

**Report to:**

**TOURISM, ECONOMY AND COMMUNITIES  
SCRUTINY COMMITTEE**

**Relevant Officer:**

John-Paul Lovie, Waste Services Manager

**Date of Meeting**

5 February 2020

## **SINGLE-USE PLASTICS UPDATE**

### **1.0 Purpose of the report:**

1.1 To consider the progress of the implementation of the Single-Use Plastics (SUP) Policy.

### **2.0 Recommendation(s):**

2.1 To note the progress of the implementation of the Single-Use Plastics Policy and identify any areas for potential further scrutiny.

### **3.0 Reasons for recommendation(s):**

3.1 Reducing single-use plastics (SUP) is something members have told officers they expect and value. As a seaside tourist destination, we recognise that poorly managed waste plastics pose a threat to the global marine environment. Therefore, within the context of this Policy we commit to minimizing our use of plastics, in particular SUP's, and to reducing its impact on the environment.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council's approved budget? Yes

### **4.0 Other alternative options to be considered:**

4.1 None.

### **5.0 Council priority:**

5.1 The relevant Council priority is

“Communities: Creating stronger communities and increasing resilience”

## **6.0 Background information**

- 6.1 At its 27 June 2018 meeting the Council agreed to eliminate, where practically possible, its use of single-use plastics and work with the wholly-owned companies to achieve the same.
- 6.2 The Council's Tourism, Economy and Resources Scrutiny Committee subsequently agreed to receive regular updates on the implementation of this policy. Its successor the Tourism, Economy and Communities Scrutiny Committee has continued this monitoring.

## **7.0 Communications**

- 7.1 A single-use plastics and environmental awareness communications plan has been developed and launched in January 2020.

## **8.0 Audience**

- 8.1 Initially the primary audience for the campaign is Blackpool Council and wholly-owned company employees. The aim is to educate employees as to the impact of SUPs, as well as raise awareness as to what individual actions people can take to prevent environmental damage. The campaign will take on a broader environmental theme which informs employees of both the current climate emergency agenda and the positive steps they can take.
- 8.2 As the campaign rolls out externally, the focus will shift towards Blackpool residents and local businesses tying in existing work with LoveMyBeach and Keep Blackpool Tidy.
- 8.3 Beginning with SUPs (and later incorporating wider environmental issues), the aim is to effect behavioural change on an individual level and ensure that employees consider environmental impact in the day-to-day decisions they make.

## **9.0 Key Themes**

- 9.1 The initial launch focussed on the current climate emergency and issues surrounding SUPs. The council's current environmental commitments were outlined and the steps already undertaken by the council and wholly owned companies to reduce the use of SUPs.
- 9.2 In subsequent months, the campaign will feature additional topics concerning wider environmental issues such as beach cleans, recycling facilities within council buildings, promotion of discounted public transport schemes etc.

**10.0 Channels**

10.1 In order to communicate effectively with staff a number of channels will used including Chief Executive's blog, staff newsletter, digital screens, employee engagement events and staff intranet.

10.2 Does the information submitted include any exempt information? No

**11.0 List of Appendices:**

11.1 None

**12.0 Legal considerations:**

12.1 None

**13.0 Human resources considerations:**

13.1 None

**14.0 Equalities considerations:**

14.1 None

**15.0 Financial considerations:**

15.1 None

**16.0 Risk management considerations:**

16.1 None

**17.0 Ethical considerations:**

17.1 None

**18.0 Internal/external consultation undertaken:**

18.1 None

**19.0 Background papers:**

19.1 None