

# **AD Feasibility & Development project - Getting community buy-in**

Lucy Hopwood  
Director, Lead Consultant for Bioenergy & AD

# Project Overview

## Circular Malton CIC

### Mission

- Creating a culture of collaboration and a circular economy legacy that prospers

### Aims

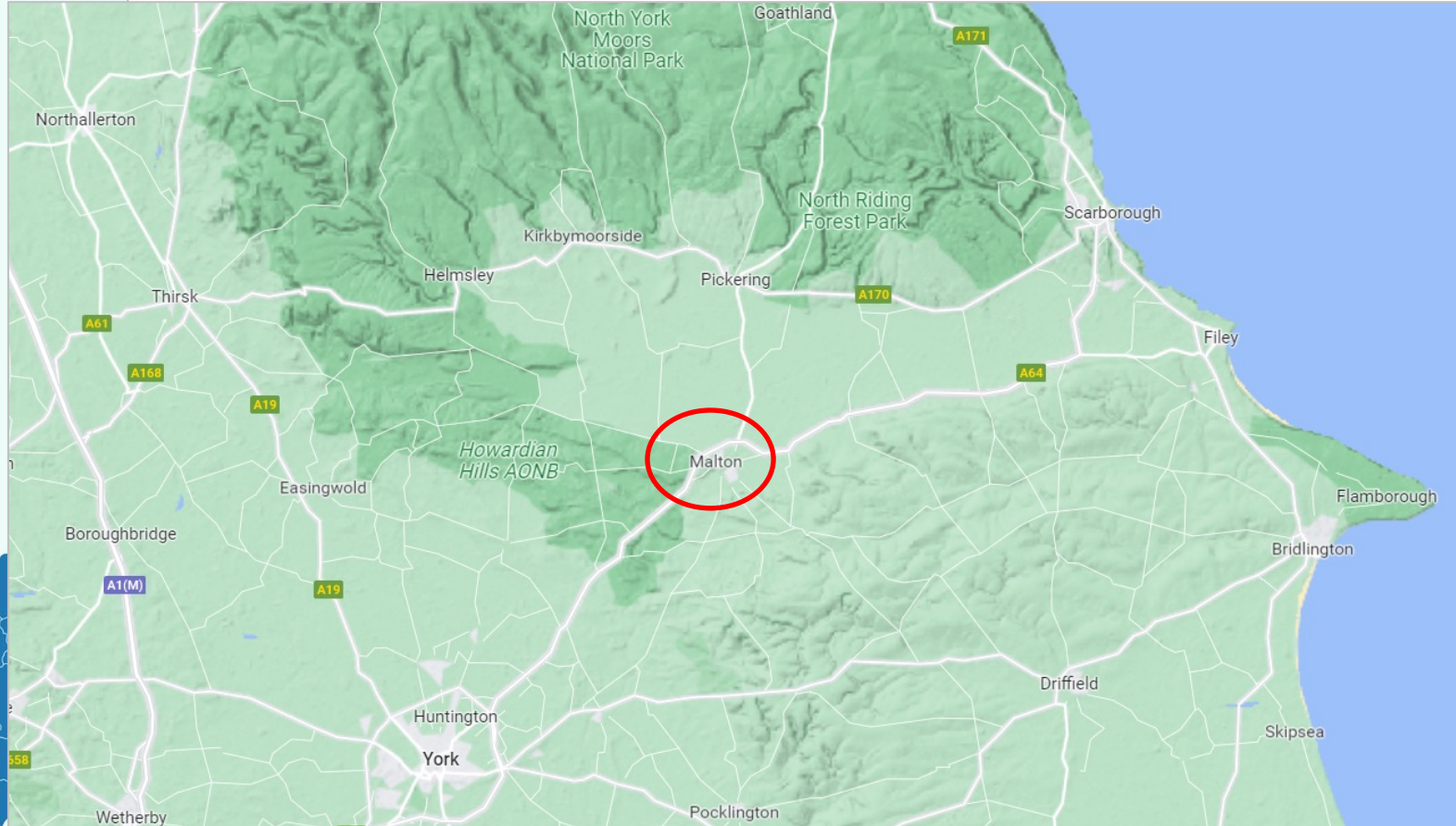
- Everyone having the opportunity to easily play their part whatever the scale
- Resource efficient towns where nothing of value is lost
- A pilot for Yorkshire and the UK demonstrating an approach and impact on multiple benefits

### Project

- AD feasibility study & development planning for Circular Malton CIC
- The feasibility and development phases of the project were supported by RCEF
- RCEF is funded by BEIS and managed by Tees Valley CA locally

