



PKC GROUP & THE CIRCULAR ECONOMY



PLAS KYNASTON CANAL GROUP

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Introduction

During the COVID 19 Lockdown in 2020 the PKC Group became aware of a new initiative by the Welsh Assembly Government (WAG) to move beyond recycling and on to a Circular Economy. This is a welcome logical step in the path towards sustainability for the Welsh Nation in accordance with the Future Generations Act (FGA) 2015.

The PKC Group fully supports the FGA 2015 and all related WPP, Welsh Planning Policy, but the big question is how to turn the legislation into reality, that will benefit both our people, our culture and our environment. A primary objective of the PKC Group is Local Economic Regeneration through Sustainable Tourism Development at the very centre of the Pontcysyllte World Heritage Site (WHS). Moving our community on to a Circular Economy as portrayed by the WAG will help achieve this as well as address the Climate Crisis & Emergency, another priority for the PKC Group.

Through our work formulating this report in response to the WAG call we have identified the three levels that are interlinked that can have a major positive impact:

Level One: (In progress)

The most basic level gives a shining example of a Circular Economy that can be vastly increased to help combat the Climate Emergency and address Worldwide Pollution. Our pub the Holly Bush Inn in Cefn Mawr is run on Circular Economy basis, as are all the pubs in Cefn and most pubs throughout the UK. We buy our beer in kegs and sell it in glasses which are reused with truly little waste. This then represents approximately 90% of our sales and is a Circular Economy.

The remaining 10% of our wet sales is in bottles and cans which we recycle. This added to the local litter pick around our pub on Oxford Street, Hill Street, Crane Street, Well Street, High Street, Mount Pleasant and Cefn Square means we end up recycling 110%. This is made up of all our waste product (100%) plus another 10% from elsewhere which is identified in this document. This means the streets around our pub are clean, litter free and not adding to problems in other areas.

Furthermore, this helps with the Climate Crisis & Emergency by reducing the amount of plastic (and other materials) entering our natural environment and our carbon footprint while providing a popular social facility, the Holly Bush Inn at the very centre of our community, Cefn Mawr and the Pontcysyllte WHS.

Level Two: (Being Progressed)

The Remediation and Redevelopment of the ex-Monsanto Chemical Works Site left in our community adjacent to the Clwydian Range & Dee Valley AONB and Pontcysyllte Aqueduct.

The intention here is to turn the vacant Brownfield site around into a major tourist attraction that will complement the WHS, provide local employment opportunity and help with the Climate Crisis & Emergency in practical ways.

This is an extensive programme of infrastructure works with an estimated CAPEX of around £30M. Currently for the first phase of works BPS, the financial backer of the PKC Group is looking to put up £5M, that will then enable the remaining program to follow.

This infrastructure investment will see the economy of Cefn Mawr turned around from post-industrial depression to that of Sustainable Tourism Development through becoming a Tourist

Destination and Transport Hub for the Pontcysyllte World Heritage Site, Dee Valley AONB and South Wrexham.

The name of this programme is “Back to the Future for the Cefn & Cefn Mawr”.

Level Three: (Being asked for in this document)

Level Three is a campaign by the PKC Group in the light of the Corona Virus Pandemic and COVID 19 Lockdown. During this period whilst our pub has been closed due to Government stipulation, we have completed work on the Circular Economy and COVID 19 Bounce Back in response to the WAG call on both.

From such we have learnt that major steps can be made that will help address both the Climate Crisis / Emergency and help build our business community in Wales on Circular Economy Principles. It is level three that this document is aimed at and requires National Legislation by the WAG and UK Governments to implement.

As local publicans it has become apparent to us during the lockdown that the licencing trade is out of control and quite definitely biased against local publicans. We have seen umpteen incidents of drunken and abusive behaviour (ABS Activity) up and down the country by both those legally old enough to purchase alcohol AND UNDERAGE YOUNG PEOPLE. We have seen evidence of this both in the press and locally, and some of the results of such are reported in this document. This needs to be changed and the licencing industry brought back under control.

For years, local publicans trade has been undermined by large retail chains and supermarkets, that are responsible for fuelling the above ABS behaviour, selling alcohol in unrestricted quantities, on a 24-hour basis, and even at roadside filling stations. This is complete lunacy and has resulted in the incidents we have seen and are still having to clean up daily. Furthermore, there is a significant environmental impact of this that needs to be addressed.

ENVIRONMENTAL DEGRADATION:

99.99% of all drink's products sold at supermarkets and large retail chains come in “*DISPOSABLE PACKAGING*”. The results of this can be clearly seen around our country where this packaging has been dropped all over the place. We have all seen the results of this. Furthermore, this packaging is also entering our water courses and polluting our canals, rivers, seas, coast lines and oceans. This so-called disposable packaging is having extremely far reaching consequences with disastrous results for many species around the world and needs to be brought under control and stopped wherever we can.

GLOBAL WARMING:

“*Disposable Packaging*” is also a major contributor to global warming. To continuously recycle aluminium cans and beer bottles is a very energy intensive exercise and therefore has a significant carbon footprint. Even if all beer bottles and cans did get recycled (as we know they do not) it is still an unsustainable practice because of the energy requirement to do so.

The concept is complete nonsense and should be curbed immediately. If anyone reading this should question such, please just consider how many hundreds of thousands of tons of material are currently sitting on supermarket shelves waiting to be recycled, if we are lucky!

Alternatively, to Environmental Degradation and Global Warming, you could always pop into our pub, the Holly Bush Inn, Cefn Square, Well Street, Cefn Mawr, Pontcysyllte WHS, L14 3AE for a pint or your local and help save the planet.

Executive Summary

We are calling on the Welsh Government to:

1. Remove the duty on keg beer and double it on bottled and canned beers. The price change will encourage people to drink at pubs from beer glasses which is a circular economy. This will save on both our environment and carbon footprint as a nation in accordance with the FGA 2015 and WPP.
2. Introduce a carbon tax on disposable packaging that reflects the cost of such on our environment.
3. Ban the sale of alcohol at roadside filling stations. Drink driving was outlawed many years ago for good reasons and as responsible publicans we are dismayed at the sight of service stations full of alcohol.
4. Make the main distribution centres more responsible for the litter that is emanating from their outlets. This can be done through bar coding and printing to identify where the litter is coming from. For instance, McDonalds drive through, printing of both the store detail and registration number of the vehicle. Beer sales can come with bar codes that can identify the batch and store outlet that the product was sold through. In short more responsibility needs to be placed on those responsible for the supply of litter that we see around us. The current system only penalises the users, not the supplier and is plainly not working.
5. Implement licencing laws that are fair for all as the current situation is anything but, as this document clearly shows. The supermarkets and retail chains need to be brought under control to curb the ABS activity we see across our country.

Yours Sincerely,

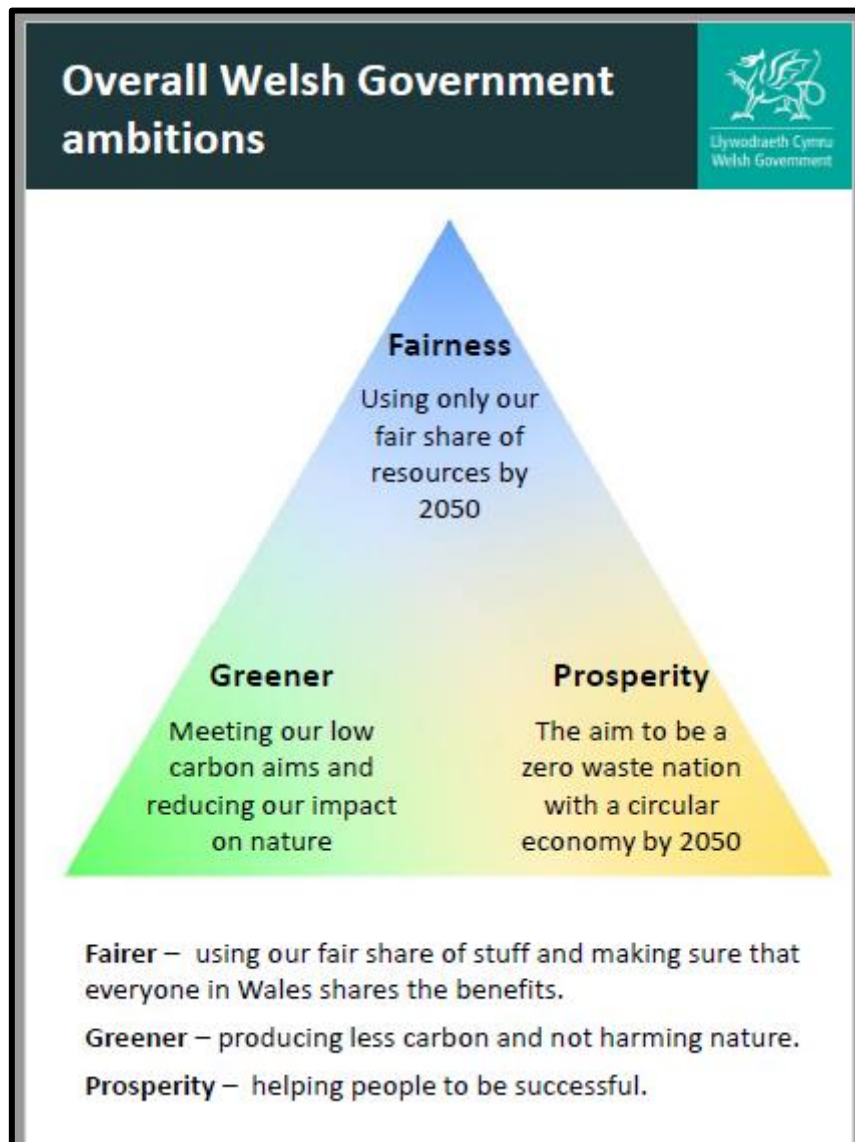
David Metcalfe.

On behalf of the PKC Group, The Cefn Publicans Cartel and the Community of the Cefn at the centre of the Pontcysyllte World Heritage Site, and our Children and Grandchildren.

A WELSH CIRCULAR ECONOMY

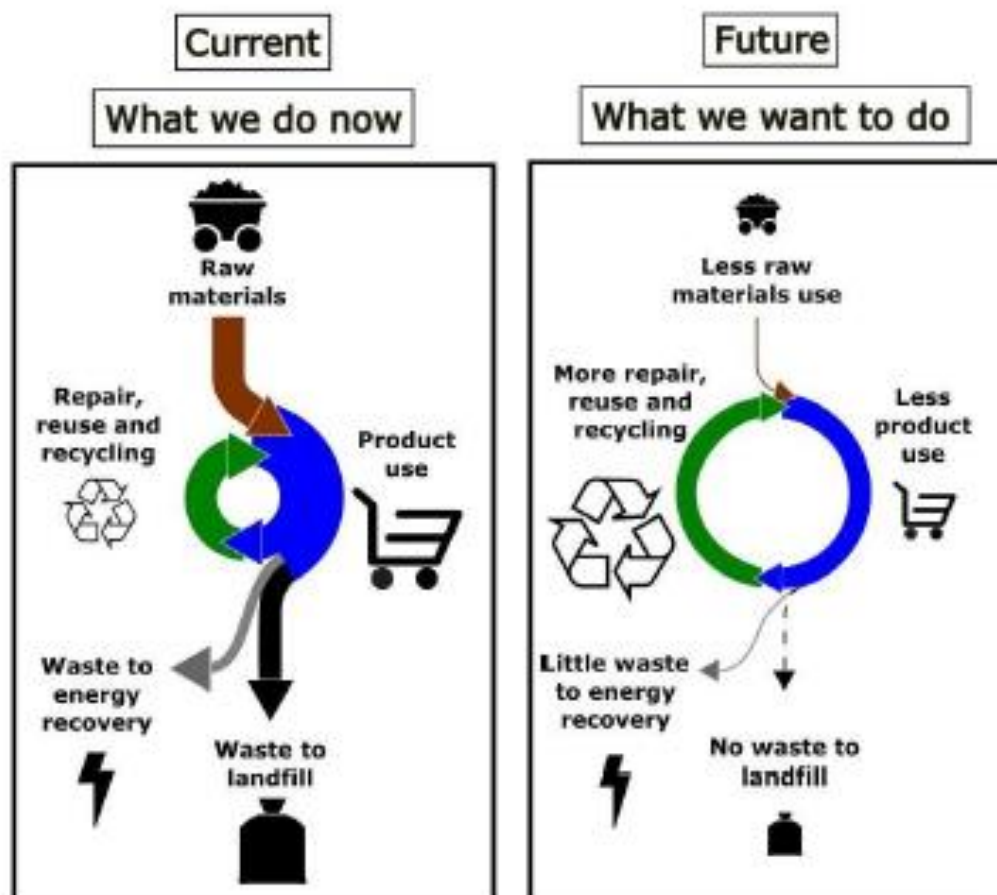
The Welsh Government has quite wisely produced the FGA 2015, Future Generations Act and this says we must leave the world in a better condition than when we inherit it, which is not a bad idea. The PKC Group fully complies with and supports the FGA 2015 as can be seen from our document: [The Cefn, Cefn Mawr & FGA 2015](#)

Following on from the FGA 2015 the WAG has promoted the concept of a Circular Economy which again the PKC Group fully support because its stated aims agree with our goals for improving both our environment and local economy.



These main points made in the Welsh Government Circular Economy information are addressed in this document in practical ways, that can improve our environment by reducing our carbon and plastic footprint whilst boosting our local economy. Here we show steps that can be taken to help meet these ambitions both locally and nationally.

Where we want to be



Our aim is to move to a circular economy in Wales. Where waste is avoided and the things we use are kept in use as long as possible.

This is an important part of the action needed on climate change.

Here we show how practical steps can be taken NOW (not next week or later) that meet the above requirements at little cost to the Government to reduce our footprint as a nation. This document is about a practical application of circular economy principles that can be implemented now, and when we say now, we mean immediately and post COVID 19. There is no need for extensive planning and major investment on infrastructure, just a change in mind set and legislation.

The [“Beyond Recycling Easy Read Guide”](#) shows how the Welsh Government want to move Wales to a more circular economy. This short Consultation Document Guide for 2019 – 2020 by the WAG was produced before the Outbreak of the Coronavirus Pandemic in 2020 and therefore does not refer to such. However the COVID 19 Lockdown of the country has served to highlight the main points we are raising here in this document and why the WAG needs to take action in agreement with this document to help reduce the negative impact our nation is having on the Climate Crisis and World as a whole. By doing so this will also help our local and national economies.

[Welsh Government Consultation Strategy Document On Beyond Recycling](#) has some very pertinent text which we will refer to here in this PKC Group Document.

“This is a strategy to make the circular economy in Wales a reality.” The PKC Group fully supports the WAG and seeks to help in all ways well beyond the scope of this document as can be seen from our “Back to the Future for the Cefn & Cefn Mawr” project at the very centre of the Pontcysyllte WHS.

Text Taken from WAG Strategy Consultation Document:

“This consultation supports an active dialogue in Wales on how we take the next steps on our journey in moving to a more circular economy. It is your chance to let us know your views on the action we need to take and how best we can work together to deliver it.”

*“This consultation is focussed on Wales’ journey to a more circular economy. Our aim is to become a country **where we avoid waste**, keep resources in use as long as possible and use our fair share of the earth’s resources,”*

*“This strategy is not just about meeting the challenges we face; we want to seize on the opportunities that come from a new approach to resource use. Economic opportunities are already being created through re-thinking the materials we use and keeping products in productive use for as long as possible. **Evidence has shown that this shift also has the potential to make savings of up to £2bn for the Welsh economy, creating ‘green’ jobs, increasing Wales’ resilience against rising costs and improving security in the supply of global material resources.”***

*“We will work with **Food and Drink Wales** to give practical support to businesses on reducing waste and seizing on the economic opportunities that can come from this.”*

*“Currently we are consuming materials at a far higher rate than is sustainable which causes negative environmental and social impacts. We will look at the long-term need for key materials in Wales, whilst also reducing the **carbon footprint (decarbonise) of supply chains**, and drive the use of **innovative materials that can be in use for as long possible**. This will bring opportunities for **Welsh businesses to compete in shorter and more resilient supply chains.**”*

*“The full environmental and social impacts of the materials present in products we consume are largely hidden from us, often because the raw materials in them are mined and processed in other parts of the world. **The amount of energy and associated greenhouse gas emissions used to extract, process and transport them also have the same problem.**”*

“Evidence shows that litter, including micro-plastics, is having a significant impact on the marine environment. We have been working with the other governments of the UK to take measures to address the issues caused by plastic pollution and marine litter including bringing forward bans on single use plastic items.”

"We will need to move away from those materials with the highest carbon footprint and ensure that prevention and re-use are considered first."

"We want to increase the use of recycled and remanufactured content, building on our £6.5m Circular Economy Fund which provides support to businesses to increase the recycled content in their products and work with public bodies to lead the way. With a particular focus on plastic, we want to see a Wales free from unnecessary, single use and problematic plastics whilst recognising some uses of plastic, such as in medical settings, will remain important. We want to prevent plastic from becoming litter or ending up in landfill by limiting its unnecessary use and supporting innovation in areas like bioplastics."

"We will commission analysis to better understand the market, supply chains and long-term need for key materials in Wales and how we can decarbonise these."

"We will create a pathway which will see Wales become the first country to send zero plastic to landfill with an ambitious strategy to prevent plastic from entering our natural environment, including game-changing reforms ranging from support for innovation through to the use of legislation."

"We will significantly reduce unnecessary single use plastic items on our way to phasing these out completely."

"We will reduce the export of our plastic waste and eliminate plastic litter from our natural environment."

"By using Government levers such as funding, legislation, taxation and procurement to maximum effect, we will align our actions to achieve maximum benefit. In doing so, we will both demonstrate our own commitment and support wider public sector action to support the move to a more circular economy. This recognises that continuing our progress towards becoming a zero-waste nation, reducing waste and keeping resources in use for as long as possible will require action across all parts of Government."

"Since the publication of the last strategy, Wales has gained the devolved responsibility for more areas and the Welsh Government is now able to draw from a wider set of levers to effect change. However, as the flow of materials is part of the wider global economy, there are limits to what we can do to effect change. Because of that, we have been actively working with other governments, particularly with those in the UK, to effect that change collectively."

"Our foundational economy approach is focussed on using our levers to harness local resources for the benefit of the local economy and re-using and recycling is an important element of this. The Better Jobs Closer to Home projects in paper recycling and remanufactured paint are key examples and we want to scale up successful projects."

