



Working towards a

Plastic-Free Northern Devon

Our five-year strategy & action plan

2018 – 2022

Plastic Free Northern Devon Consortium



The problem with plastics

Northern Devon and the rest of the world have a plastics problem and we need to act now. For more than half a century plastic has been an integral part of our lives providing a cheap, versatile and increasingly ubiquitous material incorporated into what feels like every modern day product. As a packaging material, it is safe, durable, lightweight and readily moulded into any shape. For food packaging, it seals out oxygen and other contaminants, extends produce shelf-life and reduces transportation costs by keeping packaging weight down. It feels like plastic, particularly single-use plastic, has become a totem for our modern way of life and today packaging represents 26% of the total volume of plastics used^a. But the world is waking up to the plastics problem, and it is a serious problem.

The very benefits of plastic, its toughness and durability, are a real and growing threat to the natural world:

- We produce millions of tonnes of plastic each year, much of which cannot be recycled. ‘Single-use’ plastics, typically packaging and ‘disposable’ convenience products, such as carrier bags, food and drink containers, straws and takeaway cutlery, are rarely recycled.
- Most plastics are produced from fossil fuels and are often a complex cocktail of chemicals. After use, they are difficult to dispose of in a way that is not harmful to wildlife and the environment.
- Petroleum-based plastics are not biodegradable and, unrecycled, can last for hundreds of years - very large quantities leak into the environment both on land and at sea, generating significant environmental and economic damage. Most marine plastics litter is generated from land sources.
- Although plastic will not biodegrade, after many years it will break down into tiny particles, releasing toxic additives used to harden and shape the plastic which make their way into food chains and water supplies.
- Once in the marine environment, sunlight and currents shred plastic debris into microplastics, which absorb and concentrate toxic chemicals up the marine food chain, including the human food chain.

The landmark Blue Planet II television series really brought it home to millions about the catastrophic global plastics problem and its devastating impact on the natural world. This is a problem of our making and it is everybody’s responsibility to take action...

and the statistics are shocking....

Why we need to act now

- Plastic production has increased twenty-fold since the 1960s - it is expected to triple again by 2050^b
- 1 million plastic bottles are bought every minute across the world - this figure is expected to rise another 20% by 2021^c
- 8.3 billion tonnes of plastic have been produced since the early 1950s^d
- 25.8 million tonnes of plastic waste are generated in Europe every year - less than 30% is collected for recycling^e
- More than 90% of plastics are produced from virgin fossil feedstocks - around 6% of global oil consumption - the plastics sector is expected to account for 20% of total oil consumption by 2050^f
- Recycled plastics account for only around 6% of plastics demand in Europe^g
- 5 to 13 million tonnes of plastics end up in the world's oceans every year - over 80% of all marine litter is plastic^h
- Over 80% comes from land-based sources, including drinks bottles and plastic packagingⁱ
- The seas around South West England have had the highest rates of marine litter recorded in the UK over the past 10 years^j
- 94% of plastics entering the sea end up on the sea floor – on average there are an estimated 70kg of plastic in each square kilometre of sea bed^k
- Concentrations on beaches are much higher^l – on average an estimated 2,000kg per km²
- Almost 700 marine species have been found entangled in plastic^m
- By 2050 it is predicted that there will be more plastic in the oceans than fish unless action is takenⁿ
- Microplastics have been accumulating in the oceans since 1960 and are now present worldwide^o
- 75,000 to 300,000 tonnes of microplastics are released into the environment every year in the EU^p
- Around 90% of microplastics contamination in the oceans is thought to originate from land^q
- Studies have found microplastics in the air, drinking water, and foods like salt or honey, yet the impacts on human health are unknown^r

... and there is a more fundamental problem

In simpler times, when our farming and fishing ancestors were closely immersed in their environment they were readily able to recognise its direct importance to their livelihoods, their health and the overall quality of their lives. Today, our modern lives are complex and fast-paced. Most of us don't work the land or fish the seas and have become largely disconnected from nature.

This disconnect is at the heart of the plastics problem. For decades we have been able to conceive, manufacture and use products on a daily basis that are likely to threaten the environment for centuries. The Blue Planet II television series has had an international impact by making the link between day-to-day human activity and its impact on nature in a shocking and graphic way - it has been a wake-up call for us all.

Central to our strategy therefore is helping people to re-connect with nature to recognise the relevance and value of the environment to their lives; to see and experience first-hand the impact of plastic pollution on nature; and to support behaviour changes in purchasing, use, disposal and re-use of plastics which are essential to move to a more sustainable closed-loop economy.

And there are strong community health and well-being benefits associated with re-connecting with nature⁵:

- Living in greener environments is associated with reduced mortality.
- Exposure to natural environments has been shown to reduce levels of stress, fatigue, anxiety and depression.
- Exposure to green spaces leads to a reduction in inflammatory based diseases, such as asthma.
- People who live near accessible green spaces do more exercise.

Many of our activities within this strategy have benefits of not just helping to address the plastics problem, but also of bringing communities together, improving physical and mental health, reducing social isolation, raising individuals' confidence and self-esteem, and developing new transferable skills.



About us



The Plastic Free Northern Devon Consortium (PFNDC) is a group of organisations, who are committed, collectively and individually, to eradicating single-use plastics in northern Devon forever.

Our consortium was created in 2018 to help combat the global catastrophe of plastic pollution through local action. Each partner understands the importance of working together to pool ideas and resources in order to make a real and noticeable difference to this crisis. As we go forward, it is hoped that other organisations, groups and businesses will join the consortium to help deliver this strategy.

Our partner Plastic Free North Devon (PFND) provides ‘on-the-ground’ focus, knowledge and capacity for many of our projects and campaigns, harnessing the passion and commitment of over 250 volunteers. PFND works with local schools, community groups, businesses, councils and landowners; and links their activity with a number of environmental charities, such as Surfers Against Sewage, to increase reach and impact. PFND provides a local information and activity rallying point for eliminating single-use plastics in northern Devon.

