



# **DRAFT**

## **Cambridgeshire County Council Plastics Strategy 2019**

# Forward

Since Sir David Attenborough highlighted the devastating effect plastic is having on our environment there has been increasing awareness that we must reduce our reliance on plastic and take responsibility for our own actions.

We know there is an urgent need for new thinking to tackle avoidable waste, particularly plastic. An estimated eight million tonnes of plastic waste enter the sea each year with shocking outcomes.

This Strategy is our response to this challenge.

Our Strategy focuses on the key areas we can influence to bring about positive change in the way we as a Council acquire, use and dispose of plastic – both corporately and as individuals.

By setting out our ambitions for acknowledging and changing our corporate use of single-use plastics we hope to provide a clear statement of political leadership and commitment to delivering a greener and healthier Cambridgeshire.

**DRAFT**

Cllr Steve Count,  
Leader of Cambridgeshire County Council

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Appendix 1 - Action Plan

# 1. Background

Over the past 50 years, the role and importance of plastics in our economy has consistently grown. Global production of plastics has increased twentyfold since the 1960s, reaching 322 million tonnes in 2015. It is expected to double again over the next 20 years (1).

Plastic is an incredibly useful material because of its versatility, but with it come issues that need addressing. One such issue is litter, with an estimated 79% of all plastic waste ever created still in our environment (2). The worst hit being the marine environment: an estimated 13 million tonnes of plastic leak into the global marine environment every year (3) through deliberate littering, unintentional escape from a waste management process, or raw plastic granules (called nurdles) being washed down drains and falling overboard from ships. This has adverse implications for wildlife, the economy and human health.

For Cambridgeshire, rivers are also a contributor to plastic pollution. This is due to waste flowing into urban waterways and transporting microplastics into river channels and onto the oceans.

There are approximately 4995km of watercourses in Cambridgeshire. These range from small ditches draining residential areas and local farmland, to large, manmade watercourses used for draining the Fens. All discharge into the main rivers in the county before ultimately entering the sea.

Many of these watercourses flow through towns and villages as open drains. This allows plastic to be blown into watercourses and carried out to sea. Adding to the problem is illegal fly tipping and waste spills – these contribute large volumes of plastic into our open watercourses.

Many of our Cambridgeshire developments discharge surface water (water from our roads and pavements) into open watercourses. Cambridge alone has approximately 309.2km of surface water sewers. Large storm events can cause overland flooding which washes pollutants into watercourses and into the sea.

**We engage with almost 5,000 residents a year through our Waste Education Centre at Waterbeach.**

Through our 28 year Waste Management contract with Amey, we have a purpose built education centre that delivers tailored waste and environmental education to schools and communities across Cambridgeshire, with the aim of reducing waste and increase recycling. The Centre offers visits to the Waste Management Park at Waterbeach enabling residents to see first-hand what happens to their waste and recycling. It also provides outreach work and attends local events.

Last year:

- Over 1700 Cambridgeshire residents had a tour of the Waste Management Park,
- Almost 2000 primary school children either visited the Education Centre or had an outreach visit.
- We attended over 25 local events



# 1. Background Cont.

Microplastics - pieces of plastic debris smaller than 5mm long - including microbeads, microfibres and plastic fragments, enter river systems from multiple sources including industrial effluent, storm water drains and domestic wastewater. Due to the size of microplastics, they can pass through pollution control measures in watercourses such as trash screens.

These particles pollute the environment and pose a threat to ecosystem health. Although around 90% of microplastic contamination in the oceans is thought to originate from land, not much is known about their storage and movements in river basins. Entanglement and suffocation are responsible for the death of over 1m sea birds and mammals annually (4) but the unseen effects are equally concerning: once in the environment larger plastics break down into very small particles over hundreds of years, becoming microplastics which do not biodegrade but instead accumulate in the environment (5). Moreover, they are attractive to zooplankton, which in turn are eaten by wildlife higher in the food chain and ultimately arriving on our dinner table. Whilst not yet fully understood, the components used in plastics could harm human health (6)

The direct economic cost of this marine litter to maritime industries, UK tourism and the cost of clean - up is estimated at £103 million per year (6). Globally, this figure rises to over £10 billion (7). Plastic is a non-renewable material, made largely from fossil fuels. Discarding it is now viewed as a waste of extremely valuable material. The problem is growing worldwide. The versatility, along with material innovations over the past two decades, has seen plastics used in a rapidly expanding range and volume of products. This has led to a significant increase in the amount and type of plastics in the waste stream.

The most recent data for the UK (from 2016) sees plastic waste estimated at around 3.7 million tonnes, with single use packaging contributing approximately 2.2 million tonnes (60%) (8).

Despite significant efforts to reduce plastic waste, plastic recycling in the UK remains at less than 50% (9).

This strategy describes how Cambridgeshire County Council will play its part in **reducing** its use of **single use plastics**, consider the cradle to grave **impacts** of plastic products procured as part of its wide range of services, and lead its supply chain and the broader community to find **new solutions** and **innovations** to help solve this problem.

## 2. Policy Context

In December 2017, 193 members of the UN signed a resolution committing to prevent and significantly reduce marine pollution of all kinds by 2025, and to prioritise policies and measures to avoid marine litter and microplastics entering the marine environment.