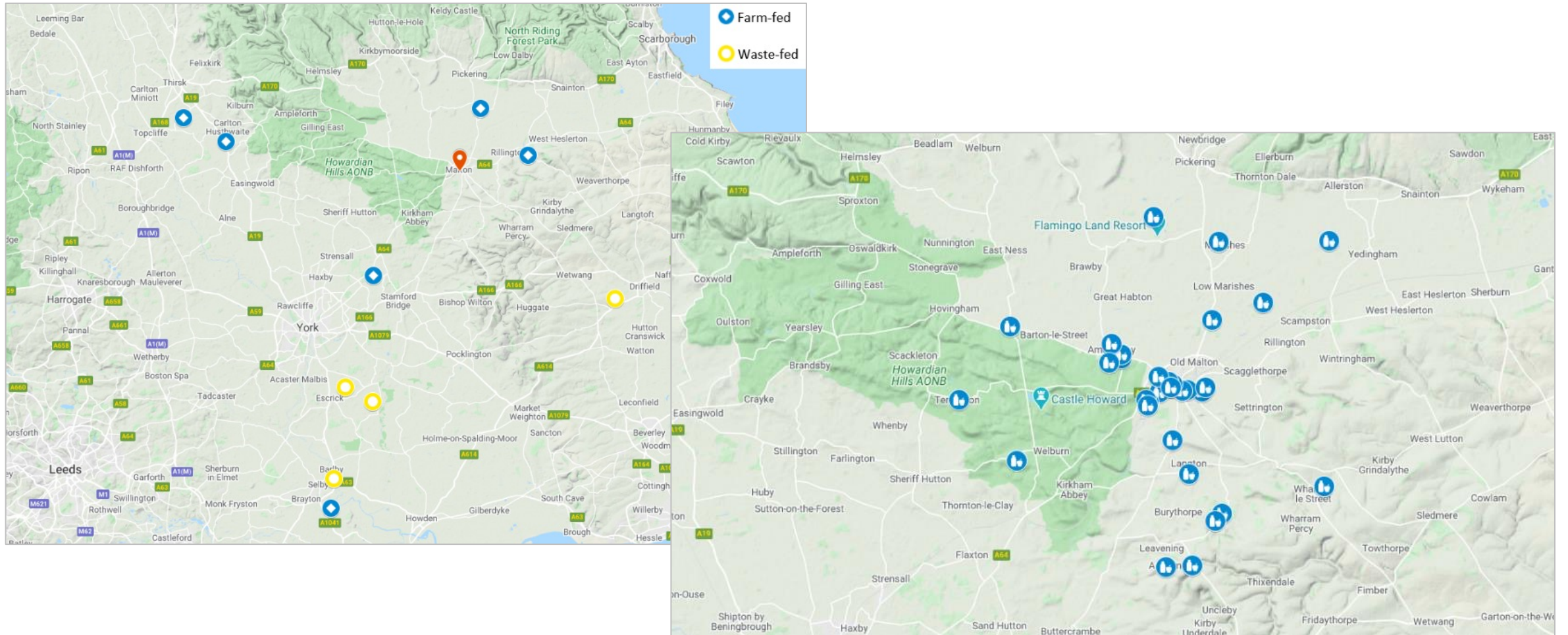


# Malton & Norton





# Local Activity



# Community Engagement

- 🌱 Community engagement identified as a priority from day one.
- 🌱 Key stakeholders were identified and engaged from very early stages:
  - ✓ Residents in Norton, Malton and surrounding villages
  - ✓ Town Council mayors & Ryedale District Council - Director of Economic Development, Climate Change Officer, Waste Management and Planning Office, and Councillors.
  - ✓ Businesses – potential feedstock providers, those already active with AD and non-users. Including medium and large food manufacturers, hotels, cafes, food shops, farmers and racehorse training yards.
  - ✓ Schools
  - ✓ Visit Malton CIC team
  - ✓ Fitzwilliam (Malton) Estate
  - ✓ Different landowners of site options being considered
  - ✓ Journalists
- 🌱 Meetings were held between the project team (with local and technical knowledge) and key stakeholders in the early stages, to avoid mis-information being shared and unnecessary speculation.
- 🌱 The level of understanding about AD was generally low in the area at the outset.

# Market Research

## Objective

- 🌱 To assess the awareness of the concept of a circular economy for Malton and Norton, and attitudes towards the installation of an anaerobic digester in the area.
- 🌱 Consideration was also given to how the AD, if installed, should be run and how the heat and energy generated should be used.
- 🌱 The views of both local residents and businesses were considered.

