

Public Document Pack

STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

CABINET DELEGATED DECISIONS

Wednesday, 12 March 2025

REFILL - REDUCING SINGLE USE PLASTIC

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STAFFORDSHIRE MOORLANDS DISTRICT COUNCIL

Cabinet Delegated Decisions

November 2024

TITLE:	Refill – reducing single use plastic
EXECUTIVE COUNCILLOR:	Councillor Nigel Yates- Climate Change
CONTACT OFFICER:	Gillian Wright
WARDS INVOLVED:	ALL

Appendices Attached

Appendix A – Project Plan (ALLIANCE)

Appendix B – Presentation on refill

1. Reason for the Report

1.1. To brief on the project and,

1.2. To seek approval to fund the project for 2 years with a review to continue

2. Recommendation

That the Panel note the:

2.1. Funding be approved

2.2. Engage with the project

3. Executive Summary

3.1. Make Staffordshire Moorlands a destination for the Refill programme

3.2. Refill promotes various reuse means, this campaign will focus on free water refills as an introduction and users and businesses can use the other strands.

3.3. Refill help to enforce single use plastic legislation for food outlets

3.4. Commercial requirement to recycle with 'Simpler Recycling' from March 2025

3.5. Existing businesses report additional income of £2.50 to £5 per refill

4. How this report links to Corporate Priorities

- 4.1. This report supports delivery of Aim 4 of the Corporate Plan
- 4.2. How we manage our Waste Climate Change Plan – reduce overall waste
- 4.3. Adaptation to climate change for warmer weather
- 4.4. Support health, waste, climate change, cost of living, businesses, and tourism

5. Alternative Options

- 5.1. Do nothing
- 5.2. Promote without funding – social media only
- 5.3. Run the licence for 1 year only or 2 years

6. Implications

6.1	<u>Community safety, including safeguarding and prevention of terrorism</u> No direct implications.
6.2	<u>Workforce</u> This is mostly an engagement programme. This will be led by the Climate Change Officer with cross service support and collaboration. Resources will be required from the communications team. Support will be given to Environmental Health Officers and Regeneration and Tourism to promote at events. We will promote through event licencing on our own land and in leisure centres
6.3	<u>Equality and Diversity/Equality Impact Assessment</u> No direct implications.
6.4	<u>Financial Considerations</u> Costs for collateral and licence for the software
6.5	<u>Legal</u>

	Confirm contract for the licence
6.6	<u>Climate Change and Sustainability</u> Refill supports mitigation of climate change, reduces waste, provides water in ever hotter conditions, supports cost of living. Reduce single use plastic. Reduce litter Less energy used to recycle a bottle than to make new or recycle.
6.7	<u>Conservation and Enhancement of Biodiversity</u> Reduce litter
6.8	<u>Consultation</u> n/a
6.9	<u>Risk Assessment</u> Low risk.

Anna Eastgate
Executive Director (Community Services)

**Web Links and
Background Papers**

[Home - Refill - find places to eat, drink and shop with less waste](#)

[Simpler recycling collections and tougher regulation to reform waste system - GOV.UK](#)

[The Separation of Waste \(England\) \(No. 2\) Regulations 2024](#)

[Extended producer responsibility for packaging: who is affected and what to do - GOV.UK](#)

Contact details

Gillian Wright
Gillian.wright@highpeak.gov.uk

- 7.1 Refill is a mobile phone app which enables users to locate the nearest place to refill water bottles and other items
- 7.2 The application is free for users to download and use
- 7.3 Businesses sign up and indicate what they can refill, they also put a sticker in the window of their premises which supports non-digital users
- 7.4 There are businesses signed up globally so can be used on holiday and by tourists visiting Staffordshire Moorlands
- 7.5 Businesses benefit £2.50 to £5.00 per refill and encourage more people into the business.