The 2017 Litter Strategy for England aims to change our culture, through education, enforcement and infrastructure provision, to achieve a substantial reduction in littering behaviour.

The EU Strategy for Plastics in a Circular Economy was adopted in January 2018. It intends to transform the way plastic products are designed, used, produced and recycled in order to reduce the value of plastic that is lost from the economy each year after a very short use.

Also published in January 2018 is the UK's 25 Year Plan to Improve the Environment. The Plan outlines ways to reduce the use of plastics that contribute to pollution, and broader steps to encourage recycling and the more thoughtful use of resources. The aim is to eliminate all avoidable plastic waste by 2042.

As part of this Plan, The Environmental Protection (Microbeads) Regulations 2017 was introduced in June 2018. This placed a ban on the manufacture and sale of rinse-off personal care products containing microbeads in England. Government is currently consulting on similar legislation for plastic straws, cotton buds and stirrers, which given increasing international pressure will likely be brought forward.

Further discussion to develop British and European standards for the shedding behaviour of synthetic textiles, particularly clothing, when washed is currently underway.

**Government is increasingly aware of the impact plastic has on human and environmental health.**

This is reflected in the number and variety of legislative measures coming forward to manage, reduce and eliminate plastic in our society.

### 9 REASONS TO REFUSE SINGLE-USE PLASTIC



1 Made from fossil fuels



2 Huge carbon footprint



3 Will still be here in hundreds of years



4 Only a tiny percentage is recycled



5 Leaches toxins into food & drink



6 Causes hormone disruption & cancers



7 Pollutes our oceans



8 Kills marine animals and birds



9 Enters our food chain

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## 2. Policy Context

DEFRA is due to launch its Resources and Waste Strategy, following the Chancellor's budget statement in November. It is expected to include significant reform of packaging regulations and the announcement of a "plastics tax". The strategy will have five 'pillars':

1. How we will become a zero avoidable waste economy by 2050
2. Phase out avoidable plastic waste by 2042
3. New targets for waste and recycling, which after Brexit will be the same as the EU's circular economy package
4. Stopping food waste going to landfill by 2030
5. Reforming the Packaging Recovery Note (PRN) scheme

The Council, as a Waste Disposal Authority, is responsible for dealing with Local Authority Collected Waste, that including domestic and bulky household waste, waste collected by District and City Councils from some commercial sources, litter, and fly tipping. The Council has had a successful partnership with the five District and City Councils and Peterborough City Council since 1999, and a Joint Municipal Waste Management Strategy that sets out the ambitions of the Cambridgeshire and Peterborough Waste Partnership to help protect, maintain and enhance the environment through sustainable waste management for our communities. We are also working with the Cambridgeshire and Peterborough Waste Partnership (RECAP) to reduce fly tipping and litter and will be employing an officer in 2019 to carry out a campaign to tackle the issue within Cambridgeshire and Peterborough by adopting the award winning Hertfordshire SCRAP campaign.



Politicians and the public are certainly becoming more aware of the issues with plastic and that it is no longer sustainable to continue on the path we are currently on. Policy measures along with local action will drive change and the Council intends that this Plastic Strategy will enable the authority to lead by example to prove to the local community and business that these actions are deliverable, will move waste up the waste hierarchy and will lead to change.

### 3. Where do marine plastics come from?

**We are creating a toxic legacy of plastic waste that will blight future generations for centuries to come.**

The disposable plastic products we use every day are anything but disposable in environmental terms, and can take over 400 years to biodegrade. The most durable plastic items, such as bottles, disposable nappies and beer holders, can take up to 450 years to biodegrade - over five times the average life expectancy of a British person. In the UK we throw away an estimated 35 million plastic bottles every year.

Other commonplace items such as straws can take up to 200 years to biodegrade and foam plastic cups can take 50 years.



Plastic items are prolific in our society. All plastic that enters our environment ultimately end up in our oceans. Plastic litter on beaches has increased 140% since 1994 <sup>(10)</sup> with over 50% of plastics found on EU beaches being 'single-use' <sup>(11)</sup>.

The most significant contributor to marine plastic litter is single-use beverage packaging, which makes up a third of all marine plastic (Fig.1) <sup>(12)</sup>.

