

The Highland Community Waste Collaborative

Stage 1 project bid information for partners

26th March 2021

Contents

1. The Fund	3
2. Discussions with Project Partners	3
3. The Basic Proposal	4
4. Draft Submission	5
5. Next Steps	12

1. The Fund

The National Lottery has opened a funding round with a focus on supporting communities to tackle waste and consumption.

The fund is looking for collaborative projects and in its last round the majority of successful projects were working at a city or regional scale. So far, no projects have been funded north of Fife.

They specifically mention a desire to support the reduction of food waste and single-use items, support repair and reuse and tackle fast fashion. They are also keen to see projects actively challenge cultures of consumption and develop innovative new approaches. Repair cafés and tool libraries are only likely to be funded if they can demonstrate significant reach and impact.

Bids can be between £0.5m and £1.5m and projects can run for up to 5 years.

Proposals must demonstrate community involvement in the development of the project and ensure that communities can continue to shape its delivery.

The deadline for Stage 1 applications is 5pm on Thursday 8th April 2021. Because of the Easter Holidays, Keep Scotland Beautiful (KSB) aiming to finalise the bid by the end of Thursday 1st April.

Successful bidders will be invited to develop a more detailed stage 2 proposal through May and June.

Stage 2 awards will be decided around Sept, with a likely project start around November.

2. Discussions with Project Partners

Over the last few weeks, KSB has engaged in conversations with all of the partners described in section 4. Key feedback from these discussions includes:

- A strong support for a focus on food waste. This was a key theme to emerge from the recent Highland Good Food Conversation and something that many communities are already acting on. The lack of a separate food waste collection service outside of Inverness means that large volumes of food waste are transported by road for landfill.
- Strong support for a strand of work on single use items, particularly linked to food and drink packaging. Partners identified the need to engage on this issue with the growing tourist population but also with local people who are significant consumers of these items. Some community groups have already started discussing potential solutions with local retailers which may have potential across the Highlands.

- A desire to improve the flow of 'pre-loved' items around communities to extend the use of items and reduce the volume of waste going to landfill. This connects with a 'culture of sharing' and an opportunity for community building, whether this is delivered through static shops or pop up events.
- The importance of working with local businesses, particularly those in the food, drink and tourism trade, but also large employers with significant work forces.
- An enthusiasm for a collaborative cross-Highland approach where groups can share their ideas, learning, skills and resources through creating a strong project team. Community groups are keen to offer their advice and support in their areas of expertise to groups in other locations, and similarly receive support from others. There was also an appetite to work on joint delivery of some elements of the project, for example a Highland-wide programme of online events.

KSB has project work and staff based in Inverness but is mindful that its main office is located outside the Highlands. We asked potential partners whether they were comfortable with KSB leading this bid and coordinating a potential project, or whether there might be others better suited to this. There was strong support for KSB to play this role and to allow local community partners to focus their time and energy on frontline delivery.

3. The Basic Proposal

The basic elements of the proposal at this stage are noted below. If we are invited to progress to stage 2, we will work with partners to refine these proposals further.

- A 3-year £1.5m project focusing on food waste, single use items and share / repair, with a strong element of public engagement and communication and a Highland-wide programme of events and activities (many of which would be online).
- Delivered by 6 - 8 community organisations across the Highlands, all of which have experience in community climate action projects, including waste.
- Each of these organisations would have a budget for employing staff and some travel / resources for their work. This is likely to be a full-time post for groups working in Inverness and Fort William and a part-time post for other groups.
- Each organisation would deliver on all the key strands of the project but in a way that is relevant to the needs and opportunities of their community.
- Organisations would deliver their activities through a wide range of networks in their area including community councils, clubs, faith groups, local business associations, schools and youth agencies, with a strong focus on reaching beyond those who are already engaged on climate and waste.
- The collaborative will work as a team rather than a series of separate projects. This will involve project staff meeting together online regularly to share ideas, learning and resources. It will also

involve project staff supporting work and activities in other organisations where they have particular expertise that they can contribute. It will also involve collaboration on a Highland-wide programme of online events (such as cooking demonstrations and upcycling workshops) and on crafting and sharing key messages across the Highlands for local residents, businesses and visitors.

