

28 August 2019

## **PENRITH TOWN COUNCIL, CUMBRIA**

Plastic Clever Penrith is a stakeholder group, consisting of representatives from Penrith Town Council, Cumbria County Council, Eden District Council, PACT, CAFS, Penrith Bid and Penrith Chamber of Trade aiming to provide initiatives and advice to both residents and businesses in Penrith about how small changes can help reduce plastic waste. This initiative directly helps stop unnecessary waste and improve the local environment.

The Plastic Clever Vision is to have every consumer business in Penrith sign up to a voluntary plastic-clever scheme which will include:

- Plastic bags – This could involve biodegradable alternatives, an incentive for customers to use their own bags or provision of themed/branded bags for sale, with profits to local charities.
- Plastic cups/straws/stirrers – To be replaced with biodegradable alternatives – paper or pasta straws, discounts for using your own cup, bamboo stirrers.
- Plastic/Polystyrene packaging – To be replaced with biodegradable alternatives.
- Use of own containers by customers by purchasing loose products such as fruit, vegetables and some dry goods.
- Town events will be asked to include plastic-free guidelines for traders and attractions.

Has your council done something similar? If so, please contact NALC via:  
[Claire.goldfinch@nalc.gov.uk](mailto:Claire.goldfinch@nalc.gov.uk)

© NALC 2019