"We will work to make sure that the public sector in Wales does not purchase products that adversely affect the human rights or the environment in other countries. We will also encourage Welsh businesses to adopt the same principle."

"We will work with the other governments of the UK in developing legislation for a Deposit Return Scheme (DRS) for drinks containers."

"We will introduce bans and restrict the sale of commonly littered single use plastic items."

"We will work across Government on proposals for a tax or charge on disposable plastic cups and food containers in Wales."

"We will consider banning single use disposable cups from stadia in Wales."

"We recognise that we all play important roles, and that the Government cannot act alone. That is why we wish to harness the energy of businesses who are already making great strides to reduce waste, and the many community initiatives across Wales from plastic free communities to food surplus redistribution organisations. Together we can make a huge collective difference."

"Our communities and businesses in Wales are already making a difference – and they are leading from the front on effecting local environmental change and sustainable enterprises. Initiatives such as plastic free and zero waste communities are inspiring everyone from young people to local businesses to take action to reduce waste. Wales has a proud track record of community-led initiatives in this area and we have supported initiatives such as FareShare Cymru, who since 2011 have provided almost eight million meals to vulnerable people through the redistribution of surplus food. The Landfill Disposals Tax Communities Scheme has funded 44 environmental projects, often focussed on re-use and recycling initiatives. We have also seen the widespread roll-out of almost 1,700 refill water points to date across Wales as part of the Refill Nation initiative."

"In doing so we will aim to bring communities together to develop initiatives relevant to their area and particular needs, in particular those which reduce waste and promote re-use and repair."

"We want our businesses and enterprises to be at the vanguard of change and support them to save and make money, while becoming more resilient by using local and regional supply chains."

"Create the conditions for business to seize the opportunities:"

"We will support all businesses in Wales to reduce their carbon footprint and become more resource efficient. This will enable our businesses to save and make money as well as being more resilient and able to compete in new and emerging markets whilst also achieving positive environmental outcomes."

"We will support manufacturers, particularly the food and drink industry, to plan ahead for the forthcoming game-changing reforms to packaging."

"Investing in infrastructure"

"To ensure that we have the physical infrastructure in place to support people to act, we will continue to invest in infrastructure so that we are ready for the transition to a zero-waste, resource efficient, low carbon nation. This means continuing to fund the infrastructure necessary to reduce, re-use and recycle materials and to accelerate Wales' progress."

"We will also need to ensure that the infrastructure we have is decarbonised and that future investment supports the infrastructure we need in a more circular economy."

PKC Group Response:

So how can we as small communities throughout Wales help address all these points in the strategy for the Welsh Government to move our nation towards a more Circular Economy? The answer from our point of view is quite simple, come and join us for a beer in our pub, the Holly Bush Inn in Cefn Mawr or support your local as all our local pubs are a genuine circular economy already in existence.

Ministerial Foreword & Circular Economy Consultation

Since devolution, Wales has become a global leader in recycling. Every household has played its part, showing how small steps can lead to fundamental change. It's now a part of who we are, embedded in the culture of 21st century Wales. Recycling is what we do.

This achievement has taken a clear, long term vision, strong partnership working, significant investment and clear milestones along the way. Although the last strategy that put these in place has aged well, in the ten years since, much has changed.

How we manage our waste and the resources we use has become even more crucial; the need to tackle climate change has become the single greatest challenge of our time; awareness of the impact of what we buy and the waste we generate is growing; economic opportunities for more environmentally-friendly solutions are rapidly expanding.

Making Wales a greener, more equal, and more prosperous country is what as a Government we are working to deliver. Within this strategy, the objectives of zero waste, zero net carbon and living within the planet's resources come together. As a nation we value our environment and are mindful of our impact on the wider world. We have a duty to future generations that we must discharge.

We are also focussed on realising the economic potential that building on our progress in recycling can bring. Innovation across Wales is already seeing companies using more recycled material, increasing efficiency, shortening supply chains and operating in new markets. Moving to a more circular economy – one which keeps resources in use for as long as possible and avoiding waste – unlocks the potential for Wales to compete in new markets and derive greater economic benefit. The disruption brought by Brexit has also highlighted the need for greater resilience in our economy and it is a keyway in which we can provide it.

In declaring a climate emergency, as a Government we are committed to making a circular economy a reality. The consultation sets out how we will work across and align our areas of responsibility and influence others to bring about change. This strategy is about more than delivering on the Programme for Government commitment, it is also about implementing our Low Carbon Delivery Plan and our Economic Action Plan.

Wales led the way in the first industrial revolution. We can do the same in the next. Earlier this year, for example, Merthyr Tydfil was ranked as number one in the UK for having delivered the greatest reduction in its carbon footprint through recycling.

Over the last 20 years we have come together to make recycling the norm. Over the next decade we need to go beyond recycling to make a circular economy a reality.

Mark Drakeford AM

First Minister of Wales



Holly Bush Inn, Cefn Square, Cefn Mawr, Pontcysyllte World Heritage Site, Wrexham, LL14 3AE, Tel 01978 253 447

Our local pubs are shining examples of a circular economy and it will be exceedingly hard to come up with a better alternative. Beer is sold in beer glasses as required and the beer glasses are recycled at minimal environmental cost in the glass washer. The beer itself is drawn from beer barrels that are refilled by the local brewery minimising the travel distance and reusing the beer barrel. There is little waste and environmental impact in this retail chain whilst our local pubs provide a social meeting point and help build our local communities both socially and economically. They are a shining example of circular economy in the truest sense.

Unfortunately, though, our local pubs have had to compete on an increasingly uneven playing field during the last 30 years, which actively sponsors waste and CO2 production. As a result of this we have seen a significant number of closures of local pubs throughout the UK as most people are aware of.

Furthermore, the competition to our local pubs by the large retail chains could not be further from a circular economy than it is. It is causing further and totally unnecessary aggravation of Climate Change. This document shows how this is happening and why there is need for a change (now) in national legislation to reduce high and unnecessary carbon footprint of the Beer and associated drinks industry.

By following the Welsh Governments proposed Strategy for a Circular Economy as highlighted here this can be implemented at minimal cost to the WAG and our nation. Fortunately, we still retain a sufficient number of local pubs and breweries to make a major CO2 and plastics reduction by working towards a more circular economy and moving away from one use drink containers.

By doing so, this will help foster the local economy as opposed to the large retail chains and supermarkets where profits go elsewhere. The episode of [Tesco handing out £900,000,000 after a tax break](#) during the COVID 19 Crisis is a glaring example of such.

We as local publicans closed under the COVID lockdown have watched increased sales of alcohol by the supermarkets and wonder if there are any Tesco Share Holders in the Cefn? The Coronavirus Pandemic and COVID 19 Lockdown brought the current unbalanced market against local pubs clearly into focus as the retail chains made millions while we (publicans) were expected to live on universal credit if we were lucky. This cannot exactly be called fairness can it?

Smashing the Recycling Myth

The idea that we can continue to recycle beer cans and beer bottles endlessly is absolute nonsense. Just ask yourself this question, would you smash your glass ware every time you had a drink?

The answer is obviously no, however with the drinks industry this is exactly what is being promoted by the large retail chains and supermarkets as it allows them to sell product in large volumes. More disturbingly we have become so accustomed to this practice since beer was first canned in 1959 that we now accept it as normal. But this begs question in a world where we need to make improvement and serious reductions in pollution and CO2 levels.

According to the British Beer & Pub Association the volume of beer, the third most popular drink in the world after tea and coffee, consumed in the UK during the lockdown has reduced by 7.2%. Therefore, increased sales of beer through the large retail chains and supermarkets have taken the strain as all pubs were closed. The sale of alcohol through these retail chains comes in one use containers, i.e. beer bottles or cans, or Wine and accounts for over 80% of beer sales in 2020.

Unfortunately, one-use drinks containers that beer and other drinks come in is not sustainable practice. Recycling glass and aluminium which is what bottles and drinks cans are made of, is a very energy intensive process.

- Glass has to be heated to 1000 degrees Celsius to melt and be recycled.
- Aluminium has to be heated to 730 degrees Celsius to melt and be recycled.
- The recycling of these materials is energy intensive.

Therefore, this is not something we want to be continually doing every time we have a drink!

This has nothing to do with a circular economy or sustainability. Heating these materials up to recycle them from waste back to another one-use drinks container or something else has a large carbon footprint, as opposed to washing a glass in the glass washer with little or no harmful effect.

We cannot afford this continual waste and energy intensive recycling of materials adding further CO2 to the atmosphere in a world which has moved on from a climate crisis to a climate emergency.

Furthermore, CO2 is one of the greenhouse gasses leading to climate warming and change, but just consider the other main waste product, HEAT from the furnaces required for re-melting the glass. As we know from the laws of thermodynamics, energy is continuous and the heat from these furnaces will simply add to the heat in the atmosphere further adding to our problem.

Therefore we ask that the Welsh Government uses its powers to redress this imbalance and work with us to set local pubs on a level playing field so that we can provide a circular economy for the drinks industry that has minimal waste and very little CO2 production as it should be. Simply drinking beer in your local out of beer glasses will help with the Climate Emergency.

The Recycling Truth

However, recycling does have a place and it is far better to recycle than extract even more minerals and materials through mining, drilling and other exploitation processes. In most cases recycling is more energy efficient than processing raw minerals from extraction. The recycling of glass and aluminium are prime examples of this.

Because waste streams (recycling) are rich in the required material, this requires far less energy than processing raw ore where many thousands of tons more has to be refined to produce the same quantity of required material. This will depend on the ore richness i.e. the richer the ore, the less raw material required for the same tonnage of required material.

Recycling does help but is the second choice.

Not having to recycle in the first place should be the first choice. If we are going to go beyond recycling and on to a circular economy, processes that are efficient in the first place that produce no waste or very minimal must be given priority.

1. Processes and Services that do not produce waste are in the first order and should be the first choice.
2. Processes and Services that produce waste and therefore require recycling are a second choice.
3. Processes and Services that require mineral extraction will then most likely produce material for recycling in the second order as they are adding to the accumulated growth of materials to be managed if we live in a truly circular economy. These are third choice.

The Circular Economy as being promoted by the Welsh Government talks of a mindset change and the above order is how we will have to prioritise our planning. FIRST ORDER SERVICE, our local pubs can make a significant reduction to the carbon footprint and waste plastic volume of Wales as a nation.

Another advantage of recycling is that it reduces the requirement to bury our waste in land fill sites. Wales and the UK has virtually run out of land fill site capacity. You will hear of talk of methane and CO₂ (greenhouse gasses) released from land fill sites however these gasses are produced from biodegradable material decomposing. Drinks containers on the other hand do not decompose, but corrode over time, and over a million years for glass.

Where drinks containers contribute to greenhouse gasses is in recycling. With plastics it is in the production of the material and then in the disposal of it, either through recycling or incineration both of which produce CO₂ and other toxic substances. Furthermore if you review the suggested video's with this document you will see scientists and others make rash statements about the energy efficiency of recycling, but this is only in reference to the initial extraction and refinement of materials (aluminium and glass) where an energy can be made.

If you continually recycle the material as is going on today, the energy cost of recycling the material will eventually be far higher than the initial extraction and refinement energy used in producing it in the first place. Furthermore, the energy cost of the continued recycling process adds to the carbon footprint of our nation and works against us in our efforts to combat climate change.

Recycling Gone Wrong

Recycling has gone wrong; our waste has been exported as the Welsh Government Consultation Document for a Circular Economy says and must be stopped. We as a nation must take responsibility for our own waste, and deal with it ourselves within Wales, and not ship it around the world as has been going on for far too long. The below video, Dirty Business made by Sky News highlights this problem for what they report as plastic waste. However, most of the waste are mixed waste bails consisting of plastic, cardboard and metal. Please note the metal content usually consists of drinks containers (and used beer cans) shipped around the world. How much more CO2?



The transport costs of moving all this waste for land fill abroad just serves to increase the negative CO2 impact. We (PKC Group) call this International Fly Tipping, not recycling.



This shot from the Sky News Video clearly shows some of the metal waste mixed up in the mixed waste bails. A crushed Carlsberg Beer Can.

We wonder which supermarket sold this one and how much it has cost financially and environmentally to ship it to Poland?

Recycling Glass

Beer bottles are made from glass so let's have a look at the cost of these to ourselves and the environment.



Molten glass being recycled at 1000 degrees Celsius; this is an energy intensive process and requires far more energy than simply washing beer glasses.

The PKC Group do not know how many hundreds of thousands of tons of glass are recycled in the UK every year or how much of that is recycled in Wales and would like any one that has information on this to please advise us. We are asking Glyndwr University if they would like to investigate this. Furthermore, we do not know the proportion of glass that is used for the drinks industry other than it is a significant amount and therefore there will be a large CO2 and HEAT footprint for this.

However, we can see the scale of the problems from the following sources:



The Smashing Story of Recycling Glass was made 10 years ago in Devonshire to promote the recycling of glass, and as it quite rightly says at the start of the video glass can be recycled endlessly. However, the energy required to do so and the carbon footprint of such coupled with the waste heat produced from doing so is not. So, glass cannot be endlessly recycled as portrayed in this video.

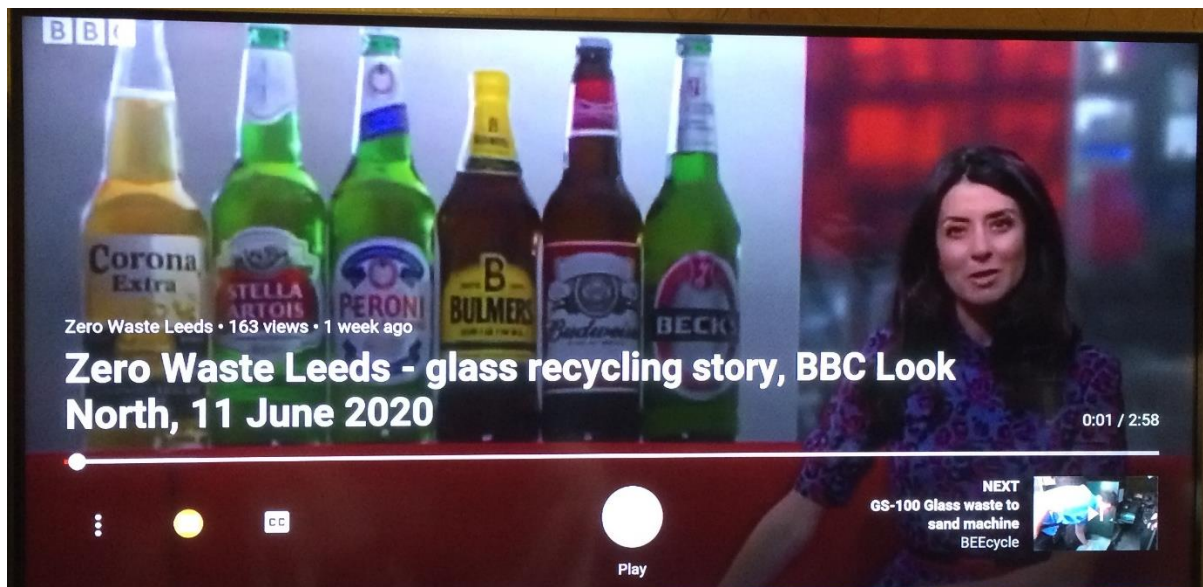
This video was produced 10 year ago (2010) when Climate Change was an issue and the general INTERNATIONAL ADVICE was that we should reduce CO2 output to keep our atmospheric CO2 level to below 400ppm as there would be serious implications otherwise.

This advice was not followed, and we have now exceeded the limit of 400ppm in just 10 years, although not all down to glass recycling but the recycling of glass does play a part in CO2 emission.

The important point here in this video is the quantity of glass for Devon, not one of our most populated counties in the UK but accounts for 22,000 tons of glass, ten years ago.

What will be that figure for today? If someone would like to count the beer bottles in the above picture this would be appreciated.

As for today during the Coronavirus Crisis the problem is highlighted by the BBC in Leeds:



The most pertinent point in this story is the increase in glass recycled in 2020 while our pubs are closed, **glass recycling for Leeds is UP 60%**. We do not know the overall tonnage but surmise that Leeds and South Yorkshire will be significantly more than Devon ten years ago.

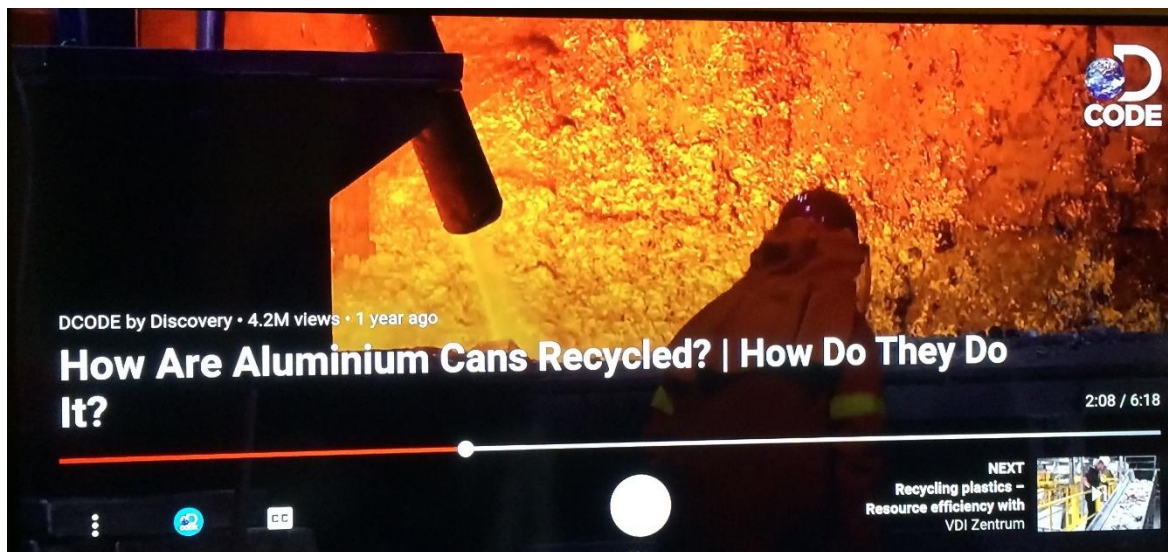
Interesting enough this coincides with the news report by the British Beer and Pub Association dated the 11th June 2020. In the report they point out that beer sales are at the lowest levels in 20 years and are 7.2% down on 2019. Therefore, given that all the pubs have been closed during the COVID 19 Lockdown, the supermarkets and large retail chains are accounting for around 90% of sales of beer in bottles and cans.

