

Hi Lindsay

I am afraid I don't have any evidence for you to support a bottle deposit scheme. But I would like to voice my support for such a scheme. I run the 2 Minute Beach Clean campaign here in Cornwall.

We have thousands of followers and participants all over the world. The campaign is being used in Ireland by An Taisce and I believe Keep Scotland Beautiful have run a copycat scheme they called 2 Minute Clean Up. We have been on Springwatch and the BBC numerous times and have a large grassroots support all over the UK and beyond.

We are desperately trying to trial a reverse vending scheme here in Bude to offer incentives to beach cleaners and tourists to put bottles in the appropriate place for recycling. We already know that incentives work as we have seen an upsurge in images through our hashtag after offering fortnightly prizes for images of beach rubbish picked up. We also know that making it easy works, as our trial of 2 Minute Beach Cleaning stations has proven to us.

So the point of this? We think it will work. It has to. People are inherently lazy (me included) and need incentives (money or rewards) to make things happen. It is the sad state of our society. The drinks industry will tell you a scheme will kill their profits (so what? It is their mess on the whole) and many others will tell you it won't work. Well I'm on the ground, picking up litter off our beaches. It keeps coming, this never ending tide of plastic and we have to do anything, everything we can to stop it. It is beyond the price of money.

We are working to get a reverse vending machine with no budget because we truly believe a trial here in Bude will prove it can be effective elsewhere.

If you have the opportunity, please don't squander it.

Best of luck

Martin Dorey