MEASURE						
	Units	2019/20	2020/21	2021/22	2022/23	2023/24
% of waste reused, recycled or composted	Percentage of all collected waste by weight	56.40%	57.70%	54.50%	52.30%	54.50%
Residual waste collected per household	kg per household	379	405	411	386.37	380
Total collected waste for district	Tonnes	38,275	42,344	40,127	33,703	35,226
Waste per capita	kg per capita	389	430	418	370	387

- 7.6 The waste figures above demonstrate that although we have increases in recycling rates, we need to pay more attention to following the waste hierarchy, To refuse and reuse before we recycle. Our overall waste per capita has not come down
- 7.7 Single use plastic legislation, ‘Simpler Recycling’ is underpinned with Refill
- 7.8 Businesses must have a collection of recyclables by April 2025 and the ability to issues credits for returned drinks bottles under a deposit return scheme by April 2027 – refill will reduce weight and costs
- 7.9 The project is from not for profit organisation City to Sea and has the primary objective to remove plastics from the oceans.

7.10 Finance (per LA)

Item	Amount	Frequency
Refill Licence	£5,000	Annual – review after 2 years
Collateral, banners flyers	£1,000	One off
Training package for staff and partners	£250	One off
Facebook adverts	£200	Annual
TOTAL	£6,450	

8 Next Steps

- 8.1 A project plan is attached detailing steps and services involved.
- 8.2 There is a stakeholder analysis which will grow with the project
- 8.3 This is ultimately a communications project and will draw in various work strands across the council services and partners.
- 8.4 It will cement cross-service communications delivery by working in a matrix project style to adapt and accommodate all the service needs so that more of the community can benefit.

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Appendix A

Refill Project Plan – ALLIANCE

Draft 31/05/24

Update 31/10/24

What is Refill?

Refill is a global movement run by not for profit, City to Sea. The ambition is to normalise re-use behaviours by making them easy to adopt.

Refill is an app which is free to download.

Anyone can download the free Refill app to tap into a global network of places to reduce, reuse and refill. With **300,000 Refill stations**, offering refills for water, coffee, food containers and plastic-free shopping, **400,000 app downloads** and **100 million pieces of plastic avoided** to date, we've proven that Refill has the power to create a wave of change and stop plastic pollution at source.

Who can use it?

Two key participants

Businesses sign up to declare that are participating, they may also put a sticker in their window for none digital use

Consumers use the app to find free refill for water.

The service is free to both consumers and businesses. Businesses can also add other refill services eg coffee, salad boxes, plastic free shops. These are also on the app for consumers to find. This project will focus on water.



Scope of this Project

Engagement programme to increase the awareness and availability of refilling water bottles for free. Change behaviours, reduce single use plastic use and support businesses.

Aligning to the internationally recognised programme Refill using their online tools, training and smart phone app along with branding and marketing.

<https://www.refill.org.uk/>

Co-benefits

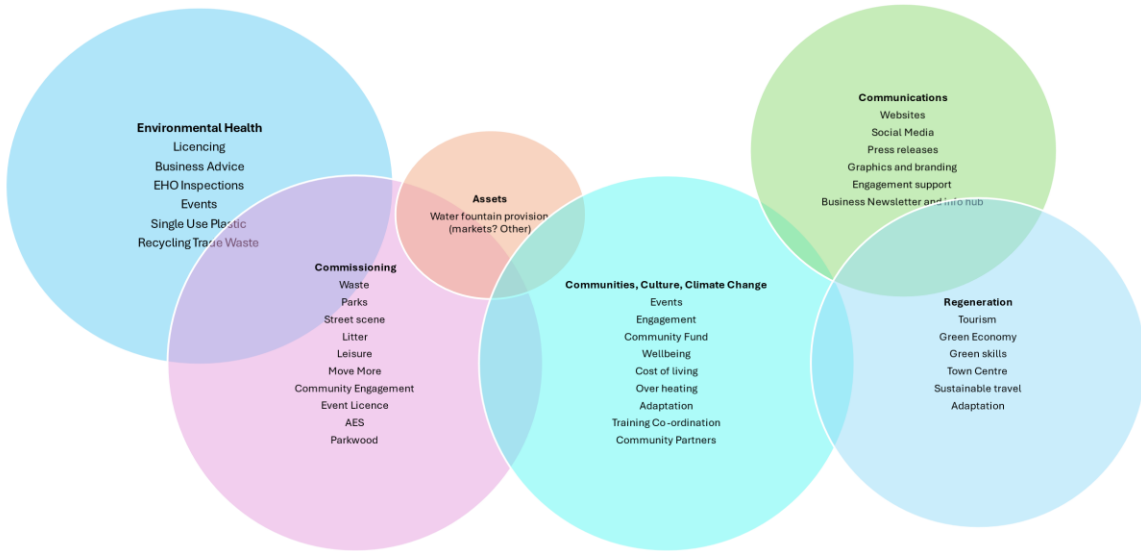
- Climate Health
- General health benefits
- Cost of living
- Big Businesses
- Schools Colleges
- Reduce waste – reduce collections?
- Reduce Litter
- Reduce resource use
- Economy benefits
- Businesses/users take to further refill.
- Environmental Health
- Business News Letters £2.50 - £5 uplift per fill.
- Environmental Enforcement
- New legislation on single use plastic
- Regen
- Tourism – visitors
- Walking
- Events and Licensing
- AES engagement
- Reduce Waste
- Cycling
- Wheeling
- Events Guidance