<https://beerandpub.com/2020/06/11/uk-beer-sales-at-lowest-level-for-20-years-as-sector-urges-government-to-get-britain-brewing-again/>

Recycling Aluminium

The recycling of aluminium is another energy intensive process and although requires less energy than mining and refinement of bauxite in the first place to produce aluminium, it is still an energy intensive process that produces large amounts of CO₂ and heat. This is an especially important point to be aware of when watching the recycling videos where the scientists are very vocal about energy savings.

While it is true it is far better to recycle than mine and produce new materials (and more energy efficient), both are totally unnecessary in our case here where we can trade in energy hungry industrial processes for simply drinking beer at your local out of beer glasses.



In this video the Novelis Plant in Warrington is shown and handles an immense amount of drinks and beer cans, and again since the process is an energy intensive process will come with a large carbon footprint (CO₂) and waste heat production aspect.

The important points from a global climate emergency point of view in this video are where the green house gas generators are:

1. Local transport collection from your waste bin by your local collection service.
2. Regional, National, or even International transport from your local collection service depot to the recycling centre such as the Novelis plant in Warrington. Please note from the video that this plant handles waste aluminium cans from all over the world.
3. Recycling of the drink's cans in the furnace melting them at a temperature of around 730 degrees Celsius (far higher temperatures than the beer glass washer in our pub).
4. Regional, National, or even International transport of the ingots (21 tons per ingot) to the industrial customer for reforming into other products.
5. Reforming the 21 ton ingots into useful products, another energy intensive process that requires the reheating of the aluminium to 520 degrees Celsius to make it formable which again is a very energy intensive process that will have a large carbon footprint and waste heat component.
6. Regional, National, or even International transport of the formed aluminium to the industrial retail production producer for large scale sales to the retail chains.

7. Regional, National, or even International transport of product such as Carlsberg Beer to the distribution centres for the Supermarkets and Retail Chains.
8. Regional / National transport from the distribution centres to the Supermarkets and Retail Chain outlets.
9. Local transport from the supermarkets and other retail chain outlets back to our homes.

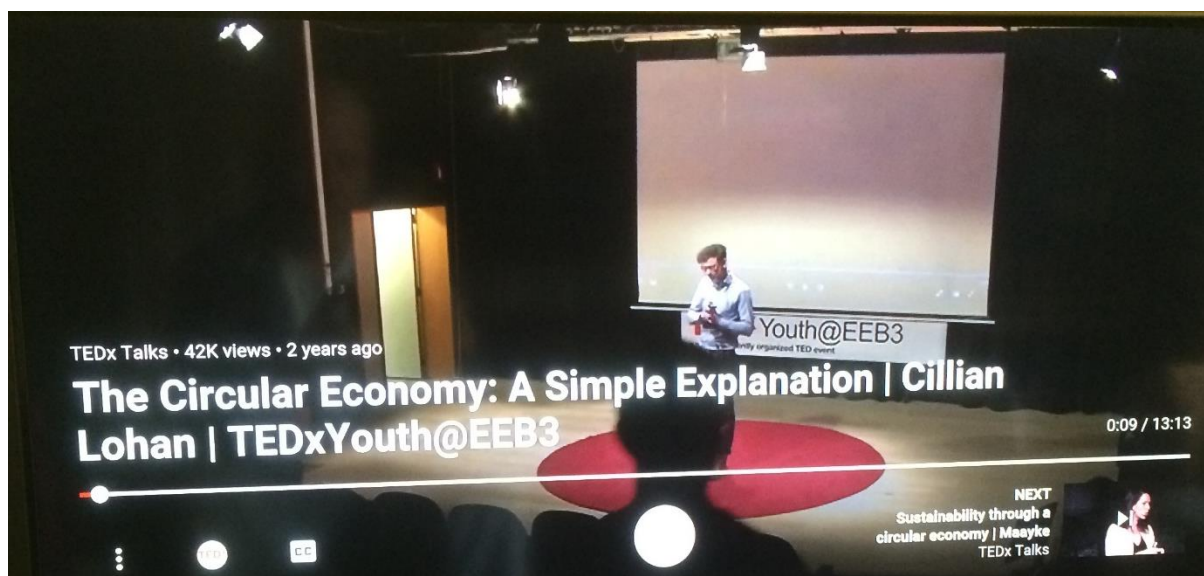
This cycle (for one use only can or bottle of beer) can not exactly be classified as energy efficient or environmentally friendly can it?

The story of the recycling of glass is similar as both cycles involve a significant transport component which has to be taken into account if we are going to be responsible about all this and make a difference to what is happening and reduce our CO2 output.

So if everyone would like a simple answer that will help, come and join us for a beer at the Holly Bush Inn in Cefn Mawr or our fellow pubs in the Cefn at the centre of the Pontcysyllte World Heritage Site instead of adding to the above cycle.

According to the video the Novelis Plant in Warrington handles over 6.5 million cans from all over the world. So, when we talk about saving CO2 emissions and making a positive change to help combat the climate crisis, we are not just talking about changing light bulbs.

Furthermore, we would like to add that we are not anti-industry and fully realise that some industrial process is necessary, and that recycling is far better than not. Our main point is to move beyond recycling as the Welsh Government has quite rightly prompted and look at ways, we, as local people and as a nation can reduce the amount of material we must recycle.



For a simple family-based explanation of why we should be moving towards a circular economy please try the above video by Cilian Lohan.

We as the PKC Group including the Cefn Publican Cartel, the Cefn Business Community and the community of the Cefn at the centre of the Pontcysyllte World Heritage Site numbering 10,000 people want a better future for our Children and Grandchildren and are working towards such and invite all to join in with us. We fully support the Welsh Government for a full and practical application of the FGA 2015 and WPP, Welsh Planning Policy.

The Supermarkets

Although our local pubs are centres of excellence when it comes to the concept of a circular economy the odds have been stacked against them for years and the Coronavirus Pandemic and subsequent COVID 19 Lockdown has served to highlight the disproportional situation that actually sponsors waste and totally unnecessary recycling adding to the climate crisis / emergency problem.

During the COVID 19 Lockdown while all pubs have been closed and we have been forced to try and survive the supermarkets and retail chains have literally made millions of pounds out of our closure further adding to the climate crisis and emergency.

Please note the following photographs have been taken without consent from the retail chains or supermarkets. We were asked to write for permission but have had no reply and unfortunately in one instance the police became involved.



The scale of the problem we faced became blatantly obvious at our local supermarket in Cefn Mawr as our pub was forced to close under the lockdown and the beer sales in Tesco outstripped Toilet Roll!

We wrote to Mark Drakeford (First Minister for Wales) about this on the 21st of May 2020 following his appeal through Ken Skate's Newsletter (Minister for Economy, Transport and North Wales) for suggestions on COVID 19 Bounce Back. Following on from this we then started to look around at all the supermarkets and local retail chains and this is what we found which is no doubt repeated nationally throughout both Wales and the UK.



The new Aldi supermarket at the Ruabon Roundabout clearly showing more bottles and cans for recycling and adding to the climate crisis.



Additional floor space given over to the sale of beer during the COVID 19 Lockdown.



Additional floor space for additional beer sales during the COVID 19 Lockdown at Lidl in Wrexham.



Additional floor space for additional beer sales during the COVID 19 Lockdown at Morrisons in Wrexham.



Additional cooler space for additional drinks sales during the COVID 19 Lockdown at Morrisons in Wrexham.



The regular shelves in Morrisons of beverage in bottles and cans ready for recycling along with additional pallets of beer to compensate for the closure of all pubs during the COVID 19 Lockdown. We are not sure how many tons of glass and aluminium are on display here in just one supermarket, but can you work it out? If so, please let us know. Also, if anyone can work out how much energy this will take to recycle just what you can see in one supermarket alone, please write in and tell us as we would like to know.



Asda beer sales in Wrexham are up to!



And yet more tons of glass and aluminium for recycling!



Isles and isles of readymade unnecessary waste product packing in Asda.



Asda additional floor space given over to emergency beer sales during the COVID 19 lockdown.



Asda is preparing for the end of Lockdown and COVID 19 Bounce Back by producing reusable shopping bags specifically designed to encourage people to continue buying beverages from them in preference to elsewhere, such as in our local pubs.

Our suggestion is the complete opposite, and if we can reduce the sale of unnecessary bottles and cans from supermarkets that are adding to the climate crisis, every little helps, as Asda would say.



And let's not forget good old Janet as well busy purveying rows and rows of waste for recycling.



Again, additional floor space for emergency beer sales. We as a group are not sure about the actual additional floor space percentage given over to beer sales during the lock down while we in the Holly Bush Inn and all other pubs have been forced to close but would like to know. If supermarkets would like to let us know this would be most interesting and a big improvement on the reception, we have had so far which in some instances has been hostile even though we are the ones doing without?

The Retail Chains



The main retail chains we are concerned with are the roadside filling stations selling alcohol 24 hours a day. We as publicans thought Drink Driving was outlawed a number of years ago but this seems to have been forgotten and service stations have been licenced up and down the country.



These 24-hour service stations on main roads are licenced to sell alcohol 24 hours a day. This encourages people to the service stations (more CO₂) to buy their alcohol as opposed to walking to their local pub (far less CO₂).



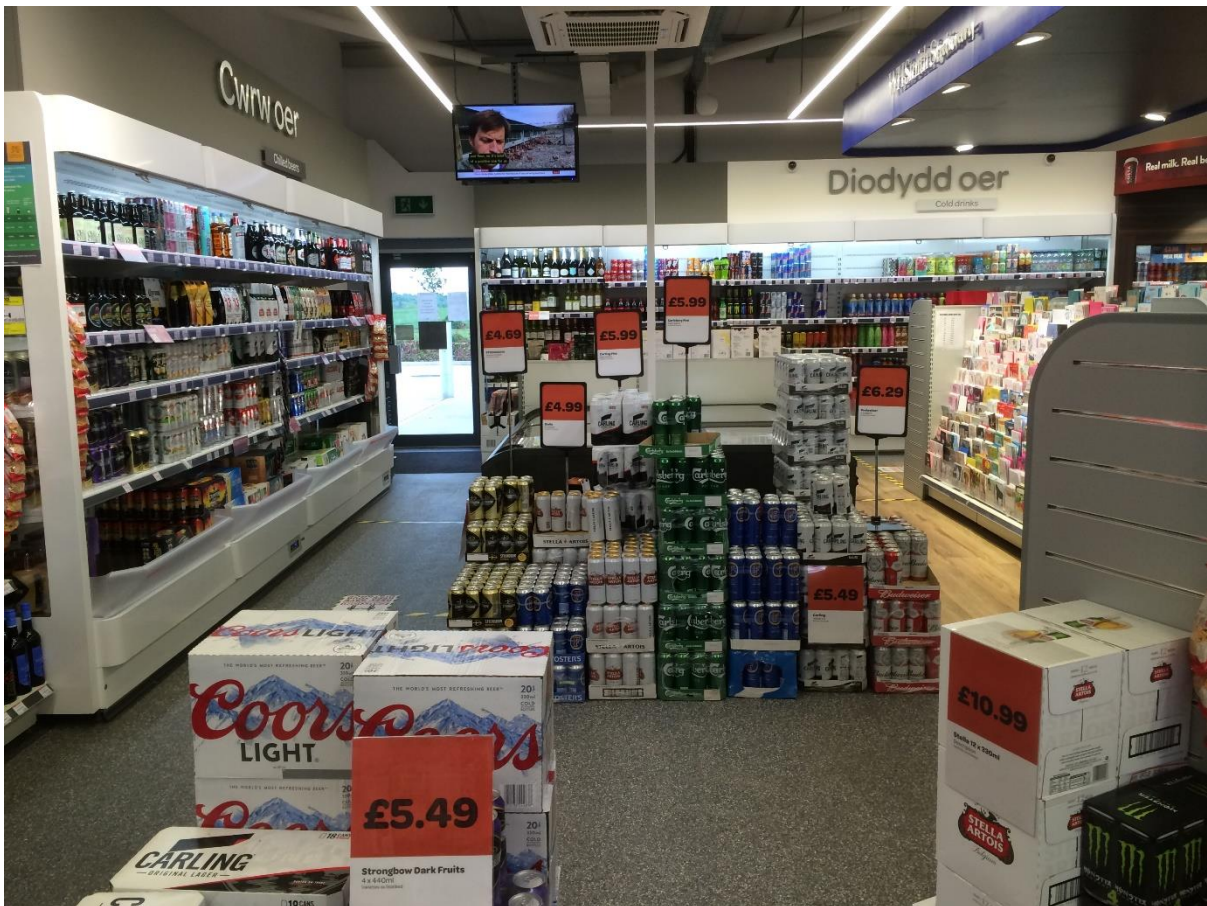
We ask what local authority would grant a 24-hour licence to a pub?



Yet again this is a prime example of unfairness and irresponsibility (in our opinion) against all publicans and the pub industry which is essentially an ideal example of a circular economy. So, if things are going to be made fairer, greener and help the local economy something needs to be done about this.



This new service station at Ruabon in North Wales is clearly geared up for Drink Driving 24hours a day.



The main product occupying more than 50% of the available floor space of the Ruabon Roundabout filling station during COVID 19 Lockdown is alcohol. This is madness and needs to be stopped.



This is a primary route for underage and binge drinking.

Since first noticing the BP/M&S service station at the Gledrid roundabout, about 9 months ago (2019) was selling alcohol 24 hours a day, much to our shock as shown on previous page, and reason for the photographs as shown, we have now noticed the considerable increase in product available as of the 7th of July 2020.





All this booze at the Gledrid Filling Station in one use drinks containers destined to add to the global warming crisis. And if it is not in glass or aluminum it will be wrapped in some form of plastic. It is the mass retail chains that need this type of consumer packaging to make the presentation of the goods acceptable and appealing. However, what is not acceptable is the horrendous amounts of garbage and environmental degradation that these large retail supply chains are causing.

Litter During COVID 19 Lockdown



This picture clearly shows our pub sign and beer garden maintained in a pristine condition and one example of a used beer container not sold at our premises (closed under lockdown) which has to be regularly collected from our beer garden to maintain the standards of our pub.



During the COVID 19 Lockdown and closure of all pubs we completed further [restoration work on our pub, the Holly Bush Inn](#), the oldest pub in Cefn Mawr. My personal walk to work across the Dee Valley involves walking over the Pontcysyllte Aqueduct and this photograph is just another example of a used beer bottle a mere couple of hundred meters from the aqueduct, the “Jewel in the Crown” of the 11 mile corridor of the World Heritage Site. During the lock down I have collected a lot of these walking to work and back daily, where did they all come from, certainly not the pubs.

Erosion of Local Economies & Communities

Supermarkets and large multinational retail chains are renowned for decimating local economies and sending profits elsewhere which has nothing to do with a circular economy where the local community can compete on a level playing field. As most people know and can be seen in the greater number of our town centres up and down the UK, they have been decimated by the large retail parks outside town centres. The retail parks are served by good road access (specifically built in lots of cases) and parking unlike the town centres which have been closed off to traffic and parking restricted.

Furthermore, we have seen deliberate road works implemented to serve the large supermarkets and retail chains in preference to the local economy, people and traders. Cefn Mawr is a prime example of this conduct including the removal of public transport from our village centre.

In 2012 WCBC had £1M of NLHF (THI) Grant funding to give away but could not do so because of the new £20M Tesco Store being built next to the village centre. This new store would be served by a new road by-passing our traditional shopping centre. Since the THI funding, a mere £1 million had to be spent on shop fronts on Crane and Well Street, there was an understandable reluctance to join in with the second round of the THI scheme.

However there was one property in danger of becoming another roundabout for Tesco, the Holly Bush Inn which would be facing onto what would obviously become the new through fare once the new Tesco Store and bypass of Cefn Mawr village centre was completed. So the PKC Group stepped in and saved the [Holly Bush Inn](#) for the community of the Cefn.

Before the new Tesco Store was built the PKC Group tried to raise awareness of what effect the new store would have on our retail community, whoever this was disputed by both WCBC and CCC who promoted the benefits of what the new store would bring and were both looking forward to more rental and business rates income.

Since the opening of the store the retail sector of our community has been decimated and in common with many other areas in the UK we are now inundated with hairdressers, nail and beauty outfits and animal grooming services. Anything that competes with Tesco has been wiped out.

Furthermore following the opening and rerouting of the main bulk of traffic from our traditional village and shopping centre in 2013 to the new Tesco bypass, in 2014 public transport was also moved leaving our traditional shopping centre without any busses as they are now serving Tesco.

The combined rerouting of traffic from the B5096 to the bypass serving Tesco involves traveling along Hill and Queens Street which are minor unclassified roads in our community that are not suitable for the traffic volume now experienced. This is causing a major road safety issue that the PKC Group are working to get resolved. Please see [Hill & Queens Street Cefn Mawr 2020](#)


Furthermore, to prove our point about profits going elsewhere and especially so during the COVID 19 lockdown when all our member publicans are forced to close and the supermarkets are making millions of pounds out of our enforced closure under the lockdown:

Tesco pays [£900,000,000 to investors](#) after getting £585,000,000 COVID 19 tax relief.

We wonder if there are any Tesco Shareholders in the Cefn? Please note we are not being anti Tesco here who we genuinely try to work with, it is just the way it is for our community.