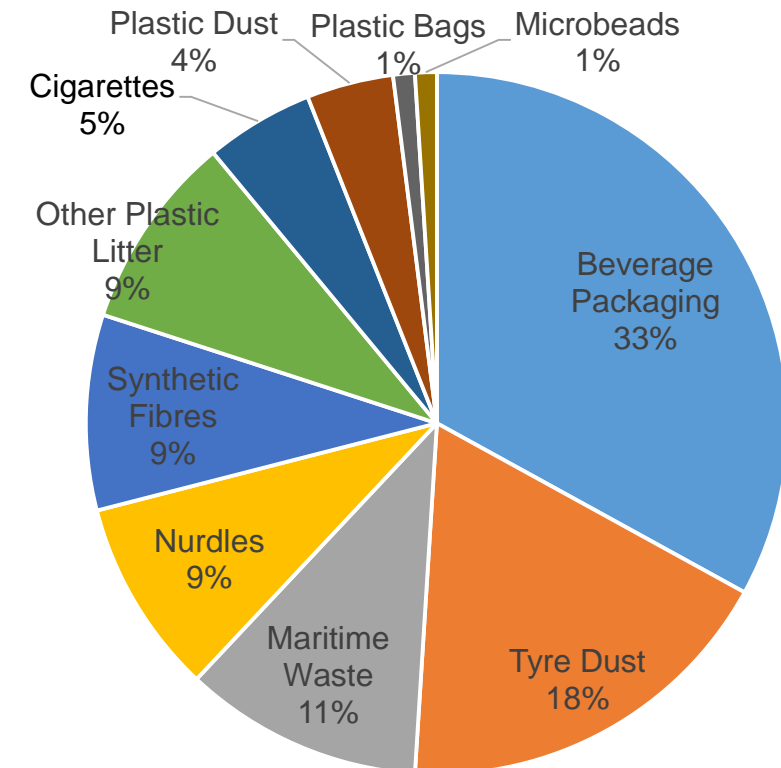


Figure 1. Constituents of marine plastic litter.

## 4. Scope of the Strategy

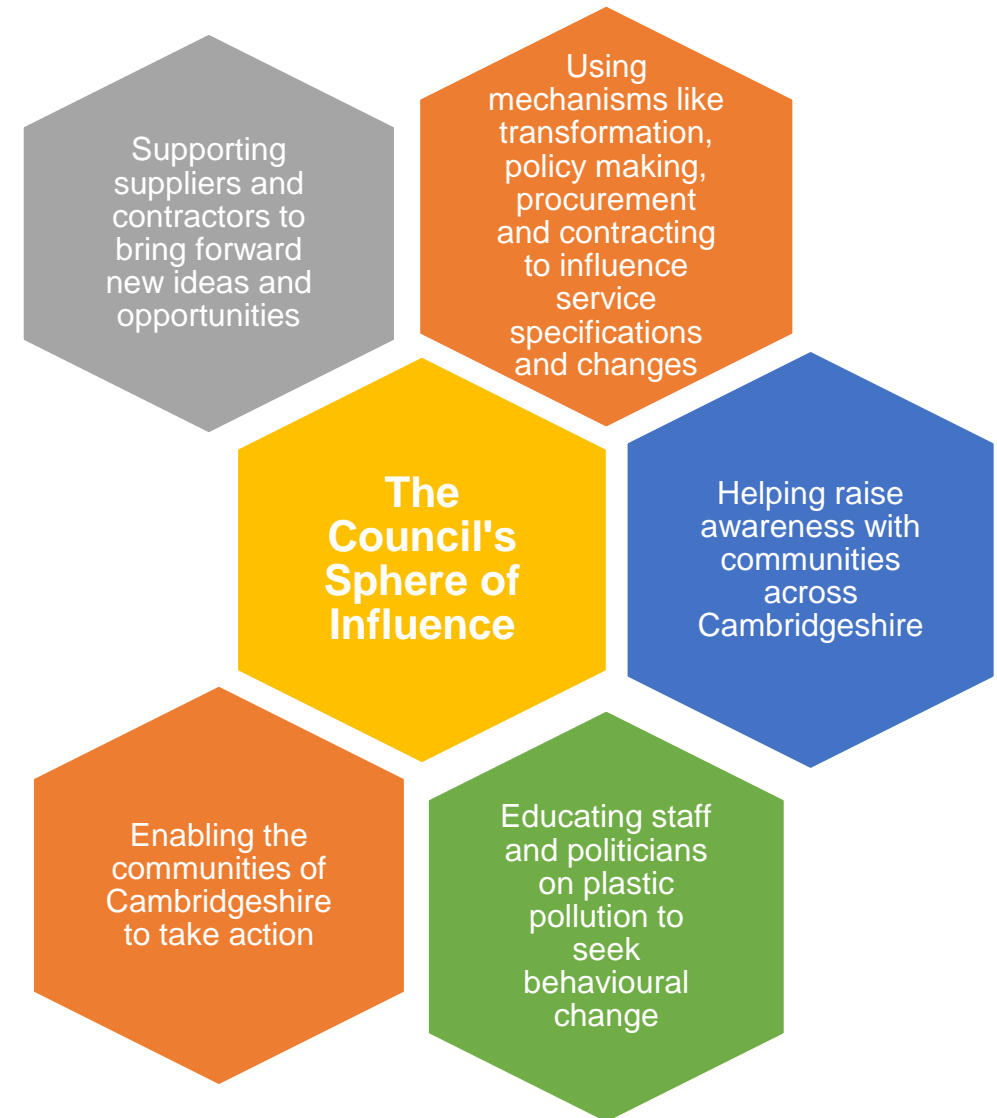
Our efforts will focus on the items that will make the most difference to reducing plastics in the environment. Therefore, this strategy will concentrate on addressing the consumption and disposal of single-use plastic bottles and packaging as part of its procurement and delivery of Council's services. We will also work with our partners and communities to help scale up the impact of the Plastic Strategy to bring about the transformational change that is needed to make a difference on this very important issue.

Our Strategy will require leadership in our policy making and at times difficult resource and service decisions. But we must look to reduce the demand for single-use plastics as this will bring new innovations to the market and alternative ways of delivering goods and services with lower environmental impact.