Some of our achievements to date

In 2018 alone, through the work of PFND:

- Around 1,000 people participated in our Beach Cleans, removing over a tonne of plastic rubbish
- Our 'Plastic Ambassador' programme, engaged with over 1,330 visitors and residents on local beaches over a six-week summer programme, raising awareness of the plastics problem in northern Devon and how everyday behaviour impacts upon it
- Over 50 local business received accreditation as part of the Surfers Against Sewage Plastic Free Communities Campaign, committing to reducing single-use plastics
- We visited 11 local Primary and Secondary Schools and engaged with over 4,000 young people
- Our Tourism Campaign reached over 30,000 visitors, highlighting simple steps they can make to be part of the solution to the plastics problem:
 - The campaign resulted in increased recycling and use of refillable water bottles.
 - More than two-thirds (71%) of participating accommodation providers noticed an increased interest in the plastics issue from their guests
 - 95% of participants would like to be involved in future campaigns
- We organised a free 'Water Bar' at seven major events in northern Devon, engaging with over 4,000 people and removing the need for thousands of water bottles
- We ran a large business workshop looking at steps to reduce the use of single-use plastics and worked with a number of large businesses looking at their entire supply chain
- Our work was covered by local and national media including BBC's Countryfile, ITV's The Voice, North Devon Journal, and North Devon Gazette

Context - what others are doing

UK In January 2018 the **UK Government** published their **25 year Environmental Plan** ‘*A Green Future: Our 25 Year Plan to Improve the Environment*’:

- ‘Over the lifetime of this Plan, we want to eliminate all avoidable plastic waste.’
- Aims to achieve zero avoidable plastic waste by the end of 2042 (‘avoidable’ means ‘what is technically, environmentally and economically practicable’)
- Also an aim of significantly reducing and where possible preventing all kinds of marine plastic pollution – in particular material that came originally from land.

Key policies:

- *Encouraging producers to take more responsibility* - working with industry to rationalise packaging/materials; Producer Responsibility incentives/regulations; banning problem materials; encouraging biodegradable plastics.
- *Reducing the demand for single-use plastic* – reducing Government use; extending carrier bag charge; water bottle refill points; plastic-free supermarket aisles.
- *After use, making it easier for people to recycle* – better recycling labelling; Litter Strategy; measures to cut littering, improve recycling and packaging reuse.
- *At end of life, improving the recycling rate* – national consistency on local authority collections; increasing packaging recycling; biodegradable plastic bags standard.
- *Collaborative industry action* – cross-sector initiatives to tackle plastic waste.
- *Demonstrating international leadership* – working to help developing nations.

There is also a strategic focus on ‘connecting people with the environment to improve health & well-being’ including:

- *Helping people improve health* by using green spaces, including mental health services.
- *Encouraging children to be close to nature*, particularly in disadvantaged areas.

EUROPE Also in January 2018, the **European Commission** published ‘*A European Strategy for Plastics in a Circular Economy*’ which set out a vision for:

- *A smart, innovative and sustainable plastics industry* – by 2030:
 - All plastics packaging placed on the EU market is either reusable or can be cost-effectively recycled
 - More than half of plastics waste generated in Europe is recycled
 - Sorting and recycling capacity has increased fourfold since 2015
- Where ‘*citizens, government and industry support more sustainable and safer consumption and production patterns for plastics...*’ including:
 - Within industry – increased awareness, better design, circular solutions, reduced pollution, recognised business opportunities.
 - Amongst citizens - greater awareness, incentivised behaviour change.
 - Effective waste collection and handling systems.

Key measures include:

- *Improving the economics and quality of plastics recycling* - improving the way plastic articles are designed and produced; better and harmonised separate collection and sorting.
- *Curbing plastic waste and littering* - a clear regulatory framework preventing plastic waste.
- *Driving innovation and investment towards circular solutions* - a central focus enabling investment and innovation.

INTERNATIONAL The **Ellen MacArthur Foundation’s New Plastic Economy** is a 3-year initiative applying circular economy principles to redesign the global future of plastics. This model is referenced within the UK Government’s Environmental Plan and is based on 5 building blocks:

- *Dialogue Mechanism* – bringing together leading companies and cities across the world to collaborate on pioneer projects.
- *Global Plastics Protocol* – providing a common target state to innovate towards.
- *Innovation* – mobilising innovations that can scale globally to re-define what’s possible.
- *Evidence Base* – building an economic/scientific evidence base to guide improvement and inform debate.
- *Stakeholder Engagement* – engaging academics, students, governments, NGOs, and industry associations in the design of a better plastics system.

The UK Plastics Pact, supported by Defra and delivered by WRAP, seeks commitments from organisations to achieve ambitious targets by 2025 in the following areas:

- Eliminate unnecessary and problematic single-use plastic packaging through redesign and innovation.
- Ensure all plastic packaging is reusable, recyclable, or compostable.
- Increase the collection and recycling of plastic packaging.
- Increase recycled content in plastic packaging.

A second Pact is being developed in Chile. There is also a aim to develop a Plastics Pact Network.

- *Harnessing global action* - continue to support international action, promote best practices worldwide.

DEVON The '*Devon Plastics Strategy 2018*' describes how **Devon County Council** (DCC) will play its part in reducing plastic litter in the environment

'Our efforts will focus on the items that will make the most difference to reducing plastics in the environment'- addressing the consumption and disposal of single-use plastics internally and within the Council's sphere of influence, which includes::

- *Getting our own house in order* - where practically possible, remove all single-use plastic food/beverage packaging and tableware by 2020; enable re-use to replace single-use plastic consumption; ensure appropriate recycling routes; informing staff behaviour; avoid the release of balloons and lanterns on DCC land and at DCC events.
- *Working with suppliers and contractors* - to help minimise DCC's consumption of single-use-plastic packaging and tableware and encourage them to do the same; incorporate within procurement specifications.
- *Helping raise awareness across Devon* – through various partnerships of which DCC is a member; support schools to educate their pupils and to engage with their local communities; work with Devon's partnerships and communities to raise awareness.
- *Enabling Devon to take action* - work closely with Waste Collection Authorities to provide households with sustainable options for their waste; work in partnership to discourage littering and ensure that litter is collected and disposed of appropriately; encourage and support communities to tackle litter.

There is strong consensus about the need to deal with the ‘plastics problem’, although not always agreement about setting targets. Our activity is framed by various strategies and initiatives.

In common with the *UK 25 Year Environmental Plan* we want to:

- Eliminate all avoidable plastic waste.
- Prevent all kinds of marine plastic pollution.
- Encourage producers to take more responsibility.
- Reduce the demand for single-use plastic.
- Make it easier for people to recycle plastics and improve the recycling rate.
- Encourage and support collaborative industry action.
- Reconnect people with the natural environment to improve health and well-being and support behaviour change.
- Demonstrate leadership in our area.

In line with the *European Strategy*, we want to:

- Move to more sustainable production and consumption of plastics.
- Improve the economics/quality of plastics recycling.
- Curb plastic waste and litter.
- Support innovation and investment.
- Leverage international initiatives and action locally, contributing towards a movement to eliminate unsustainable plastics.

Consistent with the approach of The Ellen MacArthur Foundation’s *New Plastic Economy*, which has sought to rethink and redesign the plastics economy within environmental system constraints, we aim to:

- Encourage and support moves towards a circular economy for plastics.
- Eliminate unnecessary and problematic single-use plastic packaging as a priority.
- Increase the collection and reuse of waste plastics.
- Engage with all stakeholders.
- Influence change through dialogue, consensus and joint-working.
- Demonstrate and inspire innovation through our projects.

