

Modbury in South Devon -

The UK's First Plastic Bag Free Town

Britain's first plastic shopping bag free town.

The historic market town of Modbury in South Devon has, from the 27th of April 2007 become Britain's first plastic bag free town. All shops have removed their current stock



of carrier bags (which will be recycled and turned into furniture).

Shoppers will in future be only offered the re-useable calico *Modbury Bag* which is being sold at a cost price of £3.95 (a smaller version is available at £1.50) or alternately cornstarch plastic-free bags for food products.

This initiative is intended to prevent the disposal of toxic carrier bags on to our landfill sites which is both harmful to the soil and to wildlife.

Billions of plastic shopping bags end up being bulldozed into our landfill sites every year, their content is toxic and inevitably a

percentage of them are blown away and present a serious threat to wildlife both in the countryside and to marine animals.

environment.guardian.co.uk

The project was started by film maker Rebecca Hoskins who made a film for the BBC Natural world series called Hawaii: Message in the Waves. Rebecca showed the film to 43 retailers initially and targeted them individually to get them to stop using plastic bags. She sent a 'gentleman's agreement' for them to sign and addressed it through the local Chamber of Commerce. They set up a small group to oversee the project and a 1 month deadline was set. She says that she could only have done it in Modbury because the traders Trusted her.

Her story is on <http://www.plasticbagfree.com/howto.php>

Information about the film is at <http://www.messageinthewaves.com>