uk/about-fsc)

[pefc.org/news/fresh-or-recycled-fiber-either-or-the-answer-is-both](https://www.pefc.org/news/fresh-or-recycled-fiber-either-or-the-answer-is-both)



TEXTILES

The UK produces 206,456 tonnes of textile waste each year, most of which goes to landfill or incineration. Choosing recycled fibre for your workwear, uniforms, cleaning cloths, and carpets could help your business become part of the solution.

An increasing number of suppliers offer catering and front-of-house workwear that includes recycled textiles. Products made from recycled plastic bottles, recovered cotton or synthetic fibres are often highlighted in product ranges and match the performance and price of virgin fabrics.

If you buy microfibre cloths for cleaning, choose high quality brands that use recycled fibre. Microfibre cloths reduce the need for cleaning products as they trap dust and dirt until it is

rinsed out. They can be used damp or dry and are highly durable. Microfibre cloths may release micro plastic (so should be laundered using a filter bag) and cannot be recycled at the end of their life.

Cushions, rugs, blankets, towels and carpets containing recycled fibre are all widely available. They are long-lasting, hard-wearing, and often available in contemporary patterns and designs. So, if you are updating your outlet, why not choose a recycled textile?



PRODUCTS FOR YOUR PROPERTY

Buying equipment for your kitchen, dining spaces or back-of-house areas does not mean that everything needs to be new. Selecting items that are second-hand, refurbished, upcycled or include recycled materials can be the better environmental choice. It could also save you money and - with thoughtful design - be part of your brand and create a unique customer experience.

Purchasing refurbished or second-hand equipment doesn't have to mean second best, but it can save you money. Many suppliers offer refurbished catering equipment with a warranty. Before buying, check that equipment meets the

highest energy and water efficiency standards and that replacement parts are still easily available to make sure the savings last.

Dining spaces can benefit from 'vintage' finds and upcycled pieces, but with many new products including recycled materials, there are other ways to include positive environmental decision making in your decorating. For example, commercial paints, Dulux Evolve and Newlife, contain recycled paint. Furthermore, some tiles and worktop slabs contain recycled glass- offering practicality and good design.

REDISTRIBUTE

There are lots of good reasons why hospitality businesses sometimes have an excess of edible, in date food that they are unable to use.

While the UK has 8.4 million people struggling to afford to

eat, our food chain wastes 3.6 million tonnes of food each year.

Could you help to rebalance the scales and redistribute your surplus food?



SURPLUS FOOD

Redistributing surplus, edible food to local community larders, fridges, and foodbanks provides customers with the knowledge that local businesses are helping to care for the environment and their community.

Even with the best of plans to prevent left-over food in your business, there are likely to be occasions where there is some surplus that cannot be served in your outlet but is too good to waste.

Donating this food will support local people, save space in your bin, and help to reduce the negative environmental impacts of wasted food.

There are fast and easy ways to donate your surplus, in date food in the Great Yarmouth Borough area. Some organisations may only accept food which is packed, but others are happy to take

surplus edible food that is not.

Further information:

Gorleston-on-Sea
Community Fridge:
www.shrublandstrust.org.uk/more/communityFridge.html

Contact: julie.woods@shrublandstrust.org.uk
Tel: 07544551670

Great Yarmouth
Community Fridge
Sally's Store, Peggotty
Road Community Centre,
Peggotty Rd, Great
Yarmouth NR30 3EF
Hemsby Community
Fridge
Opening Soon @ The Barn
Room, The St, Hemsby,
Great Yarmouth NR29 4EU



Norfolk recycles website lists community fridges in our wider area: www.norfolkrecycles.com/communityaction/communityfridges/

Hubbub coordinates a Network of over 150 community fridges running around the UK, including some in Great Yarmouth area: www.hubbub.org.uk/the-community-fridge#about

Olio runs an App which allows individuals and business to register surplus food (or other items) that can be collected by others: olioex.com

Plan Zheroes operates a food donation platform, specifically for food businesses: <https://planzheroes.org/food-donation-platform>

REPLACE

There is growing evidence about the harmful impacts of single-use plastics on our environment, marine life, and habitats.