KSB will coordinate the project and lead on project reporting and funder liaison. It will also provide specialist support on reducing single-use items, provide carbon literacy training for community and young 'climate champions' and help to deliver a Highland-wide approach to communications and public engagement.

4. Draft Submission

Stage 1 applications have to answer 3 main questions with limited word allocations. These questions and our draft responses are below.

Q1: What's your proposed project idea? (600 words)

- Tell us about your climate action project and what you are hoping to change.
- How will you know you're progressing?
- Please also tell us whether you're applying for a development grant or a full award.

This application is for a full award to enable a collaborative of experienced grassroots community groups across the Highlands of Scotland to reduce consumption and waste using approaches that can be sustained beyond the life of the programme. The project will focus on the following key strands.

Food Waste

There is no separate Local Authority collection of food waste across the Highlands, apart from in the city of Inverness, and even there, approximately 64% of the city's household food waste ends up in the general waste bin. This means that large volumes of food waste are transported long distances across the Highlands by road to go to landfill. This project will reduce the amount of food waste generated by homes and local businesses, increase the volume composted and increase the uptake of separate food waste collection in Inverness. Community groups will use a range of proven

strategies including providing advice on menu planning, cooking with leftovers, working with local businesses to re-distribute 'near date' food, community fridges, backyard composting and the use of community based social marketing approaches to increasing uptake of separate food collection. We will assess impact by recording the changes in the volumes of food waste generated by sample groups and by measuring changes in the number of households composting and segregating food.

Single Use

The consumption of food and drink 'on the go' in single use packaging, including by a rapidly increasing tourist population in the Highlands, has a significant carbon footprint and creates wider environmental problems caused by the release of plastics into marine and terrestrial ecosystems. This project will engage with local community members, retailers and visitors to develop locally appropriate solutions that will reduce the use of single use items and increase the percentage of packaging that is reused or recycled. These will include strategies such as increasing the availability of water refills, covid-safe implementation of reusable drinks cups in cafes and takeaways, community 'refilleries' to supply package-free groceries, local deposit return schemes for reusable cups and a Highland-wide single use cup collection and recycling programme. We will measure the uptake of these activities to assess the number and type of single use items prevented and properly fed into recycling and circular economy streams.

Pre-loved and shared

The project will support communities to reduce their carbon footprint by substituting new purchases for 'pre-loved' items, sharing assets and increasing skills in re-making, repairing and up-cycling, focusing on solutions such as pop up zero waste fairs and swishing events that work well for smaller and dispersed rural communities. It will also pilot new forms of car sharing that reduce the need for individual car ownership. We will measure impact through a matrix of measuring and estimating the weight and type of pre-used items that have substituted in place of new consumption purchases.

Engagement

The project will have a strong public engagement strand designed to challenge patterns of consumption, encourage sustainable behaviours and make the connections between climate change and unsustainable consumption. This will include consumption conversations, community climate festivals, a programme of local and regional events (including online), effective use of local social and traditional media channels across the Highlands, training local community and youth climate champions and signposting to opportunities and support for other forms of community climate action (such as community energy, active travel and home energy). In addition to local residents, this strand will also engage with local businesses and the sizeable visiting tourist

population. We will assess the impact of this strand through monitoring reach, participation and feedback from users and participants.

[588 words]

Q2: Tell us about your partnership. (1,000 words)

- Tell us about your organisation. What experience or learning has led you to put forward this particular project application?
- Tell us about the organisations and groups you're currently working with or those you hope to work with.
- Why these organisations and groups?
- How will you all work together to deliver this project?
- How will your partnership help reach different parts of the community, and support wider behaviour change, both at a community level and for individuals?

Our organisation

Keep Scotland Beautiful (KSB) has over a decade's experience supporting community-led climate action across the Highlands, through our management of the Scottish Government's Climate Challenge Fund. This has given us an in-depth understanding of the needs, opportunities, capacities and experiences of grassroots community groups across the Highlands – and how to support them.