Global Warming, Climate Change, Crisis & Emergency

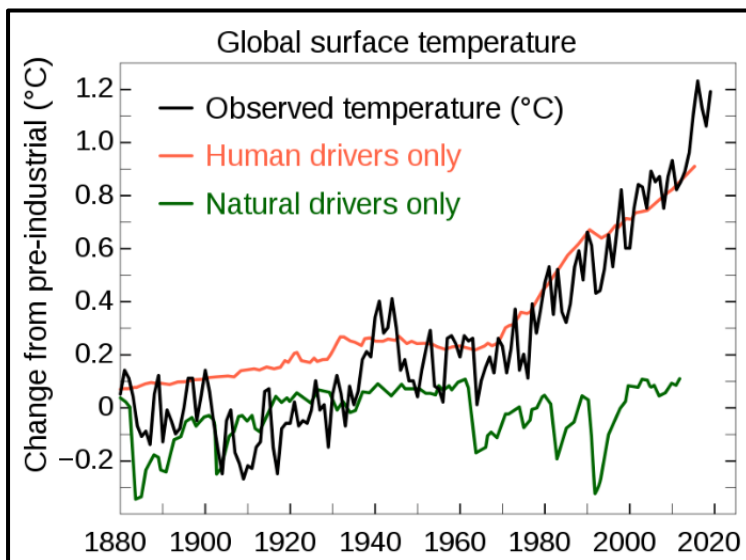




The Race is On - Climate Change Documentary 2020 HD

WVTCH HD • 17K views

Description below ↓ | If you like the content please; LIKE, SUBSCRIBE or leave COMMENTS and remarks regarding the

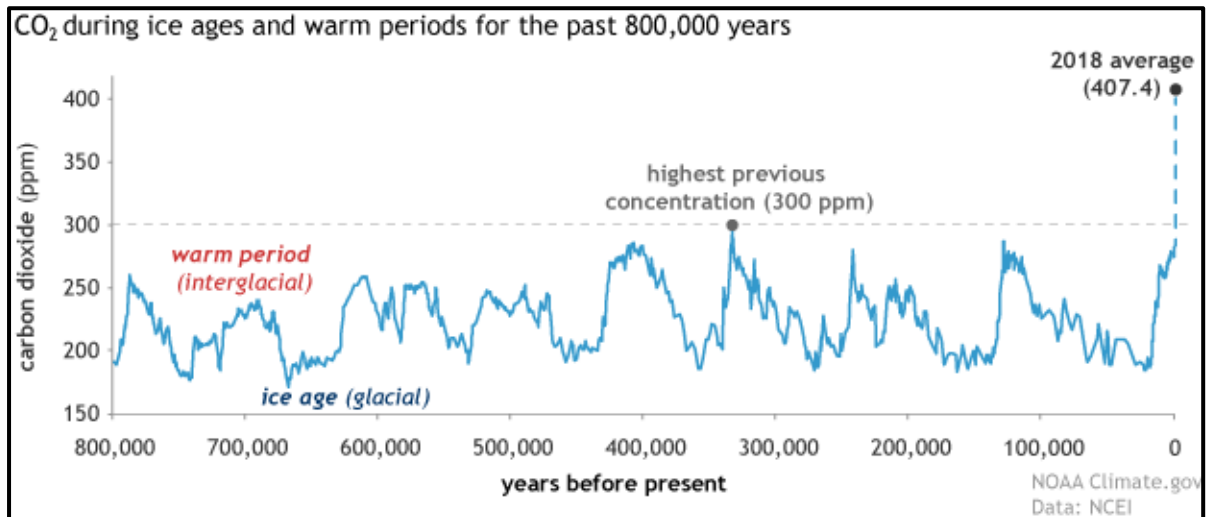


Global warming is the ongoing rise of the average temperature of the Earth's climate system and has been demonstrated by direct temperature measurements. It is a major aspect of climate change.

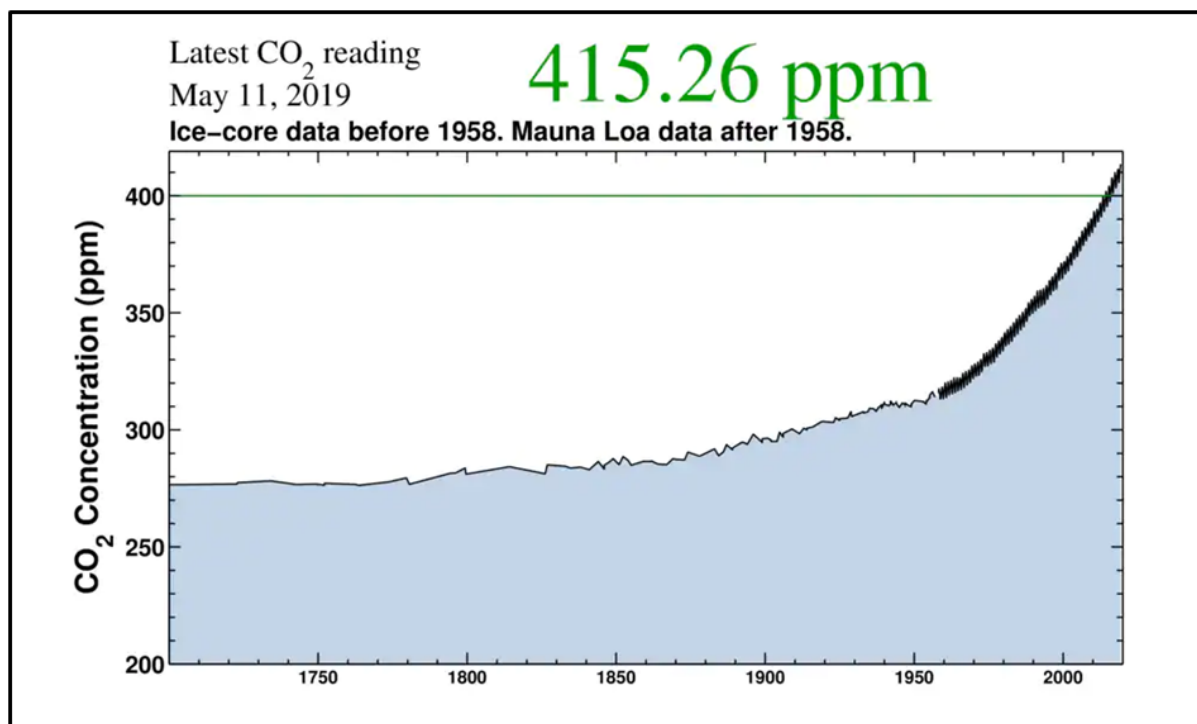
While there have been prehistoric periods of global warming, observed changes since the mid-20th century have been unprecedented in rate and scale.

Climate change explained - GOV.UK Climate change is happening and is due to human activity, this includes global warming and greater risk of flooding, droughts and heat waves.

<https://www.gov.uk/guidance/climate-change-explained>



The global average atmospheric carbon dioxide in 2018 was 407.4 parts per million (ppm for short), with a range of uncertainty of plus or minus 0.1 ppm. Carbon dioxide levels today are higher than at any point in at least the past 800,000 years. Please note the increased level of CO₂ addition is both faster and higher than anything we have seen and will end life as we know it if we continue on the present course, i.e. this is a Climate Emergency and one that we have brought upon ourselves.

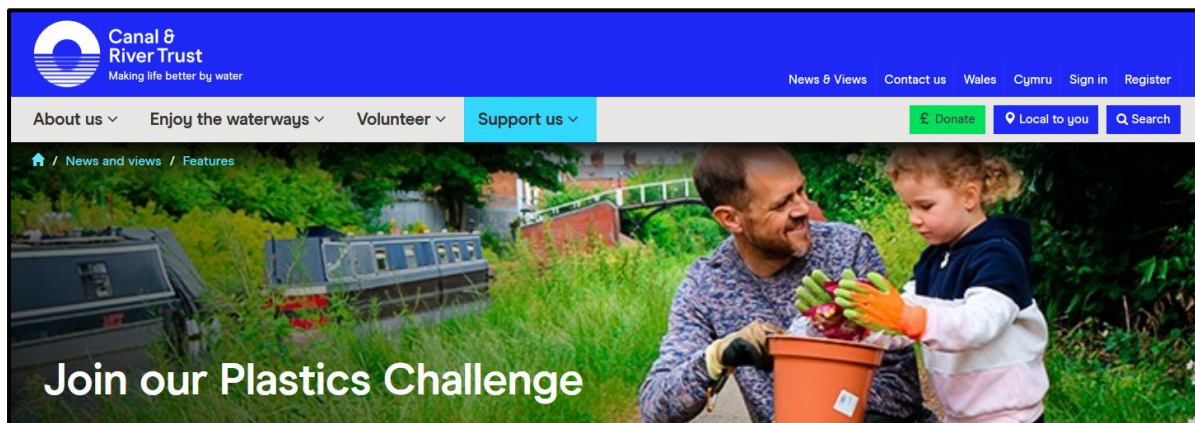


Ocean Acidification

Excess carbon dioxide is having profound effects in the water, including putting shelled animals at risk. The oceans are growing more acidic, and scientists think the change is happening faster than at any time in geologic history.

<https://www.nationalgeographic.com/environment/oceans/critical-issues-ocean-acidification/>

Plastics and what we can do:



Plastics and litter in our canals and rivers are part of a much bigger global problem. The good news is that it's the little things you do on your doorstep that can make a world of difference. Every year an estimated 14 million pieces of plastic end up in and around our canals and rivers. These plastic bottles, food wrappers and bags can harm the fish, swans and other wildlife that make the canals their home. Sadly, we can't clear all of this up, so enough plastic to fill 20,000 bin bags is washed from our waterways out into the ocean each year.

[Get active to fight plastic.](#) If everyone who visited one of our canals or rivers picked up just one piece of plastic, the water and towpaths would be clear within a year.



HOW DOES PLASTIC END UP IN THE OCEAN?

You see photos of plastic waste in the sea, but it can be hard to connect that to the plastic you're buying and using every day. Here are three ways the plastic you throw away can end up as marine litter.

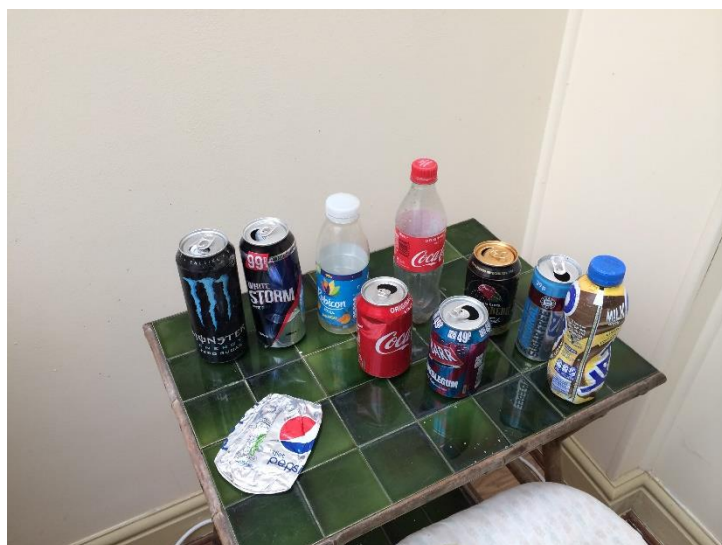
<https://www.wwf.org.uk/updates/how-does-plastic-end-ocean>

National Local Litter



Local litter on the A483 and the Pontcysyllte Aqueduct World Heritage Site (2018). The A483 carries over 10 million vehicles a year past our community (The Cefn) which is virtually unmarked and forgotten. Please note that if anyone wishes to visit the Pontcysyllte Aqueduct it is in our community of the Cefn, not Wrexham as shown on this sign. The poor state of the signage can be seen in our document [Where is Cefn Mawr 2017](#).

Unfortunately, the entrance to the county of Wrexham and this section of the Pontcysyllte World Heritage Site has a litter problem. This photograph is taken just after crossing the A483 viaduct over the River Dee which is a major watercourse to Liverpool Bay and the Irish Sea. Therefore, not only is litter a problem here, it will also be entering the river and in due course the sea and on to our oceans adding to worldwide degradation of our environment.



This small collection of local litter was picked up on short walk between our pub, The Holly Bush Inn and my house at the Crane, a mere 100 yards each way. The litter was not sought after, i.e. no special effort was made other than just picking up what was immediately obvious rather than leave it where it was on our streets in the middle of a Conservation Area and World Heritage Site!

Unfortunately, this kind of littering is a national problem and apart from being unsightly is most definitely

contributing to the demise of our environment, wildlife, and the chances of our future generations. This must be curtailed, or we will all end up losing in the end. The practice of one-use drinks containers must be stopped along with other waste producing practices.

Wrecked beaches look like rubbish dumps after Brits enjoy hottest day of the year



Litter and rubbish left on the sand by Bournemouth pier after the hottest day of the year (Image: Mirror)

Bournemouth and Brighton beach were both left covered in rubbish and litter. 30 bags of waste were reportedly collected at Durdle Door after the hottest day of the year saw beaches across the UK packed. Sunseekers left piles of rubbish strewn on beaches after enjoying the sunshine on the hottest day of the year. As the sun rose early this morning there were scenes of devastation on beaches such as Bournemouth and Brighton on the south coast. Tents were left on Bournemouth beach overnight along with piles of rubbish such as empty beer and cider bottles, takeaway food bags and discarded cans of Strongbow.

<https://www.mirror.co.uk/news/uk-news/wrecked-beaches-look-like-rubbish-22249252>

The Sun 26th June 2020

Mass beach brawl sparks panic as hundreds of sunseekers clash at Welsh beauty spot. Two men in their 20s were arrested after the brutal fight in front of horrified onlookers at Ogmore-by-Sea in Glamorgan, Wales on Thursday evening. Hundreds of young people fought at Ogmore-by-Sea in Wales.

A terrified neighbour said. "This evening there was probably a few hundred drinking from very early, around 8.20 the fight started but I couldn't say exactly why it started," they told the BBC. Another neighbour said she saw "crowds on the beach partying and men urinating and defecating in the car parks and street", with glass bottles and "human excrement" left on the ground.

<https://www.thesun.co.uk/news/11959711/ogmore-wales-fight-hottest-day-year-video-social-media/>

The PKC GROUP SAYS since all pubs in Wales remained closed under the lockdown it is quite clear where this kind of behaviour is being fuelled from which is further vindicated by the litter left behind and our main concern on litter is, how much has ended up in the sea.



Brighton Beach 2013, litter is not limited to COVID 19 and this is not a third world country.



Brighton Beach 2020 after the end of COVID 19 lockdown, please note the number of beer bottles in this photograph representing a very real danger once broken to people apart from all the other litter representing a very real danger to all marine life.

Around 300 teenagers caused 'mayhem' in a Swansea field during mass gathering.....

Around 300 youths could be heard shouting and swearing as they poured into a Swansea field for a mass gathering, residents have reported. Neighbours complained of scores of youngsters boozing and fighting in Kingsbridge Fields on Friday, July 24 until close to midnight despite the Covid-19 pandemic.

They are said to have travelled from as far afield as Haverfordwest for the mass meet-up.

A South Wales Police spokeswoman said a 15-year-old boy was referred to the youth offending team for a public order offence and a number of youths and their parents were spoken to.

Resident Keith Thomas, 59, who owns a printing business, said there were cans and bottles strewn everywhere. Mr Thomas said: "It was a bit horrendous - there was shouting, screaming and swearing, the lot.

"I wouldn't like to guess how many hundreds of youngsters were in the field aged between 13 and 18. I could see them pouring down our street with haversacks full of booze, they were underage and there was no social distancing."

"One woman was challenged by one of the neighbours because she dropped off three young girls to the party and they said, What on earth are you doing? She drove back down and got in touch with her daughter and the kids were in the back of the car and went home again."

"It carried on going until 11.30pm to 12 - some of the kids had come from far and wide and the police had to wait until they were picked up.

"The police said they had come from as far afield as Haverfordwest. I think there was a fight going on in the middle of all of that."

"It was a horrendous night, pouring with rain, it looked like they had come from Glastonbury over the weekend. There were bottles and cans everywhere even though the fields are usually full of livestock and horses. The owner of the field was unaware it was happening - it was quite an experience, I have never seen anything like that."

He said there was a gathering of teens around a month ago in the area and that they were planning to reunite for another event. "One of the residents saw on Snapchat that there is another event planned, it said 'better weather, bring whoever,'" he said. He reported the matter to Gower MP Tonia Antoniazzi's office who has given the information to the police.

https://www.walesonline.co.uk/news/local-news/around-300-teenagers-caused-mayhem-18686359?utm_source=wales_online_newsletter&utm_medium=email&utm_content=EM_Mirror_Nletter_DailyNews_News_smallteaser_Image_Story2&utm_campaign=daily_newsletter

This kind of behaviour must be stopped and is being fuelled by unrestricted sales of alcohol at supermarkets etc. This is yet again another example of the poor state of control of the licencing industry in Wales and the UK and why the WAG should be working with local pubs and the publican's industry as we suggest here.



BINS

The increase of the scale of the waste problem created in our society today as opposed to the 1960's can be seen from our bins. Dusty Bin, how many remember these? They were half the size of just one of the multiple Wheelie Bins that we are supplied with by the local authorities today.

Furthermore, at that time your shopping came in paper bags and most of the contents bought from various local shops was wrapped in paper. Pretty biodegradable stuff. OK the tin cans took a bit longer to corrode and beer cans were still a new thing and most people drank at their local any way. This was in the days before the takeover by supermarkets and multinational retail chains when a fish monger could still be found in all town centres, local markets thrived, and food had to be sold freshly.



Today, as of 2020 the bins are much larger to accommodate all additional packaging.

In Wrexham the Grey Wheelie Bin is for non-recyclable waste, The Blue Wheelie Bin is for cardboard and the Green Wheelie Bin is for Garden Waste. 3 x huge bins.

Then these three Wheelie Bins are supplemented further with 4 x sorting boxes for recyclable materials such as (1) cans, (2) plastic bottles, (3) Glass bottles and jars and (4) waste food.

Interestingly, further to the increase in volume of waste from the average family, the average family size has decreased. Not many have six kids these days!

Therefore, a reliable indicator of the scale of the problem that we have to deal with is right on everyone's doorstep. If we are going to save our

planet so that our children and their children and so forth can continue to live and have a reasonable life, we all need to join in and help.



The Holly Bush Inn Bin

Our Bin at the Holly Bush Inn in Cefn Mawr at the centre of our community and the Pontcysyllte WHS on the 13th of July 2020 is full. The bin was emptied by Veolia on the 16th March prior to the enforced closure of our pub on the 20th of March. After one hundred days of lockdown our bin was full again!

Some of the garbage was ours from restoration works during the shutdown, however most of this waste had gone to the recycling centre at Plas Madoc. So our waste in the bin only constitutes the smaller portion of the visible waste.


The bulk of the waste in the bin is from litter picking in our beer garden and surrounding area, Oxford Street, Hill Street, Crane Street, High Street and Well Street. The Holly Bush Inn is at a

major road junction for our community and we have tried to keep the place clean and tidy as best we can. Furthermore, since the only thing open throughout the lockdown has been the local supermarket and having picked up a lot of the rubbish personally it is not hard to work out where most of it is coming from.

When we reopened our beer garden on the 13th of July, we had to pay for other people's rubbish who have not stopped trading throughout the lockdown and undercutting us at every turn. Where is the fairness in this?

We would also like to point out that the small local shop keepers have been open, but these are small and isolated suppliers and have had problems buying beer. The local wholesaler, Bookers had none. Bookers is owned by Tesco and due to the increased sales of beer through the supermarkets in cans and bottles, stock was moved from the wholesalers to Tesco supermarkets.

Furthermore, the combined sales of the surviving local corner shops scattered around our community is minuscule in comparison to Tesco. The local brewery manager also stated that every week under lockdown was like Christmas, with the volume of sales in cans and bottles.