Like the *Devon Plastics Strategy*, all members of our consortium are committed to:

- Getting our own houses in order.
- Working with our suppliers and contractors to help minimise our consumption of single-use plastics.
- Raising awareness through stakeholders and partners.

How we are positioned as a group and as a movement

	Positive influence	Constraining influence
Internal factors	<p>Strengths</p> <ul style="list-style-type: none"> - Clear focus and mandate - Strong and broad-based consortium of key players - Partnership extends across northern Devon - Strong links to county, regional and national campaigns - Passionate and knowledgeable key officers - Local expertise - Strong track record of key projects – positive examples of good practice - Good level of local support 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Limited capacity - Reliance on volunteers to plan and deliver complex operations - Risk of isolating target audiences if initial messaging and approach wrong - Difficulty of tackling direct pollution to the sea (20% by shipping etc.) - Public health, rise in mental health issues - Finance and available funding - Lack of information/data about the use of collected recyclable plastics
External factors	<p>Opportunities</p> <ul style="list-style-type: none"> - Rising public consciousness and support for eliminating single-use plastics - The Blue Planet II effect – linking people with the environment - Increasing national and international focus - North Devon UNESCO Biosphere, AONB and National Park status - Potential to build on existing conservation organisations and schemes - Potential to influence national policy - The number of visitors to the area (potential to spread influence) - Potential to link and roll-out in other areas 	<p>Threats</p> <ul style="list-style-type: none"> - Plastic packaging from national retailers is a huge source of pollution - Low awareness and availability of alternatives to plastics - Limited infrastructure to support behaviour changes - Limited time to influence visitors to the area - Credibility undermined if ‘plastic free’ status perceived as ‘greenwash’ - Credibility undermined if campaign not seen/perceived to make a difference - People becoming complacent in long-term

Our strategy reflects where we are now as a group, both strengths and weaknesses, as well as the opportunities and threats within the wider environment.

Whilst there are many challenges, many of which will need to be addressed at national and international level, there is also a critical role to champion and deliver plastic-free initiatives locally.

As a consortium, we are well placed to:

- Engage with key audiences.
- Raise awareness, focusing on local as well as global impacts.
- Implement demonstration projects that overcome local barriers to change.
- Build upon national and regional campaigns and activity.
- Establish and share a local knowledge base.
- Monitor change, both positive and negative.

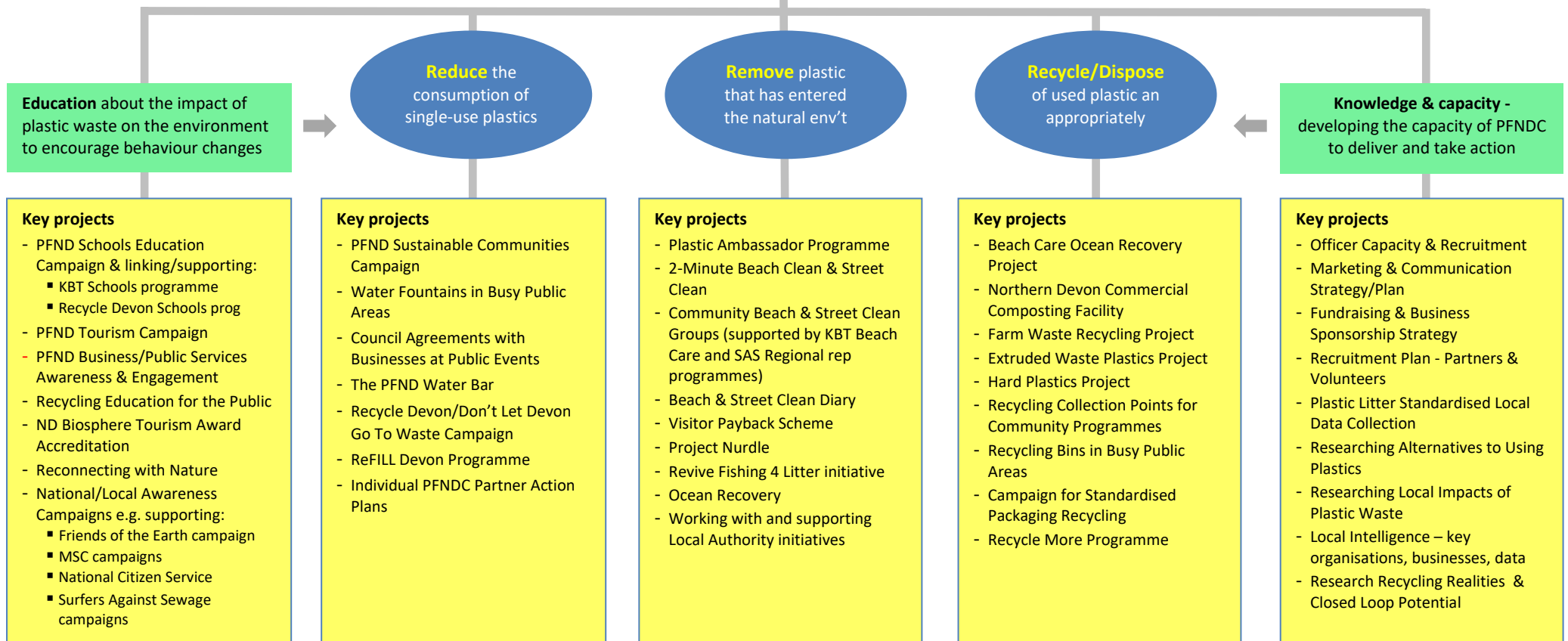
Our Strategy

Our long-term vision is to eliminate the unsustainable use of plastics in northern Devon by encouraging positive behaviour changes, reconnecting people with their environment

Our Mission is to reduce single-use plastics in northern Devon to protect our environment

By working with local communities and relevant businesses, organisations and government we aim to: (a) raise awareness of how waste plastic affects our environment; (b) reduce the consumption of single-use plastics in northern Devon; (c) clear waste plastic from our coasts, waterways, countryside and urban areas; (d) Recycle and dispose of used plastics in an appropriate way; and (e) increase our knowledge and capacity to stimulate change

We will do this through practical projects across **3 strategic priorities** and **2 supporting priorities** (working across 4 key waste streams*)



* (a) tourism (operators and visitors); (b) communities (residents & public services); (c) farming & fishing; and (d) other businesses

Our vision: Our vision is *“to eliminate the unsustainable use of plastics in northern Devon by encouraging positive behaviour changes, reconnecting people with their environment.”* We recognise that this is an ambitious long-term vision, but clearly articulates our ultimate goal and direction of travel, recognising the inherent unsustainability of petrochemical-based plastics. When we say ‘northern Devon’, we mean the combined district areas of North Devon and Torridge).

