

Better Tomorrows Community Interest Company
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Background

Better Tomorrows is a not-for-profit company set up in 2007 and has a simple stated aim - stop rubbish going in the bin. To achieve this stated goal it is pioneering new strategies.

The Community Interest Company is helping the community help itself by training voluntary Waste Prevention Advisors who help others, including communities, householders and businesses, to manage their waste more effectively.

Waste is now recognised as an ever increasing major problem, and is linked to climate change, greenhouse gas emissions, global warming and pollution, and so increasing numbers of people want to help their community tackle the problem. This innovative scheme has harnessed this enthusiasm and provided the tools and support to enable it to happen effectively.

All of this community work is supported by a Board of Directors that are of a high calibre and are committed members from the community, the waste industry and local authorities. They have a passion for protecting the environment along with the vision to challenge current thinking and spearhead culture-changing initiatives such as the Steyning Plastic Bag Free campaign.

Steyning Plastic Bag Free Campaign

Each household in the UK uses an estimated 300 plastic bags every year¹. Even when we dispose of them correctly, plastic bags often get blown out of bins and landfill sites and end up littering our land and oceans.

Henfield a small village in Horsham who became plastic bag free last year influenced Steyning a larger historical town to become plastic bag free.

The Naturesave Trust's contribution will go towards the purchase of reusable bags with a picture promoting protecting the planet that will be distributed to all 3000 households in Steyning. This will be followed by a plastic bag free launch in the town on October the 31st 2009. The picture being used on the reusable bag was selected from a school child after a competition was held in Steyning School. This encouraged the reuse of bags and reasons for not using plastic.

Preparation for this campaign has already attracted local media with articles in the West Sussex County Times.

Better Tomorrows believes that by encouraging communities to become plastic bag free communities are more likely to take other steps in their lives and so this type of project acts as a behaviour change campaign for future generations.

We are delighted that The Naturesave Trust supports waste prevention and we believe Steyning will influence other towns and villages to take on this challenge.

¹ <http://www.mcsuk.org/>