



Tidy Britain AGM 2023

Committee Room 20, Palace of Westminster
17:00-18:15, Wednesday 19th April

Speakers

Allison Ogden-Newton OBE, Chief Executive of Keep Britain Tidy

Phillip Dunne MP, Chair of Environmental Audit Committee

David Gell, Policy Lead for Deposit Return Schemes, Defra

Aaron Patel, Head of Public Affairs, Coca-Cola GB&I

Present

Kim Leadbeater MP (Chair)

Dr Philippa Whitford MP

Peter Dowd MP

Ian Duncan Smith MP

Philip Dunne MP

Simon Lightwood MP

Representative of Ronnie Cowan MP

Guests

Vanessa Maselino, Trustee, Keep Britain Tidy

Muhammad Ali, Trustee, Keep Britain Tidy

Helen Bingham, Communications Director, Keep Britain Tidy

Nathalie Depledge, Campaigns Manager, Keep Britain Tidy

Henry Bettley, Policy Officer, Keep Britain Tidy

Alice Bonifacio, Executive Assistant, Keep Britain Tidy

Ross Ewing, Public Affairs Consultant, McDonald's

Caitlin Sweeney, Senior Public Affairs Manager, Nestlé

Laura Weston, Senior Director of Communications, Redbull

Hannah Feiner, Government Affairs Manager, PepsiCo

Jon Dale, Strategic Corporate Affairs & ESG Lead, Punch Pubs & Co

Martin Hyde, Sustainability and Public Affairs Manager, Alupro

Karen Marks, Recycling & Clean City Awards Manager, City of London

Adam Collins, Project Officer, City of London

Louise Reddy, Policy Officer, Surfers Against Sewage

Anne Tomms, External and Government Affairs Lead, Budweiser Brewing

Martin Hyde, Sustainability and Public Affairs Manager, Alupro

Ali Clow, Communications manager, McDonalds

Glen Christie, Head of Public Affairs, Britvic

James Mackenzie, Political Lead on 'Have You Got the Bottle', Association for the Rural Protection of Scotland

17:05	Election of officers Kim Leadbeater MP, Chair
	The following officers were re-elected: <ul style="list-style-type: none">• Kim Leadbeater MP – Chair• Sharon Hodgson MP (Vice Chair)• Mark Pawsey MP (Vice Chair)• Mark Logan MP (Vice Chair)• Simon Fell MP (Vice Chair)• Baroness Pinnock (Vice Chair)
17.07	Tidy Britain APPG - overview of the year ahead Kim Leadbeater MP, Chair
	<ul style="list-style-type: none">• Ms Leadbeater MP welcomed everyone to the meeting.• She noted the timely nature of the APPG following the Westminster Hall debate on 'litter action groups' and praised the success of this year's Great British Spring Clean (GBSC).

	<ul style="list-style-type: none"> • Ms Leadbeater MP thanked APPG members for her election as Chair in December’s meeting, adding that she was looking forward to the future of the group and raising its profile in her new role. • She noted that littering and fly-tipping were primary concerns for her colleagues and that litter and waste is an important policy area that covers wide-ranging impacts. • Ms Leadbeater MP introduced the topic of DRS and the speakers for the session: Ms Allison Ogden-Newton OBE, CEO of Keep Britain Tidy; Mr Philip Dunne MP, Chair of Environment Audit Committee; David Gell Policy Lead for Deposit Return Schemes, Defra and Aaron Patel, Head of Public Affairs, Coca-Cola GB&I. • Ms Leadbeater MP confirmed that Mr Tommi Vihaveinen, Director of Communication and Production Services at PALPA (Finnish DRS Scheme Administrator), was unable to provide a recording for the APPG meeting but would be happy to share his information with colleagues.
<p>17.14</p>	<p>Tidy Britain APPG in 2022/2023 Allison Ogden-Newton, CEO, Keep Britain Tidy</p>
	<ul style="list-style-type: none"> • Ms Ogden-Newton gave an overview of the work at Keep Britain Tidy in relation to the Tidy Britain APPG and noted how DRS is relevant to the local elections as issues surrounding litter and waste will resonate on doorsteps. • She reflected on the topic of single-use BBQs discussed at the previous meeting and that as we move into the summer months, this issue will undoubtedly resurface following the devastating effects of last year’s wildfires. • Ms Ogden-Newton noted the issue of littered glass as a known cause of spontaneous wildfires, adding the importance of including glass in DRS as per Keep Britain Tidy’s campaign, #PainInTheGlass. • She praised the success of this year’s GBSC, highlighting that individual action does make a difference, and that Keep Britain Tidy has successfully transformed litter picking into a growing national movement.