## Approach

- 🌱 10 in-depth interviews (c.60 minutes), were conducted via Zoom with local businesses and council members/officers.
- 🌱 Four focus group discussions (c.90 minutes) were also completed with residents.
- 🌱 An online (quantitative) survey was conducted with local residents. Invitations were issued to 1,000 residents split equally between Malton, Norton and surrounding villages (within 10 miles of Malton).
- 🌱 The survey was also promoted by Circular Malton & Norton using their social media platforms and via local media to broaden the scope and reach of responses.





FULL CIRCLE: Malton, along with Norton, is aiming to be a Circular economy market town.

PICTURE: GARY LINDSAY

## The circular route

The first steps have been taken to make Yorkshire's food capital the county's first Circular economy market town.

Circular Malton & Norton, a pilot project bringing together businesses, authorities and the public, has secured funding from the Rural Community Energy Fund to conduct a feasibility study into establishing a community anaerobic digester.

A Circular economy focuses on keeping waste to an absolute minimum in order to protect the environment and the digester would use local food and agricultural waste to create heat and energy for the towns of Malton and Norton.

Sue Jefferson, a member of the Circular team, said it would be a "great solution" for waste which couldn't be eaten.

"We recognise that there are a number of ways to avoid food waste ending up in landfill, including great initiatives like the Ryedale Free Fridge and the Too Good To Go schemes; however when the waste is not suitable for human consumption, anaerobic digestion is a great solution," she said.

Lucy Hopwood, director of bioeconomy consultants NNFCC, who are carrying out the study, said they would be looking at the type and quantity of waste generated locally, what currently happens to that waste

**Sophie McCandlish**  
@sophiemccandlish

and how suitable or appropriate it is to use in a community anaerobic digester.

"We will be considering options such as inedible food waste, processing residues and agricultural wastes sourced from food and

### FACTS

- If the anaerobic digester is found to be suitable local businesses and farms could join a 'Direct to AD' scheme, signing up to regular collections and strengthening their green credentials.
- A list of frequently asked questions is available by emailing CircularMaltonNorton@gmail.com.
- Forum and research survey details will be available shortly



drink manufacturers, cafes and restaurants, schools, residents, shops, racing stables and farms in and around Malton and Norton.

"This will allow us to determine the optimum size and location of a digester and the energy, employment and environmental benefits that can be created for the town," she explained.

There are many options to explore, including business models, new jobs created, carbon emissions reduced, suitable sites and how best the community could benefit from the renewable energy.

Malton and Norton residents and businesses will be invited to share their views in forums and through a research survey as the project progresses with the findings and suggested next steps being shared when the feasibility project is complete.

"The team expect this way of combining waste disposal, energy generation and nutrient recovery all in one system will provide significant renewable energy for our two towns," Sue said.

"It will also create a consistent and plentiful supply of biofertiliser for farms and potentially also local residents and allotment holders, helping to further reduce the carbon footprint of our area and improve local soil fertility."

# First steps to Circular towns

By Karen Darley

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A BID to make Malton Yorkshire's first Circular economy market town has taken its first steps forward.

Funding has been secured from the Rural Community Energy Fund to look at the feasibility of establishing a community benefiting anaerobic digester, using local food waste and agricultural waste to create heat and energy for Malton and Norton.

Lucy Hopwood, director of AD experts Bioeconomy Consultants NNFCC, who have been commissioned to conduct the feasibility study, said: "We will explore what type and



Sue Jefferson, a member of the Circular team

and farms in and around Malton and Norton.

"This will allow us to determine the optimum size and location of a digester and the energy,

BEIS funded Rural Community Energy Fund, which is managed by the North East Yorkshire and Humber Energy Hub and administered by Tees Valley Combined Authority.

Sue Jefferson, a member of the Circular team, said: "We recognise there are a number of ways to avoid food waste ending up in landfill, including great initiatives like the Ryedale Free Fridge and the Too Good To Go schemes, however when the waste is not suitable for human consumption, anaerobic digestion is a great solution.

"I love the example that the waste from producing just one sausage roll could heat an average house for two minutes or power a laptop for over half an hour."

Business owners will be

## Views sought on using food to power towns

By Karen Darley

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Twitter @KarenGazette

VIEWS are being sought on the level of local support for a system to turn Ryedale food waste into everything from fertiliser to fuel.

Circular Malton and Norton is aiming to transform dealing with inedible leftovers from a "lose it to use it" approach that feeds back into the local economy.

The group is looking for views from residents and businesses on the idea of introducing an anaerobic digester to convert natural waste and thrown away food waste into biogas.