		Lift Detail Annex Page 2 of 2									
The Hollybush Inn T/A Mr D Metcalfe Well Street Cefn Mawr WREXHAM LL14 3AE		Invoice No: 8451192997 Invoice Date: 31/03/2020 Account Number: 26465801 Due Date: 30/04/2020 Invoice Period: 01/03/20 To 31/03/20 Invoice Total: £61.82									
SERVICE TICKET No.	OPERATION SITE	EQUIPMENT	WASTE	OP. TYPE	DATE	CUSTOMER ORDER NO.	TIP TICKET	QTY	WEIGHT	UNIT	STATE
TFRO73997917	The Hollybush Inn - LL14 3AE - T/A Mr D Metcalfe	EURO 1100 LTR	Non-Hazardous Industrial		16/03/2020			0.15	0.146	Ton	Completed
TFRO73471833	The Hollybush Inn - LL14 3AE - T/A Mr D Metcalfe	EURO 1100 LTR	Non-Hazardous Industrial	Exchange	02/03/2020			1.00		Load	Completed
TFRO73997917	The Hollybush Inn - LL14 3AE - T/A Mr D Metcalfe	EURO 1100 LTR	Non-Hazardous Industrial	Exchange	16/03/2020			1.00	0.146	Ton	Completed
								Sub Total	2.15		
								Total	2.15	0.292	

The above lift detail from Veolia clearly shows our 1.1m3 bin was emptied on 16th of March just before the COVID 19 Lockdown and closure of our pub. Please also note that the week preceding closure wet sales at our pub were at an all-time low, largely because of our Prime ministers address to the nation advising people to stay out of pubs, consequently little waste was produced at our pub.



Thanks David for signing *Raise fixed penalty notices for littering the countryside and beaches to start at £1000.*




Take the next step to help this petition

You are a hero for signing, David! Can you now share this petition to help reach its signature goal?


PETITION UPDATE

A 100,000 'THANK YOUS'!



Jen C

United Kingdom



22 JUL 2020 —

142,526 have signed. Let's get to 150,000!

Hi everybody,

I wanted to post another update to acknowledge the massive milestone we reached on the petition this morning... We hit 100,000 signatures!

I've been conscious of posting too many updates as I know that they can become irritating, but this is such a fantastic achievement that I feel proud we have reached, so I just had to share!

It's down to each and every one of you who have taken the 30 seconds to sign the petition, and 30 seconds to share it.

I'm going to read up on how to go about the next steps as far as getting our voices heard in UK Parliament, but we've by no means reached our goal... The more signatures we can get, the louder our voice will be!

Can I ask that you please take 30 seconds to share the petition? This really works, as has been proved the last couple of times I've asked this. The power of social media is not to be underestimated, so a share to Twitter, Facebook, Instagram, or any other platform is a massive help.

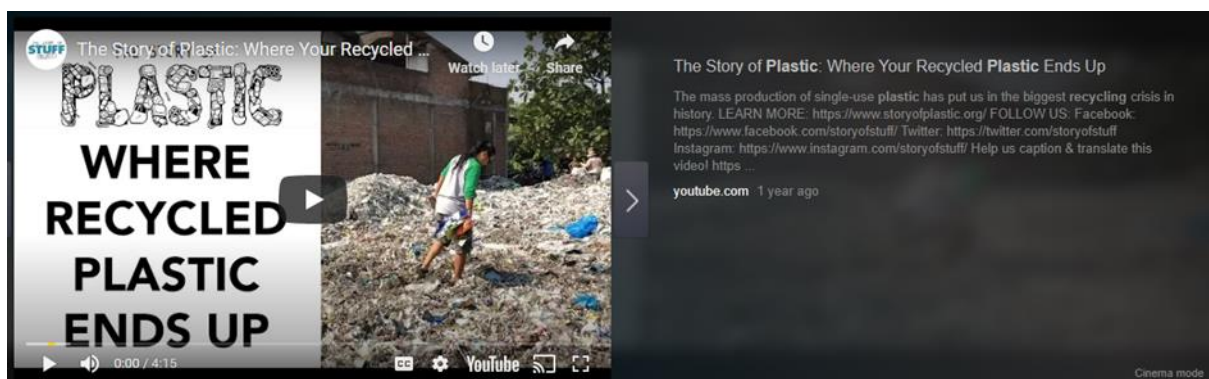
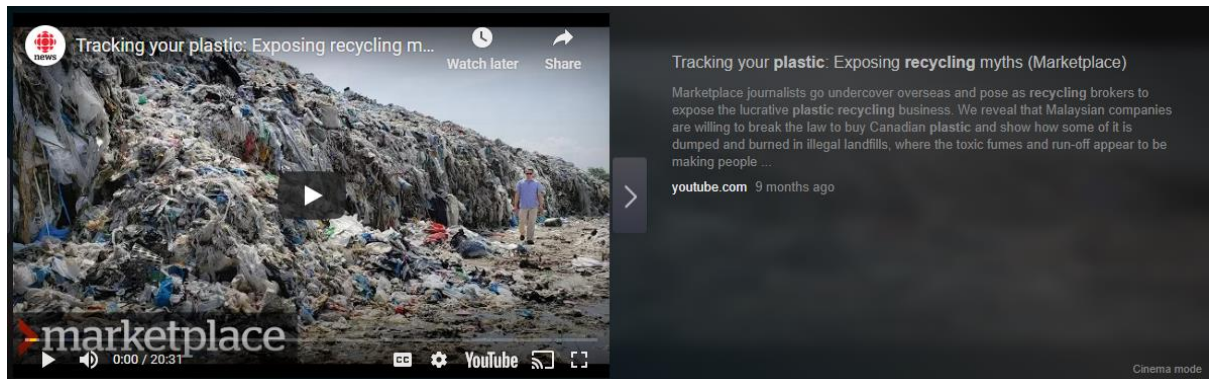
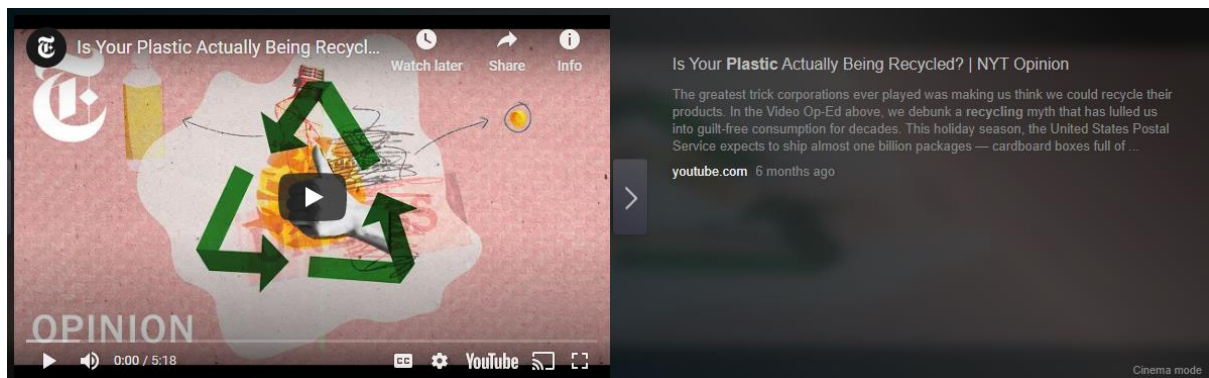
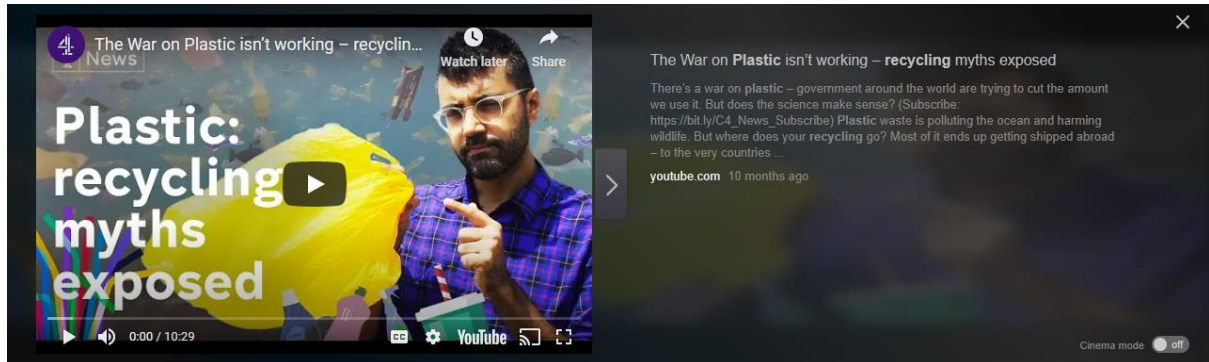
It means so much to me (and clearly over 100,000 other people!), that this petition brings about real change, and we start to see our wonderful outdoor spaces restored to their former beauty.

Thank you, and have a lovely evening!

Jen

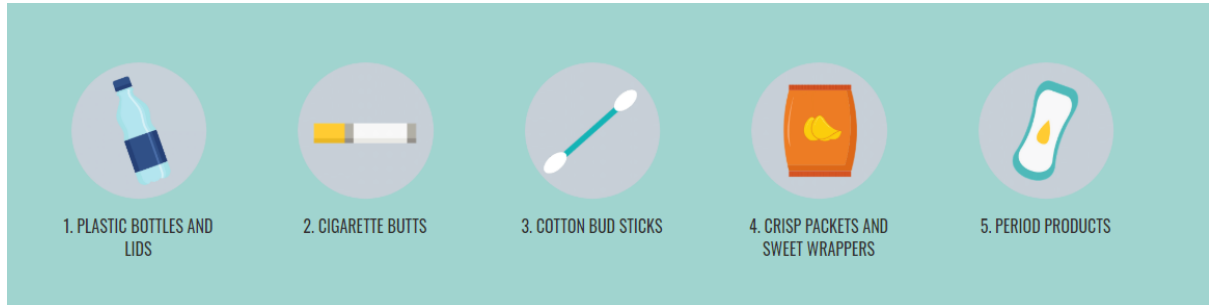
Recycling Plastic?

Plastic recycling is the process of recovering scrap or waste plastic and reprocessing the material into useful products. Since most of the plastic is non-biodegradable, recycling is a part of a global effort to reduce plastic in the waste stream, especially the 8 million metric tonnes of waste plastic that enters the Earth's oceans every year. https://en.wikipedia.org/wiki/Plastic_recycling



TOP 10 SINGLE-USE PLASTIC ITEMS FOUND ON UK Beaches:

Beach clean data from across the UK (collected by the Marine Conservation Society), Europe and from around the world reveals the same patterns and the same items cropping up time and time again.



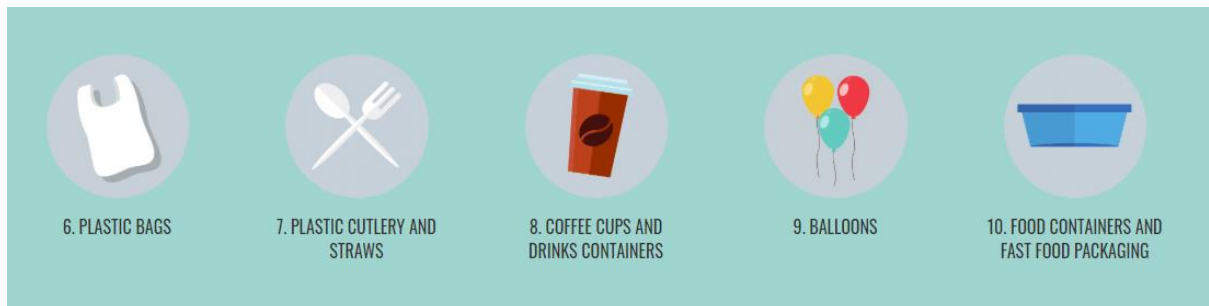
1. PLASTIC BOTTLES AND LIDS

2. CIGARETTE BUTTS

3. COTTON BUD STICKS

4. CRISP PACKETS AND SWEET WRAPPERS

5. PERIOD PRODUCTS



6. PLASTIC BAGS

7. PLASTIC CUTLERY AND STRAWS

8. COFFEE CUPS AND DRINKS CONTAINERS

9. BALLOONS

10. FOOD CONTAINERS AND FAST FOOD PACKAGING

Single-use plastic products such as plastic cutlery, drink bottles, food wrappers and cigarette butts make up almost half of all sea litter! Flushed plastic such as wet wipes, menstrual products and cotton buds are also a massive issue. We're literally flushing the health of our oceans down the pan.

<https://www.citytosea.org.uk/top-10-single-use-plastic-items-on-seashores/>

OCEANS OF PLASTIC POLLUTION

Up to 12 million tonnes of plastic is entering our oceans every year – that's a whole rubbish truck full every minute. From plankton to pilot whales, algae to albatross – no ocean life remains free from the effects of this plastic waste. It's estimated that 100,000 marine mammals and turtles and 1 million sea birds are killed by plastic pollution annually. We don't think this is ok.

It was actually the plight of the albatross which inspired Natalie Fee to set up City to Sea back in 2015. She wasn't ok with the problem either, so decided to do something to try to make it stop. But now it's bigger than plastic pollution. The emissions from the plastics industry are also having a devastating impact on our oceans. According to the UN, climate change is heating the oceans and altering their chemistry so dramatically that it's threatening the very existence of coral reefs, fuelling cyclones and floods and posing profound risks to the hundreds of millions of people living along the coasts.

<https://www.citytosea.org.uk/the-problem-with-plastic-pollution/>



This has to stop.

Carbonated Water

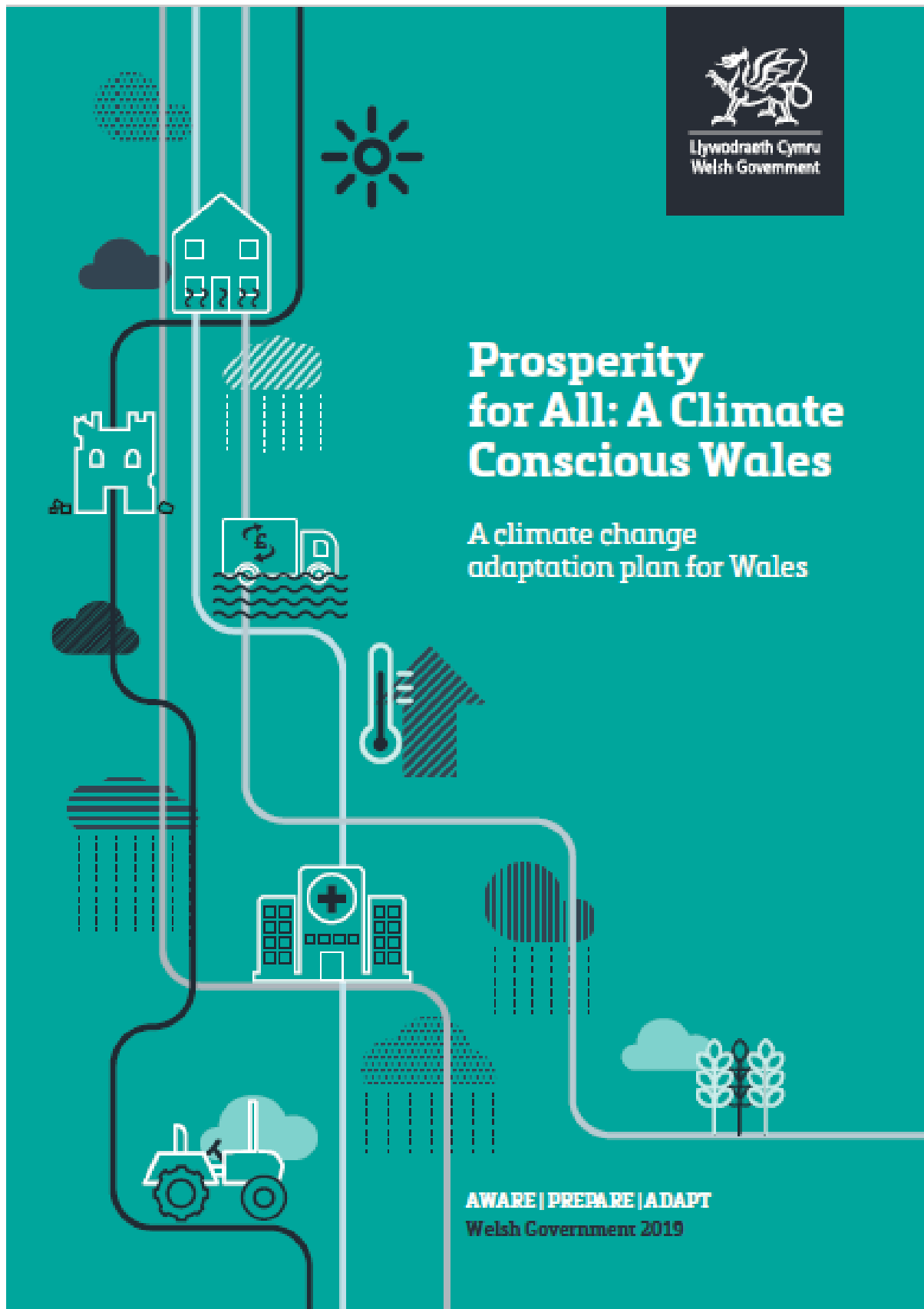


Furthermore, the availability of professional commercial soda water maker & beverage machine dispensers in our local pubs selling soda water on an off sales basis dispensed into customers own reusable containers, could have a further dramatic reduction in waste plastic in Wales.

Once again, this practice would increase commercial activity of our local pubs many of which are owned and run by our local people, helping the local community rather than some distant office and unknown group of shareholders.

This is could be an extremely efficient exercise as many of our local pubs already have these type machines that could be up graded or are relatively underused. Yet another aspect of the Circular Economy we are promoting here in this document.

Prosperity for All: A Climate Conscious Wales



Ministerial Foreword

Well-being of Future Generations (Wales) Act 2015. The Welsh Government is on the side of people in Wales. We are striving for a more prosperous, equal and greener nation. We will use every day we have, and every lever we have, to make Wales a more equal, fair and just society.

Climate change goes to the core of this ambition. There is no greater challenge facing Government, public bodies, businesses and third sector organisations and communities across Wales. We need to respond now to the consequences from climate change which we know are to come. This is why I declared a climate emergency in April of this year, to galvanise action across Wales and to accelerate plans to adapt to climate change. Climate change adaptation requires us to understand the risks arising from climate change and how they might impact upon the people of Wales, our communities, our places of work the length and breadth of Wales. We need to take action now to prepare and adapt to these changes before the full effects are felt, to ensure Wales continues to prosper.