We have significant experience of supporting groups to engage with their communities on climate change including through our specialist training for community leaders, teachers, youth workers and business leaders. We have provided extensive support to help community groups to communicate effectively using social and traditional media, community climate conversations and engaging online and physical events.

KSB also has experience supporting organisations and community groups to take action on single use items through programmes such as Cup Movement[®] in Glasgow, My Beach Your Beach and Upstream Battle.

Our scoping for this proposal explored whether other partners might want to take the lead on this bid and coordinating any future project. However, there was strong support for KSB to play this role and free up partners to focus on delivery.

Grassroots Community Partners

We have assembled a collaborative of experienced grassroots community groups across the Highlands, each of which is strongly community-led, has experience of community climate action and has evidence that tackling waste is a priority for their community.

MOO Food is a community organisation on the edge of Inverness with a specialist focus on food and food waste. MOO has played a key role in the recent Highland Good Food Conversation (see answer to next question).

Transition Black Isle supports its local community to thrive in the face of climate change. It has also played a lead role in the Highland Good Food Conversation and has experience of reducing food waste and single-use plastics.

Lairg Learning Centre is a community organisation that provides lifelong learning for people in its community. LLC has experience of training in upcycling, tool sharing, diverting textiles from landfill and reducing food waste.

Lochaber Environment Group (LEG) is based in Fort William, the second biggest population centre in the Highlands and a key 'gateway' for visiting tourists. LEG has experience across a wide range of community climate action including waste reduction, bike repair and sharing and home composting.

Broadford and Strath Community Company on the Isle of Skye support communities across the island to take action on sustainability issues. Responding to strong local community concern about single-use plastics, they have a 'plastic-free' subgroup that has developed ideas for reducing the use of single-use plastics across the island.

Ullapool Community Trust supports the development of a more inclusive and sustainable community. The community runs a zero-waste shop and its young people have played a lead role in the campaign against plastic straws in Scotland. Like many communities, the covid pandemic has prompted UCT to set up a food sharing service with a strong emphasis on reducing food waste.

Thurso Community Development Trust is based in the UK's most northerly mainland town and has worked on food waste for several years. The community has identified the need for a zero-waste shop to reduce goods going to landfill and TCDT has had promising discussions with local food retailers about the potential for a local deposit return scheme for re-usable cups.

Supporting Partners

In addition to coordinating and managing the project, KSB will provide specialist technical support to help groups reduce single use items in their community and with the public engagement and communication strand, including through providing bespoke carbon literacy training for communities.

Highland Council will collaborate on action to increase the volume of food waste that is appropriately segregated for kerbside uplift, explore options to extend its car club membership to communities, support community action on single use plastics (SUPs) in line with its SUP strategy and provide staff resource to support the project's public engagement strand.

Zero Waste Scotland (www.zerowastescotland.org.uk) will provide technical advice on the design and delivery of community-based food waste and circular economy initiatives and will feed learning from this project back into its wider national programmes.

Highland Tourism (www.highlandtourism.org) and Black Isle Tourism Team (www.black-isle.info/bitt.asp) will provide a portal to allow project partners to communicate and collaborate with around 1,000 tourism businesses across the Highlands.

The North Coast 500 (www.northcoast500.com) is a popular cross-Highland road trip that attracts thousands of visitors each year and which supports over 500 local businesses. They will partner with local community groups and businesses to develop effective strategies and messages to reduce the use of single-use items and increase the percentage that enter circular economy streams.

Partnering for impact

Each of our grassroots partners has its own unique strengths and experience. We will exploit this rich range of experiences by sharing ideas, learning, expertise, resources and project tasks across the collaborative. For example, one community has identified the need for a zero-waste shop while another has experience of running one. Another community has developed plans for a localised deposit return scheme for cups which other communities wish to explore. With the recent shift to online working, project staff will meet regularly to plan and collaborate and partners will jointly deliver an engaging online events programme that will be open to participants from across the Highlands.

While all groups will work on all project strands, each will do so in the way that is most appropriate to its own context and will focus on activities that have the greatest support from local community members.

Reaching wider

Our community partners are well networked in their localities with a wide range of community organisations and clubs, community ladders, business Chambers of Commerce, faith communities, schools and youth agencies and will use these connections to maximise the project's reach and to engage with audiences that are not currently engaged in climate action.