	<ul style="list-style-type: none"> • She noted that the scale of the littering problem in the UK is overwhelming at present, and that there is an urgent need to address these issues at a government level through a comprehensive DRS that is consistent across national borders.
17:18	<p>Update on Progress of DRS</p> <p>David Gell, Policy Lead for Deposit Return Schemes, Defra</p>
	<ul style="list-style-type: none"> • Mr Gell updated members on the progress of a DRS in the UK following the consultation phase which was concluded last year. • He advised that the scheme will go live on 1st October 2025, and that Defra are promoting a collection target of 90% after the first three years across England, Wales and Northern Ireland. • Mr Gell clarified that Defra’s proposals are based on a ‘return to retail’ model, which are standard in international deposit return schemes. • He outlined the next steps in the lead up to the launch of the scheme, including the appointment of a Deposit Management Organisation (DMO): a private body of professionals related to the drinks industry who will take responsibility for the delivery of the scheme including retailer handing fees, collection targets, data and reporting, defining revenue streams, functionality, minimising fraud and ensuring applicants to the scheme will meet regulations. • The following three phases will take place in the lead up to the launch of the scheme in October 2025: <p>Phase 1: Legal framework to be established for the scheme (Defra are currently in the process of drafting these legislations). This will be a government led activity and will also include the appointment of the DMO in Spring/Summer 2024 (once legislation has been established). This phase will also include a ‘soft launch’ to start engaging with industry more formally.</p> <p>Phase 2: This will allow the newly appointed DMO to scale itself up and establish contractual partners.</p> <p>Phase 3: Infrastructure is installed before going live.</p>

	<ul style="list-style-type: none"> • Mr Gell noted that the early engagement of the DMO will be key to meeting the launch date target of 1st October 2025 and reiterated the need for closer engagement with the Government and industry.
17:24	<p>World Without Waste</p> <p>Aaron Patel, Head of Public Affairs, The Coca-Cola Company</p>
	<ul style="list-style-type: none"> • Mr Patel outlined the importance of a DRS in the UK, adding that Coca-Cola already operates the scheme widely across the globe. • He reported Coca-Cola’s 90% collection rate of packaging in countries with DRS and noted the stagnating rates of collection in the UK, hence the urgent need for a DRS. • Mr Patel noted that Coca-Cola is in a powerful position to drive the scheme forward and that the way consumers interact with brands means that scrutiny is increasing, as consumers will choose to shun brands that are not in alignment with their values. • He added that DRS is therefore in the long-term interests of producers as we collectively seek to tackle our overwhelming littering and waste problem as a nation. • He reported that a bottle made from recycled material has far lower carbon content than one made from virgin materials and that at present, a large amount of recycled content comes from overseas. • He emphasised the need for support from NGOs, policymakers and the Government in delivering an effective all-in scheme. • He noted that the drinks industry operates as one market throughout the UK, and that there is a need for consistent regulations across national borders. He warned of the risks to consumers having reduced choice and of the increased cost to businesses, including the damaging effects on the environment.
17:30	<p>The Policy Landscape of DRS</p> <p>Philip Dunne MP, Chair of Environment Audit Committee</p>

	<ul style="list-style-type: none"> • Mr Dunne MP outlined the extent of the enquiries made by the Environment Audit Committee (EAC) into DRS with colleagues, Government Ministers and NGOs. • The EAC concluded that the Government is under an obligation to deliver the scheme promptly and effectively and noted that the October 2025 deadline is a long way away. • He noted that there doesn't seem to be a strong argument to not include glass in DRS and that the issue of including glass in kerbside collections is that it contaminates other recyclable materials. • He added that there is a missed opportunity in not including cartons in an all-in DRS, and that Serbia has evidenced this working well. • He noted that having differential schemes in the UK will lead to increased cost to businesses which will in turn burden Scottish consumers and increase fraud risk, adding that it is better to avoid a route through conflict rather than consensus. • He noted that the Government needs to make a decision on how to roll out the scheme in smaller communities, as this could present challenges for local retailers. • Dr Philippa Whitford raised the point that the inclusion of glass in DRS in Scotland should not delay the scheme further, and that there need not be a cross-border agreement at this stage. • She cited the 5p bag charge - which was first introduced in Wales - as an example, and that the UK Government could make the decision to include glass in DRS after the Scottish Government had already started to run the scheme. • She noted that Finland have successfully reported a 98% recollection of glass from a DRS, and that she would be keen to hear from Tommi Vihaveinen, who was unable to speak at today's meeting. <p>Parliamentary Members left to vote at 17:38</p>
17:40	<p>Combatting Litter, Waste and Climate Breakdown Through a DRS</p> <p>Allison Ogden-Newton OBE, CEO, Keep Britain Tidy</p>
	<ul style="list-style-type: none"> • Ms Ogden-Newton outlined Keep Britain Tidy's campaign for an all-in DRS for the last 10 years, based on the charity's robust data which indicates

that the scheme will help to solve the UK-wide litter problem, supported by funding from major drinks retailers.