Our mission: Our more immediate focus and mission is to *“to reduce single-use plastics in northern Devon to protect our environment.”* It is the use of single-use plastics which represents the most pressing threat to the environment, both locally and globally.

Our work: We will work initially across four key waste streams, where we feel that we can make the biggest and most immediate impacts:

- a. **Communities** – to make progress we need to engage with the area’s residents as well as the range of public services that are delivered to communities, including schools, hospitals and by local authorities. We will work to develop community value, respect and care for the environment, to increase awareness of the plastics problem, in particular focusing on young people; to help provide alternatives to choosing plastics; to support measures that increase recycling; and to involve communities in removing problem plastics from our environment.
- b. **Tourism** - each year northern Devon welcomes over 6 million staying and day visitors to the area with a visitor economy that supports more than 11,000 jobs. We have identified significant opportunities to engage with and influence the behaviour of visitors and tourism-related businesses (including accommodation, attractions, entertainments, food & drink outlets and event organisers) in a positive way to help address the plastics problem, to protect the high quality of the environment upon which tourism depends, and to help identify the area as a truly ‘green’ destination.
- c. **Farming & fishing** – both sectors have recognised plastic pollution problems. We will work closely with the local fishing sector to develop good practice and revive the Fishing 4 Litter initiative within northern Devon ports. We will also support farm plastics collection and disposal initiatives across the area to keep waste plastic film out of the environment.
- d. **Other businesses** – we will also engage with local businesses within other sectors (e.g. construction, retail, manufacturing, food & drink producers, health) to identify positive opportunities for adding customer value through eliminating single-use plastics from production and packaging, and will work to gain wider public recognition for exemplar projects.

Our priorities: Our priorities for action are across three strategic priorities (**reduce, reuse and recycle/dispose**) and two supporting priorities (**education and knowledge & capacity**). The rationale for these priorities is explained below.

Our priorities

Priority	Rationale	What we want to achieve
<p>a. Education about the impact of plastic waste on the environment to encourage behaviour changes</p>	<p>A first step in encouraging changes in behaviour is helping people to reconnect with nature and raising awareness of the plastics problem (amongst both producers and consumers) as well as of the practical steps that can be taken to reduce impact.</p> <p>Our activity here will focus on schools, wider communities, visitors and businesses through both PFNDC initiatives and supporting key partners' initiatives to broaden reach and impact locally.</p>	<p><i>Within 12 months:</i> (a) PFNDC schools programme in place; (b) PFND Tourism Campaign secured ongoing funding; (c) PFND Business Campaign engagement to continue; (d) Biosphere Tourism Award relaunched; (e) local/national awareness campaigns supported.</p>
<p>b. Reduce the consumption of single-use plastics</p>	<p>To eliminate single-use plastics we want to reduce consumer demand by providing practical and positive alternatives to products that incorporate single-use plastics.</p> <p>Our activities here focus on demonstration projects in high footfall areas, working with festival and event organisers, and local partner action plans.</p>	<p><i>Within 12 months:</i> (a) Plastic-Free Communities Campaign supported; (b) new Council agreement in place for public events and festivals; (c) ReFILL Devon network extended in n. Devon; (d) PFNDC partner plans in place to eliminate single-use plastics.</p> <p><i>Within 3 years:</i> (a) water fountains installed in key locations; (b) public recycling bins in key locations; (c) campaign for standardised packaging commenced.</p>
<p>c. Remove plastic that has entered the natural environment</p>	<p>To address directly the impact of plastics on the local environment and wildlife, we will support clean-up activities in key locations.</p> <p>Our activities here will include supporting community clean-up initiatives, removing and collecting fishing litter, visitor payback schemes to support key projects, and new technologies to remove micro-plastics.</p>	<p><i>Within 12 months:</i> (a) PFND Plastic Ambassador project secured ongoing funding; (b) new 2-Minute Beach Clean & Street Clean locations established; (c) Community Beach/Street Clean Groups supported; (d) Visitor Payback Scheme established; (e) Council initiatives supported; (f) Fishing 4 Litter programme re-established</p> <p><i>Within 3 years:</i> (a) new motorised business sponsored Nurdle machines purchased;</p>
<p>d. Recycle/Dispose of used plastic in an appropriate way</p>	<p>To reduce impacts, we also need to ensure that there are local robust and sustainable collection programmes and disposal schemes for problem plastics, including farm plastics and hard plastics.</p> <p>We will support high profile, solution-led demonstration projects to evidence the added value of sustainable recycling and disposal methods, including reuse as alternative feedstock materials.</p>	<p><i>Within 12 months:</i> (a) potential Ocean Recovery projects identified; (b) farmer engagement commenced; (c) national, regional and local recycling initiatives supported;</p> <p><i>Within 3 years:</i> (a) new community recycling points in place.</p> <p><i>Beyond 3 years:</i> (a) new commercial composting facility in place; (b) new extruded plastics project commenced; (c) hard plastics project commenced.</p>
<p>e. Increase knowledge & capacity - developing our ability to deliver and take action</p>	<p>Reducing plastics production and consumption will require sustained and progressive activity. To develop our ability to deliver initiatives into the future, we need to increase our capacity, knowledge and reach. We cannot allow the momentum we build to drop.</p>	<p><i>Within 12 months:</i> (a) PFNDC staffing confirmed; (b) marketing & communications plan in place; (c) fundraising/sponsorship strategy in place; (d) partner/volunteer recruitment plan established; (e) standardised litter data collection in place; (f) researching plastics alternatives/impacts started; (g) local market intelligence commenced.</p>

Our Action Plan

a. Education about the impact of plastic waste

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
E1. PFND Schools Education Campaign	Increased awareness and understanding, changes in household behaviour, reduced purchasing, increased recycling, increased volunteering, reduced pollution	PFND, KBT, AONB, DCC, Recycle Devon	£15 000	TBC
<p>Description & rationale:</p> <p>Develop and deliver education in schools and colleges across northern Devon about the plastic problem and reconnecting with the environment, including project-based learning. Demand from schools for talks and education visits is currently high.</p> <p>PFND will also work with key partners to support delivery of their schools programmes to extend reach across the area, presenting a consistent, joined-up proposition for schools, including :</p> <ul style="list-style-type: none"> - Keep Britain Tidy 'Schools Programme' - Recycle Devon 'Schools Programme' 		<p>Resources required to deliver: Plastic Free Education Officer, tool kit/materials, funding</p> <p>Next steps & dates – engage with education establishments; develop audit approach; create programme of activities for geography and citizenship teachers; funding</p> <p>Implementation – short-term (within 12 months), commence Jan 2019</p>		
Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
E2. PFND Tourism Campaign	Increased awareness and understanding, changes in behaviour, reduced purchasing, increased recycling, reduced pollution	PFND, NDMB	Current activity, requirement for continuation funding	Fullabrook CIC, Pickwell Fdn, CCF, Big Lottery, sponsorship, fundraising
<p>Description & rationale:</p> <p>A range of activities to engage visitors in adopting a reduced plastic footprint whilst in northern Devon, working with holiday-let agencies and accommodation providers. We want to raise awareness of how people can take small steps to reduce their impact on the environment.</p> <p>Activities include leaflets for visitors and accommodation businesses, beach events, educational films, presence at key festivals and events (see also 2 Minute Beach Clean and Plastic Patrol).</p>		<p>Resources required to deliver: PFND time, resources, funding</p> <p>Next steps & dates – project currently in place; planning and fundraising for next phase</p> <p>Current project – funding in place until Sept 2018</p>		