Trevor Barlow, Circular Malton and Norton team member, said: "Our first aim is to avoid food waste. At the same time, we know there is always a level of produce going to waste and we want to turn it into heat and energy for our local community instead of being



Trevor Barlow, Circular Malton and Norton team member

transported across the county with minimal benefit to us locally. "We are asking local residents to take part in a survey that tells them more about the project and asks for their views on the idea.

"Our aim is to find out how keen people are to support the digester plan, what questions are to be answered and look at suggestions on where to direct the benefits from the system."

The project is supported by the Department for Business, Energy and Industrial Strategy (BEIS) funded Rural Community Energy Fund and the anonymous survey is being managed by an independent market research company.

"We would like to hear from as many people as possible, including families with young people and children who are at the heart of our bid for a better future," said Trevor.

"This is all about our environment and acting locally is a step we can all make towards fighting against climate change and realising benefits in doing so.

"A community anaerobic digester for Malton and Norton is a natural step to ensure zero food waste for Yorkshire's food capital but we want to know what local people think."

To take part in the survey, go to [tinyurl.com/maltonsurvey](https://tinyurl.com/maltonsurvey). The closing date is Wednesday, October 28, at 5pm, and all participants are entered into a free prize draw.



Circular Malton & Norton

16 October at 16:19 · 📍

So the waste from producing the filling of just one sausage roll, would power a laptop for over half an hour.

Is an anaerobic digestion a good option for Malton & Norton?:

RESIDENTS - Have your say. <https://tinyurl.com/maltonsurvey>

BUSINESSES - Have your say

<https://tinyurl.com/maltonsurvey2...> See more

For every sausage roll produced:

The waste streams from producing the pork filling are:

- 0.65 kg of pig manure (slurry)
- 0.08 kg of abattoir waste

which together produces ≈ 8 litres of biomethane



Heat an average household for 2 minutes

Power a laptop for 38 minutes

7,209

People reached

585

Engagements

Boost post

3

Like

Comment

Share

20 shares

The Bioeconomy Consultants



# Community reaction

🌱 Evident lack of understanding and some inevitable concerns raised, mostly around:

- Noise
- Odour
- Visual impact
- Traffic

BUT...nothing unexpected or unmanageable!

🌱 "...I definitely need some further explanation to help me understand what the concept means for us." ***Norton Resident***

🌱 "To be honest I didn't really know anything about it. I have been googling it before joining tonight." ***Malton Focus Group***

🌱 "Well location is key. I would be very concerned about the increased transport it could cause through the streets of Malton and would need to be reassured about that." ***Malton Focus Group***



# Community reaction

"It would make us pioneers in this respect which would encourage further moves towards sustainable living. This would increase pride in living in Ryedale."

"Let's be the leader in this field, food and recycling capital of Yorkshire!"

"I honestly can't think of anything against the concept itself."

"It would be a great string to our bow and brilliant to see us being an example for other towns."

In favour of  
*Community AD?*  
78%

"What a great community venture - impressive! We need to spread the word about these kinds of solutions to show what can be done."  
**Norton Resident**

"Anything that improves the environment and reduces waste is good for all our futures. We want to leave a world fit for future generations to enjoy whilst preserving nature and natural habitats."  
**Outside Village Resident**

