

**Report of:** Cabinet Member for Street Scene & Parks  
The Leader  
Cabinet Member for Transport & Environment

**To:** Sustainability and Transport Overview and Scrutiny Committee

**Date:** 17 November 2021

## **Progress Report on Implementation: Plastic Free Birmingham**

### **Review Information**

Date approved at City Council:	11 June 2019
Member who led the original review:	Councillor Liz Clements
Lead Officer for the review:	Rose Kiely
Date progress last tracked:	30 September 2020

### **Findings from the Review**

1. In approving this review the City Council asked me, as the appropriate Cabinet Member, to report on progress towards these recommendations to this Overview and Scrutiny Committee.
2. Details of progress with the remaining recommendations are shown in Appendix 2.
3. Members are therefore asked to consider progress against the recommendations and give their view as to how progress is categorised for each.

### **Appendices**

- 1 **Scrutiny Office guidance on the tracking process**
- 2 **Recommendations you are tracking today**
- 3 **Recommendations tracked previously and concluded**

### **For more information about this report, please contact**

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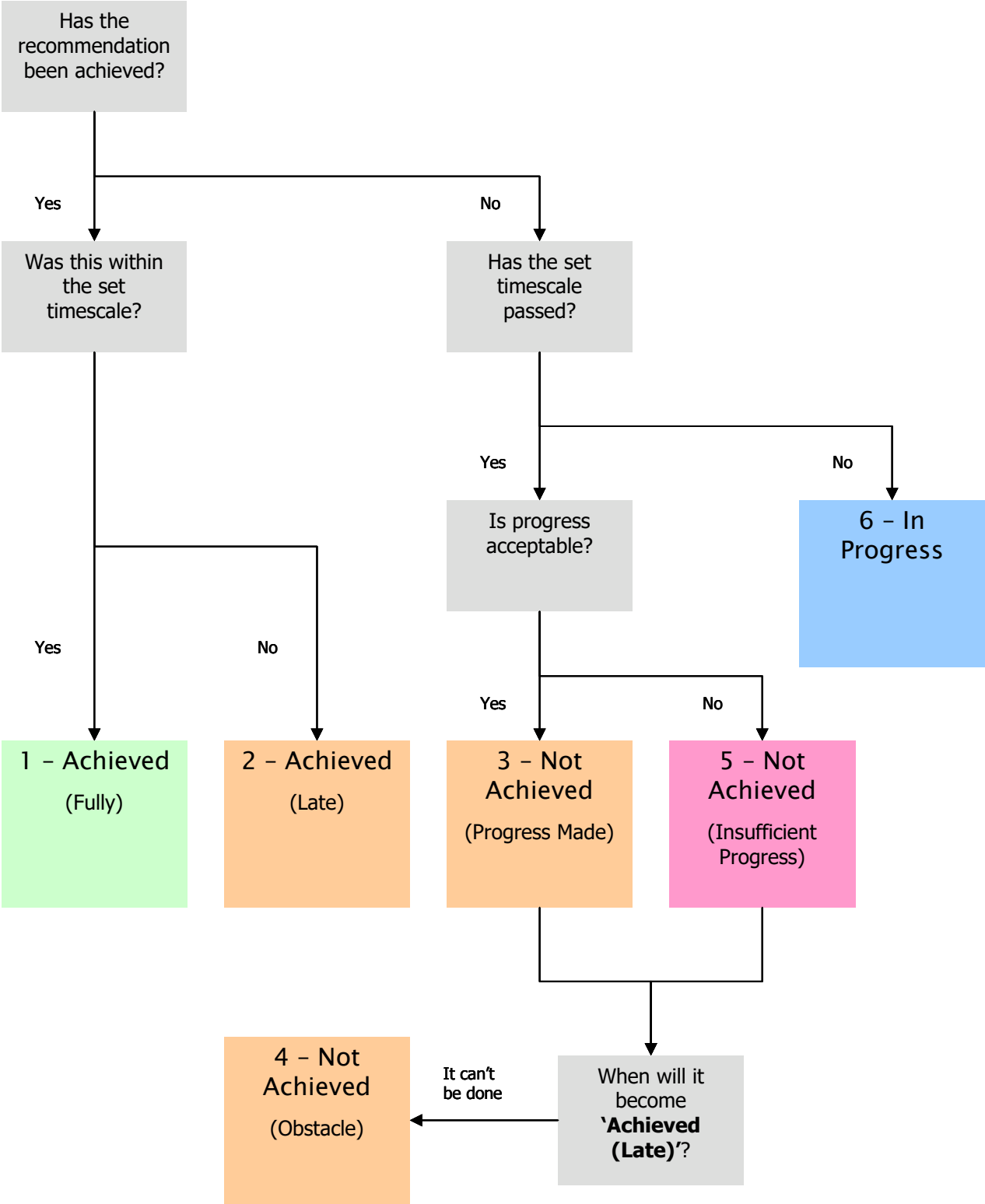
## Appendix ①: The Tracking Process