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Key project (title) E3. PFND Business/Public Services Awareness & Engagement Prog.	What it will deliver (type of outcomes & outputs) SMART Increased awareness, reduced plastic use/packaging, impact up the supply chain	Lead & key partners PFND	Estimated cost £15 000	Possible funding TBC
Description & rationale: Engaging with larger businesses across all sectors and public services to identify positive opportunities to reduce single use plastics within production, packaging, promotion and service delivery, whilst creating added value for customers. For example, through engagement with PFND, Boston Tea Party in Barnstaple has stopped using single-use takeaway coffee cups and contributes 10p to PFNDC projects for every refillable cup used by customers.		Resources required to deliver: Project delivery time, resources, funding		
		Next steps & dates – engage business forums; produce materials to engage businesses; sharing knowledge. Implementation – short-term (within 12 months), commence Sept 2018, workshops (Winter 2018/19)		
Key project (title) E4. Recycling Education for the Public	What it will deliver (type of outcomes & outputs) SMART Increased awareness and understanding, changes in public purchasing behaviour, increased recycling	Lead & key partners NDC, KBT	Estimated cost Ongoing	Possible funding Council programme
Description & rationale: Public recycling awareness campaign to encourage increased recycling rates, including ‘Don’t Let Devon Go to Waste.’		Resources required to deliver: Management time, Council resources		
		Next steps & dates – project currently in place Current ongoing project		
Key project (title) E5. North Devon Biosphere Tourism Award Accreditation	What it will deliver (type of outcomes & outputs) SMART Increased business and public awareness, changes in business and visitor behaviour, reduced plastics usage, increased recycling	Lead & key partners Biosphere, PFNDC Project Coordinator	Estimated cost TBC	Possible funding TBC, sponsorship
Description & rationale: To revive the Biosphere Tourism Award Accreditation scheme and add a recycling criterion within the selection process. The scheme will be targeted to give public recognition to tourism businesses within the Biosphere area evidencing all round high levels of environmental awareness and performance. This initiative will also create a database of community, business, agencies, schools engaged in PFNDC to collect literature and resources.		Resources required to deliver: officer time to coordinate and deliver, marketing & promotion, funding		
		Next steps & dates – review the scheme, assessment structures; add new criteria (Sept 2018), target relaunch (Feb 2019) Implementation – short/medium-term (within 3 years),		

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Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
E6. Reconnecting with Nature	Increased value placed on the natural world, increased awareness and understanding, behaviour changes	Biosphere , Local Nature Partnership, PFNDC Co-ordinator, active devon	TBC	TBC
Description & rationale: This project responds to the increasing disconnect between society and the natural world, whereby we have lost sight of how our activities and consumption damage the ecosystem services that we rely on for life, impacting upon the environment and mental health. The project will deliver a range of activities to increase awareness and understanding as a basis for behaviour changes as well as improvements in physical and mental health through participation.		Resources required to deliver: local coordinator		
		Next steps & dates - engagement with Devon Local Nature Partnership Natural Health delivery group/key stakeholders (Sep 18); promote activities (Sep 18); embed principles within education and promotion materials (ongoing) Implementation – short-term (within 12 months)		

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
E7. National/Local Awareness Campaigns & Programmes	Increased awareness and understanding, changes in individual and business behaviour, reduced purchasing, increased recycling, increased volunteering	PFNDC , PFND FoE, MCS, NCS	PFNDC core activity	National/regional campaigns
Description & rationale: Working with and supporting national and local campaigns and programmes to raise awareness of plastics and encourage action to increase uptake and participation across northern Devon. For example Keep Britain Tidy, SAS Campaigns, 2 MinuteBeach Clean, Friends of the Earth campaigns, Marine Conservation Society Campaigns, National Citizen Service		Resources required to deliver: project delivery time, resources, funding		
		Next steps & dates – identifying relevant opportunities; engagement with campaigns and programmes Implementation – short-term (within 12 months)		

b. Reduce plastic consumption

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
RED1. PFND Sustainable Communities Campaign	Collective community awareness, best practice, action and commitment, reduced use of single-use plastics	PFNDC, PFND	TBC	TBC
Description & rationale: Promotion to all northern Devon parishes and town council areas of the Surfers Against Sewage (SAS) Plastic Free Communities Campaign, which works with businesses, schools/colleges and local organisations to assist communities to reduce their reliance on single-use plastics. PFND Activity also includes signing-up businesses to commit to the Water Bottle Refill Scheme, to review recycling and supply chains. Through this engagement model, PFNDC want work with communities to develop sustainable, innovative, initiatives and practices who can spearhead the challenge locally to become 'Plastic Free Communities.'		Resources required to deliver: staff time to create sustainable communities toolkit and share best practice		
		Next steps & dates – identify and prioritise target parishes; aim to have all northern Devon parishes engaged by Dec 19. Implementation – short-term (ongoing activity)		