We also know, if we do not take appropriate action the impact of climate change will be most acutely felt by the most vulnerable in our society. It is therefore imperative we take additional steps to protect communities most at risk, to demonstrate our commitment to a more equal Wales.

When it comes to protecting our future generations, we have much to be proud of in Wales. We have put our commitments to protect our country into law, ensuring the Wales we leave behind is enjoyed by all, for many generations to come. This is especially relevant when planning for climate change.

In response to these challenges, I am proud to publish Prosperity for All: A Climate Conscious Wales, our second climate change adaptation plan for Wales. Our plan responds to the risks which require most urgent action, identified in the Climate Change Risk Assessment for Wales and details tangible actions to reduce the risks of climate change to Wales over the next five years; however, it doesn't stop there.

We understand our knowledge of the impacts of climate change is ever changing; therefore, this plan will continue to evolve – we will commit to a continual review of adaptation needs including the addition of any further actions required.

Delivering our plan will be a challenge, but we must all adapt and we must all commit to protect our nation for current and future generations. Success will mean Wales is a climate conscious nation, aware of the risks facing us, whilst being prepared and ready to adapt to the impacts before they occur.

Lesley Griffiths AM

Minister for Environment, Energy and Rural Affairs.

Recycling Rates:

Aluminium Can Recycle Rate

A recent report published by Alupro and reported by Resource highlights that the recycling of aluminium cans could reach 85% by the year 2020. The 2017 aluminium can recycle rate presently stands at 72% and has increased by 7% since 2013. Jun 14th, 2019

Reference: www.mastermagnets.com/could-aluminium-can-recycling-hit-85-by-2020/

Glass Packaging Recycling Rate

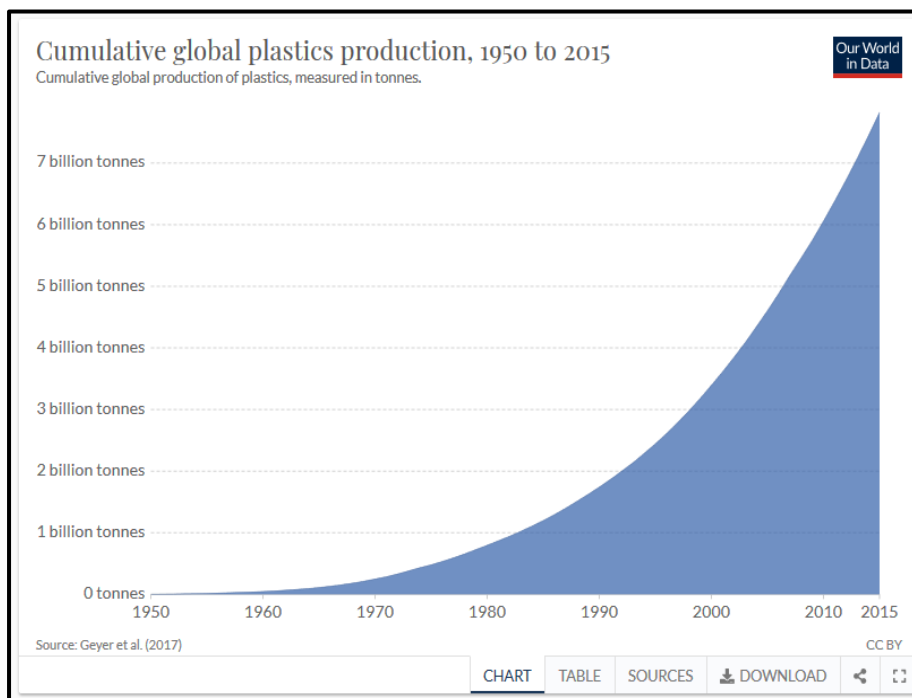
Latest industry data on glass recycling confirms that over 12 million tons of glass bottles and jars are collected and recycled in Europe, with an average glass recycling rate in the EU28 of 74% according to FEVE recycling statistics. Glass remains the best performing food grade closed loop in the world. The latest industry data have a two-year time lag dating from 2016. February 8th 2019.

Reference: <https://packagingeurope.com/glass-packaging-recycling-rate-stable-at-74/>

Plastic Recycling Rate

A whopping 91% of plastic isn't recycled. Billions of tons of plastic have been made over the past decades, and much of it is becoming trash and litter, finds the first analysis of the issue.

<https://www.nationalgeographic.com/news/2017/07/plastic-produced-recycling-waste-ocean-trash-debris-environment/>



Cumulative production

How much plastic has the world produced cumulatively? The chart shows that by 2015, the world had produced 7.8 billion tonnes of plastic — more than one tonne of plastic for every person alive today.

As living proof of the increase in plastic litter, when I was a teenager in the 1970's we used to do

the Long Mynd Sponsored Walk (20 miles) every year with the school and collect litter. A shopping bags worth over 20 miles was good, now we can fill the same bag in less than a mile.

Licencing

The alcohol licensing laws of the United Kingdom regulate the sale and consumption of alcohol.

Throughout the United Kingdom, the sale of alcohol is restricted—pubs, restaurants, shops and **other premises** must be licensed by the local authority. In England, Wales and Scotland the authority to sell alcohol is divided into two parts:

1. The Premises Licence, which prescribes the times and conditions under which alcohol can be sold
2. The Personal Licence which allows individuals to sell alcohol or authorise its sale by others.

Every Premises Licence which authorises the sale of alcohol must also name a Designated Premises Supervisor who must hold a valid Personal Licence – otherwise alcohol cannot be sold at those premises. The DPS has day-to-day responsibility for the sale of alcohol at licensed premises.

Premises licences, in as far as they concern the sale of alcohol, can be categorised to include:

1. On-licences (allowing consumption of alcohol on the premises) and
2. Off-licences.

The age at which people are legally allowed to purchase alcohol is 18 or over in most circumstances. Adults purchasing alcohol on behalf of a person under 18 in a pub or from an off-licence are potentially liable to prosecution along with the vendor.

However, legislation does allow for the consumption of alcohol by those under 18 in the following circumstances:

The individual is aged 5 or older and is at home or other private premises - except in Scotland, where there is no longer a minimum age for alcohol consumption.

The person making the purchase must themselves be 18 or over.

Off-licence (sometimes known as off-sales) is a term used in the United Kingdom for a shop licensed to sell alcoholic beverages for consumption off the premises, as opposed to a bar or public house which is licensed for consumption at the point of sale (on-licence).

Off-licences typically are specialist shops, convenience stores, parts of supermarkets, or attached to bars and pubs. Prices are usually substantially lower than in bars or pubs.

During the COVID-19 pandemic in the United Kingdom, all pubs closed during the lockdown from 20 March 2020. However, on 25 March, off-licences were added to the list of essential businesses allowed to stay open, also enabling pubs and brewery taprooms with licences to sell beer for home consumption to offer takeaway sales and home deliveries.

Notably the supermarkets and large retail chains DID NOT STOP selling alcohol at any point and at the start of the lockdown sales of alcohol in supermarkets peaked and demand outstripped supply capacity.

Changes since 2005

On 10 July 2003 the Licensing Act 2003 was granted Royal Assent and replaced the previous licensing laws for England and Wales, regulated under several different Acts, with a single unified system covering a range of "regulated activities". Rules as to when establishments can open, for how long, and under what criteria are now not laid down in statute but are individual to the premises and are contained in the conditions on each premises licence. The powers of the 2003 Act came fully into force on 24 November 2005.

Permitted hours

Some long-standing traditions (indeed, legal requirements) have disappeared as a consequence. First, "permitted hours" gained a new meaning. Until the 2003 Act came into force on 24 November 2005,[8] permitted hours were a standard legal constraint: for example, serving alcohol after 23:00 meant that a licensing extension had to exist—either permanent (as for nightclubs, for example), or by special application from the licensee concerned for a particular occasion. There was also a customary general derogation permitting a modest extension on particular dates, such as New Year's Eve and some other Public Holidays. Licensees did not need to apply for these and could take advantage of them if they wished without any formality. Now, permitted hours are theoretically continuous: **it is possible for a premises licence to be held which allows 24-hour opening, and indeed some do exist.**

Most licensed premises do not go this far, but many applied for licences in 2005 that allowed them longer opening hours than before. However, as in the past, there is no obligation for licensees to use all the time permitted to them. Premises that still close (for commercial reasons) at 23:00 during most of the week may well have licences permitting them to remain open longer, perhaps for several hours. Staying open after 23:00 on the spur of the moment is therefore legal at such premises if the licensee decides to do so—perhaps because custom happens to be good. Of course, the service of alcohol must still cease when the actual licence closing time arrives. **Only the holder of the comparatively rare true "24-hour" licence has complete freedom in this respect.**

Licensing authorities

The licensing authorities are local councils. In two-tier parts of England and Wales, these are the district or borough councils and elsewhere the unitary authority is the licensing authority.

For a premises licence, the licensing authority is the council for the place where the premises are located; where they straddle a boundary, the applicant may choose either one. For a personal licence, it is the licensing authority in whose area the applicant lives.

The Licensing Authority is also responsible for the issue of a Personal Licence.

Concerns

While the reforms from 2005 were intended to reduce "binge drinking", reports have variously claimed that the situation in England and Wales has not improved, or maybe become even worse. This has prompted a Parliamentary investigation. Most licensed premises are now following the Challenge 21 rule, which helps with avoiding selling to underage people.

Reference: https://en.wikipedia.org/wiki/Alcohol_licensing_laws_of_the_United_Kingdom

The Challenge 21 rule only seems to apply to pubs who have virtually nothing to do with the main problem of underage drinking, please just read the news from other authors.

Please note the only 24-hour licence holders that we know of are the supermarkets and retail chains. One of our greatest concerns as a community group are the roadside filling stations selling unlimited quantities of alcohol 24hours a day as shown in this document.

It is very unlikely that we as a pub, or any of our fellow pubs in the Cefn would be granted a 24-hour licence even if we applied for such which we will not be doing. This is a grossly uneven playing field undermining our local economy while sponsoring underage drinking and as well as being a questionable activity in regard to road safety.

Alcohol Minimum Pricing

These three stories by the BBC tell an interesting and relevant story about the minimum pricing of alcohol which we have been aware of but not had that much faith in.

The BBC 17th June 2020

The drop in alcohol consumption in Scotland has stalled after an initial reduction sparked by minimum unit pricing (MUP), official data suggests.

<https://www.bbc.co.uk/news/uk-scotland-53068778>

The BBC 2nd March 2020

A new law introducing a minimum alcohol price in Wales has come into force.

<https://www.bbc.co.uk/news/uk-wales-51674263>

The BBC 2nd January 2020

NHS experts have said more research is needed into how minimum pricing for alcohol is affecting underage drinking.

<https://www.bbc.co.uk/news/uk-scotland-51209927>

The two most concerning aspects of these three news stories for us as responsible publicans are

1. *Findings in the report showed that the average price of alcohol sold in Scottish supermarkets and off-licences rose to 62p per unit in 2019. That was up from 59p per unit in 2018. In England and Wales, the average price of off-trade alcohol rose from 56p per unit to 57p per unit over the same timeframe.*

We are not surprised that the minimum pricing of alcohol is largely ineffective given that the minimum price for such is below the average for Wales, England and Scotland.

2. *NHS Scotland research on the targeted group of 50 teenagers found that the price of alcohol was not a key consideration in their drinking habits and that under-18s reported no change in their behaviour or ability to obtain alcohol despite potential price rises.*

One has to ask how is this alcohol finding its way to our underage drinkers and where is it consumed? It is not being sold in pubs and licenced premises and if so, the licensee should have their licence removed. Most of the alcohol consumed by our underage teenage drinkers is obtained from the retail chains and supermarkets. As for evidence of this, the one-use drinks containers that the alcohol comes in can be found littered around the country.

The Reality of What You Pay For:



The Minimum Pricing of Alcohol would give the impression that you are paying for the alcohol content, but is this true?

The minimum pricing of alcohol is just a pricing guide imposed by the government as reported in the above news articles, it does not indicate what you are really paying for.

Although we (the PKC Group) are not aware of the exact figures here we openly invite interested parties to join in and send on.

If we consider just this one bottle of beer, probably the thing with the least cost is the content, i.e. the beer! After all what does it take to brew beer, a bit of yeast, some sugar, water and a little flavouring.

Probably the next cheapest item will be the paper & plastic label.

Then we have the bottle and cap which are energy intensive to

produce and recycle along with the associated transport energy costs as already mentioned in this document. These energy intensive processes come with the highest costs to both your pocket and our environment.

The balance of what you pay will then go to the brewers, marketing companies and retail chains etc.

This effectively means that you are paying very little for the beer in reality whilst sponsoring further degradation of our planet through the CO2 emissions released into the atmosphere, in transport and processing of material and eventual recycling (if it makes it that far and does not go to land fill or is left lying around as litter).

Please note for this simple analogy we are assuming a 100% recycle rate which is generally not achieved. Glass recycling does have a high rate of recovery simply because of economics and the fact that recycling glass is more cost effective than producing new from raw materials.

For the brewers, the highest cost is the packaging, and it is our firm belief that most brewers would prefer to sell their beer through pubs in kegs rather than in one use packaging that is extremely costly to them and degrading to the environment.

Home Bars

The COVID 19 Lockdown has spurred on a spate of Home-Made Bars springing up around our community. These type drinking places are being sponsored by the sale of cheap booze in disposable packaging from the supermarkets and large retail chains as we show in this document.



These home bars are unlicensed and unregulated drinking establishments sponsored and fostered by the current trend in alcohol sales from supermarkets and retail chains.

Since alcohol is supposed to be a controlled substance, the main reason for the licencing system, the current situation and rise of these home bars is making a mockery of the whole licencing act.

We as publicans who have to comply with the licencing act ask that the Welsh Government gets the sale of alcohol under control OR abandons the whole licencing system.

These bars are Un-Licensed, Not Insured (and if anyone is insuring them we would like to know who so we can inform the Welsh Government), are Un Regulated and therefore can result in uncontrolled drinking and are not restricted by any age requirements such as people being over the age of 18.

Since all the alcohol comes from supermarkets and retail chains in one use drinks containers, cans and bottles this adding to the waste disposal problem for recycling if we are lucky or the national litter problem, locally or elsewhere. Furthermore, the construction of these type drinking establishments has been spurred on during the COVID 19 lockdown.

As we (Local Pubs & Publican Trade) are allowed to reopen these establishments have a further negative effect on our potential customer base which is making the playing field we have to compete in more uneven which is clearly not in agreement with WG policy.

Habits

A habit is a routine of behaviour that is repeated regularly and tends to occur subconsciously. A 2002 daily experience study researcher Wendy Wood and her colleagues found that approximately 43% of daily behaviours are performed out of habit. New behaviours can become automatic through the process of habit formation.

Habit formation is the process by which a behaviour, through regular repetition, becomes automatic or habitual. The process of habit formation can be slow, and it is found the average time to reach the asymptote of automaticity (i.e. new habit formation) was 66 days with a range of 18–254 days.

There are three main components to habit formation:

1. The context cue, (pubs closed under COVID 19 Lockdown)
2. Behavioural repetition, (our locals are forced to go to the supermarkets etc)
3. and the Reward, (the supermarkets & retail chains undermine pubs)

Shopping habits are particularly vulnerable to change at "major life moments" like graduation, marriage, birth of first child, moving to a new home, and divorce. Some stores use purchase data to try to detect these events and take advantage of the marketing opportunity.

<https://en.wikipedia.org/wiki/Habit>

Habitual Change from COVID 19 Lockdown

There are most certainly habitual changes involved with the Corona virus and the imposed COVID 19 Lockdown. We are already seeing in other countries the effect on this, the general trend is on being allowed to reopen there is a flurry of retail activity in the first few days and then it dies off.

In the case of local pubs this will be even worse because of the way people learn new habits.

As publicans we all like our locals who drink and participate with our pubs locally and we know already the penalty for closing a pub and then trying to reopen. There is a loss of the regular custom as people move onto other pubs and make friends there. This has always been an accepted trend in the business and one we have all had to live with as a fact of life in the business.

However, the UK Pubs and publicans have never had to face such a serious and detrimental blow to their respective businesses in our entire history including 2 World Wars.

This is the long-term effect that the COVID 19 Lockdown will have on our business. Furthermore this long term effect on our business will be undermining not only our businesses as we try to meet our bills on less takings than before COVID 19, but will also be significantly contributing to the further pollution of our environment and moving away from the stated goals of the Welsh Government.

Therefore, we ask that the Welsh Government work with us for the benefit of all.

Disposable packaging teaches people to throw away. This is a habitual habit that has grown with the vast expansion of disposable packaging used today. It has led to the present circumstances and just penalising the users for litter dropping, is not working. A new approach is required, similar to the control measures undertaken in the drugs industry, and it is the dealers (supermarkets and retail chains) that need to be cracked down on, not just the general public.

Spoilt beer: Introduction and the Law

The law which covers spoilt beer relief is section 2 of the Finance (No.2) Act 1992 and regulations 26 to 33 of the Beer Regulations 1993. They provide relief from duty on beer which has become spoilt or unfit for use after it has been removed from registered premises.

The circumstances in which brewers may judge beers to be spoilt are many and varied. The decision that beer is spoilt is entirely the brewer's.

Regulation 26(1) entitles a registered brewer or packager to recover duty on beer which has not or will not be consumed in the UK. It does not matter how the beer became spoilt or unfit for use.

Note: Any beer which has been accidentally lost or destroyed after leaving registered premises, is not entitled to relief under regulation 26(1).

Under regulation 26(2), a claimant must comply with the conditions in the regulations and any other conditions imposed in a public notice. Detailed information on spoilt beer relief can be found in section 20 of Notice 226.

<https://www.gov.uk/hmrc-internal-manuals/beer-manual/beer3810>

Morning Advertiser 30th March 2019

Licensees can claim duty credit on wasted beer

<https://www.morningadvertiser.co.uk/Article/2020/03/30/Can-pubs-claim-credit-for-unsold-beer>

Beer Duty

Alcohol type	Rate per hectolitre per cent of alcohol in the beer
Beer - General Beer Duty	£19.08

<https://www.gov.uk/government/publications/rates-and-allowance-excise-duty-alcohol-duty/alcohol-duty-rates-from-24-march-2014>

Duty on one hectolitre (100lts or 176 UK pints) of 4% beer:

$$£19.08 \times 4 = £76.32$$

Duty per pint for beer with a 4% alcohol content = $£76.32 / 176 = £0.43$ per pint.

