



## Circular Business Plan Highlights

### Hemsby Beach Café

Hemsby Beach Café is a family owned business that has been open since the 60's. The business serves food and drink to sit in or takeaway. 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. <sup>1</sup>



### Lessons Learned

The Hemsby cup pilot follows similar local initiatives<sup>2</sup> 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.<sup>1</sup> 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>Ask a wider range of suppliers to deliver in reusable crates.</i>	The FACET project is exploring opportunities to work with suppliers to engage them in taking back packaging and could support you with this action.	Cardboard typically comprises 47% of quick service restaurant waste by weight. Taking action to minimise it can reduce waste disposal costs.
<i>Consider finding options for glass recycling</i>	Visit Norfolk Recycles to find options for glass recycling.	Glass will comprise 5% of easily recyclable wastes in quick service restaurants. The Facet team can work with you to assess the components of your waste and create a better estimate of likely savings from this action.
<i>Consider installing transparent bins into kitchen areas, asking a member of staff to record what is in these before they are disposed of. Note the foods that are commonly thrown away and investigate the cause of this waste.</i>	Checking bins periodically can identify items that are often wasted. This can support decisions about staff training needs, changing procurement choices or adjusting portions.	68% of food in Quick Service Restaurant Bins could have been eaten. Identifying which foods are commonly wasted, why they are wasted and taking action to tackle the causes of waste can deliver up to 15% of savings on food procurement costs.



### Actions to Consider in the Next 3 –6 Months

Action	Notes	Benefits
<i>Consider working with a charity to take surplus food that is edible but within use by date.</i>	FareShare is active within Great Yarmouth Borough and already works with a range of hospitality and retail businesses.  There could also be an opportunity to work collaboratively with other hospitality businesses to contribute to a community fridge in Hemsby. The FACET team could help connect you with the established community fridge nearest you.	Food donation can help support people in need. It is useful to collect information about these sorts of partnerships for marketing purposes.



## 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 when carefully marketed and managed.

### 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.

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

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