

10.1(a)

**RESOLUTION at item 10.1 from Cllr Judy Anscombe (Transport, Access and Environment Committee)**

**“That Swaffham Town Council adopts the Greener & Cleaner Project as drafted, in order to improve the Green Credentials of the Town and be committed to environmental sustainability, as outlined in Section 6 of Swaffham Neighbourhood Plan”**



## Greener & Cleaner Swaffham

<b>Project Aims &amp; Objectives:</b>	To improve the environment, by keeping the town clean, litter free and attractive, in order to improve visitor and residents experience. Inspire, educate and empower communities with the knowledge and skills to prevent waste.		
<b>Links to Neighbourhood Plan Green Credentials</b>			
<b>Project details:</b>	<b>Aims</b>	<b>Actions &amp; Resources required</b>	<b>Partnerships</b>
<b>Engage with the community improve its Green Credentials</b>	To promote what residents can practically do, to reduce waste, recycle and support the protection of the environment.	Open day exhibition in Assembly Rooms to demonstrate practical ways to reduce waste, recycle and encourage sustainability.  Promote Bulk purchases for groups of people on Streets and Estates i.e. energy insulation	STC BDC NCC
<b>Town Recycling</b>	Reduce waste, by the additional recycling facilities in the town/outskirts: aim for Zero Waste.	Trial a Plastic free month in the town for businesses, schools and residents and aspire to becoming a 'Single Use Plastic Free Town'.  Cardboard recycling in town needed Food waste digester & Community Compost bins  Annual collection of used and waste electrical equipment (WEEE), including Paint and Hazardous Substances.	STC & all groups  NCC – Master Composter  BDC
<b>Schools &amp; Youth Groups Recycling &amp; Waste</b>	Format a programme of education/projects for schools, to encourage recycling and learning about the environment.	Liaise with Keep Britain Tidy for partnership working in school workshops  Recycling Projects devised to encompass all school age children and youth groups.	BDC - Natalie Columbcas, Partnership development Officer NWP (Norfolk Waste Partnership) STC Schools & Youth Groups

<p><b>Businesses</b>  <b>Creating a first impression by having clean and maintained shop frontages</b></p>	<p>Involve the business community in maintenance of shop frontages with a Voluntary Code of Practice; businesses are role models for their customers and should be encouraged to maximise engagement.</p>	<p>Marketing to feature businesses who are litter conscious and demonstrating attractive shop fronts. Some businesses may benefit from possible SHSHAZ funding.</p>	<p>STC</p>
<p><b>Businesses</b>  <b>Reducing use of Plastic</b></p>	<p>Promote Plastic Free Businesses to reduce the level of waste; set town targets and encourage businesses to look at their supply chain and use of wrappings.</p>	<p>Support for businesses with efficiency measures, to become more resourceful in recycling. Defra Code of Practice - use to produce leaflets</p> <p>Research best practice from other towns in UK  Survey what businesses use for wrapping and serving of customers goods. E.g. plastic bags, plastic coffee cups, straws etc.</p>	<p>STC  Business community</p> <p>NCC – Working with Plastic Free Initiative WRAP project  BDC</p>
<p><b>Increase the tree planting in town</b></p>	<p>Analyse areas in Swaffham where tree cover could be increased, especially in areas where air quality is being monitored.</p>	<p>Take advantage of the Woodland Trust and other free tree options.  Designated sites in the Neighbourhood Plan</p>	<p>STC  BDC  NCC</p>
<p><b>Promote Walking &amp; Cycling</b></p>	<p>Encourage walking and cycling for work and school trips</p>	<p>Walks App being progressed via Breckland  Promote walking to schools – Breckland video to support this action  Identify safe walking and cycling routes</p>	<p>STC/BDC  STC/BDC  Sustran</p>