Under COVID 19 Lock down publicans up and down the country have lost millions of pounds worth of stock due to spoilt beer. Beer in kegs can only be kept for so long and now due to the length of closure all stock will be out of date for pubs in Wales and Scotland.

Central Government should make payment for this wasted stock that they are responsible for which should also cover the cost of the gas required to drive it for disposal down the drain as required.

Endangered Species Come Back?

As well as helping our local pubs another endangered species close to extinction that a few of us will remember is the Milkman. The local milkman once offered another circular economy service that had little waste and did not contribute to global pollution. Unfortunately, his industry was also under cut by the supermarkets and retail chains selling milk in one use only plastic containers.

This change in the retail of milk has further added to the horrendous amount of plastic waste now lying around our country and elsewhere. So, we suggest that this is revisited, and milk men are reintroduced to help with our circular economy.

Since milkmen were usually local guys this would mean local employment once again supporting local economies whilst the milk is delivered in reusable containers, milk bottles that are simply collected, washed, and reused at minimal cost to the environment. This is recycling at a minimal energy cost as is using your local pub instead of buying beer from the supermarkets. The wash cycle of a reusable containers is far more energy efficient and environmentally friendly than the throw away practice of today sponsored unrestricted mass sales at the supermarkets etc.



Rocket science from the 1960's, reusable milk containers. And our milkmen were world leaders delivering the milk from space age electric vehicles like these, move over Elon Musk, Teslar and Space X.

The reintroduction of this species in our society would help all other species on this planet by reducing plastic waste.



11 JUN 2020

£6.5m Circular Economy Funding to Support a Green Recovery

The Deputy Minister for Housing and Local Government has launched the second round of Welsh Government's £6.5m Circular Economy fund for local authorities and publicly funded bodies, including town and community councils, to support the green recovery.

Following a successful first round, the fund has been expanded to support the post-Covid response and green recovery in Wales. The Circular Economy Fund will support actions to make the circular economy a reality in Wales, by keeping materials in circulation for as long as possible and avoiding waste. Wales is on course to become a global leader in recycling and a circular economy is important to increasing resilience and making Wales net zero carbon Wales by 2050.

This year's funding of £3.2m, targeted at local authorities and publicly funded bodies, runs in parallel to the Circular Economy Fund for businesses. Recognising both the challenges faced as a result of Covid-19 and the opportunities associated with the transition to a circular economy in Wales. £3.5m is also available to businesses to increase their use of recycled materials in manufactured products, components or packaging and re-use, refurbishment and remanufacturing activities.

A Circular economy is an important part of a green recovery, tackling the climate emergency and improving resilience. By keeping resources in use for as long as possible and avoiding waste, it not only benefits the environment, but will enable Wales to take advantage of economic opportunities by shortening supply chains and making the most of recycled materials.

Deputy Minister for Housing and Local Government, Hannah Blythyn said:

“Wales is on a journey towards becoming a circular economy. We already recycle more than anywhere else in the UK and we are within touching distance of being the world’s top recycling nation.

The Covid-19 experience has brought an increasing awareness of the importance of resources and the resilience of our supply chains. In addition, our world class recycling services provided vital resilience during the lockdown.

By supporting public bodies and businesses to take action to support the transition to a circular, low carbon economy this fund is an important part of a green recovery from the impacts of the pandemic and to our continued commitment to addressing the climate emergency. I am pleased to announce that the fund is now open for applications and will close on 27th July.”

Notes

The first round of the Circular Economy Fund for publicly funded bodies saw £3,694,584 allocated between 34 projects in 2019-20. Examples of projects supported through this first round of the fund are:

- 14 schools in Ceredigion who will install milk dispensers and reusable beakers to replace plastic milk bottles and straws, in an attempt to reduce plastic bottles and straws by 1,979 per day, or 376,010 per school year;
- Clean and Green Anglesey; which improved facilities at recycling sites to make it easier and safer for the public.
- Neath Port Talbot County Borough Council’s Open Spaces Recycling Initiative to improve on the go recycling in town centres and other areas of high footfall.

Application information for Local Authorities and publicly funded bodies can be found here:

<https://gov.wales/circular-economy-capital-fund-application-form>

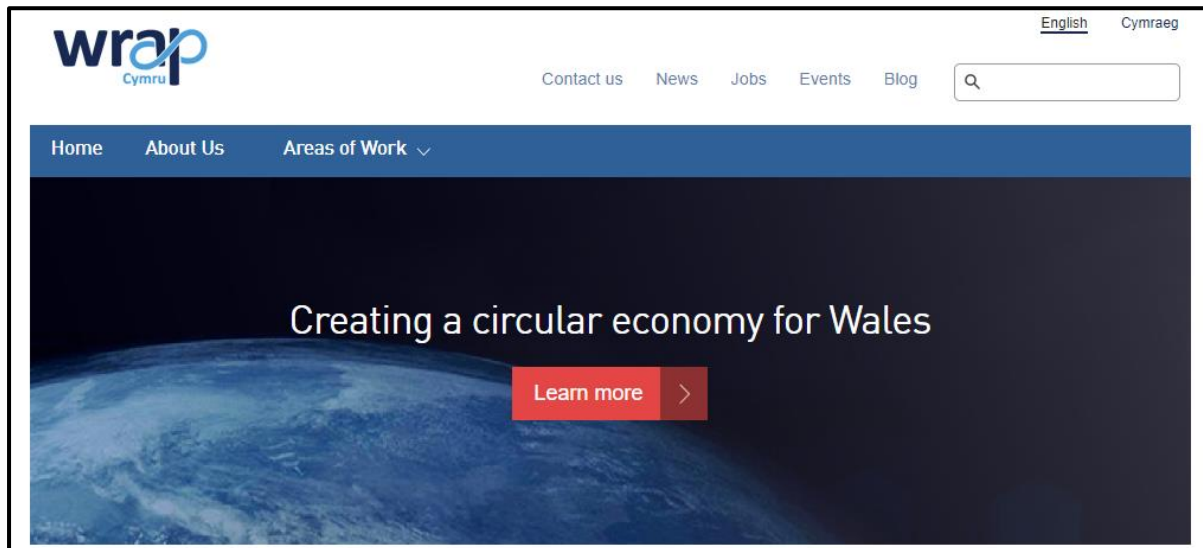
<https://llyw.cymru/cronfa-gyfalaf-yr-economi-gylchol-ffurflen-gais>

The Circular Economy Fund for business has also been expanded to support a green recovery by helping businesses and enterprises across Wales to use recycled material, to re-use and to re-manufacture. The fund is administered by Wrap Cymru and more information can be found here:

<http://www.wrapcymru.org.uk/grants>

https://media.service.gov.wales/news/gbp-6-5m-circular-economy-funding-to-support-a-green-recovery?mc_cid=8aa04e6168&mc_eid=0d15cb9a56

Our question is, will the Welsh Government follow the above by themselves and work with us for a more Circular Economy in Wales because what we propose here in this document is a MAJOR waste preventer.



WRAP Cymru is part of WRAP, the circular economy experts. WRAP works with UK governments, the EU and other funders to help deliver their policies on waste prevention and resource efficiency and is a registered charity (no. 1159512) and a company limited by guarantee.

WRAP has achieved ISO9001:2015 certification for our design, development, management and delivery of programmes and projects which provide resource sustainable solutions.

WRAP Cymru provides Wales-specific support on behalf of the Welsh Government, including the delivery of the Circular Economy Fund, sustainable procurement assistance for the public sector, the Collaborative Change Programme for local authorities and the Wales Recycles campaign. Our work also includes UK-wide programmes such as The UK Plastics Pact.

<https://wrapcymru.org.uk/>

Responsibility and the Drinks Industry

Taking into account all the information in this document and the other relevant studies and works referred we have ourselves been amazed at the effect our industry (as publicans) as a whole is having on the planet Earth, which is the only home we have, at a local, national, and international level. We are ardent supporters of the Future Generations Act 2015 by the Welsh Government since its enactment which is in fact a piece of legislation that backs our belief of how society should be.

We fully support the Welsh Governments initiative to move to a Circular Economy as this document proves, but this is not just another group saying yes. We go beyond this and make practical suggestion that can help produce the desired outcome for the Welsh Government and our Community.

We understand the impact the current situation is having on our environment both locally and worldwide and we seek to amend this through a practical application of a Circular Economy that moves beyond recycling and can provide a comeback after COVID 19 lockdown.

We are fully aware that without implementing the changes we say here with immediate effect that many more local pubs will go under in Wales in the coming year as we try to make our come back on further diminished returns after the lockdown.

Ironically if these changes are not implemented by the Welsh Government, they too will be sponsoring further degradation of our environment by continuing to support an industry that is anything but fair or environmentally freindly, and is certainly not a circular economy as in the sense that the Welsh Government wants.

What is needed post COVID 19 Lockdown:

1. Remove the Duty on Beer sold through the pump in beer glasses.
2. Double the duty on Beer sold in one use containers.
3. Introduce a Carbon Tax on all drinks packaging immediately to an extent that it encourages people to drink out of glasses. This could bring in a significant revenue for the Welsh Government as well as seriously reduce the number of bottles, cans and plastic waste we must deal with every year.
4. Help and encourage all pubs to become refill stations, a form of alcohol-free off sales where water and soft drinks can be bought locally in reusable containers.
5. Get a grip on the licencing industry and work with us to clean up what is happening.
6. Level out the very unfair system geared against the local economy.
7. Level out the very unfair system geared against the national economy.
8. Level out the very unfair system geared against the environment.
9. Complete the above list to comply with FGA 2015 and WPP.
10. Ban the roadside sale of alcohol from filling stations on a road safety issue if nothing else.

Failure to do so will mean the continued and unnecessary further decline of our Welsh Economy whilst we cause further environmental damage both at home and worldwide.

Related News Stories:

Wales online 2nd July 2020

Pubs, cafes and restaurants to re-open outdoors in Wales from July 13

But it's only if coronavirus cases continue to fall

The hospitality sector will begin to re-open outdoors in Wales from July 13, if cases of coronavirus continue to fall.

The announcement will be made by the minister for international relations and Welsh language, Baroness Eluned Morgan. She will set out the phased re-opening plan for bars, cafes, pubs and restaurants at the daily press conference on Thursday, July 2.

According to the Welsh Government, it follows a rapid review of the hospitality sector in Wales to look at how the industry can safely begin operating once more.

The first phase will see the re-opening of outdoor spaces owned by businesses and subject to existing licences. This Welsh Government has said this is only if the virus remains under control and is subject to the outcome of next week's review of the regulations.

The re-opening of indoor services will be considered later, depending on:

- The success of outdoor opening
- The ongoing coronavirus situation in Wales
- Other measures businesses put in place to reduce the risk of transmission, such as pre-booking, table service only, and even the use of apps.

There have been increasing frustrations within the hard-hit sector about the lack of a timetable – and certainty – about when such venues could re-open.

Last week the Wales Independent Restaurant Collective (WIRC) said that although many firms have shown innovation through online and takeaway orders, the lockdown's hugely damaging impact meant it could take years for the sector, which employs 135,000 in Wales, to recover with many venues potentially being forced to close for good.

It warned that without urgent support there would be a "lost generation of entrepreneurs" as well as unemployment for thousands, many in the 18-30 age group.

Edmund Inkin, one of two brothers running The Felin Fach Griffin near Brecon since 2000, said then: "How long can we carry our fixed costs with no clear time-scale for when we might reopen? As we speak, business-owners' only options are becoming job losses or closure.

"As forced closure is extended for hospitality, further financial support is needed urgently to prevent this happening. If we don't sort this out now, the impact on all areas of Wales and on the life prospects for thousands becomes very grim indeed."

Simon Wright, a leading food writer, broadcaster and owner of Wright's Food Emporium in Llanarthne, Carmarthenshire, wrote in Monday's Western Mail: "We're waiting on the First Minister who may or may not give us a timetable for re-opening, which in turn, may not may not give us a rocky route to survival."

In England, pubs will re-open this Saturday, with customers allowed to drink inside the premises.

It has led to situations such as on the Welsh border where pubs just miles apart are facing very different rules.

A Welsh Government spokeswoman said earlier this week: "The hospitality sector is a vital part of the Welsh economy. We continue to work with the industry and local communities to ensure a safe return for the sector.

"The First Minister has asked for a rapid review of the hospitality sector to consider a potential phased re-opening of pubs, cafes and restaurants. Those discussions are taking place with a wide range of interests across the hospitality sector in Wales and have been constructive. We will announce our intentions when further headroom for change allows.

"We have adopted a careful and gradual approach to easing the restrictions. We will be guided by the latest scientific and medical advice and will carefully monitor the impact of each change. People's health and wellbeing is at the forefront of our approach to easing the restrictions."

A lockdown review ahead of First Minister Mark Drakeford's press conference tomorrow (FRI) will determine whether self-contained tourism accommodation will be able to reopen from July 13, while the country's five-mile travel guidance is set to end on Monday.

Public Health Wales yesterday that said a further six people had died after testing positive for Covid-19, taking its total number of deaths to 1,516, though separate figures released by the Office for National Statistics (ONS) show the true number of deaths involving the virus up to June 19 stands at 2,408.

Meanwhile, the total number of cases in Wales increased by 32 to 15,775.

https://www.walesonline.co.uk/whats-on/food-drink-news/hospitality-reopen-coronavirus-pubs-rules-18524619?utm_campaign=daily_newsletter&utm_content=EM_Mirror_Nletter_DailyNews_News_s_mallteaser_Text_Story1&utm_medium=email&utm_source=wales_online_newsletter

Express & Star 2019

Brewers need a helping hand to save great British pub

<https://www.expressandstar.com/news/Features/2019/08/31/brewers-need-a-helping-hand-to-save-great-british-pub/>

The Guardian 2019

Pub closure rate halves as communities fight back

<https://www.theguardian.com/business/2019/jul/22/uk-pub-closure-rate-halves-as-communities-fight-back>

Business Matters Magazine 9th July 2020

Thousands of local pubs warn of closure risk after alcohol VAT cut exemption

<https://www.bmmagazine.co.uk/business/thousands-of-local-pubs-warn-of-closure-risk-after-alcohol-vat-cut-exemption/>

The Guardian 11th July 2020

'A slap in the face': pub landlords livid at lack of support by Sunak

<https://www.theguardian.com/business/2020/jul/11/pub-landlords-livid-lack-of-support-rishi-sunak>

Wales on Line 14th July 2020

Wales moves to ban smoking outside pubs, cafes and restaurants

<https://www.walesonline.co.uk/news/health/wales-moves-ban-smoking-outside-18595823>

The Guardian 19th July 2020

'It was like a bomb had hit an off-licence': rise in wild camping hits beauty spots

<https://www.theguardian.com/environment/2020/jul/19/it-was-like-a-bomb-had-hit-an-off-licence-rise-in-wild-camping-hits-beauty-spots>

Long Live the Local Pub

<https://www.longlivethelocal.pub/about>

Correspondence:

Letter to Mark Drakeford

First Minister
Welsh Government
5th Floor
Tŷ Hywel
Cardiff Bay
CF99 1NA

First Minister Mark Drakeford & Jeremy Miles,

Dear Sirs,

In response to Ken Skates Newsletter dated 8th May 2020 we would like to respond on behalf of our community and fellow publicans of the Cefn including all the villages in the central section of the Pontcysyllte World Heritage Site here in North East Wales.

We believe we have some useful suggestions that will not only help our local economy as has been highlighted by the Coronavirus but would also work nationally and promote a more Sustainable Wales in accordance with the FGA 2015 and WPP, Welsh Planning Policy.

The Coronavirus has without doubt hit our trade as publicans more so than most. Even before the Lockdown our Prime Minister advised people to stay out of pubs and the turnover for our area has been well below average and far from what it should be for one of Wales top tourist attractions. The Pontcysyllte Aqueduct rates as number 6 with 330,000 visitors and increasing annually. This added to the 70,000 visiting Ty Mawr Country Park gives a total of 400,000 visiting our area as of 2019.

However, these people do not generally explore the wider area and a common criticism of the aqueduct is the short dwell time, 60minutes or less. This is how long it takes on average to walk over the aqueduct, take a couple of photos and then DRIVE OFF.

Our simple objective is to increase this dwell time by encouraging more people to stay longer exploring our wider community. This will bring an influx of tourism into our village centre which it currently does not see. This will then enable Sustainable Tourism Development. Furthermore, by people staying longer without driving off elsewhere, this will reduce CO2 emissions while boosting our currently beleaguered economy.

Please note we are ardent supporters of the FGA 2015 and are in contact with Sofie Howe and the Future Commissioners Office. Please view our website, www.pkcgroup.wales

This is the general synopsis for our community and my company BPS is backing the PKC Group with half a million pounds worth of security for commercial loans to be drawn against. It is anticipated that the first round of spending will be in the region of £5M and we intend to fund the whole project through private finance as far as possible. Please note we have spoken to Ken about this and he is also a supporter of our efforts.

For this, which we anticipate running as a commercial exercise all we ask is for your support, if you are interested in helping our community at the centre of the Pontcysyllte WHS. For a brief outline of the state of our community at present mainly based on official sources, many from the Welsh Government please see: [Cefn Wider Social & Economic Study 2020](#)

This document is available from our Library Page on the PKC Group Website, www.pkcgroup.wales

Other grass root suggestions that could make a large contribution to combatting the Climate Crisis in the post COVID 19 world are as follows:

Whilst our pub, the Hub Pub for Cefn Mawr (and we have invited Prince Charles for a beer), [the Holly Bush Inn](#) along with all the other pubs in our community have been closed (and some may not reopen again because of the loss of what little income they had and no reserves) and we will be among the last to be allowed to reopen, if not last, is in stark contrast to the supermarkets.

Whilst we have had to bear an enforced loss of income and bankruptcy in some cases, the sale of cheap booze in the supermarkets has continued unrestricted. This has gone on for far too long and needs some form of regulation. Once "Off Sales" meant the purchasing of alcohol from pubs though a window for consumption elsewhere, and this is where the name comes from. Our pub has one of these windows long since bricked up. The off sales from pubs were ended by the high street off licenses which was the first step towards today's current situation. Then supermarkets started enlarging their share of the market with more off sales and eventually most off-licences closed whilst our few remaining pubs have struggled to continue. The plight of the pubs over the past 20 years is well known.

What makes "Off Sales" possible as opposed to pubs where people can drink on the premises is packaging, be that beer cans or bottles.