Internal ALLIANCE

Joint comms and engagement plan across several service areas.

Joint working to develop resources for training and engagement

Joint working on stakeholder engagement AES reviewing website to follow hierarchy – refuse, reduce, reuse recycle. Below is a map of the service areas involved



Additional Services from Licence to the Refill Platform for LA

See attached presentation on added benefits

These include comms support and reporting, data analysis, support with different strands of outreach

Bespoke Guidance to adapt for business engagement

Creative assets e.g. the poster to the right.

Insert council logo
 delete this box

Insert TOWN NAME
IS PROUD TO BE PART OF THE
#REFILLREVOLUTION!

DOWNLOAD THE REFILL APP

LOOK OUT FOR THE REFILL WINDOW STICKER

Find free water refills and places to eat, drink, shop and live with less plastic

@RefillHQ #RefillRevolution

QR code -
 delete this box

GET IT ON
 Google Play

GET IT ON
 App Store



Project Plan

- Permission to spend - IED for licence approx. £5k per LA year 1 and collateral
- Cross Departmental liaison – workshop (s), training, comms plans
- Community Group Workshop(s) Liaise existing groups eg Leek and Buxton Plastic free
- Design messages
- Design briefings – age, sector, business, school, tourism.

Optional and long term provision of water fountains? Potential to work with water utilities to sponsor.

Steps

1. Kick off meeting to scope phases
2. Draft phased plan
3. IEDs
4. Refill Licence £10k per annum (ALL)
5. Comms Plan – December 2024
6. Engagement tools – Design, cost print, banners posters. £2000
7. Facebook adverts £400
8. Write to all businesses which are public facing a serve food. £2,000 postage
9. Training, staff Communities £500 space hire
10. Launch January 2025 with businesses

Approx cost over ALL £14,900k for 1 year (across Alliance). There on £10k per annum.

Stakeholders	Role /Influence	Potential Outcomes	Resources
Residents	Tell friends Introduce to work places, clubs, community groups	Sign up to app Use app Use other elements of app	Marketing Engagement at big events Community Groups



Businesses	Engage Customers Marketing	Sign up to app Encourage staff/customers to refill Use in marketing Apply to Plastic Free Town (Leek and Buxton)	SBEN/ D2D2/Peak Park Commerce Groups and events Social Media Business newsletters County Councils Trade Associations Environmental Quality Mark
Tourism		Take behaviour back home Expected service for visitors	Regeneration Culture Licencing Map opportunities Staffs Environmental Quality Mark Festivals Alton Towers Peak Wildlife Park PDNPA Tourist Centres Eg Buxton Heritage.
Community Groups	Engage with public, groups and businesses Green Network Fund Awards	Increase uptake Improve collaboration Upskill enable	Workshops Briefings Leaflets Stickers Posters



