

**PLASTIC FREE**  
**— DEAL —**  
**SURFERS AGAINST SEWAGE**

**BUSINESS ACTION PLAN**

**TO MAKE DITCHING THROWAWAY PLASTIC EASY**

Let's ditch single use plastic in Deal and Walmer

[plasticfreedeal@gmail.com](mailto:plasticfreedeal@gmail.com)  
Facebook / Twitter #PlasticFreeDeal  
[www.plasticfreedeal.org.uk](http://www.plasticfreedeal.org.uk)

**#PlasticFreeDeal** is a local group working with businesses, community groups, individuals and local councils to reduce the use of single use plastic in the town. It's part of the UK wide **#PlasticFree Coastline** initiative co-ordinated by Surfers Against Sewage and is backed locally by **Deal With It – Transition Deal**.

### Why plastic?

Convenient at the time, throwaway plastics are used for a matter of minutes, but last a lifetime in the marine environment. With parts of the ocean now holding more plastic than plankton, our entire ecosystem is under threat!

### Need some guidance?

Go to [plasticfreedeal.org.uk](http://plasticfreedeal.org.uk) for a handy step by step process to ditching single use plastics.

### Need help in finding alternatives?

Some items – such as plastic straws – could be ditched for good, but others you'll need to replace. See [plasticfreedeal.org.uk](http://plasticfreedeal.org.uk) for examples of suppliers. (We can't endorse or recommend but we can give ideas and info to research.)

### Group purchasing

Want to reduce costs? Consider joining forces with fellow businesses to buy together and to buy in bulk. We'll share details as this develops.

### How do we get involved?

Take the pledge to ditch **3** items of plastic!

Start by taking a look at all the plastic items used by your business. Complete an audit to identify the single use items you use. What can be ditched? What can be replaced? What needs to be phased out over time?

Make a list of easy things to target and start ticking off the items on your Business Action Plan.

Let us know when you've successfully achieved your **3** items and one of the **Deal With It** team will come to see you. All we ask is to see your replacement items, or a copy of an invoice\* and you'll receive your **PlasticFreeDeal** certificate to display in your business.

\*We appreciate it takes time to get through current stocks of plastic items so an invoice as proof of purchase will be accepted.

### Deal businesses...

already on the road to ditching single use plastics include Fryer Tuck, The Moveable Feast, Peckish, Filberts and Peppers. If you're already ditching plastic let us know and we'll add you to the [plasticfreedeal.org.uk](http://plasticfreedeal.org.uk) business directory.



## BUSINESS ACTION PLAN

What can we get rid of and what can we replace:

- Plastic straws
- Plastic bags
- Plastic cutlery
- Plastic cups
- Plastic bottles
- Plastic takeaway boxes
- Plastic sandwich boxes
- Plastic bin liners
- Plastic food cartons
- Clingfilm
- Sachets
- Single condiment portions
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### What's in it for you?

- ✓ Recognition of your efforts with a **Plastic FreeDeal** certificate to display in your business.
- ✓ A listing in our business directory on [plasticfreedeal.org.uk](http://plasticfreedeal.org.uk).
- ✓ Publicity through our promotional activities.
- ✓ The potential to save money through reductions in waste, group purchasing and ditching certain items.
- ✓ Increased customer awareness leading to increased customer loyalty.
- ✓ Peace of mind!

We'd love to hear your pledges. Tell us what single use plastic items you'll be ditching at [facebook/PlasticFreeDeal](https://www.facebook.com/PlasticFreeDeal)

Keep an eye on our website and facebook page for details of local activities you can join, such as beach cleans, workshops and talks.