The Council's sphere of influence includes:

1. Using mechanisms such as transformation, policy making, procurement and contracting to influence service specifications and changes
2. Supporting suppliers and contractors to bring forward new ideas and opportunities
3. Educating staff and politicians on plastic pollution to seek behavioural change
4. Helping raise awareness with communities across Cambridgeshire
5. Enabling the communities of Cambridgeshire to take action

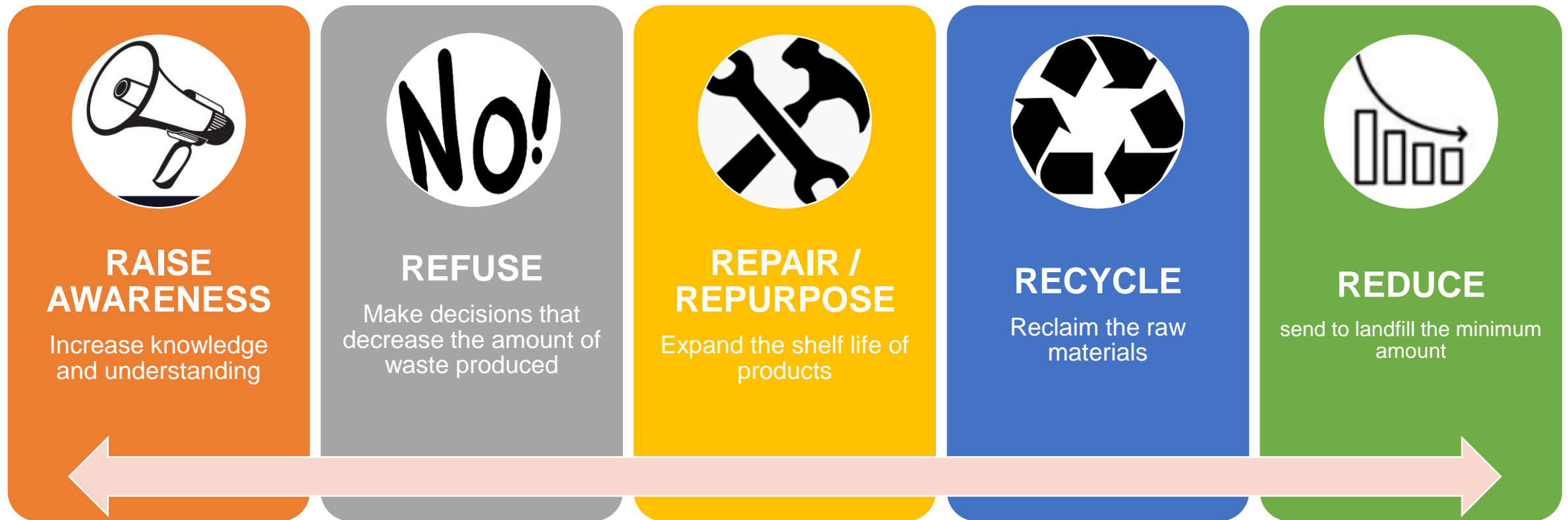
Local Authority Maintained Schools make local purchasing and waste management decisions and therefore the Council will look to provide leadership and encouragement to these establishments.



## 5. What are we already doing?

The Council and its partners have a strong record of taking action on single-use plastic items; here are some highlights.

Our approach follows the 5 R's Strategy:



## 5.1 Raising Awareness

We provide an Education Centre as part of the long term Waste Contract with Amey so that residents can see first-hand what happens to their waste. Through the work of the Education Centre, our contractor Amey works closely with the Council and RECAP to improve the reduction, reuse and recycling of waste in Cambridgeshire through community education, coordinating communication activity and supporting Council waste-related campaigns. The Education Centre strives to embed long term behavioural change in Cambridgeshire residents.

The Education Centre delivers its messages to schools and the wider community through visits to the Education Centre, providing outreach work, or taking part in wider awareness raising activities. This service supports Cambridgeshire County Council's and RECAP's core messages, education and community activities which complement the waste hierarchy. The Education Centre is run by a qualified teacher who delivers curriculum based lesson plans around reducing and recycling waste.

We are also a member of the RECAP Marketing Group who share and coordinate communication campaigns and messages to residents across the County. We actively share joint messages on social media and adopt the national Recycle Now campaigns. The districts also coordinate litter picks across the County providing litter grabbers, gloves and bags for community clear ups. The Districts will come and collect the litter after the event and we encourage them to separate out the recycling and waste so that we can reduce the amount of waste sent to landfill.

We have also recently been involved in a joint campaign with Anglian Water during Recycle Week in September 2018 where we promoted the Refill scheme, encouraging residents to go to water refill stations with their own reusable bottle and if they need to use single use plastic make sure they recycle it afterwards.

The District and City Councils enforcement teams' activity investigate fly tipping incidents around Cambridgeshire. In 2019, RECAP will be investing in tackling fly-tipping through an awareness campaign, ensuring residents dispose of their waste properly through a licenced contractor, and to encourage them to report fly-tipping if they see it.

### **Education is key to embedding change for the future.**

Many of Cambridgeshire's schools teach their pupils about the importance of recycling and we hope plastic pollution awareness will form part of this learning.