In making its assessment, the Committee may wish to consider:

- What progress/ key actions have been made against each recommendation?
- Are these actions pertinent to the measures required in the recommendation?
- Have the actions been undertaken within the time scale allocated?
- Are there any matters in the recommendation where progress is outstanding?
- Is the Committee satisfied that sufficient progress has been made and that the recommendation has been achieved?

Category	Criteria
<b>1: Achieved (Fully)</b>	The evidence provided shows that the recommendation has been fully implemented within the timescale specified.
<b>2: Achieved (Late)</b>	The evidence provided shows that the recommendation has been fully implemented but not within the timescale specified.
<b>3: Not Achieved (Progress Made)</b>	<p>The evidence provided shows that the recommendation has not been fully achieved, but there has been significant progress made towards full achievement.</p> <p><b>An anticipated date by which the recommendation is expected to become achieved must be advised.</b></p>
<b>4: Not Achieved (Obstacle)</b>	<p>The evidence provided shows that the recommendation has not been fully achieved, but all possible action has been taken. Outstanding actions are prevented by obstacles beyond the control of the Council (such as passage of enabling legislation).</p> <p><b>An anticipated date by which the recommendation is expected to become achieved must be advised.</b></p>
<b>5: Not Achieved (Insufficient Progress)</b>	<p>The evidence provided shows that the recommendation has not been fully achieved and there has been insufficient progress made towards full achievement.</p> <p><b>An anticipated date by which the recommendation is expected to become achieved must be advised.</b></p>
<b>6: In Progress</b>	It is not appropriate to monitor achievement of the recommendation at this time because the timescale specified has not yet expired.

**The Tracking Process**



## Appendix ②: Progress with Recommendations

No.	Recommendation	Responsibility	Original Date for Completion	Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')	Cabinet Member's Assessment (Category 1-6; see Appendix 1)
R01	Free Water Fountains/Refill Birmingham Campaign That the feasibility of: (1) creating a network of free water fountains including looking at the possibility of installing water fountains in Council buildings and (2) raising awareness of the Refill Birmingham Campaign be examined in collaboration with the West Midlands Mayor, Severn Trent Water, Refill and other stakeholders and partners as appropriate.	Cabinet Member for Street Scene & Parks  Cabinet Member for Transport & Environment  Leader	Sept 2020	<p><b><u>30 September 2020</u></b></p> <p>Progress has been slow and has been severely hindered by the Coronavirus pandemic but an audit has been carried out on those City Buildings with water dispensers in public areas.</p> <p>The Council has ceased use of single use plastic cups and reverted to low levels of use of a recyclable alternative.</p> <p>The Birmingham Business Charter has been updated under the Ethical Procurement theme to include:</p> <ul style="list-style-type: none"> <li><i>Contractors and their supply chains should support the banning of single-use plastics in their place of work and in the goods and services they provide.</i></li> </ul> <p>Given the ongoing impact of the Coronavirus pandemic the anticipated completion date is Sept 2021</p>	5
				<p><b><u>17 November 2021</u></b></p> <p>Activity against this recommendation continues to be significantly impacted by the Covid pandemic, with the recovery taking longer than anticipated at the time of the last update.</p> <p>A new Assistant Director Route to Net Zero Carbon has been successfully recruited, and this recommendation will be picked up as part of their work programme from November 2021 onwards.</p>	4