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Key project (title) RED2. Water Fountains in Busy Public Areas	What it will deliver (type of outcomes & outputs) SMART Reduced consumption of single-use plastic, reduced littering and pollution, increased awareness	Lead & key partners PFND, NDC	Estimated cost £500 per fountain + installation/mkting	Possible funding Sponsorship
Description & rationale: Establish public water fountains in high footfall and tourism areas to provide an alternative to purchasing single-use plastic water bottles. This project will include purchase and installation of water fountains and promotional activity to raise awareness amongst visitors and residents.		Resources required to deliver: staff time to coordinate/manage, funding to purchase, maintain and promote water fountains Next steps & dates - identify potential locations, engage with landowners, draft partnership agreements Implementation – medium-term (1-3 years)		
Key project (title) RED3. Council Agreements with Businesses at Public Events	What it will deliver (type of outcomes & outputs) SMART Increased recycling, reduced littering and pollution, wider reduction in plastic use/packaging, visual support for the campaign	Lead & key partners NDC, TDC, event organisers	Estimated cost £12,000	Possible funding TBC
Description & rationale: Work with the District Councils to require the organisers of large public events to commit through their Licensing Agreement to their event being single-use plastic-free and to make arrangements for recycling as part of a Waste Management Plan. Additionally, work to seek a ban on the release of balloons and lanterns on Council-owned land.		Resources required to deliver: Council support, legal support, creation of an event toolkit Next steps & dates – engagement with District Councils, creation of an event toolkit, PFNDC members to each attend an event to promote PFND Implementation – short-term (within 12 months)		
Key project (title) RED4. The PFND Water Bar	What it will deliver (type of outcomes & outputs) SMART Reduced plastics use, increased awareness, reduced pollution	Lead & key partners PFND	Estimated cost £5,000	Possible funding AONB funded set up TBC for ongoing costs
Description & rationale: The PFND Mobile Water Bar is an innovative solar-powered cooling and filtration water supply system that provides portable water distribution to events in North Devon as a viable alternative to purchasing plastic water bottles for event-goers, as well as opportunities for public engagement to raise awareness of single-use plastic pollution issues and to encourage behaviour change.		Resources required to deliver: resource time at events Next steps & dates – target range of events and festivals Implementation – current project		

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Key project (title) RED5. Recycle Devon/Don't Let Devon Go To Waste Campaign	What it will deliver (type of outcomes & outputs) SMART Increased recycling, reduced littering and pollution	Lead & key partners DCC, NDC, TDC	Estimated cost Nil	Possible funding -
Description & rationale: Activity to better utilise current information, tool kits and initiatives. Promote the DCC website and the range of initiatives and supports on offer to Devon Communities as well as key information available to residents, schools and businesses.		Resources required to deliver: time		
		Next steps & dates – finalise PFND Website Implementation – short-term (within 12 months)		
Key project (title) RED6. ReFILL Devon Programme	What it will deliver (type of outcomes & outputs) SMART Reduced purchasing of single-use plastics	Lead & key partners PFND, DCC	Estimated cost	Possible funding -
Description & rationale: National campaign to encourage reduced purchasing of single-use water by establishing a network of water bottle refill points within communities. Any business can become a refill point. Support locally by encouraging businesses to sign-up and through local promotion.		Resources required to deliver: Officer time, promotional support		
		Next steps & dates – activity plan Implementation – commence in short-term (within 12 months)		
Key project (title) RED7. Individual PFNDC Partner Action Plans	What it will deliver (type of outcomes & outputs) SMART Reduced purchasing, increased recycling	Lead & key partners All partners	Estimated cost .	Possible funding -
Description & rationale: Individual PFNDC partners to review current plastics purchasing and recycling activity, developing action plans that aim to eliminate the use of single-use plastics.		Resources required to deliver: partner time		
		Next steps & dates – review of activities, activity plan Implementation – short-term to establish plans (within 12 months)		

c. Remove plastic that has entered the natural environment

Key project (title) REM1. Plastic Ambassador Programme	What it will deliver (type of outcomes & outputs) SMART Increased awareness, removal of plastic pollution, increased recycling, improved habitats	Lead & key partners PFND	Estimated cost £24,000	Possible funding Big Lottery funded in 2018
Description & rationale: Focus on the impact and the removal of plastics from northern Devon beaches and waterways. This project engages with the public through on-location tented information points and a range of activities with the aim of encouraging people to reconnect with their natural environment and understanding how day-to-day actions impact on it.		Resources required to deliver: Staffing (2 people, 42 hrs pw)		
		Next steps & dates – currently funded until Sept 2018; funding required for next for 3 years Implementation – short-term (within 12 months)		
Key project (title) REM2. 2-Minute Beach Clean & Street Clean	What it will deliver (type of outcomes & outputs) SMART Increased awareness, removal of plastic pollution, increased recycling, improved habitats	Lead & key partners NDC, TDC, #2minute beachclean	Estimated cost £400-500 per kit	Possible funding NDC, business sponsorship
Description & rationale: Engaging with beach goers (local and visitors) and local communities (inland as well as coastal) to encourage litter pick-ups, supported by display boards, litter pickers and bags as part of a national initiative. Aim to fund and provide a 2-Minute Clean kit for each community.		Resources required to deliver: guardians of boards for each beach and towns/parishes, funding		
		Next steps & dates - on-going activity Implementation – current project		
Key project (title) REM3. Community Beach & Street Clean Groups	What it will deliver (type of outcomes & outputs) SMART Increased awareness, community participation, removal of plastic pollution, increased recycling, improved habitats	Lead & key partners Community groups, Beachcare, NDC, TDC, Town Councils, AONB, PFND	Estimated cost In-kind	Possible funding Business sponsorship
Description & rationale: Organised community beach clean volunteer groups focused in key locations across northern Devon, variously supported with resources/information by Keep Britain Tidy (South West Beach Care Programme), Surfers Against Sewage and the District Councils. Aim to standardise data collection across all of the groups to enable area-wide reporting.		Resources required to deliver: officer time to engage		
		Next steps & dates – engagement with community groups Implementation – current project		

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Key project (title) REM4. Beach & Street Clean Diary	What it will deliver (type of outcomes & outputs) SMART Increased awareness, community participation, removal of plastic pollution, increased recycling, improved habitats	Lead & key partners AONB, community groups	Estimated cost In-kind	Possible funding -
Description & rationale: Web-site providing information about Community Beach and Street Cleans in the northern Devon area, including contact points, key information, dates and times.		Resources required to deliver: officer time		
		Next steps & dates – engagement with community groups Implementation – short-term (within 12 months)		
Key project (title) REM5. Visitor Payback Scheme	What it will deliver (type of outcomes & outputs) SMART Increased awareness, funding for PFNDC projects, improved habitats	Lead & key partners PFNDC, PFND, Biosphere	Estimated cost TBC	Possible funding TBC
Description & rationale: Working with holiday let agencies, large holiday parks and accommodation providers to introduce a voluntary contribution scheme for visitors at the point of booking/payment, based upon a model developed by ND Biosphere Reserve. Donations will be used to deliver environmental projects related to reducing, removing and disposing of single-use plastics.		Resources required to deliver: staff time, payment processes, promotion		
		Next steps & dates – meet with Biosphere Reserve to learn from their model, create framework, approach potential partners Implementation – short-term (within 12 months)		
Key project (title) REM6. Project Nurdle	What it will deliver (type of outcomes & outputs) SMART Micro-plastics removed from beaches, increased public awareness, improved habitats	Lead & key partners PFND, Nurdle	Estimated cost £500 per machine; £5,000 for development and research	Possible funding Sponsorship
Description & rationale: Continued development of sand-sifting trommel machines to remove ‘nurdles’ from sand on beaches. ‘Nurdles’, also known as ‘Mermaid Tears’, are small pieces of plastic around the size of a lentil created through the break up and deposition of waste plastics in the marine environment.		Resources required to deliver: Staff time, voluntary students, publicity and promotion		
		Next steps & dates – promote availability ; conduct research to measure effectiveness of machinery and accumulation rates of nurdles on our local beaches. Implementation – medium-term (1-3 years)		