The supermarket chains will have made millions of pounds from the sale of alcohol during the COVID 19 Lockdown whilst we are offered Universal Credit (if we are lucky) and are constantly looking at being forced out of business. This is a grossly wrong situation and needs addressing from several points:

1. The supermarkets are undermining the local economy up and down the UK under the present circumstances which have been highlighted and amplified by the COVID 19 lockdown.
2. Underage drinking is not really a problem in pubs but is in parks and behind closed doors where the booze is not sold in beer glasses over the bar.
3. The packaging (bottles & cans) that the cheap booze comes in is once only use and leads to more waste and CO2 production, through production of the packaging and disposal of it after.
4. Isolation drinking (at home) does not promote communities.

So here are a couple of suggestions that could be introduced nationally that would help:

Tax the packaging of alcohol to a level where it becomes cheaper to drink in your local than from the supermarket. This has several advantages:

1. Beer glasses are washed and reused, significantly reducing waste.
2. Beer glasses reduce unnecessary CO2 production involved with packaging.
3. Underage drinking would be more controlled than at present.
4. It would provide a positive boost for the publican trade which has seen years of decline mainly due to the supermarkets.

5. It would reduce the litter problem, and please be aware we are tired of picking up the empties from our local supermarket, in our own beer garden!
6. Preloading and alcoholism would be directly reduced.
7. Supporting local publicans also supports the local economy as they tend to live and spend in the local area unlike supermarkets where profits go elsewhere.
8. It would comply with and enforce the FGA 2015 and be a true application of Sustainability.
9. It would lead to better connected community that would be more vibrant and viable in accordance with the FGA 2015.
10. Taxation of packaging would be a revenue earner for the government.

The second suggestion that should be adopted nationally is to, STOP DRINK DRIVING.

All 24-hour garages today are now licenced to sell booze 24 hours a day!

This is yet another undermining activity that has largely been introduced by supermarkets and should be illegal. It is also sponsoring unfair competition once again to the local publican trade.

Please name one local authority that would grant a 24-hour licence to a pub?

These are simple practical suggestions that would help with the bounce back from the Coronavirus and move Wales onto a more sustainable future as well as help our local trade and economy.

Please note that this letter is written on behalf of the PKC Group, the Cefn Publicans Cartel and our Community as well as all other pub owners in the UK.



Please note whilst we were being closed and will no doubt be the last allowed to reopen the supermarkets are making millions. The first three shelves to be cleared in our local supermarket were Bread, Milk and Beer followed by toilet roles.

In summary the present situation under COVID 19 and onwards can be described as extremely Unfair Competition and Monopolistic.

This clearly does not agree with Welsh Planning Policy and the FGA 2015. So, if the Welsh Government could do something about this as we suggest here, it will be a very practical way of helping our local publicans, communities, the Welsh Nation and addressing the Climate Crisis.

Regards,

David,

PKC Group Project Manager,
Cefn Community Councillor & AONB Champion,

David & Iona Metcalfe,
Fron House,
Canal Side,
Froncysyllte,
LL20 7RB,

Tel Office: 01691 239 644
Tel Mobile: 07796 260 666 & 07515 915 020
www.baynon-property-services.co.uk
www.pkcgroup.wales
www.fronhouse.co.uk

Permission to Photograph Email?

From: Dave Metcalfe <pkcgroup@hotmail.co.uk>
Sent: 24 June 2020 21:31
To: customer.service@tesco.co.uk <customer.service@tesco.co.uk>
Subject: Tesco Permission to Photograph

Dear Sir / Sirs,

We are conducting a survey in response the First Ministers appeal for post COVID 19 Bounce Back suggestions that would help the Welsh Economy recover from the Coronavirus Pandemic.

The information from the survey will be used to compile a report on behalf of the CPC, Cefn Publicans Cartel which is a part of the PKC Group, the [Plas Kynaston Canal Group](#) based in the Cefn at the centre of the [Pontcysyllte WHS, World Heritage Site](#).

All our pubs have been closed during the [COVID 19](#) lockdown and we have lost our income. This is unfortunate for us, our community, the nation of Wales and the planet due to the Climate Crisis and Global Warming through excess CO2 in the atmosphere now exceeding 400ppm and rising.

Our trade as publicans at a local level is as green as it gets, with a circular economy recycling beer glasses in the glass washer and pulling pints from beer barrels that are refilled by the breweries. Furthermore, our soft drinks range can be provided without the need for plastic bottles with the correct soda machines installed in our pubs.

This leads to very little waste with no need for energy intensive production & recycling of plastic, aluminium and glass packaging that all drinks products come in from supermarkets and other retail outlets. The packaging of alcohol and soft drinks leads to unnecessary emission of CO2 during the production and recycling of the said materials and if not recycled only adds to the growing problem of land fill.

Unfortunately our environmentally friendly cycle has been broken through the pubs being closed during the COVID 19 lockdown, which we can understand and although we have lost our means of income and our businesses are closed we support the government in the crisis.

However, on the other hand we have noticed the significantly increased sales of alcohol at the Supermarkets, 24 Hour Service Stations and other retail outlets still open during the COVID 19 Lockdown. Unfortunately, all drinks products sold by supermarkets and other retailers come in one use disposable packaging and although the packing is marked as recyclable, this is energy intensive and does not contribute to sustainability. In fact, the use of such one-use packaging is quite definitely not sustainable and is contributing to global warming.

Therefore to give credence to our report on the current situation where supermarkets and other national retail chains are collectively making millions from increased sales of drinks products (mainly alcohol during the COVID 19 crisis) we request permission to photograph the shelves of drinks and additional floor space given over to pallets & cases beer placed close to the tills in your supermarket.

Please note all this is going on whilst our pub, The [Holly Bush Inn](#) along with all the other pubs in our community are closed under the COVID 19 Lockdown.

Please reply within 5 working days as we have written before but hear nothing.

Other Postal Letters 7 Mail sent on the 24th of June 2020 to:

The same text as emailed to Tesco again on the 24th of June 2020 was also sent out to the following supermarket retail chains on the same day.

Sainsbury's Store Support Centre, 33 Holborn, London, EC1N 2HT

Asda House, Southbank, Great Wilson Street, Leeds, LS11 5AD

Aldi Stores, Holly Lane, Atherstone, Warwickshire CV9 2SQ

SPAR (UK) Limited Hygeia Building, 66-68 College Road Harrow, Middlesex, HA1 1BE

Marks & Spencer Group plc, Waterside House, 35 North Wharf Road, London, W2 1NW

And email sent to Lidl@goodrelations.co.uk

And email / message sent via Morrisons website portal.

The Only Reply

Your Sainsbury's Case ID: ENQ-3321370
Customer.Service <customer.service@sainsburys.co.uk>
Mon 13/07/2020 20:08

Dear David,

Thanks for contacting us.

I'd suggest contacting the store in the first instance to get there permission.

Thanks again for contacting Sainsbury's.

Please don't reply to this email as this email address isn't monitored. If after reviewing the content of this email you still need support, please visit help.sainsburys.co.uk where you'll find help, answers to frequently asked questions and alternative ways to get in touch.

Kind regards,

Barry | Sainsbury's Careline
Sainsbury's Supermarkets Ltd
www.sainsburys.co.uk | help.sainsburys.co.uk

Letter Sent to Cefn Community Council

Baynon Property Services Ltd

Property Research Specialist in Historical and Cartographical Data
Fron House, Canal Side, Froncysyllte, Pontcysyllte WHS, LL20 7RB
Phone +44 (0) 1691 239 644 - Mobile +44 (0) 7796 260 666
www.baynon-property-services.co.uk

Cefn Community Council,
Gorge Edwards Hall,
Well Street,
Cefn Mawr,
LL14 3AE.

Dear Council,

This is an official letter regarding the ongoing issue of litter on our adjoining properties, i.e. the Holly Bush Inn and the George Edwards Hall.

We have contacted you before regards this mutual problem but unfortunately, we have not had much response and there has certainly been no improvement to our knowledge.

We, my staff and I have been collecting the rubbish that accumulates on our mutual boundary for the past 7 years in an effort to Keep Wales Tidy. We are very conscious of the value of having a nice village and maintaining standards wherever we can, as can be seen from the work on our pub and elsewhere in our community.

Unfortunately, we have a consistent problem with litter that mainly emanates from Tesco. We do know this as we pick it up and have been doing so for the past 7 years on both our property and yours adjacent to the George Edwards Hall car park.

We are hoping since the Cefn Community Council is the main and only benefactor of the Tesco Store, receiving many thousands of pounds annually under the lease / rental agreement with Tesco, the council will be willing to take this matter up with Tesco.

We would also like to point out to the Cefn Community Council that Baynon Property Services is the main financial backer of the informal voluntary Plas Kynaston Canal Group that have their headquarters in our pub, the Holly Bush Inn. As a consequence of this, the PKC Group and all its members also ask for assistance on this matter as the litter problem can be quite unpleasant for our community and any visitors to it.

Regards,



David Metcalfe, Director.

Company Ref No. 7242434	Page 1 of 4	Vat Ref No. 994 8046 68
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The hardest things to pick up are the scratch cards and old lottery tickets which are generally torn up and thrown over the wall. Also please note we do not sell Stella Artois Beer in the pub, this is cheap booze from the supermarket which has been the main downfall for the licencing trade across the UK.

In our case in Cefn Mawr, we just get to pick up the empties whilst we see less and less trade in our pub, as all publicans in the area are seeing. Relatively speaking our pub the Holly Bush Inn is doing well, but this is a relative term and for an area where we have such a high volume of visitors, 400,000 our pubs should be doing very well, not struggling to survive as we are.

Simply looking at Llangollen will confirm this statement where their main problem is how to deal with the high traffic & visitor count whilst our streets remain empty.

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Litter collected again on the 4th March 2020.

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The Cefn Publicans Cartel



The Mill Inn, now closed as of 2020.



The Jolly Masons struggles on.



The Queens Hotel



The Telford Inn



The Duke of Wellington



The Eagles Inn



The Oddfellows Arms



The Hampton



The Black Lion



The Newbridge Arms



The Aqueduct Inn

Pubs we have lost during the last 10 years of WHS Inscription:



The Old Vaults



The Plough



The Railway



The Australian

Smoking:

A word on smoking, firstly the ban on smoking in pubs has had an extremely bad effect on our environment. The Marine Conservation Society noted the dramatic increase in cigarette butts reaching our beaches following the ban. However, this significant increase will be marginal in comparison to the number that will be in circulation in our seas and oceans because of the ban.

Cigarette are now smoked outside the pubs and other venues and more butts are dropped and washed away by the rain. Cigarette butts then enter the storm drains which flow into our rivers, which carry the cigarette butts to our coastal regions. Here the cigarette butts enter our seas and can then be carried around the world by ocean currents interacting with our seas adding to global pollution.

So, there are negative results to this that are not widely publicized.

On a local practical basis to combat this we at the Holly Bush Inn in Cefn Mawr provide Public Ash Trays for all to use, not just our customers to try and curtail the increase in global pollution caused by ban on smoking in pubs. These are available at all the doors to our pub at the very center of our community.

The announcement by the WAG on a further smoking ban outside pubs and cafes will not stop the above problem, and in our case as responsible publicans, will only make the situation worse.

Furthermore, the announcement came the day after we reopened our beer gardens! We had been closed for over 100 days under lockdown. The ban on smoking in pubs had a dramatic effect on our industry (as well as the environment) and this will no doubt to, if passed.

But we ask is this fair and reasonable?

We see no mention of supermarket car parks, and lets face it, it is the supermarkets again where the product is sold and money is made, while we who see not benefit from the tobacco business any more are penalized.

This is grossly unfair and needs to be amended.

Wales Online 14th July 2020

Wales moves to ban smoking outside pubs, cafes and restaurants

<https://www.walesonline.co.uk/news/health/wales-moves-ban-smoking-outside-18595823>

BBC News 1st July 2017

Pub smoking ban: 10 charts that show the impact

<https://www.bbc.co.uk/news/health-40444460>

Circular Online 15th May 2013

100 Percent Rise In Cigarette-Stub Litter On Britain's Beaches

<https://www.circulronline.co.uk/news/100-percent-rise-in-cigarette-stub-litter-on-britains-beaches/>

Realising the Circular Economy through design

The depletion of finite resources, ecological degradation and emerging social problems has made it more visible that the dominant and linear way of doing business, the so-called business as usual, cannot be sustained any longer and as a result there is a need for a paradigm shift on how we design and make things. To address this problem, the Circular Economy emerged as an alternative to the take-make-waste industrial model, and it has gained traction over the last decade, even though the origins of the concept can be traced back to Kenneth E. Boulding (1966).

What is the green economy?

The Ellen MacArthur Foundation defines a circular economy as “restorative and regenerative by design, and aims to keep products, components, and materials at their highest utility and value at all times”. In practice, this means designing waste out of the system - instead of discarding assets after only one product cycle, organisations are developing new ways to continually re-acquire and reintroduce these assets to the market through material loops. Material loops are flows whereby materials or larger parts are recovered from buildings and reclaimed, recycled or biodegraded through natural or technological processes.

The Circular Economy can also help us achieve sustainable development through the regeneration of social, environmental and economic capital. The core idea is that the Circular Economy can be used to fit the economic system to the natural and social systems, rather than forcing nature and society to fit the economic system - transferring the premises of living and evolving systems to the human-made systems. By prioritising the material flows, namely biological materials and technical materials, the circular economy aims to either close, slow, or narrow the material loops.

Up until now, the Circular Economy has been studied as a new economic paradigm, industrial model, material and energy flow model, policy, design philosophy, innovation management tool, business model, and strategy. Given its multidisciplinary nature, we need different perspectives and joint action to realise the benefits of the Circular Economy.

In the Centre for Design (C4D) at Cranfield University, we perceive Circular Economy as an analytical lens to shape our regenerative design thinking enabling it to become a part of the natural system. For us, the Circular Economy is a way to challenge dominant design and create meaningful directions. As a result, it helps us determine the role of a design solution in social, environmental and economic systems with the aim of regeneration

Dr Enes Unal from C4D at Cranfield University coordinates and leads the short courses on the Circular Economy. These short courses are ‘Circularity in Practice’ and Circular innovation and Design for Circular Economy. More information on our short courses can be found on our website. In C4D, we approach the notion of the Circular Economy from a design perspective -this includes the design of systems, products, and business models.

“Design is the first signal of human intention”

“Human beings don't have a pollution problem; they have a design problem.”

“Good design would allow for abundance, endless reuse, and pleasure.”

William McDonough and Michael Braungart

(Founders of the Cradle to Cradle Philosophy)

Cradle to Cradle (C2C) is one of the schools of thought that creates the foundational premise of the Circular Economy – it is characterised by the phrase, “Everything is a resource for something else”. The concept of C2C was developed by architect William McDonough and chemist Michael Braungart. It integrates chemistry and design to provide enduring benefits for society from products for industry and eliminates the concept of waste.

The Circular Economy as a cultural norm and goal of the innovation process provides an alternative and promising path to tackle natural and societal challenges. In C4D, we are training the future designers and innovation managers to challenge dominant design and create more meaningful directions for sustainable development.

As the C2C philosophy emphasises, we don’t have pollution, climate change, or resource depletion problems, rather we have a design problem, and therefore we need to re-think the way we make things. We aim to equip students with the necessary tools, skills, strategies and capabilities to shape the future by using Circular Economy thinking to address the issues of material health (toxicology), material reutilisation, renewable energy, water stewardship, and social fairness. By doing so the students are empowered to create innovative examples of good design that would allow for abundance, endless reuse, and pleasure. Designs that make the world better than it was before.

“The cherry tree is just one part of a much bigger, interdependent natural eco-system and it is this interdependence that matters. For example, the blossoms of the cherry tree not only bring forth a new generation of cherry trees... they also provide food for micro-organisms which in turn nourish the soil and support the growth of future plant life. The ‘outputs’ – indeed ‘waste’ – of one process (the cherry tree and its blossoms) have become inputs for other processes. When viewed in isolation, each element within this natural system may be highly inefficient. But as a whole, the system is stunningly effective – and doesn’t produce any waste at all. We need to apply the cherry tree’s wisdom to the world of production and consumption.” (Michael Braungart)

Circular Business Model Design

A business model represents the core aspects of an organisation – how it proposes to create, deliver, and capture value in economic, social, environmental, or other contexts, through an exchange with a network of partners.

Business model innovation, in other words designing a new business model to enhance advantage and value creation (in the case for business as usual) has been recognised as a “key decision and a crucial - perhaps more difficult - task for managers” (Zott and Amit, 2010). Yet, the changing current paradigm of business from a linear economy – with a take, make and waste approach - to a Circular Economy – take, make, regenerate approach - makes the design of business models even more challenging. As such, organisations are required to not only consider their wellbeing, but also consider the environment and society as an integral part of the organisation. This process can create considerable tensions that need to be critically managed.

https://alumni.cranfield.ac.uk/Public/News_Item.aspx?Id=1834

[Raise fixed penalty notices for littering the countryside and beaches to start at £1000.](#)



The PKC Group & Holly Bush Inn signed and donated on the 21st July 2020

Help to preserve and protect our beautiful outdoor spaces, National Parks, and beaches by imposing higher fixed penalty fines for those dropping litter, and lighting barbecues on grass/moorland.

Fixed penalty notices should start at £1000 and be issued more readily, frequently, and proactively.

Recent news reports have shown many of the country's much treasured beauty spots being desecrated by people leaving beer bottles, takeaway wrappers, disposable barbecues and general waste behind. I believe widespread littering across the UK is the worst it has ever been. Our beautiful outdoor spaces are slowly being spoilt, and currently there does not appear to be a big enough deterrent as far as fixed penalty notices, fines and prosecution.

We should all be able to enjoy being outside in 'green' spaces whilst respecting the environment, and those who seek to damage it should face much harsher penalties by means of on the spot fines and ticketing.

Section 87 of the Environmental Protection Act (1990) states that it is a criminal offence for a person to leave, drop, throw down, or deposit litter in a public place, and whilst the maximum penalty is currently a £2,500 fine (and a person can be tried in a magistrate's court), the fixed penalty notices only start at between £50-£100, which clearly serves as no deterrent whatsoever.

Fines and fixed penalty notices should start at £1000.

<https://www.change.org/p/uk-government-raise-fixed-penalty-notices-for-littering-the-countryside-and-beaches-to-start-at-1000/psf/share?share=1>



Alternatively, you could always join us for a beer at the Holly Bush Inn and help save the planet while raising funds for Hope House Hospice. Please see and sponsor Paul's next walk from Fort William to Penycae. www.justgiving.com/fundraising/Paul-Edwards500miles

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