R02	<p>Communication Campaign</p> <p>That the City Council work in collaboration with WRAP to develop a communication campaign which provides clear and consistent information to residents with a view to communicating two clear messages:</p> <p>(1) The first is about the importance of prevention and the importance of and reasons for not buying and using plastic.</p> <p>(2) The second is about explaining the proper use of the recycling service about what can and what can't be recycled and how to recycle effectively.</p>	<p>Cabinet Member for Street Scene &amp; Parks</p> <p>Cabinet Member for Transport &amp; Environment</p> <p>Leader</p>	Spring 2020	<p><b><u>30 September 2020</u></b></p> <p>WRAP have been engaged to look at Recycling in the City resulting in:</p> <ul style="list-style-type: none"> <li>Reviewed and provided recommendations at HWRCs</li> <li>'Bin it Bag it' campaign introduced</li> </ul> <p>Other actions taken:</p> <ul style="list-style-type: none"> <li>Wood PLC reviewing the existing Waste Prevention Strategy</li> <li>Waste Specification rewritten</li> <li>Recycling leaflet in development</li> <li>The recycling story developed</li> <li>Christmas recycling game produced</li> </ul> <p>Given the ongoing impact of the Coronavirus pandemic the anticipated completion date is Spring 2021</p> <p><b><u>17 November 2021</u></b></p> <p>As a consequence of the ongoing impact of Covid it was decided to run a social media campaign run during recycling week (20<sup>th</sup> – 26<sup>th</sup> September 2021) to encourage a greater uptake of recycling amongst Birmingham's residents in place of anything in person.</p> <p>Four small animation films/set of slides that each deal with a different aspect of the hierarchy will be delivered across Facebook (with some placements on Instagram). Audience targeting focused on location (Birmingham adults). The strategy for the campaign was to reach as many users as possible raising awareness of the waste hierarchy and making sustainable choices when it comes to waste disposal.</p> <p>The campaign data is currently being analysed to help improve and inform further campaigns and it is hoped that 2022 will see a return to in person events.</p>	<p>3</p> <p>3</p>
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No.	Recommendation	Responsibility	Original Date for Completion	Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')	Cabinet Member's Assessment (Category 1-6; see Appendix 1)
				The City Council is currently working with Keep Britain Tidy to improve recycling and tackle fly-tipping. A new suite of informational material is being developed with their support including a bin sticker to remind residents of what they can and what they can't recycle.	
R05	<p>Plastic Free Aisles</p> <p>That:</p> <p>(1) letters be sent to all major supermarkets trading in the city encouraging them to introduce plastic free aisles; and</p> <p>(2) ways to disseminate the Surfers Against Sewage Business Toolkit more widely to businesses in the city as an aid to helping businesses start to make changes to reduce their reliance on single-use plastics be explored.</p>	Cabinet Member for Street Scene & Parks	Dec 2019	<p><b><u>30 September 2020</u></b></p> <p>No progress - anticipated completion date is Spring 2021</p> <p><b><u>17 November 2021</u></b></p> <p>(1) A letter has been drafted and approved and will be issued imminently. It reflects the fact that many supermarket chains have already made some progress in this regard. It also takes into account that the outcome of Government's Environment Bill whilst still awaited is hoped to have a significant impact on this sector's response to plastic reduction.</p> <p>(2) Consideration is being given to producing guidance for businesses based on the Surfers Against Sewage Business Toolkit and distributed to them along with their Business Rates notification letters.</p>	<p>5</p> <p>3</p>

No.	Recommendation	Responsibility	Original Date for Completion	Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')	Cabinet Member's Assessment (Category 1-6; see Appendix 1)
R06	<p>Plastic Free Birmingham Summit</p> <p>That a 'Plastic Free Birmingham Summit' be organised with a view to producing a multi-partner Action Plan for the City setting out who needs to do what to deliver the multi-partner Action Plan. The Action Plan should include specific measures to:</p> <p>(1) Examine the most effective ways of encouraging the phasing out of single-use plastic containers wherever possible by Fast Food Takeaways.</p> <p>(2) Investigate the feasibility of producing locally branded water containers.</p> <p>(3) Explore the creation of a 'Plastic Free Network' to provide support and practical guidance and advice to help local businesses to transition from single-use plastics to alternatives.</p> <p>(4) Explore the best ways to enable as many people and groups as possible engage with a 'Plastic Free Challenge Month'.</p> <p>(5) Work with the Local Commonwealth Games Organising Committee and other Games partners to minimise the use of single-use plastic items and ensure that sustainability is a key feature of the 2022 Commonwealth Games.</p>	<p>Cabinet Member for Street Scene &amp; Parks</p> <p>Cabinet Member for Transport &amp; Environment</p> <p>Leader</p>	June 2020	<p><b><u>30 September 2020</u></b></p> <p>The Coronavirus pandemic has severely impacted the ability to progress and deliver this recommendation and therefore an anticipated completion date remains to be determined.</p> <p><b><u>17 November 2021</u></b></p> <p>Activity against this recommendation continues to be significantly impacted by the Covid pandemic, with the recovery taking longer than anticipated at the time of the last update.</p> <p>A new Assistant Director Route to Net Zero Carbon has been successfully recruited, and this recommendation will be picked up as part of their work programme from November 2021 onwards.</p>	<p>4</p> <p>4</p>