**Often the ways to reduce are simple yet effective.**

These approaches mobilise Council officers and members to easily and cheaply reduce or eliminate their usage of single-use plastic both within and outside of the Council.

**9 WAYS TO REDUCE PLASTIC IN YOUR WORKPLACE**

**1**  
Inspire your colleagues,  
hold an ocean plastic talk



**2**  
Organise a park, river or  
beach clean with your team



**3**  
Provide unlimited  
filtered tap water



**4**  
Have reusables in  
kitchens & canteens



**5**  
Reduce plastic in  
office tea & coffee



**6**  
Encourage eco habits,  
gift reusables to your team



**7**  
Ask your team for ideas  
to cut plastic in their roles



**8**  
Request that suppliers  
use less plastic packaging



**9**  
Share your successes,  
inspire others to act too

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**5.2 Refuse and Reduce**

Since the closure of the Shire Hall Servery in August 2018, the Council's use of single use disposable cutlery and plates has been eliminated. Plastic cups that were previously available for use in meeting rooms are now no longer available. Compostable cups have been made available for use in meetings, however the use of reusable drinkware is preferred and encouraged as the merits of compostable cups are still unclear in terms of decomposition in the waste stream.

The hot drinks machine in the Member's Lounge at Shire Hall has had its plastic cups removed and replaced with a compostable alternative. However, the Council currently do not have a collection or treatment facility in place that can treat biodegradable and compostable packaging. Biodegradable and compostable packaging does not break down fast enough for the In-vessel Composting Treatment Facility we have through our contract with Amey. These are also not suitable for recycling so should not be placed in the recycling bins. This type of packaging must be placed in the waste bin so we encourage staff and members to reusable cups instead.

**5.3 Re-use**

The Council could look to adopt a policy to sign up to the 'Refill' Cambridgeshire campaign. Refill is encouraging businesses with public access to enable people to re-fill water bottles for free and avoid the need to buy still water in plastic bottles. All of the Council's main office/administrative buildings could make water available to visitors provided they bring reusable cups or bottles. Schools are also being encouraged to join the related Refill Schools initiative.

## 5.4 Recycling

The Cambridgeshire and Peterborough Waste Partnership (RECAP), established in 1999, works to: continuously improve household waste service; increase recycling and reduce waste; and find cost effective and environmentally responsible ways to meet the needs of local communities. RECAP brings together Cambridge City Council, Cambridgeshire County Council, East Cambridgeshire District Council, Fenland District Council, Huntingdonshire District Council, South Cambridgeshire District Council and Peterborough City Council.

The partnership works together in a number of ways, including:

- working with local communities and providing information to increase recycling and reduce waste
- joint procurement of items such as wheeled bins and waste vehicles to reduce purchasing costs
- managing joint waste contracts
- working to achieve consistent service delivery across the Partnership area (Table 1)

We have nine Household Recycling Centres across the County that accept household waste from residents and take a variety of rigid plastics for recycling, such as storage boxes, tubs, plant pots, coat hangers and waster butts. In addition, five of these sites also accept plastic bottles.

**Table 1. Comparison of the current types of plastic collected by different Councils across the RECAP area.**

	Bottles	Pots	Tubs	Trays	Film	Bags
Cambridge City	✓	✓	✓	✓ (no black)	✓	✓
East Cambridgeshire	✓	✓	✓	✓		
Fenland	✓	✓	✓	✓		
Huntingdonshire	✓	✓	✓	✓ (no black)	✓	✓
South Cambridgeshire	✓	✓	✓	✓ (no black)	✓	✓

## 5.5 How we get there

The vision set out within this strategy will be achieved through several step change improvements (Fig. 2) that will allow the Council and its sphere of influence to:

- Reduce and reuse before recycling
- Eliminate single use plastic
- Zero plastic packaging sent to landfill or escapes into the natural environment.
- Influence and inspire partners, employees and wider community to significantly shift their behaviour