	Young people groups		Various ages.
Schools/Colleges	<p>Encourage students to rethink buying</p> <p>School councils</p> <p>PTA</p> <p>Pester Power Parents/Carers</p> <p>Use in curriculum – link to Dennis (primary school)</p> <p>College sustainable projects</p> <p>Poss research projects for older students – eg attitudes/awareness</p>	<p>No selling water in schools</p> <p>Sustainable packaged food</p>	<p>Dennis books – Primary</p> <p>Briefings for teachers</p> <p>Briefing for catering</p> <p>Posters</p> <p>Plastic Free schools</p>
Severn Trent	<p>Resident engagement</p> <p>Promotion</p> <p>Resources</p>		Already have at Tittesworth
Leisure/Sports		Open to public refill	
Parish Councils	Engage with public, groups and businesses		
Faith groups	Engage with public, groups and businesses		
SCC – waste	TBC		



authority			
Health	Engage Service Users Engage Staff		NHS groups Move More Public Health
Alliance			
Licencing	Event Guidance		Develop framework for questions for events
Parks	Advertise refill Allow engagement activities Contamination in bins Cafes/concessions Water Fountains?		Signage
Regeneration	Engage businesses Markets Commerce Groups Tourism Walking Cycling Wheeling festival Walking shops		Briefing Collateral – leaflets, stickers How to log onto the app
Leisure (LA)	Promote Engage Sports		
Waste Officer	Monitor success		
Environmental Health	Engage businesses	More businesses sign up Improve reduction single use plastic	Leaflets Stickers Posters
AES	Engage events Design collateral		Procurement – contract

