



## Circular Business Plan Highlights

### Mill Farm Eco Barns

Mill Farm Eco Barns emphasises the importance of sustainability and nature in their current business practices. Winterton-on-Sea has a variety of natural attractions including sandy beaches and dunes, and local wildlife.



## Challenges



### Issue

Mill Farm Eco Barns generates food waste from baskets that are provided to guests. Guests do not always use all the products given to them and they end up needing to be thrown out.



### Circular Solution

Composting will allow the food waste to be made into compost, which will then be used in Mill Farm's allotment. The food grown in the allotment is then redistributed to guests.



### Collaboration

A company which has previously worked with businesses and local authorities will help to teach FACET businesses how to compost. This will make it easier for these participating businesses to share experiences.



### Added Value

#### People

Guests will be encouraged to think about their food waste.

#### Places

Winterton-on-Sea is closely related to sustainability and this helps elevate this reputation.

#### Environment

Circular use of food waste contributes to less carbon emissions and more sustainably grown food.



### Lessons Learned

There are lots of factors to successful composting pilots, but the most important thing is to figure out what works best for the individuals through trial and error. Try to start small and simply before scaling up. <sup>1</sup>





# Circular Value Chain



## 9R Strategy

### Reduce

About 18% of your total waste is likely to be food.<sup>2</sup> Mill Farm will reduce the products in gift baskets to those chosen by guests to reduce food waste.

### Repurpose

In 2019, the UK sent 6.6 million tonnes of biodegradable municipal waste to landfills.<sup>3</sup> Composting will repurpose food waste to be used in local allotments.

Circular Economy	Smarter product use and manufacturing	R0 Refuse	Make product redundant
		R1 Rethink	Make use of product more intensive
		<b>R2 Reduce</b>	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
		<b>R7 Repurpose</b>	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:

FACET is procuring hot composters which range from £200-300.

### Estimated Savings:

Any savings will probably come from not needing to purchase compost for the allotment.

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 future use of compost.



## Additional Actions to Prevent Waste



### Actions to Consider Now

Action	Notes	Benefits
<i>Consider sending guests a tick list of items that are typically included in the welcome hamper as a part of the pre-arrival information, asking them to indicate any that they do not want.</i>	Test the form with a few guests before rolling out to as a routine part of the pre-booking process.	Potential to reduce food procurement costs and waste as well as personalising the guest experience.
<i>Consider registering with Olio to redistribute edible but left over food, or work with other self-catering businesses in the area and a community group to establish a community fridge.</i>	Olio is a free app that supports people with items to donate in connecting with users of those items in their community.  Community Fridges provide a space where everyone can share surplus food.	Apps like Olio depend on the number of users in an area for their success. All it takes is a few users to create momentum for change.  There is funding available to support Community Fridges (see footnote 6 for URL). These can provide a good way of ensuring that food that is edible, but unlikely to be used can be eaten by others.
<i>Replace any remaining single use cleaning items with refillable alternatives.</i>	A range of refill systems are available and include: refill stations offered by business like Ecover to business like Splosh that provide refills by post. Eco-cloths and purchasing undiluted products (and adding water at home) can also reduce plastic use.	Refills are often cheaper to buy than single use items. Which report that users of refill systems achieved per ml cost reductions of 44%.



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

Action	Notes	Benefits
<i>Consider engaging with a network of like-minded self-catering and tourism providers across 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 building partnerships to develop/promote experiences that include cookery classes (hosted by local foodies), that provide new business opportunities, use allotment surplus and support the local economy.</i>	Food is one of the elements highlighted in the Government's Tourism Recovery Plan. Partnerships built around local food heritage can help tell the story of place.	Developing experiences with other local providers can enhance the image of the local area and increase off-peak visitor numbers.
<i>Consider creating a partnership with other holiday cottages to engage customers in considering what they bring on holiday with them, helping them to protect the environment.</i>	Many holiday makers are not aware that the recycling infrastructure in the places they visit is different to home. Consider developing pre-arrival information that encourages customers to consider what they pack as well as what they buy when in the destination.	Unless carefully disposed of, difficult to recycle items (such as crisp packets and also some inflatables) can pollute beaches. Providing customers with upbeat and positive messaging to help them reduce their own impact can support positive destination image.

### 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>12 Rules of Composting- <https://www.o2compost.com/12-rules-of-composting.aspx>

<sup>2</sup>Source: WRAP (2017) National Municipal Waste Composition 2017 - [https://wrap.org.uk/sites/default/files/2020-11/WRAP-National%20municipal%20waste%20composition\\_%20England%202017.pdf](https://wrap.org.uk/sites/default/files/2020-11/WRAP-National%20municipal%20waste%20composition_%20England%202017.pdf)

<sup>3</sup>Source: 2021 UK statistics on Waste- [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/1002246/UK\\_stats\\_on\\_waste\\_statistical\\_notice\\_July2021\\_accessible\\_FINAL.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1002246/UK_stats_on_waste_statistical_notice_July2021_accessible_FINAL.pdf)