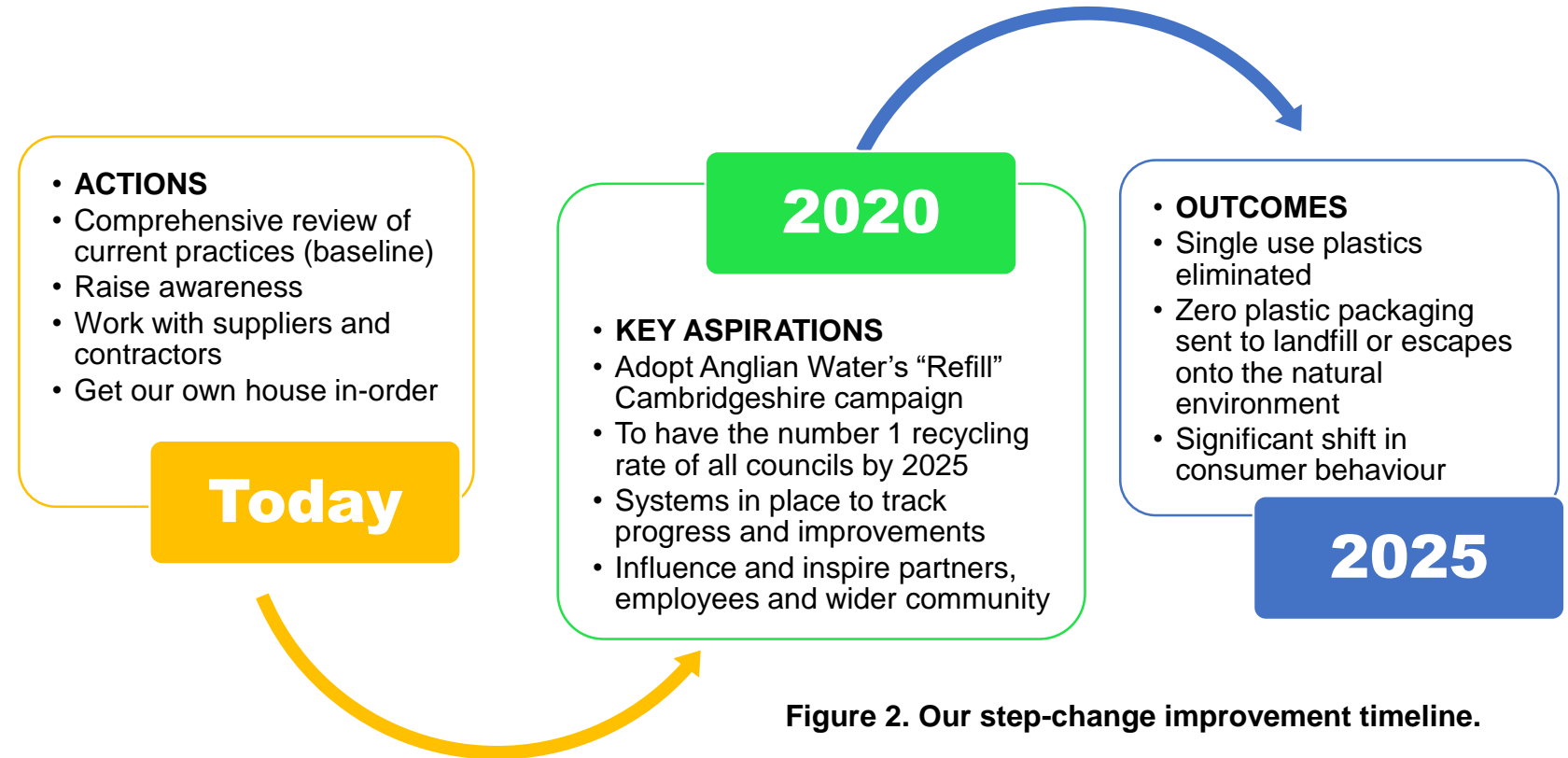


Figure 2. Our step-change improvement timeline.

## 6. Strategic Objectives

The strategy has four strategic themes based on the Council's sphere of influence on the plastics agenda. For each theme we have identified a set of objectives:

### Getting our own house in order

The Council is a large, diverse organisation that undoubtedly makes use of a variety of single-use plastic items. In Council work locations we will, where practicable and economically viable:

#### Objective 1

Through procurement, eliminate where possible the purchasing of services and goods that use single use plastics and look for appropriate alternatives

#### Objective 2

Replace single-use plastic consumption with re-usable products

#### Objective 3

Provide plastic recycling options for staff and visitors to our buildings

#### Objective 4

Work with staff and members to encourage more sustainable packaging choices and to build their understanding of plastics pollution and its impact

### Working with suppliers and contractors

The Council procures goods and services, many of which will come into contact with single-use plastics at some point in their delivery. In procuring goods and services, we will:

#### Objective 5

Share our plastics strategy with our suppliers and collaborate with suppliers to find suitable alternatives to single use plastic

#### Objective 6

Ensure procurement specifications and contractors' activities consider, and where practical minimise, the environmental risks associated with plastics

### Helping raise awareness across Cambridgeshire

The Council is a member of various partnerships and is in a unique position to use its extensive relationships to help raise awareness of the issues surrounding single-use plastics and encourage action. We will:

#### Objective 7

Work with schools to educate their pupils and to engage with their local communities about plastics waste

#### Objective 8

Work with Cambridgeshire's communications teams and social media to get plastic pollution messages to different segments of our communities.

### Enabling Cambridgeshire to take action

As a Waste Disposal Authority, the Council works closely with the Waste Collection Authorities to provide households with sustainable options for waste and resource management. We will:

#### Objective 9

Coordinating the collections and disposal of plastics across the relevant organisations to provide residents to make good choices about their plastic disposal recycling

#### Objective 10

Continue to work in partnership to ensure that littering and fly-tipping is discouraged and that litter is collected and disposed of appropriately

#### Objective 11

Using our regulatory and planning powers to support businesses and the community to make better disposal decisions for plastics waste

## 7. Reporting and Review

### 7.1 Governance of the Strategy

The Strategy will be endorsed by Full Council and General Purposes Committee will assume responsibility for monitoring progress on the action plan delivery. The intention will be to provide six monthly progress reports on the action plan and targets to General Purposed Committee with a full review and update to the strategy taking place in 3-5 years.

The Chief Executive will report progress to committee and lead the implementation of the Strategy supported by a small project team of environmental/plastic free champions drawn from across the Council.