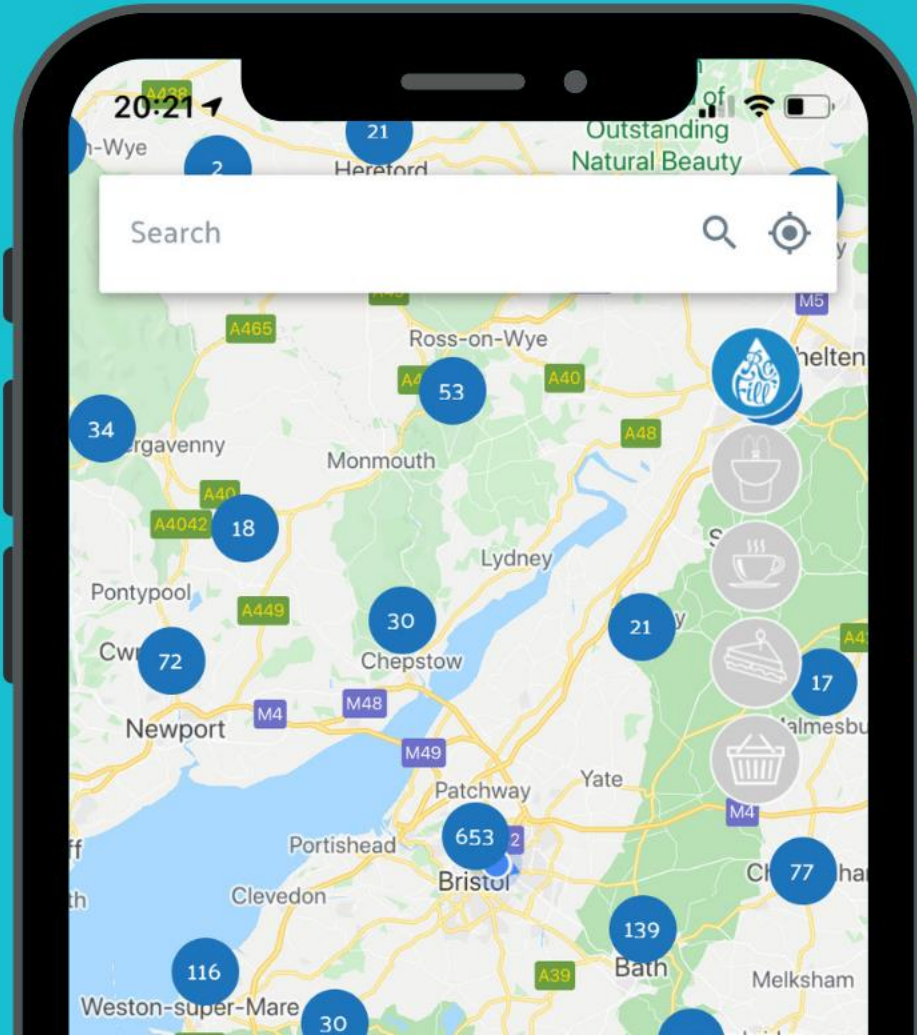


	<p>and messages Monitor success Comms Plan</p> <p>Pick Fit</p> <p>Lead Waste engagement</p> <p>Link to other waste programmes</p>		<p>management</p> <p>Dennis Eagle Van</p> <p>Love Food Hate waste</p> <p>Contamination in bins</p> <p>Fly tipping</p>
Environmental Enforcement	Engage with criminal waste issues		Flyers Staff briefing
Tourist Information	Public engagement Sign up to app for refill?		Flyers Staff briefing
Community Officers	Link to health, food bank, other groups		Briefings Flyers Community Packs
Climate Officer	<p>Project Co-ordinate Set up portal Admin for portal KPIs Briefings</p> <p>Approved plan design Approve comms design</p> <p>Green Networks Fund awardees</p>		
Democratic Services	<p>Engage with Members</p> <p>Engage with Parishes</p>		



Walking Cycling Wheeling	Pick Fit Move More Walkers, Cycling Walking Cycling Festivals - regen		
Comms	Internal messages External messages Web presences Social Media Graphics and Collateral		Plan messages Design messages and collateral Communicate Success

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REFILL

Helping you eat, drink and shop with less waste





ABOUT REFILL



- › Refill is an award-winning **behaviour-change campaign** to help people live with less waste.
- › By providing a framework and platform for communities, businesses and consumers to take action **we are supporting the transition towards reuse systems** and tackling the global issue of plastic pollution by reducing waste.
- › Anyone can download the free Refill app **to tap into a global network of places to reduce, reuse and refill.**
- › Refill is a City to Sea campaign. City to Sea is a not-for-profit organisation, campaigning to stop plastic pollution at source.

The Telegraph

Daily Mail

The Guardian

The INDEPENDENT

HUFFPOST

sky news

BBC

itv

METRO

STYLIST

VOGUE



FREE WATER REFILLS

More than **345,000** water Refill Stations, globally!



WATER FOUNTAINS

Find over **295,000** public water fountains across the world.



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COFFEE ON THE MOVE

11,500+ Coffee shops offering discounts and rewards using reusables.



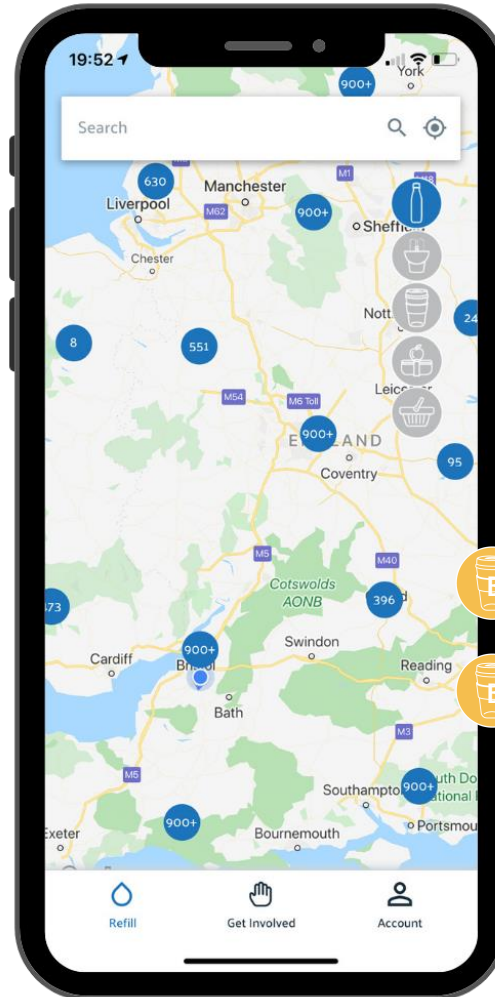
LUNCH ON THE GO

More than **1,500** BYO lunchbox for plastic-free food on the go.



PLASTIC-FREE SHOPPING

Find over **7,000** zero waste shops and plastic free options.



AN APP WITH IMPACT



BORROW

List locations where app users can find items to borrow a clean cup rather than carrying your own.