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Key project (title) REM7. Revive Fishing 4 Litter Initiative	What it will deliver (type of outcomes & outputs) SMART Removal of marine litter	Lead & key partners F4L, NDC & TDC Harbour Masters, NDFA,	Estimated cost TBC	Possible funding TBC
Description & rationale: A national programme working with the fishing industry to remove marine litter from the sea. Participating fishing vessels are given hardwearing bags to collect marine litter that is caught in their nets during their normal fishing activities. Programme ran from 2008-15 in the South West across 12 harbours. Funding has now ended nationally and collection points are no longer emptied. There is a need to seek new funding to recommence this activity and review whether this project is to be superseded by the ocean recovery project.		Resources required to deliver: review performance of project at Ilfracombe harbour (harbour waste management)		
		Next steps & dates – TBC Implementation – medium-term (1-3 years)		
Key project (title) REM8. Ocean Recovery	What it will deliver (type of outcomes & outputs) SMART Removal of marine litter	Lead & key partners KBT Beachcare, PFND, NDC, TDC and Harbour masters	Estimated cost TBC	Possible funding TBC
Description & rationale: Collecting recovered beach litter/fishing gear for recycling in Exeter for conversion into plastic pellets for reuse as an alternative industrial feedstock – an initiative led by the KBT Beachcare project. This initiative is happening at several locations across the region and NDC are working on delivering a trial project with Ilfracombe harbour which will be up and running 2019.		Resources required to deliver: existing initiative		
		Next steps & dates Implementation current and ongoing activity		
Key project (title) REM9. Working with and supporting Local Authority initiatives	What it will deliver (type of outcomes & outputs) SMART Removal of litter and plastics pollution	Lead & key partners NDC, TDC, DCC, PFNDC	Estimated cost Various	Possible funding Various
Description & rationale: Working with and supporting local authority initiatives to minimise and remove plastics pollution.		Resources required to deliver: officer time		
		Next steps & dates Implementation – current and ongoing activity		

d. Recycle/dispose of used plastic appropriately

Key project (title) RDI1. Beach Care Ocean Recovery Project	What it will deliver (type of outcomes & outputs) SMART Reuse of collected plastics pollution	Lead & key partners KBT, community beach clean groups	Estimated cost -	Possible funding -
Description & rationale: Linked to the Keep Britain Tidy Beach Care programme, projects and initiatives to reuse collected hard beach plastics from Beach Cleans to create new products e.g. kayaks		Resources required to deliver: officer time to support and raise awareness linked to Beach Care programme		
		Next steps & dates – TBC Implementation – current and ongoing activity		
Key project (title) RDI2. Northern Devon Commercial Composting Facility	What it will deliver (type of outcomes & outputs) SMART Local reuse of plastics alternatives, reduced plastics usage	Lead & key partners PFND, waste mgt partner , AONB, Biosphere	Estimated cost TBC	Possible funding TBC
Description & rationale: Key project to support activities encouraging the substitution of plastic products with sustainable alternatives. At the moment there are no commercial composting facilities for organic waste with the consequence that most is transported out of the area for waste-to -energy incineration. There is a strategic need to establish more sustainable local composting options.		Resources required to deliver: Research potential options, assess funding availability		
		Next steps & dates – TBC Implementation – long-term (3 years +)		
Key project (title) RDI3. Farm Waste Recycling project	What it will deliver (type of outcomes & outputs) SMART Collection and reuse of farm plastics, reduced plastics pollution, habitat improvements	Lead & key partners PFND, MVF, farming organisations, AONB, Biosphere	Estimated cost -	Possible funding -
Description & rationale: Whilst farm plastics is a controlled waste stream, plastic wrapping from farming goods often gets blown away into the open countryside with problems for wildlife, watercourses and amenity. This project will support and initiate new activities to encourage appropriate disposal and potential reuse of waste farm plastics e.g. engaging with farmers, promoting collection points, including new Mole Valley Farmers collection point in South Molton (Sept 18), organising countryside litter picks.		Resources required to deliver: staff time for farmer engagement and development work, invite farming representative onto PFND		
		Next steps & dates – TBC Implementation – current and ongoing activity		

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Key project (title) RDI4. Extruded Waste Plastics project	What it will deliver (type of outcomes & outputs) SMART Reuse of waste plastics, reduced plastics pollution, habitat improvements	Lead & key partners PFND, social enterprise partner, KBT	Estimated cost TBC	Possible funding TBC
Description & rationale: Work with a local social enterprise to establish a plastics extrusion operation to re-form waste plastics into a commercial feedstock material e.g. for public realm uses, street furniture.		Resources required to deliver: Staff time for development work, funding		
		Next steps & dates – project feasibility assessment, engagement with potential partners, business planning Implementation – long-term (3 years +)		
Key project (title) RDI5. Hard Plastics project	What it will deliver (type of outcomes & outputs) SMART Reuse of waste plastics, reduced plastics pollution, habitat improvements	Lead & key partners PFND	Estimated cost -	Possible funding -
Description & rationale: Finding and implementing new ways of recycling and reusing hard plastics waste, working with collection points.		Resources required to deliver: Staff time for development work, funding		
		Next steps & dates – research, project feasibility assessment, engagement with potential partners Implementation – long-term (3 years +)		
Key project (title) RDI6. Recycling Collection Points for Community Programmes	What it will deliver (type of outcomes & outputs) SMART Infrastructure to support community projects, increased recycling and reuse of waste plastics, reduced plastics pollution, habitat improvements	Lead & key partners NDC, TDC, DCC, PFND	Estimated cost TBC	Possible funding TBC
Description & rationale: Establishing bulk recycling collections points to support community collection and beach/countryside clean projects and programmes.		Resources required to deliver: TBC		
		Next steps & dates – TBC Implementation – medium-term (1-3 years)		