### 7.2 Monitoring and Measurement

A baseline position from 2017/18 will be set for the action plan and targets developed to measure progress on its delivery. The intention is that the action plan will be a dynamic document with new actions added as appropriate.

### 7.3 Resources

Most of the action plan can be delivered from within existing budgets as it entails reviewing what we do and how we do it or builds on work that we intend to deliver. Where additional resources are required, discussions with private sector sponsors can be developed or applications for grant support considered.

The intention is that a member of the Transformation Team will support and coordinate the delivery of the action plan reporting to the Chief Executive and project team lead.



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# Appendix 1 – Action Plan

## Getting our own house in order

The Council is a large, diverse organisation that undoubtedly makes use of a variety of single-use plastic items. In Council work locations we will, where economically and practically viable:

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
1	Through procurement, eliminate where possible the purchasing of services and goods that use single use plastics and look for appropriate alternatives						
1.1	Undertake an audit of a sample of the Council's waste and recycling bins to identify how much single-use packaging is disposed of in the correct bin.	Completed December 2018	Facilities Management, Waste Management and Amey	Within existing	Report provides analysis of the bins to inform the baseline position.	25%	Percentage weight of plastic items found in a sample of non-recyclable waste bins
1.2	Create standard environmental outcomes that can be incorporated into future contract specifications. Promote and link these via the Social Value toolkit which has been developed by LGSS Procurement in partnership with the CCC Transformation team.	Implementing from Jan 2019	Commissioning Managers, Procurement and transformation team	Within Transformation Budget	All new contracts from Jan 2019 reflect the environmental outcomes from the Social Value Act.	0	Delivered Y/N
1.3	Include plastics awareness training into all procurement and induction training courses	Implementing from March 2019	Organisational Development, Procurement	Within budget	All procurement and induction training courses from April 2019 to include plastics awareness training.	0	Delivered Y/N

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
2	<b>Replace single-use plastic consumption with re-usable products where possible</b>						
2.1	The Council formally signs up corporately to the Refill campaign	August 2019	Chief Executive, Executive Assistant	NA	-	-	Delivered Y/N
2.2	As part of Re-Fill Cambridgeshire, scope which of the Council's buildings and other assets, can provide free water refills for visitors and the public	August 2019	Facilities Management	NA	No. of Council buildings with re-fill points	-	Delivered Y/N
2.3	Identify funding to install Refill points at libraries and community hubs.	End of Sep 2019	Facilities Management, Libraries	Budget to be identified	100% of publicly-accessible Council buildings offering free water refills	-	Delivered Y/N
2.4	Identify partners to help promote the Refill campaign and use our website and social media channels to engage local businesses and retailers.	Ongoing	Waste Management and Communications Teams	Identify sponsorship monies from businesses to fund reusable products	No. of media campaigns to promote Re-Fill	0	4
3	<b>Provide plastic recycling options for staff and visitors to our buildings</b>						
3.1	Provide plastics recycling bins for staff across all Council buildings.	Ongoing	Facilities Management	Within existing	Percentage of Council staff with access to mixed plastic recycling	39 sites	Number of additional sites with plastic recycling provision

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
4	<b>Work with staff and members to encourage more sustainable packaging choices and to build their understanding of plastics pollution and its impact</b>						
4.1	Provide hints and tips for plastic-free packed lunches	Ongoing	Waste and Communications Teams	Within existing	-	0	Delivered Y/ N
4.2	Site specific e-mails and occasional articles in the Council's newsletters to remind & encourage staff to use the recycling systems correctly and to purchase items that are recyclable.	Ongoing	Facilities Management, Waste and Communications	Within existing	-	0	10
4.3	Develop a local guide for Shire Hall and other sites directing staff to places where they can buy their lunch and snacks with no single use plastics	September 2019	Energy Investment Unit	Within existing	-	0	1
4.4	Determine how to encourage staff to select a litter pick as part of the 'Team One-Day Challenge' scheme	September 2019	ALL Teams	Within existing	Number of litter picks delivered	0	5
4.5	Promote the Council's Plastic Strategy in the Team Meetings, P&E Roadshows, etc	Ongoing	All Council departments	Within existing	Number of times the strategy has been discussed in team meetings and roadshows.	0	10

## Working with suppliers and contractors

The Council procures goods and services, many of which will come into contact with single-use plastics at some point in their delivery. We will:

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
5	<b>Share our plastics strategy with our suppliers and collaborate with suppliers to find suitable alternatives to single use plastic</b>						
5.1	LGSS Law to amend terms and conditions to contracts to include a statement on use of plastics. This will be supplied with Invitations to tender.	September 2019	LGSS Law	LGSS Law costs for implementing this change	-	0	Delivered Y/N
5.2	Update the procurement best practice guidance to reference the plastics strategy	September 2019	Procurement and Transformation	Within existing	-	0	Delivered Y/N
6	<b>Ensure procurement specifications and contractors' activities consider, and where practical minimise, the environmental risks associated with plastics</b>						
6.1	Commissioning managers to be responsible for incorporating environmental and single use plastic requirements and restrictions in all relevant contracts in accordance with the social value toolkit. Contract managers are responsible for ensuring that contractors actually deliver the social value they have agreed to in their tender submissions.	Ongoing	Commissioning managers	Within existing	Work with Transformation on the Social Value toolkit to understand how this can be monitored.	0	Number of procurements for contracts over £100,000 including at least one weighted question on single use plastic reduction
6.2	Continue to monitor the work of contractors operating the Council's Local Authority Collected Waste management facilities and haulage to ensure procedures are in place to minimise plastic escape	Ongoing	Waste Management Team in partnership with the district councils	Within existing	TBC	TBC	

