



## 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

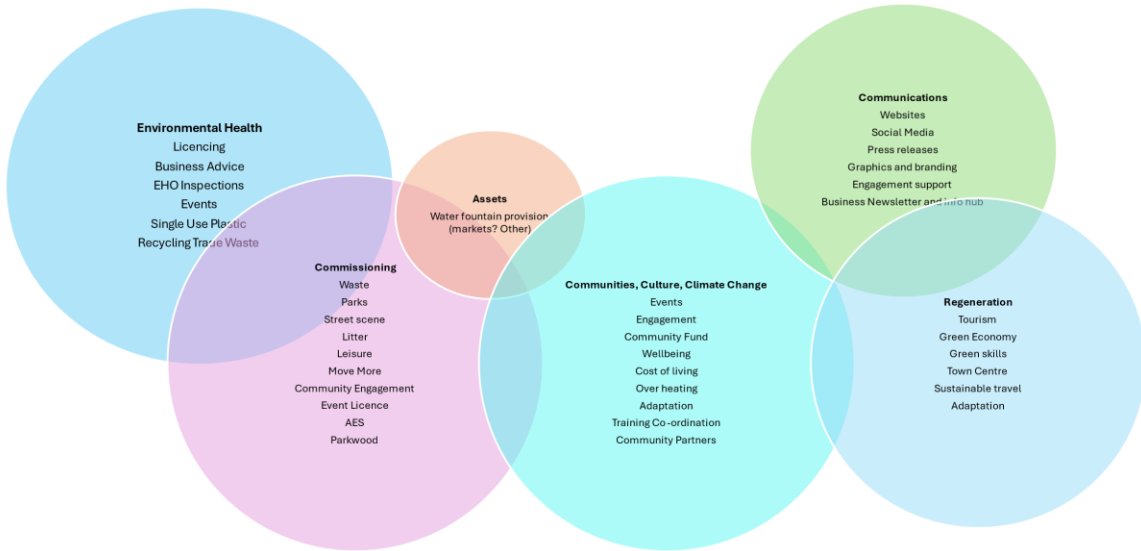
- Climate Health
- General health benefits
- Cost of living
- Big Businesses
- Schools Colleges
- Reduce waste – reduce collections?
- Reduce Litter
- Reduce resource use
- Economy benefits
- Businesses/users take to further refill.
- Environmental Health
- Business News Letters £2.50 - £5 uplift per 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

Get it on Google Play

GET IT ON THE App Store

QR code: delete this box



## 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
<b>Alliance</b>			
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