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Our Ref: DEMSERV/

14th August 2018

University of Exeter,  
Penryn Campus  
Cornwall,  
TR10 9FE

RE: UKRI Creative Circular Economy Approaches to Eliminate Plastic Waste

Dear Professor Peter Hopkinson,

Thank you for inviting us to become an industrial stakeholder in your proposed research project. I have read your research proposal with great interest and shared it with my colleagues. We are very excited by your ideas and express our interest in supporting your project.

Our organisation is a forward-thinking Borough Council, which has recently passed a resolution phasing out the use of single use-plastics in the Borough and is pro-actively interested in tackling this issue on a regional and multi-disciplinary basis. Research into future economy plastics is vital to understanding the effects of plastics on our environment. We have chosen to be an Industry partner on this proposed hub as we are keen to support cutting edge research into an issue with high salience for our people and are excited about the possibility offered by collaboration on this project.

The added value is that this research would be likely to lead to increased productivity, innovation (an increase in new ideas that are successfully exploited to create economic, social and environmental value) and prosperity for the community at large. Specifically the opportunity to explore how as a society we are to tackle our plastics problem would engender the Council and local businesses to adapt to the complex issue of sustainability, embrace all growth sectors and engage with the community. Aspirations for Taunton to become an incubator for global research and innovation by the pursuit of an R&D Innovation Centre concept would require a mandate to come separately to this through the Council's Prosperity Plan work with support from Full Council.

Taunton is very strategically placed in the South-West region and has strategic linkages to industries such as agriculture and fisheries which are important in terms of food production and the technological needs of the agricultural sector in the future are therefore paramount. This project aligns with our strategies around Our Place. The Council could have a role to play as a Regional Demonstrator providing exemplars for upscaling to (inter)national scales across the 4 themes; e.g. mapping regional health and wellbeing, environmental and social impact and

costs of plastics, reducing and eliminating single use plastic from selected regional supply chains (clothing, food and drink), prototyping high value upcycled products from recovery and re-use of existing plastic flows (e.g. Local authority flows, Ocean debris from regional beaches), exploring societal barriers to their uptake.

We are able to help the ambitions of this project by providing 4 days of staff time to support advisory activities, attending meetings, workshops, dissemination events and/or promoting the proposals outcomes and findings through our communication channels. We estimate the value of this support to be equivalent to in the region of £750 over the 18 month duration of the project.

In summary, we believe your proposed research has the potential to reduce, substitute or eliminate plastics through systemic innovation and high quality scientific research and has our strongest support.

I look forward to hearing your good news and the opportunity to working with you.

Best wishes,

Yours sincerely,

A handwritten signature in black ink, appearing to be 'MP' followed by a long horizontal flourish.

**MARCUS PROUSE**  
Democratic Services Officer