## Helping raise awareness across Cambridgeshire

The Council is in a unique position to be able to use its extensive relationships and partnerships to help raise awareness of the issues surrounding single-use plastics and encourage action. We will:

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
<b>7</b>	<b>Work with schools to educate their pupils and to engage with their local communities about plastics waste</b>						
7.1	Encourage schools and District Councils to support the Refill Campaign for their pupils, parents and parishioners.	Ongoing	Waste Management/ Amey/ Education	Within existing	Further work required on how this can be safely implemented	-	-
7.2	Produce resources for schools to enable them to deliver their own plastic free lunch days or litter campaigns that schools can download.	July 2019	Waste Management/ Amey, Schools	Within existing Waste Education Contract	Number of schools that download resources.	0	Number of schools requesting plastics resource pack
7.3	Develop a lesson plan and school project on reducing plastic and Ocean pollution to be delivered by the Waste Education Centre	June 2019	Waste Management/ Amey/ Schools curriculum advisors	Within existing Waste Education Contract	Develop lesson plan for schools to use. Waste education to monitor Number of schools that have used lesson plan	0	Delivered Y/N
7.4	Run a competition for schools to develop posters or other materials about the plastic problem and ways they can help.	Autumn 2019	Plastic Strategy Champions/ schools curriculum advisors/ Communications Team	Within existing	Number of schools taking part – aim for at least 30	0	Delivered Y/N

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
8	<b>Work with Cambridgeshire's communications teams and social media to get plastic pollution messages to different members of our community</b>						
8.1	Sign up to become a member of the Plastic Pollution Coalition to show support for plastic-free campaigns and communities in Cambridgeshire	July 2019	Health and Well Being Group-Members	Within existing	n/a	0	Delivered Y/N
8.2	Encourage Cambridgeshire retailers to sign up to the WRAP Plastic Pact and take action <a href="http://www.wrap.org.uk/content/the-uk-plastics-pact">http://www.wrap.org.uk/content/the-uk-plastics-pact</a>	Ongoing	Waste team and Communication teams	Within existing	No of Cambridgeshire retailers and Producers signed up to the Plastic Pact .	Research on no. of retailers already signed up to Plastic Pact	TBC
8.3	Identify the environmental networks operating across Cambridgeshire and work with them to promote plastic campaigns.	Ongoing	Communications team working with Cambridge Carbon Footprint, CCORRN and Cambridgeshire and Peterborough Waste , Student environment groups at Cambridge University and Anglia Ruskin	Within existing	Number of articles/blogs/posts published	0	5

## Enabling Cambridgeshire to take action

As a Waste Disposal Authority, the Council works closely with the Waste Collection Authorities to provide households with sustainable options for waste and resource management. We will:

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
9	<b>Share our plastics strategy with our suppliers and collaborate with suppliers to find suitable alternatives to single use plastic</b>						
9.1	Continue to support Cambridgeshire's Waste Collection Authorities to provide consistent messages on plastic material and their collection., including encouraging consistently in materials collected.	Ongoing	Waste Management Team and District Councils	Within existing	Number of Waste Collection Authorities collecting the same materials	-	-
9.2	Identify the most common type of plastics that are not currently recycled, discourage their use and provide alternatives for the residents.	September 2019	Waste Management Team	Within existing	Number of communications to the residents	0	No. of CCC sites providing crisp packet recycling facilities
10	<b>Ensure procurement specifications and contractors' activities consider, and where practical minimise, the environmental risks associated with plastics</b>						
10.1	Adopt the Hertfordshire Partnership award winning anti-litter and fly-tipping campaign	August 2019	Cambridgeshire Environmental Managers Group RECAP Member and Senior Officer Groups/ Waste Management Team and District Councils	Funds allocated for 2018/19  RECAP Funding ?	Number of partners using the template materials	0	5
10.2	Work with partners to promote litter picking campaigns through Cambridgeshire and Peterborough Waste Partnership. Encourage litter picks to separate materials for recycling.	By January 2020	Waste Management Team and District Councils	RECAP funds allocated for 2018/19	Number of local litter picks and tonnages/percentage sent for recycling	TBC	-

Objective	Action	When	Who	Resources	Monitoring	Baseline	KPI
11	<b>Using our regulatory and planning powers to support businesses and the community to make better disposal decisions for plastics waste.</b>						
11.1	Work with district authorities to support communities that undertake their own community clean- ups	ongoing	Waste Management Team	Within existing	Number of litter picks carried by local communities.	TBC	-
11.2	Work with district authorities to identify how their powers under the Litter Act and Environmental Protection Act can prevent plastic pollution	Ongoing	Waste management and Flood and Water teams	TBC	No. of Fixed penalty notices issued by Districts	TBC	Report Number of notices provided by District partner