No.	Recommendation	Responsibility	Original Date for Completion	Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')	Cabinet Member's Assessment (Category 1-6; see Appendix 1)
R07	<p>Collection Systems</p> <p>That the City Council maintains a dialogue with Veolia to monitor ongoing technological developments and improvements in relation to plastic recycling capability to ensure that the capacity and capability will be made available to recycle plastic items which are currently not practicable to recycle, as soon as this becomes technologically feasible.</p>	Cabinet Member for Street Scene & Parks	June 2021	<p><b><u>30 September 2020</u></b></p> <p>Veolia has developed plastic processing plants where Birmingham's plastic bottles are sent.</p> <p>A pilot process scheme to recycle hard plastics is due to start.</p> <p><b><u>17 November 2021</u></b></p> <p>Veolia has developed plastic processing plants where Birmingham's plastic bottles are sent.</p> <p>A pilot process scheme to recycle hard plastics is due to start.</p> <p>BCC and Veolia are currently working on a number of areas relating to plastics please see below:</p> <ul style="list-style-type: none"> <li>• BCC and Veolia have completed a successful trial to recycle; hard plastics being delivered into all of BCC's HRC sites, this is now being rolled out on a permanent basis at all of our sites.</li> <li>• Veolia is currently working with Podback (a not for profit company) to bring the opportunity to recycle coffee pods at all of BCC's HRC sites, it is hoped to have this in place soon.</li> <li>• Veolia is developing a future trial for recycling paint and paint containers and are currently reviewing partners to move this forward.</li> </ul> <p>Veolia continue to work within the waste plastics manufacturing industry to collaborate in finding solutions to the issues of plastic packaging.</p>	<p>6</p> <p>1</p>



No.	Recommendation	Responsibility	Original Date for Completion	Evidence of Progress (and Anticipated Completion Date if 'Not Achieved')	Cabinet Member's Assessment (Category 1-6; see Appendix 1)
R08	<p>That an assessment of progress against the recommendations in this report be presented to the appropriate Overview &amp; Scrutiny Committee.</p> <p>Note when tracking recommendations – some of the executive feedback was to the effect that implementation of some recommendations are subject to resource allocation, which is a matter for City Council when it sets the budget.</p>	Cabinet Member for Street Scene & Parks	Sept 2020	<p><b><u>30 September 2020</u></b></p> <p>Progress against these recommendations is set out in this report.</p>	1
				<p><b><u>17 November 2021</u></b></p> <p>Progress against these recommendations is set out in this report.</p>	1

## Appendix ③: Concluded Recommendations

These recommendations have been tracked previously and concluded.

They are presented here for information only.

**concluded**

No.	Recommendation	Responsibility	Date Concluded by Overview and Scrutiny Committee	Tracking Assessment (Category 1, 2 or 4; see Appendix 1)
R03	'On the Go' Recycling That new ways of boosting 'on the go' recycling based on some of the innovative ideas being piloted elsewhere and specifically in the #LeedsByExample model, including the feasibility of piloting the use of Recycle Reward Machines for single-use plastic bottles, be explored.	Cabinet Member for Street Scene & Parks  Cabinet Member for Transport & Environment	30 September 2020	1
R04	Revising City Council Event Organisers Guide That the City Council Event Organisers Guide be revised to reflect the inclusion as a mandatory contractual term in the contract between the event organiser and the City Council of: (1) A prohibition on the use of single-use plastic where events are being held on Council-owned land. (2) A prohibition on the release of balloons where an event is taking place on Council-owned land for events where more than a de minimis threshold number of people are expected to attend.	Cabinet Member for Street Scene & Parks  Cabinet Member for Transport & Environment  Leader  Chair of Licensing and Public Protection Committee	30 September 2020	1