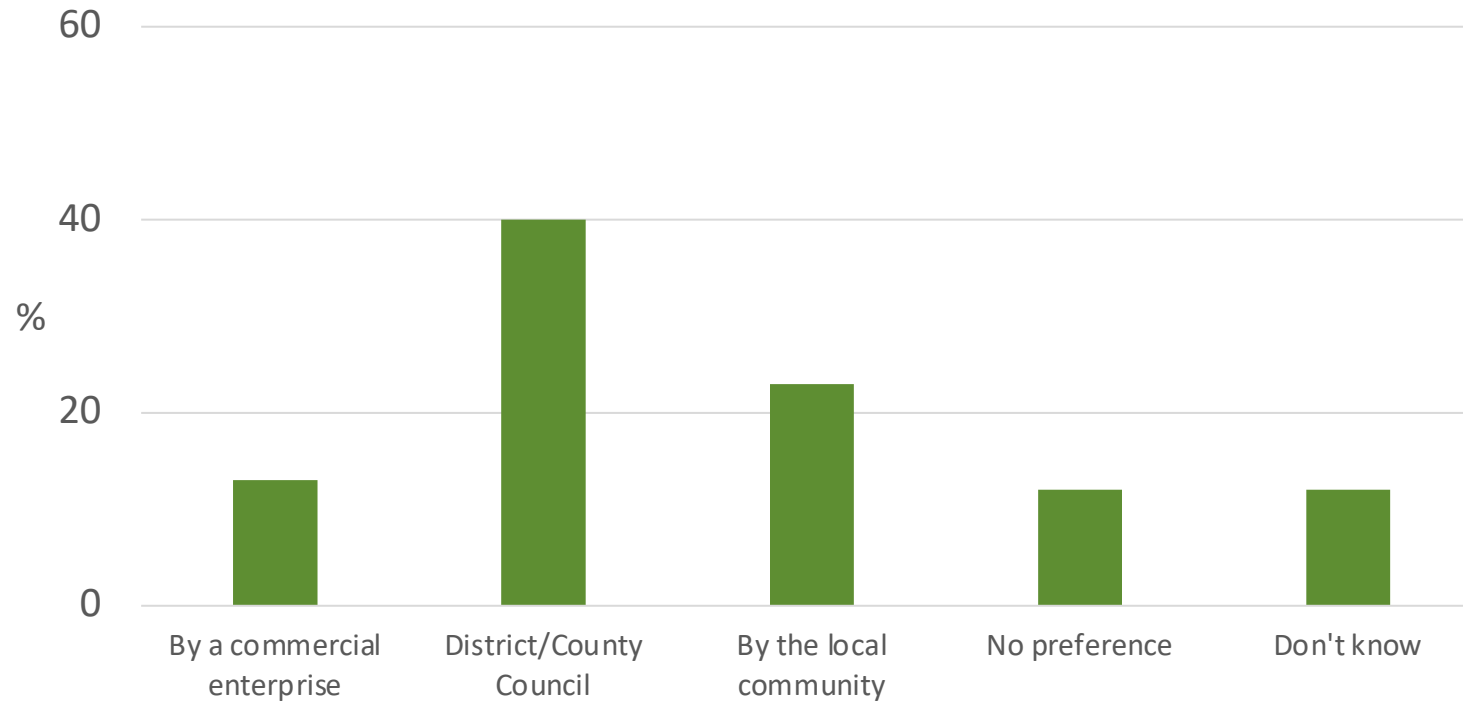
"Well I am a total convert. I would go so far as to say, and you can put this on record, I would support this to the tune of actually positively going to a digester that was round the corner and paying for the privilege rather than drive down the road to one that is 17 miles away. It just makes sense to me."  
**Malton Business Owner**

# Site Assessment



# Ownership

Who would you like to see own and run an anaerobic digester in the town(s)?



"I would say that the community needs to have a stakeholder involved in it.... It should be a shared project I think."

**Malton Focus Group**

"They [*the Council*] have local knowledge and can be held accountable."

**Village Resident**

"It would mean a sense of ownership and responsibility and it would be run properly and also create jobs."

**Malton Resident**

"We could ensure the project had the community's best interests at heart."

**Malton Resident**

"Private enterprise would naturally be run for profit, not environmental benefit."

**Norton Resident**



# Early outline concept design (Subject to change)



- ✦ Taking unavoidable local commercial and industrial food waste producing biogas to heat and power itself & net export to businesses, with clean digestate as a valuable biofertiliser.
- ✦ Incorporating an innovation and education centre with wrap-around support for entrepreneurs & start ups.
- ✦ Fuelling an electric powered truck for town collections.
- ✦ Estimate 2-3 HGV/LGV vehicle movements per day (max. 12,000 tonnes waste per year).
- ✦ Delivering multiple benefits of local energy, new jobs, new start ups, replacing fossil fuels, reducing carbon emissions and valorising local wastes.
- ✦ Opportunity for community share ownership.

# Summary

- Early engagement is essential in strong community areas, to avoid mis-information spreading and speculation about the project causing unnecessary unrest. It is much harder to correct than it is to inform.
- A sense of buy-in from the community is key, to make them feel valued and listened to (but note they won't always come up with sensible ideas, so be prepared to deal with the less sensible ones!)
- Keep jargon and technical language to an absolute minimum.
- Honesty is always the best policy, but keep it simple!
- Continue the engagement throughout the development phase, regular communications are important; always be responsive.
- CMN conducting a further round of market research before the planning application is prepared and submitted.
- Community AD is not widely supported by central Government, but there is a strong case to reintroduce support for good projects.
- CMN AD will be a showcase project, to demonstrate the scale of the opportunity to Government; with replicability possible in other towns and communities across the UK.
- Incorporation of educational facilities is key, to share the story and inspire the community and the next generation.

## A specialist business consultancy with over 15 years of bioeconomy experience



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