

Environmental Ambitions – Markets

Scoping work has begun on ways the town's twice weekly market may well be able to respond to this, this is a work in progress. The plan will develop over the coming months. We started a low-key build of messages two months ago, we have taken this approach so not to overwhelm with our message and because we understand the complexity of the individual traders products.

1. **To reduce single use plastics.** We will be aiming to cut out the use of plastic cable ties where possible/appropriate and replace with string for displaying posters. Further to this, any signs we have had printed on correx we are reusing as backing for other posters for on the day promotions so we do not have to laminate.
2. **To use local suppliers wherever possible.** We always do our utmost to use local suppliers.
3. **To minimise waste and increase recycling.** We encourage our traders to reuse their packaging if and when possible; in addition to this, we are currently undergoing review for our current refuse collection.
4. **To encourage social and environmental responsibility.**
 - **Traders:** We are proactively informing our traders on ideas and ways to reduce their single use plastic carrier bags in preparation for the carrier bag charge being rolled out to all businesses. Further to this, we have created a poster that traders can choose to display to encourage shoppers to use their own bags/tubs.
 - **Public:** We are supporting this positive approach with a social media campaign and it is being well received with majority of traders feeding positive messages back to us, and the poster social media coverage had impressions of over 7400 (on Twitter & Facebook) through positive message shares from various local people and organisations. We have also had a positive response from traders and the public to our #plasticfreejuly campaign (ongoing), again with positive message shares and interaction. We have asked the public to consider the purchase of re-usable bags, a message that we have promoted as part of #plasticfreejuly and we hope to engage the public by giving away some promotional jute reusable carrier bags.

In addition to this we are also planning to run a once a month themed market around different environmental topics and inviting relevant organisations to join us e.g. composting, plastic reduction, terracyling, recycling, re-use of water bottles/bags/tubs.

5. **When technology is available, to carefully consider the appropriateness or otherwise of investing in new equipment that will make viable positive differences to the way the Town Council operates.**
6. **To include an increased weighting on greening issues when inviting companies to tender for Town Council work.**
7. **To continue to encourage the parish to shop local, in the common interests of the vitality of the High Street and the local economy beyond.** We always promote the positive message of shopping local, and at the market – we also supported UK Indie Day and welcomed local businesses on the High Street and we spread awareness about the campaign and how important it is to shop local. To add diversity to the market and to encourage greater footfall we have introduced additional markets on to the market and High Street with our Tasty Tuesday, Street Food Heroes, Children’s Playday and others.
8. **To encourage the parish to drink more water.** We will promote this cause alongside LLTC, including promotion of the Refill App as part of one of our Environmental themed markets. In addition to this, we can direct people to our public conveniences on market day to encourage use of the water fountain.
9. **To continue to use appropriate materials as part of an ongoing maintenance schedule.**

Environmental ambitions adopted by Council 24 June 2019