RETURN

App users can also find the locations where they can drop off their dirty cups for the scheme they borrowed through.

OUR IMPACT

Refill has a number of direct and indirect benefits on the environment and society and also contributes to both financial and environmental capital.

- › **Tackling plastic pollution and reducing waste,**
- › **Combatting climate change,**
- › **Providing access to safe, clean drinking water and also;**
- › **Empowering individuals and communities.**

Refill as a campaign supports a number of global initiatives and commitments including the Sustainable Development Goals, The Circular Economy Global Commitments, The Drinking Water Directive, and the Plastics Pact in the UK.



SUSTAINABLE DEVELOPMENT GOALS



REFILL FOR LOCAL AUTHORITIES



REFILL FOR LOCAL AUTHORITIES

By becoming an official Refill scheme, Staffordshire Moorlands District and High Peak Borough Council will become part of a **growing global movement to reduce waste** and help people live with less plastic.

There are now **10 council led Refill Schemes** signed up across the UK making a difference in their local community and helping them meet the organisation targets outlined on the following slides.

- Support for driving clean recovery and regeneration after setbacks resulting from the covid-19 pandemic
- Regular access to data on the growth of the campaign in their local area and how this has contributed to a reduction in waste
- More support to develop infrastructure to support refill and reuse
- More support to engage businesses around packaging and introducing reuse and refill
- Additional guidance and training for talking about Refill and engaging the wider community
- Additional marketing materials - particularly supporting events

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WHAT'S INVOLVED?

- As a [Refill Scheme](#) you'll **establish the campaign** in your local community.
 - You'll sign up (or install) water fountains and [map the businesses](#) in your local area that offer free drinking water refills or packaging free options, [on the Refill app](#).
 - Using our Refill social media guide you'll build a digital & physical presence for your scheme **and raise ongoing awareness** through events & **social channels**. Create a Refill Scheme page on the Council website, and Refill website
- Using our comprehensive suite of print resources (see launch poster!) you will raise awareness around your highstreets, **Council-specific QR code** also helping to track app downloads showing impact and growth of refill and reuse
- Take advantage of our resources and **Guides on Takeaway Packaging** for business and **water fountain guidance for installation**
 - **Organise Refill-related events** ie. locally organised bike rides and fun-runs, highlighting refill (hydration!) stations and public water fountains. Use [World Refill Day](#) in June as a cornerstone event
 - Engage the community to **encourage behaviour change** and to promote the [Refill app](#).
 - You'll utilise the **Council's network to reach out to businesses, transport hubs and other community groups** to encourage them to install fountains and reduce SUP

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Insert TOWN NAME
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#REFILLREVOLUTION!



DOWNLOAD THE REFILL APP

LOOK OUT FOR THE REFILL WINDOW STICKER



Find free water refills and places to eat, drink, shop and live with less plastic



@RefillHQ #RefillRevolution



QR code -
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LOCAL AUTHORTIES WE'RE WORKING WITH....



SUPPORTED BY
MAYOR OF LONDON



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**London Borough
of Hounslow**



Plus, more than 400 additional Refill Community Schemes

You are already a part of the #refillrevolution



Join a growing national public sector movement of Refill Destinations, all building awareness, signing up refill stations and driving downloads of the Refill app.

Number of stations in your region: 34 + 83

Number of Stations offering free water refills: 34 + 82

Number of fountains in your region: 3 + 5

Stations offering coffee refills: 19 + 29

Stations offering food-on-the-go refills: 9 + 5

Stations offering shopping refills: 6 + 6

Staffordshire then High Peak numbers

BESPOKE SUPPORT FOR LOCAL AUTHORITIES



SOUNDS GREAT BUT HOW MUCH DOES IT COST?

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Refill as a campaign is free for councils to engage with but as a not for profit, we do need to ensure we can cover costs of any new services we introduce as such we will be charging a nominal fee for the new package of **£4,450 per annum for the Local Authority Support package.**

This is an annual 12-month subscription from the date of signing with a review 3-months ahead of the due date.

City to Sea reserves the right to review the pricing for this support package, you will be notified with a new quote three months before your subscription is due to end.