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Key project (title) RDI7. Recycling Bins in Busy Public Areas	What it will deliver (type of outcomes & outputs) SMART Increased recycling, reduced littering and pollution	Lead & key partners PFND, NDC	Estimated cost £1,000 per set of bins + installation	Possible funding Sponsorship
Description & rationale: To provide sets of general waste and recycling bins in locations where there is a high footfall. Evaluate the use of clear, see-through bins to encourage people to dispose of waste in the correct bins. Link with North Devon Council's sponsored bin initiative.		Resources required to deliver: staff time to coordinate the project and recycling collection, funding to purchase and install bins		
		Next steps & dates – identify potential locations, pilot bin options, engage with landowners, draft partnership agreements Implementation – short-term pilot (within 12 months), rollout medium-term (1-3 years)		
Key project (title) RDI8. Campaign for Standardised Packaging Recycling	What it will deliver (type of outcomes & outputs) SMART Standardised recycling, increased recycling, boost recycling industry.	Lead & key partners PFND and all partners	Estimated cost £5,000	Possible funding TBC
Description & rationale: Campaign to seek standardised recyclable packaging nationally. Support through local activity and lobbying. Research what others are doing and engage with pro-active campaign groups and innovators		Resources required to deliver: lobbying, local support input to national campaign		
		Next steps & dates – TBC Implementation – medium-term (1-3 years)		
Key project (title) RDI9. Recycle More Programme	What it will deliver (type of outcomes & outputs) SMART Increased recycling, reduced littering and pollution	Lead & key partners NDC	Estimated cost -	Possible funding -
Description & rationale: Programme rolling out a weekly food waste collection to all homes in North Devon and introducing a chargeable fortnightly green waste collection. The initiative is also looking at a trial to deliver a general waste collection every 3 weeks instead of fortnightly to pilot communities.		Resources required to deliver: agreement		
		Next steps & dates – seek political endorsement to move this action forward Implementation – long-term (within 3 years)		

e. Knowledge and capacity

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K1. Officer capacity & Recruitment	PFNDC capacity to deliver projects	PFNDC & PFND (delivery arm)	TBC	TBC
Description & rationale: Confirm long-term staffing roles to provide capacity to deliver projects and activity.		Resources required to deliver: TBC		
		Next steps & dates – TBC Implementation – short-term (within 12 months)		
K2. Marketing & Communication Strategy/Plan	Increased awareness of PFNDC plans and activities, increased participation, increased volunteering	Beaford, PFND, NDC and Consortium partners	TBC	TBC
Description & rationale: Develop joined-up Marketing & Communication Strategy/Plan to ensure strong consistent messaging to achieve the aims and objectives of the PFNDC strategy. Draw upon the collective knowledge, skills, capacity and resources of the Consortium to develop an overarching plan and communications activity.		Resources required to deliver: staff & partner time		
		Next steps & dates – develop outline framework, review and flesh-out with partners Implementation – short-term (within 12 months)		
K3. Fundraising & Business Sponsorship Strategy	Fundraising activity to deliver strategic projects, increased awareness of PFNDC	PFND and consortium partners	-	-
Description & rationale: Establish strategy and action plan to raise funds to deliver projects within the 5-year strategy and to ensure long-term sustainability of the programme.		Resources required to deliver: staff time		
		Next steps & dates – assess funding options, develop sponsorship packages, document plan, develop relationships with businesses Implementation – short-term (within 12 months)		

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Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K4. Recruitment Plan - Partners & Volunteers	Extending the reach of the Partnership, increasing volunteer capacity, increased awareness and participation	PFNDC and consortium partners	-	-
Description & rationale: Establish plan to increase the number and range of PFNDC partners and of volunteers to assist in the delivery of PFNDC initiatives.		Resources required to deliver: staff time to co-ordinate, network and engage, support and presentation material		
		Next steps & dates – identify opportunities, action plan Implementation – short-term (within 12 months)		

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K5. Plastic Litter Standardised Local Data Collection	Increased knowledge, standardised and collated litter data, area-wide reporting	PFND, community beach/street groups, , AONB	-	-
Description & rationale: Data collected from community beach cleans and countryside cleans across the area are not standardised and cannot be collated as a whole. This activity will agree a standard form and process for collecting data about the amount and type of litter collected to enable reporting for the northern Devon area.		Resources required to deliver: staff time to co-ordinate and collate data		
		Next steps & dates – engage with local partners, agree standard form and reporting process Implementation – short-term (within 12 months)		

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K6. Researching Alternatives to Using Plastics	Increased knowledge, provide basis for new project development	PFNDC and consortium partners	-	-
Description & rationale: Increasing the knowledge base within the Consortium about alternatives to using plastics to inform future project design and development.		Resources required to deliver: staff & partner time to research		
		Next steps & dates – Research, creating network links Implementation – short-term (within 12 months)		

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Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K7. Researching Local Impacts of Plastic Waste	Increased knowledge, provide basis for new project development	PFNDC and consortium partners	-	-
Description & rationale: Create and assemble local evidence base to increase awareness of plastics pollution within northern Devon, encourage changes in behaviour, inform future project design, and support the development of sustainable waste management policy and practices.		Resources required to deliver: staff & partner time to research		
		Next steps & dates – Research, creating local and national network links, case study reporting and data collecting Implementation – short-term (within 12 months)		

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K8. Local Intelligence	Increased knowledge about PFNDC’s target audience and potential partners	PFNDC and consortium partners	-	-
Description & rationale: Increasing the knowledge base about key industry sectors, community dynamics, potential business partners, community groups and organisations with potential to assist PFNDC initiatives to inform future project design and delivery.		Resources required to deliver: staff & partner time to research		
		Next steps & dates – research, creating local network links Implementation – short-term (within 12 months)		

Key project (title)	What it will deliver (type of outcomes & outputs) SMART	Lead & key partners	Estimated cost	Possible funding
K9. Research Recycling Realities & Closed Loop Potential	Increased knowledge about recycling pathways, traceability of waste, and possibilities of a circular closed loop economy in northern Devon.	PFND and NDC, TDC, DCC, Biosphere	-	
Description & rationale: Address gaps in knowledge and traceability of where recycled materials end up as a basis for increasing public and business awareness and confidence, and encouraging changes in behaviour.		Resources required to deliver: staff & partner time to research		
		Next steps & dates – research, scoping and feasibility Implementation – medium-term (1-3 years)		

Abbreviations

AONB	North Devon Coast Areas of Outstanding Natural Beauty
Biosphere	North Devon UNESCO Biosphere Reserve
DCC	Devon County Council
EA	Environment Agency
F4L	Fishing 4 Litter
FoE	Friends of the Earth
HLF	Heritage Lottery Fund
KBT	Keep Britain Tidy
MCS	Marine Conservation Society

NDC	North Devon Council
NDFA	North Devon Fishermen’s Association
PFND	Plastic free North Devon
PFNDC	Plastic-Free Northern Devon Consortium
RNLI	Royal National Lifeboat Institute
SAS	Surfers Against Sewage
SDF	Sustainable Development Fund
TDC	Torridge District Council

How we will measure progress

All of our projects and the national and regional campaigns that we support involve the reduction, removal or disposal of plastics within northern Devon. We will measure the impact of our activities through indicators which reflect the individual nature and scope of each project. Across our projects we expect to identify a wide range of indicators, including cultural, health and well-being benefits through community participation within a pioneering programme of activities.

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