- She highlighted that in the last general election, 97% of voters cast a ballot for DRS and that the Conservative Party stated that they would include plastic and glass within the scheme; a successful all-in DRS would be a major win for any government.
- In a recent YouGov survey, Keep Britain Tidy found that 30% of participants were aware of DRS and that once it was explained to them, and that support for the scheme rose to 66% overall followed by 69% for Conservative, 72% for Labour and 76% for Liberal Democrat voters. The results clearly illustrate that this is a policy the majority of the public care about.
- In addition to the obvious environmental benefits, a comprehensive DRS would remove the onus from the taxpayer in tackling our pervasive littering problem and would reduce the littering of drinks containers by at least 85%, according to Defra's more conservative predictions.
- Ms Ogden-Newton thanked Ms Leadbeater MP for her support of the GBSC this year and to the speakers Mr Gell, Mr Patel and Mr Dunne MP for their helpful illustrations of the benefits of an all-in DRS in the UK.
- She reminded members of Keep Britain Tidy's heritage as an organisation, founded by the Women's Institute (WI) in 1955. Back then, the real driver of litter was glass bottles, which prompted the WI to set up the organisation.
- She highlighted that 4.89 million glass bottles are either littered or incinerated every day, contributing to our already rising CO2 levels.
- She added that the British Government has failed to recognise the divisions between national schemes which will pose unnecessary and costly challenges to the drinks industry.
- In the same YouGov poll on DRS, 76% of participants responded that they would expect to find glass included in a DRS more than any other material.
- Ms Ogden-Newton outlined the obvious dangers posed by littered glass, including causing preventable wildfires and injuries to people, pets and

	<p>wildlife, as demonstrated by Keep Britain Tidy's #PainInTheGlass campaign.</p> <ul style="list-style-type: none"> Ms Ogden-Newton concluded that DRS is a low-hanging fruit for any government, and that it has the rich possibility of engaging people in environmental action whilst also boosting public morale by demonstrating that the UK Government is taking demonstrative steps in tackling our litter and waste problem.
<p>17:50</p>	<p>Questions</p> <p>Kim Leadbeater MP, Chair</p>
	<ul style="list-style-type: none"> Mr Mackenzie commented that DRS in Scotland is ready to go with infrastructure already in place. He asked that if the Internal Markets Act is not passed, would this not also deter businesses in England? Ms Leadbeater MP responded yes. Mr Dunne MP said that he was not able to comment as this has not been discussed by the EA, though he suspects that vending machine suppliers would be very cross. He suggested that it was unlikely to impact England as much as Scotland. Mr Patel supported Mr Mackenzie's comment, adding that DRS has become a political football which diminishes public support at large. As an industry, we need to get on the front foot earlier and learn lessons from Scotland. He reiterated the urgency to go live with the scheme across the UK. Mr Gell added that consideration has been given to understand how each scheme within the UK will work together. He confirmed that glass has been excluded from the UK Government scheme owing to cost and complexity, however it will be included within EPR and kerbside collections. Ms Tomms added that it was important to also consider the impacts on the hospitality sector. Budweiser research had found that reusable glass was 7% more environmentally friendly than a DRS. Mr Gell added that it had been a concern that including glass in DRS would be a burden for pubs, bars and restaurants, and that other international schemes have excluded glass.

	<ul style="list-style-type: none"> • Mr Patel clarified that unredeemed deposits are liable for VAT, which is used as lubricant to fund DRS. He added that this therefore becomes a threat to the scheme and disincentivises businesses from taking part. • Mr Gell clarified that HMC and HMRC had led on discussions surrounding VAT during the consultation phase and confirmed that you cannot buy the drink without purchasing the deposit once the scheme is live. • Ms Ogden-Newton commented that the treasury receives 100% of the landfill tax whilst the councils receive nothing, leading to a poorly resourced system. She added that it is important to read the room in terms of the support for the scheme and do everything to incentivise its success. • Mr Hyde added his concern that communications surrounding the scheme are not likely to be released until 6 weeks before the launch, which has the potential to result in mass panic and failure to support the scheme. We therefore need to be proactive and consistent in our communications approach.
<p>18:08</p>	<p>AOB and closing remarks</p> <p>Kim Leadbeater MP, Chair</p>
	<ul style="list-style-type: none"> • No AOB was declared. • Ms Leadbeater MP thanked everyone for their attendance and closed the meeting.