[956 words]

Q3: We care about thriving communities and believe they should play a key role in shaping and driving climate action. (600 words)

- Why does taking this climate action matter to your community?
- How has the community been involved with the development of this idea to date?
- How will the community continue to be involved in the design, development and delivery of the project?

Why this project matters to local people

Between July and September 2019, KSB ran public events across Scotland as part of the Scottish Government's 'Big Climate Conversation' including on Skye and in Fort William and Inverness. Relative to population size, these events were the best attended and resulted in some of the most passionate and animated discussions of any events in Scotland.

Highland's spectacular landscapes mean that communities live with a close appreciation of the natural world and many people make a living from the land and the sea. Significant numbers work in the growing tourism industry which depends on the quality of the natural environment, while many people move to live in the Highlands because of their appreciation for the natural world. Together, these factors create a strong concern for community climate action.

This project focuses on particular community concerns about the vast distances that food waste is moved in order to be landfilled, the problem of single use items associated with covid hygiene and the growing tourist industry and a desire to strengthen the Highland culture of sharing and repairing.

Community input into project development

All organisations are well established in their communities and run regular consultations to help prioritise their activity. Feedback from these consultations has strongly shaped this project. For example:

A number of partners led the recent Highland Good Food Conversation (www.highlandgoodfood.scot) which involved participants from across the Highlands and which identified the priority of developing a zero-waste food economy.

Thurso CDT surveyed its community to identify priorities for action. This revealed strong interest in online workshops to help households reduce food waste and increase composting as well as establishment of a zero-waste shop. Discussions with the local business community have identified significant interest in a local deposit return scheme for re-usable cups.

Broadford surveyed community members to identify priorities and found strong support for reducing single use plastics. This led to a steering group being established to explore ways of tackling this issue and enthusiasm from Portree High School to support any new initiatives.

When MOO surveyed its community, 94% of respondents said they thought about food waste while 80% said they wanted to learn about preserving and storing food and about composting. From a range of options, the community identified most strongly with the aspiration to be 'a community that shares' which has shaped plans for a regular pop up zero waste market.

When Lairg Learning Centre asked community members about what training they would find useful, there was strong interest in fabric upcycling, cooking meals from leftovers and composting.

Young people in Ullapool were instrumental in making their community the first in the UK to stop the use of plastic straws in all outlets. Tackling single use items remains a strong priority and community members have recently carried out market research into options for a refillery service.

Community involvement in shaping the project going forward.

Each organisation in the collaborative will deliver activities that reflect local needs, opportunities and priorities. Community members will shape ongoing work in a range of ways including:

- Regular use of community surveys, community planning approaches and monitoring and evaluation to ensure that project activities meet local needs and play to local strengths.
- Collaboration in delivery with a wide range of community groups, networks and clubs which will involve tailoring activities to the needs and priorities of these groups.
- All our grassroots community partners are membership organisations, giving community members a strong voice in the direction and focus of their work.

- [583 words]

5. Next Steps

We would value feedback from all potential partners on any aspect of this document by 5pm on Wed 31st March (or earlier if you can).

We will revise the proposal on the basis of feedback on Thursday 1st April.

We will inform partners as soon as we know the outcome of Stage 1. If we are invited to proceed to Stage 2 then we will be back in touch to develop more detailed plans. These are likely to include:

- Specific outcomes and activities for each community organisation.
- Finalising budget allocations
- Detailed planning of joint activities, including a Highland-wide programme of online events and workshops.



We support the ambitions of the United Nations Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. Our vision is for a clean, green, sustainable Scotland. We work with you to help combat climate change, reduce litter, and waste, and protect and enhance the places we care for. We aim to change behaviour to improve our environment, the quality of people's lives, their wellbeing, and the places that they care for.



Info@keepscotlandbeautiful.org

Facebook: @KSBScotland Twitter: @KSBScot

www.keepscotlandbeautiful.org

Keep Scotland Beautiful is a Scottish Charitable Incorporated Organisation (SCIO): Number SC030332.