NEW ENHANCED SUPPORT FOR PUBLIC SECTOR SCHEMES

The support package for local authorities includes:

- ✓ **Quarterly reporting & data insights** to measure the growth of Refill and reuse in your community & the impact it's having.
- ✓ **Marketing & Communications support.** Use of the Refill logo, extensive suite of print material including launch poster and Council QR code, behaviour change posters, postcards and Refill and reuse window stickers, social media and Scheme web page
- ✓ **Support to explore introducing localised reuse schemes in your community** with guidance, introductions to relevant infrastructure providers and behaviour change experts.
- ✓ Additional and tailored **training and webinars** for your team from our in-house experts on policy, media, marketing and to support on improving access, awareness, accessibility, and adoption of refill and reuse
- ✓ Access to the **Council + BID Hub** where you can access guides, resources, Refill Partners and case studies
- ✓ Provided with a Council-specific **Refill app organisational code** that tracks and report on refills, providing **impact reporting on plastic and carbon saved within the council**

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REPORTING & DATA INSIGHTS

We provide Refill Destination councils with a **bespoke report** on a quarterly basis as part of their support package. The report helps us to understand how Refill is impacting and performing against Sustainable Development Goals or internal targets you may be working to.

This dashboard contains **quantitative data on your region /city**, and how Refill is impacting on infrastructure growth/access to refill as well as user insights to help demonstrate behaviour change and impact. We can also help to benchmark activity to other comparable cities/regions and provide additional bespoke reporting on request.

Data available:

- **Total refill station overview** in your area mapped over time covering:
 - Station types (e.g. café, retail or fast food)
 - Refill offering (mapped over time)
 - Station offering (water, coffee, food to go and zero-waste shopping)
 - Geographical spread
- **User insights:** Total app users in your area (mapped over time)

1



2

TEAM IMPACT



Using the Refill app's Impact Reporting functionality councils can **combine individual impacts and demonstrate the behaviour change across your organisation**. By doing so you will be able to track and report progress against SDG (Sustainable Development Goals) and promote the social good to your team, customers and key stakeholders.

How it works:

1. We'll set you up with a bespoke code on the app that will be used exclusively by your council.
2. You engage your team, residents and business with the Refill App, encouraging them to download it and find places to eat, drink and shop with less waste.
3. Each time a user connected to your organisation's team code logs a refill in the app, they will be able to view **their individual impact in the account view**, and you'll have access to the impact of everyone using this code.
4. To maximise the impact of Team Codes and drive the adopted refill behaviours we would also encourage the organisation to incentivise top 'refillers' or create a syndicate within which each time you log a refill you are entered into a prize draw.





MARKETING & COMMS SUPPORT

Councils will be supplied with a comprehensive **digital toolkit** which includes all digital and **social media assets** and how to use the brand and assets on council channels.

This is in addition to a Refill **print material Starter Pack** to support the Scheme with the onboarding of local businesses as Refill Stations. This comprehensive welcome pack will include:

- Refill window stickers for free water refills, and reuse
- A4 Refill posters for business promoting: Free Water refills; Refill and Reuse
- Behaviour change posters for business and employers #We Accept Reusables
- Business engagement Refill flyer – how to talk about Refill and the app
- Postcards – Water refills, reuse, and ‘App with an Impact’– great for engagement and events
- Each Council will be given a [Scheme page](#) on the Refill website, highlighting the work being done on Refill in their local community
- Refill key messaging and assets to build a Scheme page on the Council website

These assets will be made available on a **password-protected HUB for Councils**.

3





SUPPORT FOR INTRODUCING LOCALISED REUSE SYSTEMS

4

The Refill campaign focuses on empowering and supporting local communities and Councils to introduce localised reuse schemes, such as reusable systems for both cups and takeaway food containers. To kick this off Refill has just launched our own [Refill Guide for events](#): **‘Solutions on Tap – A Guide to introducing Reusable Cup Schemes at Events’**.

On **World Refill Day 2023**, City to Sea launched its very own project in Bristol – a [reusable, returnable cup scheme](#) designed to prevent thousands of single-use hot drink cups from entering the waste stream every day. This pilot explores the most effective way to operate the system and engage the public, and will be rolled out across other major cities and Boroughs around the UK.