59% of consumers say they are less likely to buy a product in harmful packaging and 65% link plastic with ocean pollution. So perhaps it's time to replace single-use plastic?

Could you improve your environmental reputation, get ahead of legislation, and turn the tide on plastic pollution by replacing your single-use plastic cutlery, takeaway packaging, and plastic bottles?



PLASTIC CUTLERY

Replacing plastic knives, forks, and spoons with a more sustainable choices will provide customers with support to reduce their use of single-use plastics.

Plastic cutlery is one of the top 10 items found on our seashores polluting our oceans and damaging marine and human health. For these reasons, many governments (including the UK) are working towards banning it.

Replacing single-use plastic cutlery could help your business meet the growing customer expectation for an alternative, get you ahead of legislation, and reduce your environmental impact.

The best solution is to avoid single-use items where ever you can -this can be difficult for businesses that operate take-away outlets. If you are swapping out plastic for a different single-use material,

there is a bewildering range of alternatives to choose from. To help with your selection, think about which materials customers can recycle at home and on-the-go, and what information they would need to be able to do so. There is little value choosing cutlery claiming to be recyclable or compostable if customers do not have facilities to do this.

Products made from a single, uncoated material and from a certificated sustainable source, such as FSC (Forest Stewardship Council) should help reduce the negative impacts of single-use if your cutlery does not make it to the rubbish bin and becomes litter.

Further information

citytosea.org.uk/food-to-go

TAKEAWAY PACKAGING

Replacing takeaway packaging, particularly EPS (Expanded Polystyrene) will help meet growing customer expectations for more sustainable alternatives and keep you ahead of legislation.

If an increase in cost is the thing stopping you making a switch, research suggests that 74% of consumers would pay more for sustainable packaging, so perhaps cost doesn't have to be a barrier.

If customers are taking food home to eat, can you offer a returnable packaging scheme? For example, metal tiffin boxes for Indian take-away can add to the experience or could you ask customers to bring their own containers? If a single trip packaging is unavoidable, select materials that local eat-at-home customers can easily recycle and remind them to clean them before they do. For example, aluminium can be quickly washed out, take up little space in recycling bins and be recycled endlessly.

Much of the on-the-go packaging will need to be thrown away with the general waste because leftover food and grease, multi-material construction or waterproof coatings make them difficult to recycle. Think about what can be recycled in your local street bins and see if you can choose your packaging materials to match? On-the-go packaging is at higher risk of becoming litter, so when you are selecting materials, focus on what the impact might be if it did miss the bin. Some 'bio-plastics' behave in the same way as petrochemical products and so they present the same risks to ocean habitats.

Further information:

citytosea.org.uk/takeaway-packaging-options

refill.org.uk/wp-content/uploads/2019/11/Navigating-disposables-and-reusables-Refill-2019.pdf

Further information

www.refill.org.uk

PLASTIC BOTTLES

Refill schemes and infinitely recyclable aluminium or glass packaging are ways to replace single-use plastic bottled drinks. It provides your customers with choice and signals your awareness of sustainability issues.

Plastic is lightweight, durable and can be an economic choice for on-the-go drinks, but it is also one of the top three items littering our beaches and polluting our seas.

Avoiding single use items wherever possible is always the better solution – water refill schemes can help do just that. Providing a refill service might sound like lost sales, but they may be replaced by higher value choices. Research from the UK campaign organisation, City to Sea, suggests that Refill water customers spend on average between £2.50 and £5 per visit.

For eat-in establishments offering drinks from a

beverage gun or filtered and/or chilled tap water in reusable cups and glasses, refillable glass bottles or jugs can be a swap worth investing in.

For takeout and quick service outlets, customers are likely to be looking for convenience and may not have a bottle to refill. When selecting which drinks to stock, check what types of packaging can be recycled locally. An impressive 82% of canned drinks are recycled and, like glass, they can be recycled forever being made into new cans. Some Great Yarmouth wholesalers offer water in cans on a like-for-like price to plastic.

Don't forget to tell your customers about why you are replacing plastic bottles! 57% of consumers associate plastic with the word "harmful", so it could be a positive marketing story.

