

**Decision Session - Executive Member for
Environment**

7 January 2019

Report of the Director for Public Health

Refill York

Summary

1. City of York Council is looking to pledge to support a campaign focussed on encouraging people to drink more water from recycled water bottles or cups – chiming with both public health and the One Planet York objectives.

Recommendations

2. The Executive Member is asked to:

Agree to support expanding the Yorkshire on Tap initiative

Reason: to encourage increased use of recycled bottles/cup to drink water from across the city.

Agree the approach to deliver this initiative.

Reason: Encourage a partnership approach in line with the council values and One Planet York principles

Background

3. In recent years, attitudes have changed both nationally and globally in relation to single use plastic. This has been helped by documentaries such as Blue Planet II highlighting the damage plastic is causing our environment.
4. As part of our One Planet York initiative we hope to encourage partners to work with us and encourage residents and organisations across the city to reduce the amount of single-use plastics they use, particularly for drinking water.

5. As well as reducing single-use plastics in the city, this proposal will also be encouraging people to live healthier lives by drinking more water.
6. The NHS recommends that people drink 1.2litres of water every day and with free water points available across the city we hope more people will choose to drink water as opposed to high sugar content drinks.
7. In May of this year, in association with Refill- a national campaign that encourages people and businesses to pledge support and provide free water taps for people- Yorkshire Water launched the 'Yorkshire on Tap' initiative.
8. The Yorkshire on Tap anti-plastics campaign supports local communities around the county together with Refill Yorkshire: the regional refill campaign developed to get more people moving away from single use bottles in favour of more sustainable refillable bottles.
9. The scheme encourages companies to become refill stations, providing people with a place to refill recycled water bottles free of charge, thus deterring them from using single use plastics. The initiative includes a rewards scheme that allows the individuals to gain points when refilling and rewards them for reaching milestones after completing multiple refills. Points are logged by an app people can download.
10. Already signed up in York are Rafi's Spicebox, The Cosy Club, Brewdog and all Costas, Premier Inns, Starbucks and Wetherspoons.

Consultation

11. We have approached Yorkshire Water, Selby District Council and Refill about their campaigns. Selby District Council have had some considerable success.
12. If working with Yorkshire on Tap is agreed in principle then we will look to engage businesses to gauge any potential impact to them and whether the majority would be happy for the council to support this scheme.
13. We have also approached partners such as York BID and York Retail forum and other business organisations to offer them the chance to have their say and offer any views on the refill initiative. This idea was also raised at the Lord Mayor's business breakfast.

14. Our public health teams have also discussed this initiative with teams in the council. Below is a summary of those discussions:

- City of York Council Neighbourhood enforcement have been consulted and would support such an initiative as it could further reinforce the £75 fine for dropping litter in the city.
- CYC facilities management would support this and the initiative has been discussed regarding the water station in reception. It may need tweaking to be used as a council public refill point, at very little cost.

Proposal

15. The proposal is to work in partnership with Yorkshire Water on the Yorkshire on Tap campaign. Develop partnerships with Yorkshire Water and Refill, to expand the Yorkshire on Tap campaign to encourage residents and visitors to stay hydrated and reduce their use of single-use plastics. With partners and supporters, host a civic event at the Mansion House to launch the scheme to the media. At this event, encourage businesses and residents to pledge support and sign up, providing the Yorkshire on Tap toolkit for businesses (stickers, posters, app link, etc).

16. Yorkshire Water has advised that they can:

- Support an event in the Mansion House to launch to businesses
- Provide Yorkshire on Tap branded bottles or glasses to replace any disposable cups currently used for council meetings to get Councillors thinking about refill and provide them with packs to sign up businesses in their wards.
- Sign up council buildings as Refill points e.g. libraries (a few other councils are in the process of doing this).
- Potentially have a presence with an event stand in the city centre.
- Doing some joint press / social media activity to promote

Analysis

17. The Yorkshire on Tap initiative

Advantages

- a. Demonstrates a partnership approach and supports a campaign that is already active and established in certain businesses.

- b. Includes working with both Yorkshire Water and Refill to promote the initiative
- c. Materials already designed and created to share with businesses in a toolkit

Council Plan

The initiative supports the Council Plan objectives for a prosperous City.

Implications

Financial – will be funded within existing budget and resources

Human Resources (HR) None

Equalities Improving and promoting access to free drinking water

Legal - none

Crime and Disorder – could reduce litter

Information Technology (IT) – N/A

Risk Management

There are no identified risks.

Recommendations

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Report
Approved



Date

22/12/18

Specialist Implications Officer(s) List information for all

Wards affected - All