As a Refill Destination City to Sea can provide you with How to Guides and make introductions to key stakeholders and reuse infrastructure providers who will be looking to roll out similar initiatives.

We can also develop a support package in addition to Refill Destinations to support a council led schemes to launch reuse systems in your local area, delivering on waste reduction targets and engaging businesses.



5

TRAINING, GUIDANCE & RESOURCES

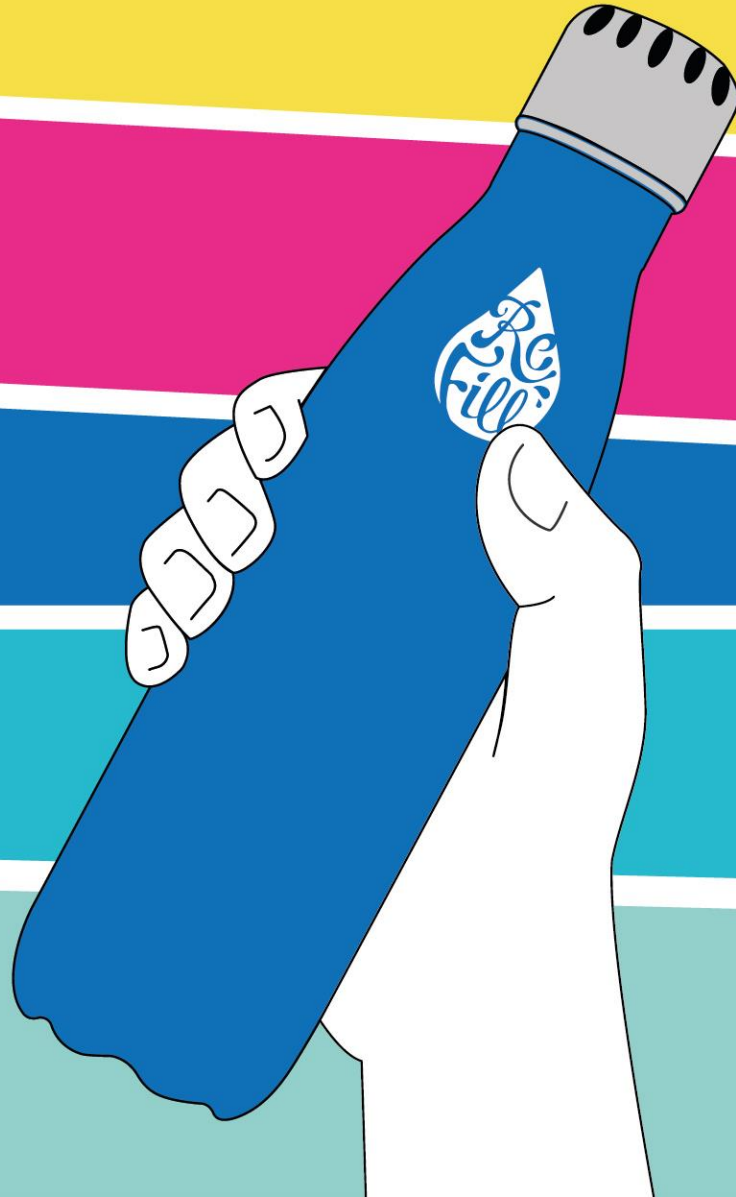


As part of the package we will also introduce in-depth training sessions. Benefits to councils include **upskilling and inspiring your team** to increase your impact, and training on how to engage businesses in the refill and reuse conversation.

Quarterly webinars will be tailored to public sector needs including:

- Refill & reuse behaviour change
- Reuse policy updates
- How to use the Refill app features
- Infrastructure training and support for establishing reuse pilots
- How to set up a reusable cup scheme
- How to support local festivals and events to reduce their waste
- Deeper dive industry guidance e.g. Food to Go: Good to Go Roadmap
- Training in wider City to Sea campaigns such as Rethink Periods.
- Introductions will be made to business partners providing refill and reuse solutions

WORLD REFILL DAY 16TH JUNE





JOIN THE REFILL REVOLUTION

www.refill.org.uk

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